

Overview of IF Oxford 2019

16,000 visitors to IF Oxford
18–28 October 2019

105
events

11
days

35
venues

60% of
visitors spoke
to 3 or more
researchers

10 340 researchers in
hands-on zones and
300 presenters at other events
2 year-round staff,
40 venue managers
and **60** volunteers!

one
big

thank you!
to 740 individuals
in 160 teams from
60 organisations:

University of Oxford	70
Communities or individuals	34
Companies and Charities	19
Oxford Brookes University	10
Oxfordshire County Council	10
Science Oxford	6
City of Oxford College	6
Universities outside Oxfordshire	5

www.if-oxford.com

Many successes; more to do

We want to attract and engage diverse audiences and organisations to share the best ideas in Oxford because a connected society is better equipped to understand and access the positive impacts of innovation.

IF Oxford is an independent science and ideas festival for everyone, presenting a fantastic collection of science, technology, engineering, arts and maths (STEAM) subjects. The team works year-round, developing ideas with communities that wouldn't normally think of science as "for me" and our Festival hosted 25 events in east and southeast Oxford.

In 2019, 105 events over 11 days in 35 venues, attracted 16,000 people, generating over 0.6 million social media engagements. Festival feedback shows:

- 43% of our audience wouldn't normally do science;
- 93% rate IF Oxford as "Good" or "Excellent";
- 95% of visitors will tell a friend to try IF Oxford!

Can you help shape the next Festival programme?

16–26 October 2020

If you value what we do, get involved with:

- **sponsorship** so IF Oxford can thrive
- **volunteering** to create the Festival experience
- **contributing** ideas and content to share.

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Content

65,000 materials distributed:
68-page Programme
and 8-page Guide

0.6m
Social media
reach

210% rise
in
online
engagement

8,000

40 PVC street banners
all around Oxford

Festival items
delivered to
homes across
Oxfordshire

Marketing

Coverage

38 press
releases

(6)
BBC
Radio
Oxford
broadcasts

1 in 4 people discover IF Oxford
by word-of-mouth and
95% would recommend it

Ox Magazine
Oxford Mail
Muddy Stilletoes
Oxford Times
Oxfordshire
Music Scene
Cotswold Life
BBC Science Focus
Leys News

Ox in a Box
Science and
Nature Magazine
Pick Magazine
Daily Info
Round and About
Materials World
Experience
Oxfordshire

Timeline for action:

→ An open call **February-May** 2019 generated over 100 events with 60 organisations, representing research institutions and businesses, local authorities, cultural organisations and neighbourhood charities.

→ The Festival ran briefing sessions and gave 1:1 support – from concept to completion – placing activities in one of the ten interactive zones, or developing meaningful events for specific audiences with different learning styles.

→ The 68-page Programme and 8-page Guide launched in **August** with a coordinated media campaign: one launch Tweet created 17k impressions; Festival channels reached 0.6m overall.

→ In **September**, brochures went to homes and cafés across Oxfordshire; and banners were installed on lampposts and prominent buildings.

→ Dozens of magazine, newspaper, blog and radio features in **October**.



"Our event was a great opportunity to explore local views and I was really impressed with how well it went regarding the mix of people who came along and their engagement... This totally exceeded expectations and I don't think we could have felt more supported."

Research Officer,
University of Oxford

Events throughout the Festival

Audiences came to churches, shops, cafés and pubs, as familiar places to encounter unusual ideas with relevance to everyday life. Comedy, performance, discussion and immersive experiences highlighted curious aspects of innovation, from nuclear physics to the future of food.

Young people shared their voice through: the annual Poetry of Science competition; a collaborative music project using rap to explore neighbourhood dynamics; using computer games to experiment with emotion; and with dance to demonstrate strengths.



Zones within the Festival

Mental and physical health, new technologies and environmental change took on new meaning when 11,000 people got hands-on in one of the ten Festival zones. Everyone, young and old, explored complex topics and developed skills while meeting hundreds of friendly and enthusiastic researchers. Visitors tried out superconducting materials, surgical techniques and some remarkable properties of diamonds.

Budding new scientists looked behind laboratory doors and peered into the future, imagining a world where quantum physics has transformed life as we know it today.



"Never in my wildest dreams did I think a science day would be one of the biggest and most successful events in Westgate in 2019! The atmosphere was fantastic."

Events Manager,
Westgate Oxford

if OXFORD SCIENCE
+ IDEAS FESTIVAL

Outputs and impact
of the 2019 Festival



Outputs and impact
of the 2019 Festival

OXFORD SCIENCE
+ IDEAS FESTIVAL

Thank you

The Festival sends huge thanks to its collaborators, supporters, and talented individuals who volunteer to make the Festival possible. It could not happen without their time, creativity and enthusiasm.

In association with:

SCIENCEOXFORD



Principal supporter:



IF Oxford 2019 was supported by



UK Research
and Innovation



SIEMENS
Healthineers



supported by
www.oxford.gov.uk



Somerville
College



IF Oxford is organised by Oxfordshire Science Festival (Charity 1151361), with Trustees and a small team that work year-round on the Festival.
Festival Director: Dane Comerford **Events Manager:** Cathy Rose
Board of Trustees: Ian Thompson, Tim Hart, Rory Campbell, David Pyle and Anna Nekaris.

It takes a year to research and plan the Oxford science and ideas Festival.

16,000 people at IF Oxford in 2019

740 contributors took part in 2019. To get involved, 16–26 October 2020 visit: if-oxford.com

Festival impact

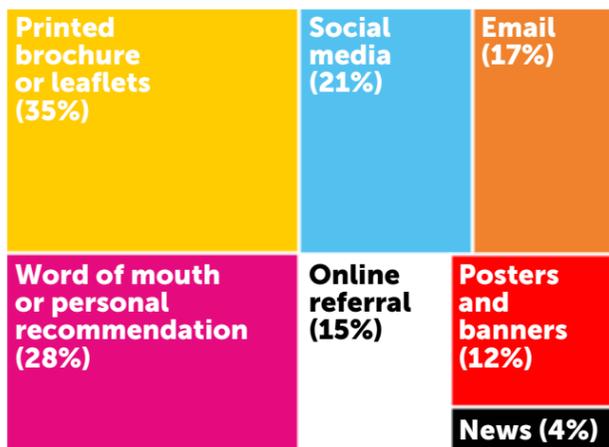
Each Festival costs at least £200,000, equating to an investment of £10–£15 per visitor. Feedback shows:

- 47% of visitors are now more interested in science and innovation because the Festival made these subjects meaningful to them.
- Over 80% of contributors said the Festival platform was "Helpful" or "Very important" for sharing their research with public audiences.
- 92% of attendees learned something new about science, technology or creative industries.

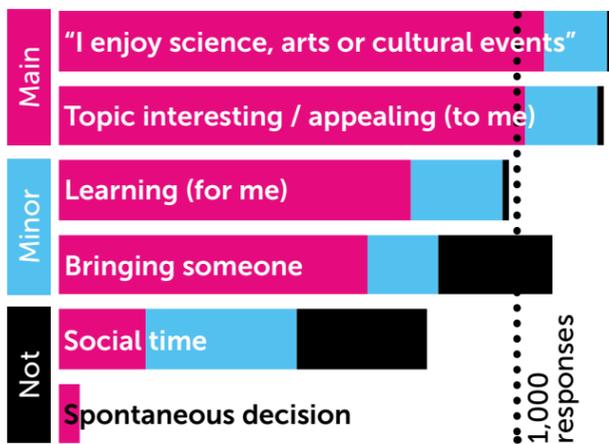
The Festival has built capacity in researchers by stretching existing activity, creating ambitious new content and supporting contributions from a wide range of individuals new to public engagement.

Marketing and visitor motivation

How did people hear about IF 2019?



Reasons for booking or attending



We asked visitors why they came, what they thought, what they want, and we will seek further evidence of impact in 2020.

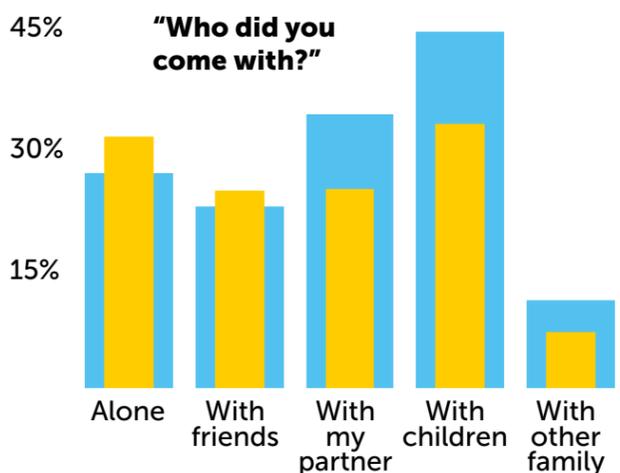
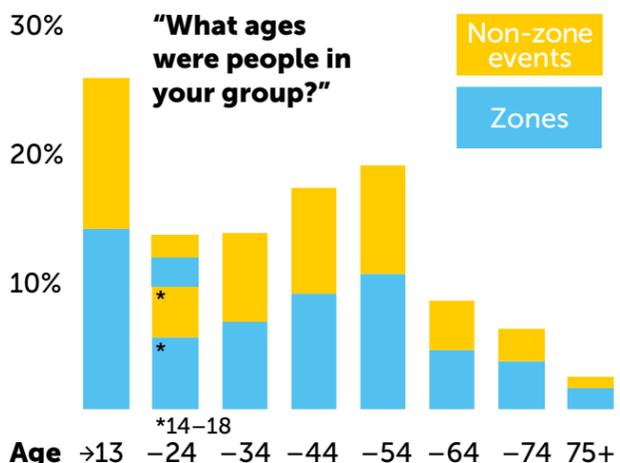
1,237 people completed the pre-Festival survey (25% of ticket orders.)

605 people gave event feedback

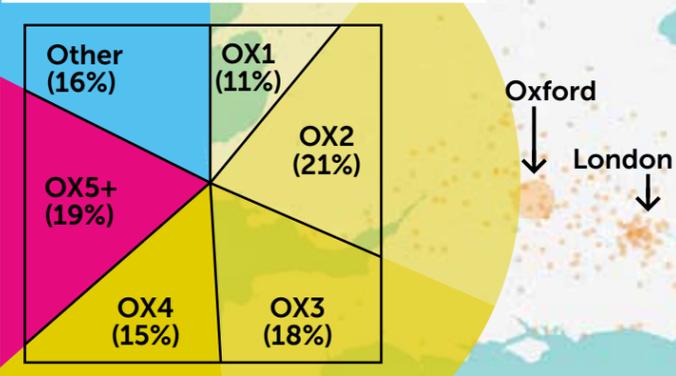
1,048 new people agreed...

...we can contact them again.

Festival demographics



Where did visitors to IF Oxford come from?



The Festival experience



"Can't wait for next year!" (Family, ages: 46, 45, 8, 6)

"Brilliant learning opportunity! Excellent for all ages and levels of understanding." (60)

"As a family, these events give us common interest. It's wonderful seeing my husband and son so animated. It inspires conversations that get picked up again and again for weeks afterwards." (54, 53, 11)

"Great to make it accessible to people like me who don't normally consider myself interested in science." (35)

IF Oxford brought together makeup artists and computer scientists working on AI to test the limits of facial recognition technology with a live demonstration.



An inclusive local dance group created a bold performance to prelude the powerful choreography between a ballerina and a paraplegic dancer, prompting discussion on vulnerability, strength and freedom.

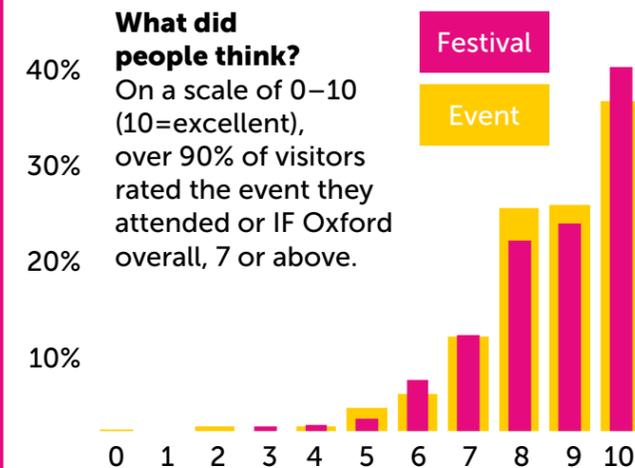


The City of Oxford College and the Blackbird Leys Community Development Initiative again hosted state of the art and future technologies with STFC, university and industry role models. Visitors got up close and hands-on with engineering, forensics and coding in several family workshops. Outside, Iron Age metal smelting brought the alchemy and magic of chemical processes to life. "A brilliant day. My children and I enjoyed it so much. Thank you!" (47, 9, 5)

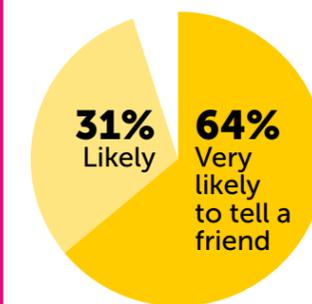
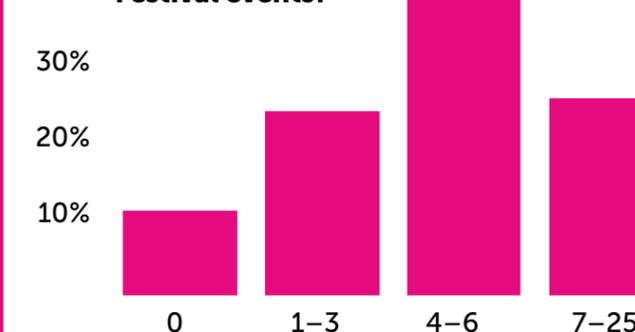


What did people think?

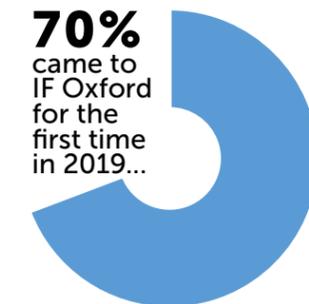
On a scale of 0–10 (10=excellent), over 90% of visitors rated the event they attended or IF Oxford overall, 7 or above.



How many researchers did you speak with at Festival events?



95% of people will tell a friend to visit IF Oxford.



...in 2018, 82% were new to the Festival.

In its second year, IF Oxford again used Pay What You Decide (PWYD), and in 2019 we found:

→ 40% of Festival visitors had used it.

→ 80% of our audience like, may use or have already used PWYD with a hundred people choosing to use Gift Aid.

PWYD is just one of the ways IF Oxford reduces barriers to public engagement with science and great ideas while also being able to pay for a high-quality Festival.

If you value all of this, please support the Festival, or it may not be able to continue. To donate, sponsor or get involved, visit: www.if-oxford.com