



2018 Cambridge Science Festival

Cambridge Science Festival is committed to engaging the public with science, technology, engineering, mathematics and medicine. In 2018 the Festival ran from 12 to 25 March and comprised over 300 events. It attracted a wide audience of all ages from the local area and beyond, including many international visitors. The Festival is evaluated by the visiting public and by those who take part, comments are collated and assessed in order to improve and grow the Festival each year.

The aims of the Cambridge Science Festival are to:

- Provide opportunities for researchers and the public to explore, discuss and debate issues of scientific interest and concern.
- Promote research conducted within the University of Cambridge and partner organisations.
- Encourage young people to study science, technology, engineering and mathematics further and to consider careers in these areas.

We thank everyone who contributed to the Festival this year. Thanks to the support of the University of Cambridge and the continued generosity of our sponsors we are able to ensure that, aside from a small number of performances, the majority of events remain free.

Festival overview

- The Festival was produced by the **University of Cambridge Public Engagement team** and kindly supported by our **sponsors and partners**: AstraZeneca, MedImmune, illumina, TTPGroup, Science AAAS, Anglia Ruskin University, Microsoft Research, St Mary's School, The IET, Cambridge University Health Partners, FameLab, Cambridge Junction, Cambridge Science Centre, Cambridge Academy for Science and Technology, Hills Road Sixth Form College, Walters Kundert Charitable Trust, Cambridge University Press.
- The Festival comprised **327 events** and received **>62,000 public visits**.
- **~100 internal and ~40 external event coordinators** organised talks, interactive demonstrations, hands-on activities, film showings and debates with the assistance of around **1,000 researchers**. Additionally, over **100 people volunteered** as stewards.
- The website (sciencefestival.cam.ac.uk) received **477K unique views** from programme release to Festival end.
- Bookings opened on 12 Feb. On this day the website received **62K views** and **5500 tickets** were booked in the first hour.
- **100%** respondents to our post-Festival feedback request rated the **Festival overall as good or very good**.
- Feedback was requested on booking and immediately after attending an event. **92%** respondents to our feedback request rated the **event they had attended good or very good** and **63%** reported they had **learnt a lot** (8-10 on a scale of 1-10).
- The Festival continues to appeal to new and existing audiences, in 2018 **55%** of respondents visited the Festival for the first time and **23%** have attended three or more Festivals.
- The majority of visitors came from the **Eastern Region and London** with visitors also from across the UK. International visitors came from **France, The Netherlands, Italy, Spain, Sweden, Germany and Japan**.
- From postcode data, the Festival continues to attract a **broad mix of urban and suburban audiences**, including younger people and families.
- Social media was used extensively to share research and publicise events, **Facebook likes at Festival end = 8964, twitter followers = 10,366**.
- Community events, advertised through schools and the library service only, were held at **Arbury Library and Storey's Field Centre at Eddington**. These events successfully brought the Festival to new and traditionally underserved audiences.
- The inaugural **Cambridge Gravity Lecture** was given by Nobel Laureate **Sir Paul Nurse** as part of the Festival. **Dr Richard Henderson, MRC-LMB**, and winner of the **2017 Nobel Prize for Chemistry** spoke at the Festival. **Dame Sally Davies** spoke at the Festival as part of **Homerton College's 250th Anniversary** events. **Hands-on at the Guildhall: Autism friendly hour** continued to be popular and well-received. Over 4000 people attended **Dr Peter Wothers'** 'It's a gas' interactive talk. In association with Pride in STEM, **Out Thinkers** showcased the talents of our **LGBT+ researchers**. The **Australian Neural Knitworks project** returned to the Festival, running **community workshops**.
- **43%** of our speakers were **women**.
- Widespread media coverage of research, events and individuals resulted in **41 articles in print/online outlets** and **37 radio and TV packages**. Regional TV coverage included packages on BBC Look East and ITV Anglia. The bulk of our radio coverage was provided by our **Festival media Partner, BBC Radio Cambridgeshire**. In the lead up to the Festival and each week day during the Festival, the station ran interviews with researchers, each interview reaching an audience of over 100K.

Selected Festival feedback

“The Festival is terrific, spectacular generosity from the scientists of Cambridge University in making their subjects accessible to everyone in the city. A true credit to the Institution.”

“Living in Cambridge which has THE world experts in some subjects is brilliant and the Science Festival gives me the chance to hear them and question some of them personally.”

“Fab Festival, we are so lucky here in Cambridge to have access to all this wonderful research and information. A huge thank you to the University and everyone involved.”

“This event was SO GOOD! I had so much fun, the lecturer was absolutely amazing. The talk was engaging, simple to follow but challenging in a good way. I was not bored at all!”

“The speaker was absolutely fantastic. Both my children and I had the most wonderful time, lots of discussion afterwards and one of the children seems particularly interested in the topic for which I am even more grateful.”

“Talking to scientists gives me some sort of basis of understanding and this makes me want to keep up with related stories in the news. The Festival has given me an awareness that has enriched my life.”

“Going to the Festival is a hugely positive experience for me. I am personally inspired by many of the talks, while also gaining shared experiences with my kids.”

“The Festival has exposed me to scientific facts, new ideas and discoveries and has helped me think differently about how we do things.”

Festival photographs



High resolution copies of these and other images are available on request, please contact us at csf@admin.cam.ac.uk

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