



Manchester Science Festival

**Part laboratory
Part playground**



Event organisers' information pack

Thursday 18 October – Sunday 28 October 2018

Welcome and thank you

Thank you for your interest in being part of Manchester Science Festival 2018 (MSF). We hope this information pack will tell you everything you need to know about the Festival and how we work in collaboration with partners. We would love to hear from you, so if you have any questions or would like to know more, please do not hesitate to get in touch with the team – our details are at the end of this document.

About Manchester Science Festival

Produced by the Museum of Science and Industry, which is part of the [Science Museum Group](#), Manchester Science Festival is a creative, playful and surprising science festival taking place across Greater Manchester. Having launched in 2007, we are now the largest science festival in England and the North's premier cultural celebration of all things related to science and innovation.

Dubbed **part laboratory, part playground**, the Festival invites over 120,000 visitors to join us at 100 unique and extraordinary events every year, ranging from art installations and theatre to comedy, debates and workshops.

Highlights from MSF17

- Together with our partners, we welcomed **131,890** visitors over 11 days
- We worked with **114** local, national and international partners across academia, cultural, community and private sectors to deliver **112** unique experiences in **50** venues across Greater Manchester
- Over **1,452** scientists, researchers, science communicators and creative practitioners and **115** dedicated festival volunteers engaged with our visitors

Our vision

We aspire to be the most bold, creative and ambitious science festival in the UK, and to be internationally recognised for creative science engagement.

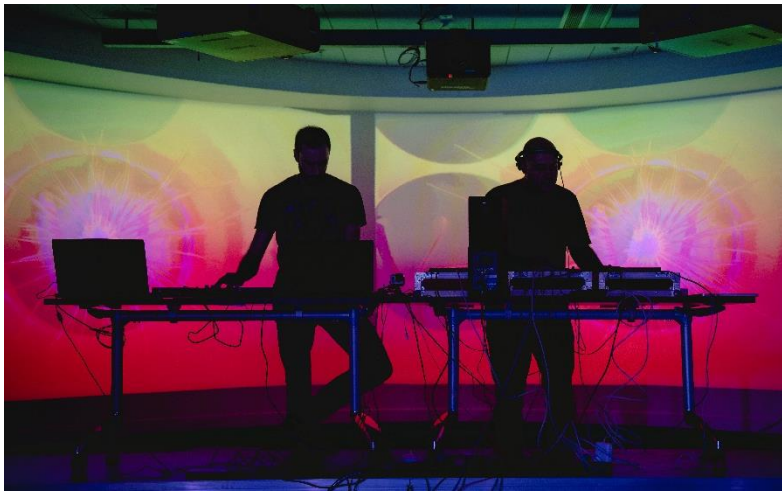
Our mission

To produce a festival that is part laboratory and part playground. To create a place for surprising, meaningful science, where everyone can join in and ignite their curiosity in science. Together, we test out new ideas, build people's science capital and explore science creatively.

Values

Our Festival values underpin all of our work. We stand by them as being the set of behaviours that we expect of ourselves and our partners.

- **Visitor focused** – we ensure our visitors are at the heart of everything we do and all our decision-making
- **Collaboration** – the greatest strength of our Festival is our unique alliance of partners. We know we can make greater impact together and will continue to grow and develop our partnership model
- **Creativity and innovation** – we embrace creativity and innovation as the two core values within our programme
- **Positivity** – we are solutions focused, have a can-do attitude and see every challenge as an opportunity
- **Inclusivity** – we strive to be inclusive and accessible to everyone



The Festival team

The Festival is produced by the Museum of Science and Industry. Your main contacts at the museum would be:

Antonio Benitez Festival Director

Tania Wilson Partnerships and Collaborative Programme Manager

Carole Keating Creative Producer

Holly Jones Programme Coordinator

Gina Cooke Contemporary Science Programme Producer

Georgina Wells Contemporary Science Programme Coordinator

How do we programme?

We programme the Festival in two ways: **MSF produced events** and **partner events**.

(1) MSF produced events:

Manchester Science Festival produces a bold, creative and ambitious headline programme and supporting events. Our headline programme has previously included an immersive experience, exhibition and high profile performance. We produce a large-scale family weekend which takes place at the Museum of Science and Industry and a range of special family and adult events taking place across Greater Manchester.

The Festival team will invite selected partners to get involved with aspects of the MSF produced programme, depending on the content and themes.

We also run the annual Josh Award, which is a national award established to recognise and support up-and-coming talent in science communication. The winner of the award becomes the Science Communicator in Residence at MSF, developing and delivering a new project or event while showcasing best practice in the field of science communication. For more information on the Josh Award, please visit [our website](#).

(2) Partner events:

Manchester Science Festival invites individuals and organisations, creative practitioners and scientists and anyone interested in being part of the Festival to submit a proposal for their event/project idea. Before submitting their proposal, partners have the opportunity to meet the Festival team and attend an information and networking event on Monday 19 March, 3pm – 5pm at the Museum of Science and Industry ([register to attend](#)). This is an ideal opportunity for partners to find out more about us and how they can get involved, to refine their idea and collaborate with others.

The Festival will curate the partner programme by selecting proposed events which reflect our vision, mission, values and programming criteria (see page 5). All proposals are reviewed by at least three panellists from the Festival team. Representatives from the Science Museum Group and a selection of longstanding partners of the Festival may be invited to peer review proposals.

Festival visitors

The Festival primarily programmes events for families and adults. We have conducted detailed analysis on the interests, behaviours and attitudes of these key groups and work with partners to ensure their events are suitable for these visitors.

We also invite proposals for events which target specialist visitor groups, such as autism-friendly events. In 2018, we particularly welcome proposals for events taking place in North Manchester, and those that engage underrepresented visitors from Black, Asian and minority ethnic backgrounds.

Partner experience

Partnership working is one of the key strengths of our Festival. We collaborate with a wide range of individuals and organisations regionally, nationally and internationally to deliver events taking place across Greater Manchester.

Here are some of the main reasons our partners work with us:

- Being part of a major and high profile festival in Manchester
- Opportunity to reach new audiences and raise profile
- Creating bigger impact through collaboration
- Complimentary training
- Promoting science, technology, engineering and maths (STEM)
- Support with delivering programmes or activities

Some of our 2017 partners included museums, arts venues and cultural institutions, universities, libraries, pubs and bars, artists, societies, charities and businesses. Here are some comments from our 2017 Festival partners:

“The festival is an extraordinary event, one of the biggest I know of, a fantastic marketing tool for Manchester...[it] gives an opportunity to Manchester to shine”

“We’re also interested in the audiences that the festival attracts and that was an important factor in our decision making”

“For such a large festival I was pleasantly surprised how they were able to quickly respond to queries and offer support and advice whenever the need arose. Training was excellent and I'd highly recommend partnering up with them to other cultural organisations.”

Here are some highlights from local and national press, relating to the 2017 Festival:

“This year’s Manchester Science Festival promises to be an absolute treat... it’s one of the most bold, creative and ambitious science festivals in the UK.” ITV

“The Manchester Science Festival is England’s largest science festival and this year’s programme is jam-packed with fun and largely free, hands-on family activities for all ages throughout October half term.” Manchester Evening News

“There are over a hundred events to inspire, challenge and entertain science enthusiasts of all ages.” Sunday Mirror

What do we look for in our partner programme?

We have developed programming criteria to help partners understand what we are looking for from their events/projects. We welcome proposals for events which cover some or all of the following:

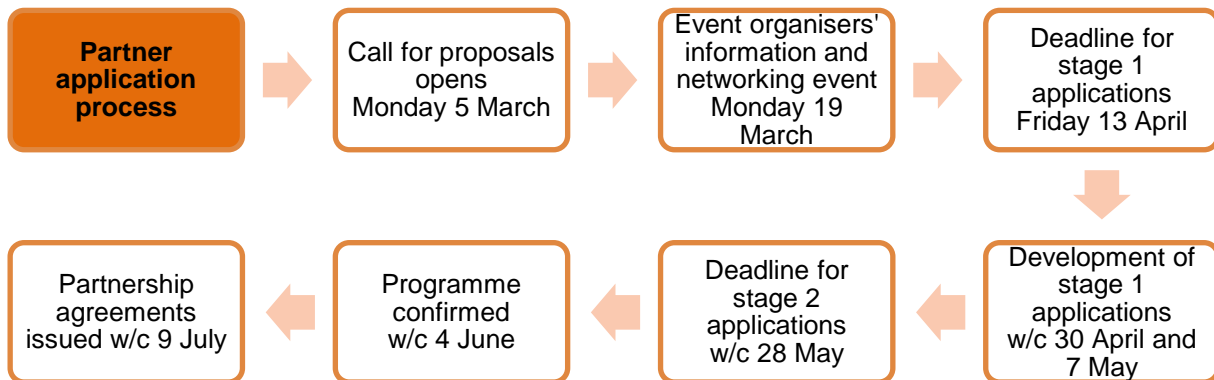
- Are bold, innovative and ambitious
- Connect visitors with scientific research and promote participation and enjoyment
- Inspire our visitors to explore and be playful with science, making science relevant to them
- Demonstrate high quality in the production and delivery of the project/event
- Promote originality in the development of the project, the format of the event and/or the use of venues
- Promote best practice of physical and intellectual accessibility
- Involve new audiences not traditionally engaged with science
- Develop new partnerships

These are the questions our panelists will consider when reviewing partner proposals:

Criteria	Key considerations
Meaningful science	Is there meaningful science at the heart of the event? Are scientists involved in the planning or delivery? Is there evidence that the scientific content is accurate? Does the content bring science, technology, engineering and/or mathematics to life? Are we introducing visitors to something new?
Quality	Do we have evidence that the content is of high quality? Does it have high production values? Will it help raise the Festival's local, national and international profile?
Innovation	Is it bold, daring and ambitious? Is it experimental and cutting edge? Is the content and/or format unique or original?
Playfulness	Is it playful yet sophisticated? Is it unexpected and surprising?
Visitor focus	Will this appeal to the Festival's visitors? Will it drive visitors? Is it enjoyable and fun? Does it promote participation? Does it encourage discussion about what visitors are seeing and doing? Is it relevant to our visitors' everyday lives? Does it embed science as culture? Is there evidence that the person submitting the proposal has considered visitor needs? Is there any visitor research supporting the proposal?
Accessibility	Is it physically and intellectually accessible? Is the scientific content pitched at the right level for our visitors? Are there opportunities for deeper engagement? Opportunities to follow up?

Partner application process

Here is a timeline and overview of each stage of the partner application process:



1. Call for proposals opens – Monday 5 March
 - MSF18 event organisers' information pack and stage 1 application form live
 - MSF team available to speak with applicants and answer questions
2. Event organisers' information and networking day – Monday 19 March
 - Opportunity for applicants to meet the MSF team and find out more information about becoming an MSF18 partner ([register to attend](#))
 - Ideal for applicants interested in collaborating with others to deliver their event
3. Deadline for stage 1 applications – Friday 13 April
 - All stage 1 applications must be submitted for consideration
4. Development of stage 1 applications – w/c 30 April and 7 May
 - MSF team may contact applicants to find out more information about their proposal, connect applicants to others where appropriate (e.g. if one applicant requires a venue, and another is able to provide one) and provide additional support where needed
 - Successful applicants will be invited to submit stage 2 applications
 - Unsuccessful applicants will be informed
5. Opportunity for stage 2 applicants to attend optional science communication and accessibility masterclasses to refine event content (details on page 13).
6. Deadline for stage 2 applications – w/c 28 May
 - Applicants are required to submit detailed information on their proposed event, including event format, content and information, ticket prices, target audience and their marketing strategy. This information will be used in Festival print and web promotion and needs to be as accurate as possible. Please note that applicants will only be invited to submit stage 2 applications if they are likely to be successful
 - MSF team may contact you for further questions or discussion
7. Programme confirmed – w/c 4 June
 - Successful applicants will be confirmed in the programme
 - Unsuccessful applicants will be informed, and feedback will be provided
8. Partnership agreements issued – w/c 9 July
 - Successful partners sign a partnership agreement, where both parties agree to terms and conditions before the partnership officially commences



Step-by-step guide for MSF Partners

Once confirmed as an MSF18 partner, there is some key information you will need to know. We have included some of the main points and answers to frequently asked questions below. It is important that you read this before submitting a proposal form, so that you know what to expect, if your proposal is successful.

Event planning and delivery

- Whilst MSF is responsible for the overall planning and delivery of the MSF programme, partners are responsible for the programming, delivery and health and safety of their own events.
- MSF is happy to assist with elements of planning where appropriate, such as brokering introductions to partners, advising on or sourcing event speakers and securing venues. Please discuss this with the MSF team and we will endeavour to support you.
- Unless part of a bigger event, or it has already been discussed with the Festival team, partners are responsible for taking care of all logistics and liaison with their chosen venue and other event partners (where applicable) to ensure the smooth running of the event.

Event cost

- Most organisations running events as part of the Festival are responsible for covering their own costs and offer the event to the public for free.
- If partners are charging for their event, we will need to know what costs this is covering. If partners are making significant income from their event, it is often shared with the Festival to aid with our running costs.
- On occasion, the Festival is able to make modest financial contributions to support partner events. Should you require a financial contribution for your event to go ahead, please clearly indicate all costs within your proposal.

Communication with MSF

- It is important that all partners keep in regular communication with MSF before, during and after the Festival. MSF will communicate with partners via scheduled and one-to-one meetings, phone calls and email. We ask partners to attend key meetings or send a representative in their place and respond to the deadlines listed in the MSF18 Partner timeline (see page 13). Please let the MSF team know in advance if you are unable to attend any scheduled meetings or meet key milestones.
- The MSF website will have a dedicated section where partners can access and download files and information. This will include key dates and milestones, brand guidelines, logos and other marketing materials, template risk assessments and other relevant information.
- We would be really happy to visit partner organisations and provide their staff and/or volunteers with a Festival programme overview, pre-Festival briefing or any other information you may require. Please let the MSF team know if you would like to arrange this.

Training and masterclasses

- Partners will be offered the following complimentary workshops:
 - Science communication training to support with the creation and delivery of high quality public engagement events. This will include two complimentary places for those delivering activities.
 - Accessibility at events ‘best practice’ guidance workshop so that access can be considered early on in the planning process, to ensure all events are as open and inclusive as possible.
 - Marketing and PR masterclass on promoting events, considering key audiences, writing press releases and generating excitement around events for those with limited experience in marketing and PR.
 - Health and Safety planning session to help partners understand the fundamentals of health and safety, and to offer guidance on writing risk assessments and method statements.

Branding and marketing

- The Festival is promoted through press, PR, print, digital marketing and outdoor advertising. Audiences are signposted to the MSF website through these channels. By being involved in the Festival, partner events will be included in the Festival brochure, on the Festival website and may be chosen for inclusion in additional promotional activity.
- We strongly encourage partners to support the overall promotion of the Festival by publicising their own events. It’s likely that our partners will have access to channels and networks that will enhance our overall campaign. We ask that partners let us know what their communications plans are – this will help us to be more resourceful, to align our communications and to ensure they are within the brand guidelines.
- Some partner events could particularly appeal to press and may feature more prominently in our communications. We will work closely with partners where this is the case, though please note that communication support for individual events cannot be guaranteed.
- Events should be promoted as part of the Manchester Science Festival and partners must ensure there is an MSF brand presence during the event. We can provide free materials to assist with this – further details will be provided once events and venue locations have been confirmed.
- Partners should adhere to the MSF brand guidelines and obtain sign-off by the MSF team before producing materials that include Festival branding.
- All promotional material for events taking place at the Museum of Science and Industry must be signed off with the MSF team. This includes flyers, posters, banners and any other marketing or branded materials.
- MSF will work within partner guidelines wherever requested. Partners are asked to send their brand guidelines (if applicable) to the MSF team when sending their logos, images and copy.

Copywriting

- When submitting events for the programme, partners will be asked to provide us with an event title and event details. The event details need to accurately reflect the content and format of the event. Most importantly, you need to be able to tell us exactly what people

can see, do, hear, feel, touch and experience at your event. Quirky facts, world firsts, quotes, comparisons and relatable analogies are also helpful.

- Please don't worry about making your copy creative and exciting, we employ a professional copywriter who will use the details you provide and ensure your event complements the tone of the wider programme.

Digital content

- Online audiences respond well to video content, so please send us any relevant video content that you may have throughout the course of planning and delivering your festival event.
- Blog content for MSF is also popular, so if you are inspired to write a blog piece about your event or about the themes related to your event, please get in touch with the team.

Logos and images

- We ask partners to send us organisation, content contributor and venue logos, as well as high resolution images which reflect the event.
- Any logos and images supplied must have full online and offline publication rights and must be cleared for use for Festival promotion.
- By sending us logos and images, you are allowing us to use them, but there is no guarantee that they will be used. Images may be used across all media platforms.
- We will endeavour to include partner logos on the website, featured alongside on the associated event page. Unfortunately we are unable to promote partner funder logos.
- Logos in printed materials are reserved for sponsors. Please let us know if you are interested in any of our logo sponsorship packages.

Press and PR

- During key points of the year, there will be a focus on PR activity, with the aim of generating local, regional and national media coverage.
- We ask all partners to reference Manchester Science Festival in the opening paragraph of any press releases they generate and again in the Editors' Notes where a boiler plate on MSF must be included. These releases must be signed off by MSF team prior to release.
- Partners are asked to share press and PR plans and schedules with the MSF team so we can keep track of all external PR activity and potential clashes.
- Partners are asked to make the MSF team aware of the relevant spokespeople from their organisation so we can offer them up for interviews where applicable.

Photography and video

- MSF will hire photographers and videographers to capture images and video from selected events at the Festival. Partners will be informed in advance if either the photographer or videographer will be attending their event. On occasion, we may need to adapt their schedule during the Festival week and may have a partner event on stand-by should this occur. Partners must ensure any paperwork required by their venue is complete if their event is allocated or on standby.
- Photographers and videographers will be responsible for ensuring completion of photography consent forms.

- Partners are welcome to use images from their event for promotional purposes. However, as the copyright will be held by the Science Museum Group, all images must be credited appropriately and not used for commercial purposes.

Volunteers

- MSF will recruit volunteers and all partners are able to request volunteers to assist at their events, although we cannot guarantee that we will be able to provide partners with the full number of volunteers requested for each day.
- It is the responsibility of each partner to ensure that MSF volunteers are given a full briefing and assigned appropriate tasks, given the opportunity to ask questions and have scheduled breaks in line with legal guidelines.

Ticketing

- Whilst most Festival events are free, some of these are ticketed and others may include a small charge. MSF has its own in-house ticketing system (Tessitura) and will set-up and manage ticketed events on behalf of our partners to provide a more streamlined and comprehensive experience for Festival visitors. We will send partners regular updates on ticket booking figures and all event-specific enquiries will be forwarded directly to partners.
- Partners are asked to account for VAT (in line with their eligibility) within the final ticket price they suggest for their event. MSF will organise the settlement from tickets within 30 days of the Festival end (subject to the completion of a supplier form where required and submission of a valid invoice).
- Visitors will be asked whether they would like to have their details used by the Festival and its partners for promotional and evaluation purposes. Data from visitors who have 'opted in' will be shared with partners after the festival. All data will be captured and shared according to General Data Protection Regulation (GDPR) guidelines.
- On occasion, it may be more appropriate for partners to use their own booking system (such as with theatre productions and similar events). This must be agreed with the MSF team in advance. We will be in touch with partners so that we can explore how data can be captured and shared for cross-promotional and evaluation purposes.
- All partners will be asked to reserve a small number of complimentary tickets for the Festival team as well as Festival sponsors. We would recommend partners also hold tickets aside for press and marketing competitions.

Research and evaluation

- MSF offers a great opportunity to work collaboratively to generate useful visitor data. We will undertake an evaluation programme which may include the use of interactive displays, vox pops, evaluation, in person and e-surveys, and data captured via the MSF ticketed system Tessitura. Where applicable, our external evaluation consultant will ask to work more closely with partner events to help collect specific feedback or gain specific insights.
- As part of the Festival, partners will be expected to support our evaluation process and provide us with information from their events. This includes counting visitor numbers and submitting these to the MSF team after the Festival. We will share event data with

partners after the Festival, once evaluation forms and all other data sets have been analysed by external evaluators.

- Partners are asked to make the Festival aware of any of their own evaluation plans so we can use data effectively to cross promote events and to avoid duplication with overall festival evaluation.
- Partners need to ensure that in collecting any additional visitor data, they are adhering to GDPR guidelines.

Funders and sponsors

- We simply couldn't exist without the support of we receive from our remarkable sponsors, partners and friends, all of whom help us create a wealth of fantastic science experiences. If your company or organisation is interested in additional profiling and exposure, over and above your own event at the Festival, we have sponsorship opportunities available. Please contact a member of the festival team if you would like more information on sponsorship opportunities.
- Partners are responsible for financing their events, unless otherwise agreed with the Festival team.
- On occasion, we may wish to assign Festival sponsors to partner events, but will discuss this in advance if this is relevant.
- We ask partners not to distribute fundraising material during Festival events.

Accessibility

- Accessibility is one of the core values of the Festival and we strive to make each event as open and accessible as possible. We ask all partners to consider physical and intellectual access when planning their events and making venue choices.
- On occasion, MSF may be able to cover the cost of sourcing specialists to make partner events more accessible.
- We can also put partners in touch with specialists who can advise on specific areas of access.

Health and safety and insurance

- Partners are responsible for the safety of their events and the public attending. Partners should ensure they are covered by their own Public Liability Insurance (PLI) – this may be covered by a partner venue or may need to be arranged separately. MSF will require a copy of partner PLI in line with our health and safety policy.
- Partners are responsible for general health and safety at their events and must complete a thorough risk assessment and method statement for each event. This needs to consider risk implications of both the event, venue and use of Festival volunteers. The MSF team is able to provide partners with guidance around completing risk assessments and method statements.
- Partners with events taking place at the Museum of Science and Industry will be required to complete additional health and safety documentation.

Visitor Engagement

- Front of House staff at partner venues should be thoroughly briefed on the MSF programme. MSF will provide all key contacts with an overview of the Festival programme on a partner briefing day in August.
- Partners are responsible for embedding briefing information within their staff team. We would be happy to support with the delivery of a briefing session at partner organisations. Partners are asked to provide the MSF team with plenty of notice if they would like to take up this opportunity.

We hope this information has been useful – it's certainly not an exhaustive guide to being involved in Manchester Science Festival, so if you have any queries, please just get in touch.

What to do next?

Read the information pack and ready to apply? Please complete our application form which can be found on [our website](#).

Summary of MSF18 timeline and additional dates for the diary

Application process

- Calls for proposals open – Monday 5 March
- Event organisers' information and networking day – Monday 19 March ([register to attend](#))
- Deadline for stage 1 applications – Friday 13 April
- Development of stage 1 applications – w/c 30 April and 7 May
- Deadline for stage 2 applications – w/c 28 May
- Programme confirmed – w/c 4 June
- Partnership agreements issued – w/c 9 July onwards (deadline to return w/c 30 July)

Partner meetings and masterclasses (optional)

- Science Communications training (one day session, repeated twice) – Wednesday 23 and Thursday 24 May
- Accessibility masterclass – Friday 25 May
- Marketing and PR masterclass – Monday 6 August
- Programme preview exclusive to partners – Wednesday 22 August
- Health and Safety masterclass – Monday 10 September

*Masterclasses are available on a first come, first served basis. Sign up details for each event will be circulated closer to the time.

Key deadlines

Marketing

Partners to review event description written by copy writer – w/c 20 June

Partners to submit promo item needs – w/c 2 July

Partners to review brochure listing – w/c 23 July

Partners to review website and ticketing links (if appropriate) – w/c 13 August

Full programme announced – Monday 3 September

Volunteers

Partner volunteer requests submitted – w/c 10 September

Health and Safety and Visitor Figures

Partner risk assessment and PLI deadline – w/c 1 October

Evaluation

Partner event visitor figures submitted – w/c 12 November

Raw evaluation data from partner events shared – w/c 3 December

Overall festival evaluation presentation and report circulated – February 2019

Festival dates

Manchester Science Festival launch party – Wednesday 17 October

Festival dates – Thursday 18 October – Sunday 28 October

Key contacts

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General enquiries

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Website: manchestersciencefestival.com

Twitter: twitter.com/mcrscifest #msf18

Facebook: facebook.com/manchestersciencefestival

YouTube: youtube.com/mcrscifest

Flickr: flickr.com/groups/mcrscifest