



UNIVERSITY OF
WEST LONDON
The Career University



Community and Family Events in a WP context

Some things to consider before we get started...

What do we mean by community events?

What do we mean by family events?

Who do we have in mind when planning community and family events?

How do I get my head around this quickly?

Who will support this activity? Who do I need to justify it to?



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A bit more about us, and the communities we belong to ...



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Our context at UWL

- *Post 92*
- *Suburbs (ish)*
- Mixed reputation locally
- Recruiting all year round
- Lots of other HEI's working in our location(s)
- HUGE variety of subjects, lots of academics from all over the world
- Many colleagues, academics and contacts don't live or know the local area
- Schools and Colleges Recruitment team – Outreach Team of 3
- Two ex-teachers in the team

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PITZHANGER

MANOR & GALLERY



London Borough
of Hounslow



GUNNERSBURY

PARK & MUSEUM



UNIVERSITY OF WEST LONDON
STUDENTS' UNION



Ealing and
Hounslow
Community Voluntary Service



facebook
groups

Our WP criteria

- Young people from a working-class background
- learners eligible for free school meals
- disabled learners
- mature learners – anyone 21 or over who is interested in studying for an undergraduate degree
- care leavers and looked after children
- young and adult carers
- learners with no parental/carers history of higher education in the UK
- learners from the Gypsy, Roma, and Traveller backgrounds
- refugees and asylum seekers

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Leverage?

Who gains from being involved or attending your community or family event?

Why should they attend? And then continue their relationship with your HEI?

Would you attend any of these events? Would your parents? Friends?

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Example from Krishna: Gunnersbury Park Museum x UWL art workshops

*One Day Creative Workshop - drop-in
UWL Venue and SA's
Marketed by both parties
Approx 60 attendees throughout the day
Exhibited in museum during re-opening
Long term impact?*



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Example from Gagan: Creative Writing at Ealing Central Library

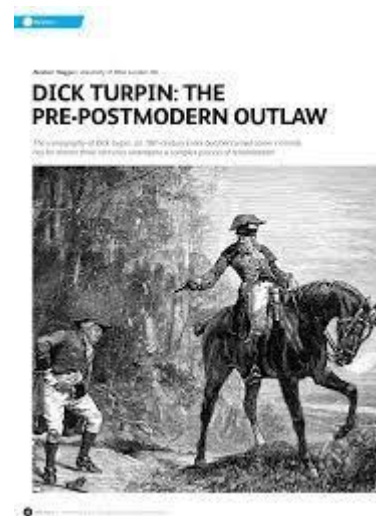
*Evening Creative Workshop - bookable
Off site*

Marketed by both parties

Attendees

Final publication

Long term impact/legacy



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Some more things to consider for now...

How family friendly is your campus? Baby change?

Health and Safety – public liability, risk assessments

Budget – food and travel

Content is king

Staffing – inc Ambassadors

Marketing

Knowledge Exchange Framework

PhD students

Academics as partners

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Inspiration



Community
Sports
Trust



eventbrite

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External Example: Tate Britain – Story Space and Play Studio



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External Event: Nova New – School of Humanity

In an increasingly polarised world, The School of Humanity builds bridges through human conversations. It brings people together who are unlikely to cross paths in their day-to-day life. These are then split into Learners and Living Subjects.



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In small groups, come up with a 30 second pitch for one of the following:

WP Family event

WP community event

Who What Where Why When How?!

Existing programme or new?

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Takeaways

- *Consulting with community groups*
- *Start experimenting – bolt on community and family activities to existing programmes*
- *Bring a friend/bring a parent to sessions/workshops*
- *Report back to all parties – community groups, families, academics*
- *Location and content*
- *What's next?*
- *GET OUT THERE*

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Questions?

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