

---

# Working with Butlins

---

Elizabeth Jeavans, outreach officer

*22 June 2009*

[www.physics.org](http://www.physics.org)

## Physics in Society

---

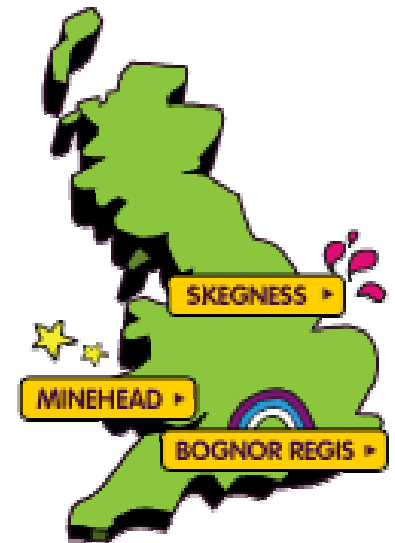
- Raising awareness that physics can, and does, make a difference.
- Working in partnership to deliver high quality activities that provide positive and compelling experiences of physics for people who are not already interested in physics.

## 2007 – initial approach

---

- Wanted to reach a family audience on holiday
- Three sites nationwide (Bognor, Minehead and Skegness)
- Prepared an activity – easy for them to deliver
- Butlins press officer put us in touch with Head of Entertainment

***Butlins***



# Echo

---



## Echo evaluation

---

- Didn't reach target of 200 people playing the game but those who did play it enjoyed it
- Visitors wanted 'hands-on' science activities
- Needed to be guided through activities in Butlins format
- IOP investment high, Butlins investment low



## 2008 – beyond Echo

---

- Using evaluation and Butlins feedback worked up a series of workshop ideas, two for summer, one for Halloween and one for Christmas
- Halloween idea was developed into a science show and workshop
- Spooky Science runs over the October half term break at all three Butlins sites



## Spooky Science

---



## Spooky Evaluation

---

- Reached over 2,000 people
- Workshops were not as successful due to promotion issues
- Audience unanimously positive about the show and have an appetite for science activities
- IOP investment high, Butlins investment high



## 2009 - Spooky Science continues

---

- Shows at all three Butlins sites during all 'Schools Out' breaks
- Potential to reach 20,000 people
- IOP investment low, Butlins investment high



## Lessons learned

---

- Invested a lot to begin with, but currently have low resource investment
- Take time to understand organisation and their audience
- Need to make sure your partner also has some investment
- Understand each others brand values