

## **SCIENCE SUMMER SCHOOL - 25 & 26 August 2015**

### **HELPING TO MAKE BRITAIN THE BEST PLACE TO DO SCIENCE**

This year's Science Summer School, hosted once again by Professor Brian Cox, OBE, proved to be more ambitious and more successful than ever before. Over 150 young participants enjoyed two days of 'doing' science at St. Paul's Way Trust School in east London as well as at Here East in the Queen Elizabeth Olympic Park. The event finished with a highly successful fundraising evening at the top of the ArcelorMittal Orbit.

While the students attended presentations and practical workshops, SSS15 organisers had fruitful meetings with representatives attending from community and educational organisations from across the UK to discuss rolling out the project nationwide. Inspired by these discussions, planning will start shortly for the fifth Science Summer School.

The Science Summer School reputation is growing year on year and thanks to our links with the American Embassy in London, NASA Chief Scientist, Dr Eileen K Stansbery took time out from her European tour to join us. As Director, Astromaterials Research and Exploration Science, Dr Stansbery offered a fascinating insight into NASA's collection of space artifacts.

Dr Stansbery was one of several eminent guest speakers attending a special reception on the first evening where the School traditionally invites parents of pupils and other VIPs to hear Professor Brian Cox in conversation with fellow scientists taking part in the event. Once again the evening proved to be very popular with standing room only. The presence of Dr Stansbery demonstrated how SSS can now attract top international names.

We were also delighted that Jo Johnson MP was able to attend to open Science Summer School 2015 in his official capacity as Science and Universities Minister. The Minister's 100 % interest in the project was demonstrated when he stayed far longer than intended to listen to Professor Cox's presentation, despite his advisors' urgent plea to leave for the next engagement!

### **Programme**

Please see the attached document for a complete breakdown of Science Summer School 2015 activities.

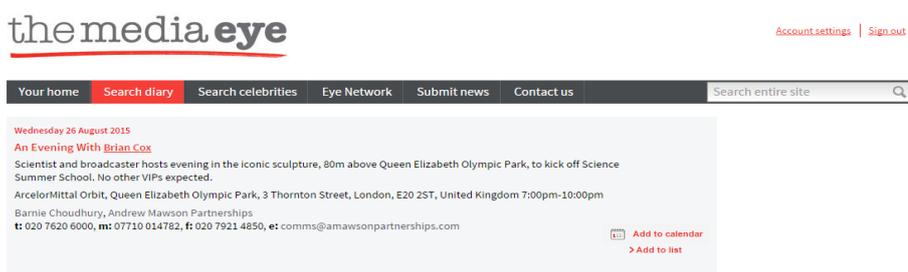
## Photographs

Please find attached just some of the many images taken by our photographer Elizabeth Norden capturing the event in all its glory.

## Media coverage

This year we had a dedicated resource for PR, media relations and communications. It resulted in excellent coverage.

1. The Media Eye – an events page agency (30<sup>th</sup> July 2015)



2. The Metro – free newspaper with a readership of more than 2m. (26<sup>th</sup> July 2015)

<http://www.metroclassified.co.uk/productsandaudiences/readdistribution>

See advert here: <http://moremetro.co.uk/theslice/professor-brian-cox-at-the-arcelormittal-orbit/>

3. ITV London – live appearance 24<sup>th</sup> August 2015 – audience of up to 1.5m

<http://televisioncampaign.co.uk/RegionalTVAdvertising/ITVLondon.aspx>

See video and article here. Note link to event which boosted sales.

<http://www.itv.com/news/london/2015-08-24/how-to-be-as-good-at-science-as-professor-brian-cox/>

4. Channel 5 News – audience figures of 650,000. Shown at 1700 and 1830 and Facebook 25<sup>th</sup> August 2015

<https://youtu.be/A9GIaZYnsqc>

<http://facebook.com/C5News>

5. Eastern Eye – newspaper aimed at South Asian business leaders. Paper readership around 20,000 in UK plus worldwide global reach, especially in the United States, where the parent company has an Atlanta base.

<http://www.easterneye.eu/comment/comment-news/Brian+Cox%3A+Don%26rsquo%3Bt+STEM+the+science+flow/5388>

6. The Times 31<sup>st</sup> August 2015 <http://www.thetimes.co.uk/tto/science/article4542561.ece> . The Times was the best performing when it came to year-on-year growth. Its readership is 396,621. It also has a paywall online readership
7. BBC Newsround 31<sup>st</sup> August 2015 – audience figures of about 226,000. Aimed at 8-13 year olds  
<http://www.bbc.co.uk/newsround/34105481>
8. BBC Homepage front page on 31<sup>st</sup> August 2015
9. Newham Recorder – local newspaper: articles 1<sup>st</sup> September 2015 and 21<sup>st</sup> August 2015  
[http://www.newhamrecorder.co.uk/news/prof\\_brian\\_cox\\_looks\\_east\\_for\\_new\\_science\\_talent\\_1\\_4216302](http://www.newhamrecorder.co.uk/news/prof_brian_cox_looks_east_for_new_science_talent_1_4216302)  
[http://www.newhamrecorder.co.uk/news/prof\\_brian\\_cox\\_goes\\_into\\_orbit\\_for\\_stratford\\_space\\_talk\\_1\\_4204578](http://www.newhamrecorder.co.uk/news/prof_brian_cox_goes_into_orbit_for_stratford_space_talk_1_4204578)
10. FT – interview taken on 25<sup>th</sup> August 2015. Still to be published

**Our thanks to the organisations who generously supported SSS15:**

- XL Catlin
- Lloyd's Register Foundation
- J.P.Morgan
- Workspace
- Voyage Control
- Here East
- Queen Elizabeth Olympic Park
- ArcelorMittal Orbit
- St Paul's Way CIC
- St Paul's Way Trust School

**Lord Andrew Mawson OBE**

**September 2015**