



## **NATIONAL SCIENCE & ENGINEERING WEEK 2010**

### **Evaluation: Summary Report**

National Science & Engineering Week (NSEW) took place from 12–21 March 2010 with the theme of 'Earth'. NSEW is a grass-roots initiative combining both science, technology and engineering-themed events across the UK for a range of audiences with a national PR campaign and online mass participation activities.

The main aim of NSEW is to stimulate and support scientists, engineers, science communicators and the general public to produce science and engineering events across the UK, with the objective of engaging and inspiring as many people as possible.

#### **Evaluating the impact of NSEW:**

- *Number of registered events:* There were 1893 registered events in 2010, 21.8% increase from 2009. 595 engineering events took place and 1231 known school events took place in 2010, an increase on 2009. Approx 60% of NSEW events and activities take place in a school setting, compared with 40% targeted to adults. More adult venues will be targeted for 2011 to balance this.
- *Overall number of events:* An estimated total of 4116 events took place during NSEW 2010, 14.6% increase from 2009. We hope to maintain this for 2011.
- *Mass participation activities:*
  - 'What on Earth' nature-spotting microsite was visited by 18,566 visitors, with 1379 photos uploaded and 1067 identified. The Green Roof Competition was picked up by a lot of regional press and helped drive the site. Next year's main mass participation project needs to be branded more simply and not be reliant on factors such as climate/weather to succeed.
  - Endanger Rangers School Competition reached over 520 schools with 16,538 entries across KS1-4.
  - Along with Save our Species online poll, Nature's Engineers Competition and SETI competition, 23,043 people took part in mass participation activities in 2010.
- *Overall participation in NSEW events and activities:* Between 1.5–2 million participants nationwide, an increase on the estimated 1.4 million in 2009.

- *Number of new organisers actively involved in NSEW:* There were 648 new event organisers in NSEW 2010, with 249 event organisers who were running an event for the second year running. In total, 947 known organisers participated in NSEW 2010. These numbers are an increase on 2009.
- *Widening access to science, engineering and technology to schools in challenging circumstances:* The Small Grant for Schools Scheme awarded 444 schools between £150–£500, 78% of these schools were taking part in NSEW for the first time. This will be offered as a kickstart grant set at £200 for 2011.
- *National awareness of NSEW:* NOP suggest awareness is comparable to 2009 figures at 9%. Our own survey of event attendees show that 45% were aware of NSEW. 2011 surveys will also investigate the impact of NSEW.
- *Web traffic and resource downloads:* There has been a 19% increase in traffic to the NSEW homepage during March 2010, compared with 2009. It is likely owing to more promotional partnerships. The 'What on Earth' and 'Rockin' Crystals' activity packs received 33% more downloads than new activity packs in 2009, despite overall downloads being down 26%. Existing activity packs will be revamped to extend their lifecycle. A partnership with Fifi and the Flowertots allowed NSEW and What on Earth to be targeted to pre-schoolers with a range of online resources.
- *Regional and national print and broadcast coverage:* 427 regional news articles, 19% increase on 2009; 24 articles in the national press, comparable to 2009. Total print media PR value = £463,775. TV and radio broadcast coverage was down, our high-profile media projects were shelved at the last minute. A varied year for media coverage, despite the highest print and online media coverage recorded, demonstrating the strength of the NSEW campaign.
- *Scientists and engineers participating in NSEW:* 5863 presenters were involved in NSEW 2010, 4.9% increase from 2009; of these 2807 were scientists/engineers, 49% of whom were taking part for the first time. Less scientists/engineers took part in 2010, it is recommended that a specific project be aimed at this group for 2011 along with an appropriate promotional partner in the trade press.



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