



Science & Technology
Facilities Council

UK Research
and Innovation

Making CERN regionally relevant

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European Communications Officer

Why does this matter?

- Governments have many priorities (defence, health, education etc) and science isn't always top of the list
- This is your national lab for particle physics but science budgets can be vulnerable – *your funding is not guaranteed!*
- CERN is the flagship for national participation in international science
- Create more advocates for CERN and science - elected officials everywhere rely on support from their local communities

Why does this matter?

- UK government agenda
 - Maximise economic and societal benefits of publicly-funded research
 - Brexit
- UK subscription is approx. 160M CHF
 - Increase public and political support for CERN membership (a flagship for the broader UK science base)
 - Under-represented on CERN staff
- Increase outreach

Use your data

- What data do you have?
- What data do you need?

- Postcode field added to visit booking form
- Automated report

Groups/Visitors

2016 — 30/Jun/2016

Name contains:

Languages

United Kingdom

Restaurant

State

Average age

School

Locations

Display only totals

Show contacts

Show more info

Visits, 1229 visitors, 46 groups (1198 unique visitors)

Date and time	Event type	Group name	Contacts	Visitors	Language	Country	Postal code	Restaurant
Fri 3/ Jun/2016 14:00—17:20	Group Visit	Dollar Academy	Sharon Fulton <fulton-s@dollaracademy.org.uk> ; Carol Malley <malley-c@dollaracademy.org.uk> ;	17	English	United Kingdom	FK14 7DU	
Wed 8/ Jun/2016 12:30—15:00	Private Visit	Drumchapel High School, Glasgow	Aidan Robson <Aidan.Robson@cern.ch> ;	15	English	United Kingdom		R1
Fri 9/ Jun/2016 09:00—12:00	Group Visit	Wetherby Senior School	tom dawson <tom.dawson@wetherbysenior.co.uk> ; tessa stewart <tessa.stewart@wetherbysenior.co.uk> ;	41	English	United Kingdom	W1U 2QU	
Mon 13/ Jun/2016 14:00—17:30	Group Visit	Central College Nottingham	Chris Petch <christopher.petch@centralnottingham.ac.uk> ; Jane Cunningham <jane.cunningham@centralnottingham.ac.uk> ;	29	English	United Kingdom	NG1 6AB	R1
Tue 14/ Jun/2016 14:00—17:10	Group Visit	Williamwood High School	Peter McLaren <peter.d.mclaren@hotmail.com> ; James Cowan <CowanJ@williamwood.e-renfrew.sch.uk> ;	45	English	United Kingdom	G76 8RF	R1
Tue 14/ Jun/2016 14:00—17:30	Group Visit	West Cheshire College	Helen Lee <H.Lee@west-cheshire.ac.uk> ; Trish Kosuth-Phillips <T.Kosuth-Phillips@west-cheshire.ac.uk> ;	16	English	United Kingdom	ch65 7BF	R1
Wed 15/ Jun/2016 09:00—12:30	Group Visit	Coleg Gwent	Hannah Minton <Hannah.minton@coleggwent.ac.uk> ; Helen Burn <Helen.burn@coleggwent.ac.uk> ;	17	English	United Kingdom	Np4 5ye	
Wed 15/ Jun/2016 09:00—13:20	Group Visit	St. Luke's High School	Paul Gallagher <GallagherP2@st-lukes.e-renfrew.sch.uk> ; Davis Gordon <GordonD@st-lukes.e-renfrew.sch.uk> ;	27	English	United Kingdom	G78 2SG	R1
Mon 20/ Jun/2016 09:00—12:20	Group Visit	Bo'ness Academy	Douglas McFarlane <douglas.mcfarlane@falkirk.gov.uk> ; Lesley Hill <LesleyAnne.Hill@falkirk.gov.uk> ;	21	English	United Kingdom	EH51 9AS	R1
Mon 20/ Jun/2016 13:50—17:10	Group Visit	Harris Academy Bermondsey	Lyndsay Harris <lyndsay.harris@harrisbermondsey.org.uk> ; Gillian Hodgson <gillian.hodgson@harrisbermondsey.org.uk> ;	26	English	United Kingdom	SE16 3TZ	R1
Mon 20/ Jun/2016 14:00—17:00	Group Visit	The Royal Latin	Mark Croft <mcroft@royallatin.org> ; Jacquie Baldock <jbaldock@royallatin.org> ;	39	English	United Kingdom	MK18 1AX	R1
Tue 21/ Jun/2016 09:00—12:20	Group Visit	Eastwood High School	Grant Sergeant <grant_sergeant@hotmail.com> ; Lyndsay DuFeu <l.du-feu@hotmail.com> ;	20	English	United Kingdom	g77 6ng	R1

Email to every school

- Introduce Elizabeth Cunningham, UK Particle Physics and Nuclear Physics Outreach Officer
- Free resources – films, web links, apps, animations, posters and publication on www.stfc.ac.uk/particlephysics
- Particle Physics Masterclasses
- Friendly particle physics speakers
- Introduction to nearest university physics department (Widening Participation agenda)
- Practical information about visiting CERN <http://www.stfc.ac.uk/visitCERN>
- Awareness of UK CERN Teacher Programme
- School Grants scheme operated by STFC with the Institute of Physics and the Institution of Engineering and Technology http://www.iop.org/about/grants/school/page_38824.html.
- Template press release for local media

Political support

- Use school postcode to identify elected representative (Member of Parliament)
- Use the school connection to highlight benefits of UK membership of CERN
- Offer a visit
- Invite MP to tweet/talk about school visit

Results

- Reaching more political decision makers
 - 668 letters sent to Members of Parliament since 2015
 - 100 MPs have responded to the letter
 - 50 MPs want to visit CERN
- Annual political visit – try to find members of UK@CERN community from the MPs' constituencies

Black holes

- Where are they?
- How can we fill them?
- NB just because a school isn't interacting with CERN, that doesn't mean it isn't getting science enrichment from somewhere else!



What next?

- Investigate - is the nearest CERN university offering outreach activities?
- Target local teacher and STEM networks
- Offer regional/local particle physics masterclasses – talk to your IPPOG rep
- Offer virtual visits (“FREE, easy to set up and guaranteed to inspire”) – set up a virtual visit team for your country
- Talk to your old school

Invite local radio



- Visit with a local school on day 1
- Broadcast live from CERN with members of UK community from that area on day 2
- Promote a variety of interesting careers
- “People like you can do a job like this”

Results

- The BBC has mandate for public service broadcasting and is always looking for ideas!
 - BBC Wiltshire
 - BBC Lancashire
 - BBC Wales
- Reach ~100,000 people each time



Discussion

- What could you do?
 - Personally?
 - Your university?
 - Your funding agency?



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