



UNIVERSITY OF
BATH

Bath Taps into SCIENCE

10th - 17th March 2018

Festival Highlights

Thank you to all our major sponsors:



Festival Summary



4,471 total attendees



60 events advertised

43 events run

61% attendance rate
on ticketed events



24,703 website page
views *(2 Oct '17– 27 Apr '18)*

5,712 unique website users
(2 Oct '17– 27 Apr '18)

2,020 views of the festival
events programme *2 Oct '17– 27
Apr '18)*



1,314 members of
newsletter mailing list

6 newsletters sent
(2 Oct '17– 31 Mar '18)

31% average open rate

5% average click rate

323 users visited the
festival website from
newsletters



195 new followers *(1 Jan '18–
27 Apr '18)*

186 mentions *(1 Jan '18– 27 Apr
'18)*

205 posts using
#bathscifest
(1 Jan '18– 27 Apr '18)

110,200 impressions
(1 Jan '18– 1 Apr '18)



22,173 total reach of all posts
(2 Oct '17– 31 Mar '18)

144 new page likes *(2 Oct '17– 31
Mar '18)*

1,181 unique users engaged
with posts *(2 Oct '17– 31 Mar '18)*

21,788 users reached through
adverts *(27 Feb '18– 17 Mar '18)*

43,735 impressions from
adverts *(27 Feb '18– 17 Mar '18)*

638 users engaged with adverts
(27 Feb '18– 17 Mar '18)

16p cost per engagement with
advert *(27 Feb '18– 17 Mar '18)*

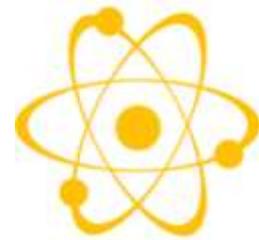
Schools Programme



52 schools involved in festival
33 primary schools attended Schools Science



1,400 year 5/6 students attended the Schools Science Fair
51% school children met at least one WP criteria*
50% of attendees were female*
7 stands by secondary schools



31 workshops delivered in schools and on campus
944 school children took part in workshops
30% of attendees met at least one WP criteria*
53% of attendees were female*

Public Programme



7 events run just for adults
517 attendees of adult only events



4 family focused events run
1,062 people attended the Family Science Fair
651 people attended other family events

*of the students we received data for

About the Festival

Bath Taps into Science celebrated its 18th year in March 2018 with 43 events over 7 days during British Science Week. (10th-17th March 2018). With multiple aims the festival reached almost 4,500 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

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

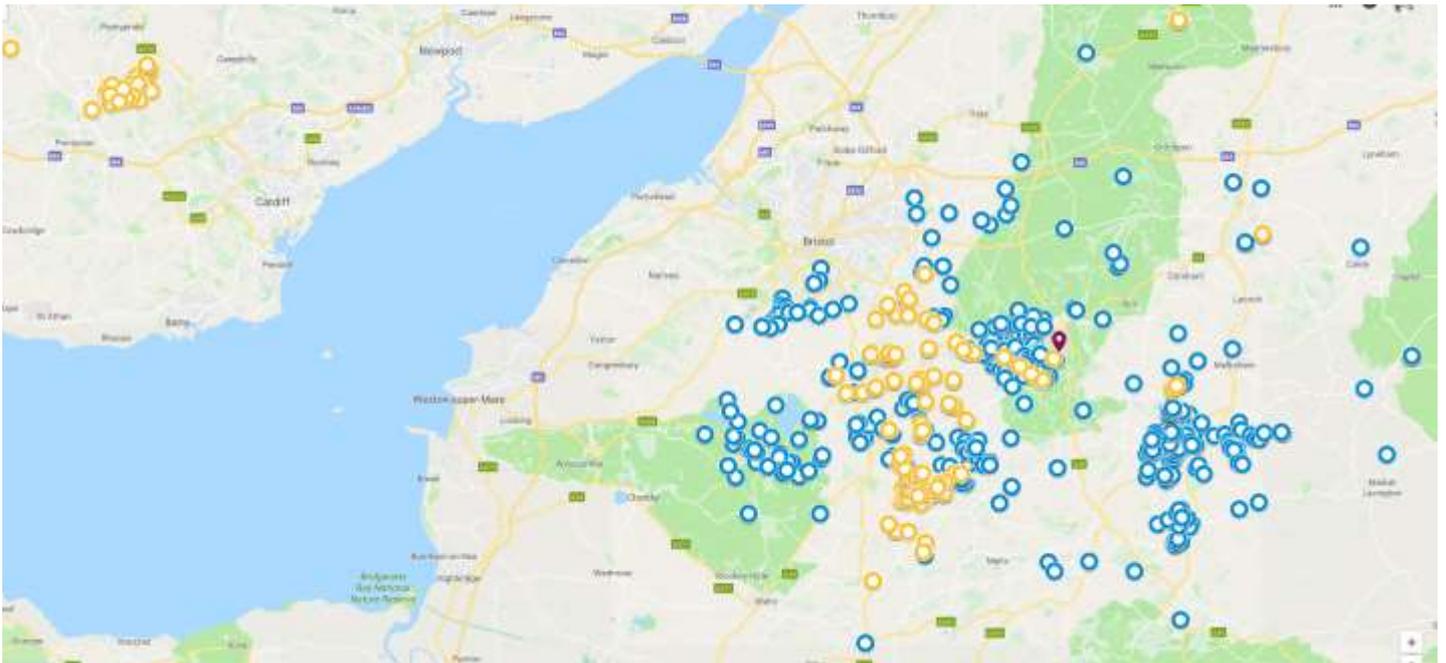
Schools Science Fair

The Schools Science Fair was once again run at the University of Bath at the **University's Sports Training Village (STV)/The Edge**. The venue allowed us to have 36 exhibition stands from the University, local companies and 7 secondary schools. The 1,400 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.

Schools came from some distance to attend the fair, with the Festival providing transport for 12 schools who had a high proportion of students on Pupil Premium or Free School Meals.



Location of attendees to the different programmes of events

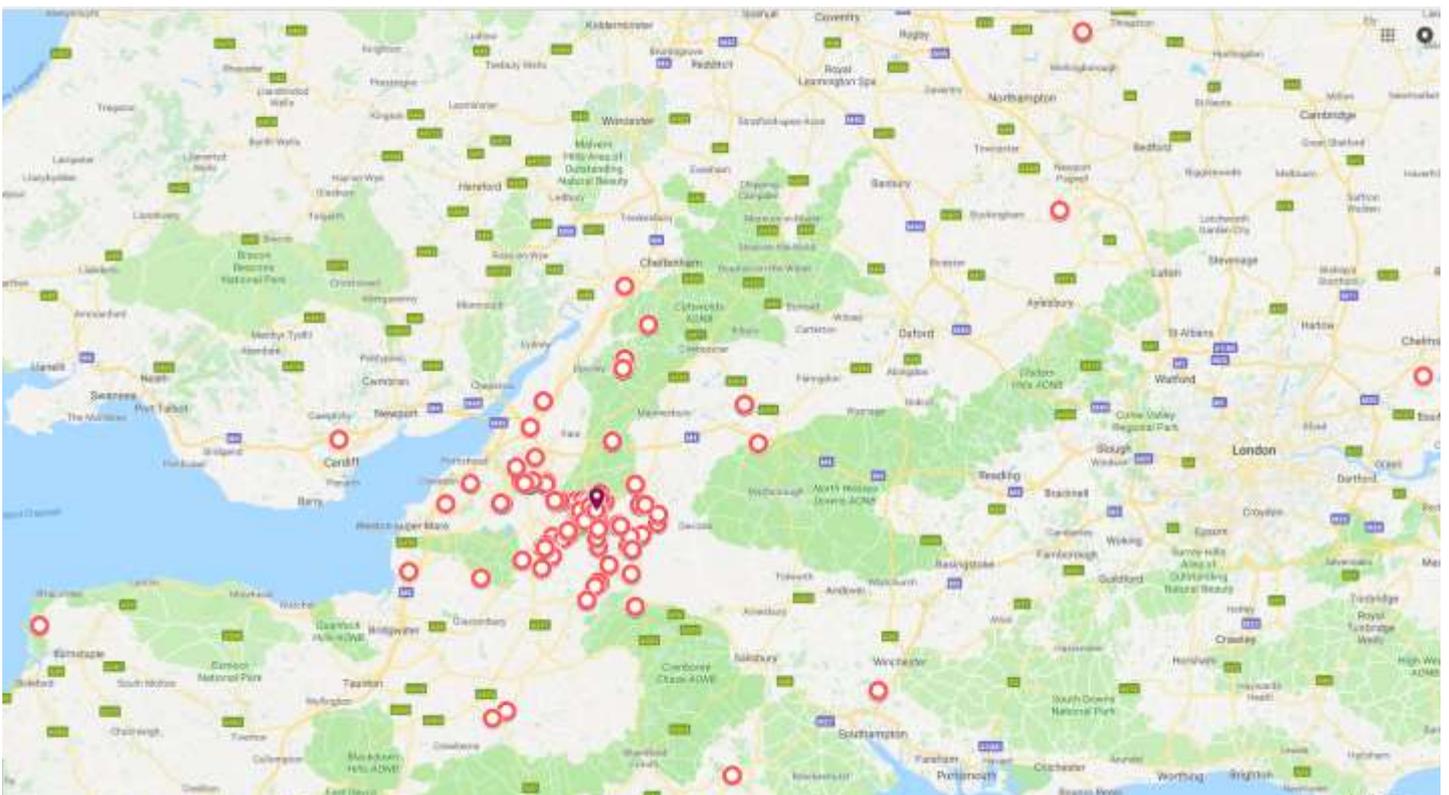


Schools Programme

Attendees

-  Schools Science Fair
-  Schools Workshops
-  Public Events

 University of Bath



Public Programme

About the Festival

Public Programme

The festival offered a programme of 18 events for the public, although due to circumstances beyond the control the festival 7 events had to be cancelled.

Events included a discussion about state of the art research into plastics, talks from a number of leading researchers, a dance performance and the ever popular Family Talk which this year was given by Ben Sparks. The festival launched with take over of the Edge at the University of Bath where there were interactive activities, demonstration talks and Discovery Dome shows. The festival week ended with the Family Science Festival which was for the first time held at the Rec, Bath. Despite the weather (it snowed!) families came and took part in the activities and food/drink on offer. Despite the weather the fair attracted 1,062 visitors who visited the 34 interactive stands on offer from the University of Bath and local companies. Although the numbers were much lower than previous years it did allow the audience to have better and deeper interactions with the researchers.

All apart from one event during the festival were free and people reserved tickets online. We did notice that on average 61% of the people who had booked tickets attended the events which is the same as previous years.

Volunteers

For the first time the festival had a volunteer programme. We had 40 applications from volunteers and almost all were given at least one shift during the week. There were 3 roles that the volunteers could do: Marshal, Social Media and Evaluation and they applied for the role they felt best suited them. The biggest reason for volunteering at the festival was to build their CV and to learn about large event organisation.

As part of the programme volunteers were given a briefing document and training session which covered an overview of the festival as well as basic safeguarding they were then given a briefing before each event. Volunteers were assigned to each event based on their abilities and availability. Overall the feedback from volunteers is very positive with most saying they would volunteer again.

Funding

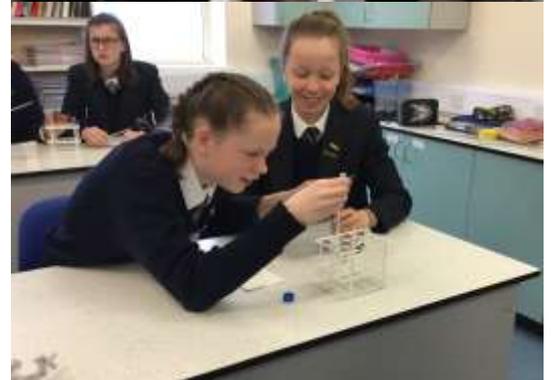
Funding was provided through a number of sources including sponsorship from local companies. The University of Bath provided most of the funding paying for staff to coordinate and run the festival. Other companies that took up major sponsorship options in 2018 were Rotork, BMT and Monkton School, with lower level support from King Edwards School and Western Power Distribution. King Edwards sponsored the festival for the first time offering workshops in the prep school for other local students.

Other supporters offered in kind support and we thank them and all our sponsors for their support, the festival could not run without you.



Quotes

- “ It's [the schools science fair] raised their awareness of the widespread application of science and put university on their radars.
-teacher (Schools Science Fair) ”
- “ They loved it. It developed their learning, communication skills and confidence as most of our children would not have the experience of visiting a university or meeting grown-ups and undergraduates - interacting with them.
-teacher (Schools Science Fair) ”
- “ Fabulous; an incredible, worthwhile, informative and important event. A must for all primary school children.
-teacher (Schools Science Fair) ”
- “ The presenters were well prepared and geared up to the academic level of the students
-teacher (workshops) ”
- “ Pupils are now more engaged about university and it has inspired them to think about studying maths/studying another subject at university.
-teacher (workshops) ”
- “ The new venue for the Saturday event was excellent, well set up, good facilities. Please repeat! Just a shame about the cold weather that day.
- researcher ”
- “ It was a great day and was useful to learn how to convey the importance of archaeology and x-rays to a younger audience which I had not experienced before.
-researcher ”
- “ Really inspiring to be involved in Bath taps again. This year was well organised and the team were very friendly.
-researcher ”
- “ This [family science fair] is suitable for younger children, compared to other science festivals which are pitched too high
-parent (Family Science Fair) ”
- “ **It's just as interesting for the parent, not just the children**
-parent (Family Science Fair) ”
- “ My child was so interested in the plastics stand, I think we will have to up our recycling game now
-parent (Family Science Fair) ”



Festival Organisers



Professor Chris Budd OBE
Festival Director



Andrew Ross
Festival Project Manager



Michelle Smith
Festival Coordinator



Tom Parry
Festival Intern



Thank you to all our sponsors and in kind supporters



UNIVERSITY OF
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