



**University of  
Nottingham**

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# Wonder 2017

**What we achieved  
together**





## Message from the Vice-Chancellor

“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!





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# 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”

A background photograph of a diverse group of people at an outdoor event. In the foreground, a young man with brown hair is smiling broadly, wearing a white t-shirt and a green and yellow patterned scarf. To his left, a young woman with dark hair is looking towards the camera. Other people are visible in the background, some wearing hats, under a bright sky with trees.

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 those  
surveyed, 91%  
were from NG,  
DE, LE postcodes



Of those  
surveyed, 46%  
were from  
deprived areas



65% of parents  
surveyed want  
their children to  
attend university







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# Objectives





## Our project aim was...

“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?





## Our visitors said...

“ 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 feedback survey respondent**





# Visitor experience overall...

**Top 5 words** visitors  
used to describe  
Wonder:



**Enjoyable**



**Inspiring**



**Fun**



**Exciting**



**Amazing**

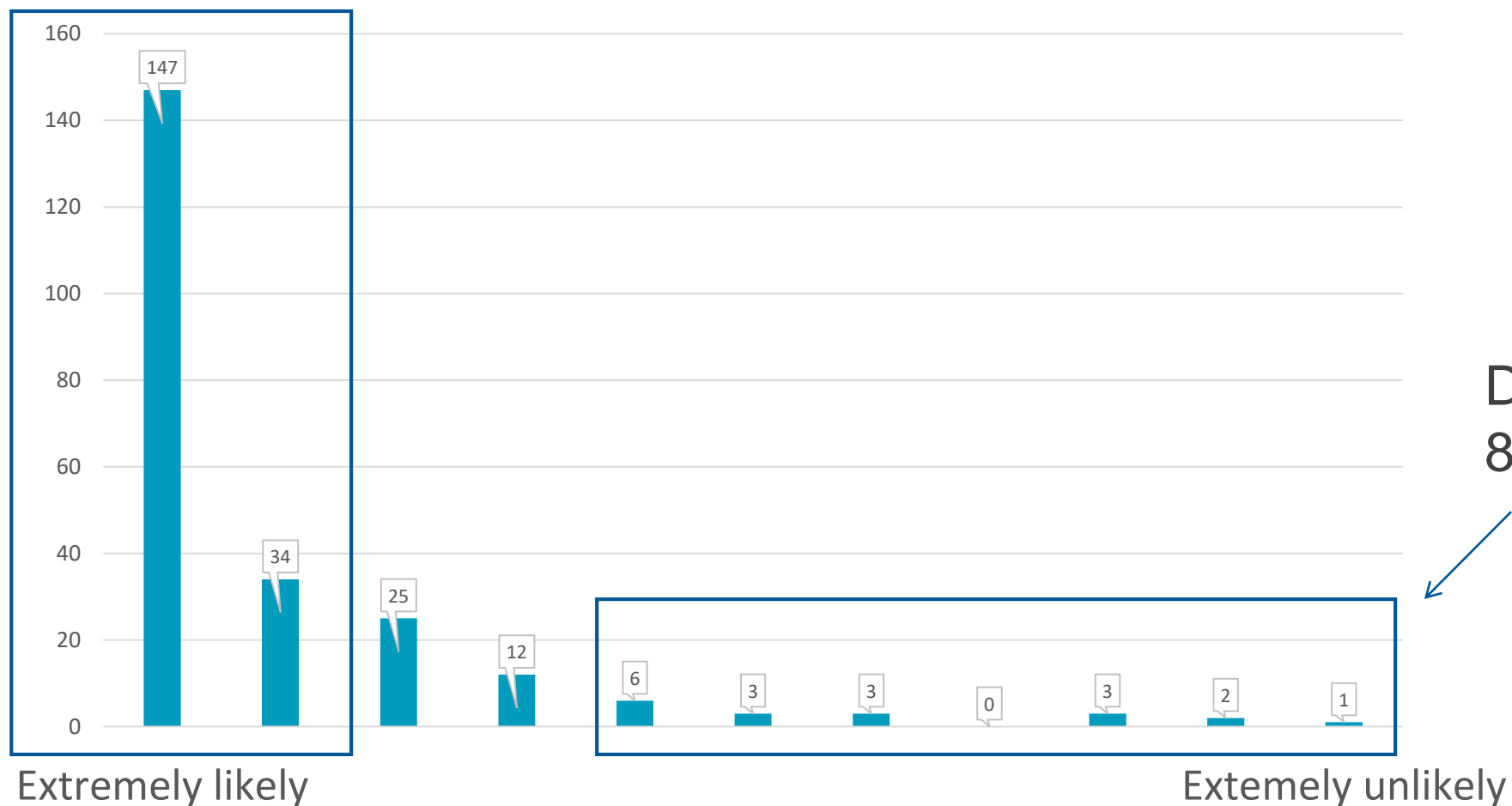




# Visitor experience – would our visitors recommend Wonder? Yes!

Promoters  
77%

Likelihood of recommending Wonder to others



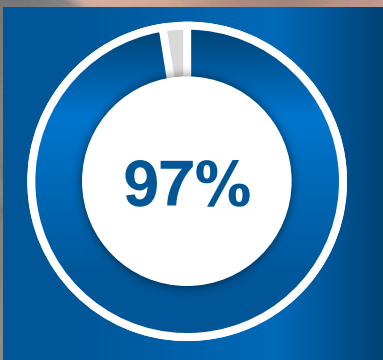
Detractors  
8%

**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**



## Visitor experience – top comments

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

Follow

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



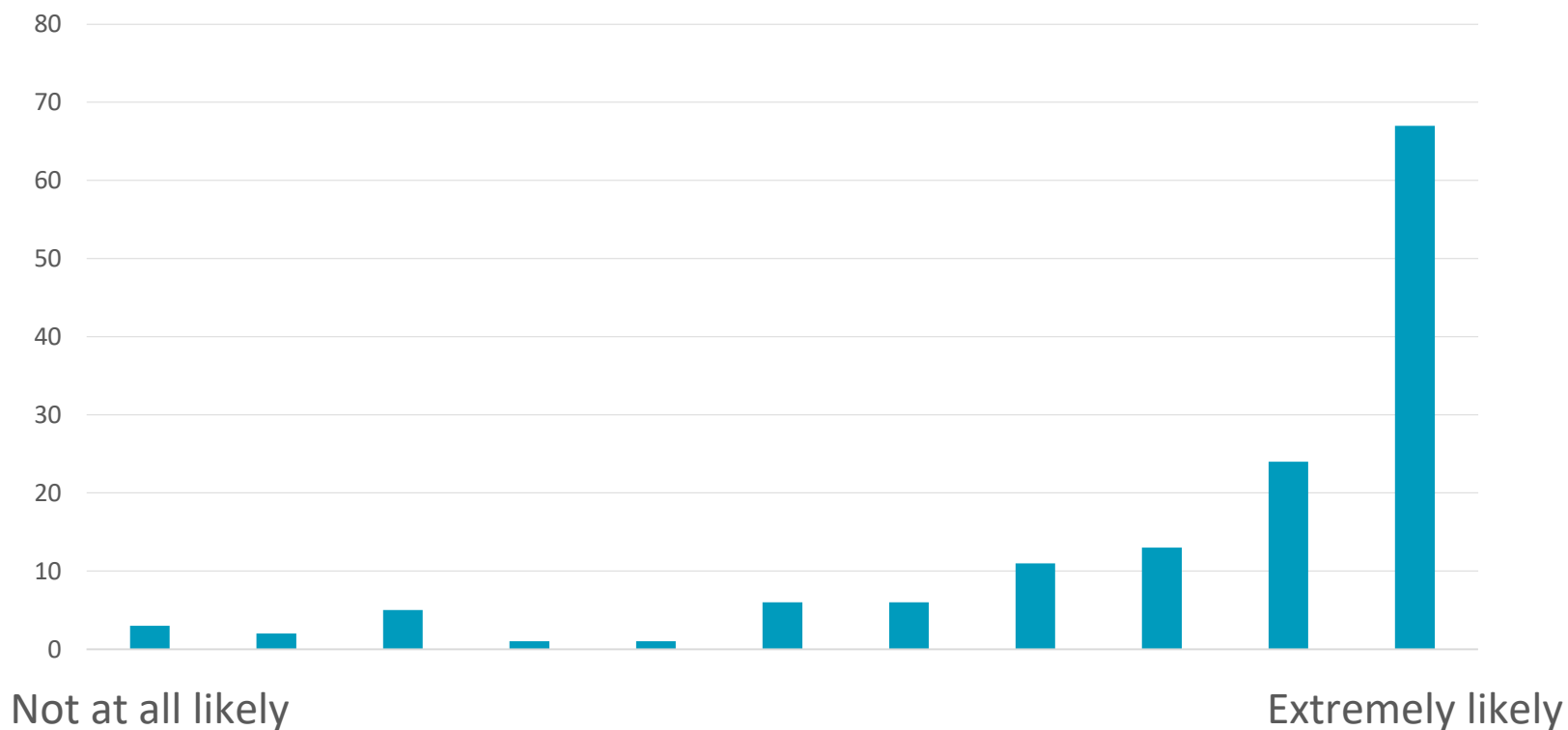
**Karen Humble** Loved it, ran out of time to do everything. Could have been a weekend event.

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!)



## Home Team experience – a community on a mission

“ 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





## Home Team experience – a community on a mission

“ 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

**“ Its 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**





# Home Team experience – a community on a mission



**Steve Briddon**

@Hebdomadian

Follow

@UniofNottingham Was fantastic to be a part of it. Same again next year? #wondernotts



**Uni of Nottingham** @UniofNottingham

Thanks for sharing your day at #WonderNotts ☺ with us yesterday. Here are some of your tweets 📌

10:34 AM - 18 Jun 2017





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# What next?

Everything is possible





# Wonder 2018?

We've learned a lot and have been given fantastic feedback and ideas for future Wonder events.

A decision about Wonder 2018 will be taken in September - and you'll be the first to hear the news.

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.







**Register your  
interest in leading an  
activity or  
volunteering at  
future Wonder  
events at**

**wonderteam@nottingham.ac.uk**