

# Breaking down the barrier between our Science Campus & the local community

Liz Poulter  
STFC Public Engagement Manager  
Harwell Open Week Project Manager

Jake Gilmore  
STFC Head of Communications



Family fun | Science | Technology  
Computing | Workshops | Tours

## Science Up Close

**Saturday  
29 June 2024**

10:00am to 4:00pm  
Harwell Campus, Didcot,  
OX11 0QX

#HarwellOpen24

diamond HARWELL UK Research and Innovation The Rosalind Franklin Institute

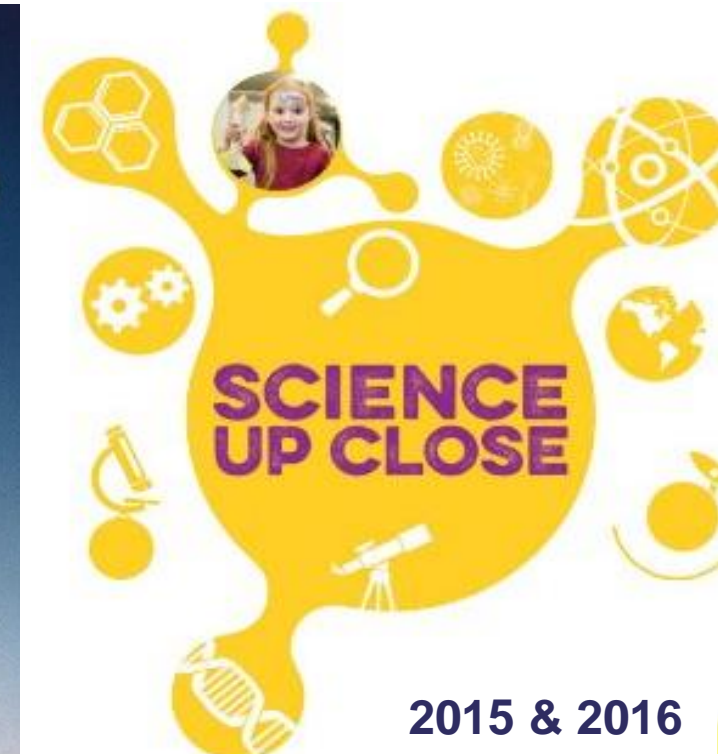
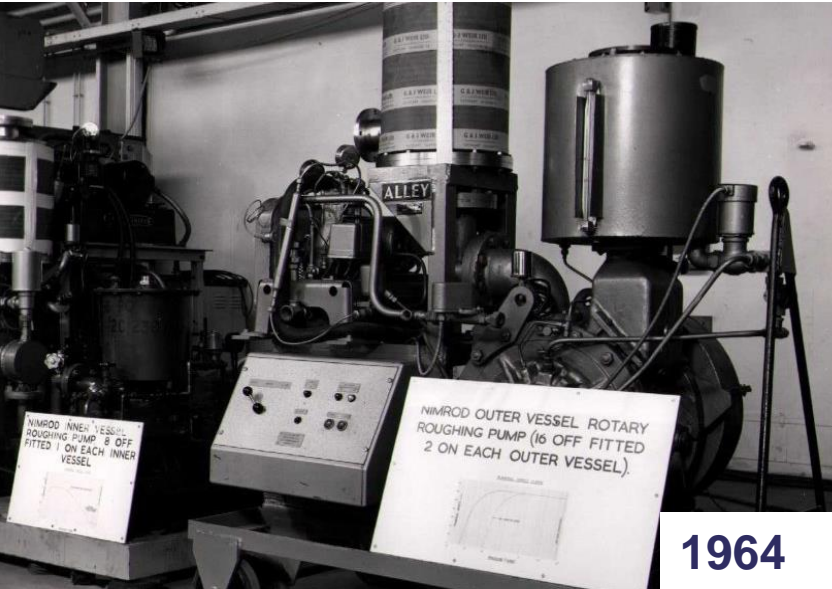
The poster features a vibrant green background with various scientific icons such as a DNA helix, a microscope, a satellite, a globe, and binary code. At the bottom, there are illustrations of diverse people, including one person in a wheelchair, engaged in conversation. The event title 'Science Up Close' is prominently displayed in a purple, bubbly font within a green cloud-like shape.

# Why is this important?

- Objective to showcase our facilities to over 20,000 members of the public
- Committed to inspiring and involving the next generation with our science and technology
- Prioritise working with communities from areas of greatest deprivation



# Standing on the shoulders of giants

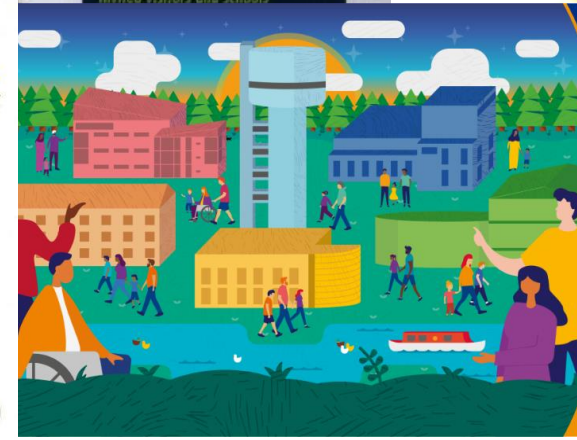
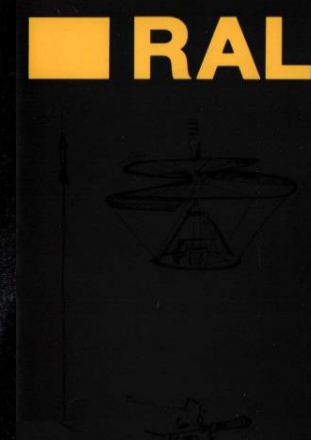


RUTHERFORD  
CENTENARY

Royal Society  
Celebrations

Visit to the  
RUTHERFORD HIGH ENERGY  
LABORATORY

29th October, 1971



# The Challenge?

- We haven't done this for 8 years and our campus, the size of the Glastonbury Festival, is in a not easily reached rural location



## The Challenge?

- 6,000 staff behind a 5km long and 3m high fence
- Hundreds of thousands of people living nearby, though transport links are limited



# The Challenge?

- Hundreds of CCTV cameras
- Many groups feel like “science isn’t for me”
- Even if access is granted, working laboratory poses many hazards including some limited accessibility



# The Challenge?

- Did I mention the fence?



# The Solution: Public engagement

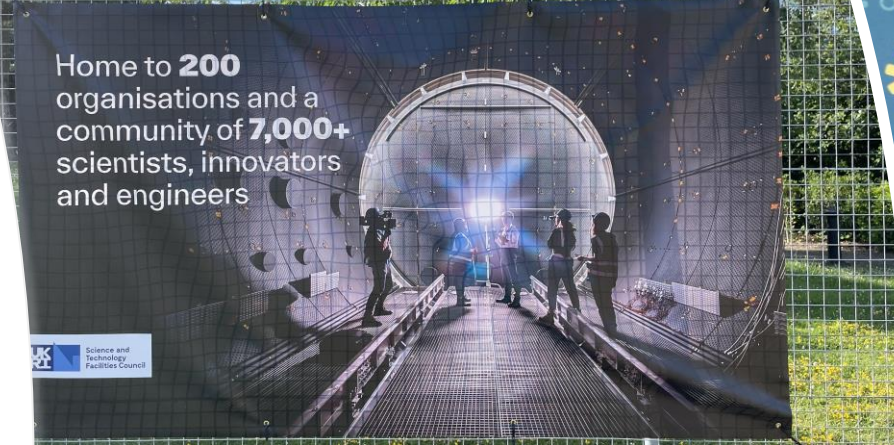
- 8 years of free public programming with dedicated PE staff and culture of staff support
- Regular engagement with different groups on and off site:
  - Family events
  - School events
  - On going projects
- Particular focus on building equitable relationships with underserved communities





# The Solution: Communications

- Used internal comms channels to get our staff to be advocates for the week
- Used leaflet drops and Facebook to target thousands of homes in local areas of higher deprivation
- BBC Radio Oxford Drivetime pre-record promotion during the 4 days before the Open Day
- Signage/banners/selfie frames designed by Comms to get our guests to drive social media interaction
- Use X/twitter sparingly to keep pushing the Wow factor in build-up to event



# Harwell Open Week

- Site wide effort
  - Five days of activity
  - 1,300 staff volunteers
  - Four major facilities involved and opened
  - 19 buildings opened to visitors
  - 16 marquees
  - All major tour routes were wheelchair accessible
  - Over 200 activities
- Free event for schools and public





## Harwell Open Week: Did we achieve our Aims?

Aim 1: To share our incredible work (and its impact)

Aim 2: To engage and involve under-served audiences with the campus

Aim 3: To enable participants to feel that science and technology are for “people like me”

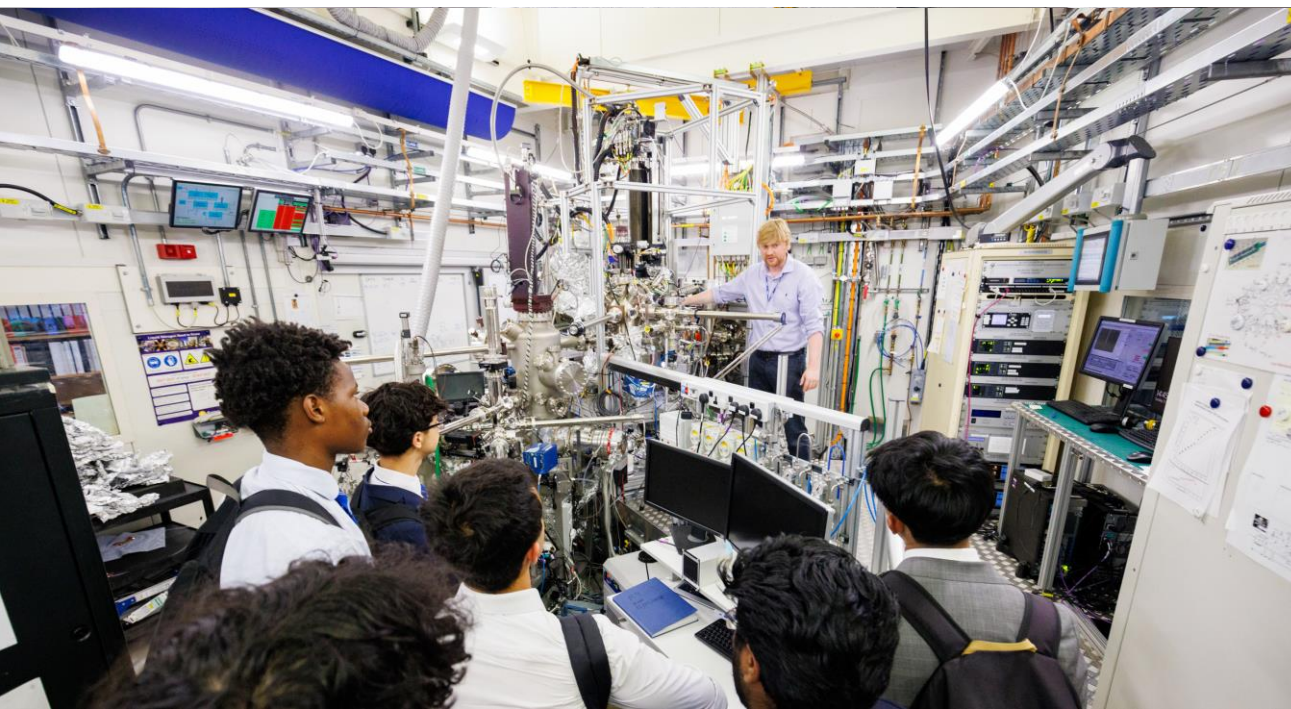
Aim 4: To inspire a feeling of pride in our staff and foster wellbeing

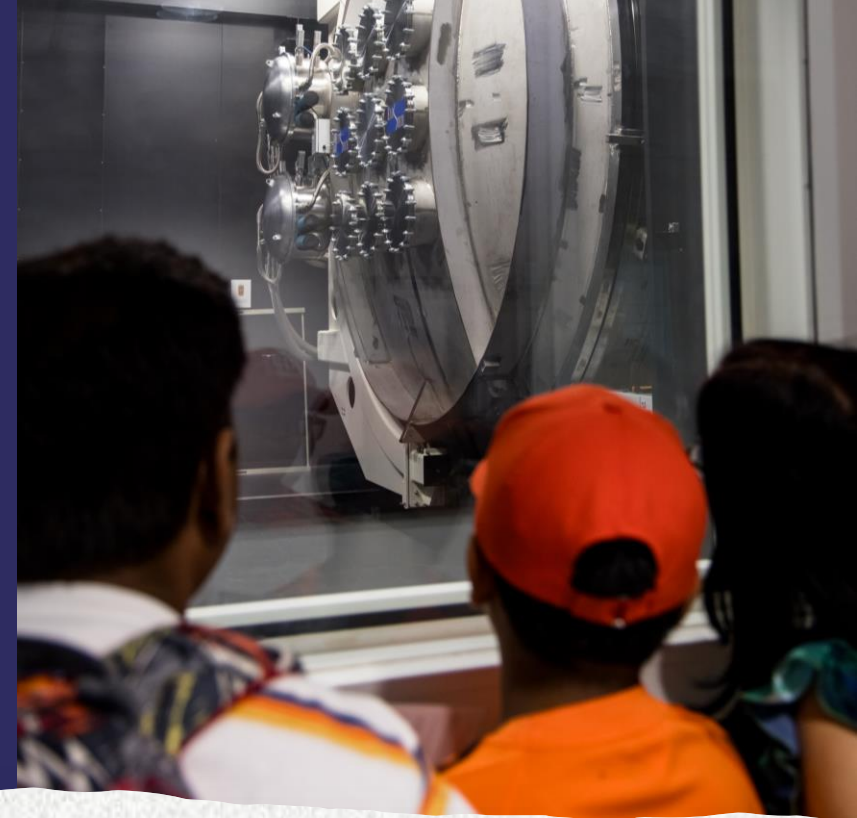
*“One parent on the event with me turned around and said with tears in their eyes, that they would have never dreamed of seeing their child doing something so amazing at such a level. The pride in her voice was a true testament to all your efforts. Our pupils do come from challenging socio-economic backgrounds and I do thank you for giving my pupils this chance and the opportunity to showcase their excellence.” - Teacher*



# Harwell Open Week: Barriers broken

- We successfully engaged communities from higher areas of deprivation
  - 8% of public (local population is 9%)
  - 27% of pupils
  - 76% pupils who participated in multiple intervention projects
- 4% of visitors reported having additional needs
- We provided free transport for the schools and public day





# Legacy

## Public engagement

Strengthen relationships with local schools

Greater awareness of our events within the community

Improved access and inclusion

## Communications

Senior leadership recognise and value our role in the event

Raise comms team profile

Built new relationships with STFC staff

Cementing strong relationships with local news media



Finally a great plan  
came together...



Science and  
Technology  
Facilities Council

# Thank you

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Science and Technology Facilities Council



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