



Dunbar SciFest

www.dunbarscifest.org.uk

Dunbar is an historic town that has undergone many transformations and has expanded considerably in recent years into a commuter town for Edinburgh, with a growing population of over 8,500. It is renowned as the birthplace of John Muir; explorer, naturalist, inventor and conservationist. Dunbar is developing a vibrant arts community and as so many scientists live in and around Dunbar, Dunbar PS parents were keen to develop an equally dynamic science community and ensure that our children are given great opportunities to get engaged with and inspired by science, technology engineering and maths.

Dunbar Primary School is one of the largest primary schools in the UK, with over 1,300 pupils at the school and nursery. We are a thriving school community, with a very active and progressive Parent Council.

During the autumn of 2010, the Science Sub Group of the Parent Council were considering how we could utilise the talents of the large numbers of parents who are working scientists to help the school better deliver science to pupils. We decided to set up a Science Club that would be run by parents to switch kids onto science and, by demonstrating the extraordinary diversity of science career opportunities available locally, to inspire them to want to study science up to degree level and become the next generation of successful Scottish scientists.

In order to inspire scientist parents to give up their precious Saturday mornings, we created a small science festival to get families involved and through having a great time themselves and seeing how much their children enjoyed a variety of fun activities, motivate these parents to get involved in supporting the delivery of science in Dunbar PS, initially through the monthly Saturday morning Science Club! From the first five-hour Dunbar SciFest in March 2011 that attracted 2,000 festival, this community science festival grew to an 11 day event in 2014 that attracted nearly 8,500 visitors. The Dunbar Science Club has also grown and now delivers 3 Saturday morning workshops every fortnight, between September and June annually.

[Dunbar SciFest](#) is one of Scotland's 19 science festivals and our community science festival has won a number of awards. Dunbar SciFest takes place in Dunbar Primary School's John Muir Campus and Dunbar's Bleachingfield Community Centre, next to the John Muir Campus.

Dunbar SciFest 2013 was awarded '*Outstanding Contribution to National Science & Engineering Week 2013*' by the British Science Association. Dunbar PS Parent Council won the '*Parents as Partners in Learning*' Award, with Dunbar SciFest cited as a significant achievement, in the Scottish Education 2013 Awards (Education Scotland, Smarter Scotland & Daily Record). Dunbar SciFest 2012 was awarded the "*Best Community Event*" Award by the National Science & Engineering Week (NSEW) 2012.

Dunbar SciFest 2012 was cited in the Education Scotland "*Inspection of the Learning Community surrounding Dunbar Grammar School*" report (09.04.13) "*Volunteers in community groups and organisations work very effectively to promote events in Dunbar. SciFest, a highly successful annual science festival, has attracted high visitor number and increased interest in science, technology and engineering. Its organisers, from the very strong Parent Council at Dunbar Primary School, are now working to further develop the annual festival to include a week long Education Programme in schools*".

The Dunbar SciFest Organising Team is formed from the Science, Technology, Engineering & Maths sub-group of the Dunbar Primary School Parent Council and is composed of parents who are Class Reps or have volunteered specifically to be members of this team. The 2014 Dunbar SciFest Organising Team increased from 8 to 15 and we have a huge pool parents, grandparents, teachers and local students, who volunteer to support the delivery of Dunbar SciFest annually. Members of this team also organise the fortnightly Dunbar Science Club. In the autumn of 2014, we will become a **Scottish Charitable Incorporated Organisation** (SCIO) to facilitate the consolidation of the governance of our festival and to apply for other sources of funding.

Dunbar SciFest videos

Dunbar SciFest 2014 videos

<http://dunbarscifest.org.uk/videos>
<http://news.stv.tv/east-central/217763-scotlands-first-deaf-doctor-audrey-cameron-at-dunbar-scifest/>
<http://www.bbc.co.uk/news/uk-scotland-tayside-central-26066547>

Dunbar SciFest 2011 video

<http://www.youtube.com/watch?v=wAjlhAHVB8>

Dunbar SciFest 2012 video

<http://dunbarscifest.org.uk/?p=1144>

Dunbar SciFest 2012 STV clip

<http://dunbarscifest.org.uk/?p=1043>

Dunbar SciFest 2013 video

<http://www.youtube.com/watch?v=8n-ezx8Hhsw>

Dunbar SciFest 2014



Dunbar SciFest 2013



Dunbar SciFest 2012



Summary - Dunbar SciFest 2014

Dunbar SciFest 2014 was organised by 15 volunteer parents and attracted nearly 8,500 visitors. It was held in the John Muir Campus of Dunbar PS and the Bleachingfield Community Centre. It expanded to an eleven day event that ran between Thursday 13 and Sunday 23 March. It including evening events over 2 weekends, a five day Education Programme held between Monday 17 and Friday 21 March, followed by the Dunbar SciFest weekend on Saturday 22 and Sunday 23 March. The festival was open on both days between 10am and 5pm.

It was funded by the Scottish Government (Office of the Chief Scientific Advisor), EDF Energy (Torness), Community Windpower, Viridor Waste Management, Dunbar Community Council, East Lothian Council (Signature Event Fund & the Arts Service) and supported by Dunbar Primary School, DPS Parent Council, Dunbar Science Club, Dunbar Library and the University of Edinburgh (SCI-FUN). The provisional total cost of delivering Dunbar SciFest 2014 was £30,442 to deliver and secured £19,375 funding.

83 organisations, including 37 new organisations, (total 202 individual event providers) provided 100 different events over the 11 days, equating to 227 individual activities. 109 volunteers ensured that the event ran smoothly - 65 local parents, grandparents, teachers and others, along with 60 Dunbar Grammar and Primary School pupils and Brownies, volunteered over the Dunbar SciFest Weekend and ensured the smooth running of the festival.

East Coast FM aired live broadcasts throughout the day over the whole SciFest weekend. Dunbar SciFest attracted 8,466 visitors. 5,175 visitors attended the weekend events, in addition to the 2,780 pupils and teachers that attended the preceding 5 day Education Programme and the 106 adults that attended the 8 evening events, including 2 Book Club events.

Total visitor numbers: 8,466	Dunbar SciFest 2014 Thursday 13 – Sunday 23 March 202 people from 83 organisations provided 100 different events (227 individual activities) over 11 days	
Education Programme (Mon 17 – Fri 21) 2,780	31 EISF Generation Science Workshops 1,530 pupils (1,450) and teachers (80)	4 Stage shows 1,250 pupils (1,200) and teachers (50)
SciFest Weekend 5,120	Sat 22 March: 2,640 <ul style="list-style-type: none"> • John Muir Campus: 2,060 • SCI-FUN, Bleachingfield: 580 • Dunbar Library: 195 	Sun 23 March: 2,480 <ul style="list-style-type: none"> • John Muir Campus: 1,910 • SCI-FUN, Bleachingfield: 570 • Dunbar Library: Close
SCI-FUN Early Bird 55	Sun 23 March SCI-FUN Early Bird event: 55 (14 families)	
Event Provider staff 202	Event Providers: 202 161 (80.5%) volunteered their time, including 30 (15%) who were parents or DGS teachers & only 39 (19.5%) were paid to take part. 83 event provider organisations, including 37 new & 8 new authors	
Weekend volunteers 125	Weekend volunteers: 125 50 local parents, grandparents, teachers and others + SciFest Team 15 = 65 & 12 Dunbar Grammar School pupils & 32 Dunbar PS P7 Pupils & 16 Dunbar Brownies	
Six evening events, (Thurs 13 – Sat 22) 91	Thurs 13.03.14 Refresh Project: 10 Fri 14.03.14: Crime Writers Fiction: 9 Sat 15.03.14: Café Scientifique: 8 Sun 16.03.14: Natural World: 11 Sat 22.03.14: Gerry Hughes: 35 Sat 22.03.14: Grown Up Fun @SCI-FUN: 18	
2 Book Club evening events: 15	Book: "State of Wonder" by Anne Patchett.	

Dunbar Book Clubs, the Reading Experiment and 2014 Adult Programme of Evening Events

Prior to Dunbar SciFest, 2 Dunbar Book Clubs read the science-themed book “*State of Wonder*” by Anne Patchett. Their discussion sessions were facilitated by Sarah Keer Keer, from the University of Edinburgh Wellcome Trust Centre for Cell Biology and Midlothian Science Festival and the participating scientist, Neil Mackenzie, whose PhD research on drug discovery that joined these discussions really brought the science to life.

This year, Dunbar SciFest collaborated with the Edinburgh International Science Festival and the Midlothian Science Festival on a new project called *The Reading Experiment*, supported by funding from Homecoming Scotland <http://www.sciencefestival.co.uk/whats-on/the-reading-experiment>. This project aimed to encourage people to immerse themselves in the world of science writing in all its richly diverse forms through this new initiative. Celebrating the spaces where the worlds of science and words collide, and acknowledging the power of each, *The Reading Experiment* encouraged everyone to engage anew with science writing of all sorts – from popular science to poetry, literacy fiction to sci-fi, including sharing inspirational [reading lists](#) and recommendations from scientists and science-enthused celebrities.

Our Adult Programme of 6 evening events was developed (Thursday 13 - Sunday 16 & Saturday 22 March) through a new partnership with CoastWord (Dunbar's new festival of words www.CoastWord.co.uk) and was supported by funding from Homecoming Scotland. The entertaining and stimulatingly diverse events included a Café Scientifique; a Crime Writers discussion on how recent technological development in publishing have changed the world for readers and authors; an event describing how creating stories based on academic research has brought out real people's voices from the factual data, as well as an evening of discussion and readings inspired by the Natural World. The Dunbar SciFest Adult Programme culminated on Saturday 22 March, with 2 inspiring events. Gerry Hughes described his epic and inspirational adventures as the first deaf yachtsman to complete a round the world voyage via the Five Great Capes while *Grown Up Fun @ SCI-FUN* was everyone's chance to come and play with the SCI-FUN interactives, while being amused by some stand-up comedy and entertained by live music and Rock the Lab - the Edinburgh International Science Festival's grown up version of their Busking Bike!

Molecule Hunt and the Dunbar Traders Association

Once again, we were delighted that the Dunbar Traders Association hosted the Dunbar Molecule Hunt 2014, with 17 local businesses participating. This innovative project has proved to be a great way of involving the local business community and children and families really enjoyed participating in this activity between the February mid-term holiday and the SciFest weekend (6 week duration, Sat 8 February – Sat 22 March). The Dunbar Traders Association also took part in the Dunbar SciFest Weekend for the first time this year, showcasing local businesses to our festival visitors from outwith Dunbar and East Lothian.

EDF Education Programme – 35 events

Thanks to the generous sponsorship of EDF and the Scottish Government, Generation Science, the education outreach programme of Edinburgh International Science Festival provided 31 workshops (6 age specific themes) to 1,530 pupils and teachers from the 5 Dunbar cluster primary schools between Monday 17 and Thursday 21 March. On Friday 21 March, an additional 1,250 pupils and teachers enjoyed 4 Friday morning stage shows delivered by Mr Boom and Fly Agaric.

Viridor Stage Shows - interpreted in British Sign Language – 4 shows & 10 performances

During the Dunbar SciFest 2014 Weekend, the Viridor Stage Shows included new stage shows “The Fantastic Physics Fire Show!” by Fly Agaric Performing Arts which featured flames, bangs and spectacular surprises and the perennial favourite “Mr Boom” the children's one-man band – who arrived from the Moon in his spaceship Imagination and took the audience on an amazing adventure through time and space! Stage shows were also provided by the Scottish Seabird Centre “Professor Egghead's Super Seabirds!” and Science Shows in British Sign Language (BSL). BSL interpreters were available all weekend to interpret all the stage shows and to translate for deaf children attending workshops. This year no shows were delivered within the Community Windpower Marquee, hence the total number of stage reduced from 20 to 10.

Community Windpower Marquee – 12 drop in sessions

Community Windpower (CWL) supported the drop in sessions within the CWL Marquee, and had their own stall there, alongside Be Green Dunbar and Sustaining Dunbar.

The marquee included a suitably coastal marine theme given our coastal location, with the hugely popular marine touch tanks provided by Heriot Watt University and Royal Haskoning Environmental Consultants, allowing everyone to get wet while handling sea urchins, star fish, crab and other fascinating marine life. They were alongside the Marine Conservation Society and Ocean Science Consultancy, an international marine mammal consultancy based in Dunbar.

Another department from Heriot Watt University, the Institute of Biological Chemistry, Biophysics and Bioengineering ran drop in sessions called “*From deep sea to deep space: the technologies revolutionising biological and medical imaging*”, revealing how bioluminescent marine organisms have revolutionised biological microscopy by providing a means to directly observe the details of how cells work, interact and function.

A student volunteer with the Lothian & Borders Geoconservation Group developed a new interpretive leaflet “The Geology of the Coast of Dunbar” that was trialled at Dunbar SciFest, alongside a Treasure Hunt.

Assembly Hall & Gym Hall – 16 drop in sessions

There was a diverse selection of drop in sessions within the 2 main halls, including creating computer programming; building a body and testing your fitness; making molecule models; exploring electricity; investigating archaeo-science and crystal chemistry and exploring the microscopic world!

In total 33 Drop In Sessions were delivered over the Dunbar SciFest weekend, including 5 delivered outside in the playground, in the Parents’ Room and in the Dining Room.

Community Windpower Workshops – 13 workshops (75 sessions)

This year, Community Windpower (CWL) also supported the CWL Workshops. In addition to the ever popular Charles River Kitchen Chemistry workshops, Computer Explorer workshops and the delightfully gruesome organ dissection workshops, five new workshops were provided, including Dynamic Earth and the East Lothian Museum Service offering dinosaur workshops; the Royal Observatory Edinburgh’s *Wonders of our Solar System* workshop and Think Science’s Planetarium.

For teenagers we had 2 workshops specially created for 13+: “*Zombie Science: Worst Case Scenario*” and “*Zombie Science: Brain of the Dead*” where they could discover how a Zombie brain works in this spoof lecture featuring interactive demonstrations and a multi-media presentation.

Under Fives Zone – 4 storytellers ran 38 sessions (supported by East Lothian Council the Arts Service)

The Under Fives Zone was located within “The Cove”, where toddlers could enjoy the soft play area, enclosed garden and storytelling sessions provided by four local professional storytellers.

Bleachingfield Community Centre - SCI-FUN exhibition (supported by the University of Edinburgh)

SCI-FUN, the University of Edinburgh’s Scottish Science and Technology Roadshow took over the Bleachingfield Community Centre with 50 interactive science activities, including controlling lightning; seeing a hole in your hand; solving a crime; making a human electric circuit; “relaxing” in the ever-popular spinning chair; and many, many more that will keep families entertained for hours.

Early Bird event

New for this year, SCI-FUN opened its doors early on Sunday 23rd March (9am - 10am), to allow children with Autism Spectrum Condition and their family’s exclusive access to experience the interactive exhibits in relative peace. The SCI-FUN team and volunteers from Steps to Inclusion provided specialised assistance, including creating a Visual Story to help the participating children to prepare in advance for their visit.

Dunbar SciFest Café and feeding an army of volunteers (supported by ASDA)

Two cafés operated over the whole SciFest weekend, provided by the Garden Path Café within the school’s Dining Hall and the Bleachingfield Café. Free lunches were given to the 202 Event Providers who generously donated their time, expertise and equipment over the weekend. Asda generously provided hot drinks, water and snacks for these volunteers and the small army of 137 other volunteers whose hard work ensured that this festival ran so smoothly.

Funding

It was funded by the Scottish Government (Office of the Chief Scientific Advisor), EDF Energy (Torness), Community Windpower, Viridor Waste Management, Dunbar Community Council, East Lothian Council (Signature Event Fund & the Arts Service) and supported by Dunbar Primary School, DPS Parent Council, Dunbar Science Club, Dunbar Library and the University of Edinburgh (SCI-FUN).

East Lothian Council Signature Event Funding

Signature Event Funding has recently been made available by East Lothian Council to enable the Dunbar SciFest to plan for its future by undertaking a detailed Event Evaluation of the 2014 festival, assessing the wider economic impact of the 2014 festival and creating a business plan to map the future of the event to 2015-2017.

The Festival at a Glance

Dunbar SciFest 2014 Events

100 Events	Number delivered	Duration per activity (hours)	Number of Individual people presenting	Total Hours Delivering each activity
2 Book Club Events (2 x 2 hour duration)	2	3	2	6
1 Molecule Hunt: Sat 8 February – Sat 22 March (*10 hours work creating the Molecule Hunt)	1	6 weeks	*2	10
EDF Energy Education Programme Generation Science Workshops (6 topics delivered over 4 days)	31	36	12 (6 pairs of presenters)	72
4 Education Programme Stage shows (4 x 1 hour duration stage shows)	4	4	2	4
6 Evening Events (4 x 2 hour duration & 2 x 3 hour duration)	6	14	30	96
4 weekend Stage Shows (1 hour duration)	10	10	8	16
33 weekend drop-in sessions (Continuously, 10am -5pm)	58	404	94	1,291
13 Workshops (15 or 30 minutes)	75	97	26	214
4 Storytellers for under fives (30 minutes)	38	42	8	84
SCI-FUN exhibition (50 interactives) (Continuously, 10am - 5pm)	1	14	11	154
Early Bird Event - Autism Spectrum Condition	1	1	7	7
TOTALS	227	628	202	1,958

Comparison with previous three Dunbar science festivals

Events	2011	2012	2013	2014
Book Club Events	/	/	3	2
Dunbar Molecule Hunt	0	1	1	1
EDF Energy Education Programme Generation Science Workshops	/	/	25	31
Education Programme Stage shows (3 x 1 hour stage shows)	/	2	5	4
Evening Events	/	/	3	6
Weekend Stage Shows, with repeat performances of each	3	5	5	4
Drop-in sessions, running continuously	18	30	34	33
Day time talks during SciFest Weekend	1	5	1	0
Films	0	3	0	0
Workshops, with repeat performances of each	2	5	10	13
Storytelling for under fives, with repeat performances of each	2	1	5	4
SCI-FUN exhibition with 50 Interactives	/	/	1	1
Early Bird Event - Autism Spectrum Condition	/	/	/	1
	26	52	93	100

Dunbar SciFest 2011	Dunbar SciFest 2012	Dunbar SciFest 2013	Dunbar SciFest 2014
Sun 13 March, 12-5pm, Belhaven Fruit Farm	Fri 9 – Sun 11 March Dunbar PS, John Muir Campus	Mon 11 – Sunday 17 March Dunbar PS, John Muir Campus & Bleachingfield Community Centre	Thursday 13 – Sunday 23 March Dunbar PS, John Muir Campus & Bleachingfield Community Centre
2,000+ visitors in 5 hours	3,500 visitors over 2½ days	6,826 over 7 days	8,466 over 11 days
<ul style="list-style-type: none"> • School Audience: 0 • Families and the general public: 2,000 	<ul style="list-style-type: none"> • School Audience: 998 • Families and the general public: 2,502 	<ul style="list-style-type: none"> • School Audience: 2,749 • Families and the general public: 4,077 	<ul style="list-style-type: none"> • School Audience: 2,780 • Families and the general public: 5,686
Events	Events	Events	Events
<ul style="list-style-type: none"> • 21 event provider organisations 	<ul style="list-style-type: none"> • 41 event provider organisations 	<ul style="list-style-type: none"> • 53 event provider organisations 	<ul style="list-style-type: none"> • 83 event provider organisations, including 37 new
<ul style="list-style-type: none"> • 28 different events on a Sunday afternoon 	<ul style="list-style-type: none"> • 50 different events over a weekend 	<ul style="list-style-type: none"> • 93 different events over 7 days 	<ul style="list-style-type: none"> • 100 different events over 11 days
Programme	Programme	Programme	Programme
28 events = 34 activities delivered	50 events = 105 activities delivered	93 events = 243 activities delivered	100 events = 227 activities delivered
<ul style="list-style-type: none"> • 2 stage shows (5 performances) • 21 drop-in sessions • 2 workshops (3 delivered) • 1 talk • 2 interactive storytellers (4 sessions) 	<ul style="list-style-type: none"> • 1 Molecule Hunt (16 businesses) • 5 stage shows (15 performances on 2 stages) • 30 drop-in sessions • 5 workshops (37 delivered) • 5 talks (11 presentations) • 3 films (7 presentations) • 1 interactive storyteller (4 performances) 	<ul style="list-style-type: none"> • 1 Molecule Hunt (17 businesses) • 5 stage shows (20 performances on 2 stages) • 31 drop-in sessions (34 over 2 days) • 10 workshops (116 delivered) • 1 talk (4 presentations) • 0 films • 5 interactive storytellers. (31 performances) • 1 SCI-FUN Interactive exhibition • Education Programme (25 workshops & 5 stage shows) • 3 Evening Events • 3 Book Club Events 	<ul style="list-style-type: none"> • 1 Molecule Hunt (17 businesses) • 4 stage shows (10 performances on 1 stage) • 33 drop-in sessions (58 over 2 days) • 13 workshops (75 delivered) • 0 talks • 0 films • 4 interactive storytellers (38 performances) • 1 SCI-FUN Interactive exhibition • 1 Early Bird Event - Autism • Education Programme (31 workshops & 4 stage shows) • 6 Evening Events • 2 Book Club Events

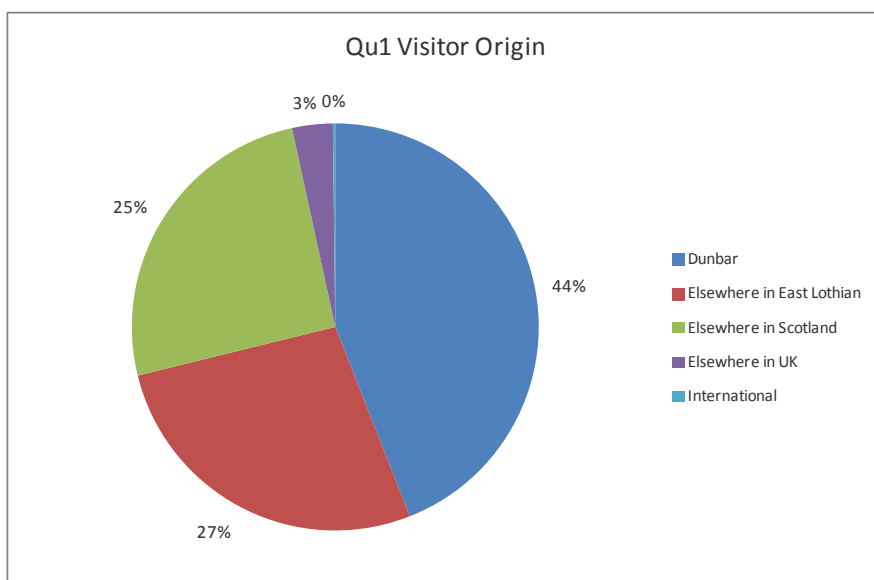
Dunbar SciFest 2011	Dunbar SciFest 2012	Dunbar SciFest 2013	Dunbar SciFest 2014
<p>Volunteers 116 of 124 participants</p> <ul style="list-style-type: none"> Organised by a team of 6 parents 57 parents & teachers 53 of the 61 Event Provider staff volunteered their time (10 of the Event Providers were Dunbar PS parents) <p>Widening accessibility</p> <ul style="list-style-type: none"> 3 British Sign Language interpreters were employed to interpret the stage shows for the deaf community 2 Deaf presenters performed stage shows at SciFest 	<p>Volunteers 245 of 261 participants</p> <ul style="list-style-type: none"> Organised by a team of 8 parents 114 parents (93) & teachers (21) 40 pupil & student volunteers: 21 Dunbar PS P6 & P7 pupils; 9 Dunbar GS pupils & 10 STEM ambassadors 83 of the 98 Event Provider staff volunteered their time. 15 (15%) were paid to take part. 24 of the Event Providers were Dunbar PS parents <p>Widening accessibility</p> <ul style="list-style-type: none"> 3 British Sign Language interpreters were employed 3 Deaf presenters also participated at SciFest 23 deaf people came with their families 34% uptake of free family passes by Dunbar Cluster pupils (FSM) 	<p>Volunteers 283 of 307 participants</p> <ul style="list-style-type: none"> Organised by a team of 8 parents 76 local volunteers: parents, grandparents, teachers & others 29 pupil volunteers from Dunbar GS 170 of the 194 Event Provider staff volunteered their time. 24 (12%) were paid to take part. 26 of the 194 Event Provider staff were parents or DGS teachers (13%) <p>Widening accessibility</p> <ul style="list-style-type: none"> 3 British Sign Language interpreters were employed 4 Deaf presenters also participated at SciFest Deaf Audience: 56 = families including deaf people 29% uptake of free family passes by Dunbar Cluster pupils (FSM) 	<p>Volunteers 298 of 339 participants</p> <ul style="list-style-type: none"> Organised by a team of 12 parents 65 local volunteers: parents, grandparents, teachers & others 60 pupil volunteers from Dunbar GS & PS & Dunbar Brownies 161 (80.5%) of the 202 Event Provider staff volunteered their time. 39 (19.5%) were paid to take part. 30 (15%) of the 202 Event Provider staff were parents or DGS teachers <p>Widening accessibility</p> <ul style="list-style-type: none"> 7 British Sign Language interpreters were employed 2 Deaf presenters also participated at SciFest Deaf Audience: 85 = families including deaf people 55 people (14 families) attended the 1st Early Bird SCI-FUN event 35% uptake of free family passes by Dunbar Cluster pupils (FSM)

Dunbar SciFest 2011	Dunbar SciFest 2012	Dunbar SciFest 2013	Dunbar SciFest 2014
Funding £2,508	Funding £7,650	Funding £16,854	Funding £19,375
<ul style="list-style-type: none"> NSEW Dunbar Community Council EDF Energy (Torness) Community Windpower Dunbar PS Parent Council Ceilidh Fundraiser Sustaining Dunbar bus costs 	<ul style="list-style-type: none"> Scottish Government Dunbar Community Council EDF Energy (Torness), Community Windpower Dunbar PS Parent Council. 	<ul style="list-style-type: none"> Scottish Government Dunbar Community Council EDF Energy (Torness) Community Windpower Viridor 	<ul style="list-style-type: none"> Scottish Government Homecoming Scotland Dunbar Community Council EDF Energy (Torness) Community Windpower Viridor <p>PLUS</p> <ul style="list-style-type: none"> East Lothian Council - Signature Event Fund £8,000
Festival delivery costs £2,711	Festival delivery costs £14,462	Festival delivery costs £24,705	Festival delivery costs £38,442
			£30,442 & £8,000 ELC Signature Event Fund

A detailed Event Evaluation and Economic Impact Analysis of Dunbar SciFest was carried out by MK Economics - key findings from 2014

Visitors

538 festival attendees completed the face to face survey. From a total weekend festival audience of 5,120 visitors, this provides a level of accuracy at the 90% confidence level of ±3.4%.



- Dunbar SciFest 2014 successfully attracted locals and visitors alike, with 56% of the visitors from outside Dunbar & 9% visiting Dunbar for the first time.
- 95% visitors came to Dunbar solely for this festival. Only 5% of respondents noted that they were undertaking other events/activities in the area before visiting Dunbar SciFest.
- There was an equal split between festival newcomers (49%) and repeat visitors (51%), so this festival has successfully generated new visitors, whilst being of a high quality to attract repeat visits.

- 25% heard about this festival via 'Word of Mouth' and 20% were motivated to attend as a result of the East Lothian wide schoolbag mailshot.
- Visitors rated festival very highly, with 99% recommending it to other people. Not one respondent noted it as 'Poor' or 'Very Poor'.
- Although there were a number of very popular events, in general most visitors were there to experience the wider event and not to solely visit one specific activity.
- 98% of visitors are likely to attend future Dunbar SciFests: 85% definitely & 13% possibly.
- 7% stayed overnight in the area as part of their trip to the Dunbar SciFest, the majority of whom stayed with friend and/or family. Of those staying away from home, the average number of nights away from home was 3.1 nights.
- 60% of the visitors visited Dunbar High Street

Event Providers

34 of the 83 Event Provider organisations completed the online survey (41%).

- 70% of the Event Providers rated their experience of taking part in this festival as 'excellent' and 30% rated their experience as 'very good'.
- 79% said they would definitely take part again and 21% said possibly.
- 90% said it was very likely that they would recommend this festival to others and 10% said it was quite likely.
- Half of the responding Event providers were first time participants to the event, whilst half had attended in previous years.
- 25% had not visited Dunbar before.
- 9% of the Event Providers stayed overnight. Of those staying away from home the average number of nights away from home was 1.3 nights.
- 56% of the Event Providers visited Dunbar High Street Shops

Local businesses

- All responding businesses noted that they were aware of this festival.
- Some businesses were able to demonstrate an increase in trade levels as a result of the SciFest, but in some cases this was hard to measure.
- More than half of the responding firms noted that they had identified future trading opportunities as a result of the SciFest.
- All firms noted that the Dunbar SciFest is a good thing for Dunbar

The total economic impact of Dunbar SciFest 2014 was £137,978. The finding of the Event Evaluation research confirms the importance of the event to the wider economic health and wellbeing of Dunbar.

The consultants are currently finalising the **Dunbar SciFest Business Plan 2015 – 2017**

Dunbar SciFest has been prioritised by East Lothian Council as one of its four key festivals which draw visitors into the county. The others are Fringe by the Sea, The Lammermuir Festival and the Lennoxlove Book Festival (temporarily in abeyance).

DUNBAR TRADES' ASSOCIATION

Mrs Dee Davison
Dunbar SciFest
Beechworth
Queens Road
Dunbar
East Lothian
EH42 1LN

30 June, 2014

Dear Dee,

Dunbar Science Festival

Dunbar Trades' Association is made up of over 75 local businesses based in and around the EH42 area. These businesses range from local shops, service providers, professional consultants, crafts people etc. through to larger corporate bodies.

One of our aims is to work together for the benefit of the community, for the promotion of Dunbar, its environs and local businesses. We do this through a variety of projects, marketing and promotion.

To have an event in Dunbar as prestigious and successful as the Dunbar SciFest is a great asset and benefit to us all. Not only does the event, which is professionally and well organised, raise the profile of the town, its impact is also of economic benefit to the local economy. The visitors and local inhabitants who attend the SciFest – some of which use the local accommodation providers, most enjoy the delights of the local shops, cafes and restaurants, visitor attractions etc result in the high street enjoying additional footfall during this event.

The vibrancy and energy afforded to Dunbar during the SciFest is terrific and all our members congratulate and thank the Dunbar Science Festival team. We are very fortunate to have such an event from which we the DTA members and the whole town benefit.

Thank you.

Yours sincerely,

Pauline Jaffray
Secretary

1 Beveridge Row, Belhaven, Dunbar, East Lothian EH42 1TP

Dee Davison, 30 June 2014