

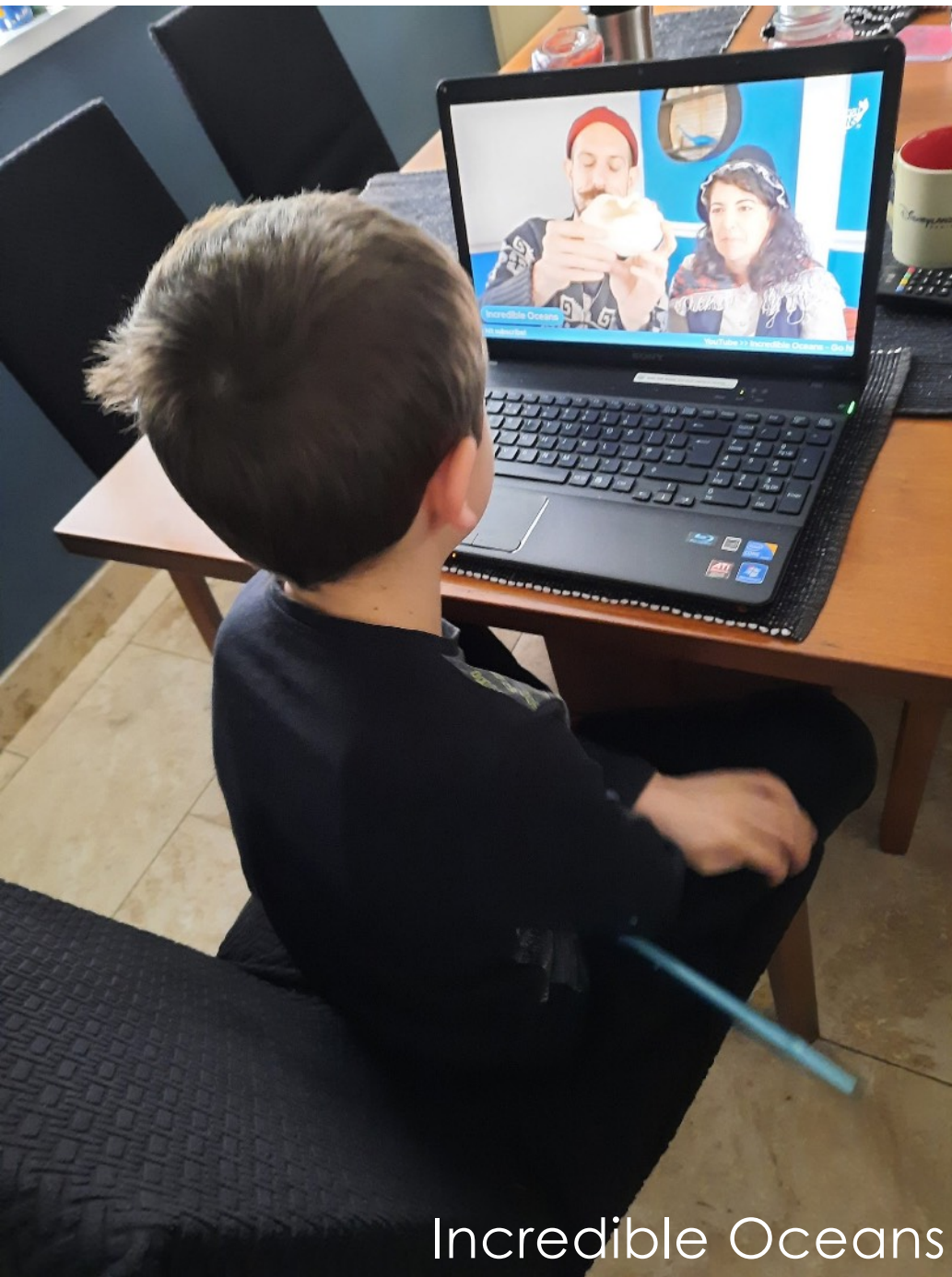
2021

---

# Cardiff Science Festival



Festival Report



Incredible Oceans

# Introduction

2021 welcomed the first digital Cardiff Science Festival. Not even a global pandemic could stop the festival from inspiring and educating thousands of people. We hosted a fully digital lineup of events, seamlessly moving from cafés and shops to settees and sofas!

Despite all of the challenges, the 2021 festival featured the **most events** and the most event partners that the festival has ever had. The events were the **most diverse yet**, providing inspiration to everyone, no matter their interests.

Possibly the most exciting aspect of the festival this year was the **global reach** that it had. With attendees joining from across the world, the festival gained global recognition and allowed us to showcase the amazing STEM work of Wales and the UK to the world.

The festival continues to make a positive impact on the people of Cardiff, South Wales and beyond and we look forward to the festival in 2022.

Unprecedented and  
uncertain times.  
Unstoppable science.

---

# Going Digital

The festival team were fortunate to have a year to prepare for an inevitably digital festival in 2021. The world quickly moved to online meetings and events, which only helped us adapt the festival to provide a digital offering of events.

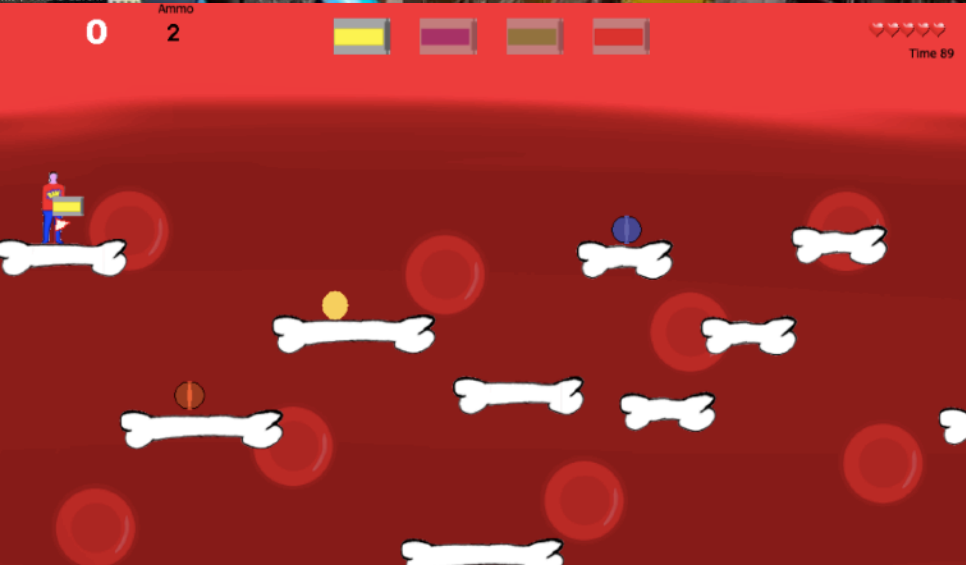
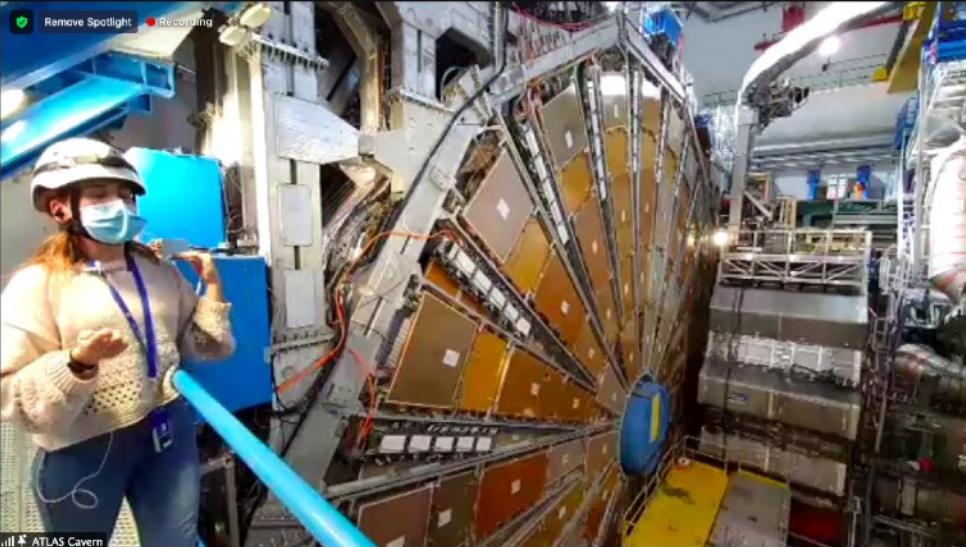
We were able to support event partners to run their **events online**. The festival provided technical advice, guidelines and support to running digital events, whilst the festival hosted some of the webinars and meetings, to further provide support to event partners.

We adapted our marketing to focus on digital promotion, with an emphasis on social media, engaging with communities online and a new website.

Overall the festival adapted near perfectly to going digital, offers a route to a **hybrid festival in the future**.



Polar Penguin Quiz



# Event Highlights

Cardiff Science Festival 2021 hosted **90 online events** over 4 days, working with **62 individual event partners**. These event partners consisted of university staff and researchers; science communicators; local businesses; and charities, with event partners joining from across the UK,

The events were hosted online, through a mix of video conferencing, video webinars, livestreams and digital resources. Moving the events online enabled us to **reach people around the world**, from Germany to the USA to India!

This year saw the first funded project for the festival, which allowed us to work with **Girl Guiding Cymru** and BAFTA award winning company Impact Gamers, to support the guides to make their own video games. We hope that this project will inspire the next generation of female coders and game designers.

The festival hosted the Cardiff heat of the **FameLab** 2021 competition. We are proud that two of the winners of the heat will represent Wales in the UK final.

# Event Partners

**90%** of event partners found working with the festival organising committee to be either good or very good

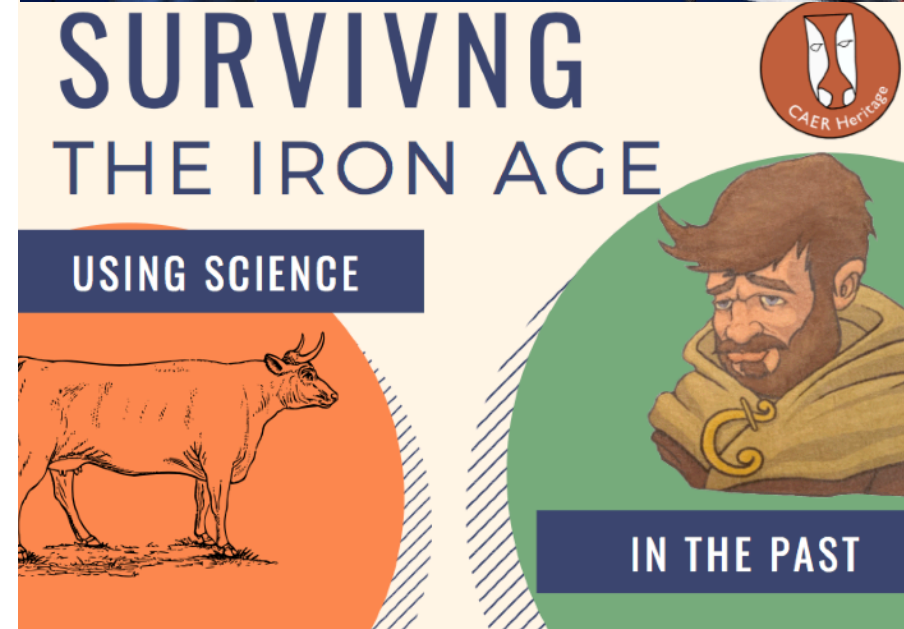
**83%** of event partners were either happy or very happy with their event

**100%** of event partners are interested in being a part of the festival again in 2021

**83%** of event partners found adapting to an online event was easy

**10%** of events delivered all or a part of their event in Welsh

**60%** of event partners are interested in running a digital or hybrid event in the future





The Science Behind Killing Eve

---

# Impact

This year, the festival focused on bringing a suite of digital events to the public, covering a wide range of STEM topics, featuring engaging and inspiring communicators. This, in conjunction with running events which highlight the role of STEM in people's everyday lives, helped us **reach over 3,800 people** directly through the events and many more through social media events. The festival had a **global reach**, showcasing UK STEM work to the world.



**4** days



**90** events



**3,800**  
people



**20+**  
countries  
reached



---

# Audience

The festival strives to be inclusive. We want to ensure that people of all ethnicities, ages, genders and levels of science capital **feel welcome** at every event at the festival. We also aim to reach audiences who do not usually engage with STEM events, by **reducing or removing the barriers** that discourage people from attending them.

71%

of attendees identified  
as **female**

57%

of attendees were  
**under 18 years old**

15%

of attendees identified  
as being a **person of  
colour**

96%

of attendees **enjoyed**  
**the event** they  
attended

95%

of attendees strongly  
agreed that they  
**learnt something**  
**new**

37%

of attendees said they  
**do not regularly attend**  
STEM events

97%

of attendee said  
they'd **attend another**  
**STEM event** in the  
future

---

# Digital Reach

Cardiff Science Festival has a significant online presence, utilising online platforms to engage with audiences to promote the festival and provide additional engagement. We were able to utilise this presence for the 2021 festival to promote the events in the absence of physical promotion.



**40,000**  
Website  
views



**208,000**  
Facebook  
daily reaches



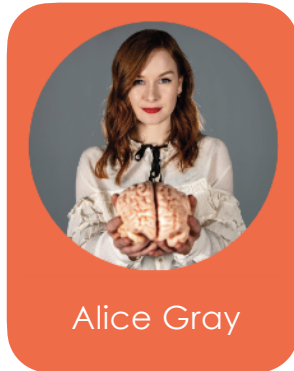
**323,000**  
Twitter  
impressions

# Meet the Committee

Cardiff Science Festival is run by the festival committee, which consists of a team of dedicated volunteers who give up their time to run the festival. We work for universities, colleges, government and science engagement organisations across the UK. We have been brought together by our **passion for STEM** and communicating with the public.



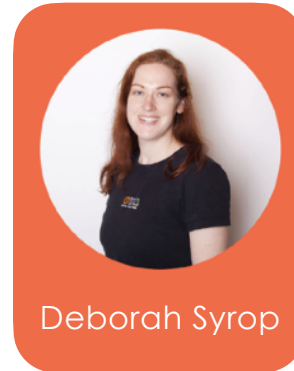
Matthew Allen



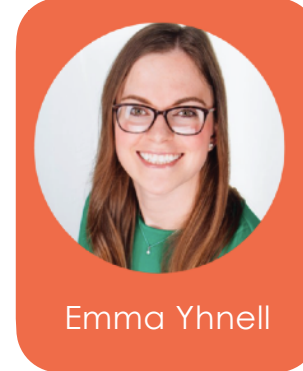
Alice Gray



Sri Ponnuswamy



Deborah Syrop



Emma Yhnell



Scott Morgan



Claudia Antolini



Grace Mullaly



Jonathan Tyrrell



Wendy Sadler



Lisa Whittaker

---

# Volunteers

Each year, the festival is supported by a team of incredible, selfless volunteers. They support individual events, collect attendee feedback and generally support the festival. Running a large science festival requires an incredible amount of support from volunteers, so we recognise the fantastic support that **13 volunteers** gave in 2020.

This year we were able to offer a **training** session to our volunteers, to provide them with the skills to help support the digital events at the festival. We hope that they will be able to use these skills in the future as part of other volunteering opportunities.

This year we wanted to showcase the festival volunteers to the public. We ran a *Meet The Volunteers* event to find out our volunteer's interest in STEM and why they volunteered at the festival. We hope that showcasing some of the amazing people behind the festival will inspire more people to get involved in STEM communication in the future.



---

# Festival Supporters

One key aim of the festival is to support researchers, businesses and STEM communicators, enabling them to run events at the festival. As such, we look to cover as much of the cost of the festival as possible, to allow running event to be accessible to as many STEM communicators as possible.

We are therefore incredibly grateful to our **five sponsors** of this year's festival, *Institute of Physics Wales, Royal Society of Chemistry, Cardiff Council, UK Research and Innovation and Renishaw*. Their support allowed us to run the festival in 2021, whilst also enabling us to build a structure to allow the festival to continue operating until the 2022 festival.



---

# 2022

It's difficult to imagine back in March 2020 that a year later we would still be restricted due to COVID-19. Similarly, it's hard to imagine that the 2022 festival won't feature at least some physical events. However, the success of the online events in reaching new audiences and increasing accessibility can't be ignored. In the interim, we will explore ways to run a *hybrid* festival in 2022, incorporating both digital and physical events.

With the loss of formal education due to COVID-19, the festival offers an opportunity to bring informal STEM education to the UK and the world, while promoting the innovative STEM work being done here in Wales.

We are therefore pleased to announce that Cardiff Science Festival will return in early 2022. We will build on this year's festival, to inspire and educate thousands of people through engaging STEM events.

