



THE UNIVERSITY
of EDINBURGH

Edinburgh International Science Festival 2018
University of Edinburgh family events at National Museum
Information for potential UoE activity organisers
(Proposal submission deadline: 13th September 2017)

Every March/ April, the University delivers a 15 day programme of public science activities at the National Museum of Scotland, Chambers Street, as part of Edinburgh International Science Festival (EISF), in partnership with the Museum and EISF. The programme of drop-in activities, workshops and shows is largely free to the public and spans the sciences and research across all three Colleges. Staff and students develop, organise and deliver activities. **Dates: 31 March–14 April 2018.**

Audience at the Museum

Science Festival audiences are generally interested members of the public who are assumed to have little or no specialist scientific or technological knowledge. Most audiences expect events to deliver both learning and entertainment. At the Museum, visitors are mainly family groups with a wide age range. Many children attend because the event coincides with the Edinburgh school holidays. In 2017, 47% of visitors to our drop-in activities were aged 6 to 12 years. Most children have accompanying adults. Hence, drop-in activities should also work on some level for adults, and those that can engage a family together work best. In 2017, 16,000 visitors attended our programme over 15 days.

Why should I participate?

This is a great opportunity to showcase your research, engage people with it, gain public engagement experience, and perhaps meet funder requirements. As one of the largest regular events that UoE delivers, it reaches large numbers of people. It raises the profile of UoE, is a significant contribution to the UoE strategy for public engagement, and is a major element of the strong UoE - Museum partnership.

What are the different event options?

Drop-in activities are free walk-in events running 10am – 4.30pm daily. You would be required to commit to one of three possible 5-day runs: 31 March – 4 April, 5 – 9 April or 10 – 14 April. Set-up would be on the day before the first day of a run (in the evening for 2nd and 3rd runs).

Visitors drop in at any time and typically spend 5 -10 minutes at mostly table-top activities. They should be designed accordingly, but with the opportunity for visitors to stay longer if they wish (sometimes, visitors can stay for hours in the drop-in area). Drop-ins are advertised as for 'all ages' because setting individual age limits for different activities within a large unticketed communal area is futile. A drop-in environment can be fast-paced and busy, with 250 to 900 visitors per day, depending. Note this if planning activities which use consumables.

Workshops are 50 min duration, are age-specific and tickets cost approx. £5. They usually run for 2 to 5 consecutive days (any time 31 March – 14 April) and can run 1 to 3 times per day. Earliest start time is 11am and latest is 3pm. Set-up would likely be on the

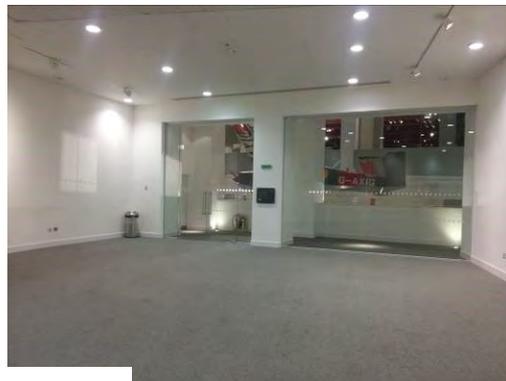
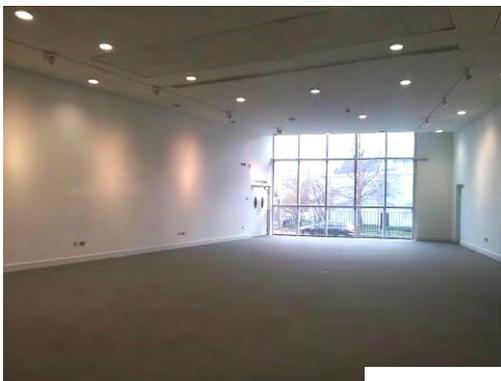
day before the first workshop day, possibly in the evening. To comply with Museum requirements, at least one person in your workshop team must be PVG registered to work with children and the public (<https://www.disclosurescotland.co.uk>). Parents or guardians of attending children may choose to sit in and watch from the side.

Workshops allow more intimate and focussed engagement, with material targeted well to the chosen age range. They ideally have a timeline and structure (the idea is NOT to simply have a drop-in style event in a smaller room). Workshops allow participants to perhaps get a lab coat on and 'be a scientist', gain specialist practical skills, or use equipment and do experiments and activities that wouldn't be possible in a drop-in setting. Participants love producing something themselves and possibly taking it away.

Shows are delivered in the Auditorium by experienced presenters. They are timetabled for 1 hour duration, are age-specific and tickets cost approx. £6. Earliest start time is 11am and latest is 3pm.

Event spaces

Drop-in activities are located in a large open-plan space of approx. 160 sq. m on Level 2 of the Learning Centre. Usually, three or four concurrent activities cover a range of topics, each having a roughly rectangular space of approx. 20 sq. m. Tables, poster boards and power are provided. Museum public Wi-Fi can be accessed from the space. The white walls are ideal for projections. The carpet tiles are unsuitable for 'wet' activities involving lots of liquids. In cases, EISF may locate some UoE drop-ins in Hawthornden Court or the Grand Gallery but we cannot request this in advance and your initial assumption must be that your drop-in would be on Level 2.



Level 2 event space



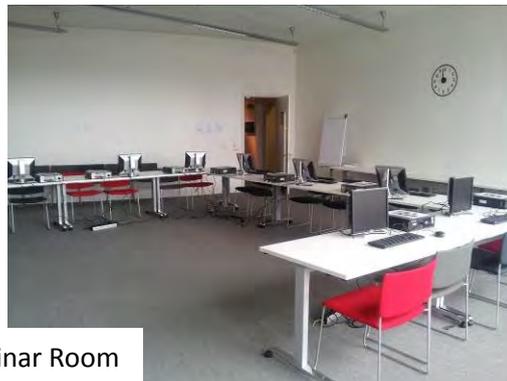
Workshops are located in the Studio or Seminar Room on Level 4 of the Learning Centre. Studios: wipeable floor, sinks, networked computer and smartboard, tables & chairs, max. capacity approx. 40. Seminar room: carpeted, networked computer and projector, tables & chairs, max. capacity approx. 40 with tables in room, 60 with just chairs. Museum public Wi-Fi can be accessed from the rooms.



Level 4 Studio



Level 4 Seminar Room



Shows are located in the Auditorium on Level 1 which has a large cinema-style screen, projection and microphones. The 'stage' is an open area on the same level as the front row of seats. The capacity is 210, however, for Health & Safety reasons, NMS may reduce capacity depending on other Learning Centre events running at the same time. One rehearsal/ AV check slot would be available in the days prior to the start of the Festival.



Auditorium



What would I aim to provide?

Successful drop-in activities and workshops...

- engage people with new and fascinating science and research in an exciting way.
- appeal to people who may not usually be engaged with science and research.
- are designed for an identified target audience.
- are designed with key messages and learning outcomes in mind.
- are predominantly hands-on: things to touch, equipment to use, short experiments, games to play, demonstrations, puzzles to solve, interesting stories and amazing things to look at, discover and engage with.
- involve things that people cannot do at home and that that make them feel like they're engaging with real research, e.g. using scientific equipment.
- include a variety of learning styles to involve as many people as possible, e.g. combining interaction, dialogue, visual elements, etc.
- are designed to operate efficiently: an activity that takes 1 minute to do but 10 minutes to explain first will result in a poor visitor experience.
- have visual elements and posters which are public-friendly, visually appealing and with few words and large text; academic conference posters are unsuitable.
- do not try to do too much: sometimes, one or two really good activities are better than several smaller activities at relating a message.
- allow people to interact with and talk with scientists or researchers in the field who are knowledgeable, approachable and friendly facilitators
- are risk-assessed and have been trialled and tested to some extent

Event Manager

The event is managed on behalf of the University by Janet Paterson of School of Biological Sciences. Janet liaises with relevant staff in the Colleges to help develop proposals and manage subsequent deadlines and logistics.

Selection process

Interest from potential UoE contributors increases each year. Due to competition and space limitation at the venue, it cannot be guaranteed that your proposal will be accepted. The UoE Event Manager passes suitable proposals to EISF who then accept or reject them (decision expected by end of October 2017). EISF will consider:

- Is it interesting, relevant, innovative, imaginative and inspiring?
- Does it complement the existing EISF programme?
- Is it likely to be popular and attract a good audience?
- Does it demonstrate a commitment to best-practice science communication?
- Does it provide a high-quality experience to audiences?
- Does it tie in with the 2018 EISF theme?

Demonstrators

You would be responsible for recruiting enough demonstrators for your activity from the subject area, e.g. from your own group/ field. PhD students are most commonly recruited. Demonstrators are required for full days and cannot come and go in shifts on the same day. CSE and CAHSS cover expenses for students (£30 per person per day); the CMVM situation may differ. University staff cannot be paid.

Cost

If your activity is selected, the Colleges fund project management, marketing, front of house and box office procedures, EISF participation fee, signage, table hire, transport of communal equipment, demonstrator expenses and T-shirts, etc. The cost to your team/dept. would be time in development and delivery, cost of materials, and transport of equipment to and from the Museum.

What support is available?

Whilst you would have sole responsibility for developing and funding the ideas/materials for your activity, advice is available from the UoE Event Manager and relevant College contacts, in developing your proposal prior to submission. If your proposal is accepted, the following is available:

- Advice on activity layout and operation logistics
- Support in poster design if requested
- Help finding demonstrators if required
- Free half day communication skills course for you and demonstrators
- UoE Event Management and Front of House staff present at event
- Briefing of your demonstrators at Museum
- Payment of your student demonstrator expenses
- Support during set-up and clear-up of your activities
- Loan of tables, table cloths, poster boards and t-shirts
- Collection of visitor feedback for drop-in activities

What happens next if my proposal is accepted by EISF?

We expect an EISF decision by late October 2017 and Janet will inform you as soon as she knows. If you are accepted, Janet will confirm dates and send you activity planning information, a technical requirements form and deadlines for receipt of your risk assessment and demonstrator rota.

How can I find out more?

The images below give a flavour of past activities. You can see the 2017 event report at the following link: <https://tinyurl.com/yagc2hj3>. Speak to colleagues in your College who have run past events – if you do not know who, ask Janet. For general info on EISF and to browse the 2017 brochure, see <https://www.sciencefestival.co.uk/festival>.

Proposal submission

Proposal submission deadline (see separate proposal form): **5pm, Wednesday 13th September 2017**. E-mail completed proposal forms directly to Janet. If you have any questions about your proposal, the process or the event, Janet is very happy to chat via e-mail, phone or in person – please get in touch in good time prior to the deadline.

***Note:** If you have a proposal that is unsuitable for the UoE programme at the Museum, you may wish to submit it directly to EISF via the Call for Ideas which is currently open (deadline, 15th September). This usually requires payment of an individual participation fee. See: <http://www.sciencefestival.co.uk/call-for-ideas>*

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Images from past CSE drop-in activities, Level 2 event space:

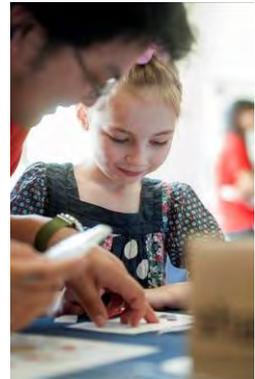




Images from past CAHSS drop-in activities, Level 2 event space:



Images from past CMVM drop-in activities, Level 2 event space:



Images from past workshops, Level 4 Studio or Seminar Room:

