

An Evaluation of Science on Sunday

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**THE UNIVERSITY
of LIVERPOOL**

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Executive Summary

Science on Sunday took place on 7 September 2003 at The Museum of Science and Industry in Manchester. It marked the opening of the 2003 BA Festival of Science, held in Salford, and was the first ever event to be co-ordinated by the North West Science Alliance (NWSA).

The event received over 1800 visitors, 78% of whom said they were attending specifically for the event. The evaluation surveyed 114 of these visitors by interview or questionnaire, and data was collected from 23 of the 31 contributors (exhibitors, speakers etc) by questionnaire. This report details the findings of the survey and makes recommendations based on them and the opinions of the NWSA committee.

Visitor Profile

The age and gender profile of visitors matched that of average visitors to The Museum of Science and Industry in Manchester. The event attracted a larger than average number of family groups, which was to be expected, as families were the primary target audience for the event. The event also attracted a number of visitors who had not visited the museum before.

Four out of five (83%) of respondents had a positive attitude towards Science before attending the event, and were more likely than not to use Science media and visit museums and Science centres regularly. Most (68%) had travelled for half an hour or less to attend Science on Sunday.

Event Impact

The event in general was very well received, with 98% of respondents rating it as “quite good” or “very good”. 95% of respondents would be keen to attend a similar event in the future, and visitors were most likely to describe the event as “fun” or “interesting”.

9 out of 10 respondents (93%) said they had learned at least “a little” Science from the event, and 97% found the event enjoyable. It is clear that Science on Sunday offered both educational and entertainment value.

Almost half of all respondents felt that they had a more positive attitude towards Science as a direct result of the event.

Opinions of Contributors

Most of the contributors surveyed took part in the event in order to promote their work, the work of their organisation or Science in general. On the whole, it was felt that these aims were achieved and that the day was a success. Contributors were pleased with and commented on the large number of visitors to the event and the excellent organisation by the museum and NWSA committee.

Recommendations

The following recommendations were made:

1. **Future events** - Due to the success of Science on Sunday, it is recommended that the event be repeated on an annual basis
2. **Event timing** – It is recommended that future events be scheduled so as not to coincide with the BA Festival of Science or the start of a school term
3. **Event venue** – It is recommended that the same venue or one which is equally suitable be used to host future events. It was concluded that the event would not be ideal for a generic venue such as a shopping centre
4. **Event funding** – It is recommended that funding be sought for future events, as there is a limit to the amount that can be requested “in kind”
5. **Advertising** - It is recommended that the event be more heavily publicised over the full range of media
6. **Ticket Distribution** - It is recommended that alternative methods for distributing tickets be sought for future events, as this was the main cause of complaint from visitors

1 Introduction

1.1 Background

The first ever event coordinated by the North West Science Alliance, “Science on Sunday”, took place on 7 September 2003 at The Museum of Science and Industry in Manchester. The event comprised Science Shows, Workshops, outdoor activities, Science Cafes and stalls. Admission to the event was free for visitors, and it marked the opening of the 2003 British Association Festival of Science, which was held from 8-12 September 2003.

The event was conceived by the North West Science Alliance, and was co-ordinated by a committee made up of its members.

1.2 Event Aims

The Science on Sunday aims, as set out by the organisers, were:

1. To contribute to the growing Science culture in the North West
2. To provide an enjoyable day out for visitors to the event, especially families who are the primary target audience
3. To create a sense of “The whole being greater than the sum of the parts”, with stallholders and contributors feeling they have achieved more as part of a group effort than they would have done alone
4. To demonstrate the effectiveness of the North West Science Alliance as the event co-ordinator, and to determine whether the format of the event is suitable for management by the Alliance
5. To raise awareness of the BA Festival of Science.

The event was evaluated against these aims.

2 The Evaluation

2.1 Evaluation Aims

The evaluation aimed to assess the impact of the event, considering the opinions of the following groups:

Visitors:	members of the public visiting the event. Particular emphasis will be on families who are the main target audience.
Contributors:	Individuals or organizations who are providing the stalls that will form the Market, or delivering workshops, Science Cafes and other events
Participants:	Students/children who have produced shows etc for the event
NWSA committee:	Members of the Alliance who have been involved in the organization and delivery of the event

The evaluation aims to gather information on the following aspects of the event:

1. Did the event meet its aims?
2. Was the event enjoyable?
3. Did the event offer educational value?
4. What did stallholders and contributors think of the event?
5. What was the impact of the event on its participants?
6. How did members of the North West Science Alliance feel about the event?

2.2 Methodology

The evaluation methodology was as follows:

- Observational methods, e.g. analysis of visitor numbers, some overall observations of visitor behaviour, audience sizes for shows etc.
- Data will be collected from visitors either using interviews (with children) and paper or computer-based questionnaires (for adults)
- Focus groups with participants
- Questionnaires for stallholders/participants

2.3 Sampling

Visitor Data

The sampling was carried out at random for the visitor data. In order to avoid a self-selecting sample, visitors were approached and asked for an interview, or to complete a questionnaire. Children were interviewed, and while the interviews were underway their parents or guardians were asked to complete an evaluation questionnaire. Participation in the evaluation was encouraged by offering entry into a prize draw to win passes to the special exhibitions held at the museum. A stall was set aside for the evaluation team to use as a base.

Overall, 114 visitors were interviewed or completed a questionnaire.

Participant Data

Due to the relatively small number of participants, focus groups were conducted where possible.

Contributor Sample

All stallholders and contributors were asked to complete a questionnaire that was returned to the evaluator by post.

23 completed surveys were received

For a copy of the evaluation questionnaires, please refer to appendix I

3 Visitor Profile

3.1 Visitor Numbers

The Museum had 1813 visitors on the day of the event, compared to 687 visitors the following week (most comparable as it also fell during term-time). It is not clear whether all of these people attended the Science on Sunday events, although they were spread over such a large area of the Museum it would have been difficult to avoid them. This figure is far higher than the following Sunday, which indicates that many people were attending due to the extra events. This finding was reinforced by the visitor data, where 8 out of 10 respondents (78%) claimed to be visiting specifically for Science on Sunday.

It is clear from this data that Science on Sunday was the main reason for people to visit the Museum on that day. Visitors were most likely to have heard about Science on Sunday via newspapers or word of mouth.

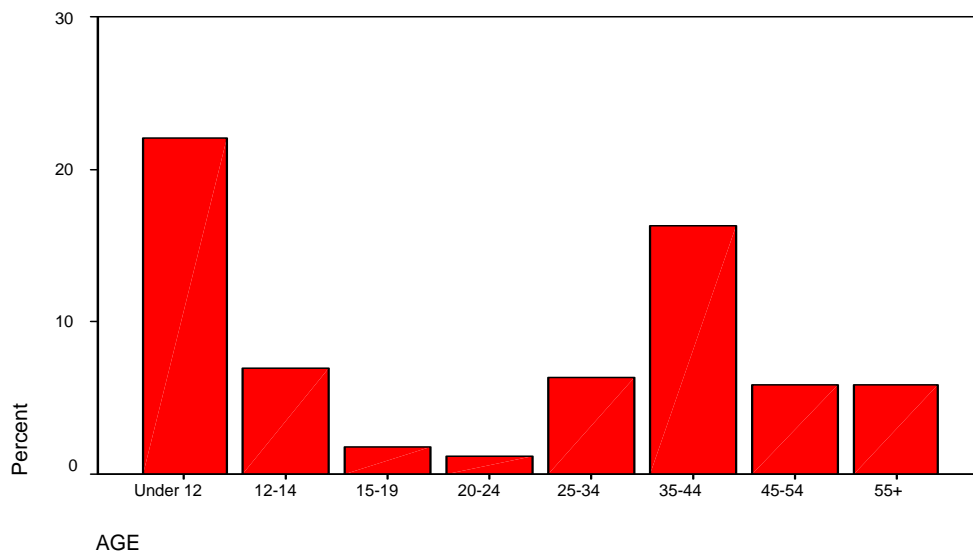
3.2 Visitor Demographics

3.2.1 Gender

For the 114 respondents, the gender split was 56% female, 44% male. This exactly matches the gender split observed in the 2002 Museum visitor profile. It is difficult to say whether this is a result of an imbalanced gender split at the event or due to a slight skew in the sample. If accurate, the result shows that a particular gender of Museum visitor is not alienated by the event.

3.2.2 Age

The Graph below shows the distribution of respondents' ages.



The most represented age groups are the Under-12s and the 35-44s. This is in line with the family oriented nature of the event, and shows that Science on Sunday succeeded in attracting its primary target audience. This finding is backed up as 93% of respondents said they were attending the event with their families. This is a higher proportion than general museum visitors, of whom 69% surveyed visited as part of a family group. The profile of ages attending Science on Sunday is very similar to that of general museum visitors. This indicates that the event neither alienated age groups who would normally visit the museum, nor attracted under-represented age groups.

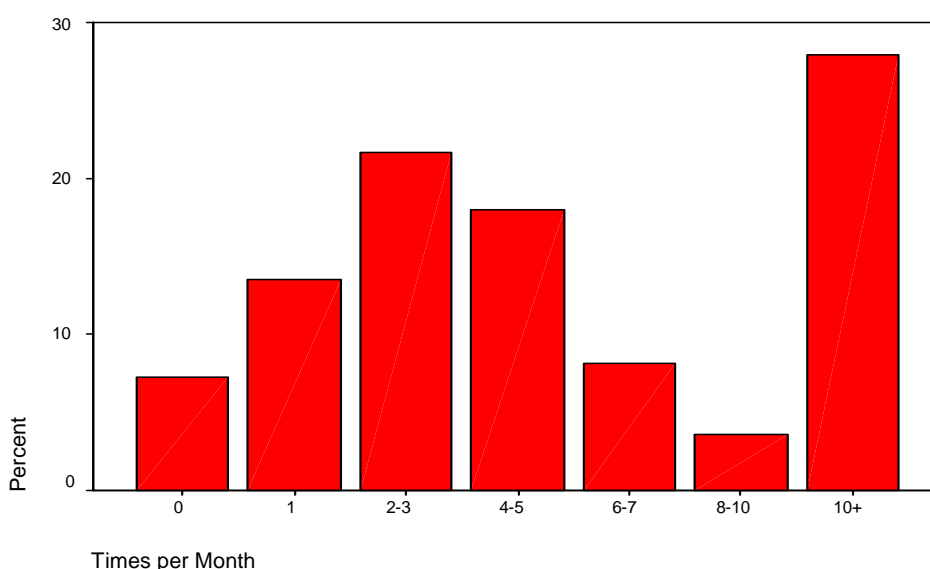
3.2.3 Socio-economic group

The largest proportion of respondents (47%) were students, due to the young age of many attendees. Of the remaining visitors, 74% fell in to the ABC1 demographic, with few members of the C2 group, and no representatives of the DE group. This is at odds with the 2002 visitor profile, where the C2 and DE groups made up 27% and 10% of the visitors respectively. This suggests that Science on Sunday, like many events of its kind, was less accessible to people in the C2DE groups.

3.2.4 Attitude towards Science, Science Media and Leisure Activities

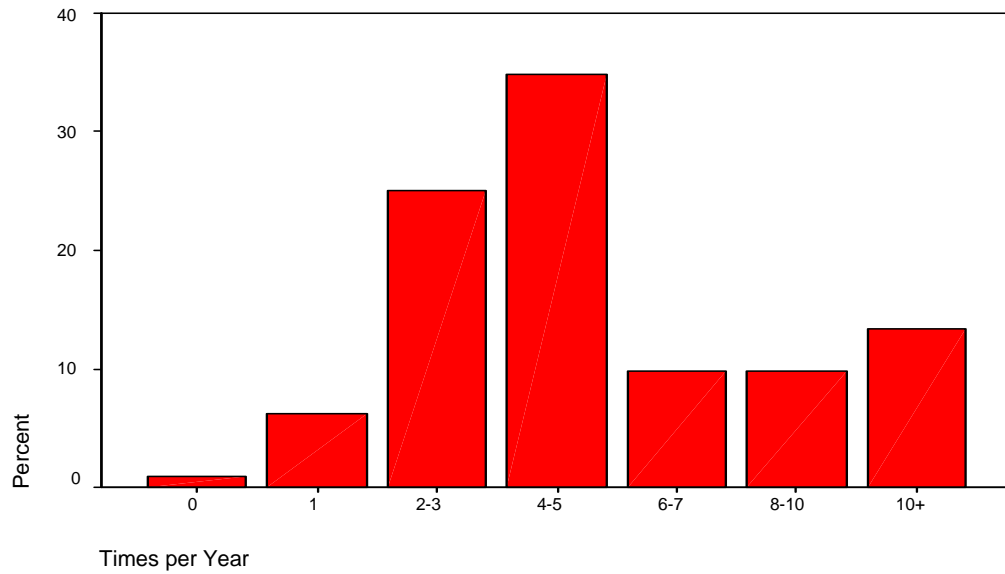
Four out of five respondents (83%) had a positive attitude towards Science before attending the event, saying they either “quite liked” or “really liked” Science, with almost half (47%) of the sample stating the latter. One in ten respondents (10%) neither liked nor disliked Science, and 6 respondents (5%) had a negative attitude towards Science, claiming they “didn’t like [Science] much” or “really didn’t like” Science.

How often do you read about Science or watch/listen to Science programmes on TV/radio?

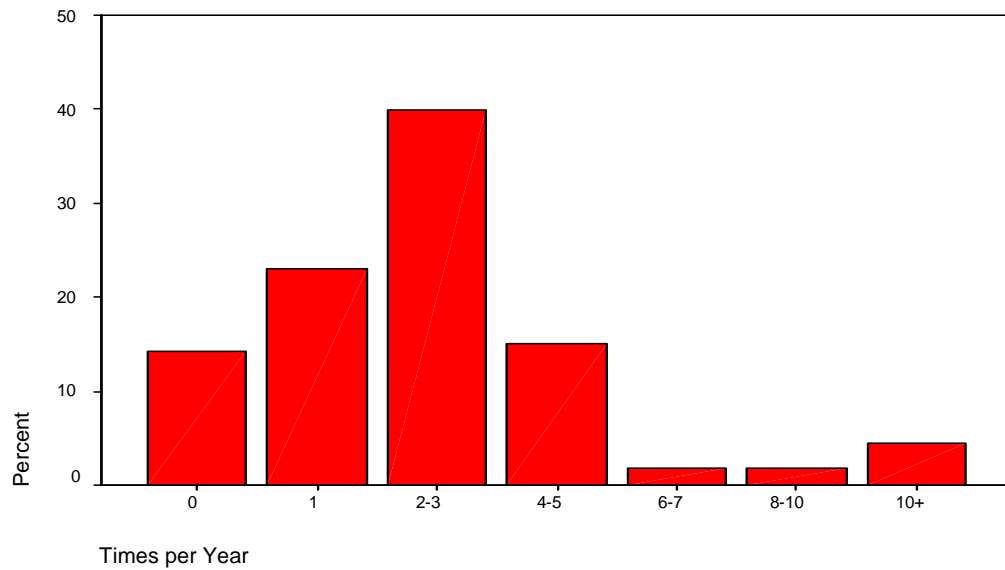


People attending Science on Sunday were more likely than not to use Science media regularly. One in four (28%) claimed to use Science media 10 or more times per month. This group is likely to include people who work in scientific fields and read journals and other publications as part of their job, but the evaluation team also spoke to many young people who regularly read Science books.

How many times per year would you say you visit Museums, Science Centres, conferences or other Science-based events?



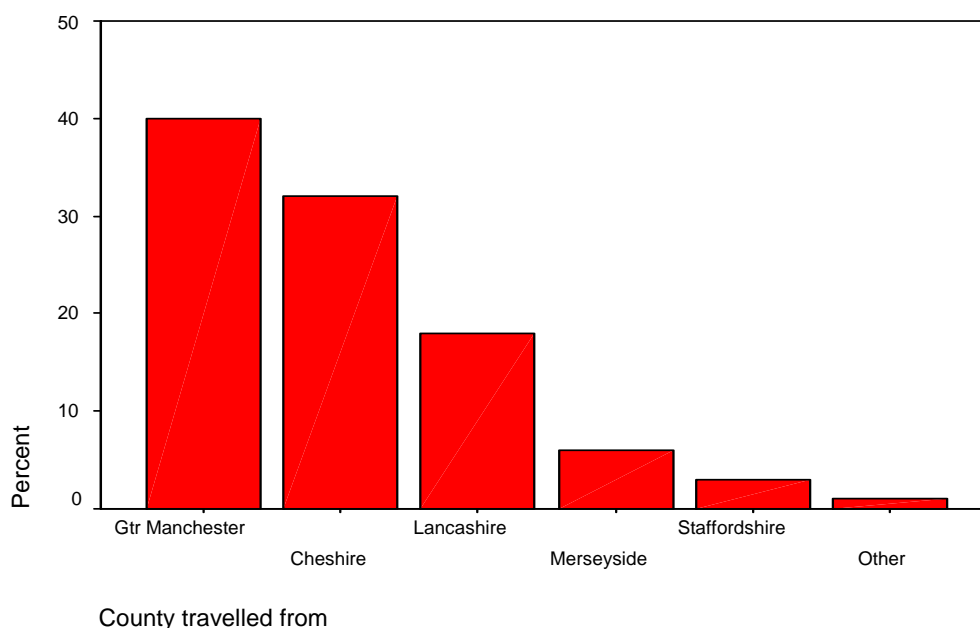
How many times per year would you say you visit The Museum of Science and Industry in Manchester?



From the above graphs it is clear that Science on Sunday visitors often visit Museums and Science Centres. Predictably, they visit The Museum of Science and Industry in Manchester less frequently than Museums in general. It is interesting to note, however, that for 14% of visitors, Science on Sunday was their first visit to Manchester Museum of Science and Industry. This result shows that organising such events brings new visitors to the Museum.

3.3 Travel to the Event

From which county have you travelled to attend Science on Sunday?



Most Science on Sunday visitors had travelled from Manchester, Cheshire and Lancashire. Compared with the general museum visitor profile, Manchester residents are slightly under-represented (40% compared with 54%) and Cheshire residents are over-represented (32% compared with 17%). Apart from this, the profile is similar.

For most Science on Sunday visitors (97%), the journey to the museum had taken an hour or less. Seven out of ten visitors (68%) had travelled for half an hour or less, and one in five (22%) had made the trip in fifteen minutes or under.

This data shows that most Science on Sunday visitors had travelled from the local or regional area. This was to be expected for an event organised by a group such as the North West Science Alliance, whose influence is strongest within the North West region.

3.4 Reasons for Attending

As seen in section 3.1, most visitors to the Museum on the day of the event were attending specifically for Science on Sunday (78%). Following this, visitors were asked why they decided to attend the event. The question was left open so that no reasons were excluded. The responses were collected and grouped into the following categories:

Specific: attending due to a particular activity – responses include: *CREST award, fossils, archaeology*

Interest: attending because of an interest in Science – responses include: *because I like Science, general interest, I am very interested in Science*

Children: Indicates attendance for the benefit of children in group – responses include: *bring the grandchildren, interesting exhibits for children, to see daughter's work*

Day Out: attending for a day out – responses include: *an interesting way to spend a Sunday, a family day out, something to do*

Event Hype: indicates a positive preconception of the event – responses include: *because it sounded good, liked the look of the workshops, I thought that it would be fun*

Interactive: attending due to hands-on nature of activities – responses include: *its hands-on, interactive, to do activities*

The number of responses in each category was recorded. Some responses were coded twice, for example “My son is interested in fossils” fits into both the “Children” and “Specific” categories. For a comprehensive list of all of the responses in each category, please see appendix II.

The results of this analysis are as follows:

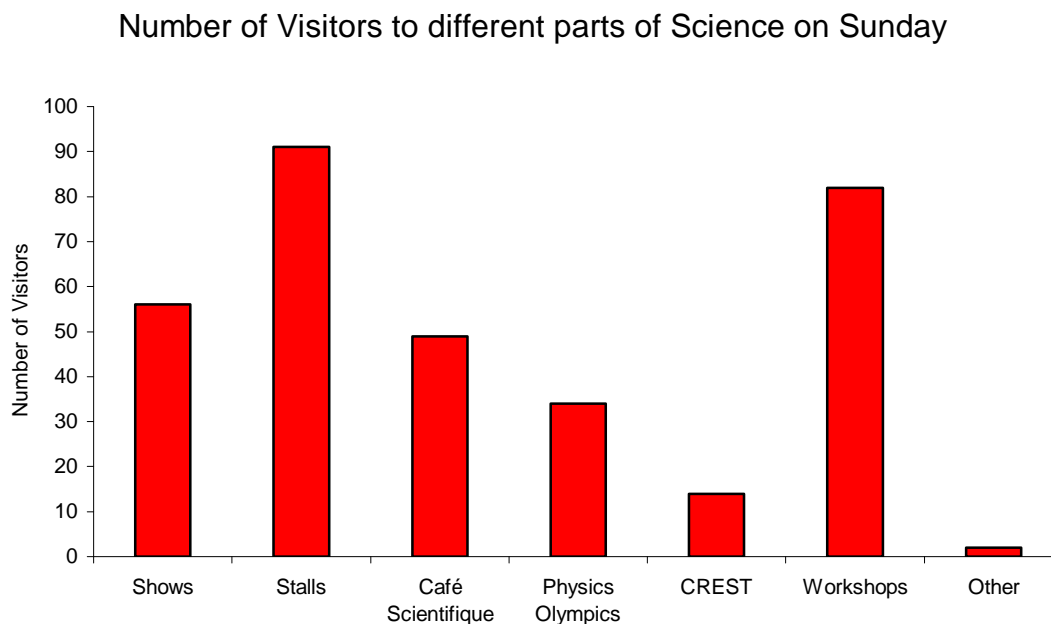
Category	Number of Responses
Specific	19
Interest	28
Children	31
Day Out	12
Event Hype	15
Interactive	5

The responses were most likely to fall into the “Interest” and “Children” categories. This fits in well with the event’s aim to provide an enjoyable day out, with the main target audience being families.

Most of the responses in the “Specific” category referred to the Fossil Roadshow, which probably reflects the fact that this workshop was the most heavily publicised before the event.

4 Science on Sunday – The Event

4.1 Parts of Event Visited



From the above graph it is clear that most respondents had visited the stalls and workshops, probably because there were more of those types of activities going on throughout the day (tickets to shows, for example, were more limited).

4.2 Event Breakdown

4.2.1 Science Shows

A number of Science shows were held in the auditorium throughout the day, with topic areas including crystals, earthquakes and pyrotechnics. The shows were generally well attended, and received positive feedback:

“lively and entertaining” (45-54 male)

“ice cream being made was good” (under-12 male)

“they were fun” (under-12 female)

4.2.2 Workshops

Several workshops were run in the Museum “classrooms”. Topic areas included Archaeology, Geology, buggy building and the Fossils Roadshow. Tickets to the workshop sessions were distributed on a first-come, first-served basis, and all of the sessions were fully booked. This gave rise to some problems, as groups arriving later in the day were unable to get tickets. This was the main reason for negative comments about the event; it appears that everyone who attended the workshops enjoyed them:

“[I] like making things” (Under-12 male)

“interesting and fun” (12-14 female)

“my son enjoyed getting dates for his fossils” (35-44 male)

The buggy workshop proved particularly popular, as visitors were allowed to keep the vehicle they had constructed. Overall, the interactive nature of the workshops went down well with visitors of all ages.

4.2.3 Stalls

Stalls consisted of tabletop-based displays set up on the first and second floors of the Museum. Activities ranged from tasting cheese or making slime to experimenting with magnets or learning to use a microscope. Stalls were run by members of the NWSA, and their presence in the museum largely gave rise to the buzz of activity which characterised the Science on Sunday event. The stalls that had an interactive element were the most popular with visitors:

“interested to find out how things work” (under-12 male)

“they were interesting and a challenge” (under-12 female)

“hands-on and helpful people” (35-44 female)

4.2.4 Café Scientifique

The Café Scientifique events were held throughout the day in the Museum restaurant. The restaurant was very crowded and noisy, with long queues for food adding to the stress for visitors. The impact of the sessions may have suffered somewhat as a result. One Café Scientifique speaker commented:

“[I] didn’t expect the restaurant to be so busy. I wasn’t sure who was listening and who was drinking coffee”

Aside from this, the response to the Café Scientifique sessions was positive. The target audience for these events was older than for the stalls, shows and workshops. Some comments on the talks were as follows:

“conservationist with spider – kids liked it” (35-44 female)

“enjoyed talk with Chris Packham” (35-44 female)

4.2.5 Physics Olympics

The Physics Olympics was a challenge event that was run outdoors. The fact that the venue for this event was slightly out-of-the-way probably explains its reduced number of visitors. The challenge comprised a series of activities, and offered a prize for the winning team. 19 teams completed all four challenges throughout the day. Comments on the Physics Olympics included:

“challenging and fun” (35-44 female)

“interactive and children enjoyed it” (35-44 female)

“it was competitive because you could win a prize if you were the fastest” (under-12 male)

4.2.6 CREST Awards

CREST is a competition for young Scientists run by the BA. This year, the judging took place at Science on Sunday. The students involved set up the displays of their work in one of the classrooms at the Museum, and visitors were invited to look round. Several visitors attended Science on Sunday because a friend or relative was involved in the CREST competition, so it was a good way of attracting visitors and encouraging “ownership” of the event. This was borne out in the comments about the CREST event:

“real Science, enthusiastic kids” (55+ male)

“my brother was part of it” (under-12 male)

“saw my friend” (12-14 female)

5 Event Impact

5.1 Impact on Visitors

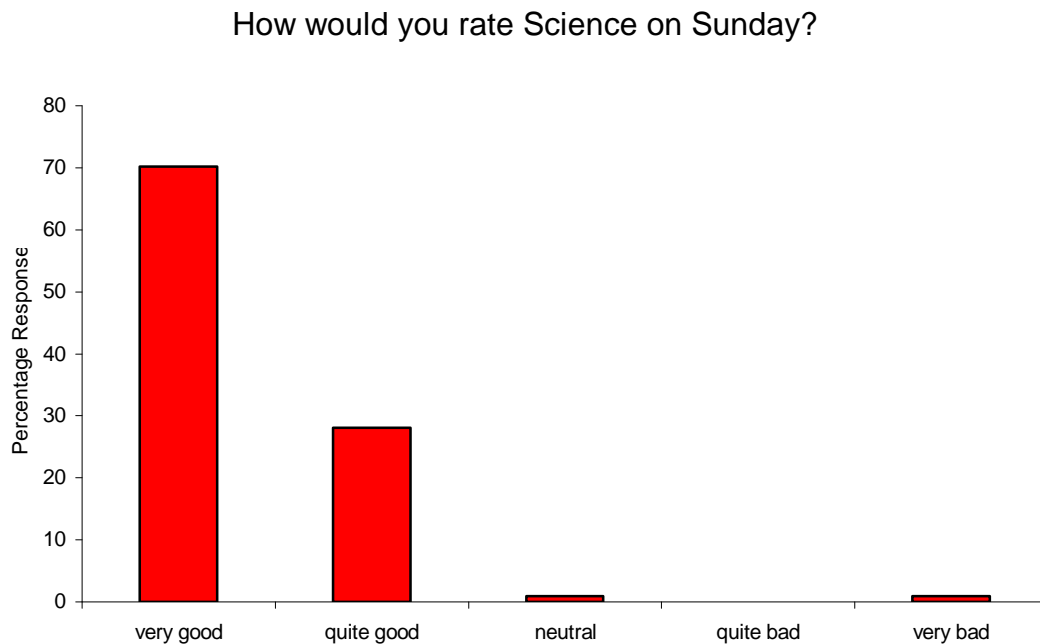
For a comprehensive list of responses to open questions, please refer to appendix III.

5.1.1 Rating the Event

Visitors were asked to rate the event in two ways, quantitatively and qualitatively.

Quantitative Rating

Respondents were asked to rate the event on a scale from “very good” to “very bad”. The results are given below:



It is clear from the above data that the response to the event was almost unanimously positive. 98% of respondents rated the event as either “quite good” or “very good”. A sample such as this, which contains data from interviewees, is likely to have a skew towards the “very good” responses, as interviewees often say what they think the interviewer would like to hear. However, even if this is the case in this sample, the result still shows that visitors rated Science on Sunday as a good event.

Visitors were asked if they would be willing to attend a similar event in the future. The vast majority (95%) said that they would, which further confirms the success of Science on Sunday.

Qualitative Rating

Respondents were asked to describe Science on Sunday in three words. This question was left very open, and responses were grouped into the following categories:

- Positive:** positive words – responses include: *good, pleasant, liked it*
- Superlative:** extremely positive sentiments – responses include: *brilliant, excellent, fantastic*
- Negative:** negative words – responses include: *boring, frustrating, disappointing*
- Fun:** words indicating good entertainment – *responses include: fun, enjoyable, entertaining*
- Educational:** words indicating educational value – responses include: *educational, informative, learn*
- Interaction:** words indicating engagement or interaction – responses include: *experimental, interactive, join in*
- Interesting:** words expressing interest in the event – responses include: *interesting, varied, stimulating*
- Atmosphere:** words describing the event atmosphere – responses include: *exciting, busy, friendly*

The number of words falling into each category was recorded. For a comprehensive list of all the words and phrases included in each of the categories, please refer to appendix II.

The results of this analysis are as follows:

Category	Number of Responses
Positive	32
Superlative	16
Negative	6
Fun	70
Educational	29
Interaction	10
Interesting	57
Atmosphere	35

The most common responses were in the “Fun” and “Interesting” categories, which is a positive reflection on the event. Of the 255 words and phrases collected from visitors, only 6 were negative. This small number of negative responses is indicative of the event’s success.

5.1.2 Best and Worst Parts of the Event

Visitors were asked to choose which parts of the event were their favourite and least favourite, from the list below:

- Shows
- Stalls
- Café Scientifique
- Physics Olympics
- CREST Awards
- Workshops
- Other

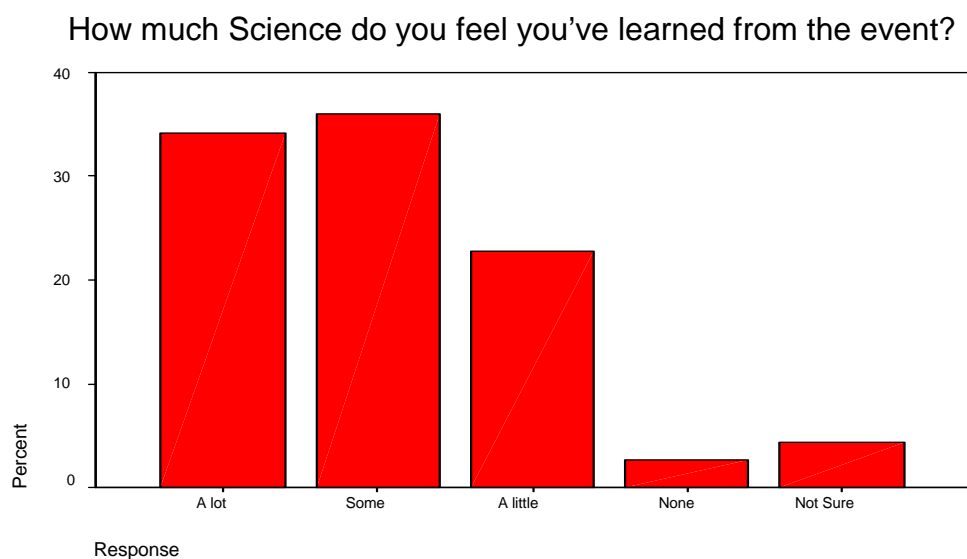
Each event was cited as the favourite by different people, with the shows, stalls and workshops receiving the largest number of votes. However these were the activities that had the largest number of visitors, so it is difficult to prove they were really the most popular.

Similarly, no one event was singled out as a least favourite; responses to this question were more likely to be complaints about “sold-out” shows and workshops. Some respondents were less keen on stalls that did not have an interactive element.

These results indicate that Science on Sunday included enough different events to sustain the interest of its visitors.

5.1.3 Educational Value

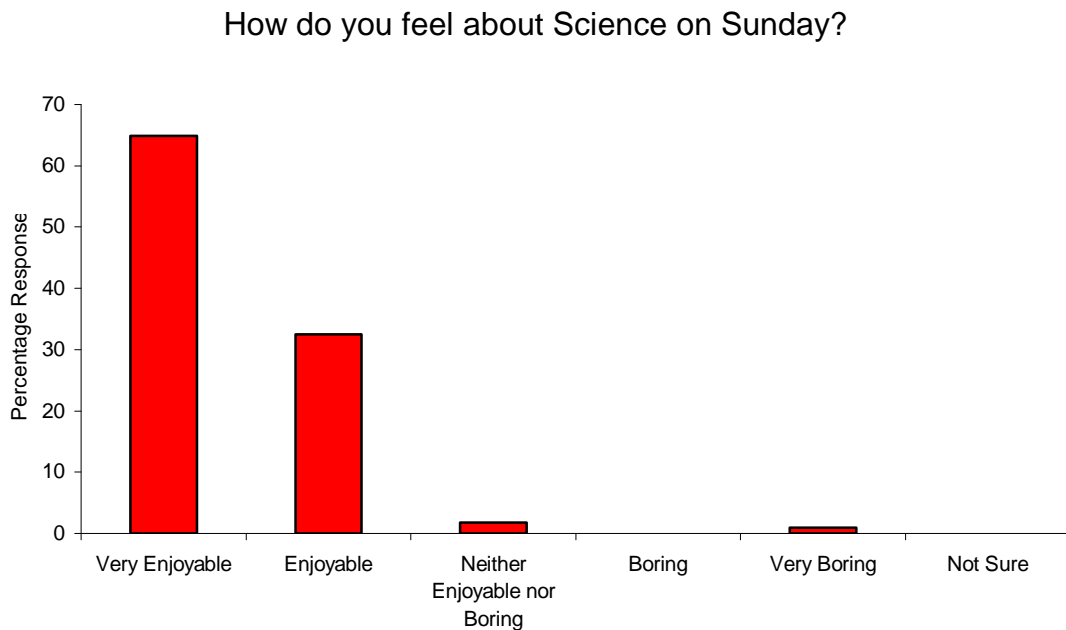
Visitors were asked how much Science they felt they had learned from Science on Sunday, which aimed to act as a primitive indicator of the event’s educational value.



9 out of 10 respondents (93%) claimed to have learned at least “a little” Science from the event, with 7 out of 10 saying they had learned “some” or “a lot”. Only 3% felt they had learned nothing. This result shows that visitors perceived the event as educational. This finding is backed up by the results of the qualitative data where many visitors described Science on Sunday using words in the “educational” category.

5.1.4 Entertainment Value

Visitors were asked how they felt about Science on Sunday. Their responses are given below:



Most respondents (97%) found the event enjoyable, with 65% feeling it was very enjoyable. Even if this result is corrected for a possible exaggerated response as discussed in section 5.1.1, it is clear that visitors appreciated the entertainment value of the event.

This finding is backed up by the qualitative data, as responses falling into the “fun” category were the most common when visitors were asked to describe Science on Sunday.

5.1.5 Changing Attitudes

Although not a specific objective of Science on Sunday, one of the underlying aims of any form of Science Communication is to stimulate people to re-evaluate their opinions regarding Science, resulting in a more positive outlook. These shifts are often subtle and difficult to measure; they change over time and are affected by many variables, of which Science on Sunday can be only one. It is likely that any changes in attitude recorded in this evaluation are amplified due to the fact that data collection took place on the day of the event; during the following weeks and months any enthusiasm generated at the event is bound to fade.

Visitors were asked if Science on Sunday had changed how they feel about Science. Almost half (47%) said that it had, and all but one of these respondents said that the shift in attitude had been a positive one. There was no change in attitude towards Science by a large number of respondents, and this was mainly down to the fact that they already valued and enjoyed scientific activities.

Visitors were probed as to how they felt their attitudes had changed. Some of their responses are given below:

“understand science is not just in books can be fun activities and hands on”
(under-12 male)

“it has made me realise that Science is all around us and can be quite interesting”
(25-34 female)

“although I’m an OAP I’m on a learning curve. I hated Science at school but I’m finding it interesting now” (55+ female)

“found that Science is not scary” (under-12 male)

“showed me Science can be fun” (under-12 female)

5.1.6 Event Aims

Visitors were asked why they thought Science on Sunday was run. This question aimed to discover whether visitors had a similar perception of the event's objectives as its organisers. Once again the question was left open, and responses were grouped into the following categories:

Promote Science: indicates promotion of Science or public awareness – responses include: *to get public interested in Science, to raise awareness of Science, introducing Science to people*

Children: indicates children as the event's main target audience – responses include: *help kids and let them have fun, to generate interest in Science in youngsters, to get school children interested*

Demand: indicates the event is feeding a demand from its visitors – responses include: *for people interested in Science, for people who enjoy Science, questions answered*

Timing: indicates the importance of the timing of the event – responses include: *because it's back to school, because Sunday is not really busy sometimes*

Education: indicates the aim of the event is educational – responses include: *so people can learn more, to educate, to inform people*

Entertainment: indicates the aim of the event is entertainment – responses include: *to make Science enjoyable for everyone, because it's nice for the public, fun*

Promote Museum: indicates that the aim of the event is to promote the museum – responses include: *get more visitors to the museum, to attract people to museum*

Each response was placed into the above categories. Many responses were coded more than once, for example “*make people learn while they are having fun*” fits into both the “educational” and “entertainment” categories. For a full list of responses in each category, please refer to Appendix II.

The results of this analysis are as follows:

Category	Number of Responses
Promote Science	45
Children	26
Demand	9
Timing	5
Educational	23
Entertainment	10
Promote Museum	4

The most common responses fell into the “Promote Science”, “Educational” and “Children” categories, which are reasonably in line with the event aims, as set out in section 1.2. This data suggests that the organisers’ aims and target audience are appropriate for an event of this nature.

5.1.7 Admission Charges

Science on Sunday visitors were asked if they would be willing to pay an admission charge to a similar event in the future. Over half (54%) said that they would, and one in four (25%) were unsure. Of the respondents who said they would be prepared to pay, around half (47%) would be prepared to pay £3.00 or more per person, and most (83%) would be prepared to pay at least £2.00 per person.

Of the visitors who said they would be unwilling to pay for admission to the event, one commented:

“Don’t put charges on in future please – for some of us with low income the journey here is expensive and we couldn’t afford entry fees” (25-34 female)

This data suggests that while charging entry fees would be acceptable for a large proportion of visitors, it would discourage some people from attending, most likely those with low incomes.

5.2 Impact on Participants

Participants are defined as people who were involved with Science on Sunday but also fit into the event's target audiences. Three main groups of participants were identified:

- CREST award entrants
- Oldham Gifted and Talented Summer School, who put on a show entitled "Dramatic Genes"
- Urmston Grammar School students who performed "Shaken not Stirred"

A focus group was conducted with the students from Urmston Grammar School, who performed their short piece before each of the shows that took place in the auditorium. Five A level physics students wrote the presentation, which was about earthquakes and used the example of a recent earthquake which hit Manchester.

All of the students in the group were keen Scientists, looking to pursue the physical Sciences in higher education.

The findings of the focus group were inconclusive, as the performance was a result of the group's participation in a larger, national event: "Paperclip Physics" which is organised annually by the Institute of Physics. The group had won the regional heat and traveled to London for the final, where they were awarded second prize. The group felt that the Paperclip Physics competition had had a considerable impact on their attitudes towards Physics, and hence the impact of Science on Sunday was relatively small.

5.3 Impact on Contributors

Contributors were the individuals or groups who contributed a stall, workshop or presentation to the event. Questionnaires were distributed to all of the contributors, to be posted back to the evaluator.

23 completed surveys were returned, 11 from Stallholders, 6 from those delivering workshops and 6 from performers giving shows or Cafés Scientifiques.

5.3.1 Rating the event

Contributors were asked to rate the following aspects of the event:

- Overall Impression
- Organisation
- Room Space/Layout
- Variety of Events
- AV Requirements (Workshops and Speakers only)

The results were as follows:

Aspect of Event	Positive %	Neutral %	Negative %
Overall Impression	100	-	-
Organisation	100	-	-
Room Space/Layout	83	13	4
Variety of Events	100	-	-
AV Requirements	75	-	25

N.B. Positive: denotes responses “good” and “very good”

Neutral: denotes response “neutral”

Negative: denotes responses “bad” and “very bad”

All of the respondents felt that the organisation and variety of events were good, and had a positive overall impression of Science on Sunday. Some respondents felt the room layout and audio-visual facilities could be improved.

Overall this is an extremely positive result.

5.3.2 Future Involvement

22 of the 23 respondents said that they would be willing to take part in similar events in the future, the other contributor was unsure whether future involvement would be possible due to the costs involved in setting up their particular stall. The majority of respondents said they would be willing to take part in an event annually.

5.3.3 Open Questions

This section gives a summary of the responses to the open questions asked of contributors. For full answers to the open questions, see Appendix IV.

- **What were your expectations of Science on Sunday?**

Expectations varied, some contributors were unsure what to expect, and a few had low expectations:

“I thought it might be very quiet and lacking an audience” (Stallholder)

“A little unsure of how the concept would work” (Workshop)

However most contributors had high expectations of the day:

“Good fun, professional organisation – busy day at Science Museum” (Workshop)

“Expected high quality organisation, content and standards” (Speaker)

- **What did you hope to get out of the day?**

Most respondents wanted to promote their work or the work of their organisation, and Science in general. Some typical responses were:

“Increased awareness of the University and its outreach links” (Workshop)

“1. publicity, raising awareness of us 2. help the image of Science” (Stallholder)

“Entertain in chemistry” (Speaker)

- **Have you met your aims for the day? How?**

All respondents felt they had met or exceeded their aims except one, who felt their aims had been partly achieved. This is a positive result as it shows that contributors have not given their time and effort for nothing. Some responses were:

“We exceeded our expectations” (Workshop)

“Yes – lots of enthusiasm from the public” (Stallholder)

“Yes – talking to people of all ages” (Stallholder)

- How did the event compare to your expectations? Why?

In general it was felt that the event matched or exceeded expectations from contributors. Many respondents commented on the large number of visitors, this was good as it allowed them to communicate their particular messages to a large audience. Some responses to this question are given below:

“Very good. Lots of help to set up was a great surprise and plenty of interested visitors” (Workshop)

“It was a lot busier than I’d expected – in that sense it exceeded my expectations” (Stallholder)

“Very successful day” (Speaker)

Overall, responses were positive, and showed that those who had contributed found the day rewarding. It is worthwhile to note that several contributors commented on the interest shown by members of the public, as well as expressing the desire to see a wider range of participants (see section 6.3 – improving the event). Would the contributors have enjoyed the day as much if visitors to the event were less attentive or were not interested in Science? Questions such as this should be considered before deciding the future of an event such as Science on Sunday.

5.4 Opinions of the North West Science Alliance

Science on Sunday was organised on a voluntary basis by members of the North West Science Alliance. The Science on Sunday committee, all members of the Alliance, were asked to reflect on the co-ordination of the event. A summary of the feelings of the committee was produced by the chair, and is given below:

“The North West Science Alliance committee were delighted with the response from both member organisations and the audience to Science on Sunday. A large number of our members offered to run events - in fact we would have had difficulty including any more. We were happy with the quality of the events run and felt that the balance between things to do and the number of people who came was about right. We felt that there was plenty for everyone to do. Event organisers were kept busy, but were not rushed off their feet.”

“We were pleased with the audience that we attracted and feel that this was probably in part because all the event organisers were promoting it, as well as the museum and us as a committee.”

“Two event organisers had to cancel at the last minute, which was a great shame, but is the nature of working with volunteers.”

“The NWSA committee did relatively little organising of the event, it was run very largely by Josh [Phillips] at the museum. This is probably necessary to keep the host organisation on-board and happy, but may restrict venues where we could hold these events. We are extremely grateful to the Museum for hosting this, the organisation was superb.”

“This type of event is certainly the sort of thing that the NWSA should encourage. It does rely on a host organisation who can put the time in, and groups being willing to volunteer their services again.”

It is clear that the NWSA committee were pleased with the way that the event was co-ordinated, if perhaps concerned that the amount of time required of museum staff was too great.

6 Improving the Event

6.1 Opinions of Visitors

Visitors were asked how they felt the event could be improved. The main issues raised are given below:

- Use an alternative method for distributing tickets, several visitors were disappointed because they were unable to participate in workshops or attend shows
- Expand the event to include more activities
- Allow more space for the event so it is less crowded
- Provide more information on the duration of events so visitors can plan their day more effectively
- Widen the target audience to include more activities for adults or young children
- Try to organise the programme so that there is less overlap between scheduled sessions
- Advertise the event more effectively

For a comprehensive list of the responses from visitors, please refer to Appendix III.

6.2 Opinions of Participants

The focus group had a generally high opinion of the event, although they admitted they had few opportunities to really look round. Their only comment on improving the event for the future was to provide free lunch for the performers. The students felt that they were giving up their Sunday and the food was fairly expensive in the Museum restaurant.

6.3 Opinions of Contributors

Contributors were asked how they felt the event could be improved. A summary of the points raised is given below:

- Increased advertising, flyering schools was suggested
- Try to reach a wider audience, perhaps by using a generic venue such as a shopping centre
- Consider the layout of the stalls, to avoid crowding and maximize the impact of exhibits
- Improving signposting so that visitors know which activities are taking place where

For a full list of responses, please refer to Appendix IV.

7 Conclusions

Science on Sunday was a successful event in the eyes of visitors, contributors and the North West Science Alliance.

The event significantly boosted attendance at the museum compared to other Sundays at the same time of year.

The event succeeded in reaching its target audience – most of the visitors were families.

The Science on Sunday visitor profile was similar to that of Museum visitors in general, apart from the under-representation of people from lower social grades. Most visitors were what would be described as “attentive”; they were interested in Science and keen to participate in the event. This is to be expected for an event called “Science on Sunday” held at a Science Museum.

Visitors found the event to have both educational and entertainment value, and a significant number of visitors left with a more positive attitude towards Science.

Contributors felt that the event was a success with good organisation. Most contributors were keen to take part in future events, with many saying that an annual event would be suitable.

The event was a success according to the NWSA, whose only concern was that the effort required by the host venue might cause problems for future events.

Few respondents mentioned the BA Festival, so it is difficult to say whether Science on Sunday promoted awareness of the Festival or not.

The main aspect of the event that visitors would like to see improved was the ticketing. Several respondents complained that distributing tickets on a first-come first-served basis was unfair on visitors who had arrived later in the day

Several contributors mentioned that they would have liked to have a wider range of participants in the event, and some suggested using a generic venue such as a shopping centre. However, a number of contributors commented on how pleased they had been at the interest shown by visitors. Inattentive audiences, such as those found at a generic venue, may be less enthusiastic.

8 Recommendations

1. Future events

Due to the success of Science on Sunday, it is recommended that the event be repeated on an annual basis. The North West Science Alliance is ideally placed to organise such events, due to their large network of contacts throughout the region.

2. Event timing

This year, the event was linked to the BA Festival of Science. If the event is to stay in the North West, links to future BA Festivals will be impossible (the 2005 Festival will take place in Exeter). The link with the BA should not be severed, however, and the NWSA should look into ways in which the two organisations can work together in the future. It is recommended, however, that the timing of the event be moved so as not to coincide with the BA Festival. This is because possible contributors for Science on Sunday may be involved with the Festival. Also, if the event were away from the start of a school term, it would be possible to make contact with school groups more easily, hence boosting visitor numbers. This would also allow more students to act as participants in the event.

3. Event venue

The Museum of Science and Industry in Manchester was an ideal venue for Science on Sunday, and it is recommended that this or an equally suitable venue be found for future events. The dedication of the Museum staff (especially the Science Communication Officer) was a big factor in the success of Science on Sunday, while the Museum benefited from increased visitor numbers. The negative aspect of the venue is that it will, by its nature, attract primarily those with an existing interest in Science. Some contributors were of the opinion that the NWSA should be trying to reach groups who would not usually engage in Science, however it is felt by the evaluator that Science on Sunday is not an ideal vehicle for achieving this aim. Outreach activities acting as a trail for Science on Sunday may be one way of persuading new and more diverse audiences to attend the event, with the added benefit of encouraging ownership of the Museum amongst these groups. However, if the NWSA wish to focus on engaging new audiences with Science, it is recommended that a separate activity be developed.

4. Event funding

Science on Sunday had no particular source of funding, and it is recommended that funding be sought for next year's event. This will be necessary for several reasons:

- The BA will be unable to provide staff to help out, or advertising materials
- Some contributors may be unable to participate in the future if their costs cannot be met
- The financial strain on the Museum budget would be eased

Although these problems could be overcome without separate funding, there is a limit to the amount people are willing to contribute "in kind". Following the success of the first event, the North West Science Alliance is in a strong position to solidify as an organisation and attract backing for future events of this nature. It is recommended that this opportunity be taken.

5. Advertising

It is recommended that the event be more heavily publicised over the full range of media. Some respondents suggested sending information into schools in the region or using a large banner similar to those used for the Museum special exhibitions. This would encourage more visitors from a range of backgrounds to attend.

6. Ticket Distribution

It is recommended that alternative methods for distributing tickets be sought for future events, as this was the main cause of complaint from visitors. Suggestions include only releasing tickets for a particular session an hour before the session, or releasing new sets of tickets at publicised times throughout the day. Perhaps some tickets could be reserved in advance by telephone.

Appendix I

Visitor and Contributor Questionnaires

Appendix II

List of responses for category analysis

Section 3.4 Reasons for attending

Specific

Archaeology, come to get ideas for CREST awards in school, CREST, CREST award, due to CREST awards, for fire-breathing and chocolate event, fossil Roadshow, brought fossil for identification, have fossils, fossils, free day steam train, friend in CREST award, had a fossil wanted it dated, we wanted a fossil identified, my son is interested in fossil in rocks, son very interested in archaeology, to bring along a fossil, to see fossil Roadshow

Interest

Interesting, because I find lots of things to interest me, because I like science, because I like science and I've been here before, because my two boys are very interested in science, because they looked interesting, extra twist science not boring, general interest and take grandchildren, I am currently studying BSc Biological Anthropology anticipate scientific career, I am very interested in science and want to encourage my daughter, I have a science background and two teenage sons also interested, like science and it looked fun, I love science, interest in science and child interested, interesting experience to learn more about science, it seems very interesting to learn a bit more, kinda like science, learn more about science, like msm and I have a family interest in today's event, like school, like science, love science – I went to the museum – want to be a scientist when I grow up, my daughter loves science, quite like science, really like science, DNA looked interesting, regular museum visitor but came for extra event, science is interesting, think science is interesting, very interesting

Children

7 year old son, an interesting way to spend a Sunday with our son, because my two boys are very interested in science, because of daughter in school event, bring my two daughters, bring the grandchildren to msim, children love science, children wanted to come, children's interest, day out with children, for daughter, for son's education and myself, fun for the kids, general interest and take grandchildren, good chance for children to enjoy learning as its hands-on, I am very interested in science and want to encourage my daughter, I have a science background and 2 teenage sons also interested, important for me as a parent to understand and learn – nice to see how it helps children, interest in science and child interested, interesting exhibits for children, it was a way of introducing our son to science in a fun and interesting way, like msm and I have a family interest in today's event, my children are fairly interested in science and it seemed like a fun way to spend a Sunday afternoon, my grandchildren are regular visitors to the museum and enjoy special days and exhibitions, my son has an interest in science, my son is interested in fossil in rocks, son very interested in archaeology, Sunday and kids off school and something to do, to bring my 10 year old daughter to enable her to become more aware of the science around her, to see daughter's work

Day Out

An interesting way to spend a Sunday with our son, mums friend wanted us to have a day out, seemed a good way to spend a Sunday afternoon, nothing better to do,

originally from Manchester – visiting after emigrating from South Africa, something to do in Manchester, something to do on a Sunday, Sunday and kids off school and something to do, to see sister and other stalls – day out

Event Hype

Because I thought the lads would enjoy it, because it sounded good, been to similar events and liked them, like science and it looked fun, I thought it might be interesting, I thought that it would be fun, it looked fun, it sounded interesting, liked the museum wanted to come again liked the look of the workshops, really interesting – sounded good, someone said it was fun last year, sounds interesting and exciting, the programme looked interesting

Interactive

Good chance for the children to enjoy learning as it's hands-on, interactive, interactive things hands-on, to do activities, to do lots of interesting activities

Section 5.1 Rating the Event

Positive

Dramatic, safe, visual, good day out, different, good, unusual, pleasant, liked it, happy, helpful, set out well, plenty of info and help, accessible, motivating, lots of enthusiasm, nice, quite good, thank you

Superlative

Brilliant, excellent, best day of life so far, fantastic, great, cool, hip hip hooray, very very good

Negative

Boring, frustrating, disappointing

Fun

Fun, enjoyable, entertaining

Educational

Informative, educational, learn, lots of information, very educational

Interaction

Interactive, experimental, building and doing things, join in, make things

Children

Good day out for kids and adults, great for kids, child-friendly, for children

Interesting

Colourful, variety, varied, diverse, stimulating, interesting, new, challenging, innovative, makes science interesting

Atmosphere

Busy, exciting, dry, energetic, friendly, busy, enthusiasm, chaotic, live, relaxed

Section 5.1.6 Event Aims

Promote Science

Advertising, awareness of science for kids, public awareness of science, encourage interest in science for children, get people interested in science – very pleased that people are trying, inform the public that they can get involved, introducing science to people, promote awareness and interest in science and technology, promote public understanding of science, promote science for children who are the future, promote science to general public, raise awareness of science, to bring science to those not normally involved in science on their daily routine, to educate the public, to encourage and enthuse potential scientists of the future, to encourage children and adults into science, to encourage young people to take an interest in science, to make science less boring, to get people to think about science, to give people of all ages and backgrounds an opportunity to experience science first hand, to help people understand things in science, to increase awareness and enjoyment of science, to interest more people in the opportunities of science, to make people aware of science and its impact on everyday life, to make people aware that science can be exciting, to promote education in science, to raise awareness of science, to show everyone about science, to show what can be done, to spread enthusiasm and interest in the world around us and human capabilities to spread the word and fire up children's and parents' imaginations, to stimulate interest and inform people of all ages at different levels, to turn on students – increase employment and further education, want us to get interested in science

Children

Awareness of science for kids, children and adults learn more about science, children interested in museums – how things work – how they came to be here – encourage interest in science for children, for children/adults to find out more, for school children, help kids and let them have fun, promote science for children who are the future, promote science to children, counter decline of interest more GCSEs, to benefit children's learning, to enable children and adults to enjoy science and learn, to encourage young people to take an interest in science, to generate interest in science in youngsters, to get children involved to make science less boring, to get school children aware of science – some of them think science is boring in school, to get school children interested, to get younger children interested in science, to introduce young people to science, to make people aware and especially children an interest in science, to promote interest in science especially amongst younger people, educate young people, to show children science can be fun, to spread the word and fire up children's and parents' imaginations, to teach children about science

Demand

Children interested in museums – how things work – how they came to be here, for people interested in science – it would suit anyone, for people who enjoy science, give people a chance to have hands-on science, its an interesting day out for all the family to learn about everyday things that affect us all, more people like it, someone is keen

Timing

Because Sunday is not really busy sometimes, because it's back to school, everyone can come who's is working or at school, for people off work – for school children, to teach children about science and its Sunday

Educational

Children and adults learn more about science, for children/adults to find out more, it is run for people to educate themselves, it's an interesting day out for all the family to learn about everyday things that affect us all, make people learn while they are having fun, not boring like school – fast paced – can do what you want – questions answered – lots of options, people can learn more, so people can learn, to benefit children's learning, to educate the public – give wider experience of science, to enable adults and children to enjoy science and learn, to encourage children and adults into science, to help people understand things in science, to inform people and help them understand something that is quite difficult to grasp, to educate, to learn about science, to promote learning and science, educate young people, to stimulate interest and inform people of all ages at different levels, to teach children about science, to teach you about science

Entertainment

Because its nice for the public, fun, help kids and let them have fun, make people learn while they are having fun, so that people will enjoy science more, to enable children and adults to enjoy science and learn, to increase awareness and enjoyment of science, to make people aware that science can be exciting, to make science enjoyable for everyone, to show children science can be fun

Promote Museum

Advertising, to attract people to museum – promotional, to get more visitors to the museum, to keep museum numbers up for future funding

Appendix III

Visitor responses to open questions

Reasons for favourite part of event

A lot more things- fun and games
able to make things to take home. informative
all good
all very interesting
Always good visit
archaeology-liked it
because its the only one I have been to yet
because their fun
because there are things like the computers and machines
because they were fun
because we go to make buggies and keep them
Because we got to make a bug
being able to do things yourself
Big variety and lots of activities
brother was part of it
buggy making things
build a molecule, all workshops
building the buggy
challenge/ fun
challenging and fun
conservationist with spider- kids liked it
creative
cute original idea stalls personal
Direct interface with experts
DNA
DNA liked making the circle things
don't know
due to sons interest in archaeology
electric buggy
everyone could get involved and they had all age ranges attention
Exciting
experiment room get to do things like room
fossil id section was very interesting
fossils
fun
get involved
going on T.V (Granada reports)
good food
got better at it. Did about it at school
hands on- great for kids
hands on- held a tarantula
hands on- interesting, /relevant interest
Hands on-Magnets stall
hands on
hands on and helpful people
hands on experience
hands on work
Hands-on- take away model
ice-cream being made was good
impressed by performance

interactive- Hands on
interactive and children enjoyed it
interactive and enjoyed talk with Chris Packham
interesting and fun
interesting. People have time for children
Isaac Newton show. Found it interesting
It was competitive because you could win a prize if you are the fastest
it was well organised and interesting
just about to try the workshop
just more stuff to do
Like making things
like to get involved, hands on aspect
liked experiments
lively and entertaining
lots to do
made a buggy, making things
magnet and penny. Interesting find out how things work
magnetism of creatures
make a buggy
make electronics, made a bug/insect
make some slime, did some chemical experiments and quizzes, magnetic
molecule-can see well, helps you on the way to good sci- [structure. add big model]
mushroom statues
my son enjoyed getting dates for his fossils
not seen enough
not seen everything yet
Not sure
particularly genes and Isaac Newton
people manning the stalls were friendly and informative
practical side of things, going through step by step
real science, enthusiastic kids
saw friend
son est lumiere
spider man
stones because they had animals inside them
they were interesting and a challenge
things to see, do and learn
varied informative
very good for children environment around them
visual effects
we arrived fairly late so we only went to the shows and the workshops. The fossil
workshop was excellent

Why the least favourite

arrived at 10:30 could only get ticket for 1 workshop
asked difficult questions
because I got bored
because it is the only one I have been to
bugs and water fleas horrible
did not enjoy the talk
don't know
enjoyed everything
enjoyed it all
Fossil Roadshow was boring
Hands on got to keep things we made
I've enjoyed everything
I don't think that workshops are that good, unless you are well into science projects
I liked all of it
journey
like a science lesson. More interested in science in other contexts
liked all
liked every thing so far
liked other events more still liked cafe
No I liked everything
no tickets available
No tickets for archaeology and chocolate mystery
no tickets for events we intended to do
none all good
none all great
not interactive enough for very young children
not seen enough yet
not seen everything yet
Nothing on them
Older for me
science stalls with only boards and no interaction
service show and slightly disorganised -some food choices ran out
Sorry cant answer this because we haven't done the rounds here
the fact that we telephoned about tickets for the archaeology workshop many weeks ago
and yet when we got here no tickets left. My son was in tears. Fortunately someone gave
us 1 ticket for my seven year old. Is it possible to obtain tickets in post in advance
the things that were not hands on
too hot and claustrophobic in room

In what way did Science on Sunday change how you feel about Science?

a bit

a event not much different

a little bit because I enjoyed it and it as fun. There is more to science than I thought there was

Although I am an OAP I'm on a learning curve. I hated science at school but I'm finding it interesting now

as I am already very involved in a science course at uni

because I've learnt more stuff today than at school. Enjoyed it more than science in school

because I always liked it

because I can learn things, it is never to late to keep up with modern technology

because I know loads anyway

because its very interesting

build a buggy

but I am a professional scientist

cant like it any more

Certain things has improved my knowledge

children made models of chemical molecules and will relate and remember this in science lessons

definitely, understand science is not just in books can be fun activites and hands on definitely. It proves that science is not boring. Science in school is boring

Don't know

enjoy science more

even better

experiments

for myself-not much for my children-they are certainly more interested (and they were pretty keen before)

found that science is not scary

Given me few ideas for involvement not academic but everyone can get involved

good way. like science more. more than just writing stuff down, can do fun experiments

has given me the confidence to explore further

I've always found science interesting

I always knew science was fun

I came because I enjoy science, I'm a chemist

I knew things already because my Dad has a background in science

I like it more I think it is more fun

it can be understood by me

it has made me realise that science is all around us and can be quite interesting

it made me hate it

learnt more things make science interesting

learnt most science is fun

like science more

like to love

liked more now

liked science in the first place

lot more interesting

made it more interesting

made me like it more

made me more confident

made science easier

modern science is fun and the way it is taught is fun
more accessible to children
more accessible to the young
more approachable
more exciting
none

Not in particular- has been to events like this before. Is a lecturer in science
not me personally but for 5yr old son its good
not me personally but kids get to do things in science that are interesting
not particularly, have always valued it
not really
not really I am a university lecturer and already involved in science education
not really liked it before anyway
realised that science can be made accessible for children
rekindled interest in it, mainly for the children to know what's available for them
showed me science can be fun
shown interesting experiments -made me see practical uses of science
still quite liked it
was interested before
way I think about things
were interested in diff science

How do you think the event could be improved?

A desk with people from different areas who you can ask what ever you want. more tickets available
aim some things at very young children or have a crèche
allow more time to attend shows and workshops with less overlap
Be held more often
better directions within the hall, for example make clearer where events are
better organisation e.g. ticket allocation, publicise how long shows last. It is difficult to plan the day otherwise
better promoted, more space for crest awards
bigger rooms, cramped in CREST
bigger, more extensive
book tickets in advance is better as tickets had gone by 10:00
building bigger-more stuff. acids and alkali's, aeroplane engines- why it would go wrong cant think at the moment however maybe more space
confusing tickets available
diff tables doing diff things
direction and organisation
Don't know -much more interaction mum thinks
Don't Know
even more hands on stuff
explained more
I do not think that it can be improved there is something for everyone
I think its very nice, well done
I think that the stalls could be presented better in a large hall, no crowd the stairs
improvement in ticket distribution
information on how long each event takes not just starting times
information on what is on each level

Its quite good but it need more promotions to promote this
Map of exhibitors
maybe more events for the very, very young children
more availability
more child oriented activities/ more chemistry
more events in the area
more events to be catered for adults
more gas, chemistry. More demonstrations as in other museums
more hands on challenges
more hands on for smaller children
more hands on things
more innovative ideas, greater encouragement to be involved maybe have a theme
more participating by children rather than just being recipients of adult knowledge
more people helping in workshops
more publicity about the events.
more science
more shows
more space -less crowds
more stalls
more stalls for kids food
more things for the kids to do
more tickets
no
no it doesn't need changing
no need to held every year
no not really good already
None comes to mind
not sure
nothing should be improved, but one of the things didn't work
parking was a problem. Tickets ran out in afternoon
possibly more. National advertising -only though daughter. Not sure if publicity was
sent to schools
should be more things/workshops for younger children
spaced out a little more, need more room in certain areas
tickets to shows were meaningless as still couldn't get in to a show we had tickets for
to repeat popular workshops more often during the day e.g. 4x archaeology session
too much to do in one day
wasn't aware could bring fossils
we missed out on most of the workshops as no tickets left
workshop clashed so cant go to both
yes
yes, more structure, better signing

Other comments

By 11am only tickets for 2 events were available
CREST was very disorganised times of judging changed not enough boards. Other crest venues better
good there is lots of different stuff to do
great idea
I haven't seen a lot yet
Its sort of fun and really helps people understand the crust of science
keep it up
Keep on doing events like this. more practical and interesting than school. helpfull presenters
kids can involved hands on good
liked the robots
missed some of the workshops and shows due to overlap. would have liked to have seen them all
more enjoyable
more events and science around the area
More interaction required something to touch or to feel
more people/posters to explain
need bigger space like GMEX
need more space
No
not sure
overall very interesting
perhaps you could call it science and engineering on Sunday, so that people know what engineering really is (not just using a spanner)
support voluntary
surprised by the number of people. Well publicised. Good building
thank you
the Isaac Newton show did it for me because he encouraged people to think outside the box, very inspirational. I just hope the lads were listening
Very enjoyable-Don't put charges on in future please-for some of us with low income the journey here is expensive and we couldn't afford entry fees
Very enjoyable for both adults and children. Paid a lot to see predators -rip off
very enjoyable, children aged 2,4,6 enjoyed it immensely 5
very good. Nothing more to add
very helpful, engaging staff
very interesting
very, very, very good
visiting exhibits need to be interactive to keep kids interested, even a little- man had a spider to sell his views and it worked
would be nice if you do it again because its really fun
you would come again, most people would like it

Appendix IV

Responses from contributors

What did you hope to get out of the day – workshops

Increased awareness of the university and its outreach links
Outreach and science communication opportunities for museum staff with a regional focus. The chance to see possible new material/fossil finds
Promote the work of the lab and raise the profile locally
Improve local awareness of the OU
A substantial number of enthusiastic participants and evidence that the idea was appropriate
Publicity/promotion of services

Stallholders

Publicity
Promote mycology
PR and educate the public, enthuse the public
1. publicity, raising awareness of us, 2. help the image of science
publicity for our organisation
to publicise a series of lectures to celebrate the bicentenary of John Dalton's atomic theory
to encourage interest in microscopy and find new members
a good day for the NWSA
Inform local public of what we do and why
Contacts within education community and general science community

Speakers

For the students to be able to showcase their work to a wider audience
Raise awareness of VR and university of Manchester
Opportunity to see lots of scientific activities/meet other people who are enthusiastic about science. Generate ideas for use in school
Entertain in chemistry
To help make the event a success. Nothing for me personally other than enjoying the other exhibits etc
Firstly, a chance to excite the public about science. As a distant second, an opportunity to promote CCLRC Daresbury lab

Have you met your aims for the day? How? – workshops

We exceeded our expectations by generating interest from over 145 sessions of buggy building
Yes, we got new material. We had a good flow of people throughout the day so outreach was good
Yes – we reached new audiences
Yes, 50+ people took part in [illegible] quiz
Yes, substantial number of participants and it was clear that the idea worked
Yes – through no.s and quality of visitors

Stallholders

Yes talking to people of all ages
Yes; lots of interest from the public
Yes lots of enthusiasm from the public
Yes
Yes we gave out 22 leaflets re membership we were busy talking to people all day
Yes
There were certainly lots of people looking at our exhibition
It was a good event for NWSA
People asked, took literature
Within reason. Made contact with representative from SETPOINT and provided entertaining demonstrations

Speakers

Partly, would have been good if more people in auditorium
Yes
Yes. Variety of activities in CREST award displays helpful for science club. Interesting demos to use in school
Gave a successful demonstration lecture
I hope so! I enjoyed the day
Yes

What were your expectations of Science on Sunday? – workshops

To act as a prelude to the BA Festival
'Classroom 1' sounded a bit dubious – but was perfect
Expected workshops to be full (they were) and interest in the work of the lab. Several people did express interest and were directed to display stall for literature
Good fun, professional organisation – busy day at science museum
A little unsure of how the concept would work
A busy day with op. to meet and look at a variety of science based activities, with a 'local' emphasis

Stallholders

Did not know what to expect but have been very pleased with the outcome
Opportunity to encounter the general public
Would be quite busy with a bit of interest in our stall
Good flow of visitors all day
Not sure that we had any expectations other than the opportunity to showcase
Achieved
Lots of families on a day out
I thought it might be very quiet and lacking an audience
Organised event, people would include museum visitors as well as BA members
To provide informative and entertaining demonstrations

Speakers

For it to be a celebration of Science and allow the public to increase their enjoyment/knowledge of Science

Unknown

Expected high quality organisation, content and standards

Impressed by the “hands-on” events

A well-organised and professional event

I wished to see family groups enjoying a hands-on interaction with Science. I would have liked lots of media coverage

How did the event compare to your expectations? Why? - workshops

The event exceeded expectations both in terms of numbers of people attending and the variety of activities on offer

Stewarding, helpful staff, classroom 1 all exceeded expectations

It lived up to all expectations re visitor numbers, catering facilities could have been better e.g. long queues for sandwiches at 1.00

Very good. Lots of help to set up was a great surprise and plenty of interested visitors

It was up to my best expectations because of the number and interest of the participants

Well – a good mix of participants

Stallholders

No response

Expectations fulfilled so much interest from visitors

It was good – lots of interest in what we were doing

Compared well, very good

It was a lot busier than I'd expected - in that respect it exceeded my expectations

Well, but due to our ignorance we are generally aimed at an adult audience, next year we will concentrate on our young peoples lectures

Lots of families on a day out!

The turnout was good, better than I expected. We took 199 pictures

Well. Large numbers. Very well organised

Favourable. Attendee reaction very positive

Speakers

See above (partly would have been good if more people in auditorium)

Didn't expect restaurant to be so busy. I wasn't sure who was listening and who was drinking coffee

Met my expectations

Very successful day

Matched expectations

Media coverage very disappointing – but otherwise excellent

How do you think that science on Sunday could be improved? – Workshops

Difficult to say, it was a very well-organised event

Better signage. Particularly a board outside the classrooms saying what's taking place inside

Try to reach different audience, e.g. use a shopping centre or similar as next venue

Increased advertising, how did people know about it

The venue is very important MSIM has good and bad points but was appropriate in this instance

Greater mix of participants

Stallholders

Extend to full weekend

?

The layout meant lots of “crushes” with people trying to look at the stalls. Changes to this would help

Better consideration as to which exhibits should go where

There was probably 1000-3000 visitors to Science on Sunday. The real audience was in the Trafford Centre maybe 50000? Go to where the people are

More advertisement locally

Flyers to local schools/posters to promote event

As an exhibitor everything was fine. Am sure the organisers will learn from this first experience for next time

Speakers

The students thought that lunch could have been provided (even if just a sandwich and a drink) – giving up their Sunday

It was as good as you'll get

The lecture hall is relatively small. All talks were close to full. Otherwise – very good

Other comments – workshops

We enjoyed the day!

Excellent atmosphere, very helpful museum and other staff. Well done

NWSA/BA/MSIM!

Student helpers were very helpful and essential for moving loads around

Stallholders

My stand was a little ‘out of the way’ for maximum effect

All seemed to work extremely well; helpers VERY helpful and much appreciated

Staff very friendly and extremely helpful

We thought the assistants in the yellow T-shirts did an excellent job

Think wider advertisement could have been better (many attendees seemed to have stumbled upon it/us)

Speakers

For me a) venue – less noisy, b) able to use AV! Fantastic enjoyed every minute of it!
I thought it was excellent. Well done

Unimpressed by the disgraceful behaviour of the supervisor in the Café at lunchtime I'm
sure I was overcharged

Impressed with the concern taken over the health and safety aspects of the event
(especially relevant to me!!)