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CAMBRIDGE SCIENCE FESTIVAL 2011 EVALUATION

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Introduction

The Cambridge Science Festival is committed to engaging the public with science, technology, engineering, mathematics, medicine and more. The Festival depends on the continued creativity, hard work and enthusiasm of colleagues in the University and beyond. We thank all those who created and co-ordinated individual and departmental events. We aim to be inclusive and we thank the other agencies, schools, institutions and businesses which take part.

Our events are evaluated by the visiting public and we collate and assess their comments in order to make improvements to the following year's festival. We welcome your comments and suggestions.

We estimate that 35,000 individuals attended nearly 180 events during 14 days of the Festival, and the schools' visits prior to and during the Festival. It continues to be the largest free Science Festival in the UK and attracts a wide audience of all ages from the local area and beyond, including many international visitors. This evaluation features all of the centrally organised events and some of the departmental events, where feedback has been provided.

Aims and Objectives

Our objectives are:

- **To encourage young people to study science, technology, engineering and mathematics subjects further and to consider careers in these areas**
- **To engage with the public of all ages on issues of scientific interest and concern**
- **To reach at least 25,000 visitors each year, and to engage new audiences in the Festival**

This evaluation document shows that we continue to meet these objectives, and includes feedback from visitors and event co-ordinators which suggests improvements to the Festival for the future.

Overview of the 2011 Festival

The theme chosen for the 2011 Science Festival was 'Science for life' in keeping with the theme of the 2011 International year of Chemistry: 'Chemistry—our life, our future'. This formed the starting point for both external and internal co-ordinators to plan their events.

New this year

- Science on Sunday
For the first time in the history of the Cambridge Science Festival, a programme of centrally organised events took place on the first Sunday of the festival.
- Adult Fringe
In response to feedback from previous years that there was not enough for adults at the festival, the adult fringe included three comedy sessions and a dance event.
- Centrefold map/at a glance
The map and 'At a glance' section were put in the middle of the programme as a pull-out section for reference.

Headline stats

- **97% Positive overall impression of the festival**
(of 444 attendees polled, responding 'Good' or 'Very good' in a multiple choice questionnaire)
- **93% Positive impression of event just attended**
(of 444 attendees polled, responding 'Good' or 'Very good' in a multiple choice questionnaire)
- **Around 35,000 visitors**
(Estimate based on visitor numbers at events attended by Science Festival staff & event co-ordinators)
- **30% new visitors to Science Festival, 64% in Bio Zone**
(of 52 visitors polled in online evaluation, 30% had never attended before. Out of 100 polled in the Biology Zone, 64% had never attended before)
- **13,377 unique visitors to website**
(up 12% on 2010, figures taken from Google Analytics)
- **Over 30,000 views of Flickr images**

Funding and Partners

This year around £60,000 was donated in addition to core University funding and we are very grateful to our sponsors, who include Cambridge University Press, Medical Research Council, Darwin 2009 Anniversary Festival, Anglia Ruskin University, Science AAAS, Royal Society of Chemistry, Microsoft Research, Pfizer Regenerative Medicine, TTP Group, Society of Biology, Cambridge Science Park, MedImmune, Pye Foundation, BDO, Intel, Babraham Institute, and Medtech International. We are also very grateful to the Cambridge News and Cambridge First for featuring the festival and to our local media partner, BBC Radio Cambridgeshire.

Evaluation Methods

Evaluation forms were distributed to Science Festival visitors by event co-ordinators, volunteers and staff. The majority of the evaluations collected were from the Spotlight on Science evening lectures and the two Science on Saturdays. 444 completed evaluation forms were collected from the core Science Festival, excluding the Schools Roadshow and Schools Masterclasses. A copy of the 2011 evaluation form can be found in the Appendix, page 53.

In addition to the paper evaluation forms used this year, we also used an online questionnaire which provided us with more detailed feedback. Visitors were invited to complete this questionnaire by email and via a link on the Science Festival website. We received 39 completed questionnaires. A copy of the 2011 online questionnaire can be found in the Appendix, page 55.

Both internal and external event co-ordinators were emailed following the Festival to provide comments and feedback on this year's Festival.

General visitor comments on the Science Festival

<i>Positive comments:</i>	<i>Less positive comments / suggestions for improvements to the festival:</i>
<p><u>General comments</u> The fact that one has access to the top brains in any given subject</p> <p>Early days, but this has been the best so far</p> <p>Talks - great to hear from knowledgeable people of Cambridge, about their work and science in general. Well sited.</p>	<p>Evaluation forms should be one side max!</p> <p>Could there be "hands on" for interested adults non specialists too?</p>
<p><u>Scheduling</u> Evening talks starting after 6pm</p> <p>(Most successful element) Having two weekends with more on second weekend. Too much to fit into one weekend. Thanks for extending the programme</p>	<p>The fact that the weekday talks are earlier this year and the increased need to book in advance.</p> <p>Overlapping of events I'd like to attend</p> <p>Too much to see, too little time!</p> <p>Should events finish at 5 to the hour to allow time to move to the next?</p>



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<p><u>Staff, demonstrators and volunteers</u> (Most successful element) The eccentricities of the speakers</p> <p>Impressed ...by the Uni volunteers - explaining and directing with patience and courtesy</p>	<p>More guides to venues in the streets</p>
<p><u>Bookings / reservations</u> Having free, but pre-booked tickets to events</p> <p>The ticketing system was successful and that fact that you don't have to queue for ages to make sure you get in</p>	<p>Music and the brain. Tickets were booked however no list and priority not given - unlike stem cells talk- did not get in - full to capacity - despite ticket and fairly early arrival. Some did not book and entered.</p> <p>Queues eg. Chemistry</p>
<p><u>Signage and navigation</u></p>	<p>Map better than in previous years, though could do with arrow symbol to indicate entry points (e.g. for Free School Lane /Downing St site) or E for Entry or Exit. Locations on p43 not numbered. No 26th march equivalent page summary (p21/24)</p>
<p><u>Website, publicity and the programme</u> Very good brochure listing events , so easy to plan our time</p> <p>Brochure was well laid out, easy to find things, great spread of talks and activities.</p>	<p>The inability to export all events to an external calendar in its format</p> <p>An easily printable calendar of events on the website would be useful</p>



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Science on Saturday Events

Top Talks

Event description

This year, there were eleven Top Talks taking place across the Babbage Lecture Theatre, Arts School Room A, Central Science Library and the Lady Mitchell Hall.

Babbage Lecture Theatre:

- 'Poking the brain with illusions' by Steve Mould, Blue Peter presenter and stand-up comedian.
- 'Science Junkie' by Huw James, science and engineering communicator; and Greg Foot, BBC presenter.
- 'Gastronuts' by CBBC's Stefan Gates and Andrea Sella
- 'The science of Doctor Who: space, time, machine, and monster' by Mark Brake and Jon Chase, science rapper.
- 'The echo of creation' by Andrew Pontzen, former Rising Star and stand-up comedian

Arts School Room A:

- 'The crisis for cosmology' by Professor George Efstathiou
- 'Science and social media' by Gia Milinovich, web producer working in film
- 'Incredible ears' by Dr Phil Cox
- 'Science research now' presented by Connell Gould, Engineering and Dr Greg Sutton
- 'Stand up mathematics' by Matt Parker, BBC Radio 4 comedian and mathematician

Lady Mitchell Hall:

- 'The science behind Kinect' by Chris Bishop and Jamie Shotton of Microsoft Research

All of the Top Talks were extremely popular and well received by visitors, although statistical and anecdotal evidence suggests that 'The Science of Doctor Who' was less well received than the others due to its comparatively static delivery.

These talks were attended by a total of around 3,000 visitors.

Top talks visitor comments

Positive comments:

One of the best (entertaining and educational) science talks I've ever been to (Poking the brain)

Queues weren't so long , so we got to see more talks



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Fantastic! Lots of info brilliantly communicated (Science Junkie)

Very informative and interesting. Excellent variety - good audience participation. (Gastronuts)

Less positive comments / suggestions:

Dr Who talk was a good idea but the execution was disappointing.

Keep the terminology simple. Avoid "orders of magnitude", "Causal structure " etc. We can explain the same issue with simpler English which then makes the subject more appealing to youngsters. (Crisis for cosmology)

More an anecdotal experience of web in general. (Science and social media)

Actions and improvements for the future

- **Better online map**
In the printed programme we only have limited space for a map, and many venues need to be shown. We will put more detailed maps of both of the main festival sites online so that it is clear where the entrance is to each. We will also include a map of the wider area so that it is easier to find us.
- **More prominent signage**
Having more prominent signage at local transport hubs would be useful but no further volunteers can necessarily be spared to direct people from these locations. The use of extra signage has potential cost implications and is also at the discretion of the City Council.

The festival team aims to ensure that only high quality engaging speakers are chosen to appear at the Science Festival. The team will visit other science festivals, watch online lectures and take recommendations from other co-ordinators on speaker choices.



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The Biology Zone

Event description

The Biology Zone took place in the Large Exam Hall and Rooms B and C of the Arts School. It consisted of 14 different specific areas targeted at all age groups and was delivered by the MRC, Babraham Institute, MedImmune, Papworth Hospital, Society of Pharmacology, Society of Biology, Wellcome Trust Sanger Institute & European Bioinformatics Institute, Long Road Sixth Form College, Cancer Research Institute and Cambridge AWiSE.

The Biology Zone had the same number of events as last year and was run in virtually the same format. This meant that the co-ordinators were familiar with the procedure and minimal overseeing was required from the Festival team.

The flow of visitors through the Biology Zone was high due to the use of trails and quizzes. The trails were co-ordinated by Francesca Gale of the Wellcome Trust Sanger Institute. There was a welcome desk at the foot of the stairs leading up to the Biology Zone, organised by all the Biology Zone co-ordinators. At the desk, maps and age-appropriate trails were given out which improved orientation for visitors once they got to the Biology Zone.

Over 2,000 visitors attended the Biology Zone over six hours.

Comments from Biology Zone visitors

Positive comments:

Lots to see and do, very helpful people

Very hands on – excellent

Great for kids. Really liked the 'build your own antibody'. Excellent day out and educational too!

A better understanding of calcium signalling and stem cell therapy.

It has been interesting and fun. I like the pet water flea and folding DNA.

I loved the food and body fat stand. I learnt so much and this was my favourite stand. Well done to everyone working on it.

Less positive comments / suggestions:

Sometimes too busy

Actions and improvements for the future

- **Consider timed ticketing for Biology Zone**

While queues to the Biology Zone were minimal this year, there were some complaints of overcrowding. There were volunteers in place to make sure we kept to fire regulations regarding numbers of people allowed into the Art Schools at any one time. In future, we would consider using timed tickets to avoid overcrowding, however, the benefits of this would have to be weighed up against the potential for this to put people off going.

Mill Lane, Tennis Court Road and Lensfield Road

Event description

Highlights from this section of the programme included the Doctor Who display by the Hyde Fundraisers at the Pitt Building and an opportunity to see 'The Wothers guide to the periodic table' and wider Chemistry Open Day at the Department of Chemistry. The Doctor Who exhibition was well attended with an estimated 2,000 visitors in the six hours it was open on Saturday.

The Chemistry department ran a very popular Open Day from 10.30am to 5pm, and Dr Pete Wothers gave his 'Guide to the Periodic table – group 1, the alkali metals' lecture three times on the Saturday.

Comments from Mill Lane and Lensfield Road visitors

<p><u>Positive comments:</u></p> <p>Friendly & accessible. My son really enjoyed the rocket car design & making</p> <p>Dr Wothers lectures lively , interactive , engaging audience in science – brilliant</p> <p>Particular highlights this year: making viruses out of sweets in the pathology dept and dry ice volcanoes in the chemistry dept</p> <hr/> <p><u>Less positive comments / suggestions:</u></p> <p>The rocket car derby - at the University building was so HOT and energy levels waned</p>

Actions and improvements for the future

- **Venue manager introduction in volunteer briefing**

Key volunteers are already given contact details for venue managers / technicians, but an introduction to these key contacts could be included in the volunteer briefing.



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This contact would then give individual sites more autonomy on operational matters (climate control, sound reinforcement etc.)

New Museums Site

Events description

In addition to the Top Talks and the Biology Zone activities, activities and workshops were held in the Department of Materials Science and Metallurgy, Department of Zoology, Museum of Zoology and The Whipple Museum. Only two events were bookable, 'The secret life of ice-cream' and 'Playing with the entrails of a fruit fly' and these were both booked up within days of bookings opening. CHaOS were also running drop in workshops outside the Museum of Zoology which were hugely popular.

Comments from New Museums Site volunteers

Lia Chappell, CHaOS president 2010-11

"We're really pleased with how well this year's event went- walking round inside there was a fantastic buzz, and lots of happy faces. The planning for this event started in October 2010, and we're glad that everyone seemed to be enjoying themselves. The reactions from kids and families make it all worthwhile, and ensure that the student committee will make the event happen again (even bigger and better) in 2012!"

David Brooks, CHaOS demonstrator (Medical Student)

"It's great fun to demonstrate at CBS! It's really rewarding to see how enthusiastic the hundreds of kids (and slightly bigger kids) can be about learning science. Furthermore, learning to communicate how fascinating science is, in a manner that is accessible to everyone, is a great skill to develop. I'll be back again next year!"

Comments from New Museums Site visitors

Positive comments:

Loved the CHaOS experiments. I have 4 children aged 6-13 so it allowed them all to learn at their own speed.

Great demonstration and lecture (Superconductors)

Less positive comments / suggestions:

SeeK was very busy

Actions and improvements for the future

- **Timed tickets / door counters**



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We would suggest using timed tickets (available on the day) for the Materials Science and Metallurgy to avoid overcrowding. Also the system of issuing volunteers with door counters to keep to a specific capacity should be enforced for busy events such as Seek.

- **Remain open on Sunday**

Ideally we would move hands on activities to larger venues in the future, however there is only limited space in the city centre. This is why we are considering spreading the hands on activities over two days, building on our current offering on Sunday.

Downing Site

Event description

Several departments and museums opened on the University Downing site, including the Sedgwick Museum of Earth Sciences, and the student society Timetruck, the Museum of Archaeology and Anthropology, Department of Physiology, Development and Neuroscience, Plant Sciences, Pathology, Biochemistry, Experimental Psychology and the McDonald Institute for Archaeological Research.

Comments from Downing Site visitors

Positive comments:

Trevor Robbins (What do drugs do to the brain?) lecture was really well done. A great feat for the audience range.

Dyslexia, rhythm and music was the most successful element for us, as other events booked up.



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The city and the Guildhall

Event description

Anglia Ruskin University ran 11 events at the Guildhall including the opportunity to conduct your own crime scene investigation and compare your lung function with athletes. All activities were well attended and we estimate that over 1000 members of the public visited the Guildhall.

In addition, there was also an event at West Road Concert Hall organised by the Department of Music's outreach officer, a film about Leonardo da Vinci at the Italian Cultural Centre and play about Isaac Newton at Downing College.

Comments from city and Guildhall visitors

Positive comments:

The Saturday event at the Guildhall [was the most successful element] as it opened many areas of science to all ages.

Fantastic to link the arts and sciences - more please! (Good vibrations)

Fantastic- funny , informative, I am proud to live in Cambridge (Good vibrations)

An unpolished diamond. Great ideas. Will develop with rehearsal. This is what the British are so good at. (Good vibrations)



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St John's College

Event description

St John's College ran the hugely successful Hoyle Day in the Fisher Building and The Old Library. As with last year, all sessions for the hands-on 'Build your own astrolabe' event were fully booked very early and we received extremely positive feedback from participants.

There were also three talks and an exhibition of Hoyle's personal papers and artefacts.

Comments from St John's College

Positive comments:

Clear explanations, good sized group, interesting introduction, plenty of scissors, glue etc. Pointer to website if we wanted to explore further. (Astrolabe)

Excellent commentaries in large legible type (Big Bang: the life and work of Fred Hoyle)

The talk was beautifully structured, professionally and enthusiastically delivered. The ten objects were inspirational. Thanks for all the painstaking effort and passion



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Adult fringe

Events description

In keeping with other similar festivals, this year we introduced a series of events targeted directly at the 16+/18+ audience. These events included stand-up comedy, musical comedy and dance.

Positive comments:

Super smashing great (Festival of the spoken nerd)

Finally something for grown-ups! By far the highlight of the festival. Very funny and nice to be able to get a (real) drink. Great atmosphere and really well pitched at a semi-academic adult audience. (Festival of the spoken nerd)

Nice combination of art & science. I did not know what to expect and I was impressed. Nice to talk with the choreographer at the end of each show (So you think you can dance science)

Great creativity & accessible by everyone , scientists & non-scientists (So you think you can dance science)

Less positive comments / suggestions:

It was too hot. Didn't like the seating layout (too close to the next person) and the performers weren't lit on stage (Festival of the spoken nerd)

Could there be "hands on" for interested adult non-specialists too?

Actions and improvements for the future

- **More hands-on for adults**
As part of the adult fringe, we could incorporate more hands-on activities.

The Information Marquee and Central Festival Services

The Information Marquee was located on the New Museums Site by the Downing Street entrance and provided a first port of call for visitors and information on the activities on offer throughout the day. Volunteers and staff handed out programmes and badges as well as dealing with telephone enquiries and directing people to different locations. The Admissions Office also ran their extremely popular event, GetSET in the Information Marquee, providing advice for young people wishing to know more about studying at the University of Cambridge.

Signage

Signage was put up by colleagues in the Community Affairs team around the five sites used during Science on Saturday including the Downing and New Museums sites.

Stewards

We have received extremely positive feedback about the friendliness and helpfulness of our stewards and we are very grateful to them for devoting their time to the Festival. Stewards were provided with brightly coloured T-shirts to identify them. A list of stewards and volunteers can be found on page 51.

Café facilities

Situated in the Small Exam Hall, the University Centre provided sandwiches and light refreshments. Based in the Café there was a stall run by Heffers bookshop selling science books and a shop run by University staff selling University-branded educational science kits.

Health and Safety

The Festival team had meetings with the Health and Safety division, Security and the Fire Office during the preparation period for the Festival and created a contingency plan. Co-ordinators in all participating departments and organisations were asked to forward copies of their risk assessments to the Festival team. Event co-ordinators were also asked to train their staff and volunteers in evacuation procedures. Stewards and volunteers were briefed in all health and safety procedures and child protection policy. We thank the Red Cross for their professional first aid cover of the event.

General Science on Saturday visitor comments

Strengths of the festival:

The diversity of events - something for everyone

Accessing otherwise secret venues and discovering the type of work which goes on in our city centre

Really making science exciting for kids (2x12years + 1x14). This makes a difference to increasing science participation.

Makes science accessible



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Science on Sunday – Top Talks at the Babbage

Events description

Owing to comments from last year's festival regarding overcrowding, events were organised on Sundays for the first time.

On Sunday 20 March we ran a series of three events following a similar format to the 'Top Talks' that ran on the main Saturday. These were 'The science of Doctor Who' (a repeat of the talk given the day before), 'Science of the Superheroes', by Jonathan Wood and Brian Macken and 'Vacuum Bazookas' by Dave Ansell.

In total, these talks attracted 850 visitors. The Doctor Who exhibition ran on Sunday as well and we estimate it attracted a similar if not larger number, in the region of 1,000 on that day alone.

Comments from Science on Sunday

Positive comments:

Although the child has ADHD this did not impair his attention or enjoyment (Science of the Superheroes)

"Awesome" said my 12 year old son "and exciting" I liked the fact that the science behind the stunts was also explained (Vacuum bazookas)

Great to have camera feed so all can see

Very entertaining. Well worth our travel

Very relevant to the things we do as a family, well planned delivery (The science of Doctor Who)

Less positive comments / suggestions:

No interaction. Hands on please

I have a hearing problem and was only able to hear about 25% of what the speakers were saying

Actions and improvements for the future

- **More events / more hands-on**

The activities run on Science on Sunday were a great success and we are looking to grow Sunday incrementally over the coming years, including more hands-on activities.

Science on Saturday 2 – West Cambridge

Events description

This year, we were able to offer two weekends of events. Where Science on Saturday and Science on Sunday took place on central sites, Science on Saturday 2 took place on the West Cambridge site.

This year, all Maths departments took part and also conducted their open day so this part was much larger than normal. The Sedgwick Museum conservation unit also ran two different sessions which were very popular and after a break last year, the Faculty of Education returned with their 'Infant cognition workshop' and 'INSTRUCT lab workshop' events on Hills Road.

The Institute for Manufacturing built on their successes from last year along with Microsoft Research, The Queen's Veterinary School Hospital, Cavendish Laboratory and the Institute of Astronomy. Also taking place was a screening of 'Finding Nemo' at the Arts Picturehouse and a series of activities showcasing translational medicine at St Catharine's College.

The Schools Zone, in its second year, ran at the University Centre and offered teams of students from secondary schools and sixth form colleges in the area the opportunity to act as science communicators for the day. Fourteen schools were represented. Over 800 people attended the Schools Zone to view science, technology, engineering and maths projects created by the school and college pupils. The evaluation for this event can be found on page 19.

Comments from Science on Saturday 2 visitors

It should be noted that due to the location of the information tent on the West Cambridge site, many fewer evaluations were filled in by passing members of the public. Also, due to the drop-in nature of the events, there was less opportunity to publicise evaluation forms, unlike the talks where we had a captive audience.

Positive comments:

Mighty amusing :) (Zombie Science)

Interesting and informative (Maths Zone)

Really enjoyable, stuff for all ages

Less positive comments / suggestions:

Drop-ins a bit busy and hard to navigate



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Actions and improvements for the future

- **Information marquee location**

In order to better serve the needs of the public, we would like to move the information centre into an area of greater footfall, such as the Hauser Forum. This would allow maps of West Cambridge to be more widely distributed.

Science on Saturday 2 - Schools Zone (Mill Lane)

Event description

Schools Zone was run as a pilot project in 2010 and extended to include more schools in 2011. The event was held on Saturday 26 March in the University Centre from 10.30am – 3pm. Teams of up to eight students from 14 secondary schools and sixth form colleges were invited to bring a display of science, technology, engineering or maths projects they had worked on in lessons, or science clubs, to show to the general public and University outreach officers.

All the teams demonstrated enthusiasm, commitment and initiative in their projects.

We are very grateful to Dr Andrew Pontzen who provided an engaging introduction on science communication at the beginning of the event.

The following 14 schools took part in Schools Zone:

Bancroft's School
Bedford School
Clacton County High School
Chelmer Valley High School
The Chemistry Network (King's College, Ely, Abbey College, Ramsey and Witchford Community College)
Hartismere School
Hills Road Sixth Form College
Newport Free Grammar School
Parkside Federation
Sawston Village College
St John's College School
Stamford High School
Stephen Perse Foundation
Swavesey Village College



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Comments from Schools Zone co-ordinators

Positive comments:
Andrew Thompson, King's School, Ely on behalf of the Chemistry Network
I thought it was a very good day. The students enjoyed being there and gained much from it. The only comment I would make is that it can become a little congested in the space we have. However, it is not a major problem. I look forward to next year.
Nick Poore, Bancrofts School
It is clearly a popular event with the public and is a very good way to showcase what schools are doing. And the experience of presenting what we are doing to the public is invaluable. Long may it continue and I hope, very much, that we will be able to come back next year.
Charles Dalleywater, Abbey College
Thank you for organising Schools Zone which we thoroughly enjoyed Inspired us to do better next year so really hope it runs I'd say it was a pity some other of my neighbouring schools were not there... but since your space was full!
The organisation was brilliant and the event was neither too big nor small. It's a shame you can only accommodate 14 schools – is there any scope for commandeering more rooms? The tea/coffee/biscuits for staff was lovely to have (and good quality too!).
Thank you very much they had a brilliant day. They said they really enjoyed it and have recommended I take a group next year too.
My science club had a lovely time and all have asked if we'll be doing this again next year!!! The situation boosted their confidence and it was fantastic to see some otherwise shy children, actually step up to talk about science to strangers! They knew the kind of visitors they were likely to have and nothing phased them – I feel like a proud parent! They received a lovely bit of feedback from one elderly gentleman that their project was very advanced in terms of scientific content (they were beaming after that!!)

Suggestions for future
Mike Beale, Bedford School
- Place a big bill-board outside the entrance to the building
- Put a video clip on the website (connected to YouTube?), to give people a better idea of what they might see / do if they come along
- See if you can persuade more of the profs to come along. Whilst the boys enjoyed chatting with delegates, they were hoping to be grilled by more profs and really enjoyed the 2 visitors who were able to do this. I know they would like there to be more academic challenge on the day.
I would only comment that the displays etc were a bit scattered when we first entered the room – we were very unsure of which ones were being used and which ones were not. Having been told we would have one display board, we only brought one poster. I think there were enough to have an extra one.



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Actions and improvements for the future

- **Larger capacity venue**
Schools Zone has proved to be a really exciting and new event for schools outreach and the Science Festival. If we are to continue in the University Centre we have already reached the full capacity of 14 schools.
- **Potential move to West Cambridge site**
Several teachers and students stated they would have enjoyed slightly more footfall, numbers certainly dropped off after lunch and this may be because of the tremendous competition of events at the West Cambridge site. We are looking into moving the Schools Zone to the West Cambridge site on the second Saturday for 2012.
- **Confirm date with schools earlier**
It is important that we set a date for Schools Zone as early as possible to give schools plenty of time to plan their projects.

Throughout the Festival

Events description

This year, events that did not fall into on the main Science on Saturday, Sunday or Saturday 2 were all put together into the 'Throughout the Festival' section in the programme. This consisted of 64 events including evening talks, exhibitions, film screenings, theatrical performances, hands on activities at museums, workshops and a church service in celebration of the Science Festival.

Professor Stephen O'Rahilly gave the spotlight lecture, 'Why are we not all fat?' which was very well attended by around 450 people. The theatre performance of 'Inside an unquiet mind' by Squeaky Gate was very well received and had some excellent media coverage including Radio 4's Today programme.

Comments from Throughout the Festival visitors

The majority of feedback forms completed were from talks, rather than any other activity.

Positive comments:

Very inspiring, may rethink my choice in the sciences (Female 16-25 at Stem Cells: current treatments and potential therapies)

Interesting, good to see something about science and its relation to policy (Science Futures)

Most enjoyable, funny, well paced and well pitched talk that I've been to for a long time (Why are we not all fat)

Very good presentation and logical progression. Excellent audibility. Will certainly follow up some of the reference material (Is evolution predictable)



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Excellent speakers, well pitched, not too many statistics (The learning brain)

Erudite, totally engaging, fun, excellent content & speaker. Lively Q&A session (Challenged by Carbon)

Less positive comments / suggestions:

A couple of panel type presentations where the presenters seemed unskilled at presenting in a panel context - very modest information exchange - perhaps a guide book for presenters who are less experienced to help them plan, focus and pace their inputs.

Very interesting, but spoilt by: could not see or read the slide presentation, difficult to hear presenter, far too warm in room (University Centre)

Too complicated, it said 14+, I'm 17. Good attendance and participation however. (Challenged by carbon)

Not enough walking tours at the weekends, no point taking them in the weekdays when people are at work and school

Actions and improvements for the future

- **Panel discussions to be more strictly vetted**
While some panel discussion received excellent feedback, there seemed to be a few problems with a lack of direction. In future, we would recommend that an experienced chair direct each panel discussion.
- **Consistent information from Festival Team**
Events that are not marked as bookable should never become bookable after the programme is printed. We had a lot of negative feedback regarding one inconsistent piece of information between the programme and website. This confuses the public and aggravates visitors if they cannot get in to see the talk they had planned to see. (Music and the brain)
It is crucial that if an event's time or location has to be changed, then this is communicated on the website and when taking telephone bookings.
- **Wherever possible, use suitable venues for specialist lectures**
It is sometimes difficult to find suitable venues for musical performance (such as for 'Mathematics and Jazz'), but these should be made a priority as they are very popular.

Ideas for future events from visitor feedback

'Are we in Sci Fi now?' and are we going from human to cyborg? What Sci Fi of past is now reality?
Lectures and demonstrations of present and future developments in the scientific world.
Crop circles debate
More crossover with the arts
More crafts for kids
More on art and environment
More on stem cells (generally) and stem cells and the brain
More celebrities!
More explosive events like Vacuum Bazookas
I would like it to be more highbrow
More detailed lecture on dyscalculia
Electro sensitivity
Rods and crystals, their properties and how they relate to the modern world (e.g. quartz watches, lithium batteries)

Publicity for Cambridge Science Festival

The programme and poster

A print run of:

- 40,000 x near-A5, 44 page full colour programme
- 35,000 (unused) bookmarks
- 1500 A5, 12 page 'Events for schools' programme
- 1500 x A3 full colour poster
- 25 x A1 full colour poster
- Pull-up display
- Two full colour banners

Additional Festival publicity materials

- 4,000 badges in 6 different designs

Distribution

- 9,000 copies to a regional 75 mile radius from Cambridge using the Cambridge City Council Distribution Services
- 6,000 to all Cambridgeshire schools and colleges + 30,000 A6 flyers + 600 x posters
- 9,000 copies through the University Newsletter
- 1,000 to the Cambridge Tourist Information Centre
- 1,000 to the Cambridge University Press bookshop
- 1,000 at the Grafton Centre promotion day
- 1,000 to sponsors, lecture and reception guests
- 1,000 to event co-ordinators
- 400 to Cambridge colleges
- 6,000 available for Saturday and evening lectures
- 3,000 available for telephone and email requests, and to our mailing list
- 350 to community centres



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Promotion

A media coverage compendium is available as a separate document.

Website

www.cam.ac.uk/sciencefestival

The Science Festival website was completely redesigned this year to improve navigation, reflect the look of the printed programme and to set out a new template for future University of Cambridge festivals. It was built using Wordpress so the Festival team could access and update it with minimal support. A huge thank you must go to our Digital Communications Manager, Barney Brown for building this new system for us.

The largest number of referrals to the Science Festival website came from the University homepage, followed by (in descending order) Facebook, bbc.co.uk, visitcambridge.org, cambridge-news.co.uk, twitter.com and britishscienceassociation.org.

During the week leading up to the Festival and the two weeks of the Festival (7 March – 28 March) there were 136,299 page views, nearly three times the number we had last year. This massive leap can perhaps be explained by the fact that last year's figures did not take into account all the individual event pages. There were 13,377 visitors to the Science Festival website – an increase of nearly 1,500 since last year.

Full details of the traffic to the Science Festival website are in the Appendix, page 57.

New media

New media was used extensively to promote events as well as to keep fans informed about the Festival. 'Fans' were regularly updated through Facebook and Twitter. Using an iPhone allowed the team to share pictures and audio from events with fans live from the Festival. After the Science Festival last year, the Festival's Twitter account had 538 followers, and by the end of this festival, it had 1,163. Using social networking sites opened a new avenue for direct online communications between the Festival and their subscribers, which was very useful in seeing what visitors were most interested in, and also what problems they had experienced. All social media sites were linked together to allow fans to follow the Festival using whichever new media method they preferred.

Flickr

Sir Cam was official photographer and curator of our Flickr presence in the lead up to, during and after the Science Festival. His excellent work and online promotion generated over 30,000 views within the 'Cambridge Science Festival 2011' set on the Cambridge_University Flickr account.

Twitterbrain

Cambridge Neuroscience's Ed Bullmore and the Office of External Affairs and Communications worked in collaboration to conduct a live experiment into the way that Twitter is used. Members of the audience and other Twitter users were encouraged to tweet about the brain and other networks, using the tag #csftwitterbrain, and at the end of his talk



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Professor Bullmore demonstrated how the resulting Twitter network can be compared to the human brain network.

Popcode

The front cover of the Science Festival programme was brought to life by an augmented reality app for iPhone and Android called 'Popcode'. This technology has been developed by Connell Gauld and Simon Taylor (Extra-Reality Ltd) in the Department of Engineering. Visitors were amazed to see the front cover begin to move and talk to them as they interacted with it. One visitor even claimed "It's the best thing in Cambridge since Newton!"

Recorded lectures

There were also opportunities provided for members of the public who missed events to find out about the content of the discussions. A selection of the talks were audio recorded. The recordings were then posted on the Streaming Media Service which feeds into iTunesU as well as the Science Festival website.

Facebook

The Science Festival's Facebook page currently has 1472 likes, over 3 times the number of fans (488) it had last year; full details of traffic to the Facebook page are in the Appendix.



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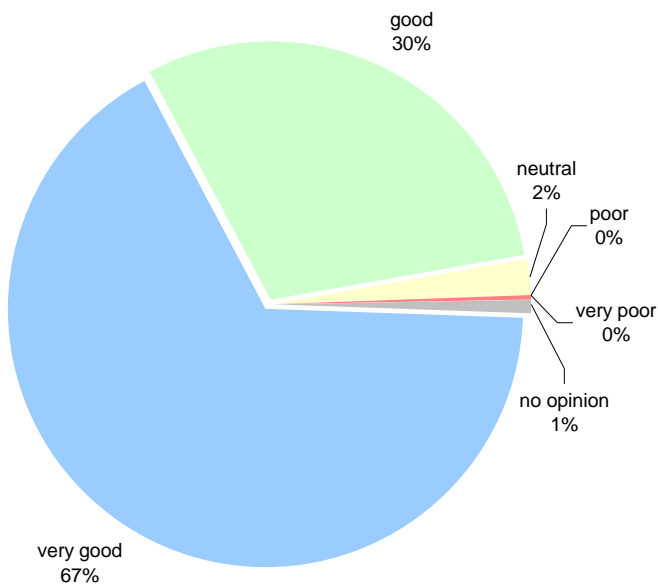
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Visitor Statistics from evaluation forms

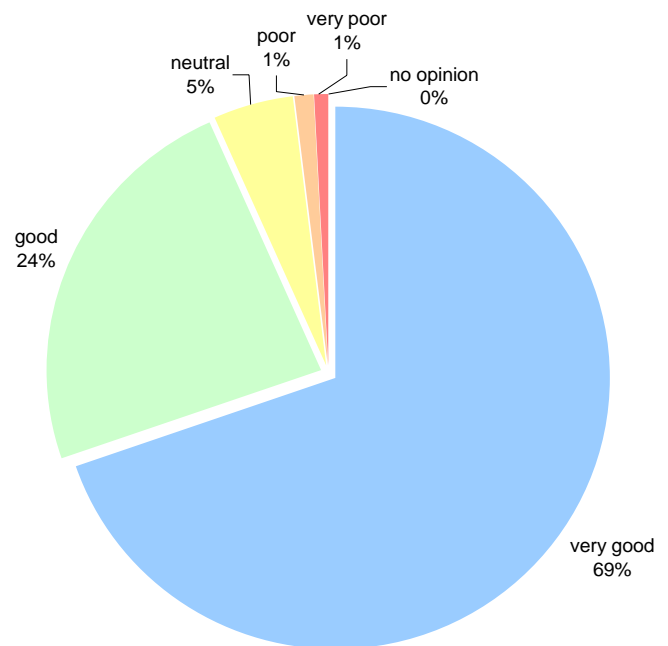
We processed information from 444 evaluation forms (please see the appendix) from the core Festival, 326 from the Schools Roadshow and 474 forms from the Schools Masterclass. We also conducted an online questionnaire (please see the appendix) to which we had 52 responses.

Overall impression

Impression of the festival



Impression of the event just attended

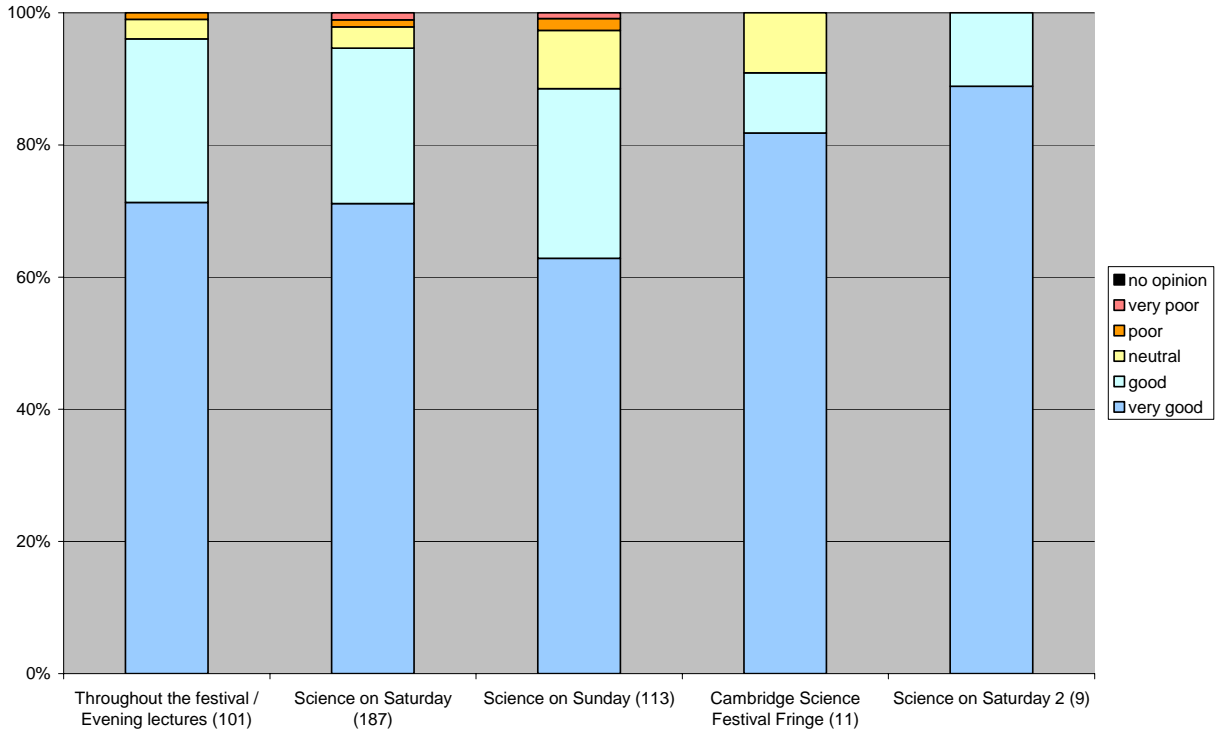




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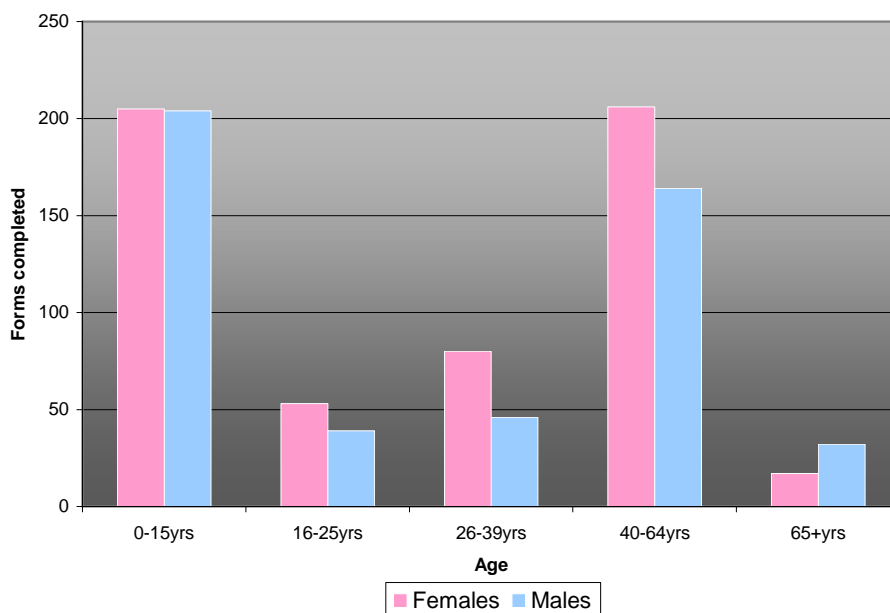
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Overall impression by festival section



Please note: The numbers of feedback forms collected for each day are marked in brackets. The most sampled, and potentially most accurate, data is represented in the first three columns.

Age and Gender

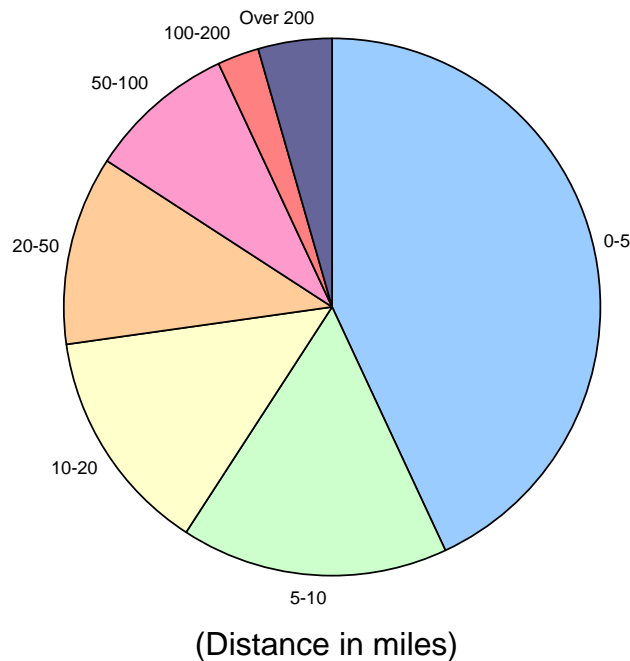




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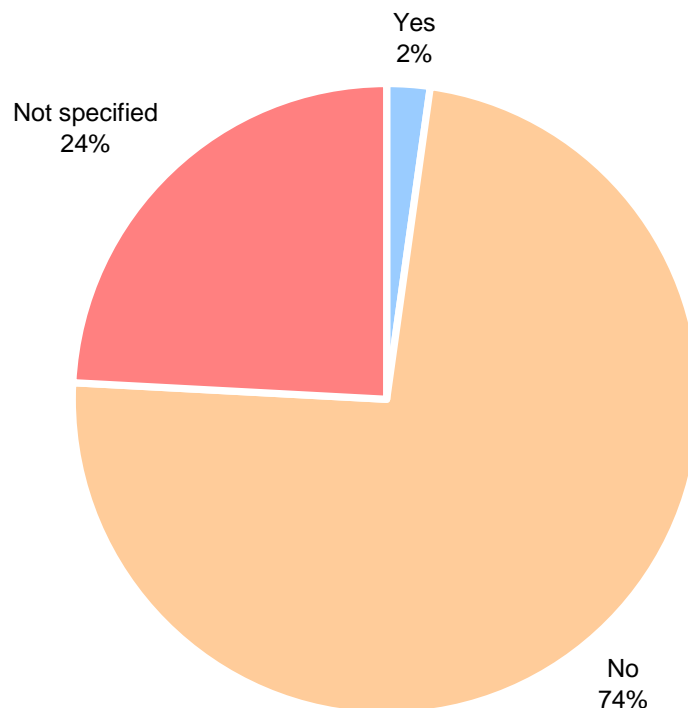
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Distance Travelled (taken from online evaluation)



Disability information

Would you describe yourself or anyone you visited the festival with as disabled?



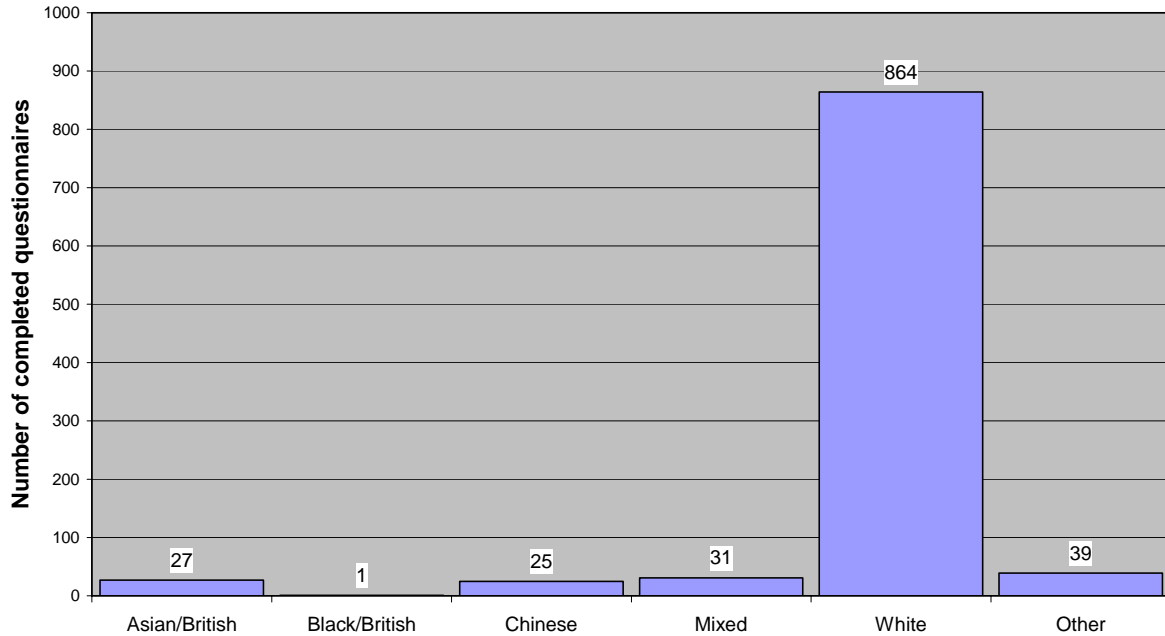
It should be noted that although the percentage of people with disabilities has statistically fallen. However, note the number of people who did not fill in this section has risen sharply.



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Ethnic origin



Comparison of ethnicity statistics

Group	Event%	Local% ¹	Area% ²	Region% ³
Asian/Asian British	3	4	1	2
Black/Black British	0.1	1	1	1
Chinese	2.5	4	1	1
Mixed	3	2	1	1
White	87.5	89	96	95
Other ⁴	3.9	n/a	n/a	n/a

The statistics highlight ethnic groups who may be under-represented at the Cambridge Science Festival. We will target activities and publicity to address these issues.

¹ Statistics taken from ONS 'Local Authority' data from 2001 Census = the city

² Statistics taken from ONS 'Education Authority' data from 2001 Census = the county

³ Statistics taken from ONS 'Health Authority' data from 2001 Census = the eastern region

⁴ The category we used of 'Other' does not compare directly with categories used in the 2001 Census, so we have not been able to compare this category

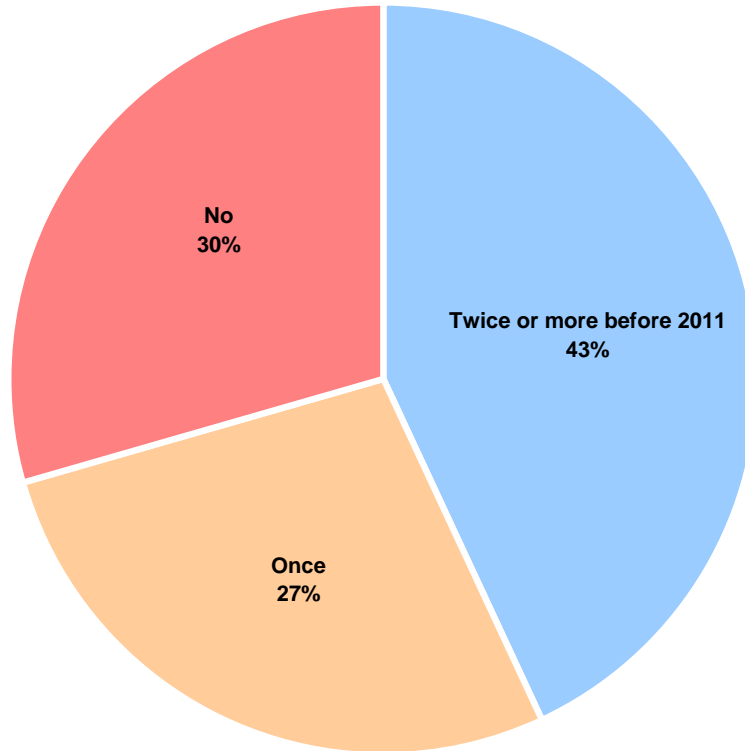


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New Visitors (data from online evaluation)

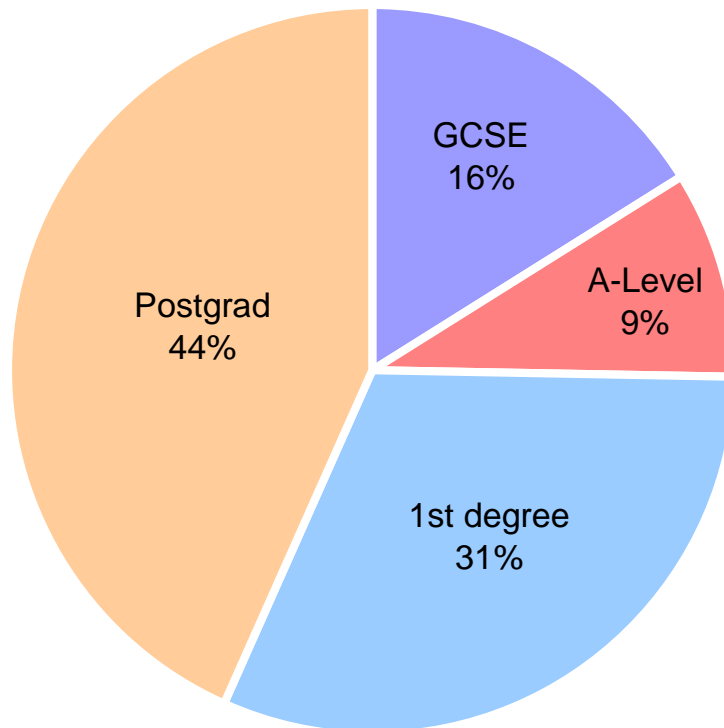
Have you attended Cambridge Science Festival before?





Level of education

What is your highest completed level of education?



Schools Roadshow

Event description

The Schools Roadshow continues to be an important and very popular feature of the University's Science Festival programme. This year, 29 University lecturers offered 37 different topics to schools.

50 schools in Cambridgeshire, Hertfordshire and Essex received visits and these reached 4,500 pupils across all keystages. We thank the lecturers: Dr David Bainbridge, Fran Boait, Peter Braesicke, Dr Judith Bunbury, Rebecca Clark-Elford and Charlotte Housden, Jonathan Crass, Miklos Danka, Dr Rebecca Fitzgerald, Dr Pierre Lao-Sirieix and Dr Christopher Peters, Andrew Holding, Stephanie Hunt, Dr Morag Hunter, Dr Lisa Jardine-Wright, Professor Thomas Korner, Niraj Lal, Jonathan Lawson, Amy Milton, Dr Tom Monie, Dr Margaret Penston, Kim Phifer, Dr Andrew Pontzen, Ed Roberts, Natalie Roberts, Professor Margaret Robinson, Lata Sahonta, Linda Scoriels, Dr Suzanne Turner and Dr Martin Welch.

Publicity and distribution

A full colour 12 page A5 booklet was designed in line with the Cambridge Science Festival's main programme. This was printed and distributed to schools in the local area with a covering letter and a booking form. The Schools Roadshows featured on the main Cambridge Science Festival website with a link to an online request for a visit. 37 schools applied online.

Bookings

We had 108 requests for Schools Roadshow visits, and this figure was slightly up on 2010. There was considerable bunching with the requested talks which made timetabling very difficult. This will need to be reviewed for 2012. We aimed to give priority to schools that did not have a Schools Roadshow talk in either 2010 or 2009 and schools that were flexible in their requests.

Evaluation

We asked for evaluation forms to be filled in by teachers and pupils. As in previous years, we received a large number of pupil evaluation forms with a disproportionate number of evaluations filled in for some sessions compared to others, so we have not included all of the data in this document. We used six different types of evaluation forms: Key Stages 1, 2, 3, 4, sixth form and teacher evaluation forms.

Selection of pupil commentsPositive comments:

He talked to us, not at us (KS 3)

Watching people do the practicals. I enjoyed all of it because she made it easy to understand as well as that she made it fun and exciting (KS 3)

The fact that it was fun and interactive and presented by such a fun person (KS 3)

I liked the practical experiments (KS 3)

Less positive comments / suggestions:

It was a bit too long for my concentration (KS 3)

It was too long – too much watching and listening (KS 3)

Sometimes the descriptions were a little too complex (KS 3)

Not enough people got to do the practicals but I don't mind it was fun watching (KS 3)

It was quite long (KS 3)

Teacher commentsPositive comments:

Children raised good questions and were engaged by the presentation. The kinaesthetic aspect of approach worked well (KS 1)

Very visual presentation. Range of props. Answered childrens questions ironing out any misconceptions. Thank you. (KS 1)

Children able to increase their understanding of space – which is our theme for this term (KS 2)

The children were amazed by the images – it was an experience that we would not have been able to organise at school (KS 2)

Children really excited by science and what was shown to them (KS 2)

Lots of talk about the topic in lessons – they realised they only knew 'tip of the iceberg'. Several commented on research being an interesting career (KS 3)

A very interesting talk that generated several good questions from our students. An interesting insight into the links between big business, governments, economics etc



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(KS 3 – 5)

Less positive comments / suggestions:

Running two groups in the same room was very noisy. Perhaps separate rooms for each group (KS 1)

Longer session – felt there was a lot more Lisa Jardine-Wright had to offer that we would have loved to know about (KS 2)

Could have been a longer session – children were still full of questions which would have been valuable to their learning. (originally planned for 35 minutes but extended to one hour but could have been even longer) (KS 2)

Comments from School Roadshow Lecturers

Dr J Bunbury, Department of Earth Sciences

One of the big difficulties with the whole project is that, the more the schools need the outreach, the more difficult to reach they are! This is an inherent problem with all our outreach. Not sure how to solve it although I note that some of the most struggling schools seem to be those that are in small villages but not necessarily far out of Cambridge. My nicest one this year was the new school in a portakabin in Cambourne.

I thought that the organisation seemed very smooth and the mood in the schools was easier so somehow you managed to convince them that we were a good thing!

Actions and improvements for the future

The Schools Roadshow programme was reviewed this year in order to meet the disproportionate number of requests from the county, combined with the declining number of lecturers, who were willing, or able, to travel out of the city centre. A new strand to the Science Festival schools outreach programme was introduced in order to try to alleviate these problems and this will be discussed later in the Evaluation Compendium.

The programme was developed so that schools that are a distance from the city centre could be accommodated whilst taking into consideration lecturers' busy schedules. The proposal initially was to continue to offer one hour sessions to city schools only, so this largely remained the same as in previous years. This gave the opportunity for city schools to access the Roadshow and also allowed the involvement from lecturers who wanted to be involved but could not travel too far. In the county, we would concentrate on delivering a half day programme of activities at three targeted schools across the county, to which other schools, both primary feeders and neighbouring secondaries and sixth forms would be invited. These Schools Hubs would involve the lecturers who had the flexibility to travel, CHaOS and members of the Science Festival Team from Community Affairs.

But the reality, due to a number of logistical reasons for schools, was that Schools Roadshow visits took place in both the city centre and the county in order to spread the Science Festival's schools outreach evenly across the whole area. We had hoped that



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county schools would attend the Schools Roadshow Hubs (please see below) as far as possible, but issues around the expense of teacher cover and transport to the host Hub schools proved a serious problem for some schools and prevented their attendance. Hence the reason why we continued to offer Roadshow visits to county schools.

Offer only key stage and not talk title

Most schools were reasonably flexible in the Schools Roadshow requests this year but for 2012 the number of allocated visits could be improved by asking primary schools to request a specific keystage visit and not a particular lecture/lecturer, on the basis that whatever a University lecturer would offer would be curriculum enhancing for keystages 1 and 2. Hopefully this will address the problems of bunching of subjects and requests and this way we can better control who goes where and spread the demand. We intend to continue to offer secondary schools and sixth form colleges specific lectures/lecturers which is very valuable for keystages 3, 4 and sixth form.

Only offer roadshow visits to city centre schools

Due to the logistics for the Community Affairs team during the Science Festival period, for 2012 we intend to offer Roadshow visits **only** to city centre schools and county schools will be offered the opportunity to attend a Schools Roadshow Hub. The problem of costs for these schools could be addressed if we were able to obtain sponsorship to cover costs for transport and teacher cover in the county.

Longer period for Roadshow visits

In consultation with CSF Co-ordinators (prior to sending information to schools in November), we may extend the time period during which we offer Schools Roadshow visits in order to spread the work load for Co-ordinators, lecturers and the Science Festival Team during this very busy period.

We would like to reiterate that we are extremely grateful to the all the Roadshow lecturers for taking part in this year's programme. The Science Festival Team are aware that there were some organisational difficulties and these will all be addressed for 2012.

Schools Hubs

The Schools Hubs were piloted this year to try to alleviate the problems with demand for Schools Roadshow visits in the county. The aim was to provide a half day of interactive learning on a range of subjects, including talks and hands on activities provided by CHaOS. Feeder primary schools were invited to the Hub days, along with other secondary schools in the area. This enabled lecturers and session providers to reach more students with a single journey.

The Schools Hubs were held in Ely Community College and Sawston Village College and we are very grateful for the generosity of these schools in hosting the pilot Hubs. We were also involved in the Peterborough Science Festival which was held at the Thomas Deacon Academy and Peterborough Regional College. 294 KS 1 and 2 students and 350 KS 3 and 4 students attended the event at Ely Community College. 340 students attended the Hub at Sawston Village College. Unfortunately, we are not able to quantify the number of student

attendees involved in the Peterborough Science Festival as their evaluation report did not provide specific figures.

Selection of pupil comments

Positive comments (All Hubs)

I loved it when the Geologist talked about what she does in the South Pole and what food she ate (KS 2)

Where we sat on the chair and it spun round. Learning about space. Sticking the body parts on my friend Rose (KS 2)

The best part was when we got to stick the insides on our friends (KS 2)

In the Science Festival Cahous (CHaOS) I loved being the person wearing the body parts and it tickled when they put the parts on my back (KS 2)

Although the talks were very interesting, I really enjoyed the Chaos (CHaOS) part where we got to take part in lots of activities involving science (KS 2)

Comments from students at Sawston Village College Hub

"What have you gained from the event?"

We have experienced stuff that other children may not experience in their whole life. How to survive in the wild.

Facts about the Antarctic, the animals and wildlife.

Pluto wasn't a planet, it is a mini, mini, mini, mini planet.

It was really interesting.

It was exciting doing things.

I liked the acid, bicarbonate of soda explosion.

Looking at a leaf under a microscope.

The spectrum of light.

Less positive comments / suggestions:

Having to listen to stuff that I already know (KS 2)

A long time sitting down (KS 2)

Not having enough time to go everywhere (KS 2)

The lady talking about the Arctic got a bit bored (KS 2)

Learning about the plants and sitting down all the time (KS 2)

Not doing everything as we ran out of time and had to go back to school (KS 2)

I didn't like the space activity as much as the others because it wasn't my type of science activity (KS 2)

I really enjoyed learning about different things in all the talks, but after a while it got a bit boring sitting down the whole time. It would be good if we could get more involved in the activities (KS 2)



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Comments from Icknield School (Sawston Hub)

The KS2 crowd said that it was really wonderful this morning. The year 6 teacher, Linda, said that the Antarctica talk was lovely and at just the right level and that they enjoyed the 'Chaos' mini experiments very much, especially as it was so hands on.

My only regret is that I forgot to give them the camera.....

Thanks very much for organising it all.

Gayle Webb, Icknield

Teacher comments

I only rated the activities poorly as I attended with a bottom year 9 set and the talk they attended went right over their heads. I enjoyed the talk immensely.

Some of the presentations used for year 7 students were far too advanced. External staff involved in delivering sessions need to ensure that these are content appropriate/tailored for secondary aged students of mixed ability.

Excellent activities/lectures – but it was slightly poor timing for the Year 12 groups. We were tight on teaching time and a few said they would rather not take time out of lessons. Maybe better earlier in the year for sixth form?

Comments from Ellie Froment, Head of Science, Sawston VC

'A fantastic collaborative event with Cambridge University which has enabled us to extend our community arm and support local schools. The pupils clearly had a fantastic morning extending and enriching their classroom learning, experiencing things they wouldn't be able to in the classroom. Highly recommended and something we intend to run again next year hopefully reaching even more schools.'

Ellie Froment also made the following comments:

The concept worked really well. But when it was first suggested I was under the impression you would be doing the recruiting and we would just be a venue. Schools have very different admin systems. This extra work could pose a problem for other schools. We need to make sure there are enough KS3 and four lectures on throughout the day in order to encourage secondary schools if this is what we want OR focus on making the experience for primary excellent. Some of the lectures were not as involving as they could have been for the target audience. Speakers should allow enough time to set-up and ensure that everything is working.

There were also too many people coming all at once – may I suggest staggering the times of arrival and departure.

The main difficulties for getting other schools to attend were schools not replying quickly enough.

Multiple advertising hits are important and these can be done by hub schools and the central team.



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The costs to get pupils to the venue can cost as much as a trip to London – so has to be worthwhile. Try to avoid last minute cancellations by getting schools to officially sign-up.

Finally, it couldn't have worked without you and your team's enthusiasm to get it going!

Comments from Melanie Lewis, Head of Science, Ely Community College

Concept is a good one – worked particularly well for the primaries less so KS3&4
Ely will be up for the next one

Issues – cost of transport and cover for neighbouring schools to visit – need some sponsorship

Also more activities on offer to make the journeys worthwhile - coming for an 40 min session not worth the aggravation of organising it - explains the poor turnout of secondary.

Activities that are successful are those that are visual, exciting and interactive – large scale lecture types harder to get over – more your 'bang goes the theory' style?

Comments from School Roadshow Lecturers

Feedback from Professor Margaret Penstone (Sawston and Ely Hubs)

From my point of view the Hub sessions are a great success. They were both well organised both by you and by Sawston and Ely, and we, as lecturers, had only one journey and were able to speak to a number of schools.

However, as I mentioned to you, there should be some time allocated to get the children from one session to the next. Not a serious problem so long as we know.

The other point to remember is that the schools have major transport costs to get the children to the hub. As a school governor (in Barton) I know this will be increasingly difficult at a time of budget cuts for schools. But perhaps you should ask them.

Feedback from Dr Judith Bunbury (Sawston and Ely Hubs)

For me the hubs worked well and this year with the shorter distances I did have a much easier week (last year I did 240 miles between schools and I felt that I needed a medal for driving). Last year I was challenged to produce my CRB check letter but that all went smoothly this year.

Actions and improvements for the future

Sponsorship

Overall the Hubs worked well but we have given serious consideration to the comments made by both Ellie Froment (Sawston Village College) and Melanie Lewis (Ely Community College) particularly with regard to the costs involved for schools who would have liked to attend a Hub but were prevented due to the cost implications around teacher cover and transport. The Science Festival Team will endeavour to seek sponsorship to alleviate these problems for 2012.

New venue for 3rd Hub / Hubs to replace roadshows in the county

Due to the amount of work involved in organising these pilot hubs we are intending to invite both Ely Community College and Sawston Village College to host the hubs next year and to seek a third host school elsewhere in the county. As previously stated, for 2012, these Hubs



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will **replace** Roadshow visits in the county. A disproportionate amount of the team's work went into organising speakers and activities for the Thomas Deacon Academy and the Peterborough Science Festival – and this will not be the venue for the third hub!!!!

Guidelines for new lecturers

It would be useful to provide more guidance for new lecturers on what makes an engaging session. It would appear from feedback from both the Roadshows and the Hubs that the more successful sessions, right across all keystages, often incorporate hands on activities.

The importance of not relying solely on technical requirements needs to be reiterated also as this can cause real difficulties on the day if equipment does not work.

Lecturers to arrange own transport

There was some confusion about transport for lecturers to and from county Roadshow visits and the Hubs. In 2012 everyone offering sessions will have to make their own transport arrangements to and from venues and reasonable travel costs will be reimbursed. As there will be no county Roadshow visits this should alleviate the problems of long-distance travel by public transport, except for the Hubs.

Schools Masterclasses

Event description

Between 9th and 11th March, 510 years 9, 10 and 11 students from 33 schools across Eastern England were given a taste of life at Cambridge in a programme of activities designed to enrich their science curriculum. The schools and pupils were recruited by the Schools Liaison Officer for Pembroke and St Catharine's Colleges, and rooms and lunches were arranged in conjunction with seven Colleges: Christs, Clare, Downing, Newnham, Peterhouse, St. Catharine's and Selwyn. The Cambridge Science Festival put together a programme of interactive lectures, and hands on activities for the students, as well as a tour of the colleges.

School participation

All of the students that participated were invited from state schools.

School	Local Authority	Year Group	Number of Children
County Upper School	Suffolk	10	15
John Ferneley College	Leicestershire	9	15
Sacred Heart RC School	Southwark	10	15
Magdalen College School	Northamptonshire	10	15
Moat Community College	Leicester	9	15
King Edward VII Science and Sport College	Suffolk	11	15
Hartismere School	Suffolk	10	15
Lealands High School	Luton	10	15
Kesgrave High School	Suffolk	9	15
St. Benedict's School	Suffolk	11	15
Denbigh High School	Luton	9	15
Cottenham Village College	Cambridgeshire	10	15
Sawston Village College	Cambridgeshire	9, 10	15
Babington Community Technology College	Leicester	9	15
Debenham High School	Suffolk	10	15
Coleridge Community College	Cambridgeshire	9	15
Arthur Mellows Village College	Peterborough	11	15
Manor School and Sports College	Northamptonshire	9, 10, 11	15
Judgemeadow Community College	Leicester	9	15
The Rushden Community College	Northamptonshire	9, 10	15
Parkside Community College	Cambridgeshire	9	15
Denbigh High School	Luton	10	15
Belvoir High School	Leicestershire	9, 10, 11	15
Thomas Clarkson Community College	Cambridgeshire	9	15
The King's School	Peterborough	9, 10	15
25 schools	9 LEAs	3 year groups	375 students

A total of 42 sessions were given over the three days of the Schools Masterclasses. Each day up to six groups of around 30 students received three Masterclass sessions, as well as experiencing lunch in a college and a tour. Due to the Schools Masterclass lecturers being flexible in regards to the number of sessions they gave and their availability, we were able to fill all 42 sessions with talks and gave no museums visits.

Publicity and distribution

Laura McGarty, the Schools Liaison Officer for Pembroke and St Catharine's Colleges, sent the information about the Schools Masterclasses to schools she works with throughout Eastern England, and she arranged the bookings directly with the schools. Six of the schools had attended the Science Masterclasses last year and so it was reassuring to find that they wanted to take part again.

Evaluation

Teachers and pupils filled in evaluation forms for the Schools Masterclasses. Out of the 375 pupils who attended the Masterclasses, we received 286 completed feedback forms (76% of the total number). We also received 32 completed evaluation forms from teachers.

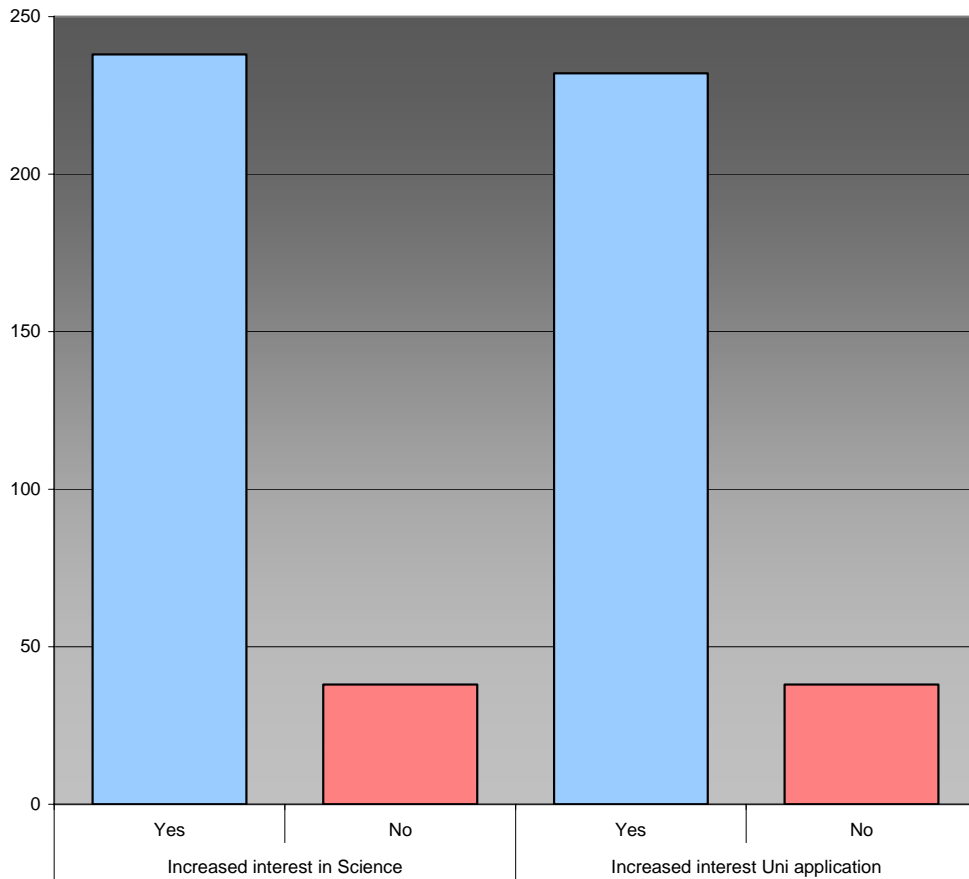
As in previous years, the feedback has been very positive, 79% of students rated the lectures as 'Excellent' or 'Good'. These figures are a consolidation of responses from the three lectures, not an overall impression of the day, which may explain the lower figures than last year. For instance, anecdotal evidence suggests some students may have enjoyed two lectures but not the third, simply because of the topic.

Another positive outcome was that the Masterclasses have increased 86% of pupils' interest in science generally. Also, of students who responded, 86% (up 7% on last year) have an increased interest in applying to University, which is achieving one of the key aims of the programme.

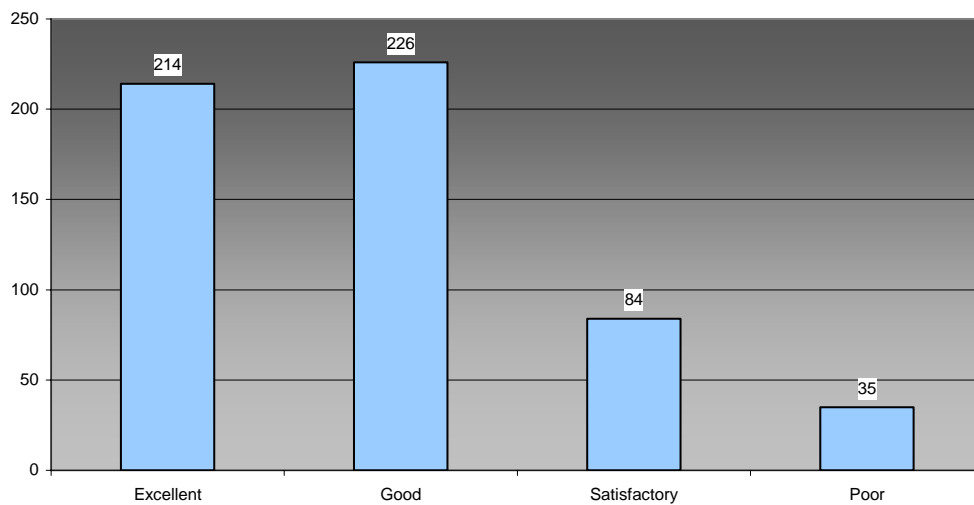


Student Feedback graphs

Student outcomes of masterclasses



Student rating of sessions

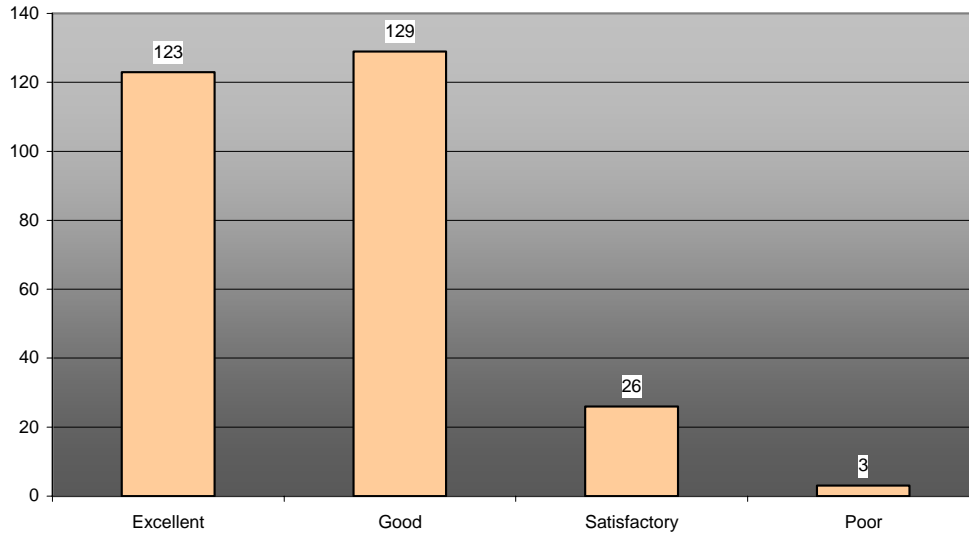




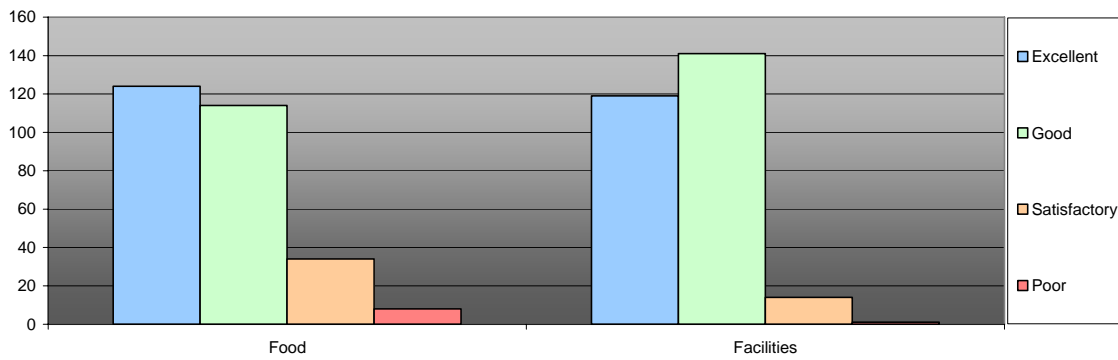
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Student rating of tours



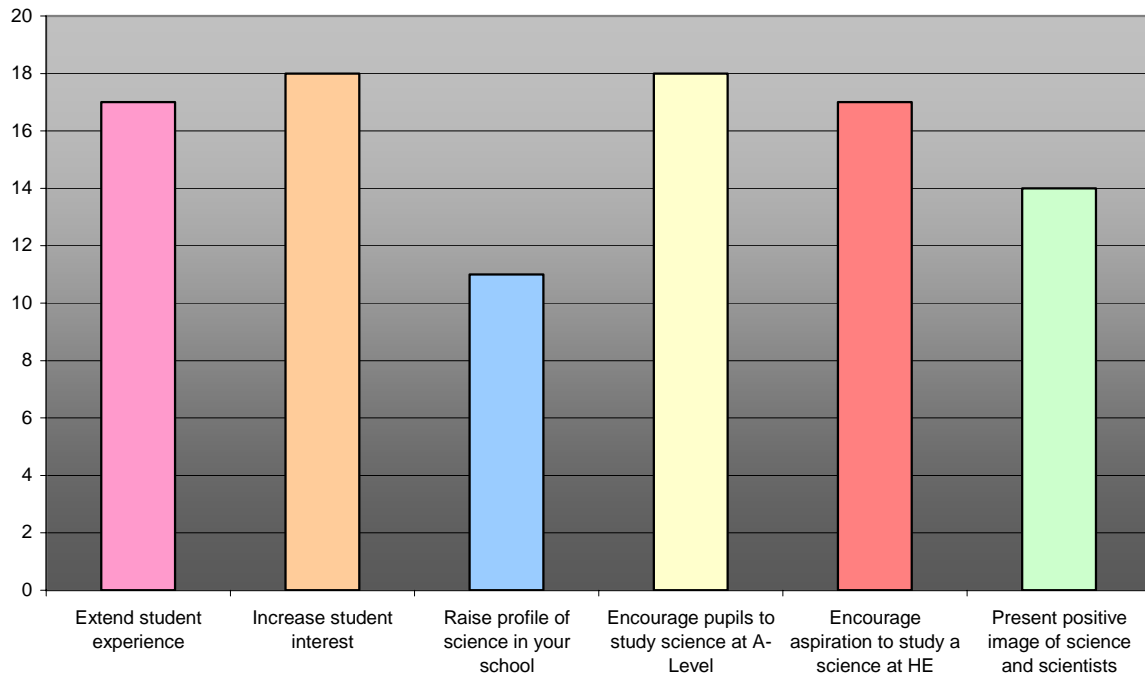
Food and facilities rating





Teacher feedback graphs

Teachers' reasons for applying for Schools Masterclasses



From the teacher feedback there is more of an emphasis on encouraging students to continue studying sciences than on increasing the profile of science or presenting a positive image of science.

Teacher comments

<i>What were the positive outcomes of the day?</i>
<p>The students got a good feel for uni life while it also made a few say they wanted to come to Cambridge.</p> <p>Loved the tour.</p> <p>I expected something that would really stretch our pupils. This is what we got. It's been great</p> <p>I was expecting to gain more information about science and Cambridge. It was more than I expected.</p>
<i>Is there any way your visit could have been improved?</i>



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It's not what I expected I thought they would of done some practical sessions

A broader range of topics for the lectures, all 3 lectures were physicists and 2 of the talks were on electricity, even including the same demo. They did however go on to look at different aspects of electricity

Actions and improvements for the future

Interactivity

Lecturers perhaps need to aim to have a good degree of interactivity and involvement (though we can not expect every session to have live experiments and hands-on for each student)

Frequency of venue change

Look at only moving colleges once and not twice. This depends on lecturers though, and logistics throughout the day.

Topic allocation

Management of session allocation is crucial to avoid the same group receiving two talks on the same subject. This only happened with one group.

Tours

Although there was some negative feedback from the students regarding the distance they had to walk, the overwhelming response towards the tours was positive.

Management of expectations

Look into sending out a student guide next year for schools to distribute amongst attendees to manage expectations in advance i.e. making it clear that it will be interactive but won't be a whole day of practicals and experiments in labs, and warning them to wear comfortable shoes in preparation for walking as we are aiming for them to have the chance to get a feel for the city.

Thank-yous

Firstly, we thank the senior management of University of Cambridge including Professor Sir Leszek Borysiewicz, Vice-Chancellor, Professor Ian White, Pro-Vice-Chancellor (Institutional Affairs), and Stephen Jolly, Director of External Affairs and Communications for their support for the Science Festival. We are also grateful to the Cambridge Science Festival Patrons, chaired by Professor Malcolm Longair, and Heads of Schools for their support for the Festivals Administered Fund. We also thank the many Heads of Departments for their financial, staff and student time commitment.

We thank our sponsors, many of whom have supported the Science Festival for many years: Cambridge University Press, Medical Research Council, Darwin 2009 Anniversary Festival, Anglia Ruskin University, Science AAAS, Royal Society of Chemistry, Microsoft Research, Pfizer Regenerative Medicine, TTP Group, Society of Biology, Cambridge Science Park, MedImmune, Pye Foundation, BDO, Intel, Babraham Institute, and Medtech International. Also, we are grateful for in kind support from Invisible Dust, Wellcome Trust, Arts Acouscil England, Women's Word and CUEast. Our media partner was BBC Cambridgeshire.

We thank the Patrons of the Science Festival: Professor Simon Baron-Cohen, Professor John Barrow, Ms Rosemary Brook, Dr Henry Gee, Dr Roger Highfield, Professor Peter Littlewood, Lord Rees of Ludlow, Professor Malcolm Longair (chair), Mr Tim Radford, Professor Barbara Sahakian, Professor Jeremy Sanders, Dr Andrew Sugden, Ms Carol Vorderman, Professor Jim Secord, Dr Ian Harvey, Professor Andrea Brand, Professor Ron Laskey, Professor Bill Sutherland, Professor John Naughton, Professor Alan Barrell, Mr Lawrence Bock and Sally Hames.

We would like to thank all of our colleagues in Community Affairs, and the wider External Affairs and Communications for their considerable time spent on the Science Festival, including Communications Officers Stuart Roberts and Alex Buxton.

Steve Homent and his team at Central Sites Technical Services were a huge help again with their dedication, technical skills and enthusiasm for the Festival. Also Steve Matthews and Tori Robinson were invaluable in their support. We also received good technical and custodian support from Clive Squires and others in multiple venues.

Thanks also go to our designer, Mark Mniszko of Cambridge Design Studio, who designed the programme as well as the publicity materials.

We are extremely grateful to Barney Brown and Simon Redhead for their great work on the website and events system.

The Festival team has a longstanding debt of gratitude to Julia Moore, Finance Officer, for her hard work and patience in supporting all of the finance aspects of the Festival.

Thanks go to Laura McGarty, college-based Schools' Liaison Officers and student guides for their time in delivering the Schools' Masterclasses.

In addition to the many lecturers and contributors listed in the main body of the evaluation report, we also thank the event co-ordinators across the University and partner organisations



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whose hard work and volunteer recruitment and management was much appreciated by thousands of visitors.

Cambridge Science Festival Event Co-ordinators 2011

Christopher Bishop
Mark Durkee
Professor Carol Brayne
E. E. Edwards-Waller
Alison Clare
Andrew Holding
Francis Neary

Rosemary Camperos
Sally Stafford
Karina Prasad
David Munoz-Rojas

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of Science
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Darwin Project, UL
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McDonald Institute for Archaeological
Research

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Theoretical Physics
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Cambridge Archaeological Unit

British Antarctic Survey

Gurdon Institute

Department of Physics

Physiology, Development and

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Cambridge Admissions Office

Wolfson Brain Imaging Centre

Museum of Archaeology &

Anthropology

McDonald Institute for Archaeological

Research

Hills Rd Sixth Form College

Department of Plant Sciences

Millennium Maths Project

Fitzwilliam Museum

Marshall of Cambridge

CHaOS

Cancer Research UK

Department of Archaeology

Materials Science (SeeK)

Department of Physics

Botanic Garden

School of Veterinary Medicine

Department of Pathology

Vet School

Needham Institute

Triple Helix, The

IET

Cambridge University Press

Nanoscience

Central Science Library

University of Cambridge

Cambridge Crystallographic Data

Centre

Churchill College

Department of Chemistry

CAMPOD (Cambridge Fund for the

Prevention of Disease)

Materials Science and Metallurgy

Graduate School of Life Sciences

Sedgwick Museum

Naked Scientists

Trust Office, Cambridge Veterinary

School Trust

STEM TEAM Cambridgeshire



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Institute for Manufacturing

Churchill Archives Centre

Institute for Manufacturing

Whipple Museum

Cambridge Admissions Office,

Academic Division

MRC Epidemiology Unit

MRC Cancer Cell Unit

Department of Pharmacology

Earth Sciences

MRC Dunn Human Nutrition Research

Unit

MRC

Emma Wenborn of Community Affairs kindly co-ordinated the volunteer stewards for the Science Weekend and Spotlight on Science series, and we thank the many staff, students, friends and family who acted as stewards and who helped in the office prior to the Festival.



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Volunteer stewards for the science weekends and evening talks

Andrew Aldridge	Freja Karrman- Bailey
Javier Ash	Lizzy Kaye
Chloe Aust	Fiona Kellas
Carol Bailey	Tom Kirk
Roger Balsom	Eliot Leonard
Elizabeth Bateman	Gillian Luff
Emma Baxter	Winnie Lui-Roberts
Nilgun Bishop	Sergio Martinez Cuesta
Robin Bisson	Maria Mascarenhas
Jason Boyd	Laura McGarty
Ellen Brooks	Sara Mynott
Tis and Graham Buckley	Suzanne O'Halloran
Elisabeth Burmeister	Kendell Pawelec
Alex Buxton	Molly Peoples
Helen Campbell	Angela Pittock
Patrick Chadwick	Simon Pocock
Allen Chan	James Poskett
Paula Charnock	Annabel Rhodes
Mariya Chhatriwala	Stuart Roberts
Jade Chung	Cory Saarinen
Ellie Clark	Nick Saffell
Martyn Clay	Rosanna Saffell
David Cobbledick	Tess Shiels
Sarah Collins	Elizabeth Smith
Sue Cracknell	Junko Takata
Lynn Dang	Kumiko Takeuchi
Harriet Dickinson	Jo Taylor
Anthony Douglas	Niall Taylor
Imogen Duncan	Micha Thomas
Han Duong	David Tomlinson
Claire Edwards	Robert Tovey
Lindy Fleming	Sue Trowsdale
Anne Forde	Roly Tyler
Josh Gibson	Louise Walsh
Sarah Hannaford	Deborah Whiteland
Francis Hardy	Linda Whyles
Sabine Hein	Mark Wilson
Janet Holden	Alan Winfield
Tim Holt	Victoria Wong
Safa Ihsan	Rusne Zalnoraite
Abdaal Ihsan	Darnian Zaribaf
Winnie Ip	Catherine Hall
Nathan James	Vittoria Sugden
Linli Jin	Edward Mills

We thank these volunteers and the many hundreds more who helped to demonstrate and deliver events across the University, recruited and co-ordinated by their own institutions.



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Cambridge Science Festival Team 2011

This year's Science Festival team were:

Gaetan Lee, Festivals and Outreach Manager
Shelley Bolderson, Science Festival Co-ordinator
Sue Long, Festivals and Outreach Officer (Community and Schools)
Will Betts, Festivals Assistant
Nicola Buckley, Acting Head of Community Affairs

Stuart Roberts, Communications Officer
Rachel Brown, Press and Marketing intern

Contact details

Please contact:

Gaetan Lee, Festivals and Outreach Manager
Shelley Bolderson, Science Festival Coordinator

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www.cambridgescience.org
01223 766766



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Appendix

Science Festival paper evaluation



Thank you for your help – your feedback will help us to improve and develop the Festival.

Your anonymous responses about the festival will be used for evaluation and research purposes only.

1. Which event have you just attended? _____ **Date** _____

2. What was your impression of the event you just attended? (Please tick)

Very Good	Good	Neutral	Poor	Very Poor	No Opinion

3. What comments do you have about the event you just attended?

4. What is your overall impression of the Cambridge Science Festival? (Please tick)

Very Good	Good	Neutral	Poor	Very Poor	No Opinion

5. What was the most successful element of the Festival for you (and why)?

6. What was the least successful element of the Festival for you (and why)?

To what extent do you agree or disagree with the following statements?

7. I felt I was able to participate actively in the Science Festival.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	No Opinion

8. I am interested in further investigating scientific topics I encountered at the Festival.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	No Opinion

9. What, if anything, do you feel you have gained from taking part in the Festival?



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10. How would you rate your general level of interest in science outside of the Science Festival?

Strongly interested	Interested	Neutral	Not interested	Strongly not interested	No Opinion / Not Sure

11. What is the highest level of education you have completed?

GCSE equivalent or less	A-level or equivalent	First Degree	Postgraduate Degree

12. If you are willing, please tell us your postcode _____

13. Please indicate the age and genders of all people in your party:

	0-15 yrs	16 -25 yrs	26-30 yrs	40-64 yrs	65 yrs +
No. of females					
No. of males					

14. Would you describe yourself or anyone in the group you visited the Festival with as disabled?

Yes No

15. Please indicate the ethnic origins of all people in your party:

	Asian or Asian British	Black or Black British	Chinese	Mixed	White	Other
Number of people						

16. How did you find out about the Festival? (Please tick all that apply)

Already on mailing list Work Online web page
 Poster Library Word of mouth
 Local press School Social media
 Local interest group Family / friend

17. Please give your email address to be included in our emailing list for future public events at the University of Cambridge:

.....

18. Would you be willing to participate in further online evaluation of the Cambridge Science Festival?

Yes No

If yes, please specify contact details if not provided above:

Your email address will be stored in accordance with the Data Protection Act 1998. We will only contact you 1) regarding the University of Cambridge and Cambridge College public events, if you have indicated you would like to receive updates 2) for evaluation and research purposes, if you have indicated you are willing to participate in further evaluation of the festival. We will not share or transfer the information you have provided for any other purpose.

Please hand this form to a steward or send it to: Festivals and Outreach Assistant, Office of External Affairs and Communications, The Pitt Building, Trumpington Street, Cambridge, CB2 1RP



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Science Festival online questionnaire

WUFOO

Cambridge Science Festival Further Evaluation

Thank you for your help – your feedback will help us to improve and develop the Festival.

Have you attended Cambridge Science Festival before?

No Once before Twice or more before 2011

Is there anything new or different that you intend to do or try in the future as a result of your visit to the Festival?

Who did you come to the Festival with?

Alone
 With family
 With friends
 With colleagues

How far did you travel to get to the Festival?

0 - 5 miles

What is the highest level of education you have completed?

GCSE or equivalent or less
 A-level or equivalent
 First Degree
 Postgraduate degree

Are you still in education right now?

Yes
 No



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Would you say that your attendance at the science festival increased your interest in registering for any further or higher education courses?

- Yes
- No
- Not Applicable / No Opinion

If yes, please provide any details

Please indicate your level of agreement with the following statements. After attending the Cambridge Science Festival, I feel:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	No Opinion / Not applicable
MORE CONNECTED with my local community	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6
MORE POSITIVE about local universities	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6
MORE NEGATIVE towards the University of Cambridge	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6
MORE CONNECTED to local universities	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6
I have met people I did not previously know in my local community	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6
The festival was a waste of my time	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6
I have learned more about my local community	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6
I learned SOMETHING NEW about science	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6
There was NOTHING INTERESTING at the festival	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6



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Are there any further details you can provide to explain your ratings above?

Are there any topics or themes you would like to see covered in future years?

If you are willing, please tell us your postcode so we can understand the geographical distribution of festival visitors.

We may be holding focus groups to gather further detailed feedback on the science festival. If you would be willing to be invited to participate in further research on this topic, please enter your preferred e-mail address below.

If you are not already on our emailing list for What's On and future public events at the University of Cambridge, and you would like to join, please give your email address here:

By completing this evaluation form, you are consenting to the information being used to evaluate the Cambridge Science Festival. Your information will not be shared with any other organisation. This anonymised data may also be used in future academic research and practitioner publications.

Your email address will be stored in accordance with the Data Protection Act 1998. We will only contact you regarding University of Cambridge and Cambridge College public events, if you have indicated you would like to receive updates

Thank you for your time filling in this survey. Your help will ensure the Cambridge Science Festival is even better next year!

Don't forget to stay posted for details of our Open Cambridge event in September, and the Festival of Ideas in October...

To find out about events at the University of Cambridge visit:
<http://www.cam.ac.uk/whatson/>

Submit



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Science Festival website traffic

Cambridge Science Festival Dashboard

Mar 7, 2011 - Mar 28, 2011

Comparing to: Site



Site Usage

19,770 Visits

79.64% Bounce Rate

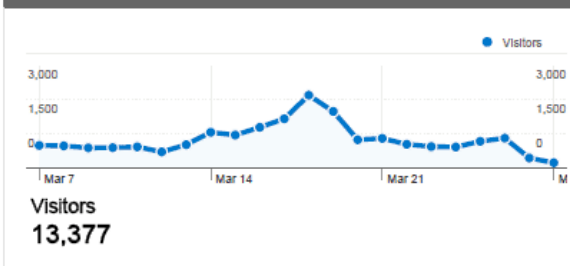
25,472 Pageviews

00:01:24 Avg. Time on Site

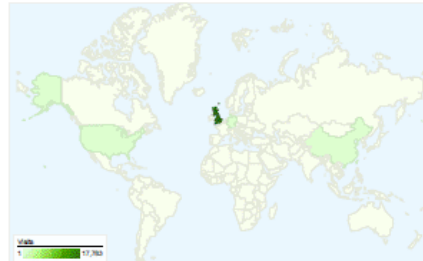
1.29 Pages/Visit

48.50% % New Visits

Visitors Overview



Map Overlay



Traffic Sources Overview



- Search Engines
11,671.00 (59.03%)
- Referring Sites
5,223.00 (26.42%)
- Direct Traffic
2,875.00 (14.54%)
- Other
1 (0.01%)

Content Overview

Pages	Pageviews	% Pageviews
/sciencefestival/	25,472	100.00%



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www.cam.ac.uk

Content Drilldown

/comms.group.cam.ac.uk/sciencefestival/

Mar 7, 2011 - Mar 28, 2011

Comparing to: Site



104 pages were viewed a total of 136,299 times

Content Performance

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
Pageviews 136,299 % of Site Total: 3.66%	Unique Pageviews 100,095 % of Site Total: 3.50%	Avg. Time on Page 00:01:14 Site Avg: 00:01:09 (7.45%)	Bounce Rate 36.15% Site Avg: 45.95% (-21.33%)	% Exit 20.24% Site Avg: 28.24% (-28.32%)	\$ Index \$0.00 Site Avg: \$0.00 (0.00%)	
/whats-on/	101,803	73,018	00:01:18	58.29%	18.96%	\$0.00
/index.html	25,412	19,771	00:00:59	23.03%	23.63%	\$0.00
/about-the-festival/	2,734	2,034	00:01:06	34.43%	20.41%	\$0.00
/information-for-schools/	1,582	1,301	00:00:41	50.59%	18.33%	\$0.00
/get-involved/	1,333	1,134	00:00:42	40.00%	15.08%	\$0.00
/popcode/	1,185	976	00:03:05	71.97%	46.16%	\$0.00
/category/	740	625	00:00:46	10.94%	17.03%	\$0.00
/twitterbrain/	619	501	00:02:44	74.65%	53.15%	\$0.00
/sponsors/	380	328	00:00:39	33.33%	21.32%	\$0.00
/2011/	258	228	00:01:39	62.50%	33.72%	\$0.00

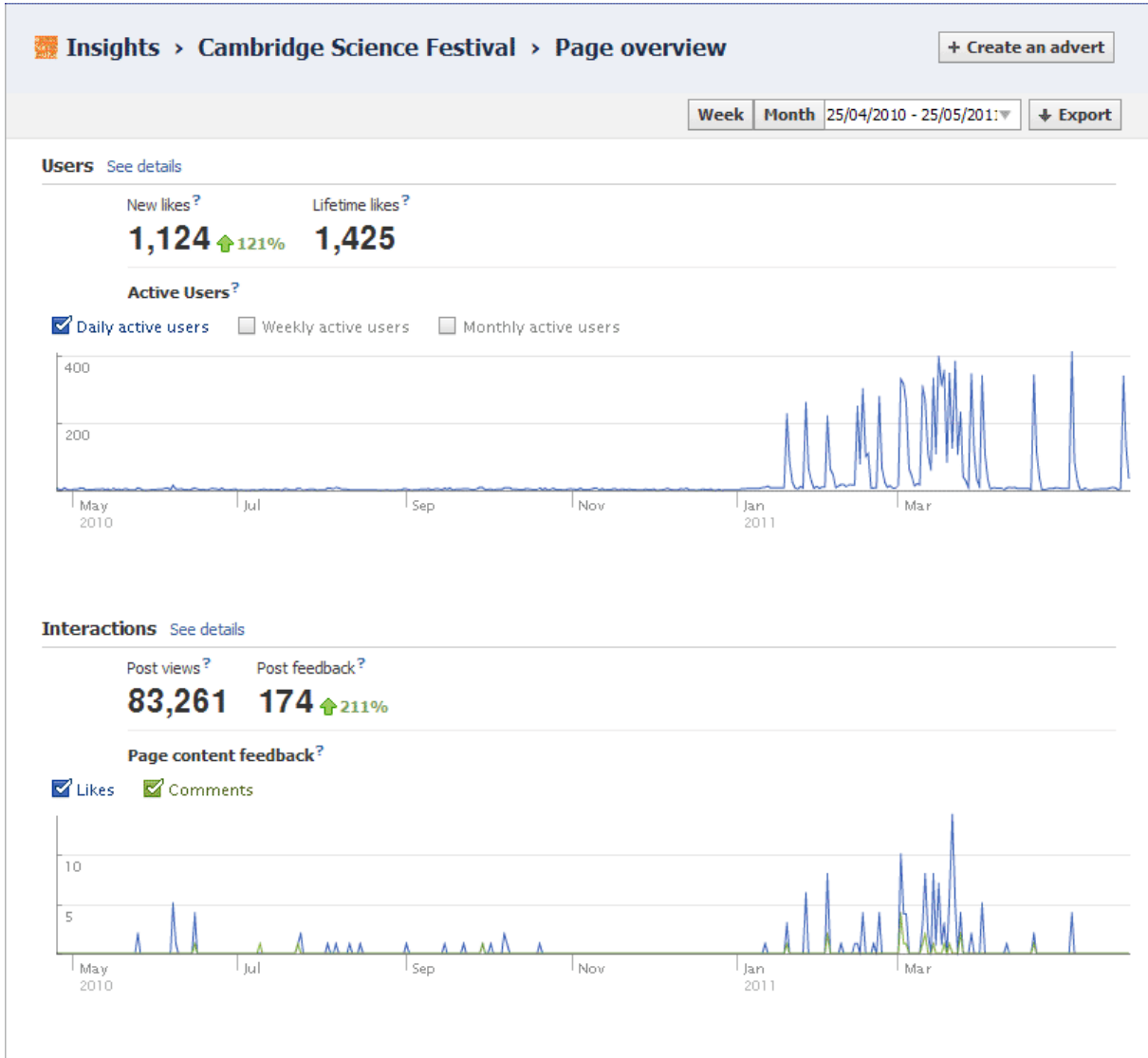
1 - 10 of 104



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Science Festival's Facebook page traffic





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Insights > Cambridge Science Festival > Users

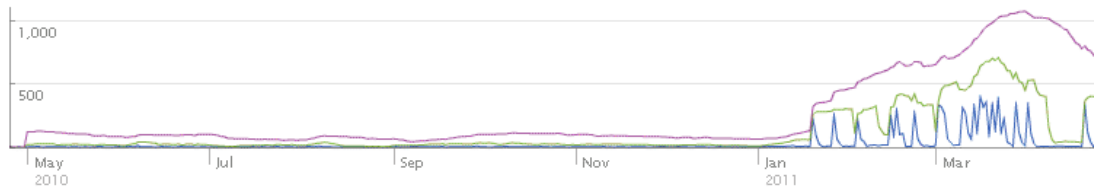
+ Create an advert

Week Month 25/04/2010 - 25/04/2011

New likes? **1,042** ↑105%
Lifetime likes? **1,369**

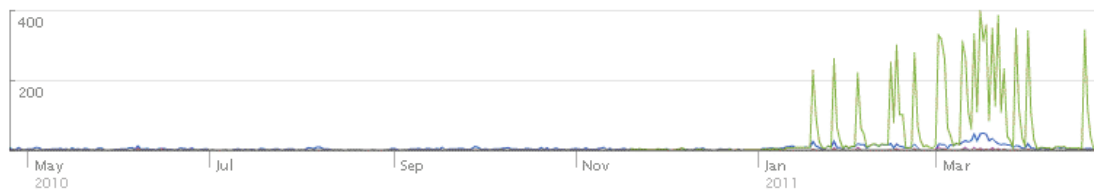
Active Users?

Daily active users Weekly active users Monthly active users



Daily active users Breakdown?

Unique page views Post viewers Liked a post Commented on a post Wall posts



New likes?

Daily Total

New likes Unlikes



Like sources?

- 683 Unknown
- 279 Page
- 38 Search
- 13 User Profile
- 10 Requests
- 9 Suggestions
- 2 Stream
- 1 Messages

Demographics

Gender and age?

