

# National Science and Engineering Week 2009 Evaluation Report



In partnership with:



Funded by:



## **Contents:**

## **Overview:**

National Science and Engineering Week (NSEW) is a 10 day long, yearly celebration of science, engineering and technology. People of all ages take part in, and organise a vast array of events across the country. There are no restrictions on who can organise events, the topics on which they are focused or the audience or venue and so the resulting programme is a hugely varied and eclectic mix, suitable for people of all ages and abilities.

This year NSEW was given a theme of 'Change'. This topic was chosen to complement and work along side both the celebrations of Darwin200 ([www.darwin200.org](http://www.darwin200.org)) and International Year of Astronomy ([www.astronomy2009.org](http://www.astronomy2009.org)) occurring throughout 2009.

## **Aims and objectives:**

The main aim of NSEW is to stimulate and support scientists, engineers, science communicators and the general public, on an individual or company/institution basis, to produce science and engineering events across the UK. The purpose of these events and associated activities is to engage and inspire as many people as possible with science, engineering, technology and their implications.

## **Objectives from DIUS:**

The Department of Innovation, Universities and Skills (DIUS) is the main funder of NSEW. Each year DIUS looks at the success of NSEW against the following criteria:

- 1) Continue to broaden and deepen the NSEW's reach into the public, particularly reaching more young people in difficult to reach areas
- 2) Raise the profile of NSEW at a national level
- 3) Gain more extensive local and national media coverage
- 4) Promote the theme, supported by mass participation activities
- 5) Continue to provide grants to disadvantaged schools

## **British Science Association objectives:**

The British Science Association objectives are designed to help NSEW meet DIUS's objectives. They are split into three main areas:

*Impact* – assessing the impact of NSEW

*Demographics* – who is organising, attending and presenting in NSEW

*Process* – looking at ways to improve how NSEW is delivered

### *Impact Objectives*

1. To increase the number of events, attendees and organisers For engineering related events the aim is to increase numbers to 750 events
2. To increase the participation of scientists and engineers within NSEW
3. To increase awareness amongst the general public of NSEW and the NSEW brand
4. To increase traffic to the British Science Association/NSEW website
5. To increase regional and national media coverage in print and broadcast
6. To promote the organisation of successful science events

### *Demographic Objectives*

- 1) Increase participation amongst the general public, particularly young and hard-to-reach audiences

### *Process Objectives*

- 1) Improve marketing and communication channels to the public to promote the website and online programme

### **Methodology:**

This evaluation lists each of the British Science Associations Impact, Demographic and Process objectives. It takes information from relevant sources to assess achievement against each objective.

There are three main sources of information used:

- 1) The NSEW 2009 database
- 2) Completed and returned evaluation forms
- 3) A national opinion poll omnibus survey (NOP)

For the NSEW database, a total of 1554 events were registered by 798 event organisers.

From these 798 organisers who registered events in 2009, 429 filled out evaluation forms. 386 presenters filled out evaluation forms, together with 2513 adult attendees and 3133 school attendees (aged 3-18). This feedback response was much higher than seen for NSEW 2008 and this is likely to be due to a new online feedback system and encouragement to respond in NSEW newsletters.

Due to the large variation in response rate, we will investigate a method of analysing randomised samples of responses for the future. This will cut administration time and ensure consistency and accuracy of data, year on year.

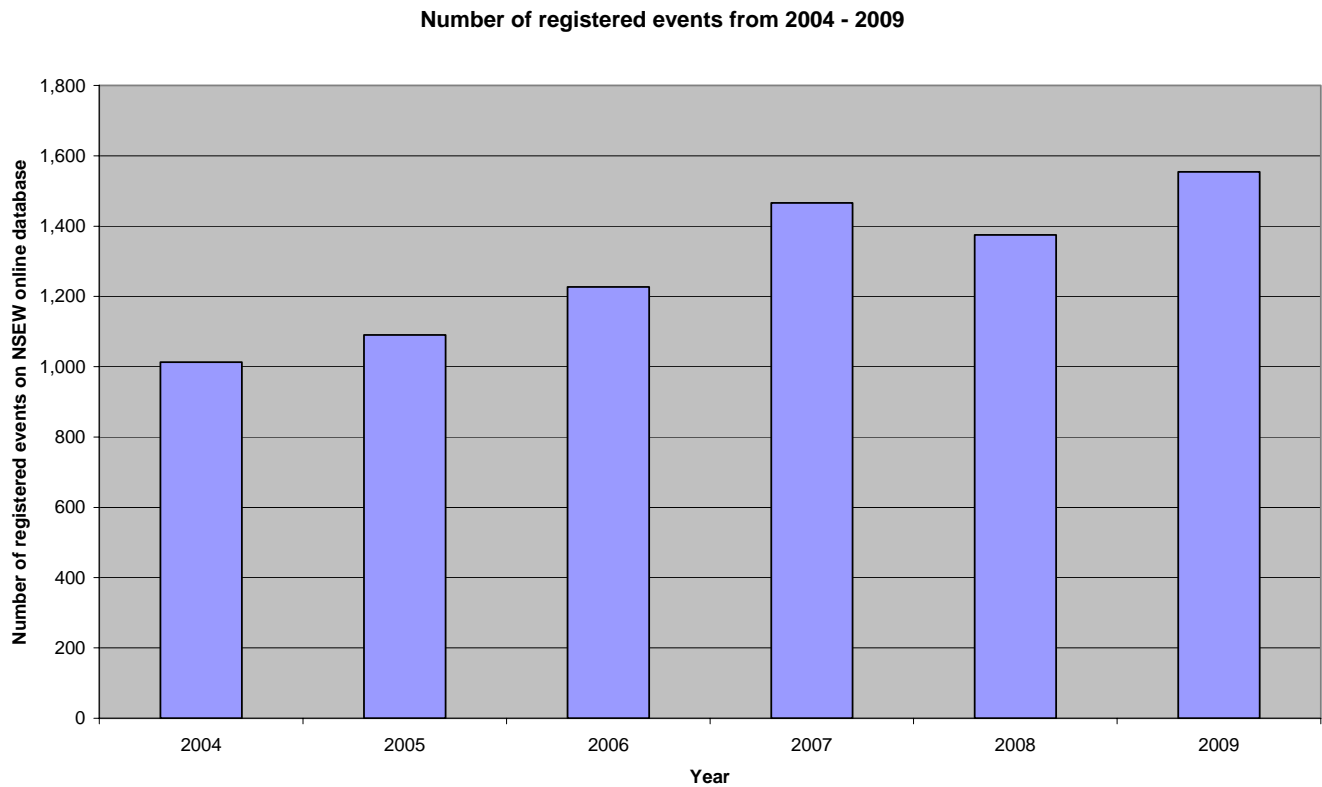
For the national opinion poll omnibus survey, 1000 people (aged 16+) were asked before and after NSEW whether they had heard of NSEW and if yes, when they thought it was.

## Impact Objective 1:

*Objective: To increase the number of events, attendees and organisers. For engineering related events the aim is to increase numbers to 750 events.*

National Science and Engineering Week 2009 event numbers:

Registered events:



The total number of registered events gives the most accurate estimation of the size of NSEW involvement. From this graph it can be seen that the number of registered events is at its highest yet at 1554 events, an increase of 13% from 2008.

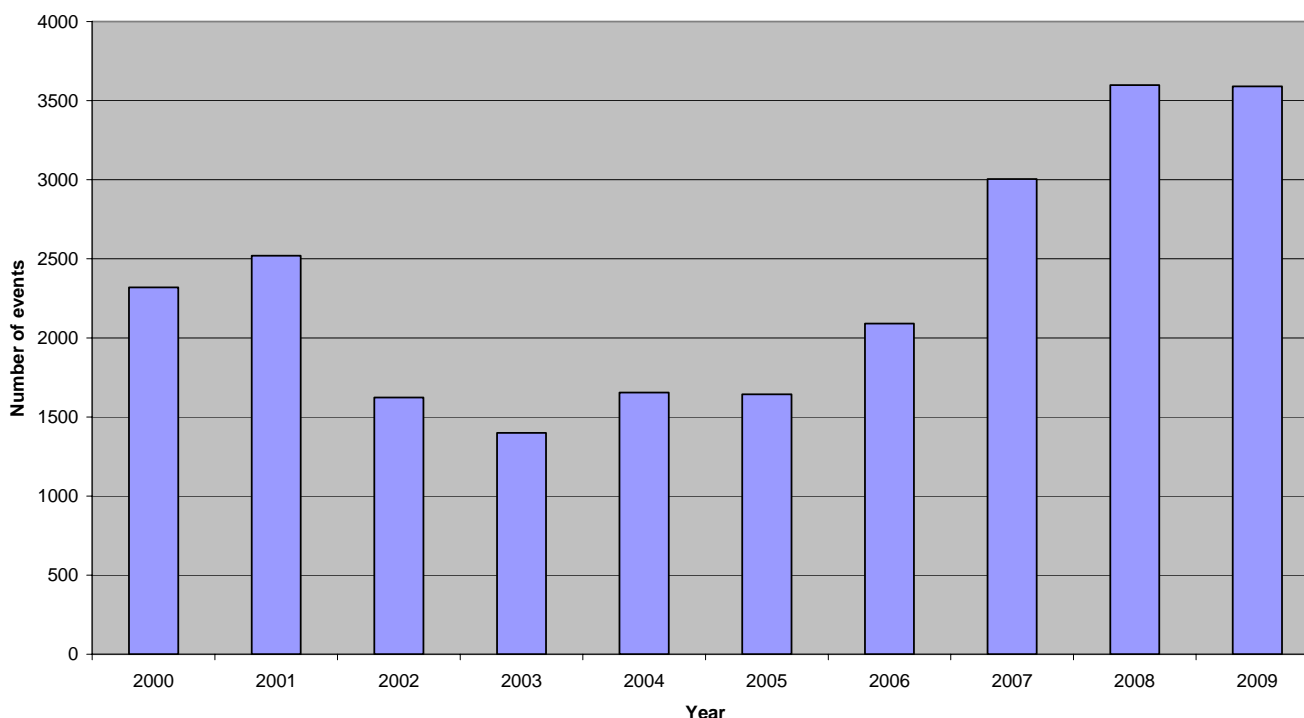
Total estimated events:

	Number of registered events	Unregistered events we are aware of	Schools funded through grant scheme	Event numbers from mass participation projects	Unregistered events uncovered by media trawl	Total (including 25% increased to take into account other unregistered events)
<b>2007</b>	1466	234	303	N/A	401	3005
<b>2008</b>	1375	619	203	682 schools (Ready to Learn – The Experiment)	41	3599
<b>2009</b>	1554	227	492	600 schools (Darwin in Space competition)	Not included this year	3591

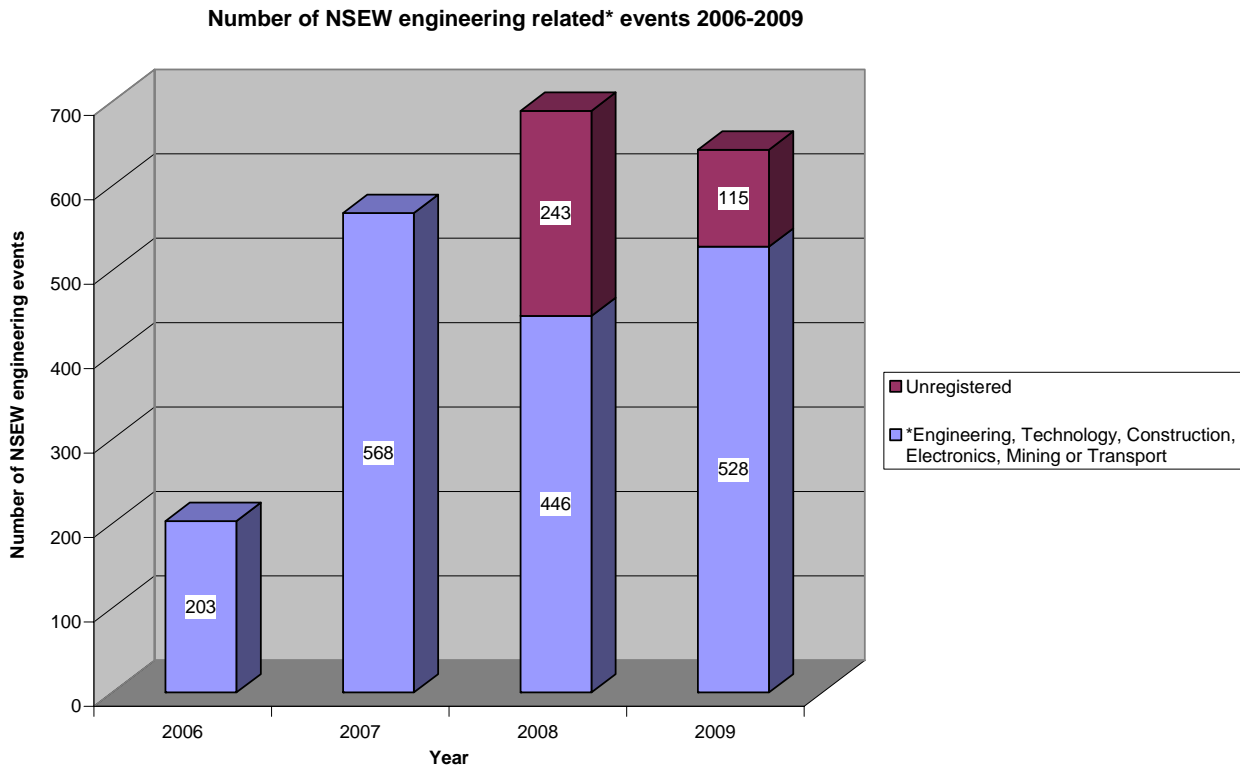
As shown by the table, the total number of events for 2009 is an estimated 3591, down slightly from 3599 events in 2008.

In terms of the participation levels, we had an exceptional response to our online activities, with an estimated 518,000 people participating (see pages 9-13 for more information). These figures are not included in the event total as they reflect individual participation.

**Total number of NSEW events (estimated) from 2000-2009**



Total number of estimated engineering events:



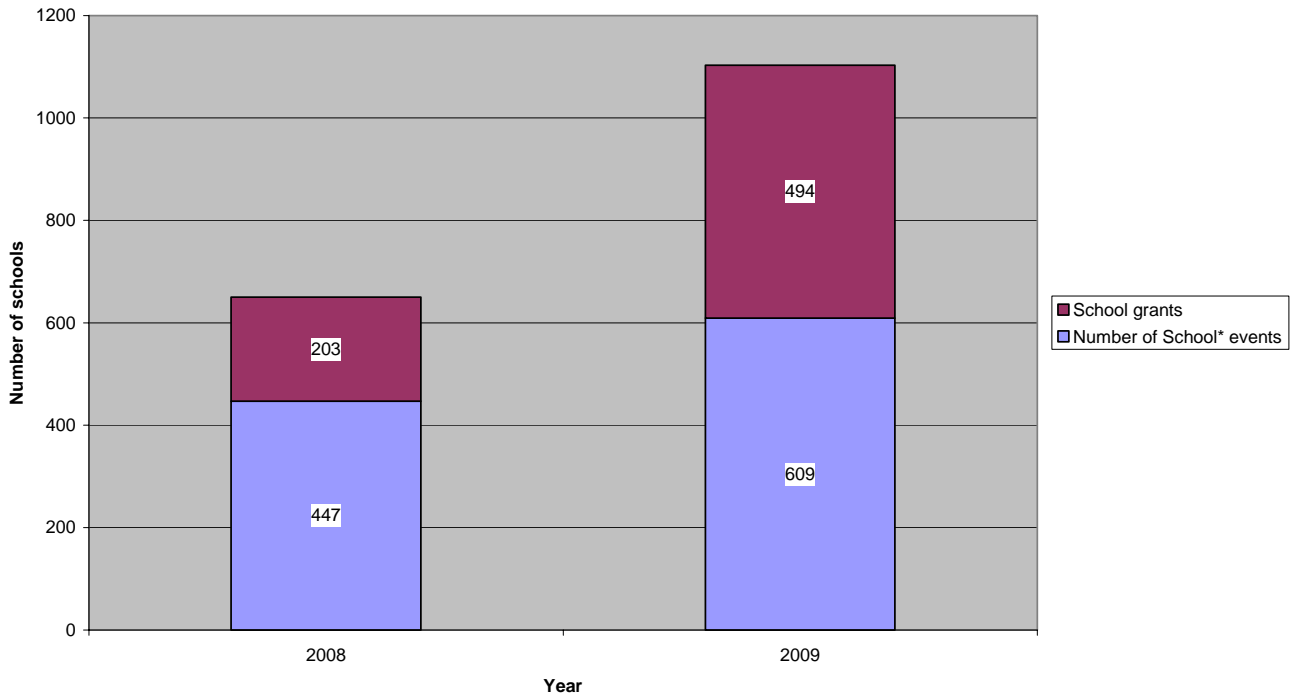
One of the aims for 2009 was to increase the number of engineering events to 750.

Using the keywords 'Engineering, Technology, Construction, Electronics, Mining or Transport' there were registered 528 events. ETB was also aware of 115 unregistered engineering related events. This gives a total of 643. This means the target of 750 events was not reached. However, the number of registered events increased by 82, indicating a greater level of involvement by those who participated directly in the week.

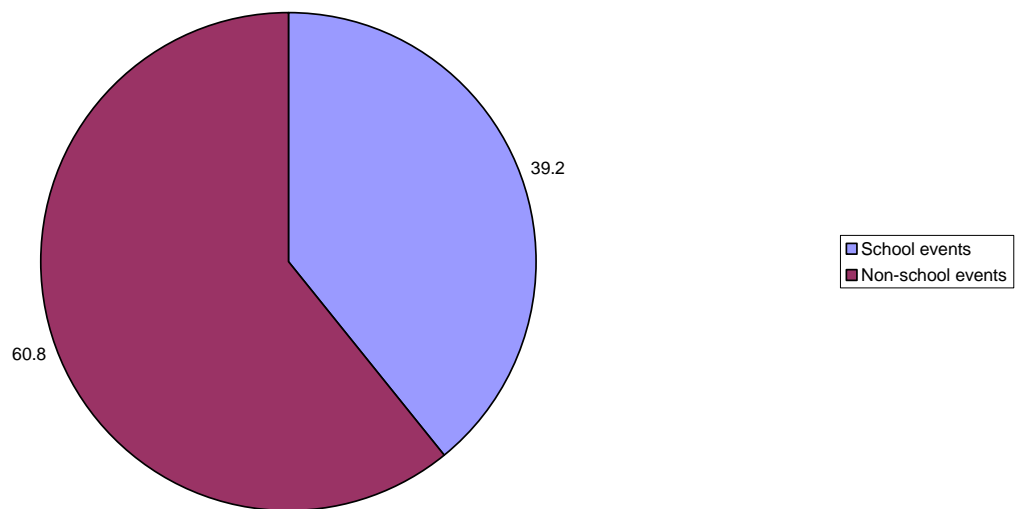
**Number of registered school events:**

The number of school events has increased this year. There were 650 events in 2008 and 1103 events in 2009. These are events that occur at a school, school club or college, organised by a local SETPOINT, specifically run for schools or funded by the NSEW School Grant Scheme. This is a large increase of 453 registered or funded school events from NSEW 2008, and can be linked to the larger School Grant Scheme this year and greater awareness in schools of NSEW.

**Number of registered school events for NSEW (including those funded by the School Grant Scheme)**



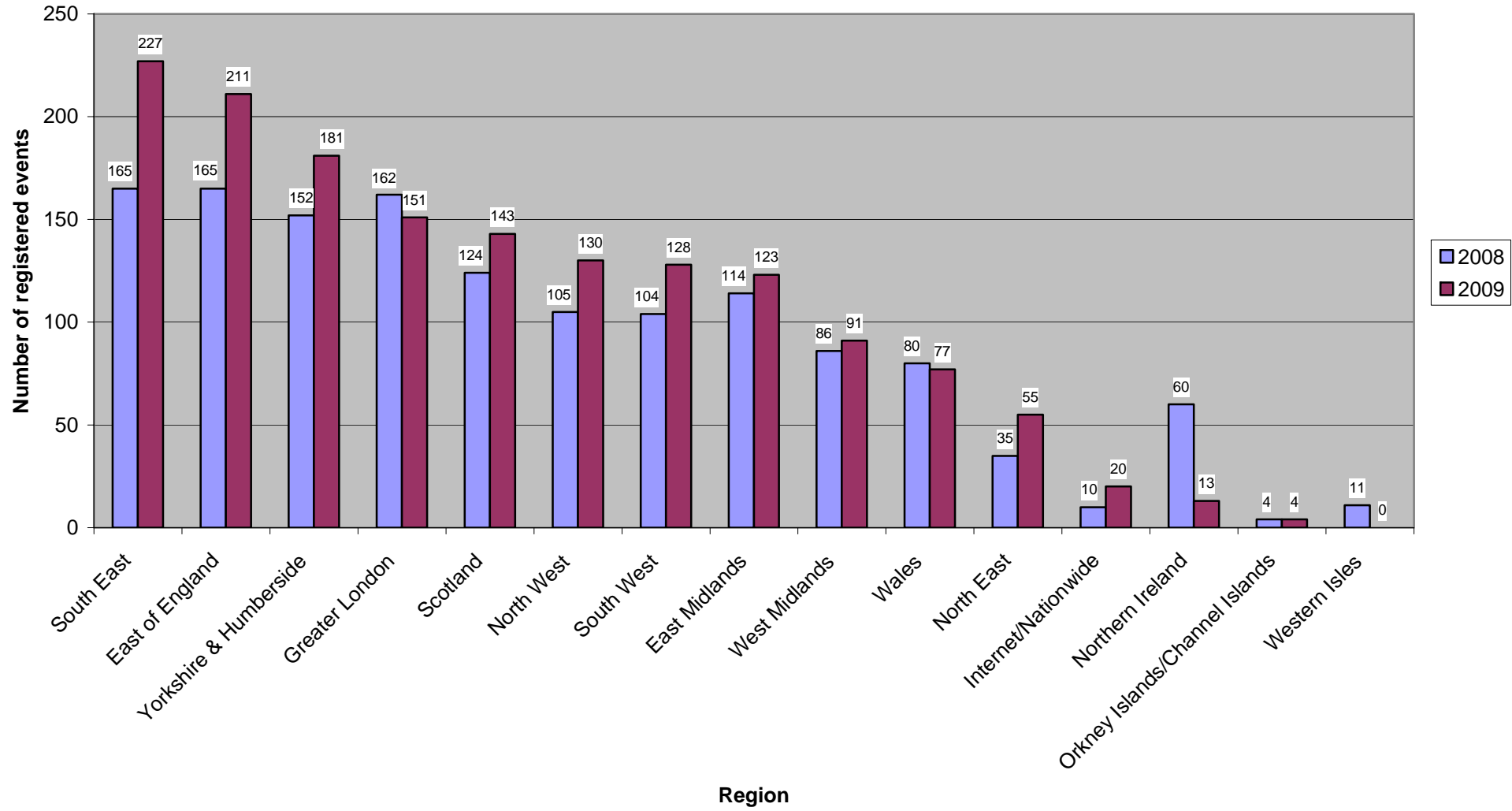
**Percentage of school and non-school registered events (does not include those schools who were funded through the School Grant Scheme)**



This graph shows that NSEW has a large school element of around 40% with events occurring at a school, school club or college, organised by a local SETPOINT or specifically run for schools. However it is important to note that 60% of events in NSEW are not directly school related. National Science and Engineering Week has a strong and important adult directed element. It is essential to take this into account, for example ensuring that national activities cater for this audience as well as younger participants.

Regional statistics:

Number of registered events per region of the country in NSEW 2009 and 2008



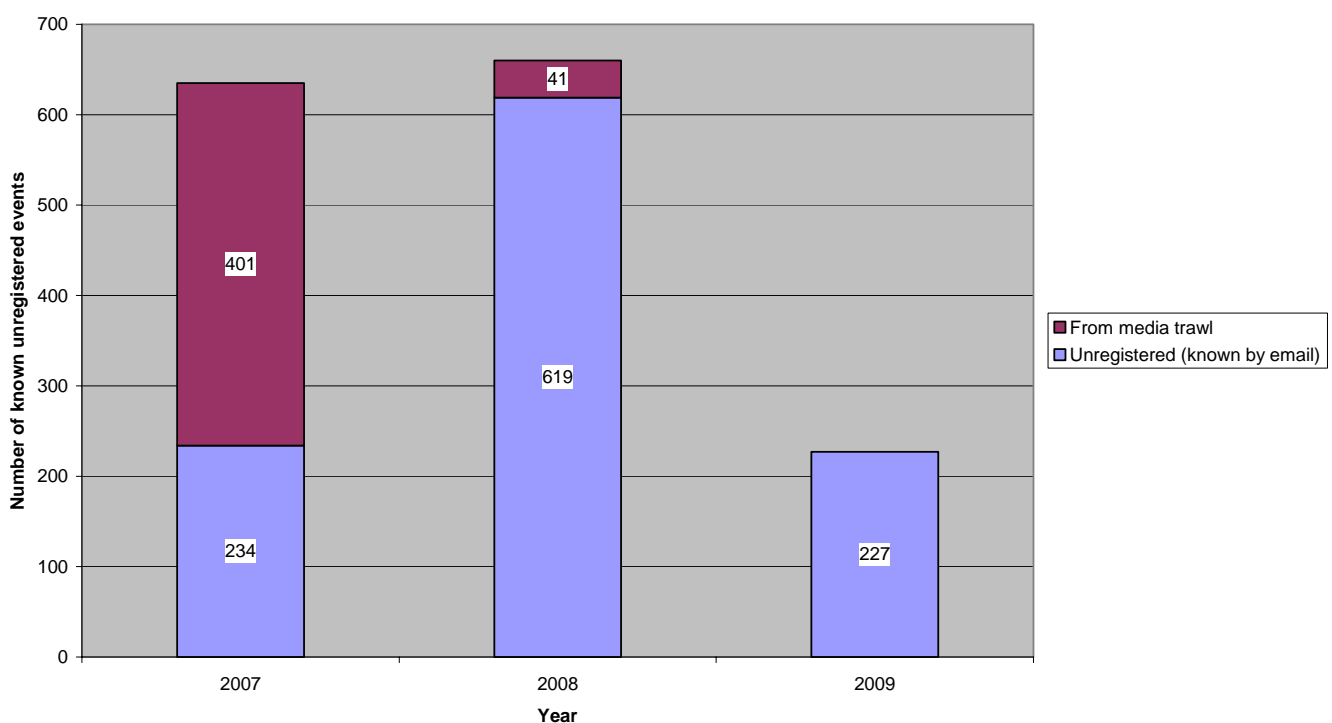


This graph indicates there is a good spread of events across the country, with the greatest number of events in the South East, East of England, Yorkshire and Humberside, and London. It also indicates that the largest increase in events from 2008 has occurred in the South East and East of England, but that the majority of regions have seen an increase with only Northern Ireland showing a substantial fall in involvement. We will address the issue of falling event numbers in Northern Ireland by working closely with our local contacts to run a tailored information session in this region to recruit further NSEW organisers.

**Number of unregistered events:**

The number of unregistered events in 2009 was down substantially. Although this is by definition variable, for the first time this year larger events were given the option of bulk uploading their events through an excel form. We had a number festivals use this system. This has successfully reduced the unregistered event count from previous years. We are also no longer running a media trawl due to time and resource limitations.

**Number of known unregistered events in NSEW 2007-2009**



**Mass participation events:**

There were several mass participation events organised during NSEW 2009. These events/competitions included the Save our Bees campaign, Change Exchange and Darwin in Space school competition, and the supported events of How Unique are You? by the Wellcome Trust Centre for Human Genetics and UK Climate Diary by the Bristol Natural History Consortium.

Darwin in Space school competition.

The school competition this year was Darwin in Space. This explored what Darwin might have discovered if the Beagle had taken him, not to the Galapagos Islands, but to a new planet where life exists. Tailored for Key Stage 1, 2 and 3, we asked children to explore the life forms that Darwin might have discovered on one of four environmentally different and isolated islands on an alien planet.

This topic aimed to celebrate Darwin200 and the International Year of Astronomy. We worked with The Future is Wild™ who provided prizes and support. This competition was launched in early January and ran till just after NSEW (16<sup>th</sup> March 2009).

This competition was a huge success with an estimated 25,000 entries from 600 schools. The Darwin in Space section of the website received 8,171 visits (since January 1<sup>st</sup> 2009 – May 5<sup>th</sup> 2009). This section is now displaying the winning entries. The Darwin in Space activity pack has been downloaded a total of 1,923 times from the main British Science Association website since launch.

The success of this competition was based on a number of things including;

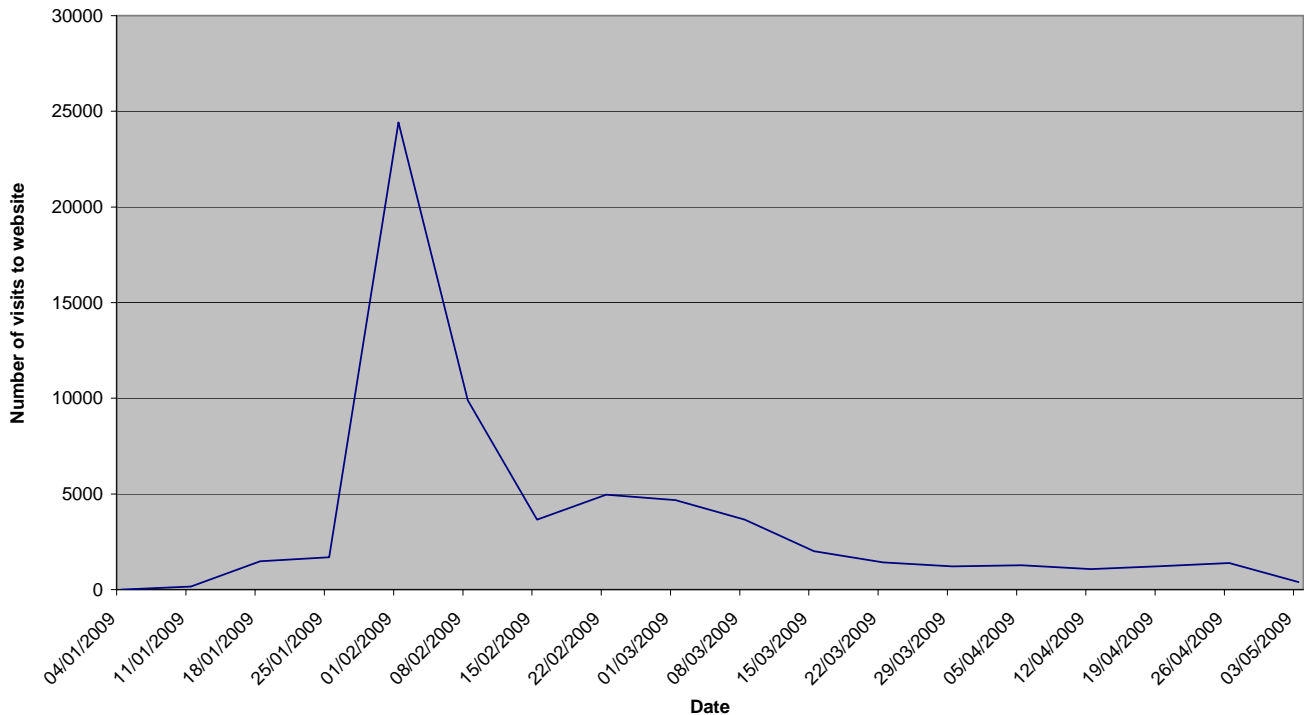
- 1) An imaginative idea
- 2) Early organisation and placement on the NSEW website
- 3) The competition ran across NSEW with a deadline after the week
- 4) Benefit of partnering with Future is Wild™ who helped us to link the competition to the curriculum and provide teachers with comprehensive and accessible teachers notes.

### Save our bees campaign

We asked the UK public to help save our UK bees by planting bee friendly plants across the country. As part of this project, we partnered with Rowse Honey, the British Beekeepers Association and the Bumblebee Conservation Trust among others. This project aimed to be an easy to do mass participation activity that would promote NSEW - encouraging more participants to get involved generate media coverage and help raise awareness of this important issue. As an incentive to get involved, we had 20,000 packets of seeds for those who registered online.

To date the website [www.saveourbees.org.uk](http://www.saveourbees.org.uk) has had a total of 64,621 visits, with 25,718 people registering for a total of 491,010 people. At its height, the website received just under 25,000 visits in one week - being more popular than the British Science Association main website – (see Impact Objective 4 below). The website is still very popular, despite running out of free seeds in mid February, with an average of 1,242 website visits a week since NSEW finished (as of time of printing).

Number of Visits on [www.saveourbees.org.uk](http://www.saveourbees.org.uk) from launch



Here are some example comments from people who took part. For all comments go to <http://saveourbees.wordpress.com/>. The website and comment blog is still live so more comments will be added over time.

*"I registered with your site yesterday and printed off the information pack which I think is brilliant – loads of information and things for kids to do as well. I left a copy in our rest room at work and everyone wanted a copy so I emailed the website to all my work colleagues. They are all going to plant things for the bees and make some shelters for the bees over winter." Chris*

*"Hi there. It is a beautiful morning and the spring flowering heathers in the garden are covered in bees of all kinds, but mainly honey bees. Your site has given me an awareness of them; I never noticed much before. Keep up the good work." Wendy*

*"Hello. Just to say a big thank you and, importantly, a big congratulations for this pack. I am an English teacher and a foster carer and I have already started using the pack both at home and at school. Fingers crossed we succeed in implanting some of the things we need to do to make our garden bee-gorgeous. Many thanks." Amanda*

*"Hello there. I just want to say that your campaign is what we needed up here in the NW. Over the past 5 years we have noticed the number of bees drastically decreasing and last year was the worst so far. So we are hoping this year will be better. We need bees for pollinating our orchard and we like them very much too. Well done for starting the campaign." Kate*

*"A great idea to save our bees. What a shame though I've just registered to do our bit at the primary school I work at, to find that all the free seeds have gone. Only found out about it today." Claire*

The success of this campaign is likely to be because of several factors including; the importance and popularity of the topic; the way it enabled people to do their bit in an enjoyable and educational way and the free seeds which sparked viral marketing on money saving websites. A large number of hits were directed from MoneySupermarket.com and similar sites.

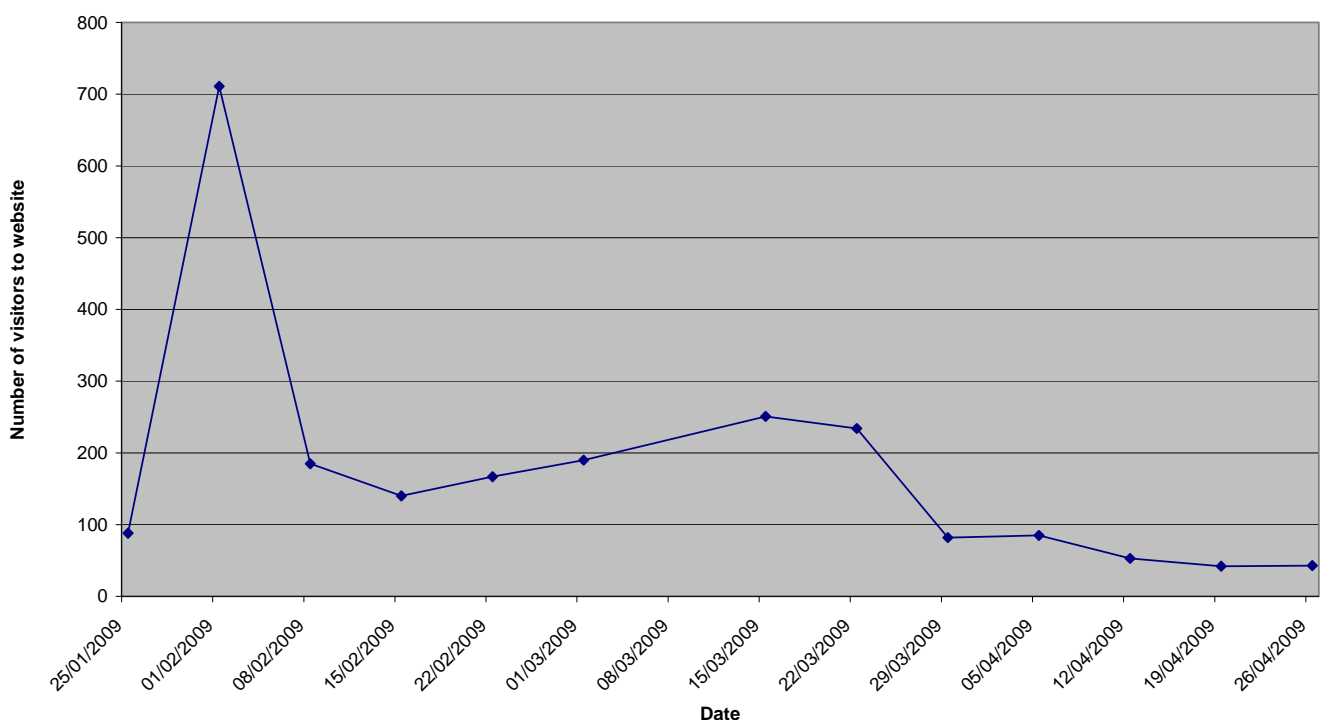
As registrations tailed off once the free seeds had been allocated, it is likely that we would have been able to reach a larger audience given a larger quantity of seeds.

### Change Exchange

This was a website designed to allow the public and scientists and engineers discuss their opinions on the future of a wide range of scientific topics. We asked the public questions like "What you would like to see happen in the future" and "What are your hopes and concerns?"

The Change Exchange was not as popular as the other mass participation activities. This is probably because intellectually it was harder to get involved with than the other projects. However, 147 people registered on the website and left comments of whom 81 were scientists. Below are the website statistics. You can see the interest in the website was the highest after launch but then it dropped off quickly, with a slight rise over NSEW.

**Number of visitors to Change Exchange since launch in late January**



### How unique are you?

The Wellcome Trust Centre for Human Genetics at the University of Oxford invited the public to explore just how unique they are. This online activity looked at a set of distinctive but easy to measure characteristics, from the shape people's chin to the ability to smell certain flowers, which are controlled mostly by DNA. This project was organised by the Wellcome Trust Centre for Human Genetics and supported by the British Science Association.

The Wellcome Trust Centre for Human Genetics opened this online activity from the 1<sup>st</sup> March and have kept it live since then. From 1<sup>st</sup> March to the 21<sup>st</sup> May there have been a total of 4781 visitors. This peaked hugely over the period 6-15<sup>th</sup> of March (NSEW week) where just under 2,900 visitors went to the How unique are you? website.

This activity was run as an hands-on NSEW event in the past. In 2008, 370 people got involved and in 2007, 310 people attended the event. The Wellcome Trust Centre for Human Genetics are pleased with the success of this online activity and would like to do the same next year.

### Climate Diary

The Climate Diary was a project organised by the Bristol Natural History Consortium, which aimed to collect stories, photographs and memories of the small and large ways in which climate change affects us all in the UK. We encouraged people to submit their comments online.

Only around 20 people left comments on the website, therefore this was not successful from a participation point of view, however, the project did generate some good media coverage – see Impact Objective 5.

### **Estimated number of attendees**

The estimated number of attendees is calculated by taking the average from two different calculations. The first calculation method uses the event registration data where the expected number of attendees was estimated by organisers prior to the event. The second calculation method uses the evaluation data where the number of attendees was estimated by organisers after the event.

#### Method 1 – Estimates made during NSEW event registration:

During event registration organisers register their event and estimate the number of expected attendees. In NSEW 2009 there were a total of 1341 registered events<sup>1</sup> and a total of 211,824 expected attendees.<sup>2</sup>

If 211,824 is extrapolated to the estimated number of events (3591), we can estimate the number of attendees as being in the region of ~570,000.

If we add to this the estimated number of people who got involved with the various mass participation campaigns this year (i.e. Save our Bees - 491,010, Change Exchange – 147, Darwin in Space – 25,000, 'How Unique Are You?' – 2,900, Climate Change Diary – 20; this is a total of ~520,000 people). If the two totals are added this gives ~1,090,000.

Note - This value does not include the 4 million expected attendees from the Wellcome Trust 'Great Plant Hunt' and the 250,000 expected attendees from the 'LOST World Read' event both happening during NSEW (as these were separately organised rather large initiatives).

#### Method 2 – Estimated numbers from NSEW evaluation forms

The 798 organisers who registered events were sent an evaluation pack containing questionnaires prior to NSEW 2009. From these 429 organisers filled out how many attendees they had had for their event(s). This gave a total estimated number of 142,244 attendees.

If this figure is extrapolated to the estimated 3591 events then we can expect the number of attendees as a whole to be 1,190,000.

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<sup>1</sup> Who indicated how many attendees they expected

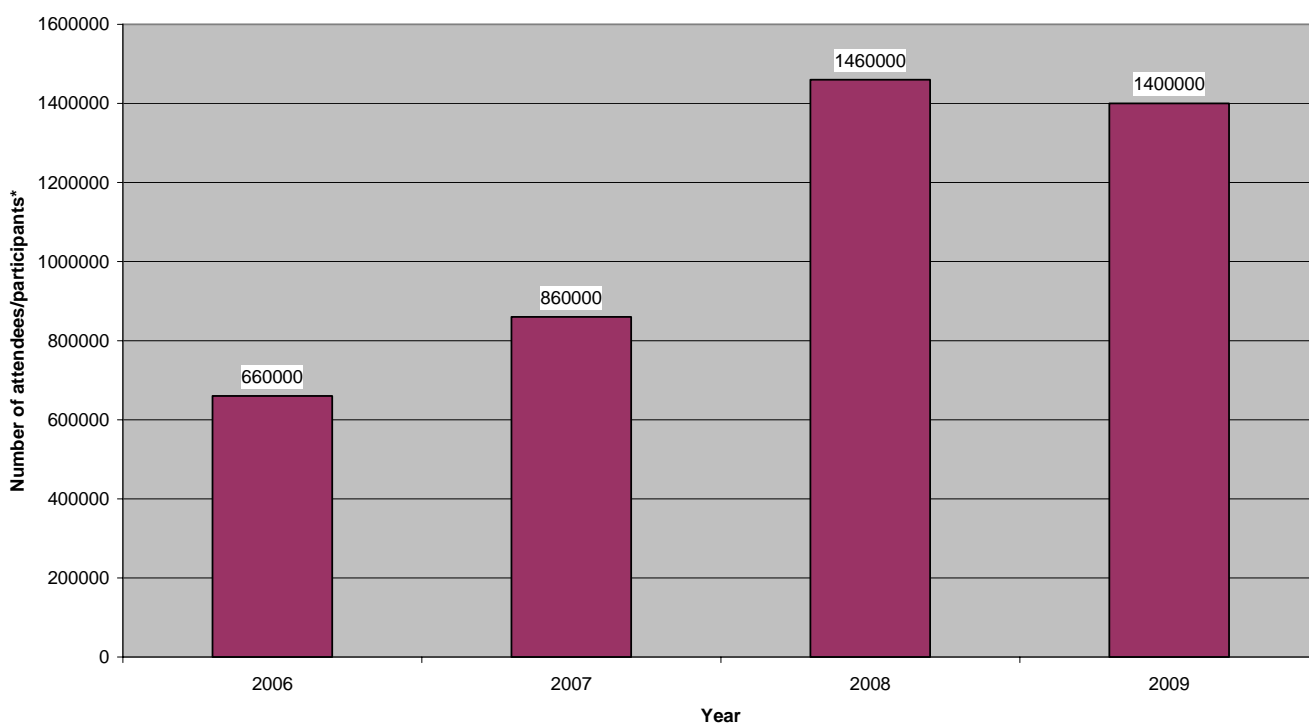
<sup>2</sup> This figure does not include events from the NSEW School Grant Scheme.

If we also add to this the estimated number of people who got involved with the various mass participation campaigns this year (i.e. Save our Bees - 491,010, Change Exchange - 147, Darwin in Space - 25,000, 'How Unique Are You? - 2,900, Climate Change Diary - 20; a total of 519,000). The total is ~1,709,000.

Therefore - we would expect the true number of participants in NSEW to lie between these two figures i.e. **1,400,000**.

Below are the graphs showing estimated participants and as comparison the estimated number of events. The numbers are very comparable to last year with no significant increase or decrease. The number of events significantly contributes to the number of participants in NSEW. However, as shown by the figures, mass participation activities got ~520,000 people involved in NSEW this year. To increase the number of participants in NSEW in future years, investment in mass participation activities will also be key.

**The total estimated number of participants and attendees in NSEW 2006-2009**

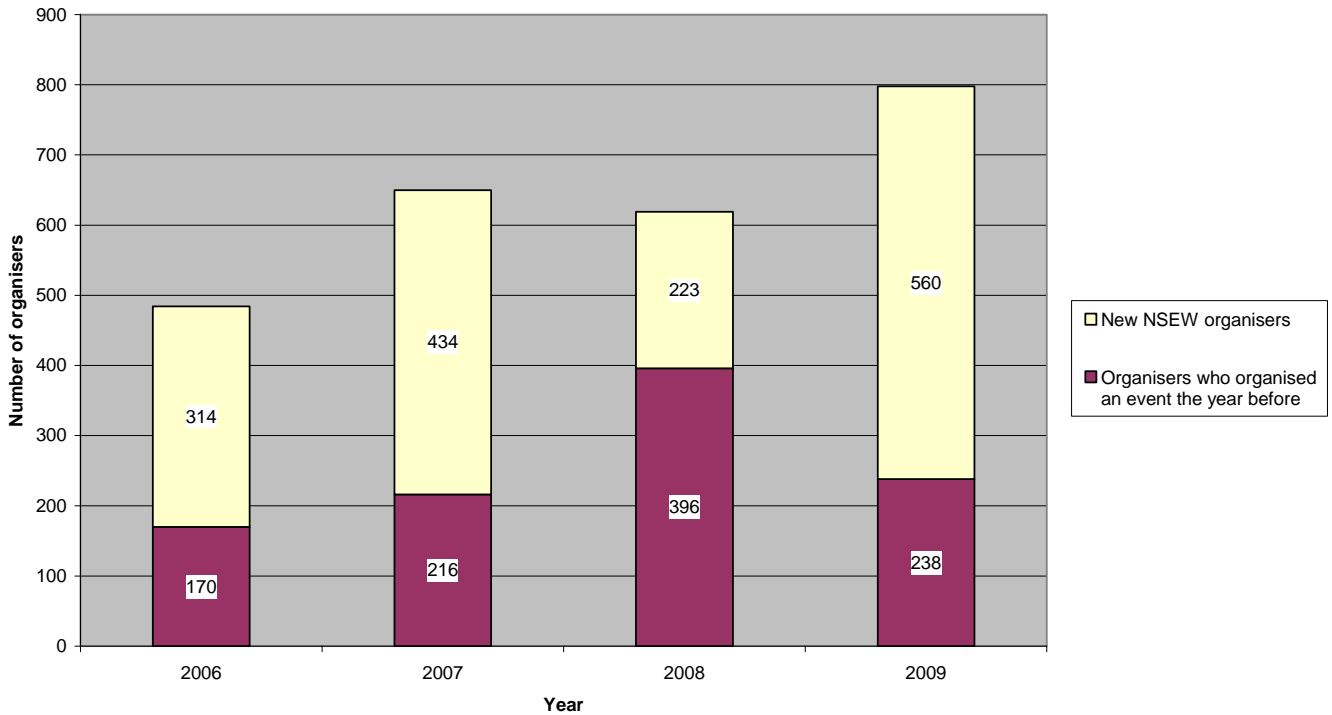


## NSEW organisers

### Number of NSEW organisers

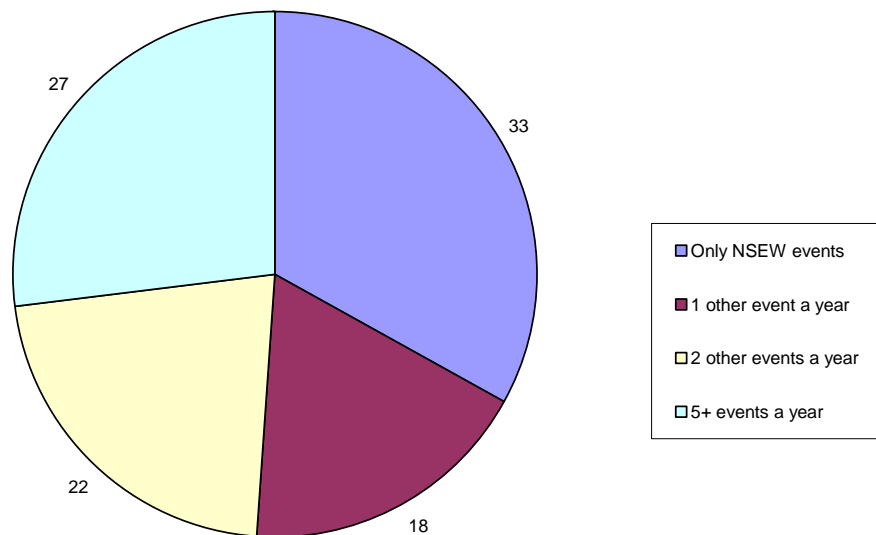
In total there were 798 organisers in 2009. This is an increase of 179 organisers from 2008 and the largest number of organisers so far. Of the 798 organisers that registered an event, 238 had registered an event in 2008. It is likely that the number of new organisers is so high because of a high turnover of the individuals that register the event each year, rather than a change of organisation.

The number of organisers (including those who have organised a NSEW event before) 2006-2009



How many other science events are organised?

The number of events that are run by NSEW organisers throughout the year (percentage of evaluation respondents)



This shows that 33% of organisers only organise events during NSEW which means that NSEW acts as a significant incentive for people to organise events that otherwise may not happen.

## Impact Objective 2

***Objective: To increase the participation of scientists and engineers within NSEW.***

Participation of scientists and engineers in NSEW can take a variety of different forms. They can 1) be organisers of NSEW events 2) presenters at NSEW events 3) or they can take part in or support NSEW mass participation activities.

### Organisers: number of scientists and engineers

429 organisers filled out evaluation forms, from these 286 (67%) were educated to undergraduate, postgraduate or professional qualification level. If this is extrapolated to the 798 organisers it is expected that 535 organisers are educated to undergraduate, postgraduate or professional level. In NSEW 2008 – 415 organisers educated to this level were estimated to have participated in the event (this shows an estimated increase of 120 highly educated organisers from last year).

### Presenters: number of scientists and engineers

From the 429 organisers that filled in our evaluation forms, the events involved 2976 presenters (an average of 7 per organiser). If extrapolated to the number of organisers (798) this means there was an estimated 5,586 presenters involved in NSEW 2009.

386 presenters filled out evaluation forms, from these 173 (45%) are employed as scientists (this is compared with 48% in NSEW 2008). This means that it can be estimated that 2,514 scientists got involved with NSEW 2009 (45% of 5,586).

### The Change Exchange

81 scientists got involved through the Change Exchange this year

**In total this means 3,130 scientists/engineers are estimated to have got involved in NSEW 2009.**

## Impact objective 3

***Objective: To increase awareness amongst the general public of NSEW and the NSEW brand.***

Awareness of NSEW amongst the general public is measured by assessing how many attendees had heard of NSEW through a randomised public survey carried out by GFK NOP Consumer. It is also assessed by attendee evaluation forms.

### NSEW attendees

Out of the 2513 adult attendees who returned evaluation forms, 1164 (46%) said they had heard of NSEW before, and 600 (24%) said they had been to a NSEW event before.

Out of the 3133 children who attended an event and returned evaluation forms, 1182 (38%) said they had heard of NSEW before.

### NOP survey

GFK NOP Consumer carried out a random survey of 1000 adults aged 16 years and over to determine the level of awareness of NSEW amongst the public. Fieldwork was done on the weekend prior to, during and after NSEW and the questions 'Have you heard of National



Science and Engineering Week? and 'When is National Science and Engineering Week?' were asked.

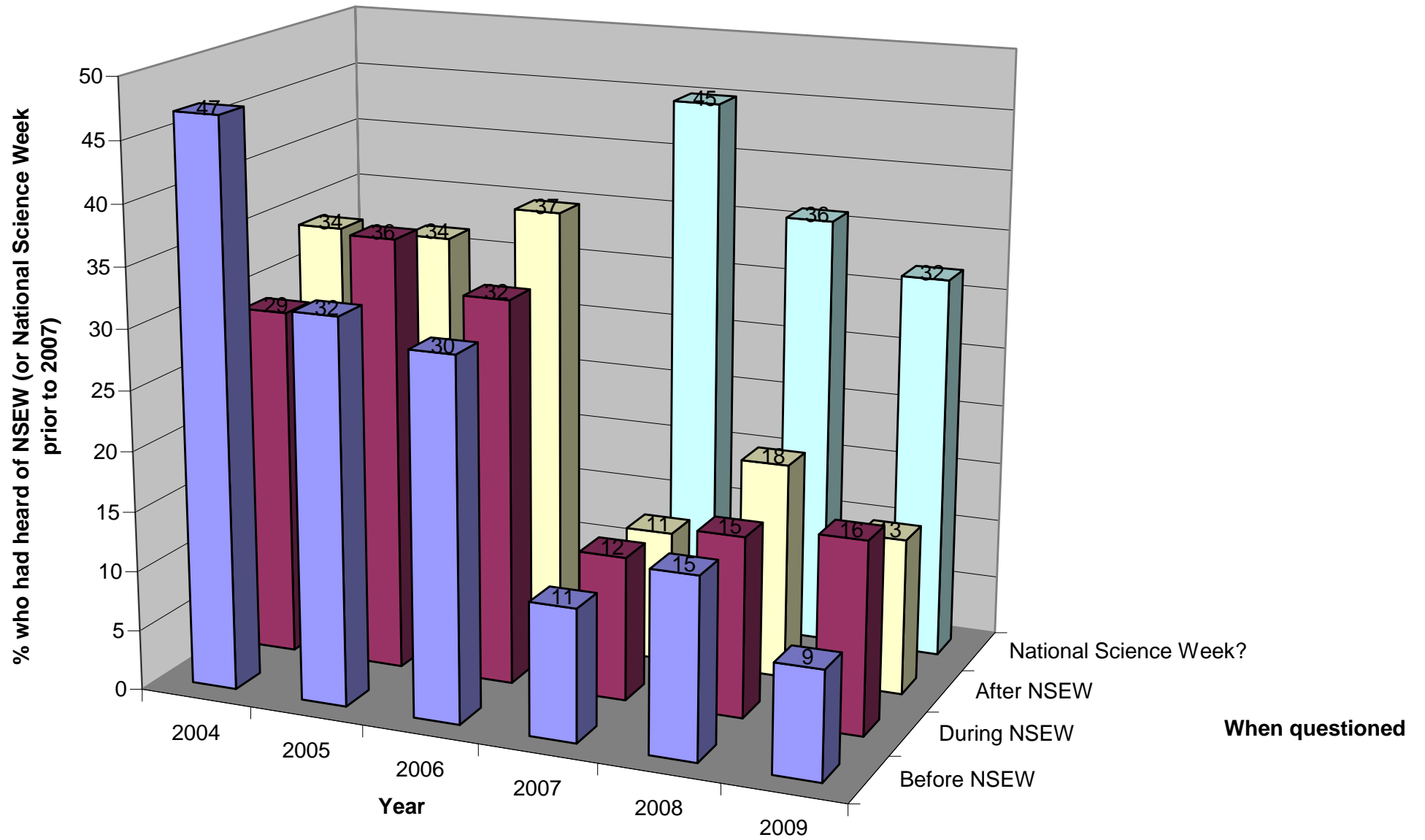
Date of Survey	Have you heard of National Science and Engineering Week?		If yes – when is National Science and Engineering Week?	
	Yes	No	Correct answer	Incorrect answer
27 Feb – 1 March	9%	91%	20%	80%
6-8 March	16%	84%	38%	62%
20-22 March	13%	87%	49%	51%

Awareness from before and after the week increased by 44% (from 9% to 13%). Of those who had heard of NSEW, the ones that got it right (i.e. knew the correct time of year) increased by 145% (from 20% to 49%). This strongly indicates that the awareness of NSEW did improve from before and after the week. The level of awareness of the week during the week has been rising steadily over last three years. This is likely to be due to people being attending events, and press and PR activity (marketing materials are sent out earlier in the year).

As the name changed in 2007 from National Science Week to National Science and Engineering Week the awareness has decreased (as most people still recognize the name National Science Week) and overall levels are very slightly lower compared with previous years (see graph).

Date of Survey	Have you heard of National Science Week?	
	Yes	No
14-16 March 2008	32%	68%

## Results from the NOP survey for National Science and Engineering Week Awareness



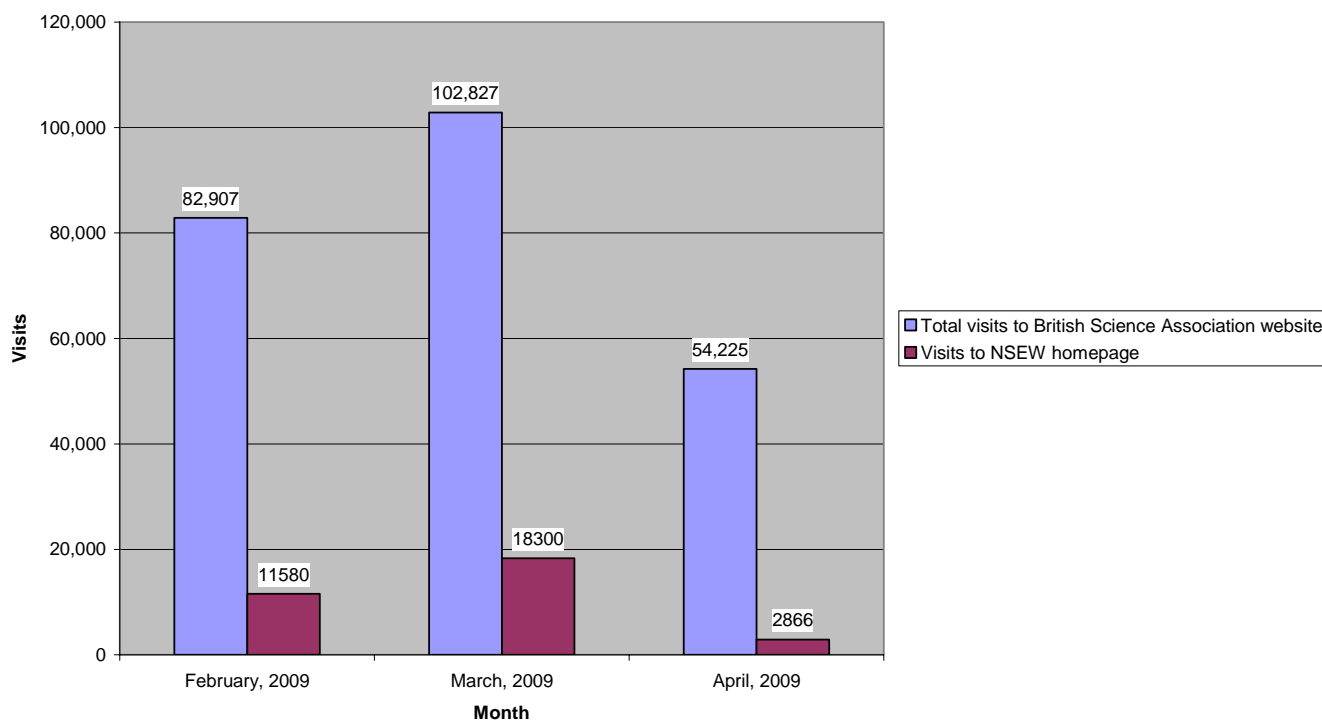
## Impact objective 4

### *Objective: To increase traffic to the British Science Association and NSEW websites*

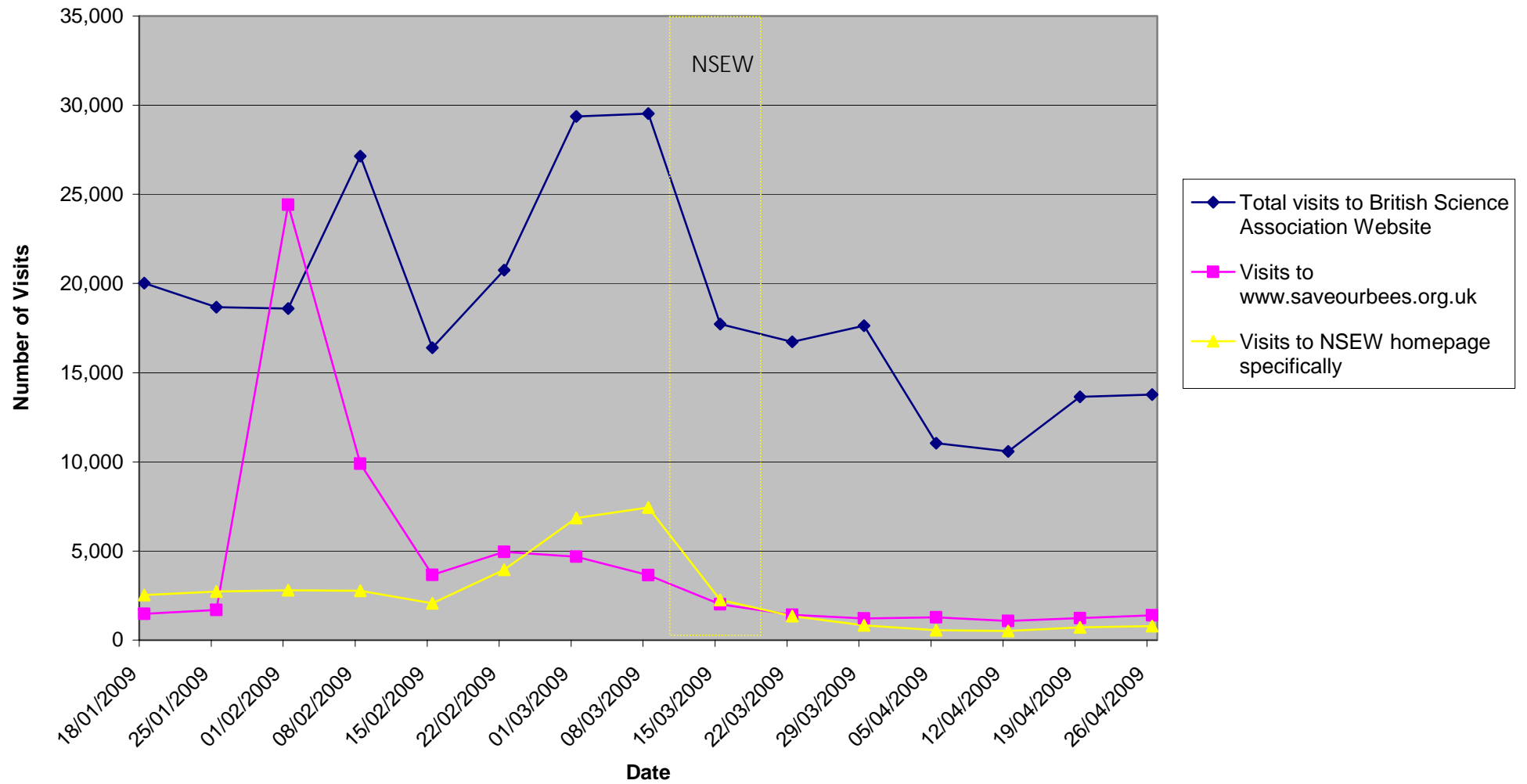
The month of National Science and Engineering Week, the British Science Association website had the highest number of visits since its re-launch as [www.britishsociety.org](http://www.britishsociety.org). This high level of traffic in March has been the case in the past, with the highest number of visitors always being the month of National Science and Engineering Week. This year the number of visitors to the British Science Association website was 102,827 and 18,300 to the NSEW homepage. Last year in 2008 the highest number of visitors to the Association website was 124,686 in the month of March and the NSEW homepage received 15,756 visitors. This shows that although the number of visits to the British Science Association website is slightly down for March, the number directly going to NSEW homepage is up by 2544 visitors. This shows that despite the new branding and new website address, traffic to the website is still very comparable to last year.

The popularity of the Save our Bees website (more popular than the British Science Association website at its peak) indicates the importance of online, easily accessible, mass participation activities to drive website traffic. Around the peak of Save our Bees the British Science Association website also had a small peak in visits (between 25/01/2009 and 15/02/2009). This is due to traffic being mostly generated from the Save our Bees website (1580 visits) and also [www.darwin200.org](http://www.darwin200.org) (4901 visits).

**Visits to British Science Association and NSEW homepage per month**



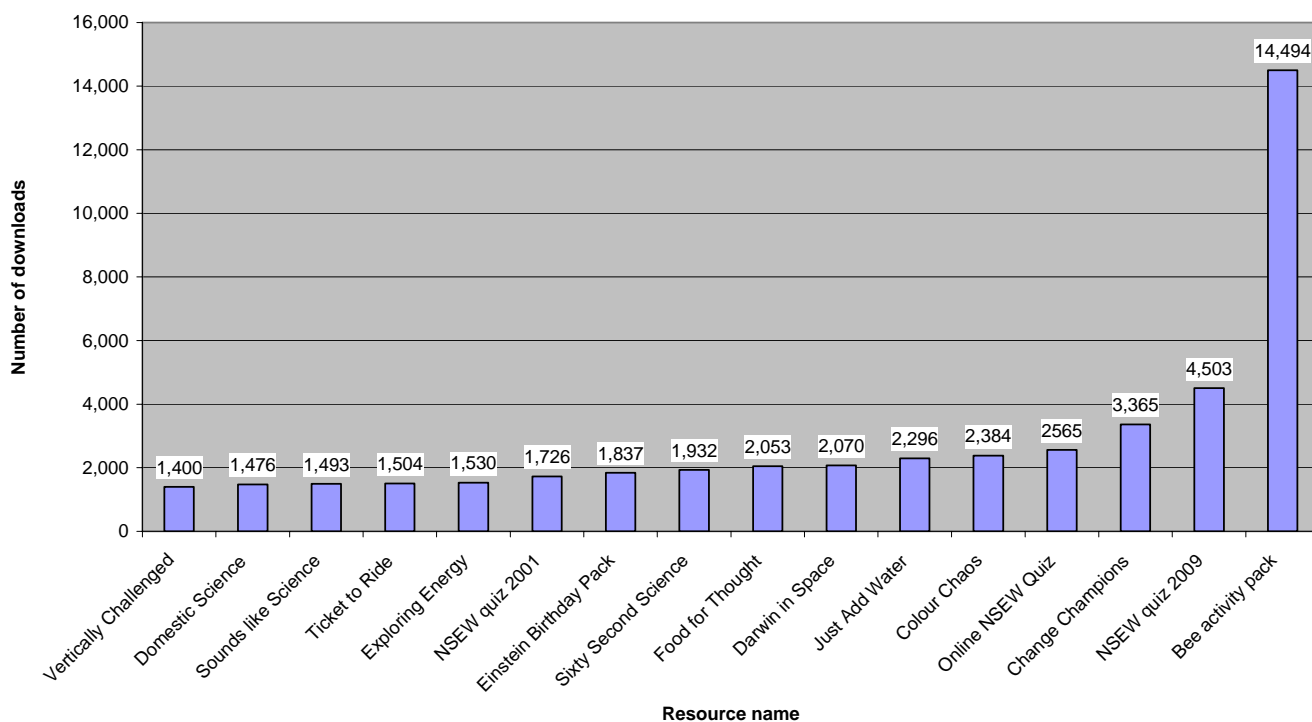
**Total number of Visits to the British Science Association main website compared to NSEW homepage and www.saveourbees.org.uk mini-website**



## NSEW Online Resources

Free online resources are created for NSEW participants. Challenge packs which include a series of themed activities are developed for schools and science clubs to encourage them to organise NSEW events. The year the themed pack was Change Champions and ETB produced Ticket to ride. We also produced an education pack for Save our Bee's and a NSEW 2009 quiz which was available to do online from January this year. All comments left by teachers were positive (see below).

**Number of downloads of the NSEW online resources**



The resources were also provided on the TES online resource website. Here the resources were rated five stars and positive comments were also left on this website by teachers (see examples below). The TES administrative team (without request) also set up links to the British Science Association website for National Science and Engineering Week and profiled the week on their front page well in advance. 2,262 uploaded resources were taken from the TES website over a 6 month period.

### From feedback forms:

*"Very helpful with good inspiration"*

*"Great missions that are flexible to use in our scheme of work!"*

*"Excellent tips and ideas"*

*"I found the pack easy to use. You have included a lot of information so someone who does not feel confident in this subject area can also use this pack. Thank you!"*

### From TES website:

*"Great Ideas! Some lovely simple experiments to get kids enthusiastic about science, thanks!"*

*"Something to keep. Clear easy experiments to keep kids engaged. Set out really well and a handy resource for all. Thank you so much."*

*"Great for science club. Enough to keep the science club going for years! Also good to use as a basis for Science Week throughout the school with activities suitable for Reception through to top juniors. Thank you."*

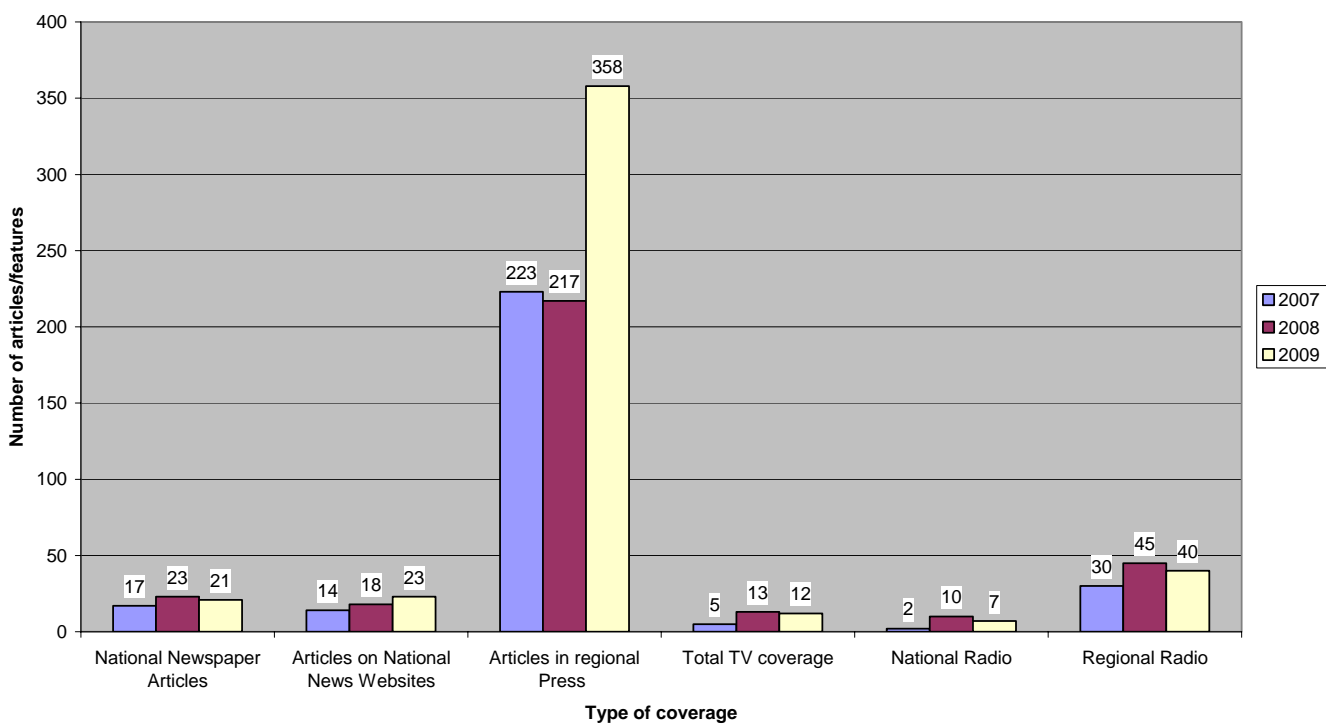
NSEW Online Shop

The online shop is available each year for organisers, presenters and participants of NSEW to buy branded merchandise which may be useful to them during the Week. This is run at cost and no profit is made. For NSEW 2009 a total of 3849 items were sold on the online shop, this is slightly down from NSEW 2008 when 4053 items were sold. We will review the types of items available from the shop for 2010 to ensure that this remains a useful resource to organisers.

**Impact Objective 5**

*Objective: To increase regional and national media coverage in print and broadcast.*

**The amount of media coverage for NSEW 2007-2009**



**National Newspaper Articles/News Websites:**

In 2009, there were 21 items across 10 different newspapers (6 broadsheet, 4 tabloid), compared to 23 items in 11 different newspapers (6 broadsheet, 5 tabloid) in 2008 and 17 items in 9 newspapers (5 broadsheet, 4 tabloid) in 2007. However, coverage on high-profile national websites (national newspaper websites, BBC News, etc) increased from 14 items in 2007 and 18 in 2008 to 23 items this year.

**Regional Newspaper Articles:**

A count of the articles seen during the week and for the subsequent seven days is higher than the equivalent period for either 2008 or 2007 (358 for 2009 compared to 217 in 2008 and

223 in 2007). This may imply that our efforts to encourage people to use NSEW as a hook for their stories and build coverage around the week have been successful.

### **National and regional TV:**

Regional TV coverage was up to 6 items this year – with coverage of the regional Save Our Bees events, other NSEW events and topics, and a look at how people can be encouraged to study and teach science and pursue it as a career.

Total TV coverage was 12 items compared to 13 items in 2008 and 5 items in 2007. However, we matched the 4 high profile national items that we achieved last year. The coverage was across a broader range of programmes this year (12 different programmes compared to 8 in 2008) – so although 2008 had 1 more item in total, since 5 of the broadcasts were on Teacher's TV, we probably reached a greater range of audiences this year.

Blue Peter covered the Save Our Bees campaign, GMTV featured a number of National Science Competition competitors, while we achieved a good launch for NSEW: with Professor Jim Al-Khalili interviewed on BBC Breakfast about the UK Climate Change Diary associated with NSEW, and NSEW Director Annette Smith similarly interviewed on Sky News.

In addition to this, we were very close to achieving coverage on The Alan Titchmarsh Show again, as well as on Newsround and the Paul O'Grady Show. These fell through at the last minute due to decisions made by the programmes. Regional TV coverage may yet increase as, among other things, ITV filmed the Welsh bee event but have yet to broadcast the footage.

### **National and regional radio:**

This year we achieved 7 substantial items on national radio compared to 10 in 2008 and 2 brief mentions in 2007. NSEW-related interviews were broadcast on BBC Radio 4's Today Programme, BBC Radio Five Live, Sky News Radio and Insight Radio – the first dedicated radio station for blind people.

So far, 40 items have been logged for regional radio. This figure is down slightly on 2008 when we logged 45 items, but still up on the 30 items recorded for 2007. Coverage was across 23 stations, compared to 24 in 2008 and 21 in 2007.

## National newspaper coverage 2009

Media organisation	Date	Type	Notes
Daily Mail	05.03.09	News/feature	Fair and NSEW09
Daily Telegraph	10.03.09	Comment	Maggie Aderin piece
Daily Telegraph	10.03.09	Listings	Lots of events mentioned
Guardian	13.01.09	News/feature	IgNobels
Guardian	28.02.09	Listings	
Guardian	10.03.09	Comment	Rick Hall comment, NSEW mentioned
Independent	07.03.09	Listings	3 events mentioned
Independent	14.03.09	Listings	2 events mentioned
Independent	27.11.09	Comment	Fair - Philip Greenish piece
Independent	14.02.09	News/feature	Fair - in engineering supplement
Mail on Sunday	01.03.09	News/feature	places to visit, mentioning Save our Bees and NSEW
Sunday Express	15.03.09	News/feature	Newspaper competition
Sunday Telegraph	01.03.09	Listings	
Sunday Telegraph	23.02.09	News/feature	Lord May interview article with Richard Gray
Sunday Times	08.03.09	Listings	
Times: playlist	28.02.09	Listings	lots of events
Times	04.03.09	News/feature	Fair
Times	06.03.09	Listings	
Times	07.03.09	Listings	4 events, incl Save Our Bees
Times: T2	26.03.09	News/feature	Young Scientist of the Year
Metro	12.03.09	News/feature	Whoopee cushion story - news in brief



## High profile online coverage 2009

Media organisation	Date	Notes
www.gm.tv	04.03.09	Competition finalists and their projects
www.bbc.co.uk/blogs/fivebreakfast	06.03.09	NSEW and UK Climate Change Diary – link to CCD website
BBC News	06.03.09	UK's Top Young Scientists Named - links to Fair and Association website
BBC News	18.03.09	Sci-Fi vs Sci Fact, NSEW mentioned - link to Association website
mirror.co.uk	11.03.09	Whoopee cushion story, NSEW mentioned
thesun.co.uk	11.03.09	Whoopee cushion story, NSEW mentioned
metro.co.uk/whoopee	12.03.09	Whoopee cushion story
telegraph.co.uk	12.03.09	Whoopee cushion story
telegraph.co.uk	13.03.09	10 things that changed the world, NSEW mentioned
guardian.co.uk	13.03.09	Whoopee cushion story, NSEW mentioned
dailymail.co.uk	02.03.09	Save out Bees event at Bletchley, NSEW mentioned
dailymail.co.uk	11.03.09	MOD feature, NSEW mentioned
thesun.co.uk	11.03.09	MOD feature, NSEW mentioned
thesun.co.uk	19.02.09	Whoopee cushion story launch, NSEW mentioned
guardian.co.uk	10.03.09	Rick Hall comment, NSEW mentioned
guardian.co.uk	28.02.09	NSEW listing, with web link
guardian.co.uk	13.01.09	IgNobels, NSEW mentioned
Blue Peter website	03.03.09	Bee café story
BBC News	12.03.09	MOD feature, NSEW mentioned
Channel 4 News	28.01.09	Science: So What launch, NSEW mentioned
Channel 4 News	11.03.09	MOD feature, NSEW mentioned

## TV coverage 2009

Coverage	Media organisation	Date	Notes
national	Blue Peter	03.03.09	Bee cafes
national	GMTV	04.03.09	NSC competitors
national	Sky News	06.03.09	Annette interivew re: UK Climate Change Diary and NSEW
national	BBC Breakfast	06.03.09	Interview with Jim Al-Khalili about UK Climate Change Diary
national	ITV - Sign Post	08.03.09	British Sign Language event at Discovery Museum
national	Teachers TV	09.03.09	Fair including interview with Ben Fogle
regional	BBC NW Tonight	05.03.09	Ness event
regional	BBC Look North	09.03.09	Annette interview re: getting people into science
regional	S4C	12.03.09	Welsh bee event
regional	BBC West: Points West	06.03.09	Barrage or What? event - Eric Albone interview
regional	BBC Look East	07.03.09	Save Our Bees event at Bletchley Park
regional	BBC Wales Tonight	12.03.09	NSEW - Charles Darwin

## Radio coverage 2009

Coverage	Media organisation	Date	Notes
national	BBC Radio 4: Today Programme	04.03.09	Fair - interview with Sir Anthony Cleaver
national	BBC Radio 4: Today Programme	06.03.09	Interview with NSC winners
national	BBC Radio Five Live	12.03.09	MOD event
national	BBC Radio Five Live (08:35)	06.03.09	Interview with Jim Al-Khalili about UK Climate Change Diary
national	BBC Radio Five Live (18:55)	06.03.09	Interview with Peter Hatfield (Young Scientist)
national	Insight Radio	31.03.09	(RNIB radio station) Save our Bees
national	Sky News Radio	11.03.09	Interview with Trevor Cox about Whoopee cushion story
regional	106.1 Rock Radio (Manchester)	06.03.09	Save our Bees and Ness bee event
regional	106.1 Rock Radio (Manchester)	12.03.09	Interview with Trevor Cox about Whoopee cushion story
regional	106.1 Rock Radio (Manchester) news bulletin	12.03.09	News bulletin - Whoopee cushion story
regional	Bath FM	03.03.09	CREST/NSC competitor interview - Rachael Dellar
regional	BBC Bristol (Breakfast with Richard Wyatt) 06:12	16.03.09	Discussion about NSEW
regional	BBC Bristol (Breakfast with Richard Wyatt) 07:23	12.03.09	Interview with Mark Lythgoe
regional	BBC Bristol (Breakfast with Richard Wyatt) 07:44	12.03.09	Interview with James Foster about scientific merits of the West as part of NSEW
regional	BBC Bristol (Breakfast with Richard Wyatt) 07:51	12.03.09	Thought of the Day - NSEW
regional	BBC Essex (10:10am)	10.03.09	IgNobel - Marc Abraham interview
regional	BBC Radio Bristol	11.03.09	IgNobel related
regional	BBC Radio Bristol (7am)	06.03.09	Barrage or What? event - Eric Albone interview
regional	BBC Radio Derby	11.03.09	Save our Bees - Dave Goulson interview
regional	BBC Radio Humberside (Breakfast)	06.03.09	Local events and Change Exchange
regional	BBC Radio Humberside (Breakfast)	09.03.09	NSEW and recruiting people and teachers into science - interview with Annette
regional	BBC Radio Kent (Pat Marsh Show)	07.03.09	Young Scientist winner
regional	BBC radio Manchester	27.02.09	NSEW/Manchester Museum
regional	BBC Radio Manchester (Breakfast Show)	12.03.09	Interview with Trevor Cox about Whoopee cushion story
regional	BBC Radio Merseyside (7am)	03.03.09	SciBar focus but NSEW mention
regional	BBC Radio Merseyside (7am)	07.03.09	Ness bee event
regional	BBC Radio Merseyside (7pm)	03.03.09	SciBar focus but NSEW mention
regional	BBC Radio Merseyside (Tony Snell at Breakfast)	04.03.09	NSC competitor interview - Jenny Tu
regional	BBC Radio Ulster (Breakfast Show)	05.03.09	NSC finalists
regional	BBC Shropshire	10.03.09	Save our Bees - Kindred approach about Steve Leonard

regional	BCB Radio Bradford	10.02.09	general NSEW
regional	BCB Radio Bradford	10.03.09	Darwin in Space competition
regional	City Talk Liverpool	28.02.09	Ness bee event and SciBar
regional	Express FM	13.11.08	Fair launch announcement
regional	Imperial College's Capital Science Show	24.02.09	Geek Pop
regional	Moray Firth Radio	19.02.09	Local event
regional	Radio Berkshire	07.03.09	Museum of English Rural Life Learning Manager interview
regional	Radio Verulam	06.02.09	NSEW in general
regional	Radio Verulam	06.03.09	Local highlights
regional	Radio Verulam	06.03.09	Save Our Bees
regional	Radio Verulam	10.10.08	Small grants
regional	Radio Verulam	18.02.09	Darwin in Space competition
regional	Radio Verulam	18.02.09	NSEW overview
regional	Sunny Govern FM	13.11.08	Fair launch announcement
regional	Swindon FM	06.03.09	Fair - interview with Sir Anthony Cleaver
regional	Take Over Radio (Leicester)	02.03.09	Leicester events
regional	Wolverhampton City Radio	06.03.09	Save our Bees - Rowse Honey interview

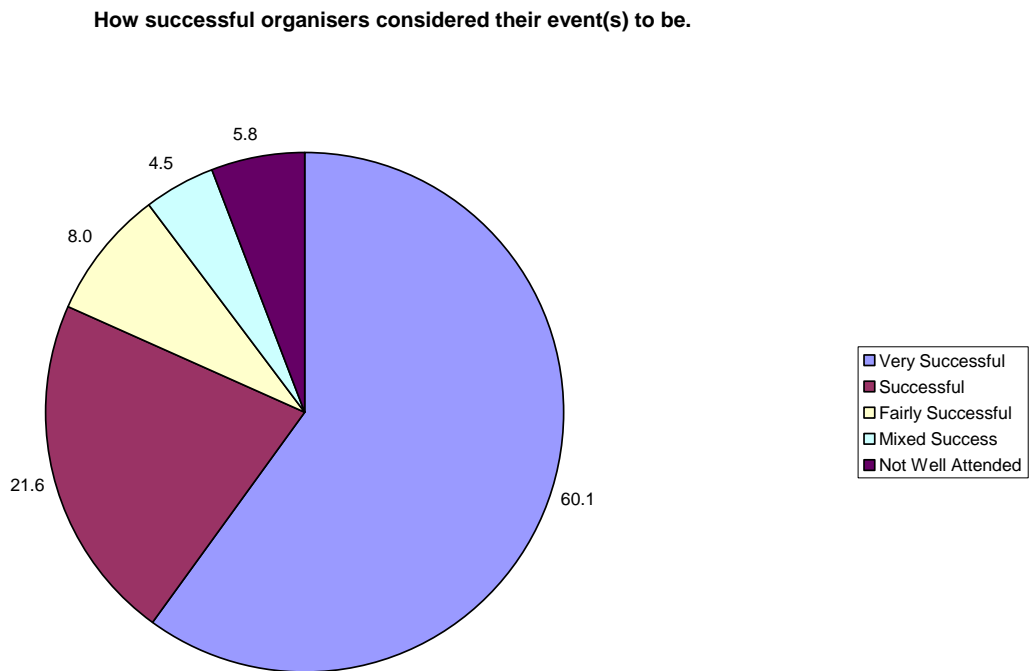
## Impact Objective 6

*Objective: To promote the organisation of successful science events*

### NSEW main events

#### Organiser feedback

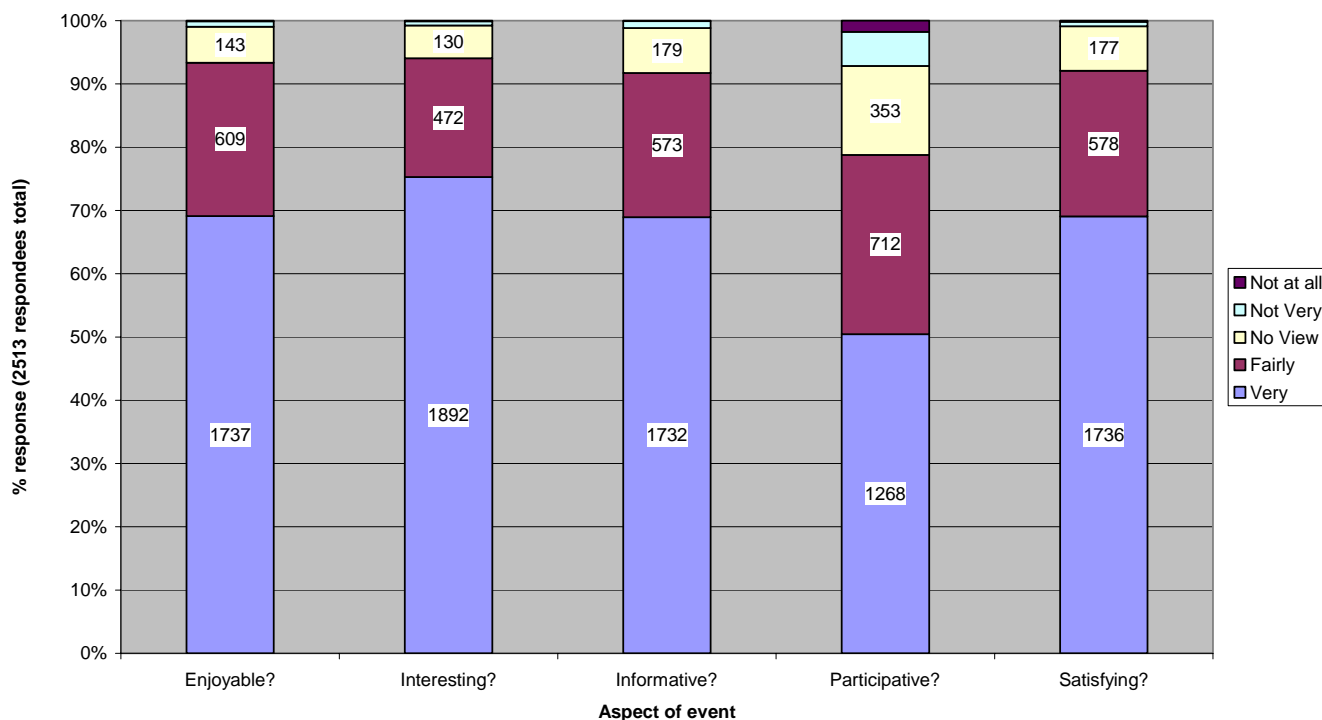
Each organiser was asked how successful they thought their event had been. The results of this match closely with those seen in NSEW 2008 feedback. Here 81.7% of organisers believe their event was very successful or successful (compared to 80% in NSEW 2008).



#### Attendee feedback

As a measure of event success, attendees were asked to rate different aspects of the events they visited. The events were rated extremely highly for all of the different aspects that were evaluated with 87% of people being very or fairly satisfied with the events. This is very similar to what was seen in the NSEW 2008 evaluation.

### How adult attendees rated the NSEW events



### School Children

3133 school children sent back evaluation forms. On this they gave a mark out of 10. The average mark was 8.1 out of 10. (This is compared to 8.4 in NSEW 2008). 65% said they would want to attend another NSEW event.

### Presenter Feedback

95% of presenters said they would definitely or probably be involved in NSEW 2010 (63% of presenters said they would definitely be involved).

This feedback indicates that overall events are well received.

### Event Awards

To encourage and support particularly well organised, delivered and evaluated NSEW events, we launched the NSEW Event Awards for the first time this year. These awards are sponsored by ETB, who gave a £1,000 cash prize to the winner in each of four categories. The aim was to recognize and support those organisers who create exceptional events, and highlight those events on the NSEW website.

Winners in each of the four categories were as follows:

- Best engineering event – **Southampton University (Science and Engineering Day 2009)**
- Best science event – **University of Bath (Bath Taps)**
- Best schools event – **St Andrew's Primary School (L.O.S.T.)**
- Outstanding Contribution to NSEW – **Judith Wardlaw (Thomas Hardye School)**

Events taken into consideration were those who self-nominated their event or themselves (for the Outstanding Contribution) and registered their events on our online programme. This new Event Awards Scheme was very successful in its aims and has allowed us to support and encourage successful science and engineering events. It is suggested that the categories

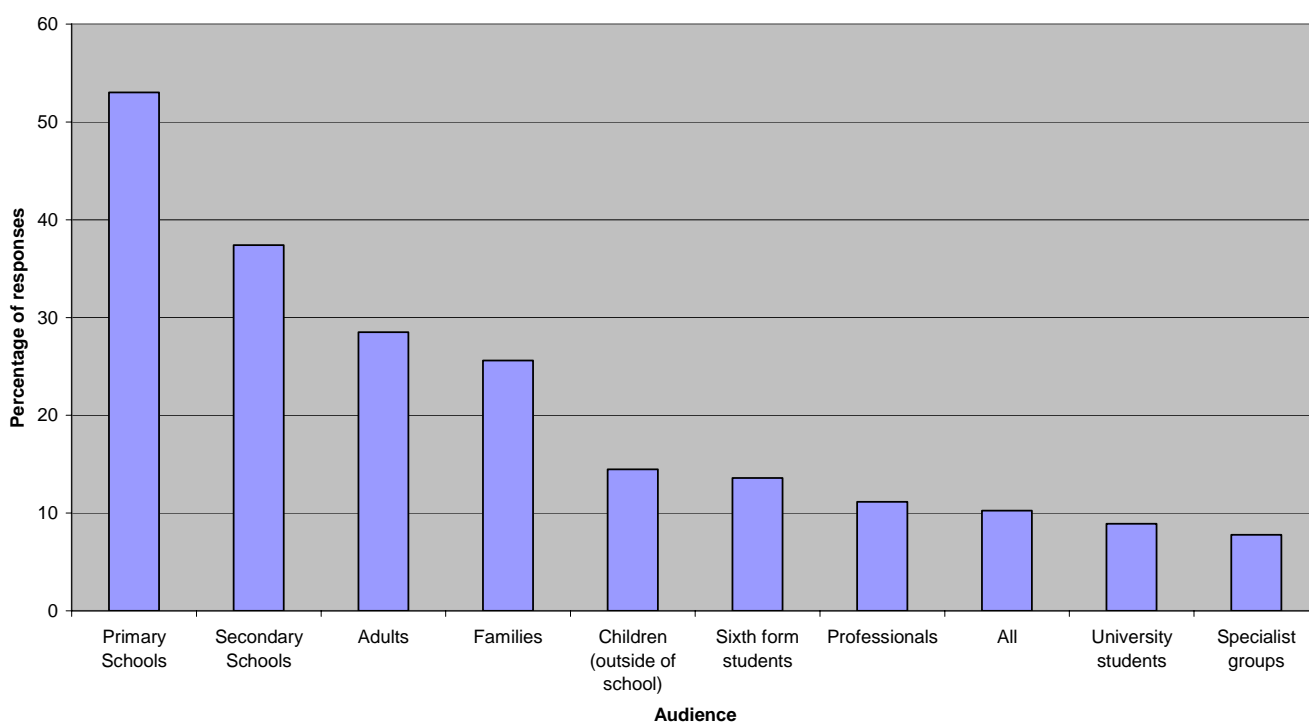
be changed for 2010 to take into consideration the size of event and the type of event but the awards should continue as an important part of the Week.

## Demographic objective 1

*Objective: Increasing participation amongst the general public, particularly young and hard-to-reach audiences.*

Organisers were also asked to specify which type of audience they targeted their events. This graph shows that the target audience for the events is primarily schools. However, adults, professionals and university students also make up a significant percentage of event target audiences.

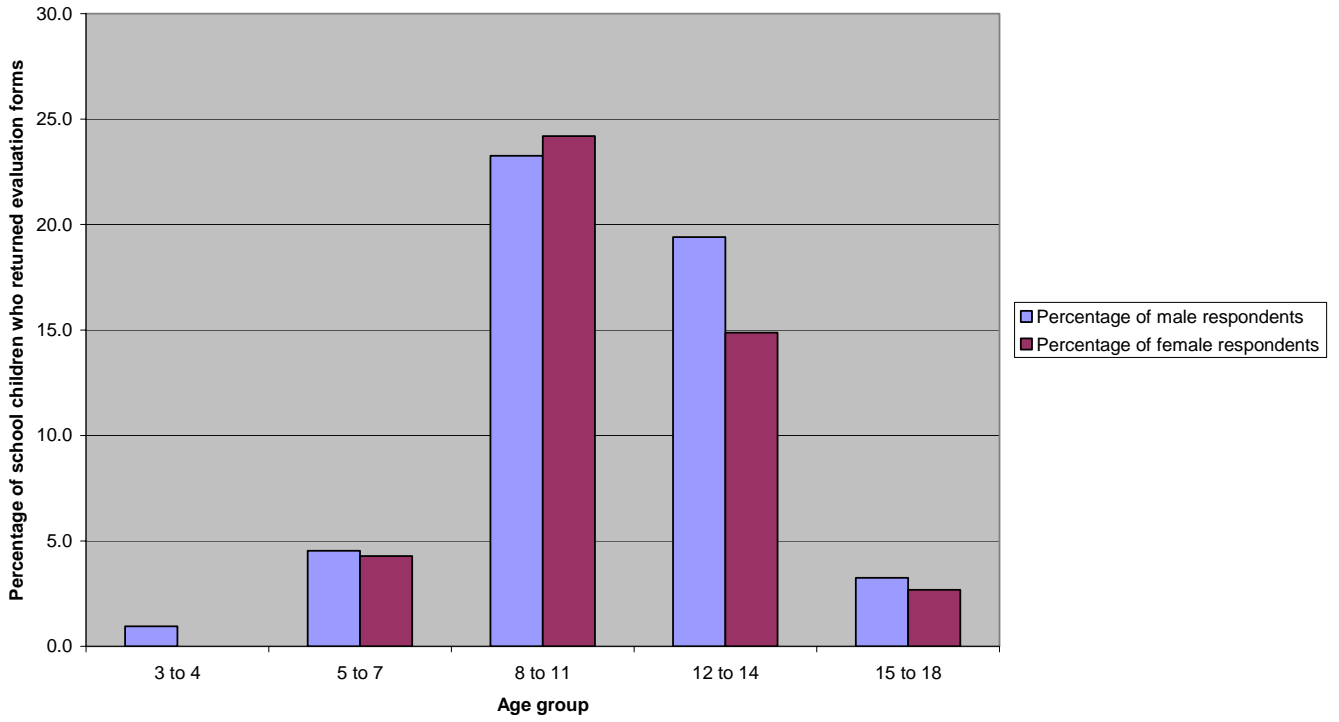
**The target audience for events (based on 449 organisers who completed evaluation forms)**



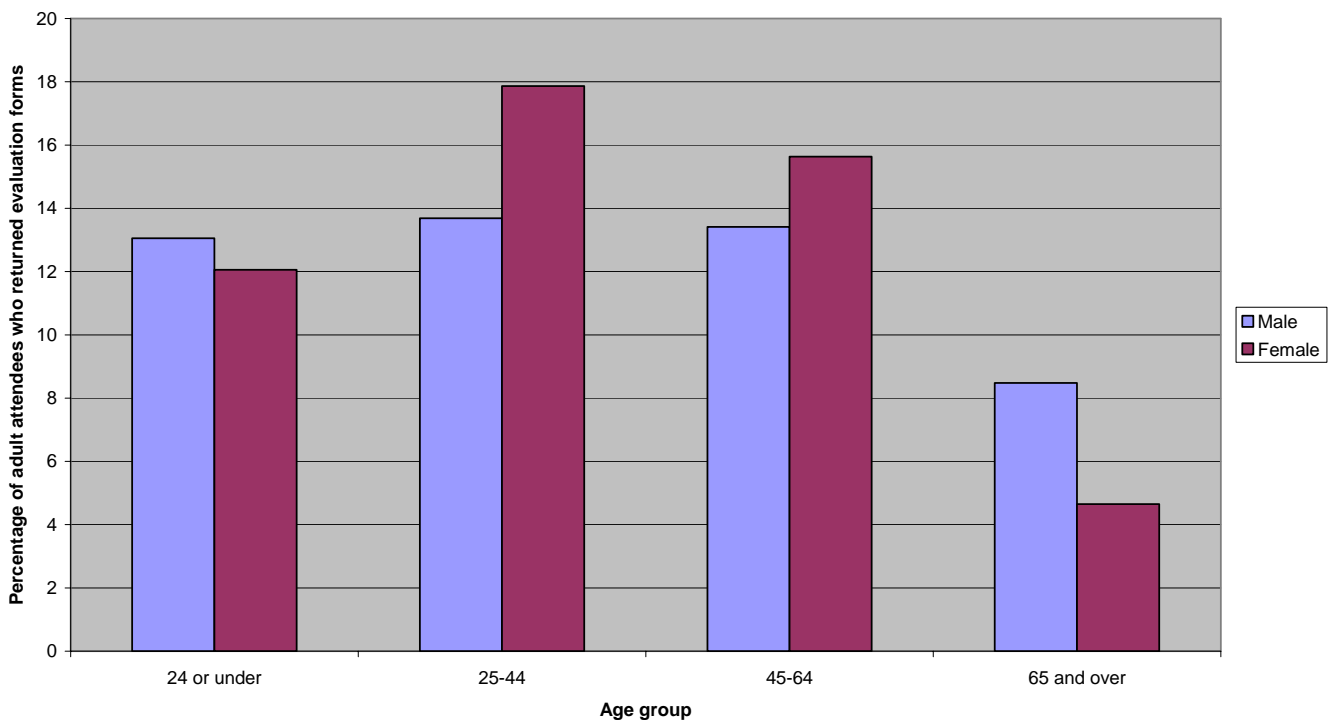
### Attendees

From the evaluation forms returned the spread of school children is similar in age and sex in school children than those who attended events in NSEW 2008. For adults, in NSEW there appeared to be more attendees in the 24 or under age range, whereas the spread was more even this year.

Attendees age at school events

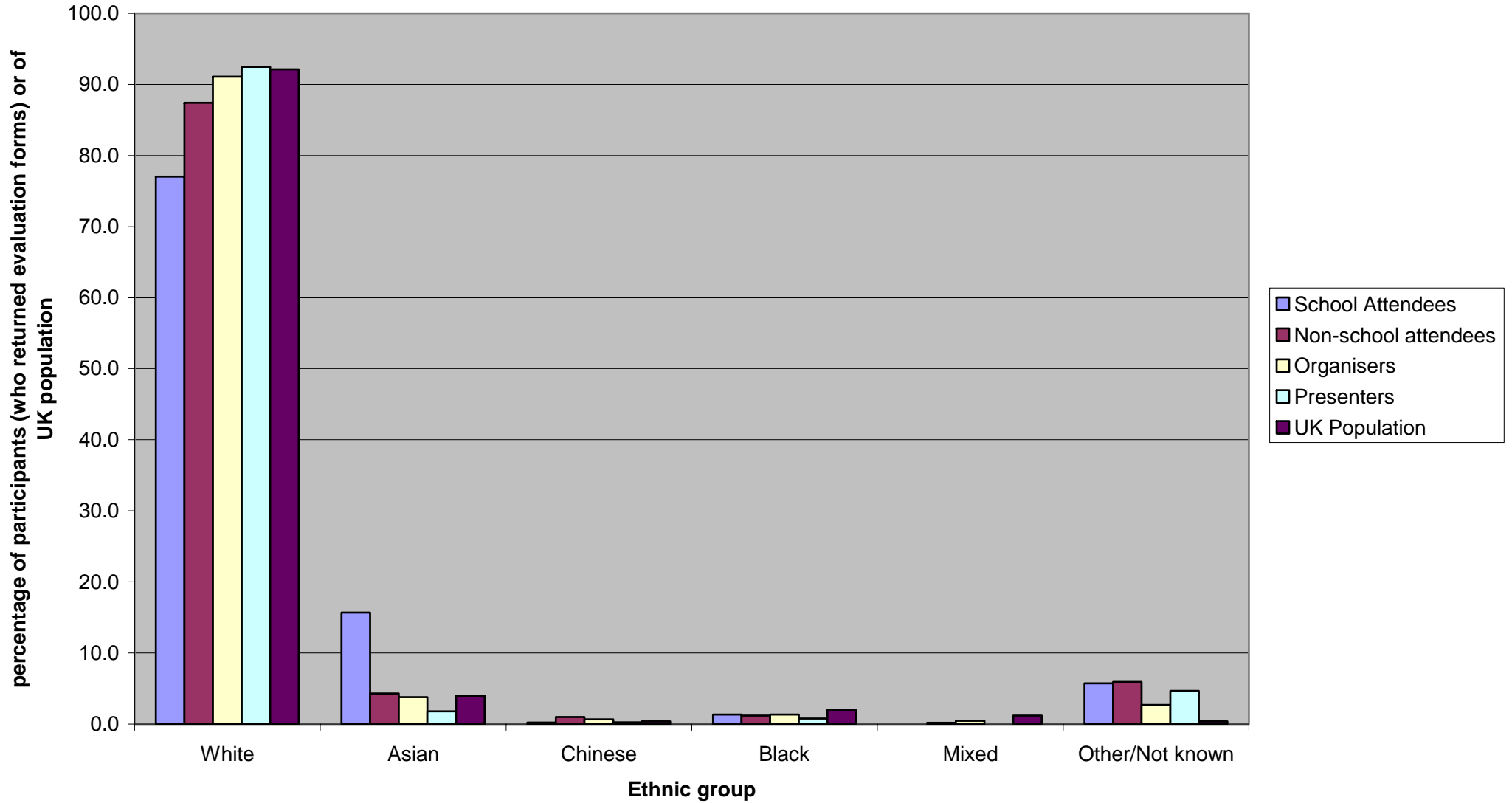


Adult attendees age and sex





### Ethnicity of NSEW participants



The participants in NSEW 2009 (school attendees, adult attendees, organisers and presenters) were primarily white. However, when the figures are compared with the national average, BME participants are over represented in NSEW activities. (For example only 77% of children who attended events were white – compared with the national average of 92%).

Also note that this graph does not include the schools who were awarded Small Grant money. Many of these schools were selected to receive funding due to the high proportion of BME groups (among other factors) see section below for full analysis.

### **Small Grant Scheme for Schools**

The aim of the National Science and Engineering Week Small Grant Scheme for Schools, as set by DIUS, was to widen access to science, engineering and technology activities to schools in challenging circumstances.

Eligible schools had either:

- A high proportion of BME pupils\*
- A high proportion of pupils eligible for free school meals†
- Be a school which has low attainment in science subjects
- Be a small school based in a remote and rural location

\* A high proportion is considered to be over 20%

† A high proportion is considered to be over 20%

The grant scheme was open to any state school within the UK and schools had to comply with at least one or more of the eligibility criteria. Priority was given to schools that either met more than one of the criteria or could provide a strong case for falling well within a single criterion.

In order to distribute the fund to as many deserving schools as possible, the award for successful applicants had been set at £150 - £250 each; however, for cases of exceptional circumstance, a small proportion of the fund had also been ring-fenced to fund larger grants of up to £500.

In order to qualify for this ring-fenced fund, the application had to:

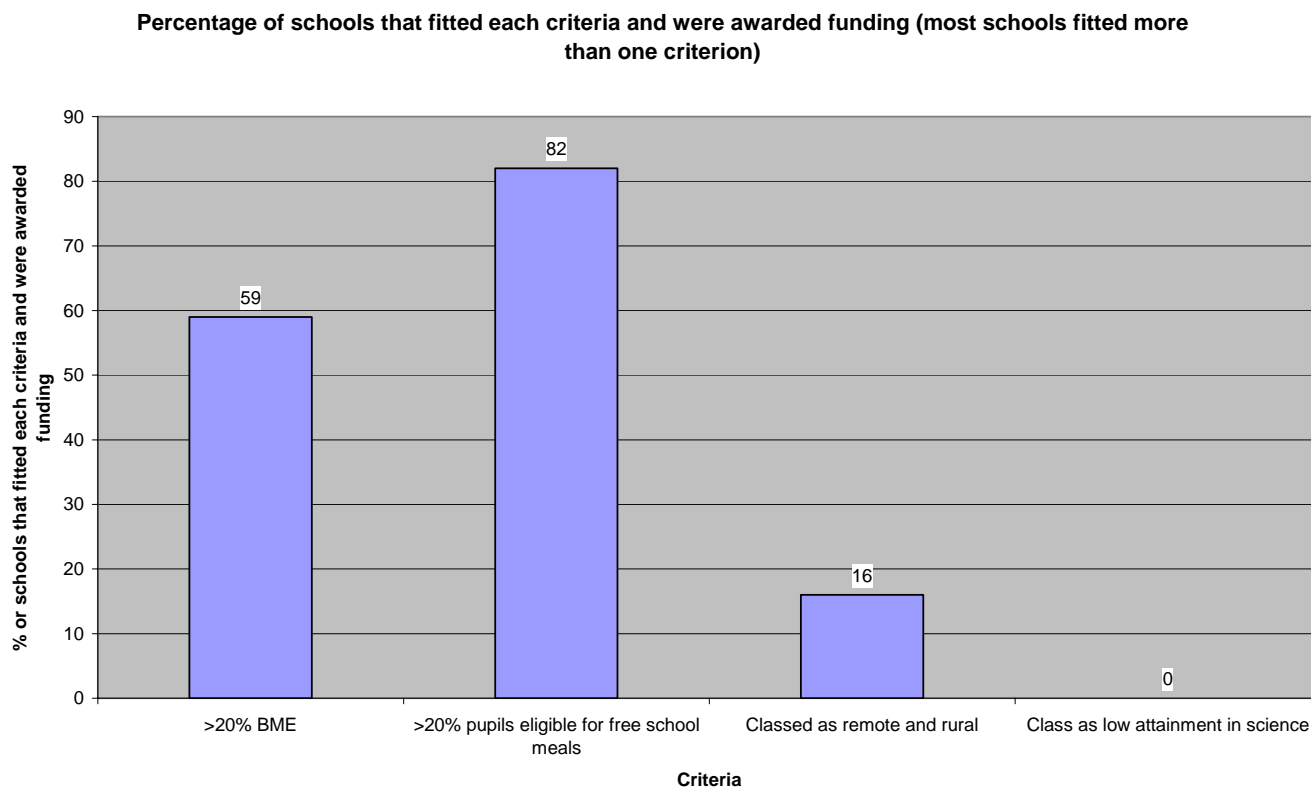
- Involve pupils which fell into two or more of the eligibility criteria
- Involve a large number of pupils and/or the local community
- Include an exciting, ambitious and innovative event proposal
- Show a lasting impact of the grant
- Relate to an event/activity that would not be possible without the grant

To promote the grant we had an advert in the TES magazine (science edition) and materials distributed at the TES educational conference. We also sent out letters to all schools in the UK that were eligible for the scheme. We included information about the grant in our NSEW marketing materials and produced a specific flyer for the grant scheme. This was distributed in our mailings to NSEW organisers and was given out at NSEW information sessions and any other opportunity. We also emailed schools to let them know about the grant. Information about the grant was included in all NSEW e-newsletters and other British Science Association newsletters including the CREST newsletter. The application form was on our website along with all the information about the grant.

## Information on successful applicants

This year there was 1073 applications for the small grant scheme of which 492 were awarded grants. In 2008 there had been 263 applications of which 191 schools had received a grant.

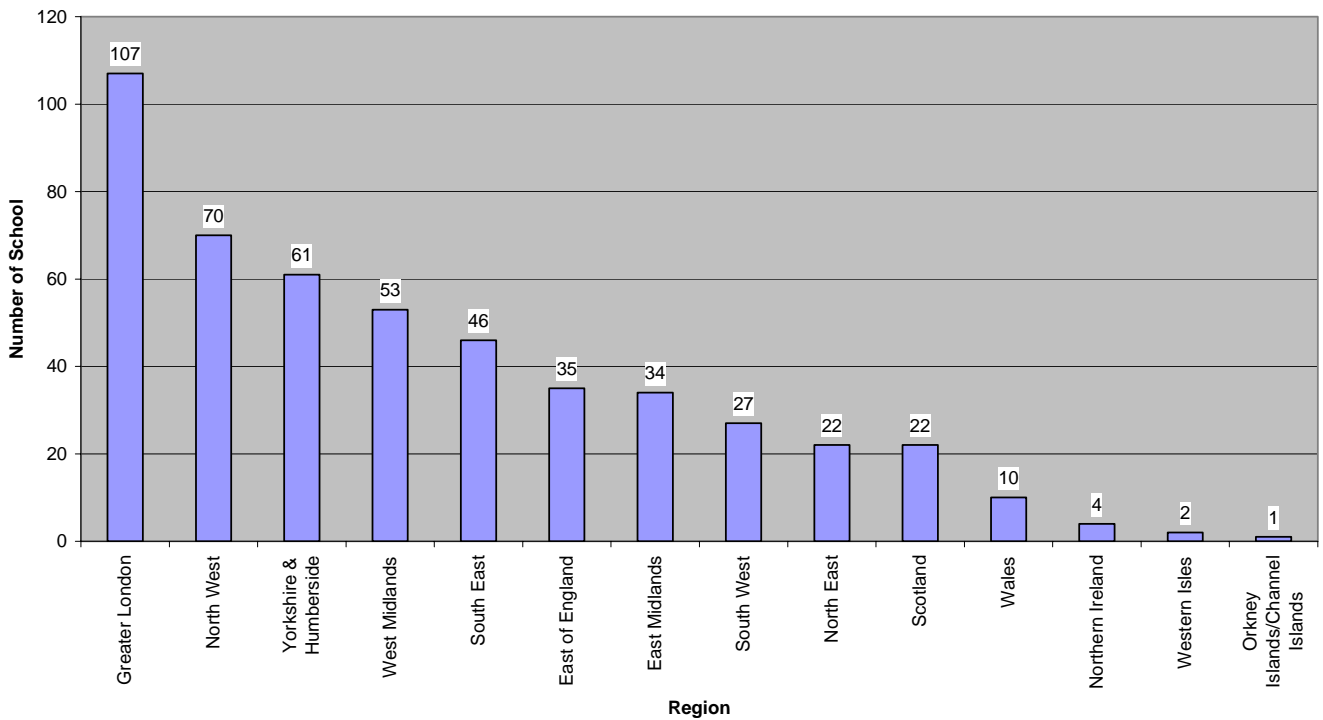
There was £110,000 grant money available compared to £50,000 in 2008. The successful applicants' events had approximately 206,010 attendees, compared to 43,100 attendees in 2008.



The feedback we received on the application process was overwhelmingly positive with the majority of people saying it was 'straightforward', 'easy' or 'OK'. Out of the 420 evaluations completed 7 people left a negative comment about the process with the main comments saying it was 'time consuming' and 'complicated'. 415 schools would run another NSEW event in the future and 5 were unsure. None said they would not take part again. 137 had taken part in NSEW before.

## Regional spread

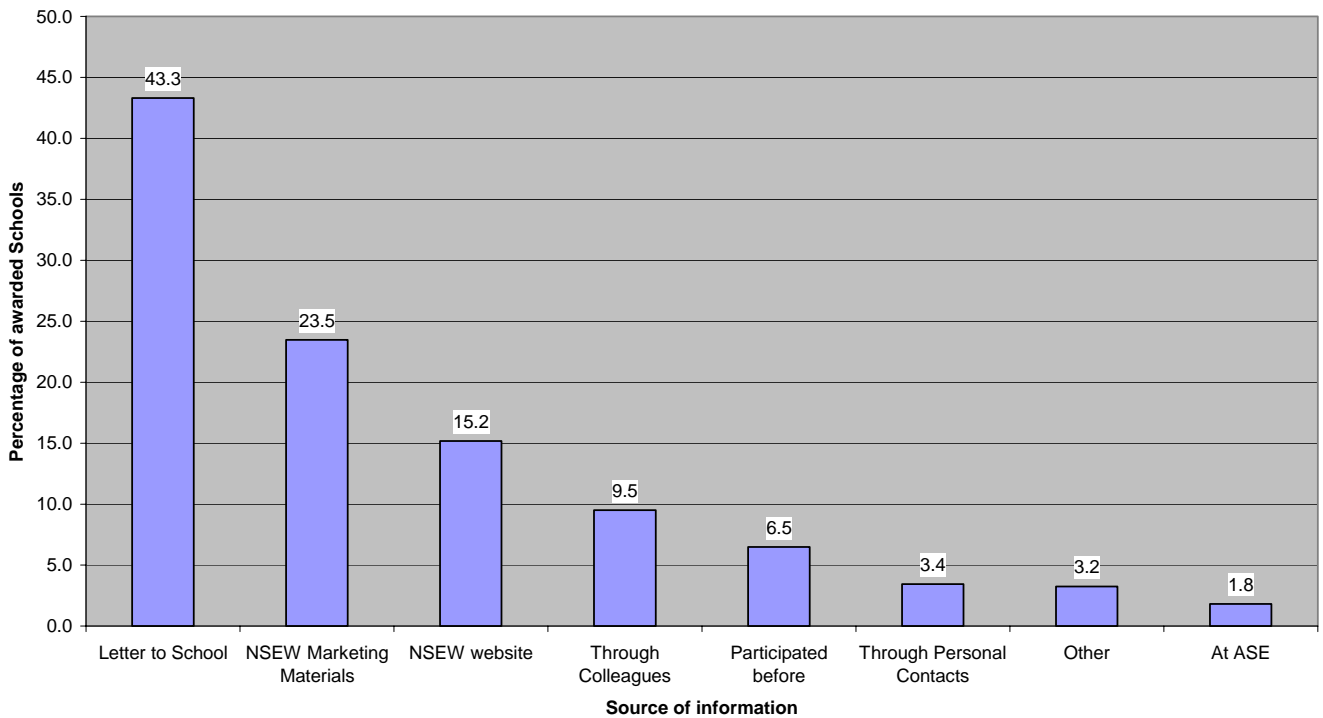
Regional Spread of awarded schools from NSEW School Grant Scheme



## How people found out about the school grant scheme

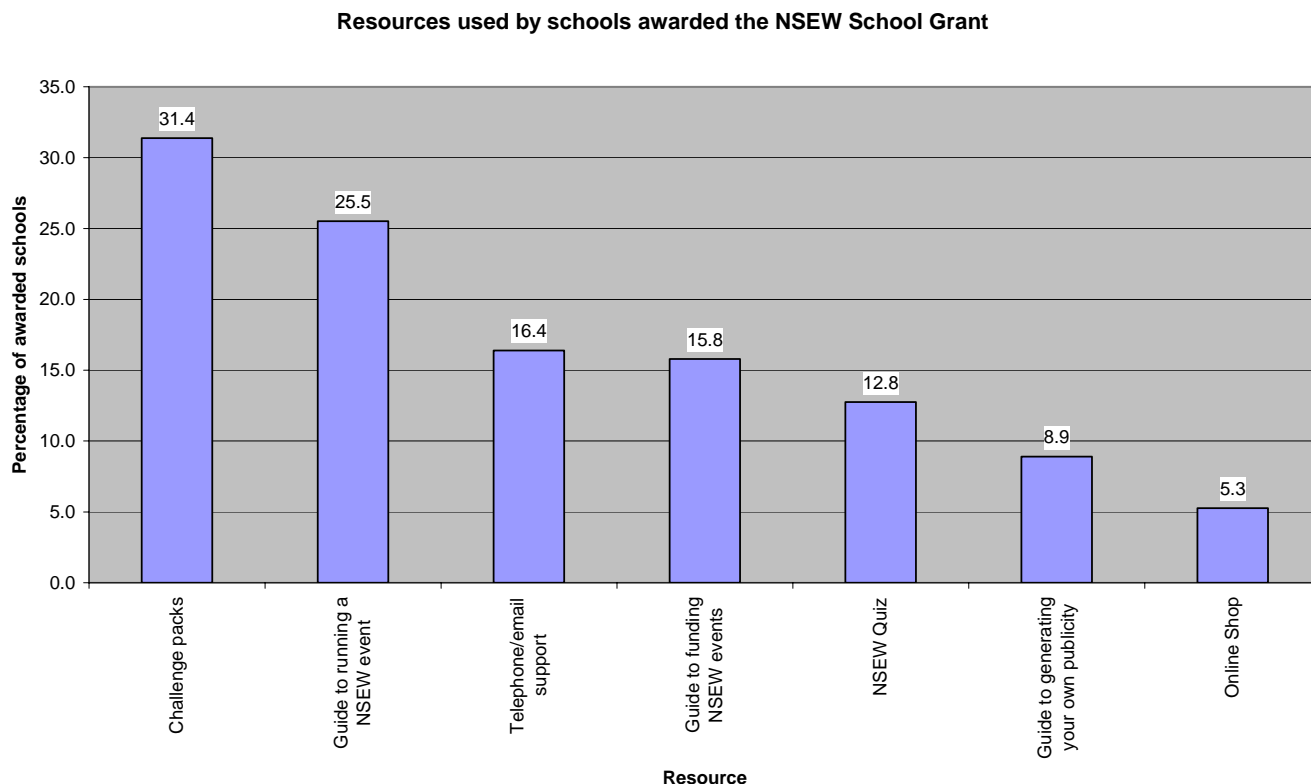
The graph below shows how the successful applicants found out about the grant scheme.

Information on the marketing of the NSEW School Grant Scheme



## NSEW Resources used

The graph below shows the NSEW resources used by the successful applicants of the grant scheme.



## Media Coverage

Approximately 55 schools received media coverage, all in local press.

## General Feedback

The general feedback we received was overwhelmingly positive. A few examples of the feedback received are below.

*"Wow, fantastic, what a fun day, that was awesome...and we learned about science!"*

*"Very enthusiastic, I am starting a science club after school this term due to the excitement generated by the activities on our science day."*

*"Feedback from pupils across the ability range was extremely positive. For many, this was their first experience of science activities outside of a science lesson. Every child agreed that this had enhanced their enjoyment and understanding of Science."*

*"The pupils and the staff at the school enjoyed the event. The children particularly enjoyed completing various activities from the challenge packs. I think the event has raised the profile of science within the school."*

## Process objective 1

**Objective: Improve marketing and communication channels to the public to promote the website and online programme.**

In NSEW 2009 the following marketing materials were produced (this is the same number and type that was produced for NSEW 2008)

- 1) An information leaflet for all organisers including all UK schools (32,000)
- 2) A general DL sized marketing leaflet which went to libraries, museums, science centres, NSEW event organisers, schools and any other organisations who requested copies (325,000 printed)
- 3) Posters – two kinds sent to event organiser to use at their events (2,000 of each printed)
- 4) A5 blank but branded flyers – sent to organiser to use to advertise their event (10,000 printed)
- 5) Bookmarks – sent to organisers to use at their events (30,000 printed)

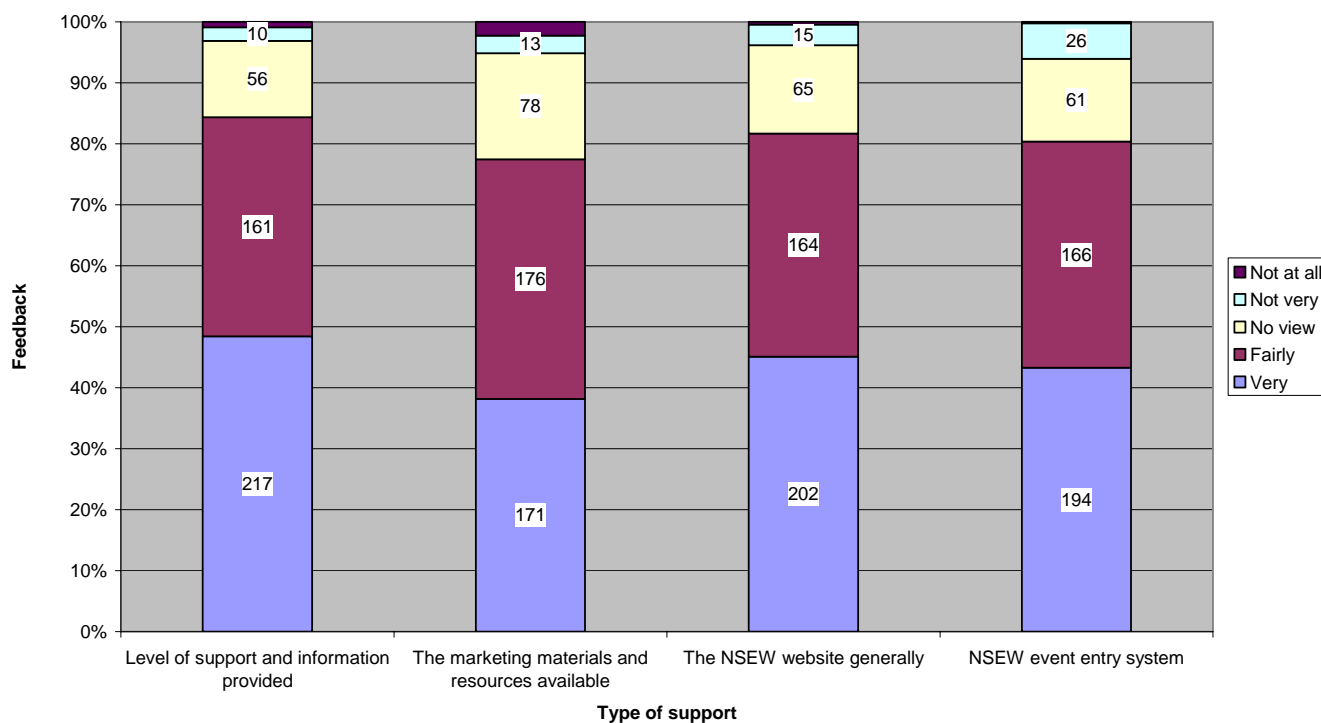
### Feedback from organisers:

Organisers were asked about their level of satisfaction with the level of event support and information and on the event entry system. Overall, the majority of organisers were very or fairly satisfied with all the support offered. However, slightly less people were satisfied with the marketing materials and resources available than any other category.

This may be because not all these organisers used the materials as these were distributed on request – around 24% used the marketing materials. This distribution system meant that less organisers received materials, but those that did received greater, and more useful, quantities.

We ran out of materials close to the week – so some people did not receive marketing materials who requested them and some people got less marketing materials than they requested. In total 443 organisers (55% of all organisers) requested materials from the online request form.

**Organiser satisfaction with British Science Association support for NSEW 2009**



Out of the 449 organisers who returned evaluation forms – 111 (24%) had first found out about NSEW from the marketing materials. This shows that the marketing materials play a very

important role in increasing awareness of NSEW. This compares to NSEW 2008 where 15% of organisers first heard about NSEW from marketing materials and in NSEW 2007 where 4% had first heard about it from marketing materials. This shows that the impact of marketing has been increasing.

## **Main conclusions and recommendations for NSEW 2010**

The number of events and attendees in NSEW 2009 was directly comparable to NSEW 2008. This can be expected. It is recommended that for NSEW 2010 the objectives should be to maintain the level of participation rather than increase it. The numbers being reached are very large and the 'Week' is having a national impact with a very positive response from those that get involved. New audiences are developed each year with new projects, new events and new organisers.

Public awareness for NSEW is still very healthy (at 16% for NSEW and 32% for 'Science Week' in the UK population), although the analysis shows it is not increasing from previous years. However, the current level of awareness should not be under valued. This is a significant proportion of the population and the current audience has been reached on a comparatively small budget.

Darwin in Space and Save our Bees mass participation events in particular were very successful this year (mass participation events collectively involved over 500,000 people). This is because of a number of reasons including;

1. Imaginative and original the ideas
2. Important topics of current relevance
3. Ease of participation
4. Free items leading to viral marketing
5. The length and duration of the events (both events launched in early Jan and ended after NSEW)
6. Collaborations with organisations such as The Future is Wild™ allowed us to develop good curriculum links and comprehensive teachers notes.

These reasons should be taken into consideration in planning future mass participation events.

The British Science Association website and the NSEW homepage are still receiving a healthy and elevated number of visits during NSEW (almost double if you compare April with March visits to the British Science Association website). The fact that the Save our Bees website (at its height) received a greater number of visits that the British Science Association website does show the importance of online activities to drive website traffic.

The resources produced for NSEW are still proving to be very popular, with a healthy number of downloads and very positive feedback from teachers/users. Challenge packs continue to be extremely popular and need to be produced well in advance of NSEW so that more people are able to download them. For example, Ticket to Ride was available later than Change Champions and therefore had fewer downloads.

The marketing carried out for NSEW is playing an important role in awareness with 24% of organisers saying they first heard about NSEW via marketing materials (this is much higher than in previous years). However, the marketing materials are receiving a less positive response from organisers than other support. We will therefore look into other distribution methods and material types (such as producing more of the ever popular bookmarks, stickers and posters which can be used at events).

Regional and national media coverage was again healthy this year, with comparable levels of articles and features. The much higher number of regional newspaper articles than national

shows that our media strength is currently still with regional coverage. Although we should still aim to increase national coverage, it is important to note that collectively the number of people who hear about NSEW through regional press is likely to be higher than those who read about it in National Press (because of the increased volume of articles). Mass participation activities and events also lead to a very significant and important increase in participation and awareness. Getting someone involved in mass participation activity or event who hasn't heard of NSEW before will have a greater impact on them than reading a newspaper article linked to NSEW.

It is important that we encourage and support high quality events within NSEW and because of this the NSEW Event Awards were launched this year. These Awards, sponsored by ETB, aim to encourage and reward exceptional NSEW events and highlight those events on the NSEW website as a resource for others.

The participation in NSEW is successfully targeting young and hard-to-reach audiences. The popular School Grant Scheme distributed funds to 498 schools, generating a total of 206,010 attendees at funded events. The marketing of the scheme was also very successful with 1073 applications, increasing awareness for the grant scheme and for NSEW itself among UK schools.

#### Summary of recommendations/lessons/improvements

- Maintain the overall number of estimated events but increase number of registered events.
- Maintain overall numbers of participants (not including mass participation numbers)
- Continue to support the quality of events and dedication of organisers through the new NSEW Award Scheme
- Develop a broad strategy for increasing national public awareness. Five main methods should be used including, 1) the events and their own marketing/PR, 2) Mass participation events 3) NSEW direct marketing, 4) regional press coverage and 5) national press coverage
- Develop mass participation activities and events for NSEW 2010 using the lessons learnt from NSEW 2009. Use online activities to build national awareness, increase website traffic and support important scientific topics/activities
- Produce the popular challenge packs and educational resources by the end of 2009 to ensure more organisers use them for 2010
- Explore other distribution methods and material types for our marketing materials (such as producing more of the ever popular bookmarks, stickers and posters which can be used at events).
- Build on the success of the School Grant Scheme this year and keep awareness for this funding high in schools
- Continue to work closely with and support other organisations, using collective expertise and resources to create successful mass participation programs