

**NORTH LINCOLNSHIRE COUNCIL**

**REGENERATION  
CABINET MEMBER**

**BBC STARGAZING LIVE 2013**

**1. OBJECT AND KEY POINTS IN THIS BRIEFING NOTE**

- 1.1 In January 2013, the regional BBC Stargazing LIVE event was held at Waters' Edge Visitor Centre in Barton.
- 1.2 This report looks at the success of the event and the benefits it brings to North Lincolnshire

**2. BACKGROUND INFORMATION**

- 2.1 Stargazing LIVE is a national week of activities to mark the new series of the popular BBC 2 programme. BBC local radio stations coordinate local events to encourage as many people as possible to take part.
- 2.2 BBC Radio Humberside first approached us in November 2011 to stage a modest partner event at Waters' Edge Visitor Centre. They had some funding for promotion and activities. Our first event on 16 January 2012 attracted around 1500 people.
- 2.3 Because this event was such a success, they asked us again this year. It is not usually their policy to return to the same venue two consecutive years, but they felt that the event worked so well they would like to build on its success.
- 2.4 We held our 2013 Stargazing LIVE event on Tuesday 8 January from 6pm-10pm. We estimate that between 2250 and 2500 people attended, travelling from across Yorkshire and Lincolnshire. The event was held across both Waters' Edge and The Ropewalk.
- 2.5 Our staff, working with volunteers from the Army Cadets parked over 600 cars. We had a registration marquee where we welcomed visitors and gathered information on where they had come from.
- 2.6 Our aim was to provide something that would interest both the experienced stargazer and the novice. We coordinated volunteers from three local astronomy groups, who brought along their scopes and cameras.

- 2.7 We worked with The Ropewalk to put on free family art and craft activities, to create artist models of the planets and to stage a theatrical ‘big bang moment’. Over 1000 people made something to take away with them, from Moon buggies with recycled CDs to willow and paper planets.
- 2.8 The Vale Academy staff and pupils staged some exciting ‘hands on’ experiments to encourage young people to take science as a subject at school. Over 600 young people took part.
- 2.9 We filled our education room with an inflatable planetarium where 180 people watched half hour shows about the night sky. The three talks by acclaimed astronomer, Paul Money, ‘sold out’ as soon as the free tickets were released. Mal Nicholson, owner of the historic ship, the Spider T, gave two well-attended talks on how he uses the stars to navigate at night.
- 2.10 Despite the cloudy weather, the evening was a huge success, not least due to the enthusiasm of the staff and volunteers.

### **The benefits the event brings**

- 2.11 BBC Look North attended the event with live broadcasts on the 6.30pm and 10.30pm news bulletins. In the week before the event we had extensive TV coverage on morning and evening news bulletins. In total this added up to over 15 minutes. BBC Radio Humberside also gave us extensive coverage on air and presenter ‘Burnsy’ came along to the event.
- 2.12 This media coverage has raised the profile of Waters’ Edge and The Ropewalk. Since the event we have seen a big increase in the number of people calling us to ask about opening times and events at the centre. We expect to see increased visitor numbers once the current winter weather conditions improve.
- 2.13 The BBC has commented that the event was very professional and well run. Regional producers attended the event and they are keen to work with us again. We are currently in discussion with them as to suitable events during the year.
- 2.14 The results of the postcode analysis are shown in Appendix 1. We asked people if they would like to receive information about other activities at the venues and have added 307 new names on to our mailing list.
- 2.15 The Vale Academy has said that the event worked well for them. It made science a fun subject and will motivate young people to take a science based qualification at school. We encouraged families to learn together and increased participation in the arts.
- 2.16 The event provided a valuable volunteering opportunity. Over 15 young people and 15 adults volunteered on the night, gaining valuable work experience and developing their skills.

### **3. OPTIONS FOR CONSIDERATION**

3.1 This report is for information; there are no options for consideration.

### **4. ANALYSIS OF OPTIONS**

4.1 None.

### **5. RESOURCE IMPLICATIONS (FINANCIAL, STAFFING, PROPERTY, IT)**

5.1 The event was held within existing budgets with the BBC contributing £4600 towards the costs of the event.

### **6. OTHER IMPLICATIONS (STATUTORY, ENVIRONMENTAL, DIVERSITY, SECTION 17 – CRIME AND DISORDER, RISK AND OTHER)**

6.1 None.

### **7. OUTCOMES OF CONSULTATION**

7.1 None.

### **8. RECOMMENDATIONS**

8.1 That the Cabinet Member notes the information above.

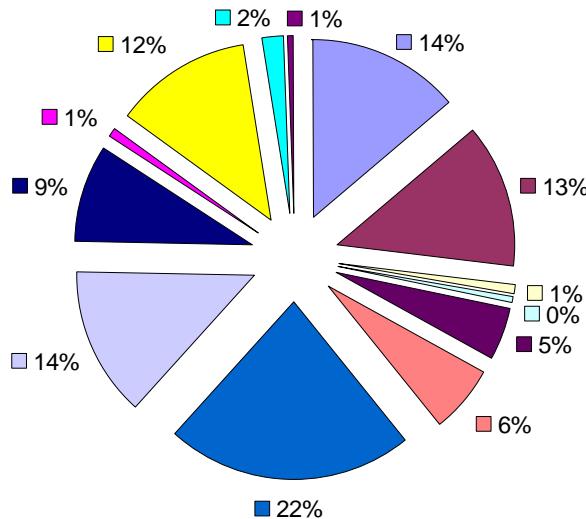
### **DIRECTOR OF PLACES**

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### **Background Papers used in the preparation of this report**

None

### Analysis of Postcode Survey Stargazing LIVE 2013



- |                             |   |
|-----------------------------|---|
| Hull 14%                    | East Riding 13%                         |
| York/N Yorkshire 1%         | Doncaster 0%                            |
| Scunthorpe Crowle 5%        | Winterton/ Burton 6%                    |
| Barton 22%                  | NL Barrow, Kirmington, Goxhill ECT 14 % |
| Brigg/Broughton 9%          | Kirton/ Gainsborough 1%                 |
| North East Lincolnshire 12% | Lincolnshire 2%                         |
| Other 1%                    |   |