



The Big Bang

UK Young Scientists & Engineers Fair



The Big Bang Fair

**national
science+
engineering
competition**



**Presented by:
Andrew Grazebrook
Business Development Manager
EngineeringUK**





The Big Bang

UK Young Scientists & Engineers Fair

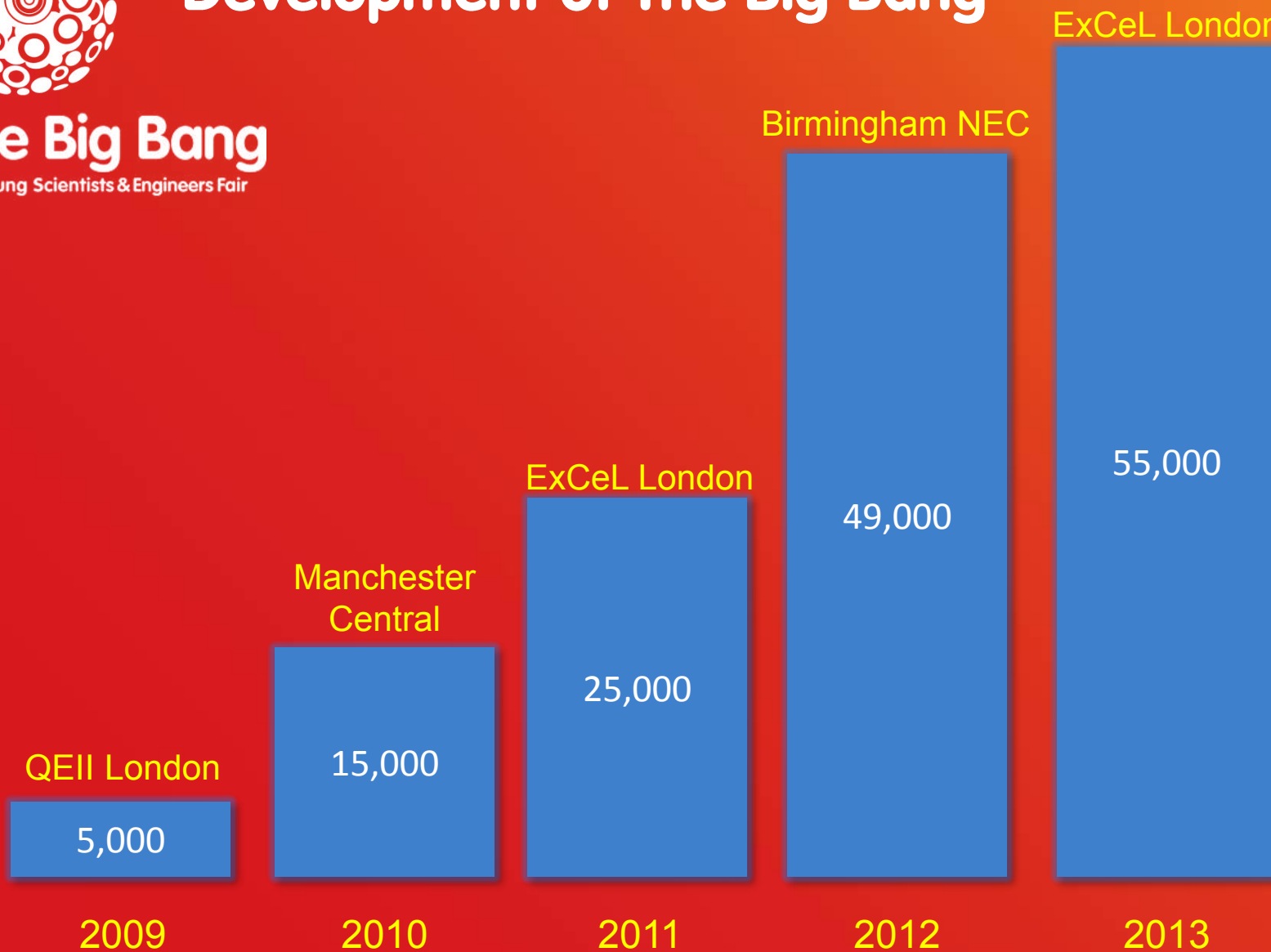
- The largest Science, Technology, Engineering & Maths (STEM) careers event in the UK
- Targeted at
 - Young learners (age 9 to 19 years old)
 - Key influencers (teachers, careers advisors & parents)
- Introduces audience to what a career in STEM could offer – often for the first time
- UK-wide Fair takes place each March with a regional & local programme of events throughout the year
- Hosts the National Science & Engineering Competition (NSEC)
 - UK Young Scientist of the Year
 - UK Young Engineer of the Year



The Big Bang
UK Young Scientists & Engineers Fair

www.thebigbangfair.co.uk

Development of The Big Bang





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The Big Bang 2013



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UK Young Scientists & Engineers Fair

Floor Plan 2013

Making Trax

Go Global

Energise

Careers Zone



ARM




L'ORÉAL



Nestlé

FDI

The Studio
(New for 2013)

Next Factor

Body Talk

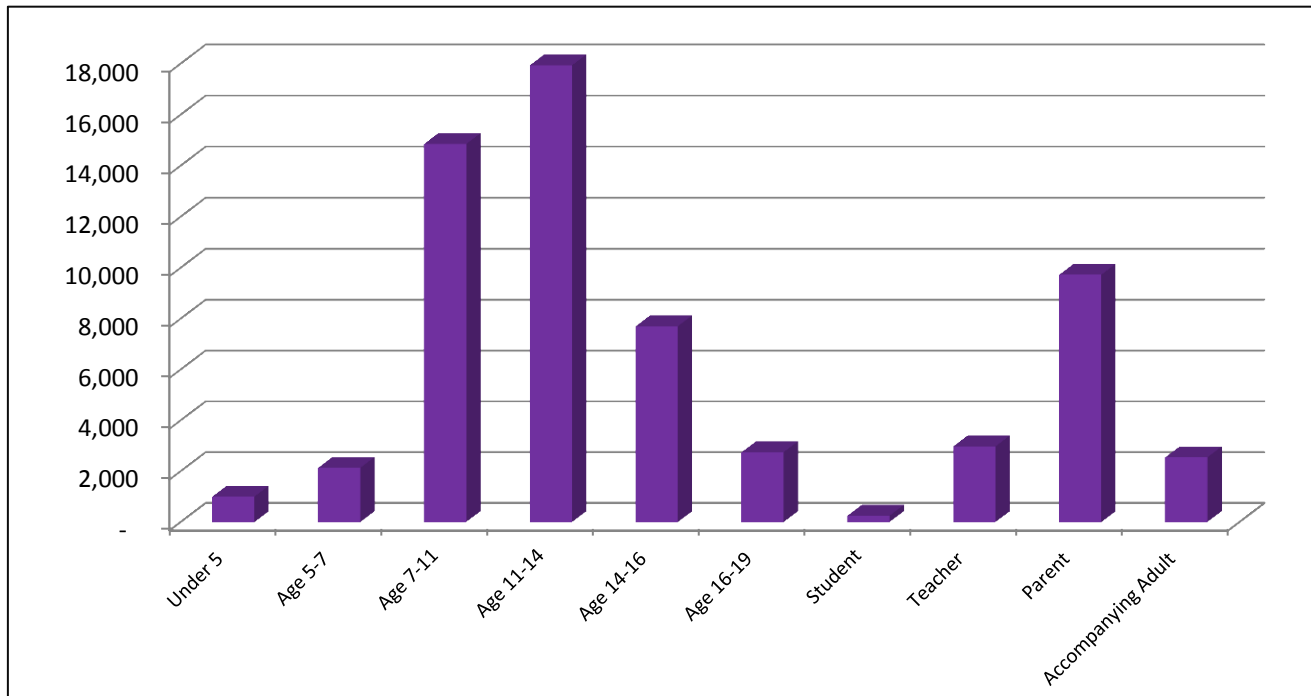
Farm to Fork



The Big Bang Fair 2013 Attendance

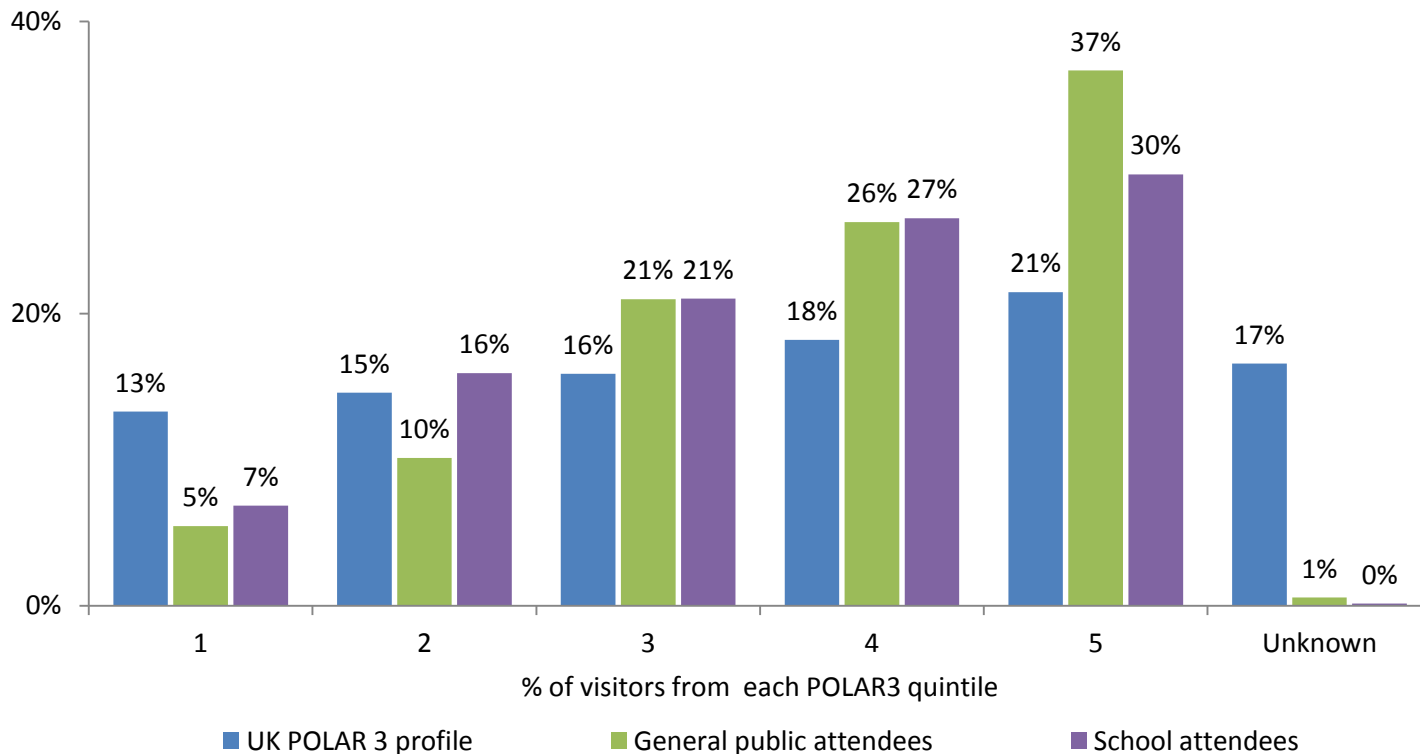
- Total young people, teachers and parents: **55,000**
- **54%** of our visitors under 19 were female

Age profile





POLAR 3 profile and attendees of The Fair



Over a third of general public visitors (37%) and nearly a third of visitors from schools (30%) to The Fair came from quintile 5 postcodes (the group most likely to go onto HE).

At the other end of the scale, 5% of general public visitors and 7% of school visitors came from quintile 1 postcodes (least likely to go onto HE).

POLAR3 is based on the HE participation rates of people who were aged 18 between 2005 and 2009 and entered a HE course, aged 18 or 19, between academic years 2005-06 and 2010-11.

The POLAR3 data is broken down into five quintiles, in quintile 1 fewer than one in five young people enter HE, compared with over half in quintile 5. POLAR3 assigns every UK postcode to one of these quintiles.

Visitors to The Fair have been assigned to a quintile based on the postcode of the adult registrant. School attendees are based on the POLAR 3 profile of the school postcode, not the individual pupil's postcode, and is thus an approximation



Top Line Evaluation of 2013 Fair

The Big Bang Fair proved to be highly effective again with:

- **97.2%** of attendees finding The Fair 'quite' or 'very enjoyable'.
- **93.4%** of attendees rating The Fair as 'good' or 'very good'.
- **90.4%** of respondents would recommend the Fair to their friends

According to the 'Engineers & Engineering Brand Monitor'

- **26%** of young people (general population) feel that a career in engineering is desirable
- This increases to **51%** for those who attend **The Big Bang Fair**



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Media Coverage 2013

- Extensive media coverage with **822 articles** in local and national news.
- 4 separate slots on **BBC's Breakfast** on Thursday 14th March
- **AVE** for the last 12 months has been measured at **£3.7m**





Social Media

The Facebook page for The Big Bang Fair shows a vibrant cover photo with several polaroid-style images of children and adults engaged in science activities. The page name is 'The Big Bang UK Young Scientists & Engineers Fair' and it has 10,207 likes. A quote on the cover reads: 'Excited children, exploding exhibits and scientists and engineers buzzing with answers'. Navigation buttons for Photos, Likes, Near Me, and Events are visible at the bottom.

The Twitter profile for @BigBangFair shows 2,796 tweets, 1,382 followers, and 7,603 following. A tweet from Imogen Hayman (@imogen_hayman) is highlighted, stating: '@BigBangFair There is as much gold in 1 t. of computer scrap as there is in 17 t. of gold ore #RareMetal #interesting pic.twitter.com/E4MJMSB1ph'. The profile bio reads: 'The Big Bang Fair is the UK's biggest single celebration of science & engineering for young people. The NEC, Birmingham 13-16 March 2014. UK | thebigbangfair.co.uk'.

A YouTube video titled 'David Cameron at The Big Bang Fair 2013' is shown. The video features Prime Minister David Cameron speaking at an event. The video player shows a duration of 0:02 / 1:39 and 120 views. The video description reads: 'We are happy to see the Prime Minister drop in to see us at The Big Bang Fair. He liked what he saw and was really enthusiastic about encouraging young people to come along to The Fair.' The video is from the channel 'thebigbangfair' and is marked as 'Subscribed'.

Facebook: over 10,000 likes

Twitter @BigBangFair: over 7,500 followers

Re-tweets including Professor Brian Cox, Carol Vorderman, Robin Ince and Stefan Gates



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High profile political Visitors 2013



The Big Bang 2013 opened by **Vince Cable**, Secretary of State for Business, Innovation and Skills

David Cameron also came to The Fair and spent time speaking to NSEC finalists.



Jo Swinson, Parliamentary Under Secretary of State for Women and Equalities

David Willetts, Minister for Universities and Science

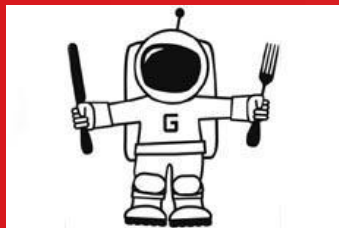




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The Big Bang 2014
13-16th March 2014 at Birmingham NEC



Target attendance:
75,000 people on site

**140 workshop
sessions**

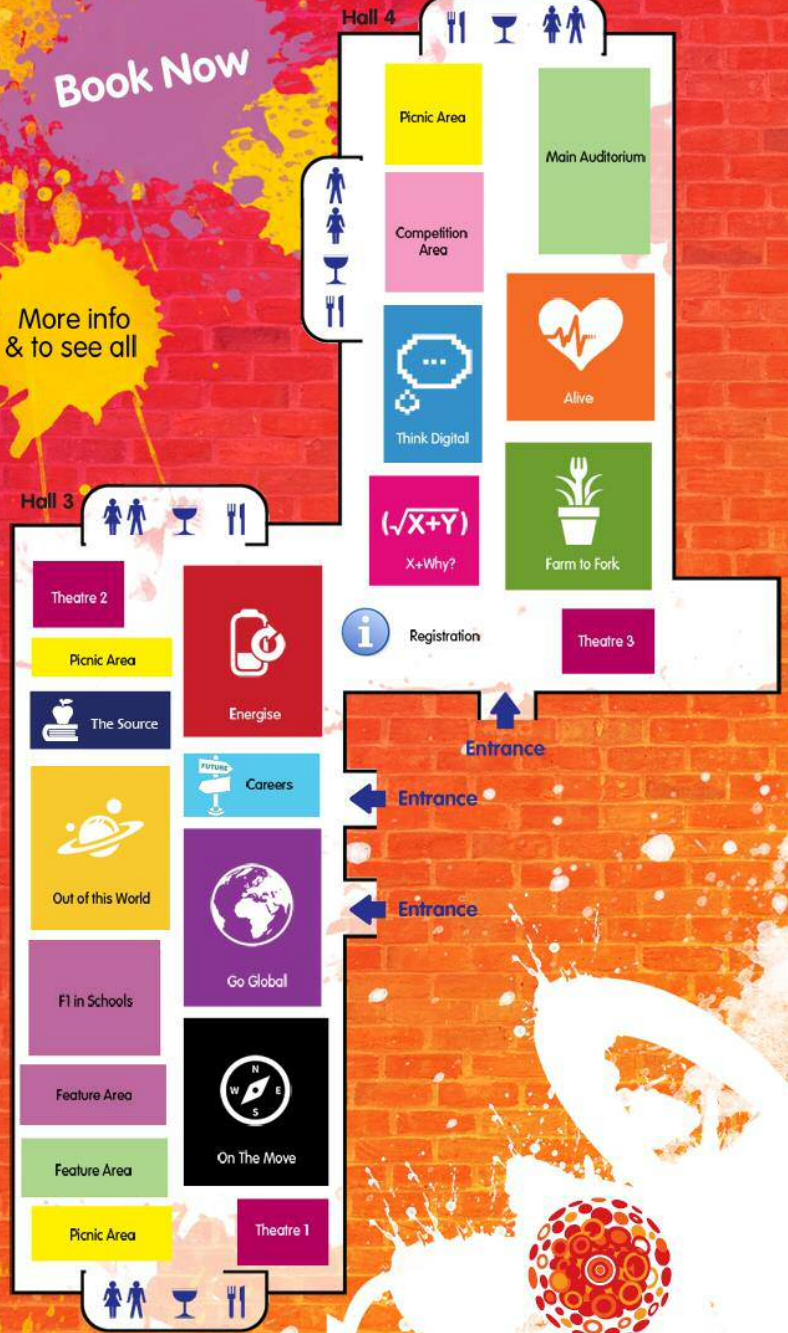
68 theatre shows

350 NSEC finalists

**180 organisations
from across the
STEM community**

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More info & to see all



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