

SMASHfestUK 2016 – Solar Storm

SMASHfestUK is a narrative driven, hyperlocal festival for Deptford, South East London, bringing Science and The Arts to underserved communities.



SMASHfestUK 2016 in Numbers:

35 unique events and performances

4 kg of modelling clay

128 highlighter pens

7 Plasma balls

150 marshmallow
and strawberry
cable sculptures
of DNA

1048 ticket stubs

2 bicycles

250 glowsticks

94 artists and creative practitioners including
writers, artists, performers, poets, musicians,
digital producers and filmmakers

64 collaborations including new artworks,
presentations, and performances

2924 schoolchildren

200 prosthetic mutations

45 virtual reality
trips to the sun

40 SCIENTISTS

4143 web
page views

808 Facebook fans

5 litres tonic water

Our Evaluation. Overview of our reach.



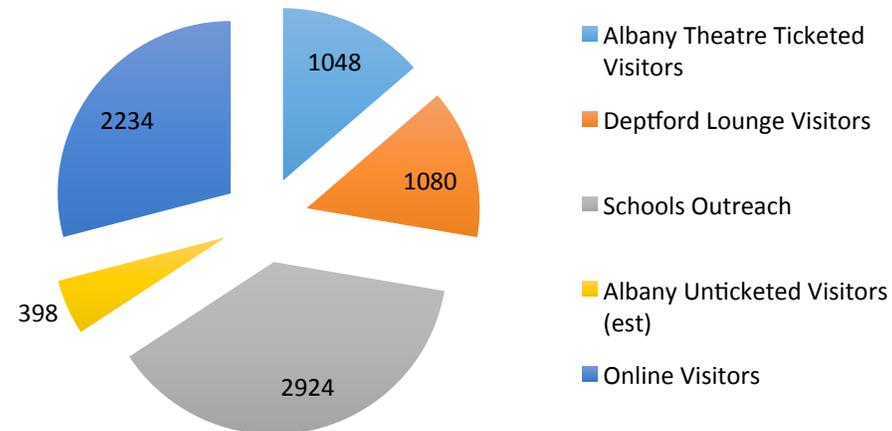
Deptford is within the London Borough of Lewisham in South East London

- 37% of young people live in poverty.
- 43% are BME
- Considered a “hard to reach” audience

- “SMASHfestUK 2016: Solar Storm” ran in Deptford SE8 from the 18th to the 20th February.

- 2000 people came to the festival
(from tickets and hourly visual head counts and observations)

- SMASHfestUK engaged with its 2000 strong audience, 7684 times
(data from ticket sales, headcounts, schools outreach numbers and web-site traffic – individual users, not page impressions)



What were our aims and objectives?

- SMASHfestUK was established with the specific aim of widening participation and increasing diversity in STEM and The Arts.
- To increase the science, cultural and social capital of young people in an underserved, deprived and diverse community.
- To use a “hyperlocal” approach to reach our target audience.
- To encourage girls and young women to engage with STEM subjects.
- To inform and educate the community in solar science as it relates to health.
- To entertain and educate the local families in Deptford, South East London through provision of a free science and arts festival.
- To increase awareness and open up opportunities for study and careers in STEM and The Arts for “hard to reach” audiences
- To encourage our diverse audience to believe that STEM & The Arts are for them.

Who did we survey?

- 101 people (5.05%) filled in a survey on a tablet, online or on paper.
- The survey respondents were skewed towards parents/carers/adults (58%), but did include responses from young people (42%)
- The survey responses were gender skewed towards females. This may have been a sample size aberration, or may have a genuine cause.
- There was a distinct difference in the ethnicity of the young people who responded (mostly BME) and the adults who responded (mostly white)
- This data is shown in detail in the following presentation

SMASHfestUK became aware this year that it was not able to put as many resources into its evaluation as would be required for a full and robust data analysis. This is a learning point for SMASHfestUK and one which it seeks to remedy in future years.

The SMASHfestUK team intend to seek funding for formal research grants to measure the impact of the festival on local communities, looking at outcomes including increased STEM capital leading to changed decisions for careers and study.

Did we achieve our objectives?

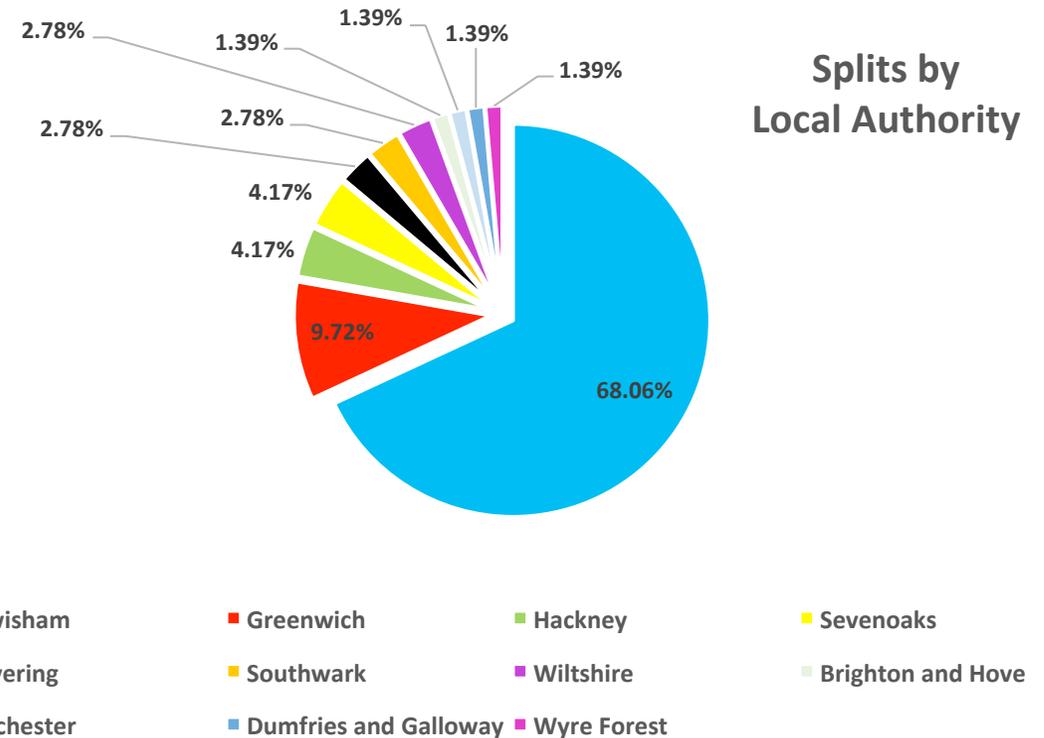
1. Where did our visitors come from?

- The vast majority from South East London
- 82% from Lewisham, Greenwich or Southwark.
- As far afield as Dumfries in Scotland.

National View



London

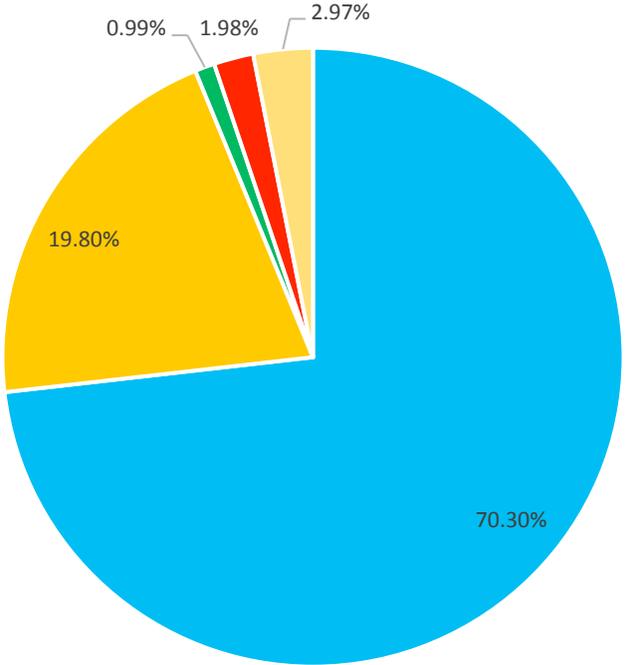


The data suggests that our “hyperlocal” approach is highly successful in engaging local communities which are underserved or considered “hard to reach.”

Did we achieve our objectives?

2. Was it an event that attracted family groups?

Who did you attend SMASHfestUK 2016 with?



The vast majority of SMASHfestUK visitors attended the festival as a family group.

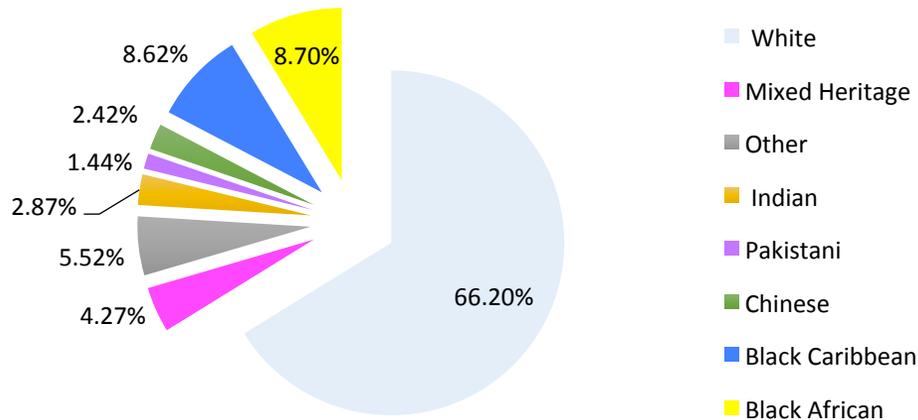
90% of visitors came with family or family & friends.

The data suggests SMASHfestUK is a successful format for engaging families.

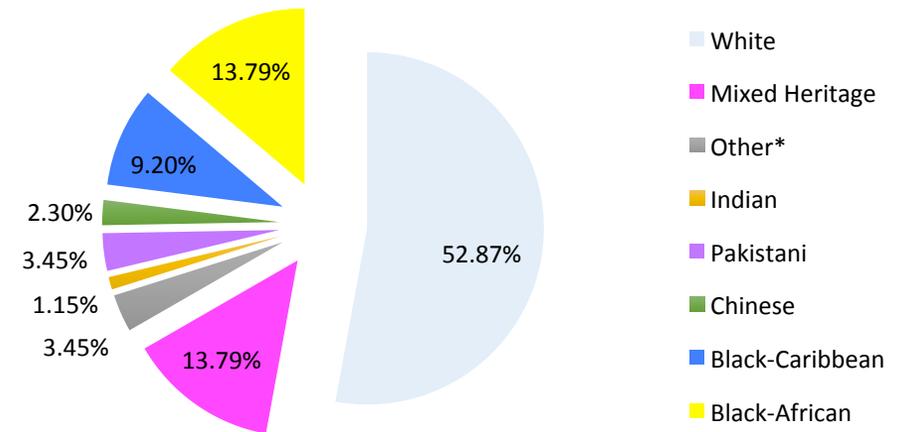
Did we achieve our objectives?

3. What were the ethnic demographics of the SMASHfestUK audience?

London Borough of Lewisham



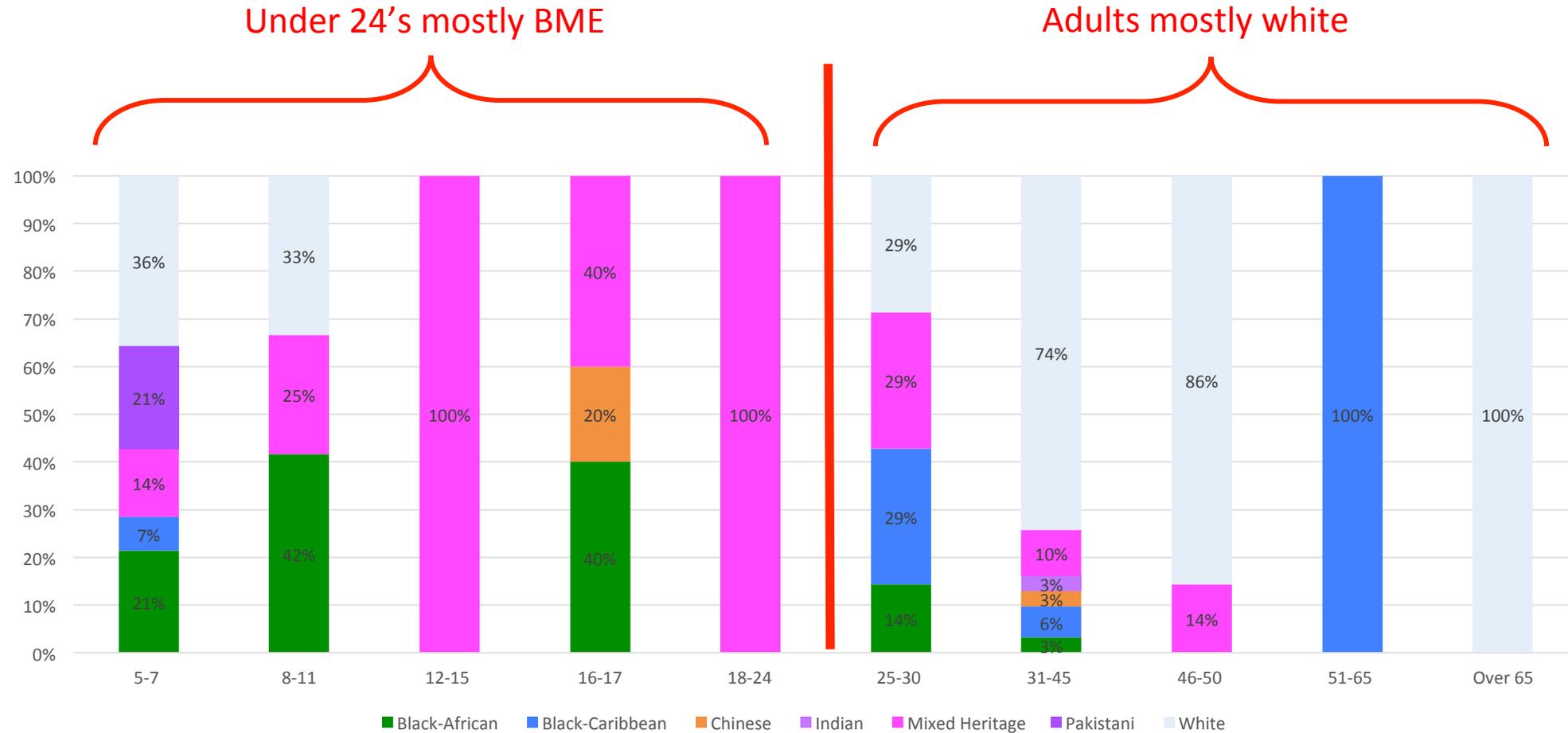
SMASHfestUK audience 2016 (all)



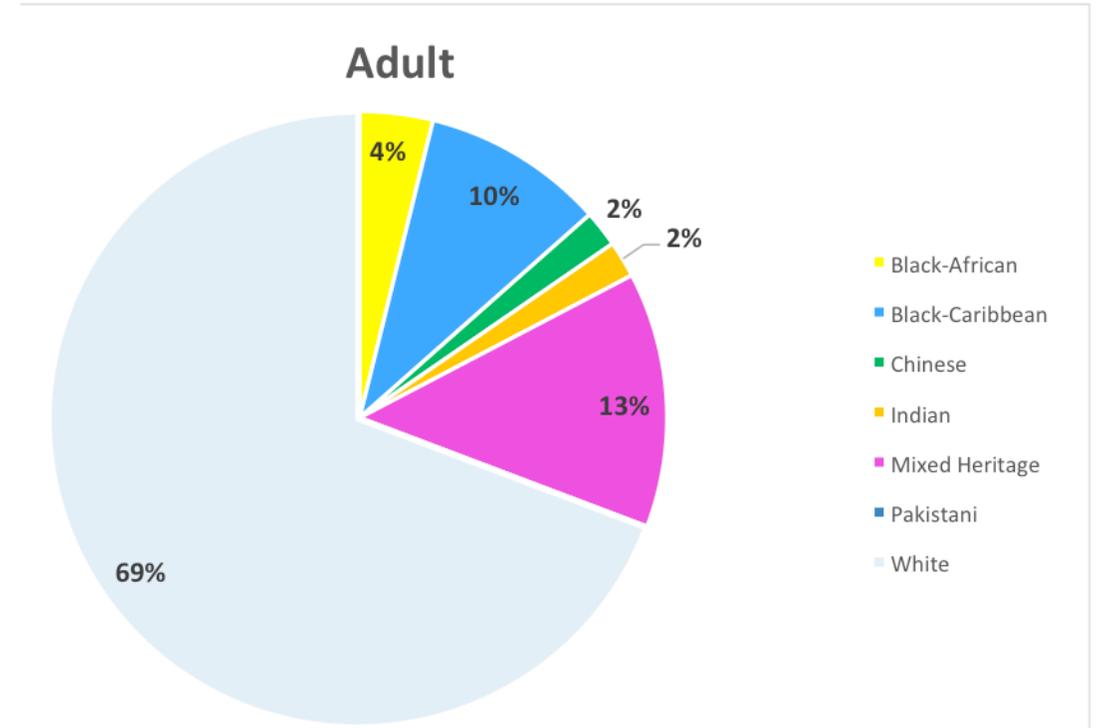
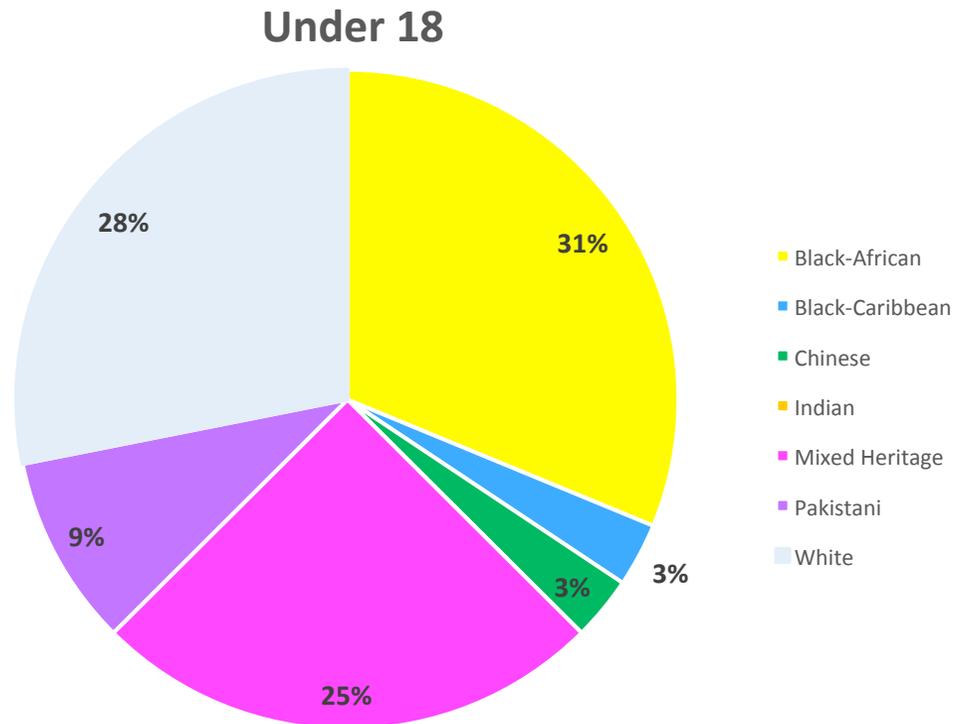
- 47% of our audience were BME, compared to 34% BME in the local population
- This shows that the “hyperlocal” approach adopted by SMASHfestUK succeeds in engaging underserved audiences who are considered “hard to reach”
- This data was further broken down to show that we engaged a very high percentage of BME young people (see next slide)
- The data suggest that the SMASHfestUK model is successful in attracting and engaging non-traditional audiences.

Did we achieve our objectives?

3. What were the ethnic demographics of the SMASHfestUK YOUTH audience?



Or envisaged another way...

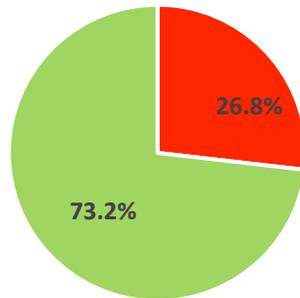


- The young people attending SMASHfestUK were 72% BME
- This shows that SMASHfestUK is engaging underserved audiences who are considered “hard to reach” at a significant level.
- The data suggests that the SMASHfestUK model is successful in attracting and engaging non-traditional audiences.
- This suggests that SMASHfestUK should invest further in their current audience development strategy.

Did we achieve our objectives?

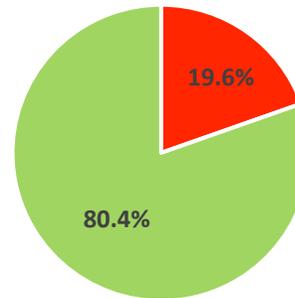
3. What were the gender of the SMASHfestUK audience?

Overall Gender Split



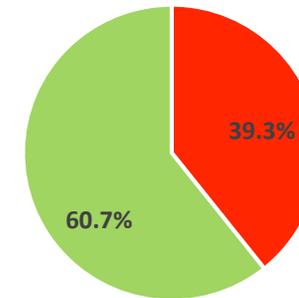
■ Male ■ Female

Adult Gender Split



■ Male ■ Female

Under 18 Gender Split



■ Male ■ Female

- We found an unexpectedly skewed gender split towards females. Looking at the adult audience, our inference is that more Mums and/or female carers are bringing children along, but does not explain the under 18 skew.
- We find this encouraging as one of our aims is equal gender and this will help us strategically with programming in the future.
- This suggests that we are encouraging women and girls to engage in STEM subjects.
- Strategically we will continue to programme for this audience, and intend to run a focus group taken from sector of our audience in order to more fully interrogate the observations.

Audience Feedback: What did you like?

Attendees were asked to select a single “favourite” event – this has manifested in a spread of votes, reflecting the fact that the activities appealed to a wide range of interests.

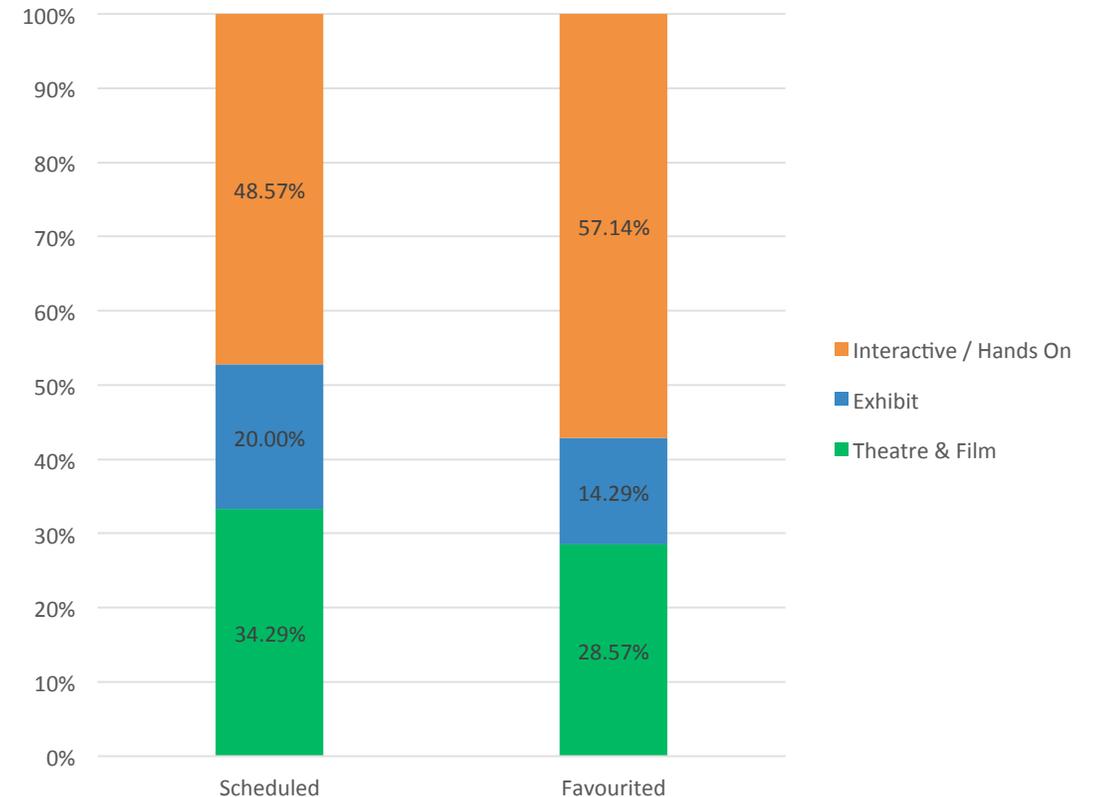
Key Points:

- There was a good correlation between the percentage of event types programmes and those correlated.
- Interactive activities were the most popular, polling nearly 60% of votes cast despite accounting for only 48% of the scheduled events.

Learning:

- Interactives actively engage the audience dialogically ensuring that learning is taking place.
- Dr De’ath (Simon Watt History of Medicine) was the single theatre event with the most positive votes and we intend to continue to programme these events
- Strategically this suggests that our programming is working well for our diverse audience, including something for everyone.
- The learning from our evaluation for 2015 meant that we programmed the use of theatre space differently in 2016 and this has had a positive impact on audience responses.

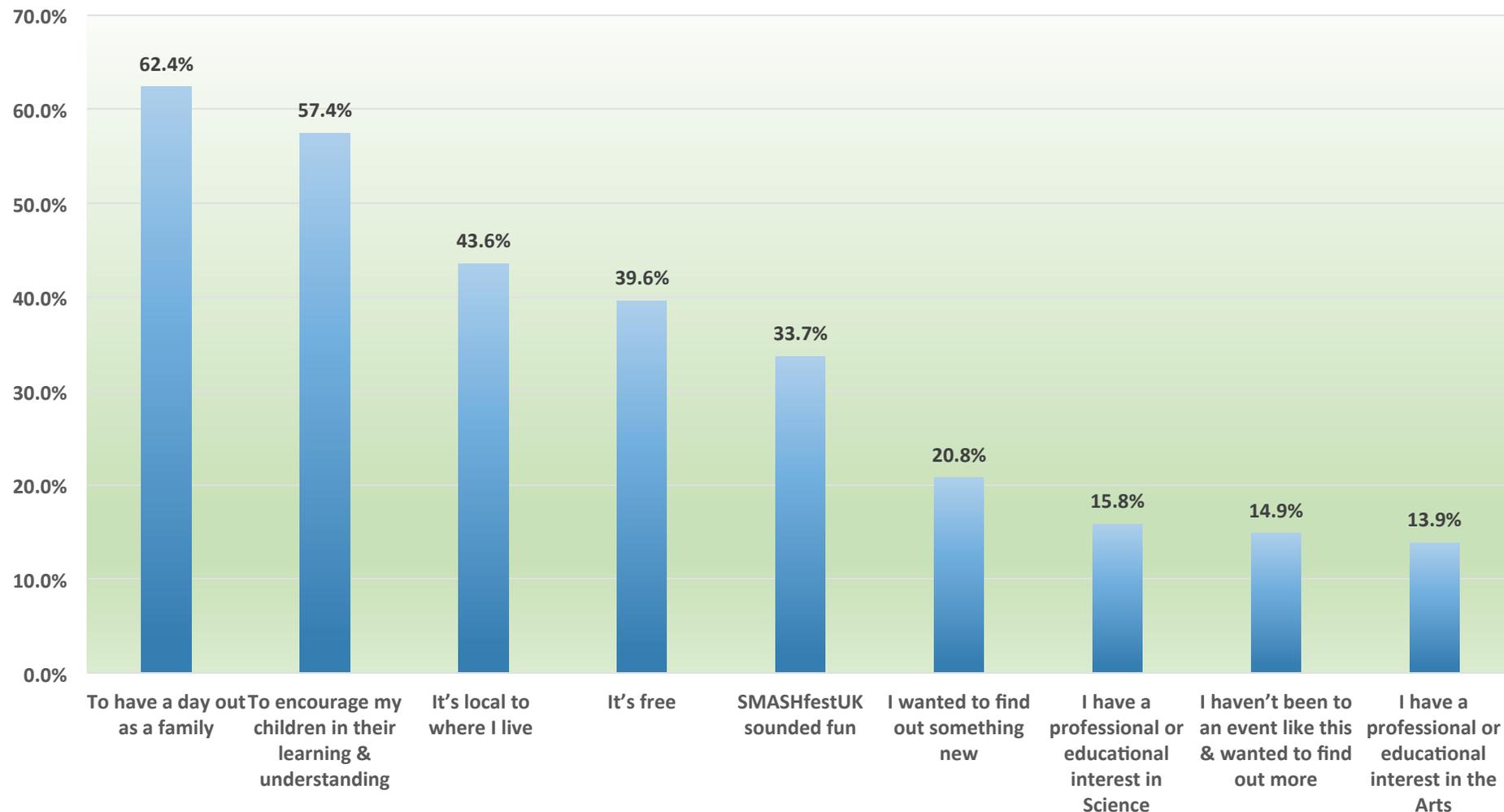
Activity Splits by share of programme vs share of votes by public.



Audience Feedback: Why did you come?

The main reasons people came were because

- it was a family experience and therefore our objective to provide a family festival experience was achieved.
- To enhance children's education and understanding and therefore this objective was also achieved
- Because it was both local and, importantly for this audience, free
- Strategically this means it is vital SMASHfestUK remains free and we continue with our hyperlocal approach.
- We have also clearly shown that we have new audiences beyond those already engaged with science and the arts

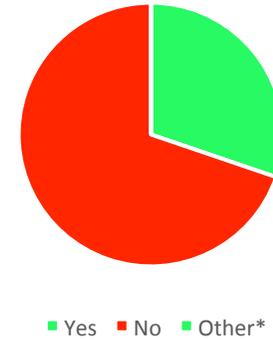


SMASHfestUK Impact

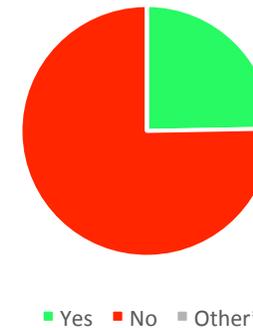
Are we developing new audiences?

- Feedback strongly suggests the festival reached out to audiences who were new to the idea of Science/Arts festivals, although several people returned following last year's event.
- This suggests that we are succeeding in our aims of widening participation and increasing diversity.
- The ability to build and engage new audiences will help with SMASHfestUK's resilience and sustainability in the longer term.

Did you attend SMASHfestUK 2015?



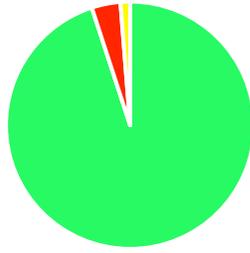
Have you been to a similar event?



SMASHfestUK Impact

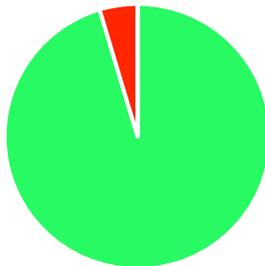
Are our audience learning about STEM and The Arts?

Have you learned things today that you didn't know before?



■ Yes ■ No ■ Other*

Did SMASHfestUK alert you to new ideas or make you think of things you hadn't thought of before?



■ Yes ■ No ■ Other*

Key Points:

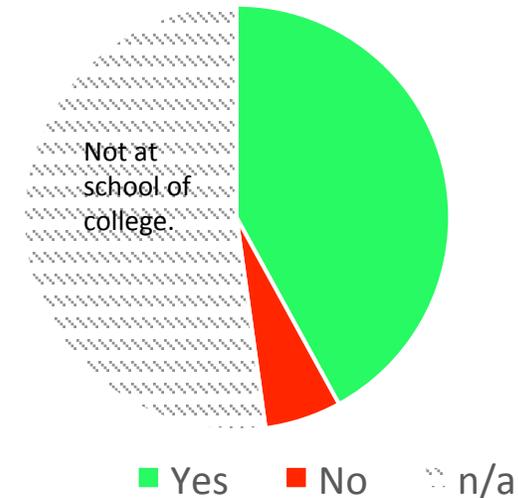
- We received hugely positive responses by people indicating they learned new things and were opened up to new ideas. Not only did the audience learn new facts, but were also opening up to new concepts.
- This suggests that we were successful in meeting our objectives of engaging, informing and educating our audience through entertainment and the festival experience.
- We suggest from this data that we are increasing the science capital of our audience.
- The content and the execution of SMASHfestUK events is successful and we will continue to programme in a way that may allow this engagement to be deepened and the engagement sustained.
- We suggest that one of the reasons for this success is the variety of genres of activities, content and subject matter.
- The breadth of the content, and narrative linking of events allowed development of conceptual thought.

SMASHfestUK Impact

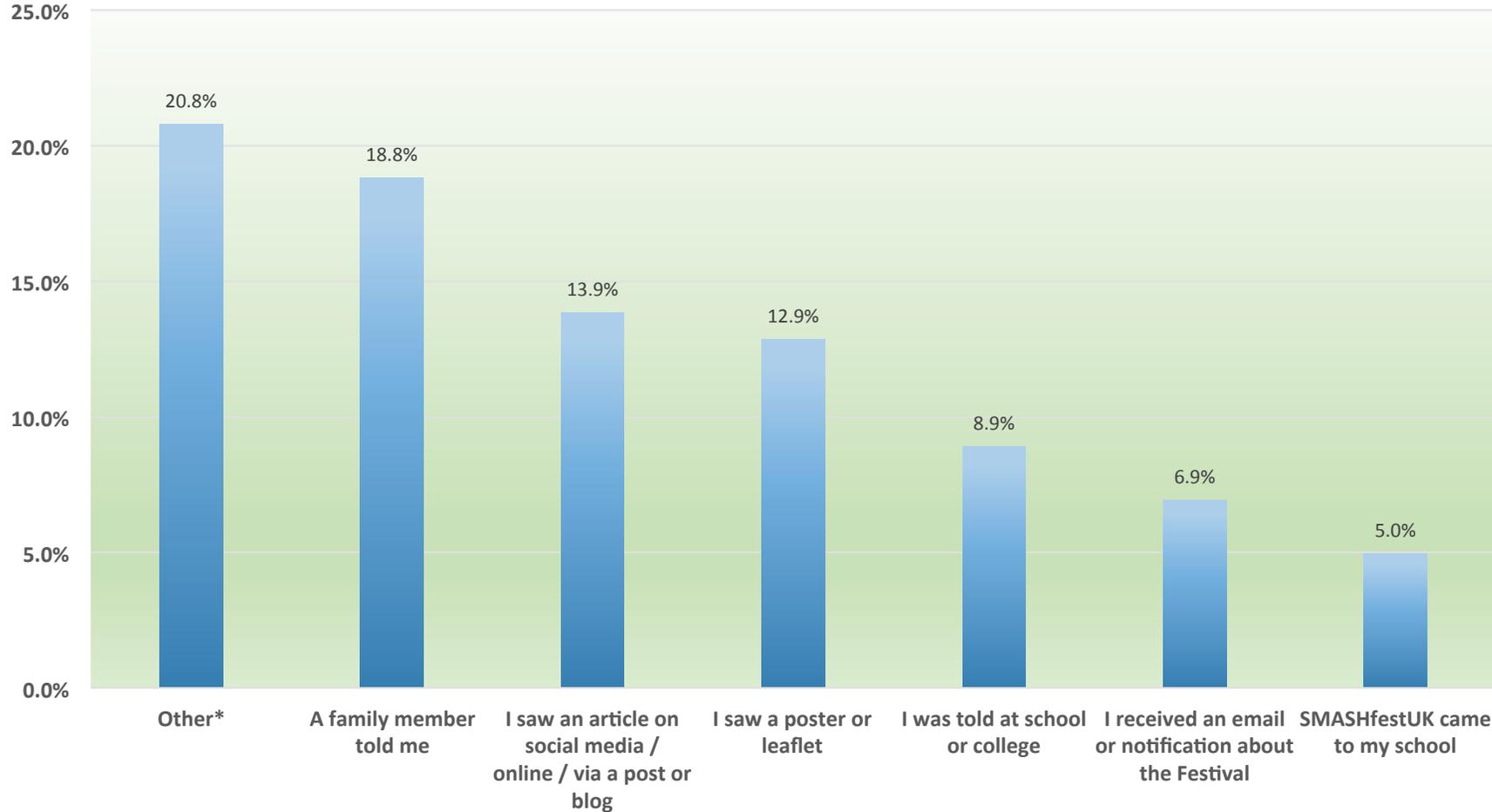
Is SMASHfestUK increasing science capital in a way that could influence future choices in career/study?

- An overwhelming number of respondents in school or college (87.5%) said the SMASHfestUK experience might influence future career or study choices.
- When data was stratified to include under-18s only, there was a 100% positive response to this question.
- This suggests that the SMASHfestUK model for increasing science capital effect is successful in increasing awareness and opening up opportunities for studying and careers in STEM for underserved and “hard to reach” audiences.
- We believe that using the SMASHfestUK model to increase science capital in this community may impact the future choices of young people with regard to STEM and The Arts
- It is proposed that the SMASHfestUK model could be successful as a delivery vehicle for wider increases in diversity in the fields of STEM and The Arts.

If you are at school or college, do you think your SMASHfestUK experience might influence your choices about what you'd like to study or do?



How did you find out about SMASHfestUK 2016?



Attendees could select any and all responses that applied.

Most people selected more than one option.

Several people answered that they were out on the street and saw SMASHfestUK's Science Buskers.

Combined 20% of attendees heard about SMASHfestUK via digital media vs. 13% printed material.

We suggest that the high instance of family word of mouth referrals means that the combination of

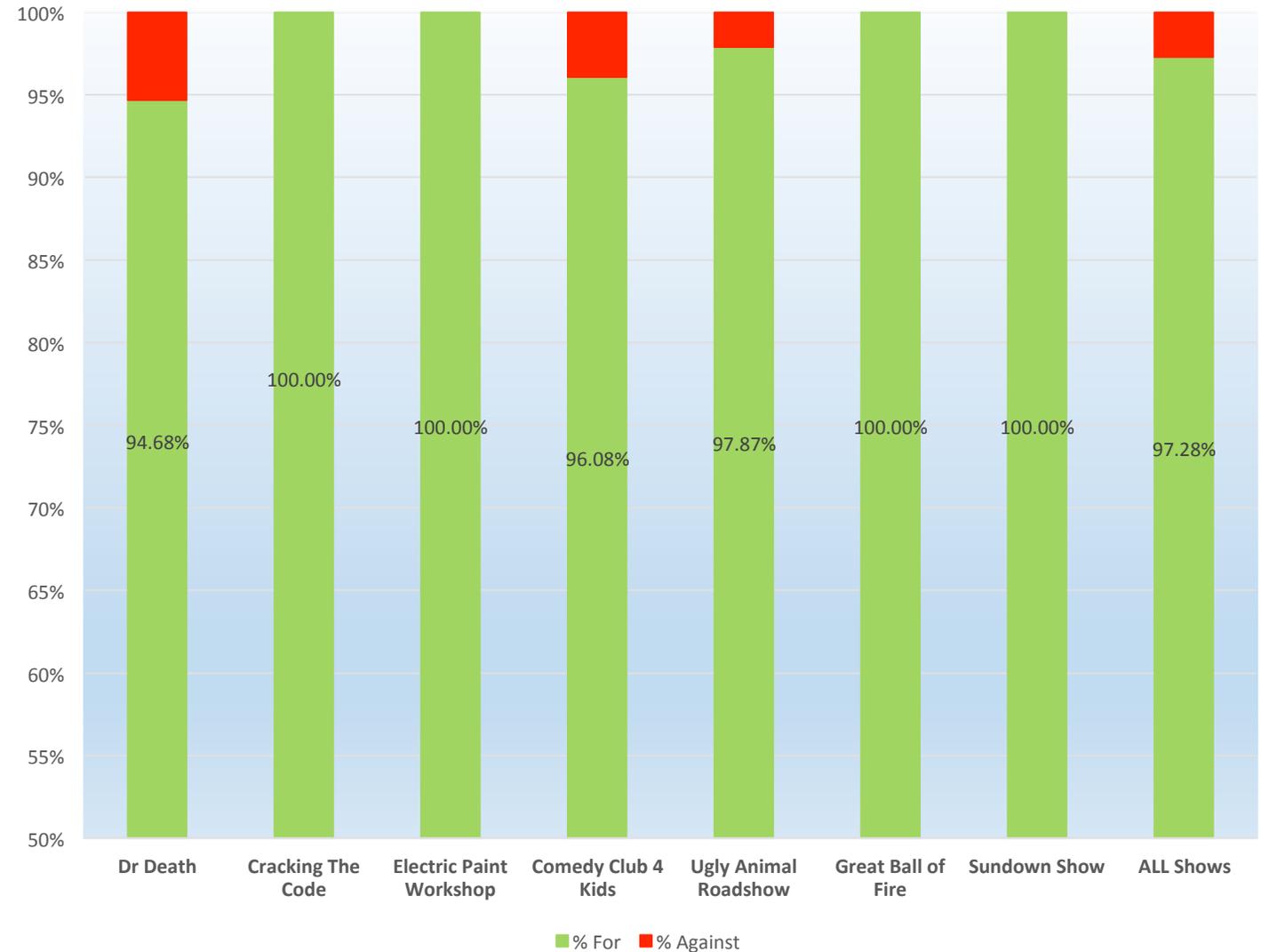
- Local advisory groups
- Participatory design
- Young Science Explainer Programme
- Schools Outreach

is allowing us to begin to take root in the community ecosystem.

We would like to deepen this community relationship and build on these roots to increase our engagement with the Deptford community.

Theatre in SMASHfestUK

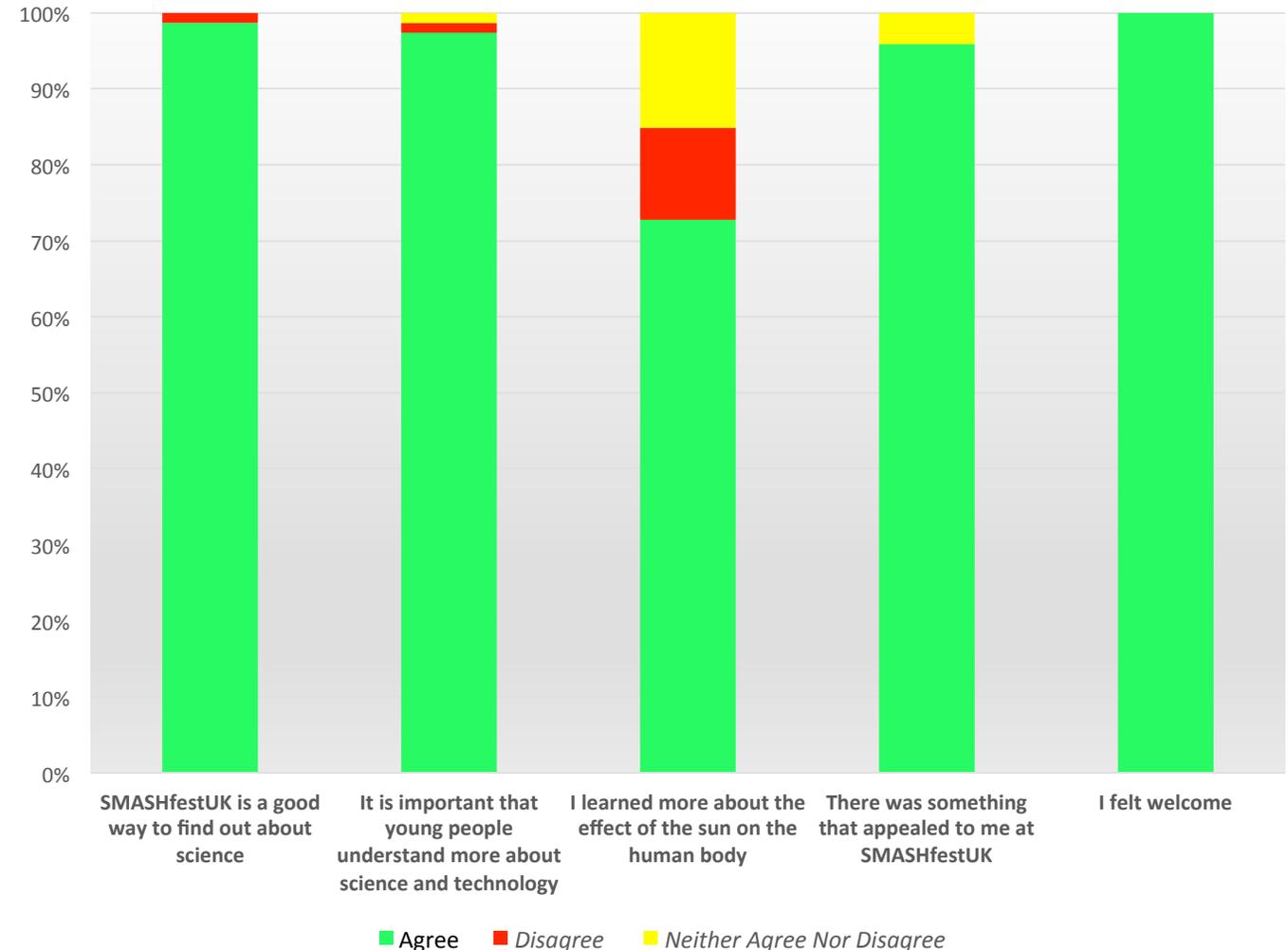
- The theatre shows received very positive feedback across the three days.
 - The children attending the shows were invited to cast a simple happy face / sad face vote, depending on whether they enjoyed the show and wanted to see more, or didn't enjoy.
 - Of 367 votes cast, 97.28% were positive, and many of the shows polled 100% approval, as seen by the red/green bar chart.
 - Cracking the Code was considered the show with the most high level educational content, which it was thought, might be too difficult for younger audience members, but received not only the highest number of individual votes cast, but 100% approval.
- We suggest that interactive theatre is a successful way to engage both parents and children in education and learning at a higher level than might be expected.
- Tolerance for educational content delivered in this way is high and genuine interactivity, dialogue and learning using real life examples offered by audience members was observed.



SMASHfestUK Impact

One of our aims is to encourage our audience to believe that STEM and The Arts are “for them”.

- 96% of our diverse audience found something that appealed to them at SMASHfestUK.
- 100% respondents felt welcome at SMASHfestUK
- We believe this is part of increasing the science capital for our young Deptford audience which, we hope, if sustained, may change career and study choices in favour of STEM in the future.
- We believe this may help change attitudes and foster beliefs in the BME community that STEM and The Arts ARE “for me”
- 98% agreed SMASHfestUK was a good way to learn about science
- We believe our narrative driven, hyperlocal approach has impact and is effective in increasing science capital and can be built upon further.
- 73% learned more than they knew about the effect of the sun on the human body
- We succeeded in our aims of increasing the biomedical and health knowledge of our audience.
- Strategically we think we can deepen and sustain the learning, especially with regards to health outcomes, in a way that will benefit the health of the community in future.



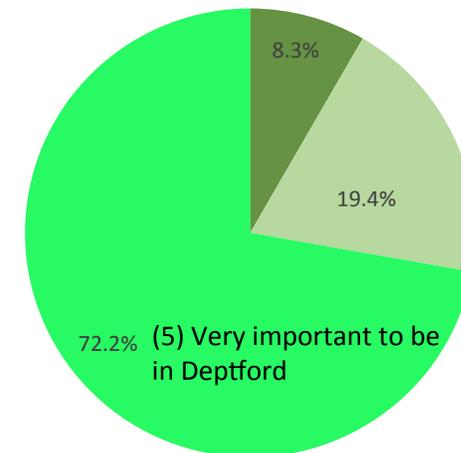
SMASHfestUK in Deptford?

How important to our audience is the “hyperlocal” approach?

- The SMASHfestUK audience overwhelmingly (72%) voted that it was very important that SMASHfestUK was in Deptford.
- This strengthens our belief that the hyperlocal approach works well for engaging audiences who might not otherwise engage with science.
- Strategically the positive response suggests that deepening the bonds between SMASHfestUK and Deptford will be possible and result in positive longer term outcomes for the community

Attendees were asked to rate on a scale of 1-5 how important they felt it was for SMASHfestUK to be held in Deptford.

Where:
1 = Not important
5 = Very important



1 2 3 4 5

