

# Outreach and Public Engagement

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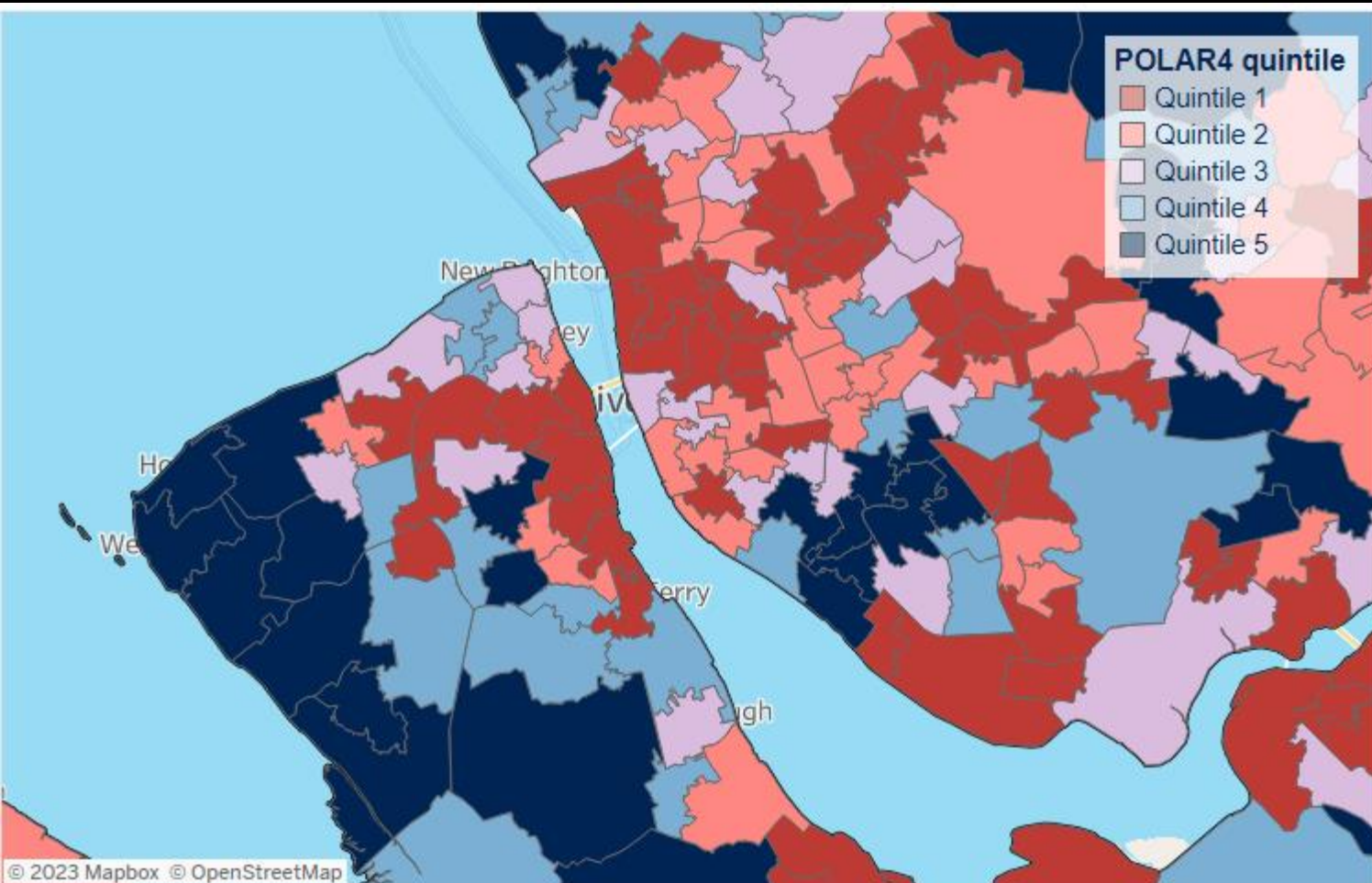
School of Physical Sciences Outreach and Recruitment Lead

# What is outreach and public engagement:

"Public engagement describes the myriad of ways in which the activity and benefits of higher education and research can be shared with the public. Engagement is by definition a two-way process, involving interaction and listening, with the goal of generating mutual benefit." - NCCPE

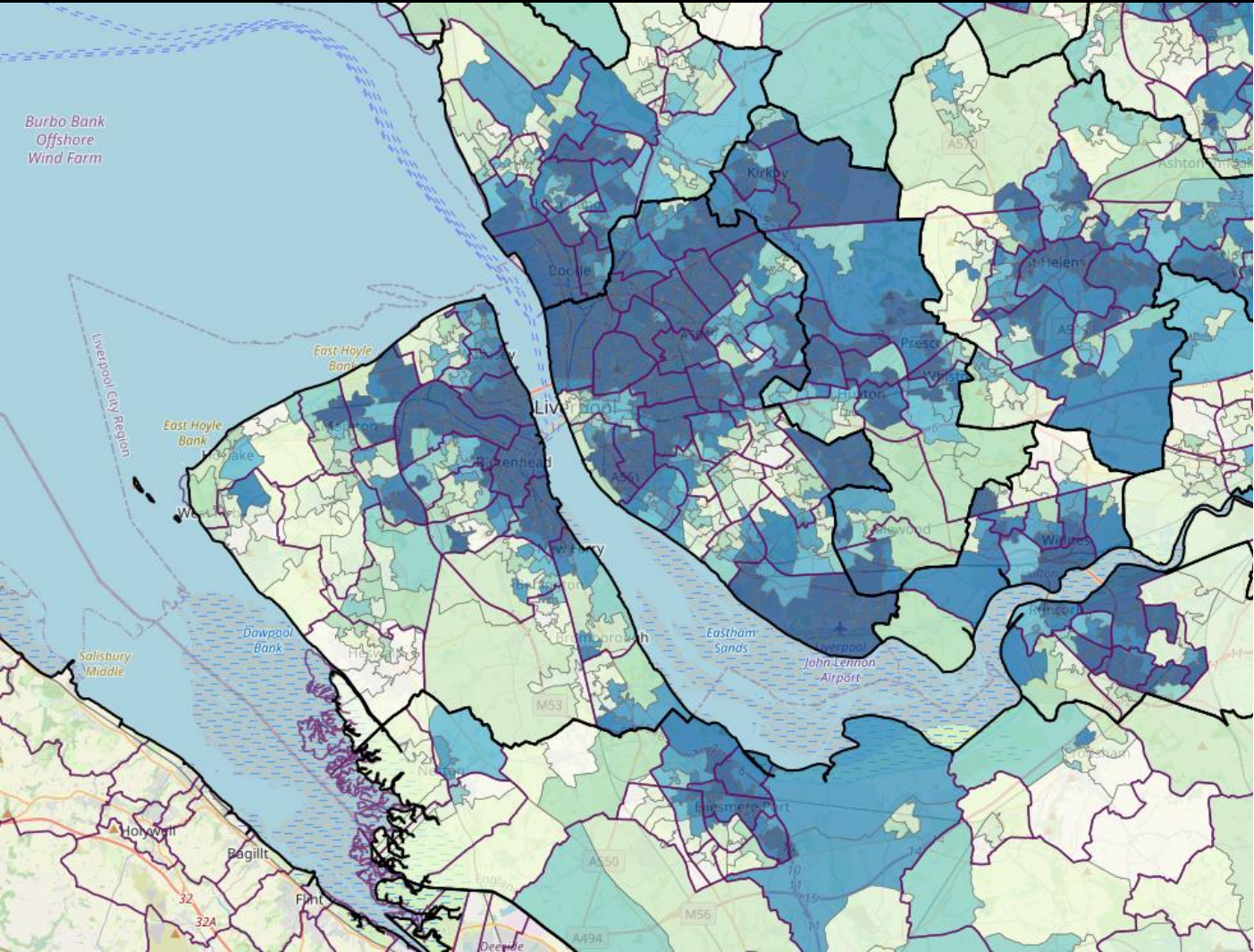
# Motivations for Outreach

POLAR4 assigns a quintile to an area based on how many 18-year-olds from that area started a higher education course between 2009-10 and 2013-14



# Motivations for Outreach

## Indices of Multiple Deprivation



**1st most deprived area**



**32,844th least deprived area**

There are 32,844 small areas (Lower-layer Super Output Areas) in England, with an average population of 1,500

There are 7 domains of deprivation, which combine to create the Index of Multiple Deprivation (IMD2019):

<p><b>Income</b> (22.5%)</p> <p>Measures the proportion of the population experiencing deprivation relating to low income</p>	<p><b>Employment</b> (22.5%)</p> <p>Measures the proportion of the working age population in an area involuntarily excluded from the labour market</p>	<p><b>Education</b> (13.5%)</p> <p>Measures the lack of attainment and skills in the local population</p>	<p><b>Health</b> (13.5%)</p> <p>Measures the risk of premature death and the impairment of quality of life through poor physical or mental health</p>
<p><b>Supplementary Indices</b></p> <div style="display: flex;"> <div style="flex: 1;"> <p><b>Income Deprivation Affecting Children Index (IDACI)</b> measures the proportion of all children aged 0 to 15 living in income deprived families</p> </div> <div style="flex: 1;"> <p><b>Income Deprivation Affecting Older People Index (IDAOP)</b> measures the proportion of those aged 60+ who experience income deprivation</p> </div> </div>	<p><b>Crime</b> (9.3%)</p> <p>Measures the risk of personal and material victimisation at local level</p>	<p><b>Barriers to Housing &amp; Services</b> (9.3%)</p> <p>Measures the physical and financial accessibility of housing and local services</p>	<p><b>Living Environment</b> (9.3%)</p> <p>Measures the quality of both the 'indoor' and 'outdoor' local environment</p>

# Motivations for Outreach

## Specific goals may include:

- Raising young people's aspirations towards science.
- Breaking stereotypes.
- Encouraging inclusivity and diversity.
- Fostering interest and curiosity.
- Bringing about societal change.
- Training a new generation of physics educators.

**Outreach seems ok**

**but...**

# Research Council Perspective

## UKRI on postgraduate training:

**“Students should be encouraged to consider the wider context of their research area, particularly in reference to societal and ethical issues, and the importance of engaging the public with research. Learning and training opportunities should be provided to help develop their public engagement skills.”**

## Ernest Rutherford Fellowship:

**Candidates should “show a credible plan to communicate and disseminate the impact of the research outside of the community, across different audiences, building on previous experience and track record for example, through collaboration with private, public or third sector bodies, publications for a non-academic audience, social media or public engagement activities.”**



# Public Engagement as a Pathway to Impact

REF defined impact as 'an effect on, change or benefit to the economy, society, culture, public policy or services, health, the environment or quality of life, beyond academia'.

**Two of the department's REF 2021 submissions were directly linked to public engagement:**

- 'Accelerator physics reaches new audiences through innovative public engagement'
- 'Creating awareness and improving public understanding of particle physics research'

# Public Engagement as a Pathway to Impact

## We are not alone...

- For REF 2014, 47% of REF impact case studies made reference to public engagement.
- Different 'flavours' of public engagement feature in different discipline areas: for instance, 'outreach' is prevalent in physics.

## However:

- Evidence provided of impact on public understanding and awareness is often weak: usually researchers limit their evidence to a list of the outlets they have used and the numbers of people engaged.

# Public Engagement as a Pathway to Impact

10'000+ face-to-face interactions per year



## Shared Spaces

- Africa Oye
- Blue Dot
- Big Bang
- WOMAD



## Audience Spaces

- Tactile Collider
- Tale of Two Tunnels
- YouTube
- acceleratAR

## Home Spaces

- Symposiums
- Particle Physics Master Class
- Physics of Star Wars
- Open Weeks



# Developing Your Outreach Practice

Lots of avenues for becoming more involved:

- Join existing university based initiatives.



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- Support initiatives of external groups.

8-17 March

British  
Science  
Week  
2024



all about  
**STEM**

# Developing Your Outreach Practice

Lots of avenues for becoming more involved:

- Join existing university based initiatives.
- Support initiatives of external groups.
- Create something new...



# Creating your own activity

## Recipe

- Identify your audience

Illustrated by Quentin Blake



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- Determine the aims of your project are (it's unlikely to be for everyone!).

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- Evaluate!

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- Evaluate!
  - Display at ASDC science centre conference
  - BBC Radio 4 & Bolton FM
  - WOMAD World Music Festival
  - CERN open days

**symmetry**  
dimensions of particle physics



# Funding Opportunities

## Currently open:

STFC – SPARK award (£15k)

Ogden Trust – Physics Education Grants (£5k)

## Watch out for:

IoP – Public Engagement Grant Scheme (£5k)

STFC – Nucleus award (£100k, opens October)

## Funding opportunity

# Public engagement Spark Awards 2023 round 2

Opportunity status:	Open
Funders:	<a href="#">Science and Technology Facilities Council (STFC)</a>
Funding type:	Grant
Total fund:	£120,000
Award range:	£1,000 - £15,000
Publication date:	15 September 2023
Opening date:	15 September 2023 9:00am UK time
Closing date:	2 November 2023 4:00pm UK time

[Start application ►](#)

Apply for funding to engage the public with STFC-supported science, technology or facilities.


This funding opportunity is open to a wide range of organisations.

You can apply if you're a UK organisation with an annual financial report and accounts.

Projects must involve a researcher in an STFC-funded area and focus on an area within STFC's remit:

## Timeline

- 15 September 2023 9:00am  
Opening date
- 2 November 2023 4:00pm  
Closing date
- November 2023  
Applications sent to panel
- December 2023  
Panel assessment meeting
- January 2024  
Award announcements
- From February 2023 onwards  
Spark awards start

 [Print this guidance or save as PDF](#)



# Over to you...

- **Feel free to get in touch to discuss ideas or support needs**
- **We are very keen to see new ideas and initiatives emerge.**