

Engaging the public at the festival



MANCHESTER
1824

The University of Manchester
Jodrell Bank Observatory



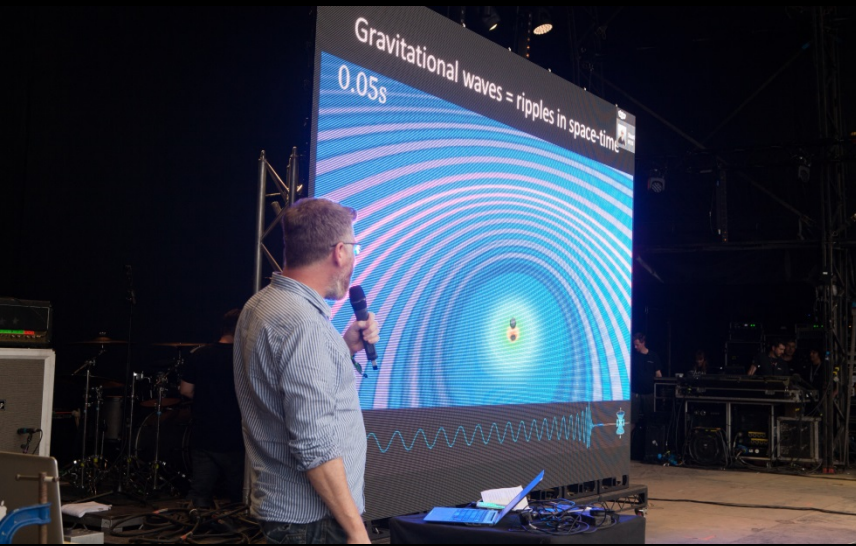
- 22nd, 23rd, 24th July 2016
- 14,395 visitors on site
- Music artists
- Camping
- Art installations
- **Science engagements**



Science engagement was distributed around the site, with various levels of engagement...

- **Main stage headliner acts: Infinite Monkey Cage**, with Prof Brian Cox, Prof Tim O'Brien, Ben Miller, Charlotte Church, Robin Ince, Paul Abel





- Main stage live link ups



- “dot talks”: specialist speakers



- “Star Field”: scientist exhibitors



- Family science shows

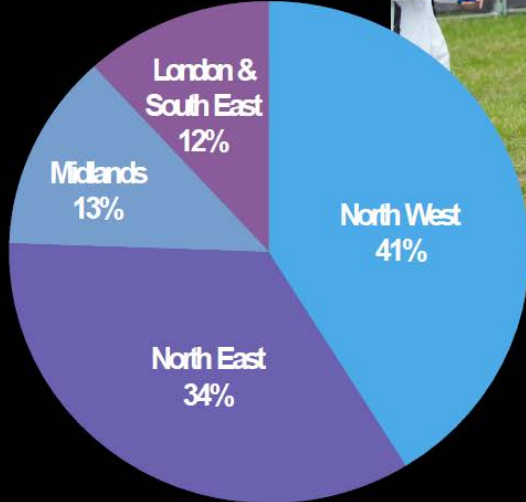
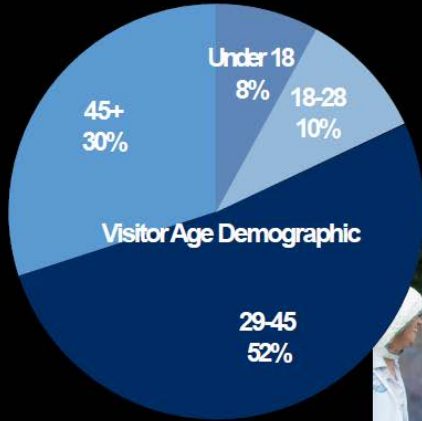


- Planetarium shows



Visitors

- Some evaluation data...



One quarter of attendees came as a family

Impact

- Some evaluation data...

0.4% less interested

Interest in science after
bluedot

35.4% more interested

64% had the same
level of interest

1300 people watched
Science Shows

20,000 meaningful
science engagement
interactions



- Some evaluation data...
- Nearly **half** of festival-goers were new to Jodrell Bank
- Over **a third** had never visited a science centre before
- Over **three-quarters** said they had learned something new about science
- Over **half** said they were likely to visit another science centre within the next year

Nominated in the UK Festival Awards:

- Best Small Festival
- Best New Festival
- Best Headline Act
- Best Dance Event
- Best Family Festival
- Best Toilets

Nominated in Marketing Cheshire Awards:

- Best Tourism Event of the Year

Nominated in Association of Independent Festivals Awards:

- New Festival on the Block
- Mind Blowing Spectacle





7.8.9
July
2017





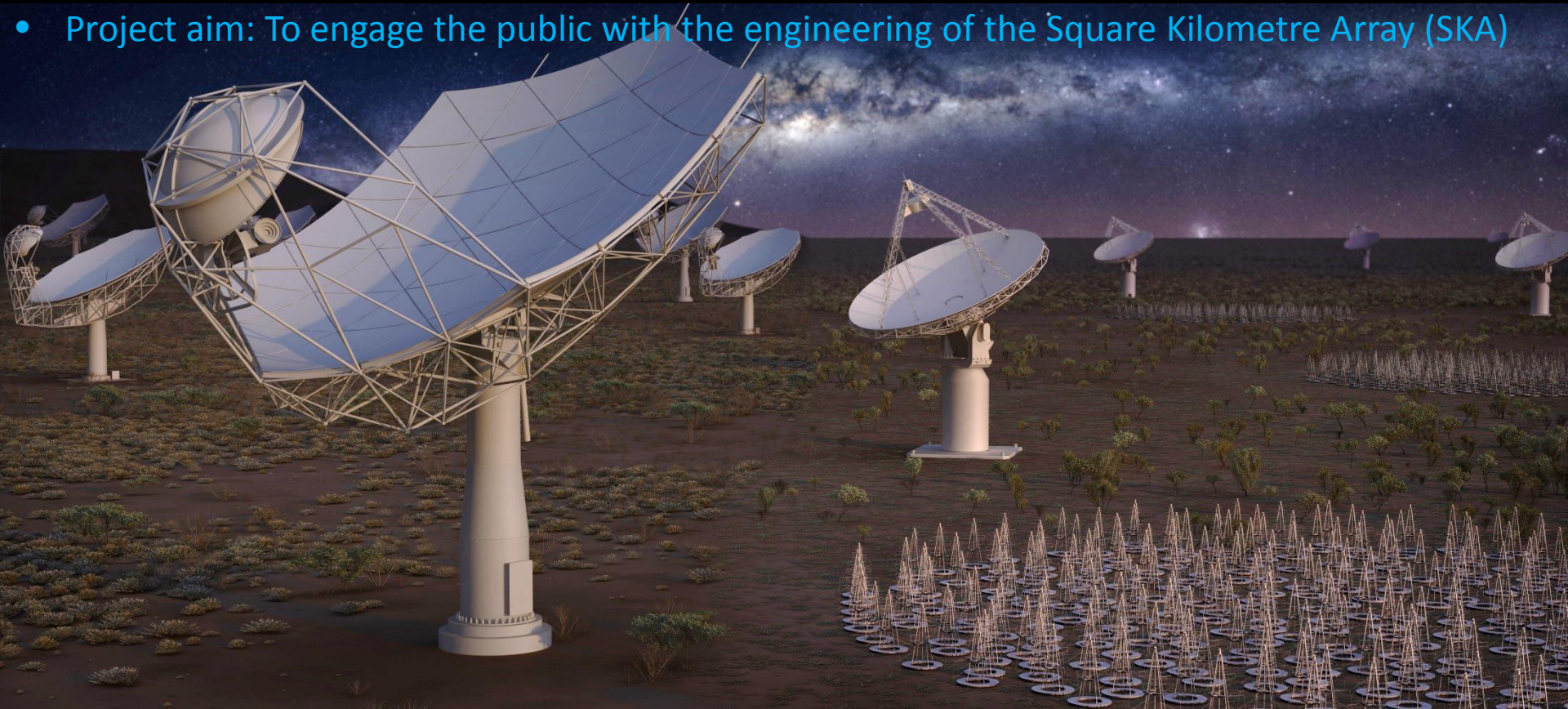
ROYAL
ACADEMY OF
ENGINEERING



Engaging with the engineering of the square kilometre array: an RAEng ingenious project



- Jodrell Bank Discovery Centre (JBDC) received a grant of £27,000 from Royal Academy of Engineering (RAEng), through their Ingenious award scheme
- Project aim: To engage the public with the engineering of the Square Kilometre Array (SKA)



- We worked with British-based engineers working on the SKA in
 - University of Manchester
 - University of Oxford
 - University of Cambridge
 - Square Kilometre Array Organisation (SKAO)
- We also worked with SKAO comms & outreach team

In collaboration, we developed...

1. A set of outreach activities and equipment
2. Engineer outreach sessions at JBDC
 - Public holidays
 - Girls Night Out
 - bluedot
3. Lesson plans for teachers to download
4. Online engineer biographies



- **38 engineers** were involved in this project
 - **100%** enjoyed the experience, found it interesting, and rewarding
- There were over **15,800 visitors** to Jodrell Bank when project activities were on



Thank you.
Any questions?

