

**Manchester City Council
Report for Information**

Report to: Economy Scrutiny Committee – 27 January 2016

Subject: European City of Science 2016 and the EuroScience Open Forum (ESOF)

Report of: Vicky Rosin, Programme Director, ESOF2016

Summary

This report provides information about a major European inter-disciplinary science conference, the EuroScience Open Forum (ESOF), bringing over 4,500 delegates, which will be hosted in the city in July 2016.

As the host city of this conference, Manchester has been awarded the designation of European City of Science and the report sets out how this is being celebrated and the opportunities for citizens, organisations and businesses to get involved.

This report has been prepared to assist in a discussion about the ways in which the City Council can both support and maximise benefit from the EuroScience Open Forum (ESOF) and the European City of Science.

A short film and presentation will be given at the Scrutiny Committee meeting.

Recommendations

To consider and comment on the information contained in this report.

Wards Affected:

All

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Background documents (available for public inspection):

None.

1.0 Introduction

The EuroScience Open Forum (ESOF) which is being held in Manchester in July this year, is the largest pan-European event dedicated to scientific research, education and innovation. ESOF brings together over 4,500 leading thinkers, innovators, policy makers, journalists and educators from more than 85 countries to discuss current and future breakthroughs in contemporary science. It is hosted every two years by a major European city which is then awarded the designation “European City of Science”.

2.0 EuroScience Open Forum

2.1 Each Forum takes place in a different European city and previous hosts have been Stockholm (2004), Munich (2006), Barcelona (2008), Turin (2010) Dublin (2012). and Copenhagen in June 2014 . The last conference had over 85 countries represented. This is the first time that the UK have hosted ESOF and it was felt to be very appropriate that Manchester was chosen as the host city, given the very significant science credentials past and present that the city holds.

2.2 Unlike many other conferences that are held in the city, the legal and financial responsibility for delivering the conference rests with the local organisers. In this case, the responsibility rests jointly with the University of Manchester as the accountable body and with Marketing Manchester as the delivery partner. A local Organising Committee is jointly chaired by the President of the University of Manchester and the Chief Executive of the City Council. A number of International Committees oversee the programme content and support the drive to attract delegates to the conference.

2.3 The overarching theme for the conference is Science as Revolution - From the Industrial Revolution to Graphene City. Themes within the conference programme were specifically chosen as they resonated with the city’s priorities including healthy populations (and life sciences) advanced materials and technology/Turings legacy.

ESOF 2016 Programme

2.4 The five day programme which is scheduled from 23 – 27 July 2016 is made up of five different strands:

- In the **Science Programme** there will be hundreds of seminars, workshops and debates on the latest science and technology delivered by leaders and influencers from the scientific community, including Nobel laureates, influential policy makers, business leaders and prominent scientists.
- The **Science to Business** Programme offers an exploration of the issues surrounding breakthroughs in science. This is a unique arena to share ideas and best practice on improving the commercial outcomes from science research, with business leaders from across the globe.

- The **Careers Programme** will provide opportunities for researchers, academic/ industry representatives, training/educational institutes, journalists and policy makers to engage with one another to reflect and develop ideas relating to skills and career development.
- An **exhibition** to showcase the very best of European research, innovation, business and technology
- A **Science in the City** programme which connects the delegates and organisations from ESOF with the public, local organisations, business and educational institutions.

2.5 The Opening Ceremony will be held at the Bridgewater Hall (Sunday 24th July) and is traditionally attended by the Head of State, senior members of the host government and of the European Commission. A social programme for delegates is also being planned.

Impact and benefits

2.6 Whilst ESOF has traditionally been European focused, the Forum is increasingly attracting a global audience – typically welcoming attendees from around 90 countries. Over the last six ESOFs the split between domestic and international delegates has varied between 30/70 and 40/60 – depending on the size of the host country's domestic market. It is anticipated that the economic impact of the event will be £9.6M which could rise to £10.2M if an increase of 10% (to 30/70) can be achieved in the international attendance.

2.7 Key benefits anticipated as a result of hosting ESOF 2016:

- Improved international reputation for Greater Manchester as a commercial science city as measured by key city attractiveness indices and wider reputation of science in the North of England adding to national capacity
- Increased foreign direct investment into the UK, especially Greater Manchester, in technology-based businesses
- Increased jobs and GVA
- Uplift in the number of school students in Greater Manchester choosing STEM subjects at Level 3 (as a proxy for wider UK youth benefits)
- 1 major additional industrial research contract for the National Graphene Institute; (minimum £5m)
- Increase in science-related exports
- Increase in the number of SMEs engaging in collaborative projects with the research base
- Increase in the number of SMEs taking on staff with degree-level or higher science qualifications
- Additional European partnerships for UK universities and firms, increasing the UK share of competitive European funding.

2.8 Whilst ESOF is essentially an academic science and policy conference; the opportunity to promote the science credentials of the city(450 science journalists expected) the excellence of the research base and in particular the science to business theme are considerable. Opportunities to secure investment in the city and to connect skills and talent (the conference is expected to have over 1000 early careers researchers and at least 450/10% business representatives) to NW or UK businesses are eliciting significant interest.

2.9 Moreover, the conference will offer study tours and wider events for journalists in particular, but also for partners and families who accompany delegates, encouraging extended stays in the city region or more widely in the UK.

3.0 **European City of Science**

3.1 Manchester is the first city hosting ESOF seeking to maximise benefit from this designation. The Year was launched in October 2015 and runs to October 2016 with ESOF as the pinnacle in July this year. The Manchester Science Festival (hosting its 10th Festival in 2016) co-ordinated by the Museum of Science and Industry was aligned with the opening launch and will maximise the impact for the closing events of the Year.

3.2 The objectives for the European City of Science are to:

- Encourage people to take part in 'real' science
- Provide innovative and accessible routes into the world of STEM for diverse audiences
- Deliver an exciting programme of public activities as part of a festival alongside the EuroScience Open Forum
- Open up greater understanding of opportunities for science careers & to inspire people to develop their own understanding of science
- Encourage new national and international connections for businesses through excellent networking opportunities across EuroScience Open Forum and European City of Science

3.3 Activities that will take place across the year include:

The Manchester Robot Orchestra A citizen engineering project, using redundant/recycled technology & harnessing the ingenuity of Greater Manchester & beyond.

Supporting existing citizen science projects Britain Breathing; Cloudy with a Chance of Pain

The Great Science Share A day for young people in schools and colleges to enjoy sharing science with new audiences (July 6th 2016)

Organisations programming activity e.g. National Football Museum- Pitch to Pixel, Manchester Museum -Climate Control exhibition, Manchester Art Gallery - The Imitation Game

Connecting with annual events Histories Festival, Manchester Day Parade
manchestersciencecity.com - The focus for partner events and content

Science in the City Festival

3.4 The Festival will take place for a week at the same time as ESOF. It is the opportunity to engage citizens, young people and organisations from across the region in science activities, experiments and conversations with scientists and delegates from ESOF.

3.5 Activities that are currently being developed include :

- **Science Feast** - activities, experiments, tastings, conversations unpicking the science of taste, truth & myths about food and health and imagining the farms, factories and menus of the future. Centrepieces include Allotment of the Future & the Science Kitchen/Diner
- **A Day at the Races** – A model car race track in the city centre, showcasing innovation, skills development and sustainability.
- **The science of me** - A range of activities offering different ways for people to explore the self through science; the mind/the body/social /digital selves.
- **Build something impossible** – a participatory STEM experiment/challenge that can be done in a day and involves the public working with scientists and engineers. The challenge might succeed or fail but it will bring scientists and audiences together and demonstrate the scientific process in action.
- **Big science stage** - the big thinkers and theories and what it means for the future of us. A mixture of lectures/ in conversations with and debates.
- **Tiny science** - Our strand for younger children. Activities & experiments that make tiny things big and show how important they are for life.

Cross-cutting themes across all strands are; sustainability, technology & the future, impact & action, active participation in experiments.

3.6 Deliverables anticipated:

- To engage 350,000 people in activities including Citizen Science projects that result in new scientific data;
- Innovative and accessible STEM content that engages diverse audiences across the year.
- An exciting programme of public activities as part of the festival around the ESOF conference
- A Wow arts/science commission delivered in collaboration with cultural leaders.
- A schools programme in Greater Manchester with additional opportunities for schools beyond the city region to engage
- Successful integration of business dimension into European City of Science programme, resulting in new commercial opportunities.

3.7 Work is currently underway to commission the development of a data capture and

monitoring framework which will underpin more robust evaluation to assess the effectiveness and impact of ESOF and European City of Science.

4.0 **Opportunities derived from ESOF 2016 and the European City of Science**

4.1 This note has been prepared to assist in a discussion about the ways in which the Council and the wider communities of Manchester can both support and maximise benefit from ESOF and the European City of Science.

4.2 Some suggested practical steps that the council might take:

- Science to be a major part of the narrative for 2016.
- Provide science stories that we can profile on the website. One of the strands focuses on 'Science heroes' and nominations or recommendations are sought from across the region.
- Showcasing any events taking place in the city that can be designated in support of European City of Science and on our website
- Encourage participation in the events during the year and particularly during the Science in the City Festival.
- Promote volunteering opportunities within ESOF and the Science in the City programme. The call is likely to go out after Easter.
- All Educational leads have been contacted in every area across GM and all schools are being encouraged to participate in the Great Science Share. Make sure that their participation is encouraged and celebrated. Encourage them to elevate to higher level.
- Promote and celebrate education achievements particularly in STEM areas.
- Connect business and industry with the exhibition for networking opportunities.
- Use the opportunity of the year to promote local initiatives that have a science connection (e.g. sport, health, education).
- Use and follow (retweet) the social media channels- @esof16 and @sciencecity2016, #scienceseen.

5.0 **Conclusion**

5.1 Hosting ESOF and promoting Manchester as the European City of Science provides the city with a showcase to global and European audiences regarding its strong science and technology credentials, the scientific centres and significant research and development investment.

It provides an opportunity to promote science in progressive ways to expand the economic base and to build the international reputation as an innovative city with the talent, institutions and ecosystem that can commercialise scientific discovery. In addition, it provides the opportunity to build the foundations of new collaborations, internationally and with business.

5.2 For residents, community organisations, SMEs and the wider business community this event is unlikely to be held in the UK again for some considerable time. Thus the opportunity should be seized to participate, be inspired and engage with the European City of Science activity, the Science in the City Festival and with ESOF speakers and delegates. It provides a platform to encourage entrepreneurship, new business growth and especially to bring a step-change in the numbers of young people taking STEM subjects, developing skills and securing access to science based industry and employment.