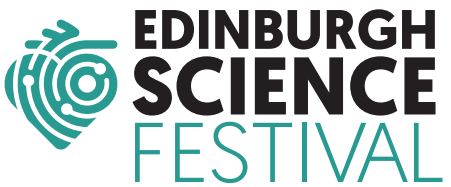


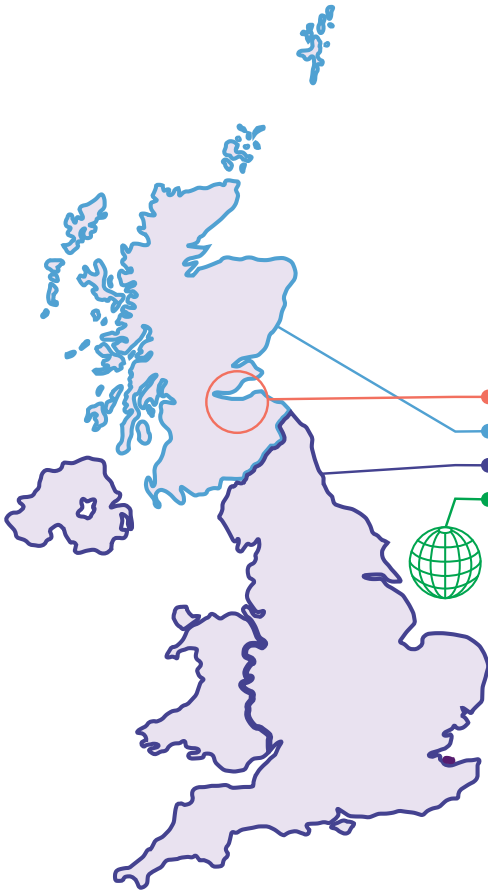
We are Edinburgh Science

The Edinburgh Science Foundation is an education charity founded in 1989. We are best known for running the Edinburgh Science Festival – the first of its kind in the world – as well as our science education outreach programmes *Generation Science* and *Careers Hive*, our climate work and year-round community engagement.



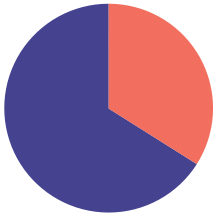
Edinburgh Science Festival 2024

Taking over the city between 30 March–14 April, the Festival programme included 155 events from hands-on workshops and interactive shows for families, to exhibitions, talk and science nights out for adults. With the theme *Shaping the Future*, this year's Festival explored some of the cutting-edge science and technology that can help us create a future that is sustainable and accessible for all.



FESTIVAL VISITORS: 170,000
ESTIMATED AUDIENCE SPLIT

ADULT: 33%
FAMILY: 67%



AUDIENCE LOCATION

EDINBURGH & LOTHIAN: 58%
REST OF SCOTLAND: 20%
REST OF UK: 11%
OVERSEAS: 11%

EVENT LOCATIONS

We work with programming partners across the city, including Dynamic Earth, Edinburgh Zoo, Royal Botanic Garden Edinburgh, Summerhall, The University of Edinburgh and the National Museum of Scotland. This year our programme featured events in Leith, North Berwick and Portobello, ensuring our Festival had a reach outwith the city centre.



Festival Highlights

10,640 POP-UP SCIENCE CENTRE VISITORS

Our pop-up science centre returned to City Art Centre, with five floors of immersive workshops and activities for the perfect family day out with a difference. Our mini-scientists could get hands-on performing keyhole surgery on a 'patient' in *ER Surgery* and take on the role of a forensic scientist to solve a crime in *CSI: Crime Scene Investigation*.

57,222 INTERACTIVE EXHIBITION VISITORS

The iconic National Museum of Scotland's Grand Gallery hosted our brand-new exhibition *Growing Home: A New World of Materials*. This free-to-visit interactive experience explored the fascinating world of biomaterials and showcased real world examples of where they come from and the innovative ways they're being used as sustainable solutions to over-consumption. Visitors could get hands-on with themed activities and be inspired by Scottish creatives who are using biomaterials such as seaweed sequins and pineapple leather to create one-of-a-kind works of art.



Making Science Accessible

At a time when the cost of living is so high, we want to ensure our Festival is as accessible as possible. Around half of our events and exhibitions were completely free for visitors including our *Growing Home* exhibition at the National Museum of Scotland and *Our Fragile Space* outdoor photo exhibition at The Mound precinct.

88% OF VISITORS ATTENDED FOR FREE 50% OF PROGRAMME WAS FREE

"It is lovely to come across something educational, unexpected and free."

VISITOR TO GROWING HOME: A NEW WORLD OF MATERIALS

We are committed to ensuring that every visitor to the Festival has an excellent experience. As well as BSL interpreted events and bookable relaxed sessions, we provided free sensory backpacks at City Art Centre to help children who may feel overwhelmed by the environment. For the first time we created a sensory quiet room at City Art Centre – a special space where our neurodivergent visitors could take a break from the action. We look forward to building on these for future years to ensure a truly accessible Festival for all.

4 BSL INTERPRETED EVENTS 3 RELAXED SESSIONS NEW SENSORY QUIET ROOM

"He felt heard and that people understood him. He also said that he felt welcome even though he is different, we avoid events often as it's something not every event understands how to do. For a child who struggles to go to school you have made education and science fun."

PARENT OF CHILD WITH AUTISM, ADHD AND OCD WHO ATTENDED CITY ART CENTRE



4,625 ADULT EVENT BOOKERS

Our series of talks and discussion events for adults covered a range of topics from artificial intelligence and climate science to the sex lives of insects. Popular events included *The Secret of Psychology of Magic* with **Prof Richard Wiseman**, *Disposing of the Body* chaired by BBC Health and Science presenter **Laura Foster** and the prestigious Edinburgh Medal, presented to pioneering non-profit medical research institute **Mario Negri Institute** for their dedication to science for social good.

For those looking for a night out like no other, our series of sell-out themed Science Night Outs let people get hands-on and discover something new in unique settings. Audiences explored some of the most innovative engineering technology of tomorrow at *Innovation Late* and got their game faces on for *Let's Play* – celebrating the best the Scottish video game industry has to offer.



Bringing Science to the Community

Before the Festival opens to the public, we host three very special days for local primary school children to come along to City Art Centre for free. This year over 1,000 children spent the day getting hands-on with everything from creating slime to coding dancing robots – at no cost to their schools or families.

This event is aimed at schools where the majority of their pupils will be unlikely to get the opportunity to visit the Festival with their families during the Easter holidays. These special days give the children the chance to learn something new while also giving them an out of school experience they won't forget.

14 SCHOOLS

1,083 PUPILS

94% SCHOOLS IN HIGH SIMD*1&2 AREAS

* SIMD: Scottish Index of Multiple Deprivation

Our *Beyond the Festival* programme works with local community groups in areas of high deprivation across Edinburgh as well as organisations supporting marginalised and vulnerable groups, providing free tickets and tailored trips to City Art Centre and activities at the National Museum of Scotland.

Beyond the Festival builds relationships with community groups by providing visits before and after the Festival in their own settings. We bring interactive activities adapted to their needs and building people's confidence and autonomy by involving the group in planning their own visit.

By working closely with these groups to create their own tailored programmes and visits means that we can support other charitable organisations to deliver impact for families and young people they work with – from creating education and social opportunities for at-risk young people to enabling refugees newly arrived in Scotland to feel part of their local community.

NUMBER OF COMMUNITY GROUPS: 18
PEOPLE SUPPORTED: 283



Our Impact

Our core mission is to inspire, encourage and challenge people of all ages and backgrounds to explore and understand the world around them. We help people discover how science, technology, engineering, and mathematics (STEM) is shaping our world and creatively solving the problems of the future.

This year we worked with STEM professionals to help us measure the impact of our work.

THE RESULTS:

34% FESTIVAL VISITORS HAVE HIGH INTEREST OR EXPERIENCE WITH STEM (SCIENCE CAPITAL)

61% HAVE MEDIUM SCIENCE CAPITAL

5% HAVE LOW SCIENCE CAPITAL

This indicates that the majority of our visitors had medium or low science capital and that we're reaching those who don't usually engage with science – successfully breaking down barriers to STEM.

74% AGREED THAT THEY "FOUND OUT SOMETHING NEW"

73% AGREED THAT THEY "FELT THAT THE EVENT WAS A PLACE FOR ME"

68% AGREED THAT THEIR "VISIT BROUGHT SCIENCE ALIVE"

61% AGREED THAT "THIS VISIT HAS MADE ME WANT TO FURTHER EXPLORE SOME OF THE THINGS COVERED"

Agreeing with these statements is a way of demonstrating that an activity is building upon someone's science capital. We want to continue delivering successful science engagement events and hope to grow these percentages in the future.

WHAT IS SCIENCE CAPITAL?

Science Capital is sum of all science-related knowledge, attitudes, experiences that an individual builds up through their lives. Through our projects we showcase the central role STEM plays in all our lives and the world around us, explore the possibilities they hold for the future and demonstrate that STEM can be for everyone. By enabling Festival audiences to build their Science Capital through our engaging and immersive experiences, we help people open opportunities for their future, contribute to a science literate society and support changes that leads to a better world, all while having fun!

"I am a support worker and I have enjoyed seeing my 9 year old client enjoying himself."

VISITOR TO GROWING HOME: A NEW WORLD OF MATERIALS

OUR MARKETING, MEDIA & PRESS REACH

This year's Festival marketing campaign spanned digital, traditional media and eye-catching advertising across Edinburgh, creating a high impact across multiple platforms. Press highlights included coverage of the Mario Negri Institute's work on patent-free medical research on Italian TV and a piece on STV discussing the issue of sustainability in space from the *Our Fragile Earth* photo exhibition.

OPPORTUNITIES TO SEE

BROCHURES: 57,000

SOCIAL MEDIA: 352,561

OUTDOOR ADS: 1,828,528

RADIO ADS: 347,198

DIGITAL ADS: 3,395,304

PRINT ADS: 75,000



PRESS CAMPAIGN COMBINED REACH:

256,584,120

PRINT ARTICLES: 61

ONLINE MENTIONS: 296

RADIO PIECES: 35

TV PIECES: 4



Edinburgh Science Festival 2025

The Edinburgh Science Festival will return Saturday 5 – Sunday 20 April 2025. This time themed *Spaceship Earth*, we will see the return of family favourites exemplifying the high-quality hands-on experiences that we're best known for, alongside exciting new exhibitions, activities and events. Join us again next year as we explore the challenges of living on a planet with finite resources through the lenses of science fiction and space exploration.

To hear more about our plans for the 2025 Edinburgh Science Festival, and opportunities to get involved, get in touch with development@scifest.co.uk to discuss your ideas today.