

Capture interest, develop creativity and build skills

Hundreds of live activities in 2025 covered a huge range of STEM and other culture.

Media output and **85 events** explored complexity, wonder and learning, involving **630 professionals and volunteers** who created our Festival.

33,000 people engaged with on-demand or live IF Oxford content, including 14,000 who came to 40 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 2026
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: 33,000 public engagements in 2025

Authentic and social: 90+% spoke to someone

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

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

Diverse: half of visitors live across OX1–OX4 postcodes

Educational: 95% 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, resourcing** and **delivery**

Activities **refined** and **clustered** so they appeal to specific audiences

A coordinated launch over the August Bank Holiday weekend **reaches 75k+** 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 involving hundreds of contributors throughout the year that are enjoyed by thousands of visitors during the Festival.

In 2025, this included six zones in north, east and central Oxford, with **Explorazone**, **Zone ONE**, **BLAST!**, **Techworks** 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 2025 Festival



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 groups of people and organisations to share the best ideas in Oxfordshire.

Why? ...because an engaged 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 provided for you;

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 by 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 together shape Oxford as a great place to live, visit, work and enjoy

630 scientists, creative professionals and volunteers were part of IF Oxford 2025:

190 from academic departments;
210 people from businesses; and
230 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

Contribute content

Sponsor the Festival

Mention IF Oxford in newsletters, blogs and across social media

Talk to colleagues about IF Oxford



Make a donation

Thank you to the collaborators, supporters and talented individuals who volunteer to make the Festival possible
IF Oxford 2025 was supported by



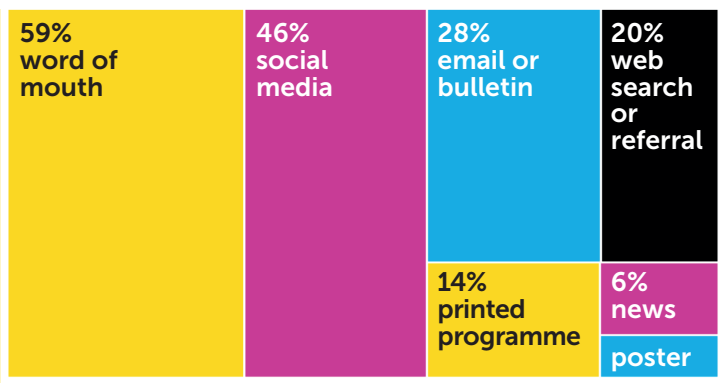
IF Oxford is an independent charity (#1151361), with a small team and Trustees that work year-round:

Director: Dane Comerford; dane@if-oxford.com

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

IF Oxford 2025: why, how, where, who, what and when

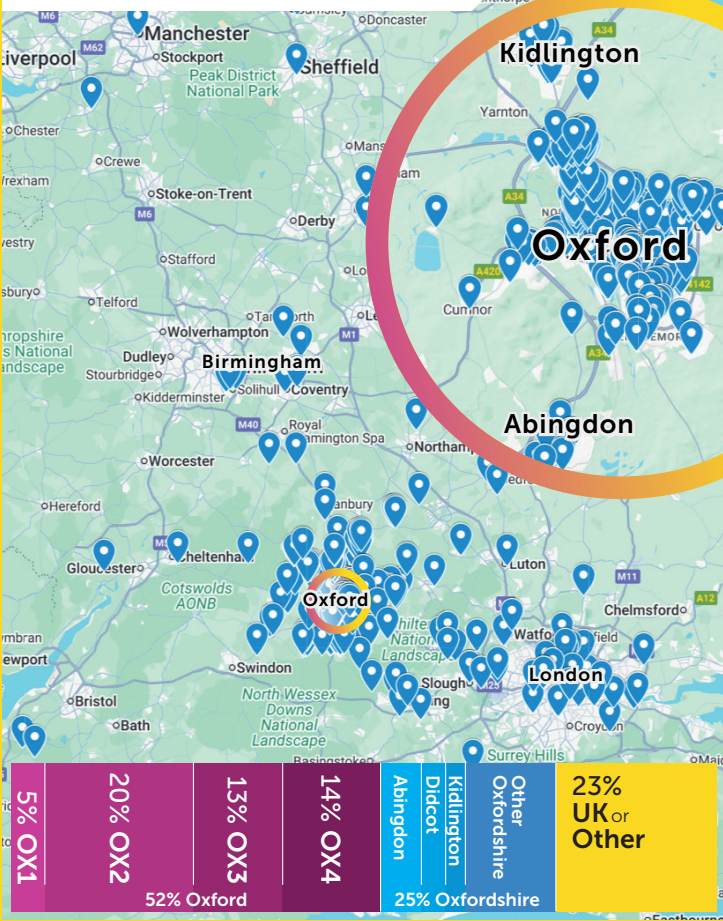
How did people hear about IF 2025?



Explore how to be part of IF 2026
if-oxford.com/get-involved

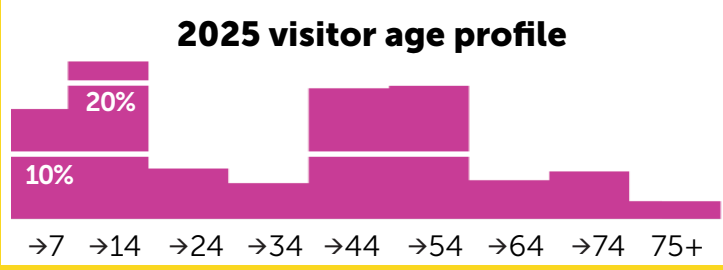
Contact the team:
info@if-oxford.com

Where were people from?

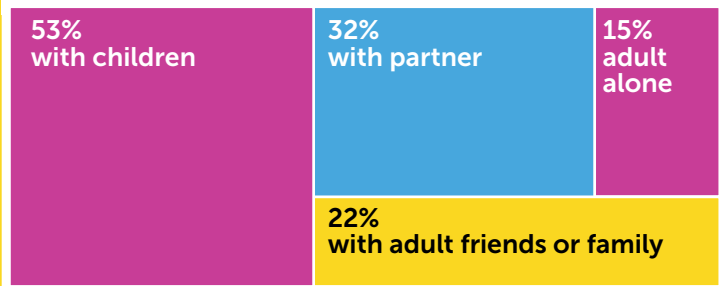


Who comes? Who are the audience?

IF Oxford attracts a broad demographic: 22% were in Key Stages 2 or 3 (age 8–14); about half join in adult groups, with many comfortable attending alone at this educational and social opportunity for all ages.



Group composition at IF 2025 events



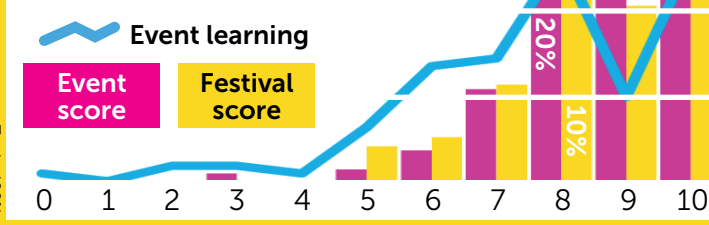
Pay What You Decide (PWYD) and access

IF Oxford introduced PWYD tickets in 2018 as one way to broaden engagement, while retaining ticket income: in 2025, 2/3 events used PWYD; 80+% of people like it.

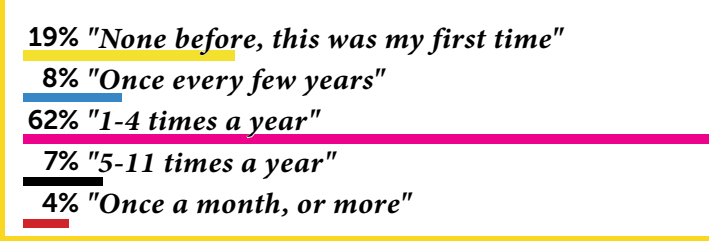
What people said about IF Oxford 2025

Quality: visitors rated the event they attended, and also the Festival overall, as "good" (96%, 6+ out of 10) or "great" (80%, 8+)

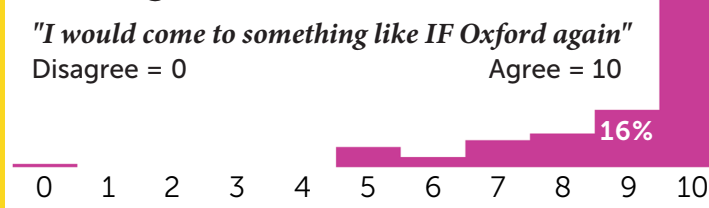
Learning: 95% learned something new that felt relevant to them



When do IF's visitors attend STEM events?



Come again to this annual event?



The Art of Uncertainty at Oxford Playhouse

Talks and discussions at **Caper bookshop** included Michael Hornberger **untangling Alzheimer's disease**; a team from HEOR ran an interactive **zombie outbreak** on Wellington Square to probe **pandemic modelling**; and Sir David Spiegelhalter packed out the **Oxford Playhouse** to examine *The Art of Uncertainty*.

Glow Your Own

Skills workshops featured photography, bread making at **Is Bread Alive?**, a **wormery workshop**, resource negotiations with **Hack Your Planet**, problem-solving with **Fusion Fix-it**, and now in its 6th year, **Glow Your Own**:

GYO Participant, age 12: "Mum has been trying to get me into coding for years and this is by far the best, I'm really enjoying coding now!"

Zone ONE at Oxford North

IF Oxford devised **Oxford North Engage** for the city's newest innovation district, bringing together architects, developers, youth groups and local cultural partners, including hosting **Zone ONE**.

Oxford City Council manager: "Oxford North working with IF Oxford is a powerful catalyst for engagement across topics and communities in Oxford."

Family shows included **Adventures in Science** and **Myth Monster** at **Pegasus Theatre**, and elsewhere, **Amazing Air** and **The Great Big Bug Show**. A new commission, **Orbit**, at Oxford North, unveiled the new permanent outdoor sculpture **Your planetary assembly** by **Olafur Eliasson**.

Fusion Energy Almost There?

Festivalgoers had beers with fusion engineers at **The Cape of Good Hope**; we explored chronic conditions like pelvic and period pain, and endometriosis in **James Street Tavern**; and **The Bullingdon** hosted Tom Crawford's **Ridiculous Scientific Answers** and a comedy night on the topic of **Intellectual Property** with Marks & Clerk.

Ellie Wilson performed **Moth x Human**, a concert blending nocturnal pollinator data from **UKCEH**, presented with **OCM**. Avant-garde pianist **Marcin Masecki** concluded the Hevelius programme, part of the **UK/Poland season** in St Mary's Church.

Tours and workshops explored the context of Oxford places with **Stories in Stone**, **Geology in a Cemetery**, and an **Uncomfortable Oxford** tour, **A Monstrous Discovery** used forensic chemistry and logic to inspire the every-day family detective.

Interactive zones popped-up across Oxford, with: **BLAST!** in Blackbird Leys; **Explorazone** on Bonn Square; **Techworks & Robot Racing** at ARC in Cowley; two **Hevelius Days** at the Bodleian Library; a family day at **Science Oxford** in Headington; and **Zone ONE** at Oxford North.