

29 October 2015

Enthralled by education as Rugby welcomes Ministry of Science

Rugby's children were on the edge of their seats with excitement during October half term as Urban&Civic and Aviva Investors, through their RadioStation Rugby partnership, brought the Ministry of Science to town.

The Ministry of Science takes audiences on a high-impact engaging journey through science and invention using experiments, explosions and a lot of fun and this show was bespoke to Rugby and the telecommunications technology that made the RadioStation site famous in the 1920s and 30s.

"Children and their parents were enthralled for the entire show" said Johanne Thomas who leads Communities and Partnerships work on behalf of the partnership at RadioStation Rugby.

"The Ministry of Science team have a fantastic way of combining education and learning with fun and loud bangs. The show taught children about inventors and science specific to Rugby including Sir Frank Whittle, the invention of the hologram and of course the world's most powerful radio station which was once on our 453 hectare site."

As the birthplace of the game, Rugby was given host city status during the world cup and the Ministry of Science event was part of a wider festival of sport, education, arts and culture put on by the Borough Council and its partners.

As part of the event, U&C and Aviva teamed up with BT, the former owners and operators of the RadioStation site, who brought along BT Sport Ambassador and former rugby world cup winner Ben Kay to talk to children about the use of technology and science in the game.

The event also reached out to local primary schools around the RadioStation site by including a House of the Future drawing competition which gave children a chance to win tickets as well as meet Ben Kay. The winners had their designs in the RadioStation time capsule, which will be buried when housing gets underway in 2016 for future generations to discover.

James Scott, Director of Communication and Planning for Urban&Civic said;

"Rugby Borough Council deserve to be congratulated for promoting the town as the "proud home of the game" during the Rugby World Cup and RadioStation Rugby were delighted to be able play our part in the festival. With four new schools, being delivered alongside 1000's of new homes and lots of green open spaces, education will be at the heart of what makes RadioStation Rugby a special place to live. Supporting the Ministry of Science, who made chemistry and physics fun for kids and parents alike, was the perfect partnership for us."

For more information contact Johanne Thomas on 07469 150 290 / Johanne.thomas@urbanandcivic.com