Wonder 2017

What we achieved together
“I am in awe of the commitment and enthusiasm that University of Nottingham staff and students have shown for Wonder. Being genuine in our care for and interest in the local community will always be important to us. I am proud to have worked with colleagues who put this feeling into action so emphatically when the opportunity arises - and who do it so well. I was not surprised to read, having attended the event myself, that our visitors found our people and our campus so welcoming. I could tell the day meant something to all those who came to be part of it. This event has been a fantastic achievement and a very big success – thank you to all who were involved.”

Professor Sir David Greenaway
Wonder key facts

- Over **800** staff, students and volunteers participated on the Wonder Home Team
- **111 fun and educational activities** took place across 5 Zones
- **c7,280 visitors attended** Wonder against a target of 5,000-6,000
- Our feedback from the staff, students, volunteers and visitors has been overwhelmingly positive

We can’t thank you all enough!
Wonder benefits
We aimed…

“To increase local understanding and appreciation of the University’s value to the community in terms of both economic impact and social responsibility”

94% of our surveyed visitors agreed or strongly agreed that the University provides a valuable contribution to the local community
We aimed…

“To provide opportunities for schools and departments to demonstrate engagement with the local community for research bids and grant reporting”

79% of surveyed Activity Leads agreed that Wonder provided a useful opportunity for their research centre/school/department or student society to demonstrate engagement with the local community
We aimed…

“To provide opportunities for departments to demonstrate engagement with the local community and partners to further their mission and strategy.”

- The Campaign and Alumni Relations Office raised £504 for the Children’s Brain Tumour Research Centre
- Sport captured the details of 97 people who are interested in joining their Junior Futsal Academy
- Lakeside recorded over 5,430 visits to 16 activities located in the Museum, DH Lawrence Pavilion and surrounding areas
We aimed...

“To engage Nottinghamshire children and families in University life, skills and research to inspire more local children towards higher education”

- We had 7,280 visitors, of whom we surveyed 3.4%
- Of those surveyed, 91% were from local postcodes (NG, DE, LE)
- The number of families attending through partnerships with schools in less advantaged areas increased
- 65% of parents surveyed want their children to attend university
Objectives
“To host primarily Nottinghamshire families for a stimulating day of discovery, play and learning at University Park to increase local community understanding of the University’s contribution and relevance to the city.”

Was it a stimulating day of discovery, play and learning?  
Were we good hosts?  
And did we enjoy it?
The staff and researchers were fantastic, their ability to **engage young children and explain their research** was fantastic, my children are 4 and 6 and they were engaged and interested in the activities because of the **enthusiasm and knowledge of your staff**, we were particularly impressed by your scientists, they were all brilliant, particularly the ladies with the cheek cells experiment and the wound healing with the scaffolds and polymers. [...] To people who live locally (in my opinion) the University has seemed - until now - a mysterious closed off place. **The Wonder event made me feel proud to live in Nottingham** with such talented people with all kinds of ideas to make the world a better place, proud to bring my children up here and know that they can be part of the University too when they grow up. I have two children desperate to be scientists now, thank you.
Visitor experience overall…

Top 5 words visitors used to describe Wonder:

- Enjoyable
- Inspiring
- Fun
- Exciting
- Amazing
Visitor experience – would our visitors recommend Wonder? Yes!

Promoters 77%

Likelihood of recommending Wonder to others

NPS score of 69 = Excellent!
Visitor experience – a warm welcome

97% of visitors (excluding staff and students) agreed that they felt welcome on campus at Wonder
Visitor experience – a warm welcome

“The event was **inspiring**. Residents from the local area, who had lived here for going on 15 years had *never dared* come onto main campus, sticking to the lake and park areas. After the event they feel **more comfortable** seeing what else the University has to offer and more broadly what HE could possibly do for them. Such a wonderful experience.”

Home Team survey respondent
What our visitors said they **enjoyed most**:

- The variety
- Everything
- The weather
- The dogs
- The climbing wall
- The Vikings
- The Lido
- The atmosphere
- Hands-on activities
- Chemistry
- Physics
Visitor experience – top comments

What our visitors said we should **improve:**

- Too spread out
- Make it easier to find event info
- Should be a 2-day event
- More/better signage
- Clearer map
- Make it easier to get around
- The app needs improvement
- Nothing!
Visitor feedback – social media

Kirsty Heathcote
@Kirann77

Atticus is 6 and has talked of nothing but #wondernotts since he got home. Thanks @UniofNottingham. Maybe he’ll follow his aunts footsteps.

Richard Daniel Bloore

My two boys love it ❤️

Like · Reply · 3 · 21 June at 17:44

Jane Okiwe

Amazing! Great activities for children to engage in. Thank you!

Like · Reply · 21 June at 17:51

Ruth Keetley

We loved it! Back next year 😊

Like · Reply · 21 June at 18:00

Laura Smith

Karen Humble x

Like · Reply · 1 · 21 June at 19:24

Karen Humble

Loved it, ran out of time to do everything. Could have been a weekend event.

Like · Reply · 3 · 21 June at 19:37 · Edited
Home Team experience – would you help us again? Yes!

How likely are you to help again at a future Wonder event?

Our Home Team members had such a good time they’d do it again (Especially if we can make the marquees cooler and keep them better hydrated!)
I really enjoyed seeing a different demographic on campus and working with children, families and people of all ages - not what I'm used to! It made me feel part of the bigger University family - lots of faculties, staff and students all working together to achieve. I found it really engaging and positive.

Home Team survey respondent
Happy to help and support and worked with the Children’s Brain Tumour Research Team. Met some wonderful people on the day including a girl who aspires to be a researcher and donated £10 of her pocket money and another little girl who only that morning donated her hair to the Little Princess Trust which funds vital research at the Centre. It's wonderful to raise the aspirations of children as for some this will be the first time they have visited a University.

Home Team survey respondent
Home Team experience – a community on a mission

“…It’s the University’s flagship piece of outreach into the community and so I am happy to be a small part of it.”

Home Team survey respondent
@UniofNottingham Was fantastic to be a part of it. Same again next year? #wondernotts
What next?

Everything is possible
We’ve learned a lot and have been given fantastic feedback and ideas for future Wonder events.

In the meantime…
Wonder 2017 was a big achievement

We hope you feel proud of what you achieved. Together we made something very special happen for the local community.
Thank you again for everything you gave Wonder – it’s been a blast!