Somerscience 2026

Evaluation report







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Introduction

The Somerscience Festival was held in South Somerset on May 4th, 2026. This year marks the festival's fourth iteration, exclusively hosted at The Bath and West Showground. Continuing our mission, we aim to support The Somerscience Trust's goal "to advance the education of the public in Somerset in science, technology, engineering and mathematics (STEM) and to promote public engagement in all aspects of STEM developments".

The expected outcome for the fourth Somerscience Festival was to build on the momentum generated in the previous years. Our ultimate goal was to positively influence attitudes towards STEM and STEM careers among visitors, leading to a measurable increase in STEM uptake at GCSE, A/T Level, and interest in STEM pathways after school. The target audience was the young people of South Somerset and their families as this would address the inequity of access to STEM engagement opportunities found in rural areas and this area, which was in the bottom 10 of 387 Local Authority areas for such opportunities according to the British Science Association's 2022 survey.

Success criteria

What is Important? (Criteria)	What will that look like? (Evidence)
C1. High Participant Engagement & Satisfaction from young people in Somerset	E1.1 **High Attendance** - Large diverse crowd, strong interest in the event and content. Target: >5000 visitors E1.2 **Positive Feedback** – High levels of enjoyment, learning and satisfaction with activities and exhibits. Target: Net Promoter Score of >=9 E1.3 **Active Participation** – Active involvement in activities, demonstrating genuine engagement with exhibits and displays. Target: >100 activities
C2. Effective communication of Science, Technology, Engineering and Maths	E2.1 **Clear explanations** – Exhibits and presentations should effectively communicate concepts to a broad audience. Target: Good or Excellent E2.2 **Relevance and Accessibility** – Displays should be presented in a way that is relevant to audience. Target: Good or Excellent E2.3 **Engaging presentations** – Speakers and presenters should be captivating and interactive. Target: Good or Excellent
C3. Well organised and smoothly run	E3.1 **Efficient logistics** – Festival should run smoothly with clear signage, well defined pathways and efficient management of visitors and activities. Target: Good or Excellent E3.2 **Professionalism** – Staff and volunteers should be well trained, helpful and knowledgeable providing excellent support to visitors and contributors. Target: Good or Excellent

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	E3.3 **Safe and Inclusive Environment** – Festival should be a safe and inclusive space for all attendees with appropriate accommodations for diverse needs. Target: Good or Excellent
C4. Community Engagement and Impact	E2.4 **Increased Science Literacy** – Should contribute to a greater understanding and appreciation of science within the community. Target: Agree or Strongly Agree E4.1 **Inspiring Future Scientists** – Spark Interest in STEM among visitors. Target: Agree or Strongly Agree E4.2 **Strong Partnerships** – Foster collaboration and partnerships with local schools, universities and other organisations, creating a network of support for STEM education. Target: Net Promoter Score of >=9

Measurement Approaches

M1. Attendance Numbers

a. Will be tracked using manual counters at the entrances to the festival including main event hall, rooms, stage areas etc

M2. Surveys

a. 2 surveys will be employed: (1) Contributor Survey, (2) Visitor Survey

b. Contributor Survey

i. Net Promoter Score (NPS) addressing satisfaction and expectations
ii. Value for time invested
iii. Feedback on visitor numbers, interactions (quality and number), engagement, reach, logistics (planning, execution, facilities), marketing, communication

c. Visitor Survey will comprise 'hot' intercept surveys and a 'cold' online surveys and will address a combination of data on:

i. Demographic profile of visitors
ii. Net Promoter Score (NPS) on visitor's willingness to recommend the festival to their friends and family
iii. Rating of festival
iv. Increased interest and attitude towards STEM
v. Increased interest in a STEM career
vi. Impact on belief that STEM is relevant to daily life
vii. Three words
viii. Graffiti Wall

M3. Social Media Engagement

a. This will assess Reach, Number of followers and active engagements across the platforms used

Somerscience 2026 quantitative data

Total visitors at The Bath and West ≈3500

- 100% of visitors rated the festival between Good and Excellent – an improvement compared to 2026.
- 96% of visitors would recommend the festival to their network.
- 88% of visitors gained more interest in STEM after the festival.
- 59% gained more interested in a STEM career.
- 91% felt the festival had a positive impact on their belief that STEM is relevant to their daily life.
- A shift of 30% was reported in positivity of visitors' attitudes towards stem after the festival (60% to 90%).
- At least 90% of professional contributors reported Good or Excellent:
    - The number of interactions they had with target audience.
    - The level of engagement from the audience.
    - The quality of interactions had.
    - Number of visitors (51% rated this as excellent).

Programme review

A thorough review of the programme highlights a highly diverse and engaging event, featuring 39 stands managed by 34 contributors, with each stand showcasing at least one activity. Throughout the day, attendees had the opportunity to participate in 6 talks, 6 workshops and 6 shows, providing a broad spectrum of interactive and educational experiences, to come to a total of 57 planned activities. Many contributors enriched the event by offering multifaceted activities on their stands, resulting in a substantial increase in total number of planned activities. For example, the University of the West of England contributed across 5 stands with a variety of engaging science experiments - similarly, the UK Hydrographic Office provided an exciting array of sound-based experiments, which encouraged interactive learning and exploration. Leonardo's stand compromised of 4 different activities.

Overall, the content of the programme ensured a wide range of activities and dedicated engagement from contributors and actively involving attendees of all ages.

Visitor count

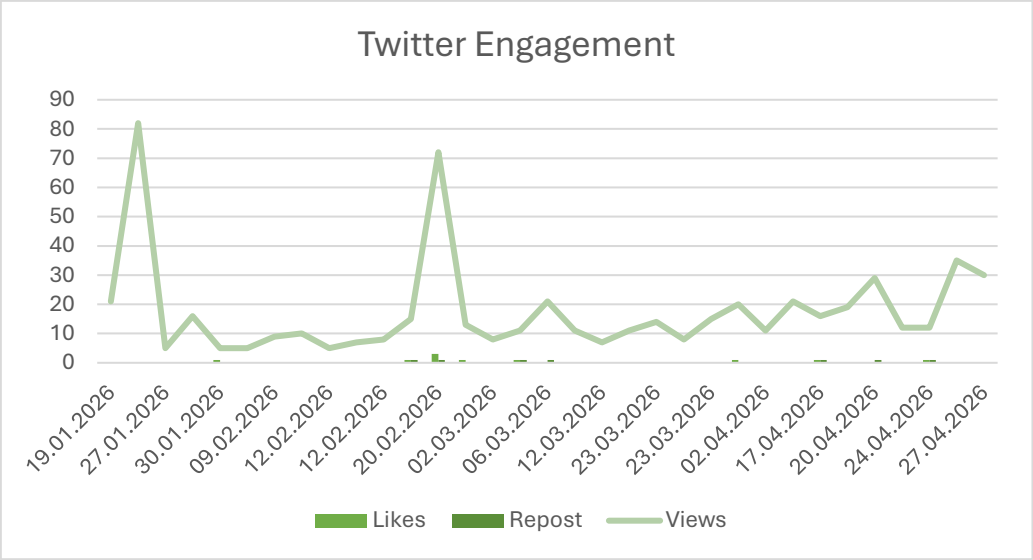
A total of 3,500 people attended this year's event, falling below the target of 5000 attendees. This figure is 1500 fewer than in 2025, however upon review of the numbers, given that entrances at the 2025 festival could have had visitors walking through, there is a possibility that the 5000 figure . Based on the visitor survey data, approximately one-third of attendees (27%) were under 18 years old, with the largest age group represented being those aged 35 to 54. Volunteers were strategically positioned at the main entrance with counter devices and the average count from each entrance was combined to create an average figure, ensuring the highest possible accuracy. The venue's layout, featuring a lengthy pathway from the car park, made it easier to monitor and count incoming guests – this was a great improvement from last year at Haynes where the entrance was very condensed during periods of high foot traffic.

However, due to the exceedingly high footfall at the Bath & West Showground, the challenge of counting accurately during peak times remained despite having a larger entrance. Additionally, there was a 1-hour period during peak times, during which entries were not recorded, suggesting that the actual number of visitors was higher than reported. While this year's count is lower than previous years, the event both met and exceeded attendance targets. The festival was fully populated between the times of 10am to 4pm, with the visitor number reducing after 4pm as the SEND hour approached. Shows, talks and workshops were also very well attended throughout the day and most of the workshops were at maximum capacity.

This year we noted from a large number of visitors that this was their 3rd or 4th visit to Somerscience, and many noted that this year it was much easier to spend hours at the festival, with fewer crowding and less overstimulation. The Quiet and Sensory rooms were utilised throughout the day, and the Discovery team reported a large number of visitors with young children and infants making use of the sensory areas.

Social media review

X (Twitter):



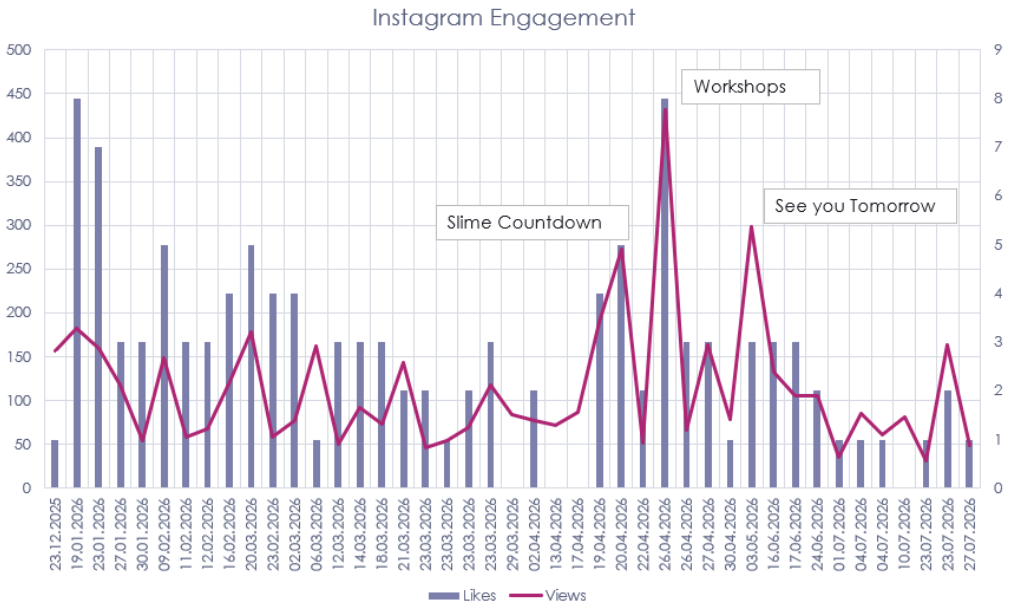
Trends:

- X historically has the least amount of engagement in comparison to our other social media platforms.
- Even when posts get higher amounts of views, they do not get many likes or reposts.

Suggestions:

- X may not be the correct platform to promote engagement at the festival, however, may be a useful tool to spread educational resources.

Instagram:



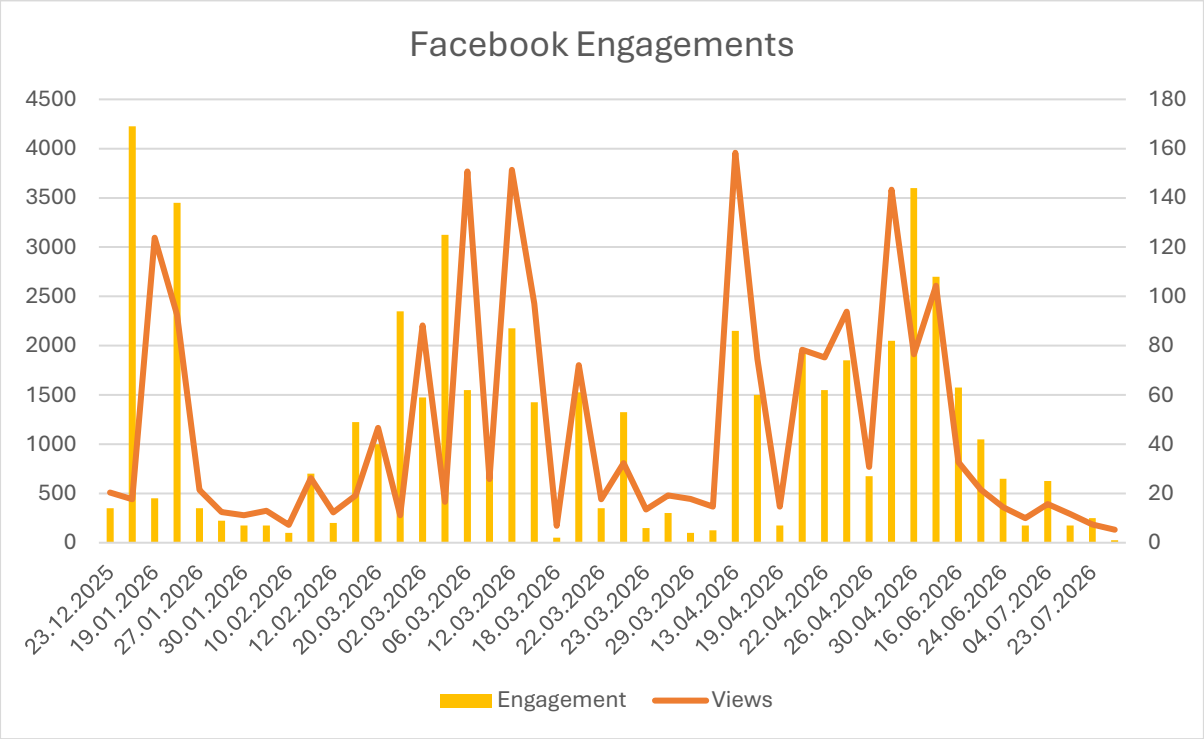
Trends:

- Instagram can be used to reach a wider audience of people, especially those from a younger age range.
- Reels generally had the highest engagements of all media types and had more engagements from non-followers.
- Post shared to the Instagram story reported higher levels of engagement overall.

Suggestions:

- Media shared between 6pm and 9pm had the highest number of interactions, posting in that window will overall boost account engagement.
- Ensuring a steady stream of video content, voiceovers and reels to appeal to a younger audience is pivotal for video engagements.

Facebook:



Trends:

- Posts directly about the festival were the most highly engaged with, with many questions coming to the page and inbox about festival details.
- Reels and videos were much more widely interacted with.

Suggestions:

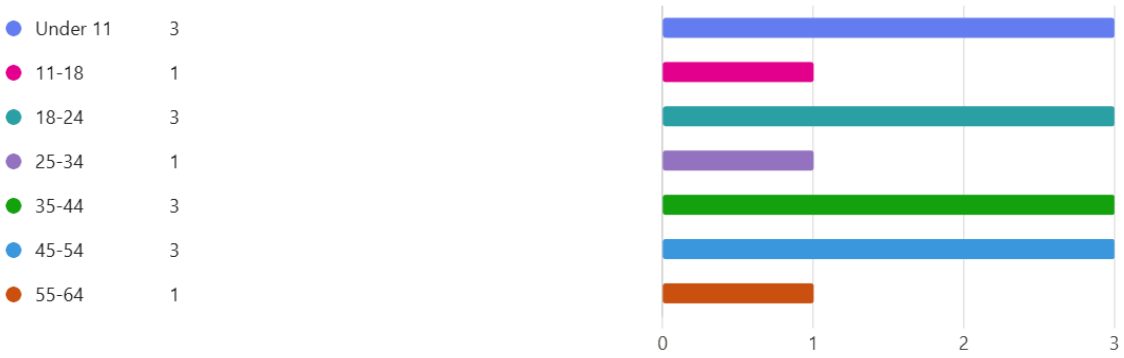
- Posting on local groups, and expanding the range of the groups (Bath, Bristol, Taunton, etc) to increase engagement from other areas of Somerset.

Visitor survey

Visitor Survey Context

The festival team received a total of 15 responses to the visitor feedback survey, submitted via a QR code link to a Microsoft Form. Survey access was supported through a paper-light and cost-conscious approach this year, as the QR codes were shared digitally on iPads carried by Somerscience volunteers towards the closing hours (from approximately 2pm-5pm) of the festival, as well as being displayed on screens at the entry/exit points alongside the event programme. Due to the useful insight from the 2025 visitor survey, the survey questionnaire remained unchanged this year.

1. What age category do you belong to?



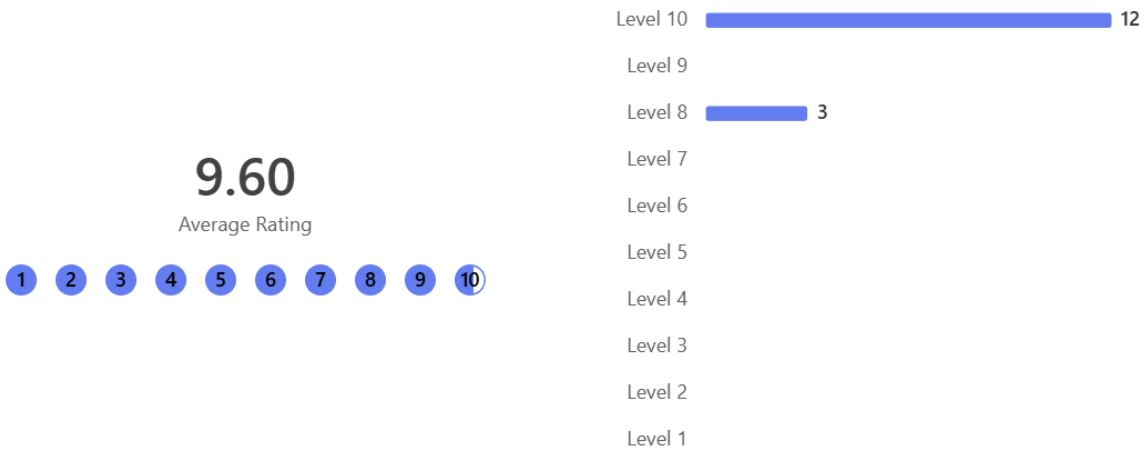
The online survey responses came predominantly from the under-11, 18–24, 35–44, and 45–54 age bands, with 20% of respondents in each group. Upon review of this data collection, we will adjust the Somerscience 2027 surveys to include a higher focus on the age groups of children (e.g. 0-2, 2-5, 6-10) and encourage respondents to answer based on the ages of their group rather than their own age.

How would you rate the overall quality of the festival?



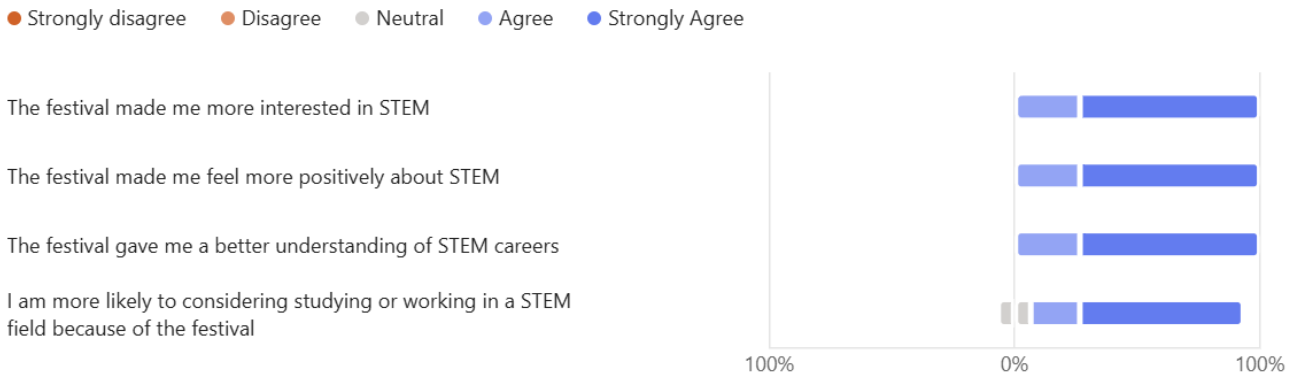
Overall, the festival quality was rated extremely highly: 100% of respondents selected ‘Very good’ to ‘Excellent’, with the vast majority (86.7%) choosing ‘Excellent’. Importantly, this represents a clear uplift from last year, when only 34% rated it as ‘Excellent’. This suggests that respondents felt consistently confident in the standard of the festival - both in delivery and experience – as there were no ratings below ‘Very good’. Compared with 2025, where 99% rated the event positively, reaching 100% is exceedingly positive in the quality category is a significant success (success criterion 3) and provides strong evidence that this year’s improvements resonated strongly with attendees.

2. How likely are you to recommend visiting Somerscience Festival to a friend, family member or colleague?



This year's results are overwhelmingly positive and show a clear step-change compared with last year, with an average increase from 8.73 to 9.6 (0.87 increase). Whilst 80% of respondents gave a score of Level 10 ("Very likely"), the remaining 20% scored Level 8 - both indicating very strong confidence in the festival. Importantly, whereas last year's ratings covered a wider spread (a range from Levels 4–10), this year's responses are tightly clustered at Levels 8–10, demonstrating consistent satisfaction with the event across the entire sample rather than a few standout high scores.

3. To what extent do you agree with the following statements about how the festival impacted you?



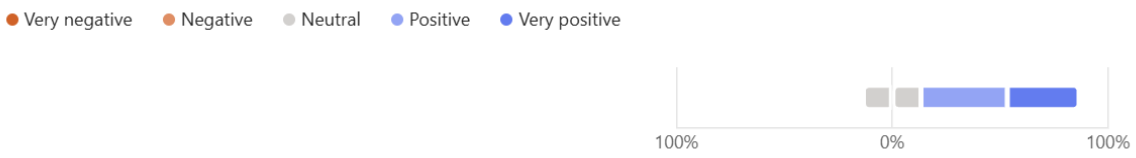
100% of respondents selected answers between 'Agree' and 'Strongly Agree', indicating that the festival had a clearly positive effect on their attitudes towards and interest in STEM. This is an extremely encouraging result and directly supports success criterion 4. There was one "Neutral" response to the question about whether respondents consider studying or working in a STEM field; however, there were three feedback responses from participants under 11 and one from an individual over 55, which should be taken into consideration.

4. How would you describe the impact of the festival on:



A marginally more positive set of responses when compared to 2025. With the data sample concluded from the survey, there are positive shifts across the measured aspects. For example. While the 'Positive/Very positive' figure was higher in 2025 (86%). These questions will be reviewed to fit the more family friendly nature of the festival as many attendees are looking for educational resources for their children rather than career opportunities.

5. How would you rate your attitude towards STEM (Science, Technology, Engineering and Maths / Medicine) before the festival?



Only 33.3% of respondents selected that they felt 'Very positive' about STEM before the festival, which is higher than last year (2025 statistic shows 23%). This increase may suggest the survey was completed by a slightly different cohort of attendees or that the positive impact of previous years' efforts continues to build. It may also indicate that Somerscience is successfully attracting a demographic that is already engaged with STEM. In addition, 26.7% of respondents selected 'Neutral', which suggests that a meaningful proportion of attendees entered the event with limited prior interest or knowledge of STEM.

6. How would you rate your attitude towards STEM (Science, Technology, Engineering and Maths / Medicine) now?



The scores remained firmly within the 'Positive' to 'Very positive' range, consistent with the 2025 festival - greatly reinforcing that attendees felt strongly and positively about STEM after the event, even if they entered the event with limited interest. The data shows that 74% of responses selected that their attitude towards STEM post-festival was 'Very positive'.

7. What was your favourite activity at the festival?



The feedback for favourite activities differed from last year, with a stronger emphasis on STEM activities rather than specific stalls. Last year's data showed the top three words as "talks," "Royal Navy," and "stand." This year, the leading activities (based on the data above) included the mechanical car activities, the ice cream-making workshop and the spinning gliders activity. This year we see many of our contributors such as Leonardo, Explorer Dome, Bath Astronomers and David Williams referenced heavily across our visitor feedback.

8. What if anything would you change/improve for next year?



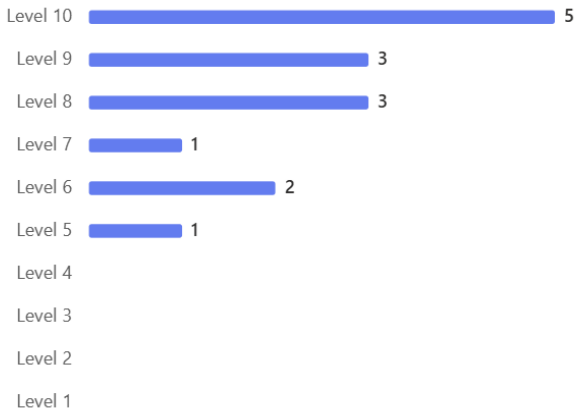
Though the responses received was largely positive, the key theme for improvement focused on general communication: this includes site navigation (particularly parking arrangements and entrance/exit clarity), as well as ensuring the workshop times and capacities are communicated more effectively. The most frequent word in the responses for Q9. Was "better" (used by 3 of the 15 responses), indicating that while attendees had a positive experience overall, additional clearer communication would further enhance their experience at the Somerscience festival.

Contributor survey

There were 15 responses from contributors to a Microsoft Form survey, which was shared via email post-festival. A summary of the responses is provided below.

To what extent did the festival meet your expectations?

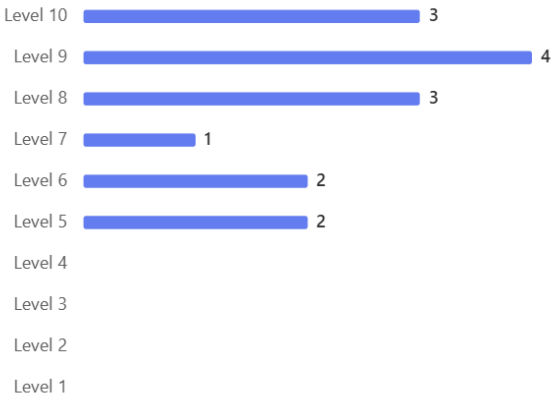




A positive response, however, a slight dip compared to last year's rating (8.52). Many were first to notice the difference in locations with some expressing they felt the 'space was better than the previous year' and this festival was a 'huge improvement' moving to the Bath and West Showground. However, whilst commented positively on the new space, a few contributors felt 'other festivals have been easier to get to'. Aside from this, many contributors felt Somerscience 2026 was a valuable festival filled with continuous learning, with many interactions from several different age groups, thus highlighting the importance of the STEM event.

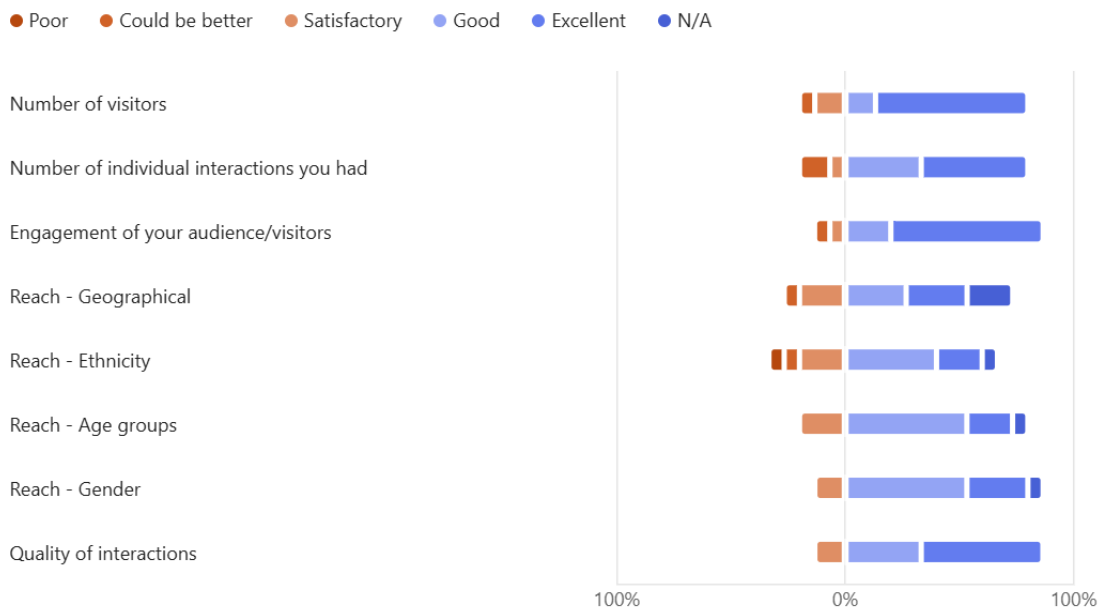
The festival was free for contributors. Based on that, please rate overall value for time invested.





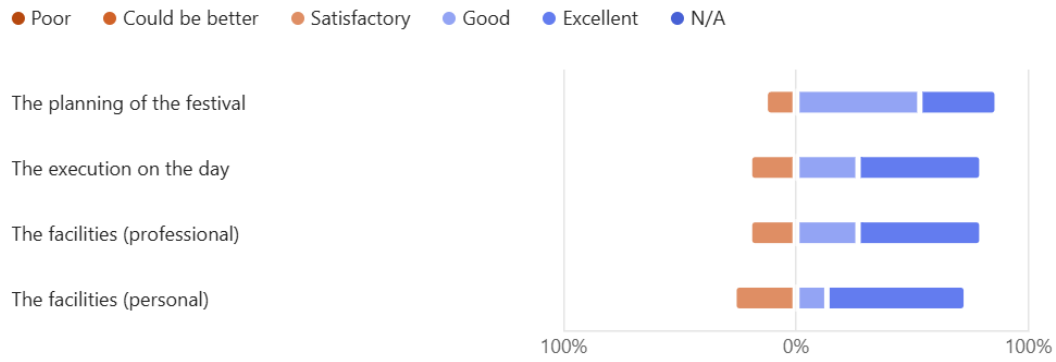
67% of responses were in the top 3 ratings. This is a marginal drop from last years (8.43). However, there were no ratings below 5.

On the day – please rate the following using the scale below:



This closely mirrors the results from the 2025 survey. With slight improvements in most of the statements, predominantly in 'number of visitors' and 'number of individual interactions you had'. Many contributors stated that they were not able to ask visitors about ethnicity, age or geographical data. We must acknowledge that Somerscience is a local STEM festival, targeted at rural South Somerset, and the ethnic makeup of our immediate area is more homogenous than most.

Overall – Please rate the following using the scale below:



Both 'the planning of the festival' and 'the execution on the day' were rated highly – at almost 90% between 'Good' and 'Excellent'. The facilities 'professional' saw an improvement from the previous year's rating of 71%, to this year's rating of 80%, whereas 'personal' was stagnant from the rating the previous year of 73 respectively. Most of the comments were related to the new environment, stating that due to the increased space in the new venue, it created a lot of noise, stating there was 'poor acoustics for multiple activities' which was an unforeseen risk that can be taken into the planning of Somerscience 2027.

Marketing – Please rate the following using the scale below:



Compared to last year's results, publicity pre-festival receives a higher percentage of satisfactory results with comments mentioning there was 'limited publicity ahead of the event' which is something the project team had difficulties with during this work package.

Nevertheless, with 95% of contributors satisfied with the number of visitors, the need for additional promotion seems unwarranted. Local outreach, Facebook, and school distributions were the primary sources of information about the event, resulting in visitor numbers similar to last year's festival.

Communication and joining - Please rate the following using the scale below:



Most ratings achieved 80%+ ranging from 'Good' to 'Excellent', with the notable exception of the 'Welcome and directions on the day'. Detailed feedback revealed some contributors 'weren't entirely clear what gate we would be entering from' potentially due to the 'clarity of signposting on the day'. Although these issues were not universally experienced, all contributors were extremely impressed with the volunteering team on the day noting 'their coordination on the day was FANTASTIC!' and they all were 'really approachable and friendly'.

Some specific contributor feedback quotes are included below, which again reflect the overwhelmingly positive attitudes towards the 2025 festival:

Testimonies

Inspiring the Next Generation at the Somerscience Festival

'Volunteers from Thales in Templecombe spent their day inspiring the next generation to pursue a career in STEM...

The event showcases a variety of STEM organisations through school competitions, workshops, talks, interactive activities and demonstrations. There really is something for all ages - the little ones, the bigger ones AND the grown-ups - and it was completely free! And around 6,000 people visited! Thales colleagues provided their time and some great activities, which allowed visitors to fully immerse themselves into the world of STEM, with the hope of inspiring the next generation to pursue a career in it.'

'It was a really fun way to spend the day, even though it was a Bank Holiday! I really enjoyed spreading the word about what Thales can offer for early careers. People were often surprised by the breadth of products we were involved in, the fact that we have multiple sites around the UK and that we are not just UK based!" For Thales, the Somerscience Festival is a little more than one day of volunteering. It takes weeks of discussions to ensure the team are able to provide the best experience possible for the visitors on the day.' (Thales)

'One for my #STEM people with a base in the Southwest. A hidden gold mine of engagement opportunities!'

Volunteer survey

Volunteer Survey Context

The Somerscience volunteer team consisted of 45 volunteers in total across the day.

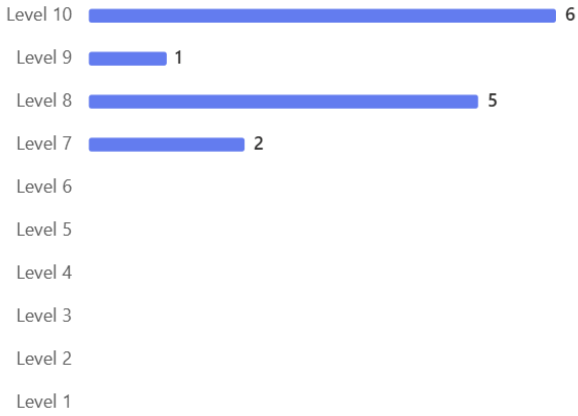
On the day, volunteers were deployed across the site to support different areas of the visitor journey. This included welcoming and counting visitors at the entrance, assisting hosts within the workshops, directing parking from outside, and providing general support throughout the site. A dedicated volunteer base was also stationed near the entrance, enabling volunteers to store lost property, take scheduled breaks and share live updates via the PA system to make announcements.

To ensure roles remained manageable and volunteers could maintain energy throughout the event, each volunteer's responsibilities were rotated across the day, supporting breaks and a change of pace. Volunteers were also provided with a complimentary lunch and a Somerscience T-shirt, so they were easily identifiable from visitors.

This is the first year Somerscience has issued a post-festival volunteer feedback survey, with 14 responses in total.

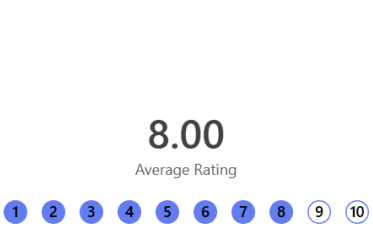
1. **Please rate your overall experience of Somerscience 2026**

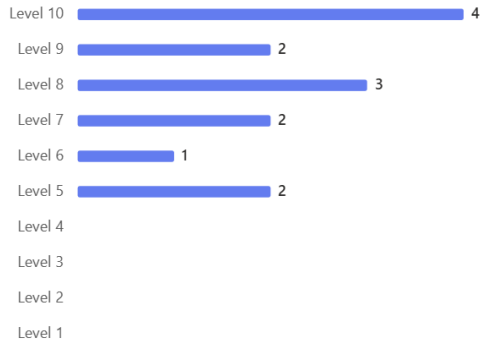




A range between Level 7-10 shows a largely positive experience of Somerscience, with the most popular ratings sitting at Level 10 (6 individuals) and Level 8 (5 individuals). The average rating is positive overall.

2. **How do you rate the communication skills of our staff before the festival?**





The scoring on communication is scattered, ranging from Level 5-10, marking an overall average of 8 when combining all of the feedback – this shows a positive outcome, though there is room for improvement for communication before the festival in future years.

3. How well would you rate the organisation of Volunteers prior to the festival?



Similar to Q2, a range between Level 5-10 with an overall average of 8.29. Most of the respondents scored a Level 8, suggesting that the organisation prior to the festival was good.

4. How well would you rate the organisation of Volunteers on the day of the festival?



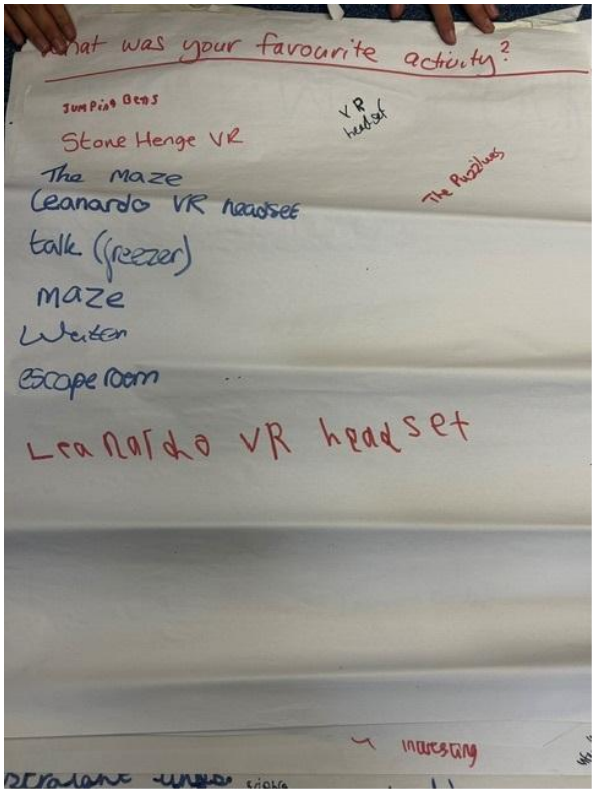
Though an average of 8, the ratings range from Level 6-10 suggesting the organisation on the day of the festival was good.

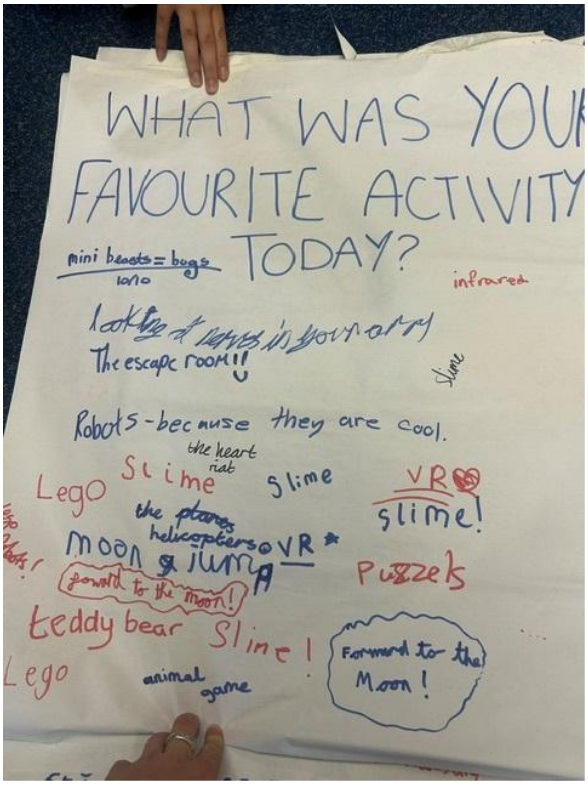
5. Is there anything that could've been improved regarding the organisation of Volunteers, both prior to and the day of the festival?

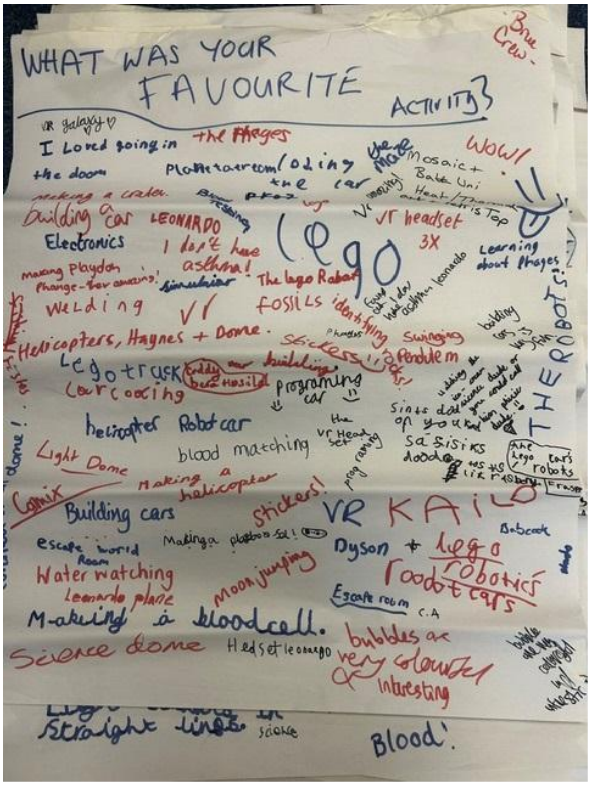


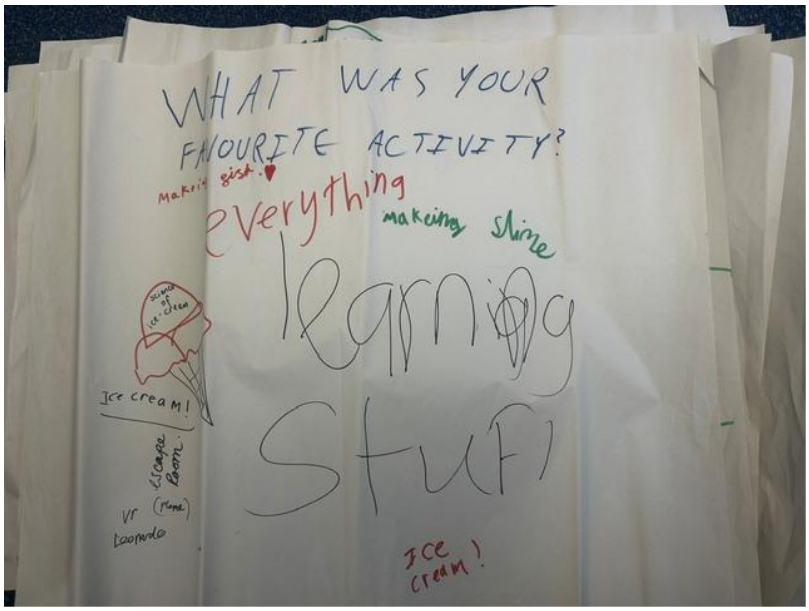
Graffiti Wall

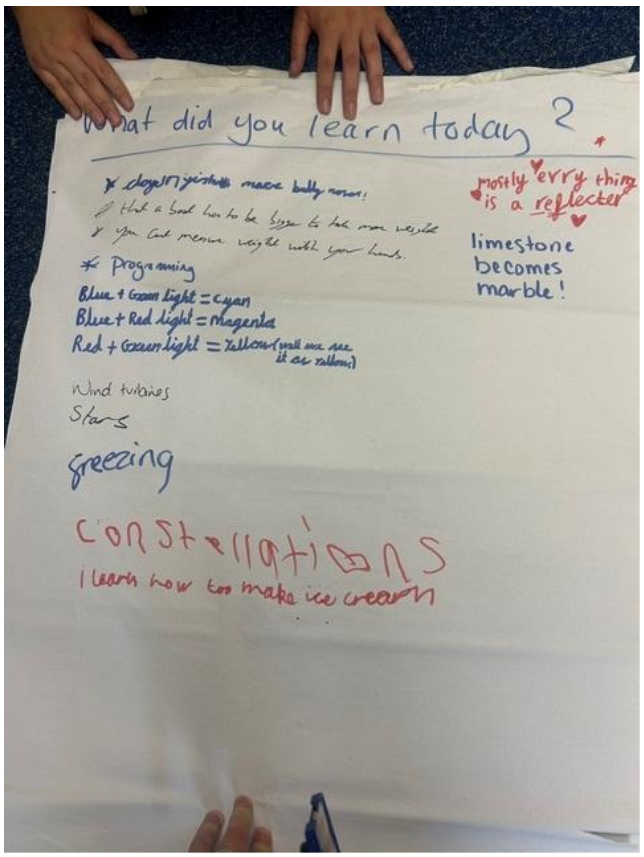
Visitors were encouraged to leave their feedback on a 'graffiti wall' at the Somerscience stand at The Bath and West Showground. There was a wide range of feedback we were able to gather from participants, sectioning these into; Favourite activity, what did you learn and draw a picture! The following images were taken away from Somerscience 2026:

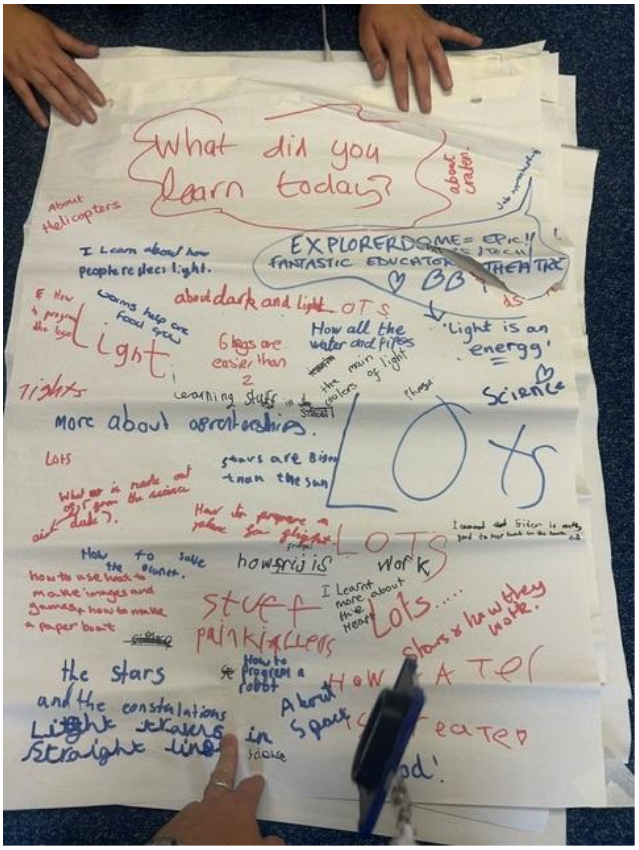


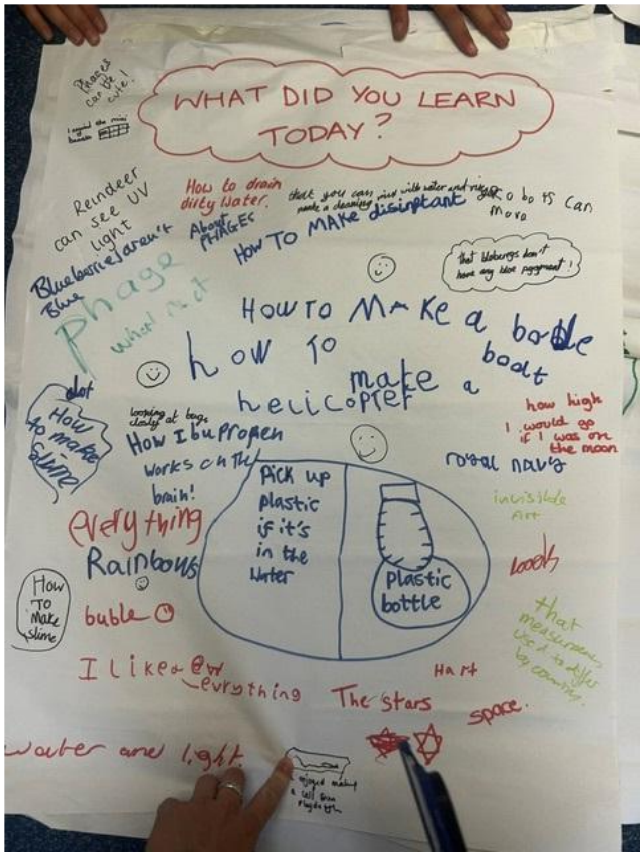


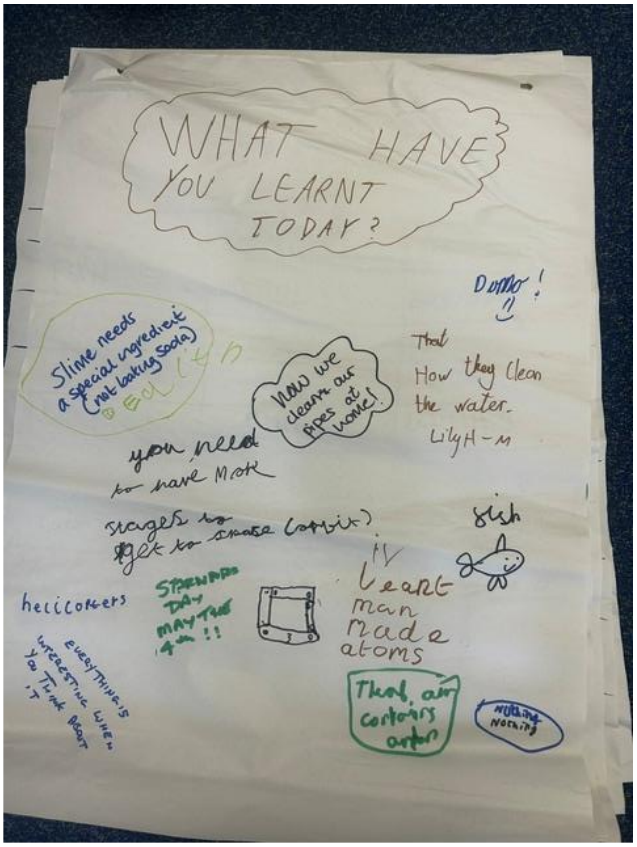





What did you learn today ?
mostly erry thing is a reflecter
limestone becomes marble!
Programming
Blue + Green light = cyan
Blue + Red light = Magenta
Red + Green light = Yellow
Wind turbines
Stars
freezing
constellations
I learn how too make ice cream


What did you learn today?
about craton
About Helicopters
I Learn about how people reflect light.
EXPLORERDOME = EPIC!!
FANTASTIC EDUCATOR
THEATRE
about dark and light
LOTS
Light
How all the water and pipes
'Light is an energy'
Science
more about apprenticeships.
LOTS
stars are Bigger than the sun
LOTS
how fris is work
stuff
painkillers
Lots....
stars & how they work.
the stars
and the constalations
Light travels in straight lines
About Space
How water

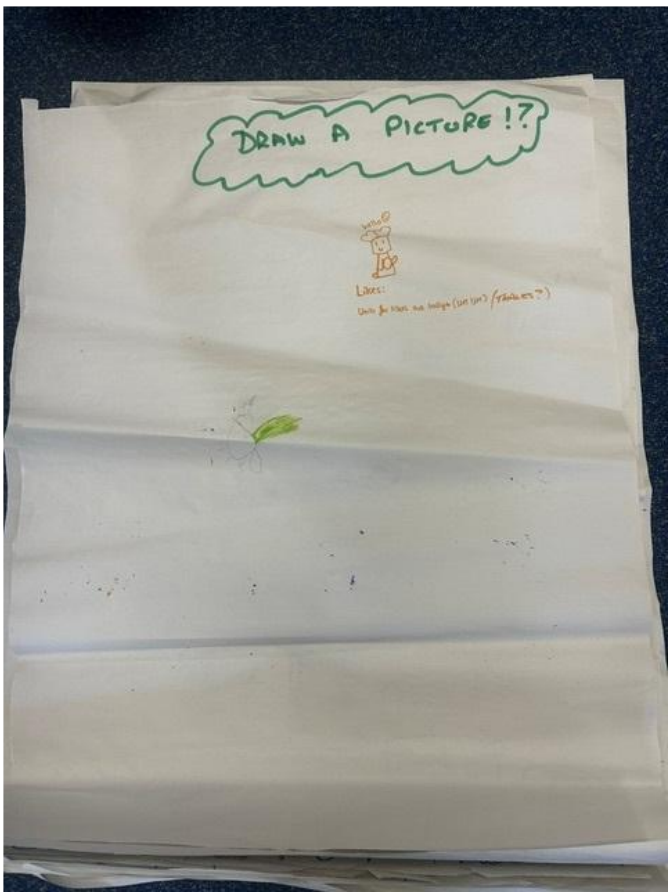

WHAT DID YOU LEARN TODAY?
Reindeer can see UV light
How to drain dirty water.
About PHAGES
How TO MAKE disinfant
Phage
How TO MAKE a bottle
how to make a boat
helicopter
How I bu Propen works on the brain!
Pick up plastic if it's in the water
Plastic bottle
royal navy
How high I would go if I was on the moon
everything
Rainbows
buble
How TO Make slime
I like everything
The stars
space.
water and light


WHAT HAVE YOU LEARNT TODAY?
Slime needs a special ingredient (not baking soda)
How we clean our pipes at home!
That How they Clean the water.
you need to have Mark
stages to get to space (orbit)
helicopters
STARWARS DAY MAY THE 4th !!
Learnt man made atoms
That air contains oxygen
Nothing Nothing


DRAW A PICTURE!
Eth.


DRAW A PICTURE
time
Bubble
pazzles
loadsa space

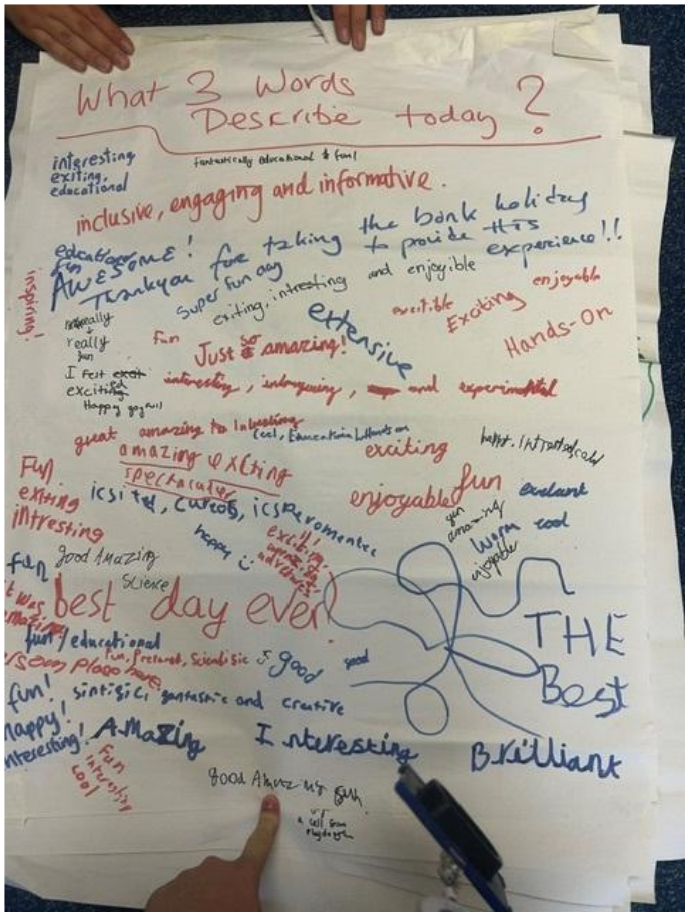

DRAW A PICTURE
Earth
slower

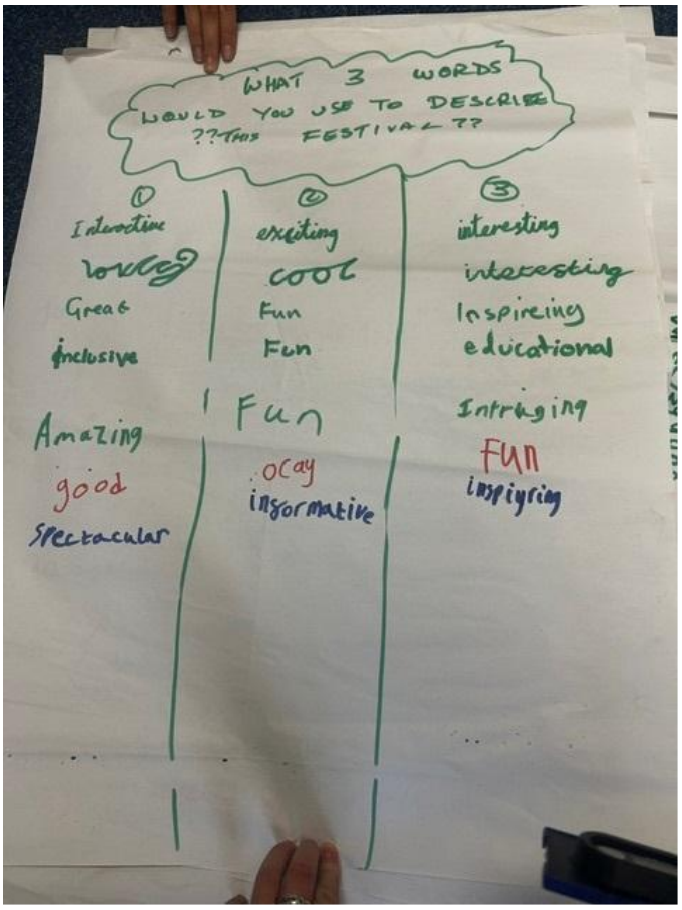

DRAW A PICTURE !?

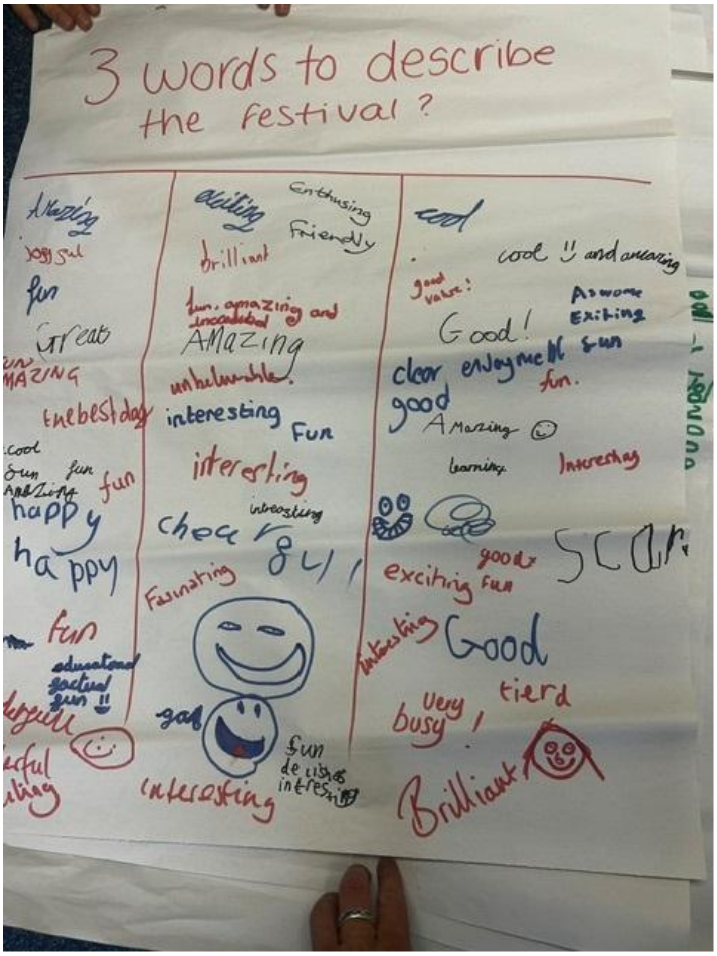
Three Words

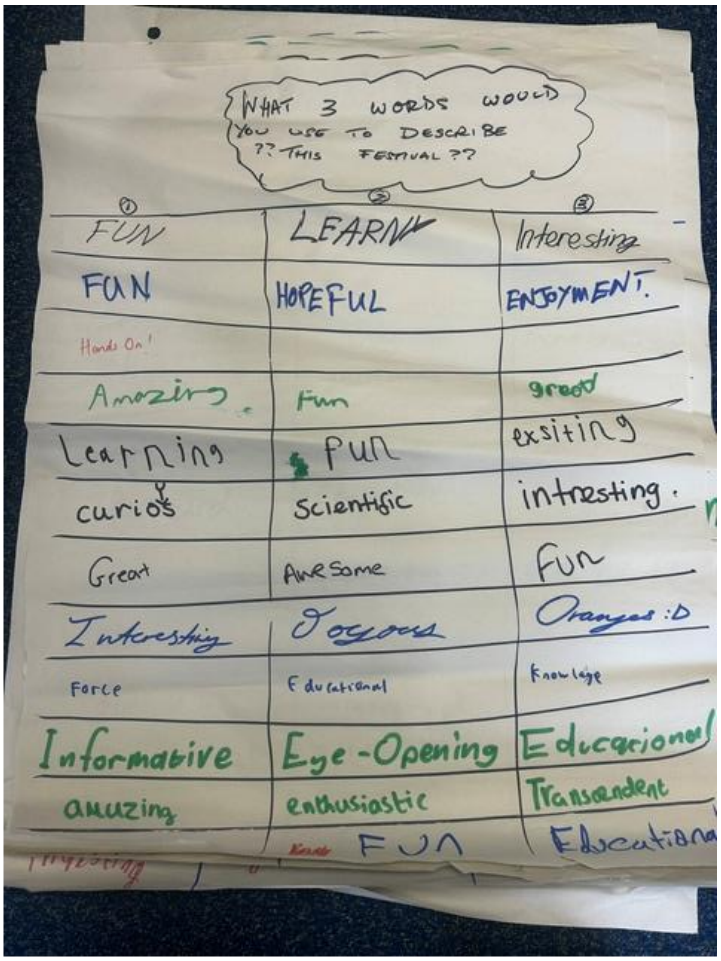
Alongside collecting registration data, volunteers were also able to canvas attendees for their ‘three words’ to describe Somerscience 2026. The main themes are “interesting”, “fun”, “busy” and “informative”. The results of this activity are summarised in 2 different ways; digitally, with the use of word clouds, and physical copies of the feedback reached on the Somerscience stand:

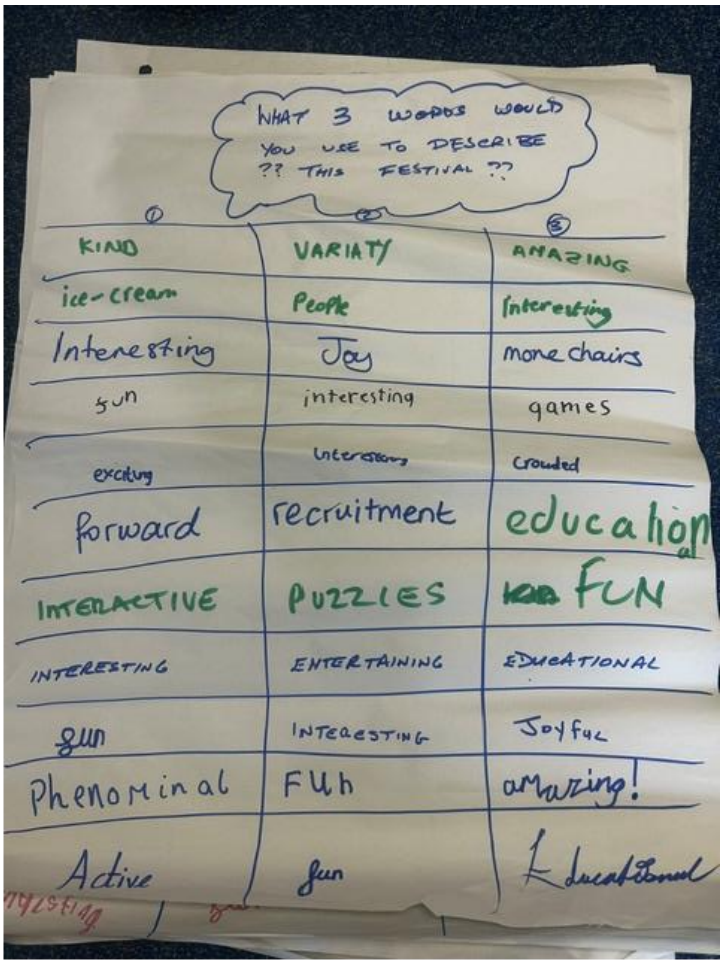


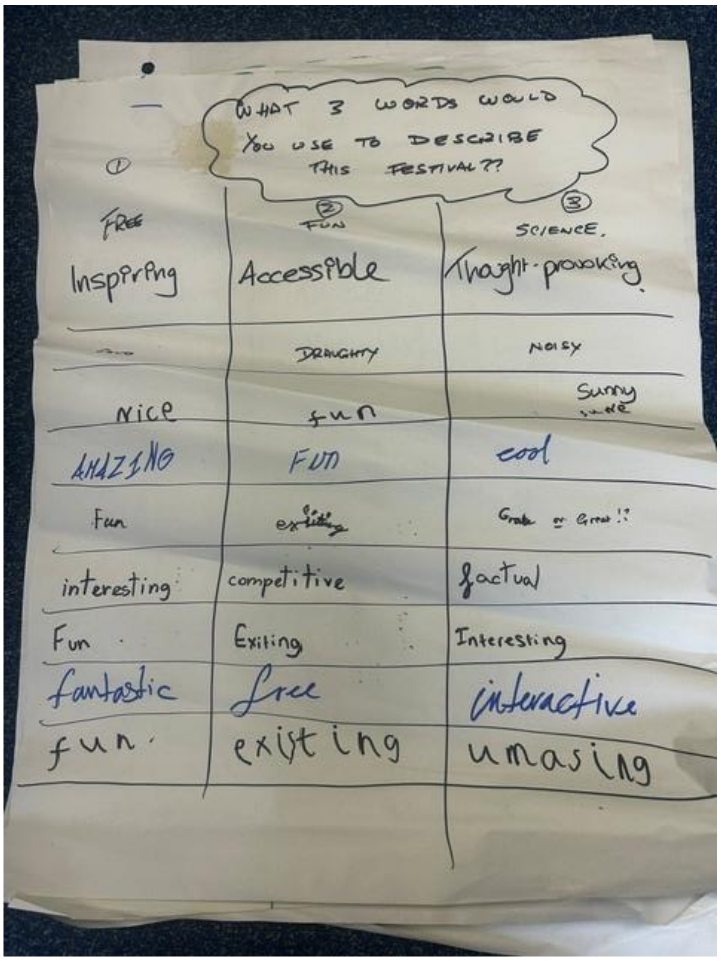





3 words to describe the festival?
fun
Great
happy
happy
fun
Fun
interesting
Fun
interesting
Fascinating
exciting
Good
Brilliant
Amazing
good
Good!
Awsome
Exciting
fun
Interesting
Friendly
Brilliant
Amazing
interesting
Fun
interesting
Fascinating
Interesting
Good
tierd
busy!
Interesting
Brilliant


WHAT 3 WORDS WOULD YOU USE TO DESCRIBE ?? THIS FESTIVAL ??
1
2
3
FUN
LEARN
Interesting
FUN
HOPEFUL
ENJOYMENT.
Hands On!
Amazing
Fun
great
Learning
fun
exsiting
curios
Scientific
interesting.
Great
Awesome
Fun
Interesting
Joyous
Oranges :D
Force
Educational
Informative
Eye-Opening
Educational
amazing
enthusiastic
Transcendent
FUN


WHAT 3 WORDS WOULD YOU USE TO DESCRIBE ?? THIS FESTIVAL ??
1
2
3
KIND
VARIATY
AMAZING
ice-cream
People
Interesting
Interesting
Joy
more chairs
fun
interesting
games
exciting
Interesting
Crowded
forward
recruitment
education
INTERACTIVE
PUZZLES
FUN
INTERESTING
ENTERTAINING
EDUCATIONAL
fun
INTERESTING
Joyful
Phenominal
FUN
amazing!
Active
fun


WHAT 3 WORDS WOULD YOU USE TO DESCRIBE THIS FESTIVAL??
1
2
3
FREE
FUN
SCIENCE.
Inspiring
Accessible
Thought-provoking
DRAUGHTY
NOISY
Sunny
Nice
fun
AMAZING
FUN
cool
Fun
Great !?
interesting
competitive
factual
Fun
Exiting
Interesting
fantastic
free
interactive
fun.
existing
amazing

Conclusion

Based on information from the various modes of evaluation, the judgements against our success criteria, set out prior to the festival are as follows:

What is Important? (Criteria)	What will that look like? (Evidence)	Was this met?
C1. High Participant Engagement & Satisfaction from young people in Somerset	E1.4 **High Attendance** - Large diverse crowd, strong interest in the event and content. Target: >5000 visitors E1.5 **Positive Feedback** – High levels of enjoyment, learning and satisfaction with activities and exhibits. Target: Net Promoter Score of >=9 E1.6 **Active Participation** – Active involvement in activities, demonstrating genuine engagement with exhibits and displays. Target: >100 activities	Despite visitor numbers not reaching the target of 5000, we met high levels of visitor satisfaction and surpassed the target of >9 NPS. Many of the stands were designed to be multifaceted, leading to near to the target of 100 activities.
C2. Effective communication of Science, Technology, Engineering and Maths	E2.5 **Clear explanations** – Exhibits and presentations should effectively communicate concepts to a broad audience. Target: Good or Excellent E2.6 **Relevance and Accessibility** – Displays should be presented in a way that is relevant to audience. Target: Good or Excellent E2.7 **Engaging presentations** – Speakers and presenters should be captivating and interactive. Target: Good or Excellent	
C3. Well organised and smoothly run	E3.4 **Efficient logistics** – Festival should run smoothly with clear signage, well defined pathways and efficient management of visitors and activities. Target: Good or Excellent E3.5 **Professionalism** – Staff and volunteers should be well trained, helpful and knowledgeable providing excellent support to visitors and contributors. Target: Good or Excellent E3.6 **Safe and Inclusive Environment** – Festival should be a safe and inclusive space for all attendees with appropriate accommodations for diverse needs. Target: Good or Excellent	
C4. Community Engagement and Impact	E2.8 **Increased Science Literacy** – Should contribute to a greater understanding and appreciation of science within the community. Target: Agree or Strongly Agree E4.3 **Inspiring Future Scientists** – Spark Interest in STEM among visitors. Target: Agree or Strongly Agree E4.4 **Strong Partnerships** – Foster collaboration and partnerships with local schools, universities and other organisations, creating a network of support for STEM education. Target: Net Promoter Score of >=9	

Lessons learned

1. **Space Management for Stands**:
    - Ensuring there is adequate space for the number of stands is crucial. This year we learned the importance of properly planning and allocating space to avoid overcrowding and to ensure each stand has enough room to operate efficiently and comfortably.
2. **Simplified Pre-Festival Communication with Contributors**:
    - The need for better pre-festival communication was evident. To address this, we recommend creating and distributing an information pack for contributors. This pack should include key details about the event, guidelines, schedules, and any other relevant information to ensure all contributors are well-informed and prepared in advance.
3. **Location and Facilities for Stages**:
    - Enhancing the location and facilities of the stages is essential for the success of future events. Lessons learned include the need for weatherproofing and soundproofing measures to ensure performances are not disrupted and can proceed smoothly regardless of external conditions.
4. **Visitor Flow Management**:
    - Improving the flow of visitors is vital to prevent blockages and ensure a smooth experience for all attendees. While the one-way system implemented was more effective, further consideration and planning of flow management strategies are necessary. This may include additional signage, barriers, and designated pathways to better guide visitor movement.
5. **Improving Refreshment facilities**:
    - Streamlined processes for contributors to reach refreshment areas – potential to include options to ensure that there are adequate facilities to accommodate both visitors, volunteers and contributors. This time saving would allow volunteers to take breaks, relax, and refresh, thus maintaining their energy and morale throughout the event and improving overall contributor satisfaction.
6. **Pre-Festival Marketing to Local Schools**:
    - Engaging local schools through targeted pre-festival marketing could significantly boost attendance and community involvement. Establishing partnerships with schools and providing them with promotional materials about the event can encourage participation and generate excitement among students, parents, and staff.
7. **Review the evaluation methods**
    - Review the evaluation methods to identify ways to increase the level of engagement in responses, to improve the quality of the evaluation data.

Incorporating these lessons learned into future planning will help in delivering a more organised, efficient, and enjoyable festival experience for all involved.