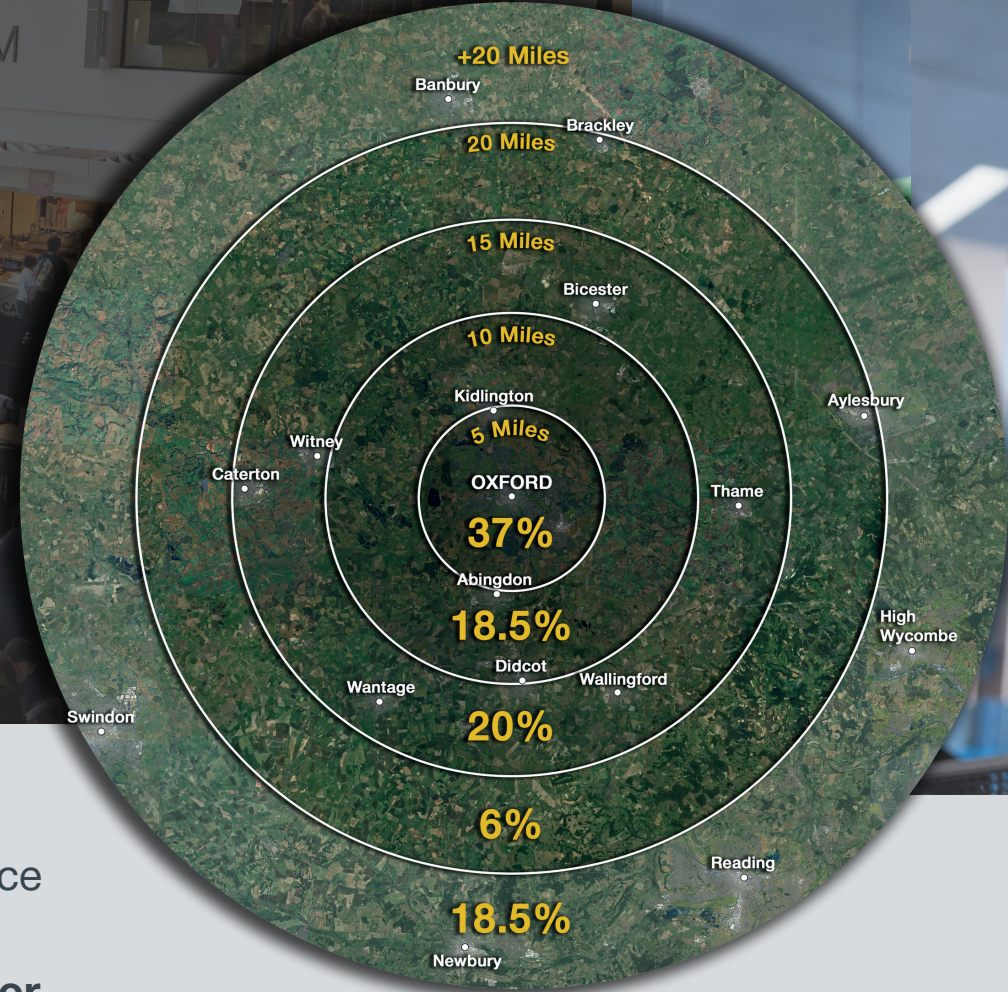


OXFORD
BROOKES
UNIVERSITY



SCIENCE BAZAAR BEYOND

2025 Impact Report

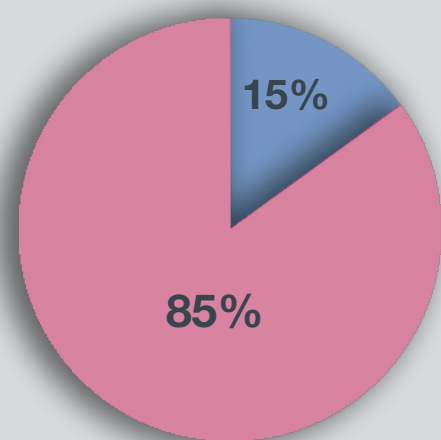


REPORT OVERVIEW

This report examines visitor feedback from the Science Bazaar at Oxford Brookes University, highlighting **strong satisfaction, high engagement, and areas for improvement**. Recommendations focus on better outreach, event flow, and inclusivity for a more accessible and engaging experience.

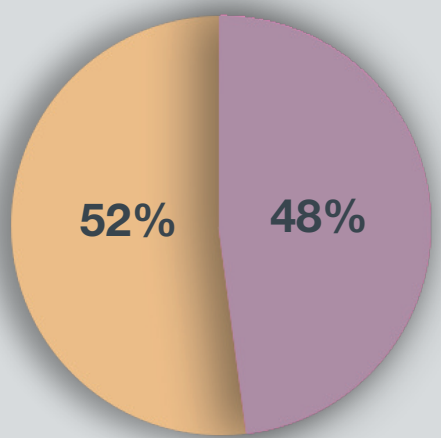
WHAT IS SCIENCE BAZAAR ABOUT?

Launched in 2008, the **Science Bazaar** is Oxford Brookes University's **annual flagship event**, designed to actively engage the local community, enhance the university's public image, support recruitment, and strengthen its role within the wider local ecosystem. Showcasing a diverse mix of hands-on activities and creative displays, it **celebrates spontaneity, fun, and accessibility** – creating a **vibrant, carnival-like atmosphere** where science truly comes to life.



Session Attendance

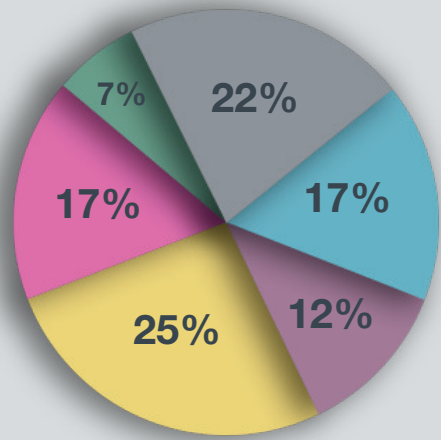
- Main Session Attendance
- Autism-friendly Session Attendance



Visitor Profile

Returning Visitors

First Time Visitors



Event Awareness Sources

- WoM
- OBU Emp.
- Prev. Att.
- Facebook
- School
- Other

Total Visitors

8285

Total Volunteers

428

Total Activities

72

Avg. Group Size:

3.69

Avg. Children/Group:

1.87

Avg. Stay Duration:

2.8 Hours

Activity Score

4.48 out of 5



Likelihood to Recommend the Bazaar

4.73 out of 5



WHERE DID OUR VISITORS COME FROM?

Oxford and nearby villages (0–5 miles) had the highest attendance (37%), followed by the 5–15 mile range (38.5%), mainly from well-connected commuter towns. Attendance dropped in the 15–20 mile range (6%) due to low population, while the 20+ mile zone (18.5%) may have relatively underperformed, given its status as the most populous area.

VISITOR TRENDS: WHAT THE NUMBERS SAY

Stay Duration & Group Size

($r = 0.136$) Weak Positive

Larger groups may stay slightly longer, but group size is not a strong predictor.

Stay Duration & Informativeness

($r = 0.124$) Weak Positive

Visitors who stayed longer rated activities as slightly more informative, but the link is weak.

Stay Duration & Likelihood to Recommend

($r = 0.129$) Weak Positive

Longer stays slightly increased recommendation likelihood, but not significantly.

Informativeness & Likelihood to Recommend

($r = 0.566$) Strong Positive

Visitors who found activities more informative were much more likely to recommend the event.

Key Insights: Perceived informativeness had the strongest influence on visitor recommendations, while time spent had only a minor effect.

WHAT VISITORS LOVED ABOUT THE SCIENCE BAZAAR?

Reasons for Returning

Positive Experiences – Memorable visits drive repeat attendance.

Love for Science – Enthusiastic learners seek engagement.

Diverse Activities – Variety and unique demos attract visitors.

Memorable Exhibits – Iconic features (e.g., “crocodiles in 2019”).

Better Experience – Demand for quieter, less crowded sessions.

Feedback: **101 Positive** | **57 Neutral** | **1 Negative**

Favorite Activities

Hands-on & Interactive – Boosts learning and fun.

Science Demos – Exciting explosions, fire, and live experiments.

Technology & Robotics – Fascination with robots like *Spot the Dog*.

Slime & Bubbles – Simple, fun, and popular with kids.

Feedback: **70 Positive** | **168 Neutral** | **2 Negative**



VISITORS' COMMENTS

“It was our first experience and was awesome. I think all up to the kids were able to be included.”

“We loved it and hope it continues, so we can keep coming back.”

“Thank you for a really super and inspiring day out, we can't wait to attend next year!”

“Absolutely loved how you encourage STEM! Absolutely wonderful.”

Suggestions for Improvements

Better Organization – Signage, space, and crowd control.

More Availability – Demand for more locations & sessions.

Positive Feedback – Visitors enjoy and support the event.

Feedback: **113 Positive** | **75 Neutral** | **6 Negative**

Impact on Families

Encouraging Learning – New interest in robotics and science.

Personal Growth – Some noted skills like patience & mobility.

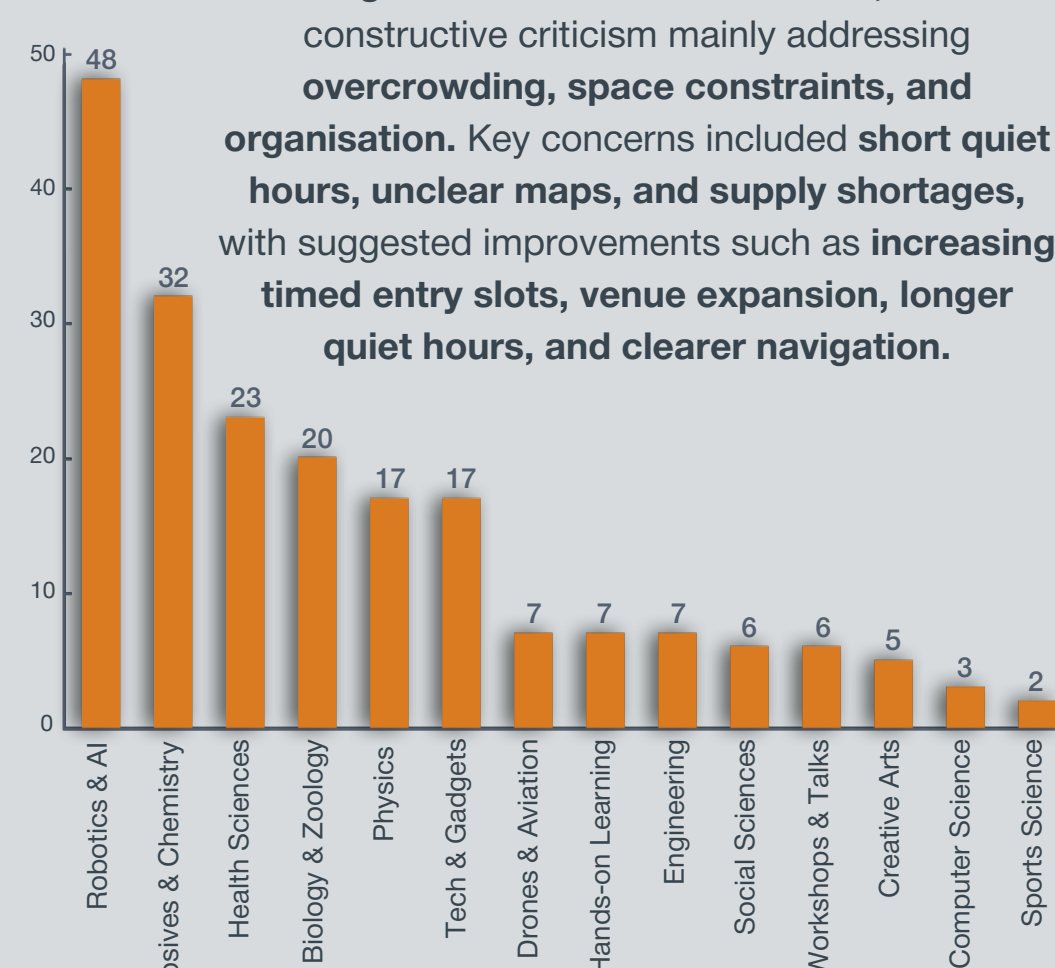
Limited Long-Term Impact – Many did not report any lasting effect.

Feedback: **23 Positive** | **90 Neutral** | **9 Negative**

Key Feedback Insights:

Most visitors were enthusiastic and satisfied, contributing to a **positive overall sentiment**. Words such as “amazing,” “fantastic,” and “wonderful” frequently appeared, reflecting widespread appreciation. However, **neutral responses were more common in certain areas**, especially when listing favourite activities, as many replies were factual, not emotional.

Negative feedback was minimal, with constructive criticism mainly addressing **overcrowding, space constraints, and organisation**. Key concerns included **short quiet hours, unclear maps, and supply shortages**, with suggested improvements such as **increasing timed entry slots, venue expansion, longer quiet hours, and clearer navigation**.



Visitors' Favourite Activities



OUR 2025 SPONSOR MORGAN SINDALL CONSTRUCTION

“The event was fantastic – we really enjoyed it! It was amazing to see thousands of kids wearing the MSC safety hats.”

Dennis Owusu
MSC Social Value Manager



OUR 2025 PARTNERS



THANK YOU!

What a day! Huge thanks to everyone who made Science Bazaar 2025 such a buzzing, brilliant celebration of science! From our curious visitors and enthusiastic young scientists to our awesome volunteers and inspiring activity leaders – you filled the day with energy, wonder, and smiles. A big shoutout to our generous sponsor, Morgan Sindall Construction, and all our fantastic partners – we couldn't have done it without you. You helped us turn ideas into experiments, questions into discoveries, and a Saturday into something magical.

See you next year, on February 21st, for more fun and fascination!

Ellie Beaman
Science Bazaar Coordinator



<https://www.brookes.ac.uk/science-bazaar>