

Capture interest, develop creativity and build skills

Hundreds of live activities in 2024 covered a huge range of STEM and other culture.

Media output and **90 events** explored complexity, wonder and learning, involving **650 professionals and volunteers** who created our Festival.

37,000 people engaged with on-demand or live IF Oxford content, including 16,000 who came to 45 venues, visiting community centres, pubs, research facilities and more.

Together, we reached millions of social media users and are changing the way Oxford is perceived locally and worldwide...

...HUGE THANKS to all!



Now is your chance to get involved:
Explore how to be part of IF 2025
if-oxford.com/get-involved
info@if-oxford.com



Why get involved?

The Oxford science and ideas Festival gives excellent exposure to businesses, research, STEM and cultural organisations.

IF Oxford is a trusted platform that is:

Large: 37,000 public engagements in 2024

Authentic: 80% spoke to a researcher

Quality: 95+% rate it "good" or "excellent"

Popular: 90+% will tell a friend to visit IF Oxford

Diverse: Two thirds of visitors live across OX1–OX4

Educational: 90% said they learned something new

Relatable: created with local communities

Companies, research institutes and groups, cultural venues and STEM organisations can get involved by contributing in many ways, just ask how.

Contributor: *"It's so inspiring to be part of it... the specialist support is second to none!"*

Participate and create the science and ideas Festival

▶ **February–April**
The open call generates initial ideas for events

▶ **May–July**
Refine proposals to create an exciting public programme

▶ **August–September**
Programme launch, media campaigns and events booking

▶ **October**
Festival is live!

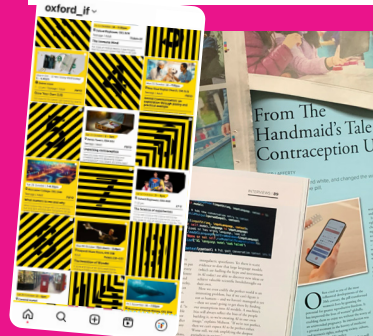
▶ **November–January**
Audience feedback and independent reporting complete

We nurture ideas from STEM, business, cultural and community groups

Briefing sessions and 1:1 advice for development, delivery and reflection

Activities are clustered to ensure they work with specific audiences

Coordinated launch of the magazine and events list **reaches 70k+** social media users



IF Oxford supports diverse communities to connect with and share science and ideas at public events

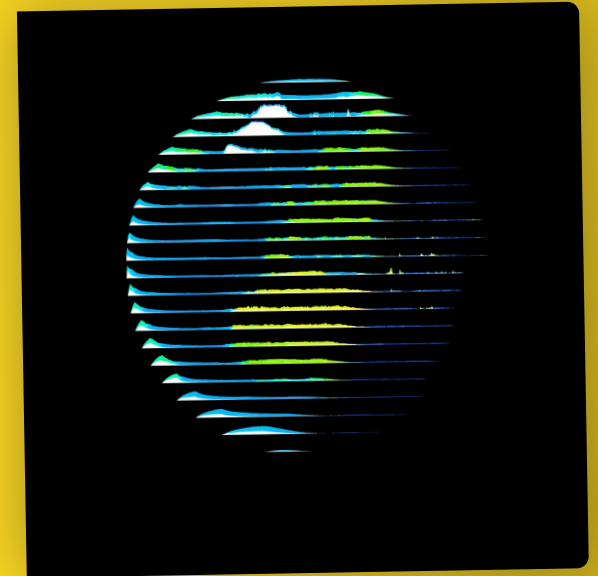
The team creates and advises on projects throughout the year that are enjoyed by thousands of visitors.

In 2024, this included six zones in north, east and central Oxford, with **BLAST!**, **Explorazone**, **Tech Works** and **Robot Racing** alongside digital workshops and live events in pubs, churches, research facilities and cultural spaces.

The agile and engaged community of scientists, technologists, business leaders and cultural partners create an exceptional city-wide Festival experience, with content coverage in news and media outlets.

if OXFORD SCIENCE + IDEAS FESTIVAL

Outputs and impact of the 2024 Festival



tell friends & family

www.if-oxford.com

IF Oxford is a charity working nationally and locally to build science, social and cultural capital

We attract and engage diverse audiences and organisations to share the best ideas in Oxfordshire.

Why? ...because society can be better equipped to understand and access positive impacts of science and innovation. **Join in, and be part of:**

A comprehensive regional opportunity with venues, marketing and logistics support;

Real life and low risk CPD opportunities for people new to or already skilled in public engagement;

Promoting STEM & skills-based careers and new ideas through events, networks and projects.

A coordinated effort of hundreds of professionals and volunteers working across society, including with those who don't traditionally engage with STEM, to develop skills and raise youth and adult aspiration.

We can shape Oxford as a great place to live, visit, work and enjoy

650 scientists, creative professionals and volunteers were part of IF Oxford 2024:

200 from academic departments;
175 people from businesses; and
275 people representing cultural communities or charities from Oxford and beyond.

"explore contemporary and future careers"

"to build public trust"

"share wonder and inspire others"

IF Oxford is a platform for highlighting diversity in the modern knowledge and skills economy.

How to help...

Volunteer

Mention IF Oxford in newsletters, blogs and across social media

Contribute content

Talk to colleagues about IF Oxford



Make a donation

Sponsor the Festival

Thank you to the collaborators, supporters and talented individuals who volunteer to make the Festival possible.

IF Oxford 2024 was supported by



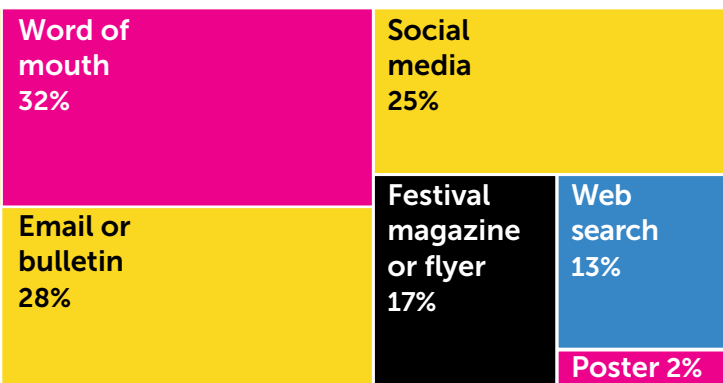
IF Oxford is an independent charity (#1151361), with a small team and Trustees that work year-round:

Festival Team: Dane Comerford, Lisa Brionne-Gray

Trustees: Ian Thompson, Tim Hart, Claire Cockcroft, Nia John, David Pyle, Sarah Macnaughton, Sam Mansell

IF Oxford 2024: why, how, where, who, what and when

How did people hear about IF 2024?

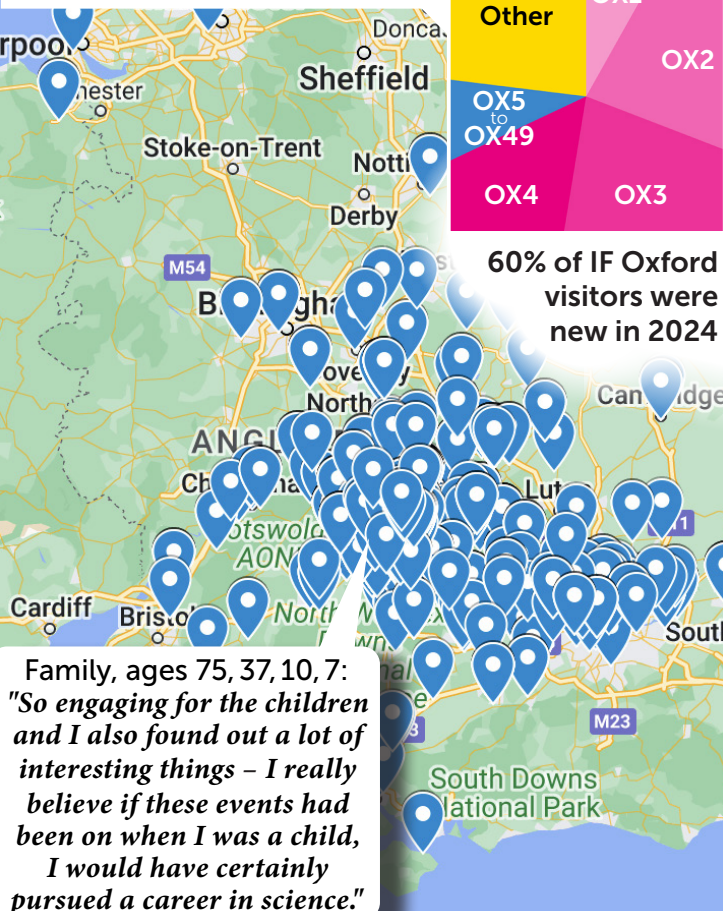


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Creative moments while **Drawing at Dusk** or listening to AI-assisted oceanic conversations at **How to Be a Whale** underscored the city's enduring capacity for scientific sensory surprise, while **The Invention of Wonder** presented with **OCM** set a captivating tone for sonic theatre.

Younger audiences discovered dinosaurs in **The Story Museum**, uncovered Horrible Histories at **Pegasus Theatre** and learned about radiation while superheroes performed about town and at **Oxford Playhouse**. Plus, family favourites returned from **Sarah Bearchell**, **Braintastic!** and **Star Soup & Robot Racing** from **UKAEA**.

Where were people from?

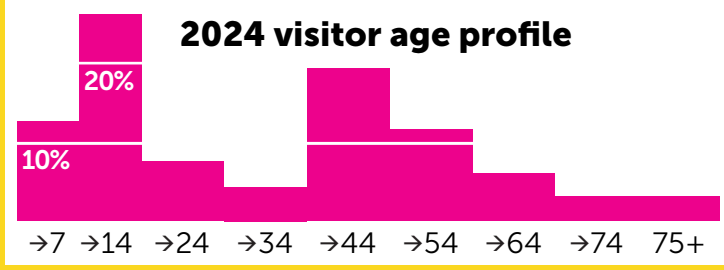


Explorazone and **BLAST!** returned, and other Festival Zones opened up innovation centres at **ARC Oxford, Begbroke, Culham** and **Headington** with activities for individuals, families and friends.

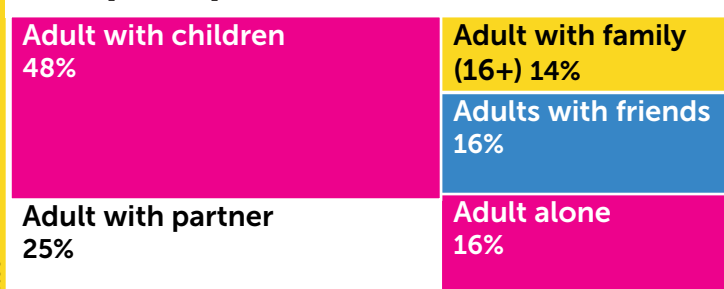
Jericho Comedy and more of **Tom Crawford's Scientific Answers to Ridiculous Questions** put plenty of smiles in STEM, and an improv **Whose IP Is It Anyway?** at **The Bullingdon** got attorneys to stand up for the role of patents and trademarks in pop music, toys, cake and new technologies.

Who comes? Who are the audience?

IF Oxford attracts a broad demographic: 27% are in Key Stages 2 or 3 (age 8–14); over half join in adult groups, with many comfortable attending alone at our educational and social opportunity for all ages.



Group composition at IF 2024 events



Pay What You Decide (PWYD) and access

IF Oxford introduced PWYD tickets in 2018 to broaden demographic engagement; in 2024, ³/₄ of events used PWYD and 90% of people like it.

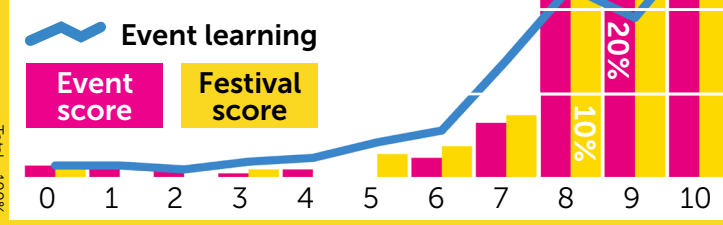
Exhibitions and events at **The North Wall** and regional public libraries, from **Blackbird Leys** and **Bicester** to **Wantage** and Oxford's **Westgate**, offered new perspectives on perception, blending ancient technologies with advances in vision science.

Discussion events created a safe space for topics including: **contraception** and fertility; the **immune system** and **mental health**; the complexities of **assisted dying**; how people **communicate with service animals** and **pets**; the **origins and evolution of life**; and **What Matters to Me and Why?**

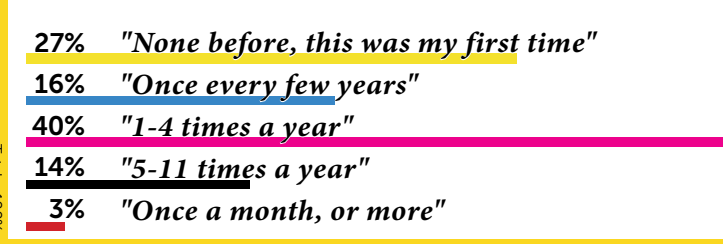
What people said about IF Oxford 2024

Quality: visitors rated the event they attended and also the Festival overall as "good" (95%, 6+ out of 10) or "great" (85%, 8+)

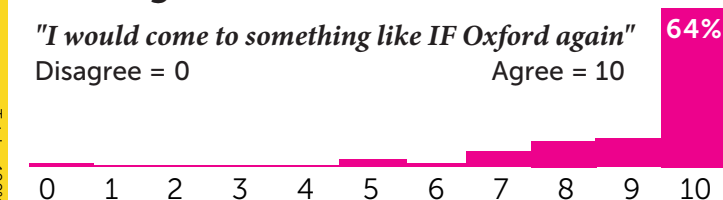
Learning: 90% learned something new to them that also felt relevant



When do IF's visitors attend STEM events?



Come again?



Families experimented with properties of light in the **Glow Gallery**, exploring rainbows, lasers and every-day gadgets found at home. Meanwhile, thousands of people made circuits and tried computer coding at **Glow Your Own** workshops.

Collaborative projects develop personal confidence and science identities: **young writers across the UK** received Poetry of Science prizes; Northway's **Parasol Project dancers** shared their new performance; and **Leys CDI youth** programmed drones and built a giant bowerbird structure to highlight this bird's curious technical skill.