

NORWICH SCIENCE FESTIVAL 2019



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the
forum

INSPIRING SCIENCE

in Norwich





NORWICH SCIENCE FESTIVAL 2019

The fourth Norwich Science Festival featured nine days of science fun for all ages and levels of knowledge, with everything from chimpanzee calls with Dr Jane Goodall, through to an ostrich dissection, and the chance to interact with robots.

The Festival was the biggest yet, with over 180 events during October half-term, and was co-ordinated by The Forum, working with venues and partners such as UEA and the wider Norwich Research Park.

Its eclectic programme covered food, health and medicine; zoology, nature and the environment; chemistry; technology and engineering; astronomy, space and physics, and the cutting-edge work by scientists at Norwich Research Park. As well as hands-on science, talks, shows and debates, the Festival also hosted its first 'science lates' event specifically for adults.

The successful Festival had 137,000 visits across the nine days, and many events were hugely popular including Dr Jane Goodall and Prof Ben Garrod, Maddie Moate, Mark Thompson and Adam Kay.



SHOWCASING INNOVATION

Norwich Science Festival continues to highlight cutting-edge research and innovation. In 2019, Samsung's FAIR Future stand invited young people to get hands-on with artificial intelligence throughout the Festival.



A BIG SUCCESS

137,000 VISITS

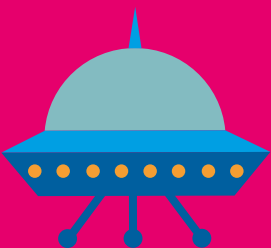
185 EVENTS

84 FREE EVENTS

50 FULLY BOOKED PERFORMANCES

£2,716,000
ESTIMATED ECONOMIC VALUE

“October half-term is our children’s favourite school holiday of the whole year because of the science festival!”





“ Really well thought out, fully inclusive and very engaging. ”

WORKING WITH PARTNERS

34  VENUES

70+ ORGANISATIONS INVOLVED

47  INDEPENDENT SPEAKERS

60 UEA / NORWICH RESEARCH PARK EVENTS

96% OF NRP CONTRIBUTORS WOULD TAKE PART AGAIN

GROWING THE FESTIVAL

83.5%  INCREASE IN VISITS SINCE 2016

12,960 TICKETS BOOKED – **380%** INCREASE SINCE 2016 



WHAT PEOPLE THOUGHT

95%

ENJOYED THE EVENT

Eastern Daily Press EAST ANGLIAN DAILY TIMES

NORFOLK & SUFFOLK **TOURISM AWARDS 2020**
HOSEASONS

WINNER

FAMILY EVENT AND EXPERIENCE OF THE YEAR & MARKETING CAMPAIGN OF THE YEAR

SPREADING THE WORD

22,000

BROCHURES DISTRIBUTED 

169,898

WEBSITE PAGE VIEWS IN 3 MONTHS BEFORE FESTIVAL 

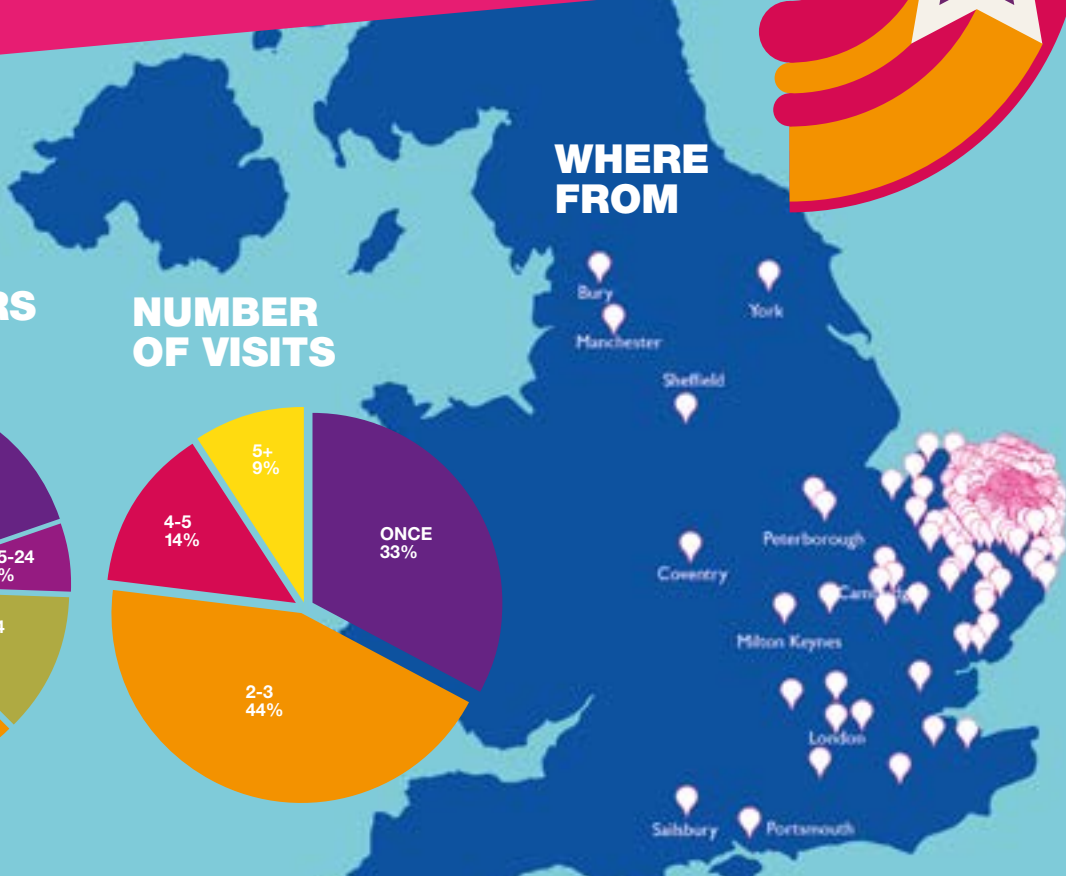
45,200

SOCIAL ENGAGEMENTS

172 KNOWN ITEMS OF MEDIA COVERAGE

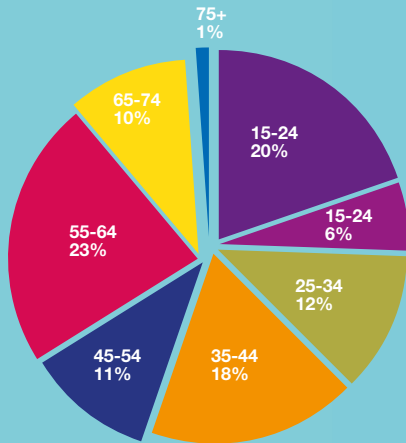
14 PRESS RELEASE AND FEATURES ISSUED 

OUR VISITORS

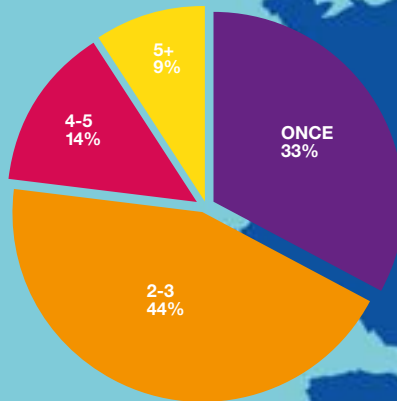


WHERE FROM

AGE OF VISITORS



NUMBER OF VISITS



VOLUNTEERS

52 VOLUNTEERS



951 VOLUNTEER HOURS

40 UEA STUDENT AMBASSADORS AND VOLUNTEERS

300 UEA VOLUNTEER HOURS



GET INVOLVED IN 2020

Want to help champion groundbreaking science? Keen to encourage younger generations into STEMM subjects? If your organisation or company shares our aims and would like to engage with our visitors, there are lots of opportunities to become a sponsor, partner, contributor or venue host, so there's something for every budget! See norwichsciencefestival.co.uk/get-involved for more details.

“ It was a privilege to sponsor the Zoology Day – we would really recommend partnering with the festival. We spoke to so many visitors about our park – many were really interested in dinosaurs and potentially visiting us! The festival marketing was exceptional and it was impeccably organised on the day too! ”

ROARR! DINOSAUR ADVENTURE

PATRONS

We're delighted to work with our patrons Prof Lizzie Daly, Mark Thompson and Prof Ben Garrod to champion the Norwich Science Festival.



“ I could not be more proud to represent this science festival as patron! I'm sure I'm not biased when I say it's THE best science festival around. ”

PROF BEN GARROD



OUR SUPERHERO WORLD

LEARNING PROGRAMME

Dedicated Learning Programme for schools, youth groups and home-educated learners.

3,400+

YOUNG PEOPLE TOOK PART

22 EVENTS



COMMUNITY EVENT

Our first outreach community event, 'Our Superhero World', took place at Waterloo Park in August.

The aim was to engage with audiences who may not have previously attended Norwich Science Festival, particularly from the NR3 postcode area. Activities were linked to engineering, technology, zoology, physics and astronomy and demonstrated that science can be fun, encouraging children to engage with science at school and raising awareness of the variety of STEM careers. By bringing this event to the local community and making it free, this removed key barriers that travelling to events in the city centre can present.

1,000 VISITORS

15 PARTNER ORGANISATIONS

99% RATED THE EVENT AS 4 OR 5 STARS

62% HADN'T BEEN TO A SCIENCE EVENT IN THE LAST TWO YEARS

82% WERE MORE LIKELY TO GO TO NORWICH SCIENCE FESTIVAL OR OTHER FREE SCIENCE EVENTS FOR FAMILIES

Hidden Elements Trail

HIDDEN ELEMENTS

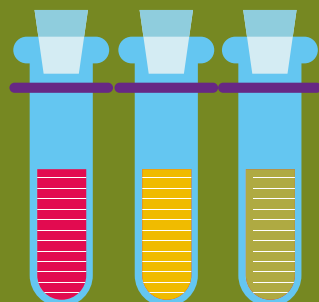
Hidden Elements was a self-guided periodic table trail from 5-26 October 2019.

It celebrated the International Year of the Periodic Table and was funded by the Royal Society of Chemistry. Families were invited to track down the elements, complete the quiz and enter a competition. Posters around Norwich displayed information about a chemical element and how it related to the host venue. There were two trails: the City Trail around Norwich city centre and the Fringe Trail around the Norwich Research Park.

4,000 TRAIL LEAFLETS DISTRIBUTED

28 VENUES

160 COMPETITION ENTRIES



A TEAM EFFORT!

Norwich Science Festival is a true partnership, co-ordinated by The Forum, Norwich. We work closely with our partners, sponsors, funders, patrons, contributors, venues and volunteers to bring inspirational science activities and events to a wider audience. Thank you to everyone that was involved in Norwich Science Festival 2019!

PARTNERS



SPONSORS



FUNDERS

MEDIA PARTNERS

TAXI PARTNER

PRINT PARTNER



IMAGE CREDITS: Norwich Science Festival, Mark Hewlett Photography, Simon Finlay Photography, UEA (David Kirkham) DESIGN: designpod.info