

REPORT

2017

50 UNIVERSITY OF BATH  
Established 1966

# Bath Taps into SCIENCE 11<sup>th</sup> – 18<sup>th</sup> March 2017

## Festival Report

✦ The students were brilliant at explaining to adults and children alike, and their enthusiasm for their topic was inspiring. ✦

*-Parent attendee at Family Science Fair*



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# Festival Summary



8,314 total attendees



78 events advertised  
60 events run  
62% attendance rate  
on ticketed events



59 schools involved in festival  
35 primary schools attended  
Schools Science Fair



6 events run just for  
adults  
235 attendees of  
adult only events



1,681 year 5/6 students  
attended the Schools Science Fair  
48% school children met at least  
one WP criteria  
46% of attendees were female  
8 stands by secondary schools



1,206 members of  
newsletter mailing list  
592 new members since  
2016 festival  
7 newsletters sent (25 Oct '16–  
22 Mar '17)  
32% average open rate  
7% average click rate



14 events in public  
programme  
4,000 people attended  
the Family Science Fair  
878 people attended other  
family events



25,151 website page views  
(1 Oct '16– 31 Mar '17)  
6,453 unique website users  
(1 Oct '16– 31 Mar '17)  
627 downloads of festival  
programme (1 Oct '16– 31 Mar '17)



320 attendees of  
engineering exhibition

“ I think events like this are gold dust. ”

-University of Bath researcher



118 new followers (5 Feb '17– 31 Mar '17)

307 mentions (5 Feb '17– 31 Mar '17)

183 posts using #bathscifest  
(5 Feb '17– 31 Mar '17)



26,344 total reach of all posts  
(2 Oct '16– 31 Mar '17)

110 new page likes (2 Oct '16– 31 Mar '17)

760 unique users engaged with posts  
(2 Oct '16– 31 Mar '17)

6,147 users reached through advert  
(28 Feb '17– 6 Mar '17)

220 users engaged with advert  
(28 Feb '17– 6 Mar '17)

9p cost per engagement with advert  
(28 Feb '17– 6 Mar '17)



# About the Festival

Bath Taps into Science celebrated its 17th year in March 2017 with 60 events over 7 days during British Science Week. (11th-18th March 2017). With multiple aims the festival reached over 8,300 people across schools and the local community.

## Aims

The aims of Bath Taps into Science are:

- Work in conjunction with schools and colleges to contextualise learning of their students through STEM (Science, Technology, Engineering and Maths)
- Engage and stimulate the general public with STEM
- Promote the STEM undertaken across Bath
- Develop links across the wider STEM community
- Provide an opportunity for researchers to show the impact of their research to the wider community
- **Develop University of Bath undergraduate postgraduate students' Science Communication skills**

## Schools Programme

46 events were run for schools across the region ranging from workshops in schools to a large science fair.

### *Workshops/Talks in schools*

A programme of workshops and talks was offered to schools. All the KS2 and KS3 events were booked and more events had to be added to meet the KS2 demand. We struggled to fill KS4 and KS5 events, and may consider whether to offer events to these age groups during the festival next time.

Workshops were offered by University of Bath researchers and students and included topics such as water, DNA, slime, particles and the universe.

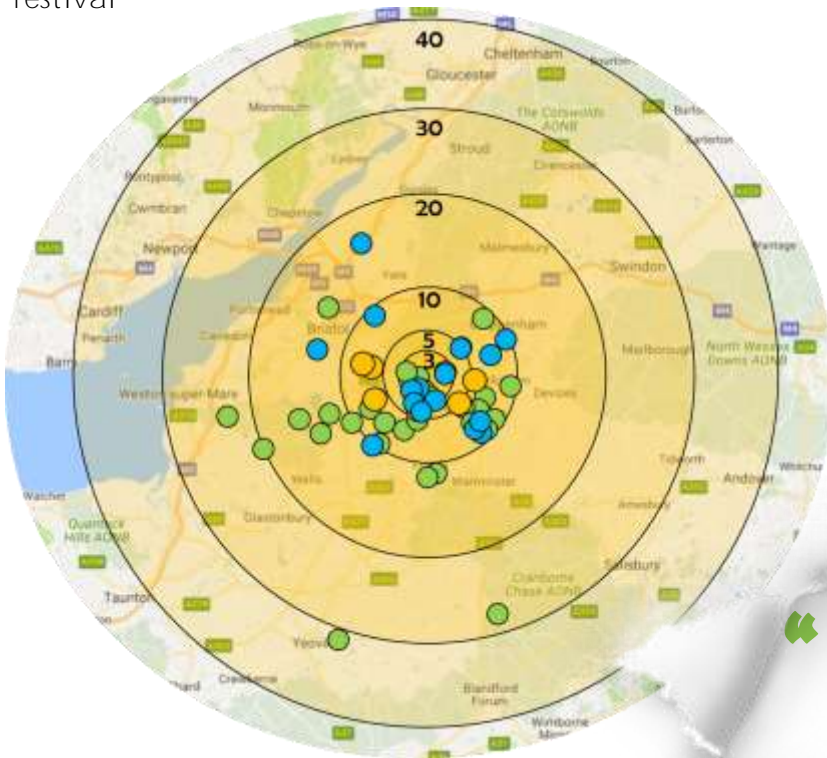
### *Schools Science Fair*

The Schools Science Fair was once again run at the University of Bath but **for the first time in the University's Sports Training Village (STV)/The Edge**. The venue allowed us to have 42 exhibition stands from the University, local companies and 8 secondary schools. The 1681 KS2 students that attended were all met on the bus as they arrived and welcomed in the Edge before entering the fair in the STV. Each school had 2 hours in the fair interacting with an average of 9 stands.

Schools came from some distance to attend the fair, with the Festival providing transport for 14 schools who had a high proportion of students on Pupil Premium or Free School Meals.



Distance from the University of Bath (centre) in miles each school is that interacted with the festival



- Presenters at the Schools Science Fair
- Attendees at the Schools Science Fair
- Workshops/talks in school

View an interactive map of all event attendees at [www.bathtapsintoscience.com/about/distance-map](http://www.bathtapsintoscience.com/about/distance-map)

“ Having a high percentage of disadvantaged pupils on register it is wonderful that we are able to attend this event - thanks to the support in arranging for the transport for our children. ”

*-Teacher from Schools Science Fair*

“ For many children, whose parents have not been to university, the University of Bath is just this thing on the hill. It is great for the scientists to go into schools and make personal contact. This way, the university seems much more accessible for all the children. ”

*-Teacher from in school workshops*

“ Lots [of children] talked about it [the workshop] at home led to scientific discussions! ”

*-Teacher from in school workshops*



Key words from students describing the Schools Science Fair

# About the Festival

## Public Programme

For the first time the festival offered a programme of 14 events for the public including 6 just for adults. Events included the ever popular Family Talk which this year was given by Saiful Islam (2016 RI Christmas lecturer) to an audience of 243 (398 tickets reserved). There were things for everyone with a lecture and a musical performance about gender in science and a comical theatre production about particle physics. The festival also hosted a high profile discussion around water quality, part of a NERC funded project across Bath, Bristol and Keynsham. The festival week ended with the Family Science Festival in Victoria Park, Bath and with more space, activities and food/drink on offer than ever before it was a great day. Despite the weather the fair attracted in the region of 4,000 visitors who visited the 34 interactive stands on offer from the University of Bath and local companies.

All apart from one event during the festival was free and people reserved tickets online. We did notice that on average 62% of the people who had booked tickets attended the events and this is something we may need to think about in the future.

## Presenters

Many of the presenters at the Festival were from the University of Bath and for the first time we offered a number of support sessions for those that were taking part. In collaboration with the Public Engagement Office at the University we ran a session for those wanting to take part in the festival for the first time and another drop-in session to support researchers with ideas and the mechanics of the exhibitions and logistics of the days.

Feedback was positive and those that came along to the sessions said that it had helped them. We will look to do more of these in the future.

## Funding

Funding was provided through a number of sources including sponsorship from local companies. The University of Bath provided most of the funding paying for staff to coordinate and run the festival. Other companies that took up major sponsorship options in 2017 were Rotork, BuroHappold, BMT and Monkton School. All four have sponsored the festival in the past and both Monkton and BMT increased their level of support in 2017. NERC provided some funding through related projects and PSI also sponsored the festival. Other supporters offered in kind support and we thank them and all our sponsors for their support, the festival could not run without you.



“ The whole family really enjoyed the event. There was so much to see and do. It was great! We will definitely be attending next year. ”

*-Parent attendee at Family Science Fair*

“ Several ideas were taken [from the Schools Science Fair]. As a result the children are going to feedback which science experiments they would like to attempt after SATS have finished. Putting the control back to the children. ”

*-Teacher from Schools Science Fair*

“ The events strengthened my belief that public engagement through academics is essential, especially considering the rapid advances involving sophisticated techniques that would be a challenge for non-scientists to communicate appropriately. However, it becomes clear that time limitations of academics make it difficult or impossible to engage as required with members of the public. ”

*-University of Bath researcher*

Having been involved in the festival:

59% of presenters are more likely to get involved in WP activities

82% of presenters are more likely to get involved in PE activities

55% of teachers said attending the schools science fair will impact their **teaching (36% didn't know)**

90% of teachers said they would like to be involved in the festival next **year (10% didn't know)**

100% of teachers rated the events as 7/10 or above

100% of teachers said their children enjoyed the events

# Festival Organisers



Professor Chris Budd OBE  
Festival Director



Andrew Ross  
Festival Project Manager



Michelle Smith  
Festival Coordinator



Rachael Baker  
Festival Intern



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