

# Connect

Creating relevance

Our desire  
to be an asset to the  
community and make a  
positive difference in the  
quality of people’s lives  
underpins everything we plan to do.



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# People Make Glasgow

City brand



## Vision

**The vision of Connect is to empower the people of Glasgow to make positive changes in their lives and their communities through learning and engagement with science.**

Our desire is to make GSC a more outward looking, resilient organisation - one that works more effectively with multiple agencies, promotes shared ownership of our spaces and creates connections around ideas, issues and experiences that are appropriate to all audiences.

Connect will integrate Community Learning & Development values into all aspects of GSC service delivery. It will build upon and expand our successful community engagement programmes to better serve the diverse communities across the city. Connect will permeate throughout all of our activities to make us more relevant to Glasgow citizens – raising attainment and developing skills for all.

REVIVE GROUP  
CASTLEMILK



C.A.C.E. (CARE OF THE ELDERLY)  
GROUP CUMBERNAULD



GOVAN & CRAIGTON  
INTEGRATION NETWORK



BRIDGETON COMMUNITY  
LEARNING CAMPUS

# Background

## Why Connect is important

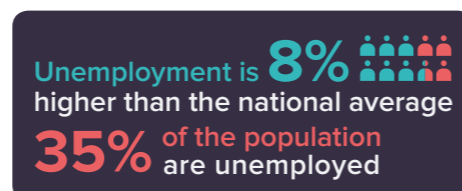
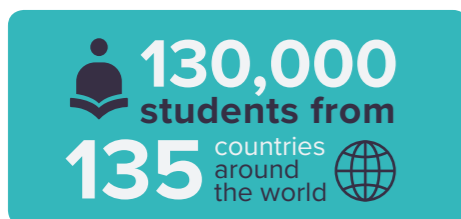
Glasgow is a tale of two cities. It has a very strong, vibrant economy, a highly educated workforce and is home to world-leading organisations in STEM. Yet the city has large areas of acute deprivation, a health record that is worse than other comparable post-industrial cities and a high proportion of the population lacking the required skills to help them access work. As a result, many people are not reaching their full potential.

In addition, with science so central to every aspect of our contemporary lives “...being unable to access opportunities to learn about, participate in, critique or otherwise enjoy science can be understood as a form of marginalisation.” (Emily Dawson)

Connect is about ensuring that individuals and communities, particularly those facing discrimination and disadvantage, have the opportunities to actively participate in learning and make positive changes in their lives, and in their communities.

**Connect is about supporting individuals to develop their social, cultural and science capital.**

## GLASGOW A TALE OF TWO CITIES



# Strategic Importance to GSC

**Connect builds upon our previous experiences, legacies and investments; providing the boost to drive forward GSC's strategic aims and objectives.**

**Connect will define our science centre over the next 10 years.**

**The values, aspirations and actions of Connect have come as result of:**

- our engagement with staff, stakeholders and our communities;
- reflection and analysis of our successes and failures;
- the foundations we have built through our priority actions over the last 5 years.

**Connect has evolved from:**

- a broad recognition that the widest possible participation in STEM from an economic and civic perspective has never been so important to society;
- the Scottish Government STEM Strategy\* in which the role of science centres to support community capacity building is clearly highlighted;
- recognition from Community Learning & Development (CLD) partners that GSC is in a position to play a more active role in community capacity building;
- a programme of investment in the learning experience, front-of-house services and the back-of-house business infrastructure;
- the growth of the experience economy and the changing expectations and motivations of potential visitors;
- success in the delivery of an experimental programme of popular events broadening our reach and delivering operationally and financially;
- the re-branding of GSC to better capture our move from organisational teen years into young progressive adult!

**GSC is strategically committed to the values, aspirations and actions of Connect.**

\*link available at [connect.gsc.org.uk](https://connect.gsc.org.uk)

# Aim

The purpose of Connect is to open new doors and build relevant pathways to learning for Glasgow's diverse and broad population; positioning GSC as an essential part of the city's cultural life and as a powerful advocate for personal advancement and scientific enterprise.

## The rationale to our approach

To create equity in engagement with informal science learning through Connect we are asking ourselves:

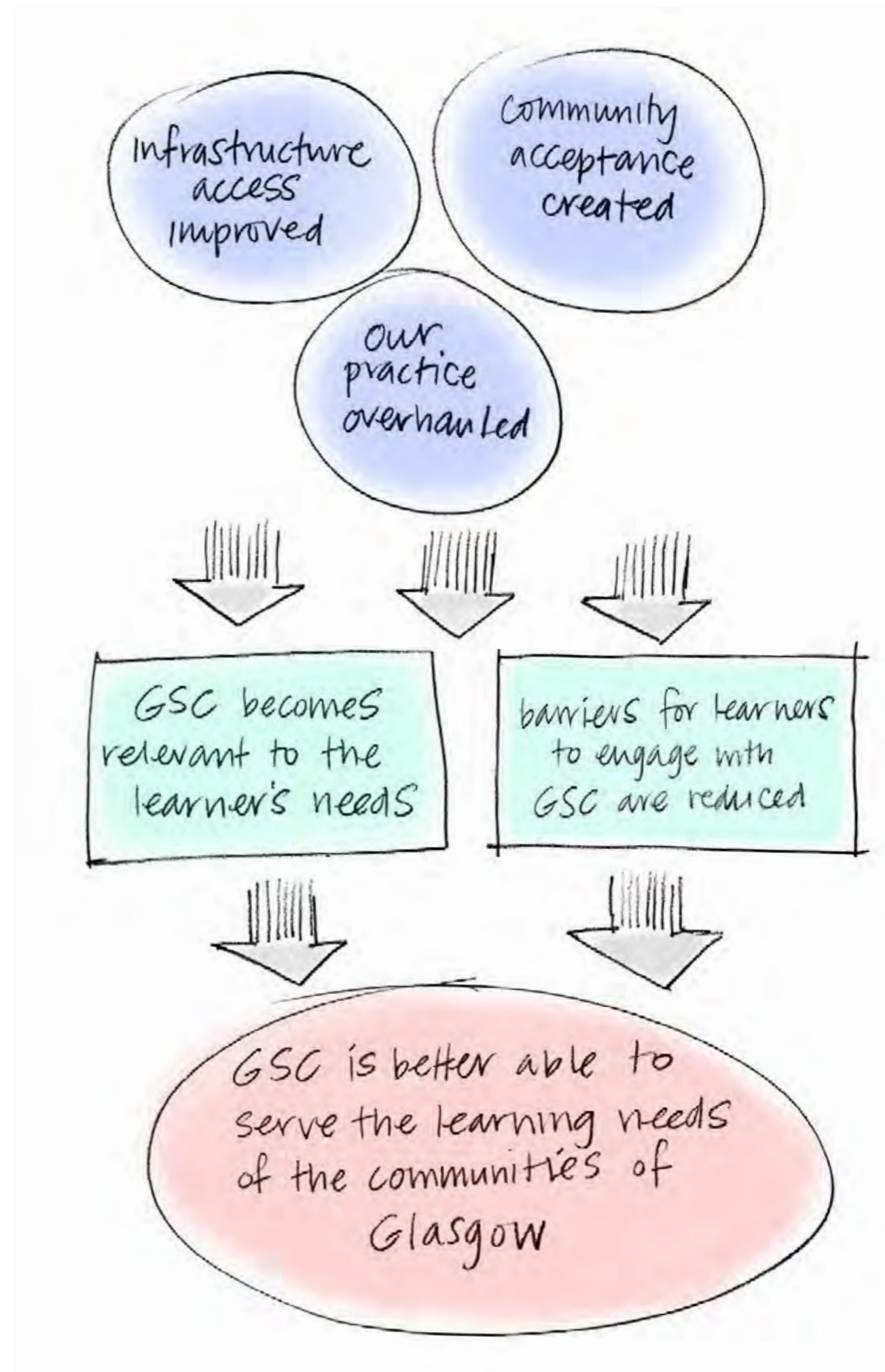
- Are we relevant to the needs of our audience? How do we remain relevant? How do we become relevant to our underrepresented audiences?
- Is the effort for learners to engage with GSC too high? This 'effort' will manifest itself in many ways – it could be that we lack the appropriate amenities and services, we cost too much, we are hard to get to or we are open at the wrong time.
- Is our physical infrastructure and environment inclusive or excluding – overtly or through unintended signals, symbols or signs that say this place is 'not for you'?
- To whom are we communicating? What does our marketing or interpretation say to potential and existing visitors – does our language and approach connect or alienate?
- How are visitors treated? How familiar are they with us, how familiar are we with them? Do we have a relationship? How can we strengthen that relationship? Do visitors see and meet people they can relate to?
- What are the 'rules of the game'? How do we help people understand them? Are we comfortable to change them?

How do we address these questions and make a GSC that is better able to serve the learning needs of the communities of Glasgow?

Our thinking has been shaped by our experience and research. In particular, key influences have been Emily Dawson, Nina Simon, Royal Society, Community Learning & Development Scotland, and ASPIRES. Their incisive work in fields such as community capacity building, science capital and civic engagement has helped us build the foundations of our approach.

Connect provides the framework within which we will;

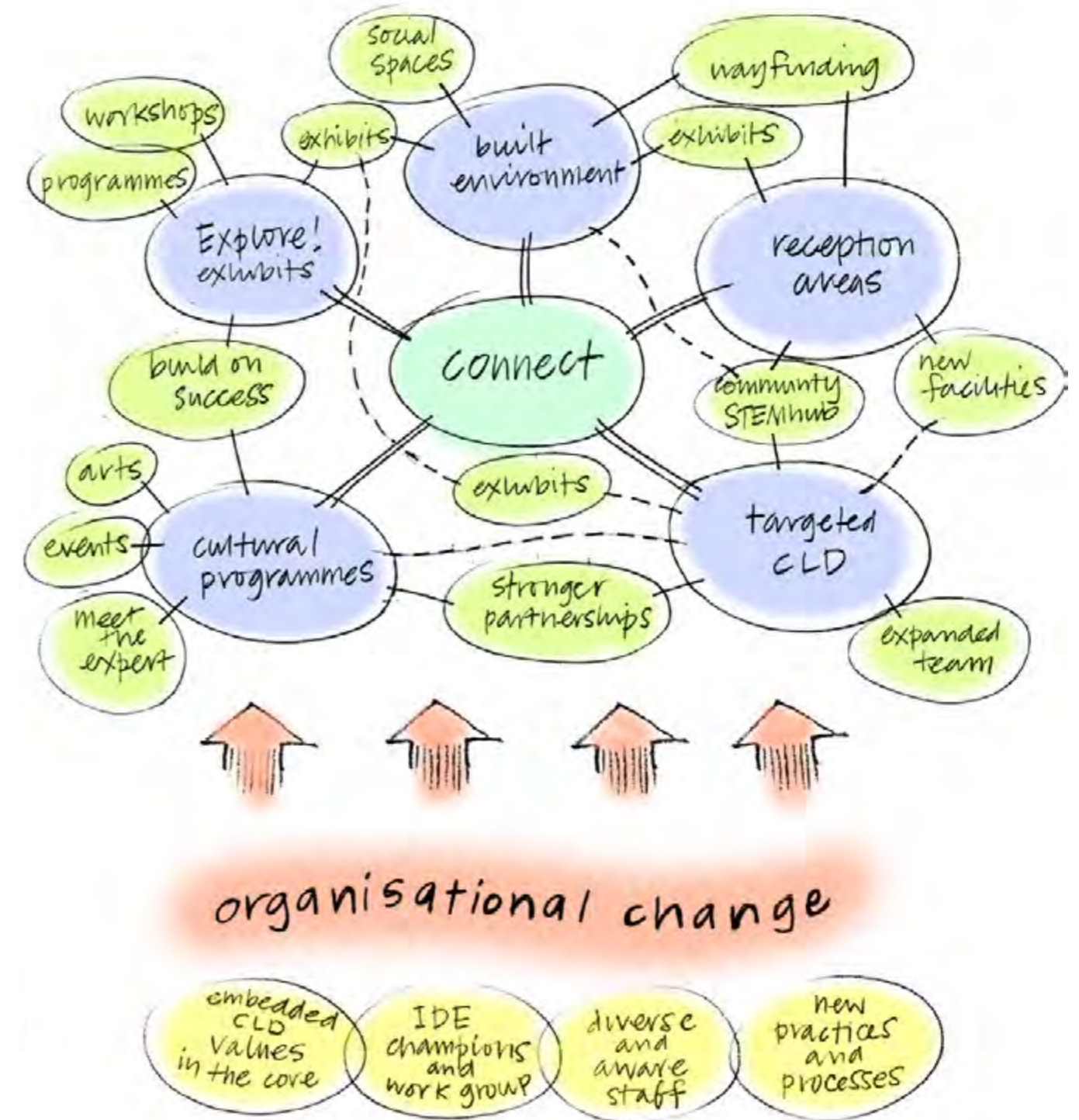
- overhaul our practices;
- improve infrastructure access;
- create community acceptance.



# Key Deliverables

The ambition of Connect will be delivered through six interconnected work packages:

- 01 A programme of organisational change that underpins the project;
- 02 A programme of Community Learning & Development engagement;
- 03 A programme of inclusive cultural science events;
- 04 Transformation of the GSC built environment;
- 05 Creation of user-centred reception areas;
- 06 Production of interactive Explore! exhibits.



# Organisational change

**The purpose of this work package is to create policies and practices that embed inclusion, diversity and equity within our business planning and management processes and strengthen our learning programmes.**

Our practices and processes will be examined across all functional areas. Taking advice from external experts, stakeholders and staff we will create a coherent roadmap that embeds change across GSC.

Connect will create a strong organisational vision, a set of values and a culture that embraces equity of opportunity. Connect will deliver an outward looking organisation, one that delivers on its promises, that is trusted and valued. Our mission will be embedded through everything we do, the way we speak, and the way we act. We will focus on quality and being recognised for our creative and innovative approaches to learning. We will push boundaries and take risks.

**Connect will challenge entrenched thinking, shift perceptions and help catalyse change.**



**Our key aspirations include a legacy of:**

## A. Embedding CLD values, ethics and competencies across GSC

Fundamental to our organisational change is repositioning and embedding the practice of Community Learning & Development (CLD) into the heart of GSC.

Developed by the CLD Standards Council Scotland, the CLD Competence Framework brings together the knowledge, skills and personal characteristics that make up competence in good participatory practice.



CLD Standards Council Scotland  
[cldstandardscouncil.org.uk](http://cldstandardscouncil.org.uk)

## B. Creating a Diverse & Aware Staff and Volunteer Base

**“Fabulous day out, but it’s the staff that make it so special.”** (Visitor comment)

### Recruitment, development and training

We will examine our recruitment practices and actively seek avenues to broaden its reach.

We will build upon our own good practices and those of others to embed diversity training and development throughout the organisation. Examples include:

- building upon and strengthen our relationships and training opportunities with providers such as Glasgow Disability Alliance, Enable Scotland, Epilepsy Connections, Scottish Council on Deafness;
- extending and expanding opportunities for staff to participate in long distance training courses (such as Mental Health Awareness, Understanding Autism) and Management SVQs;
- developing a culture of intrapreneurship through staff development programmes led by The Lens;
- examine recruitment practices and actively seek avenues to broaden our reach.

### Supporting Career Development

A more intentional programme of opportunities for progression.

### Board diversity

GSC is working towards a more diverse Board of Trustees to mirror our wider diversity ambitions and is, for example, committed to One Scotland’s ‘50/50 by 2020 –working for diversity in the boardroom’ initiative.

## C. Creating inclusive service delivery policies and practices

Taking a cross section of the organisation we have formed an Inclusion, Diversity and Equity (IDE) Working Group that will support an IDE Champion to develop guiding principles and service level aspirations. These standards will shape the thinking, development and implementation of all aspects of the:

- Physical infrastructure
- Exhibitions and Interpretation
- Learning and Events Programmes
- Communications
- Customer Service and Customer Journey

## D. Better understanding of our audiences and non-visitors

Working with the Robert Gordon Centre for Educational Change we will re-visit and re-shape our evaluation and monitoring processes. This will provide the data to generate new insights; helping us explore how we can become more relevant and attuned to the needs of the local population.

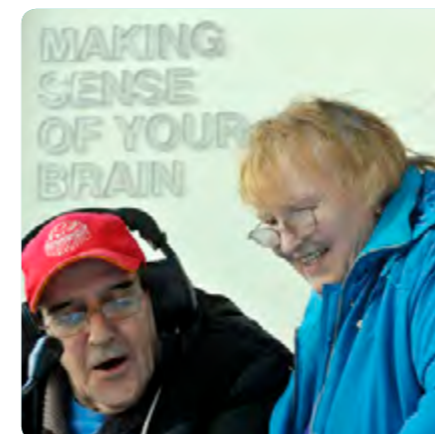
## E. Knowledge transfer, sharing best practice and lessons learned across the network

GSC is committed to collaborating and sharing with stakeholders across the science centre network.

FALKIRK HIGH SCHOOL  
TESTING OUR BSL APP



THE WAY AHEAD  
GROUP (TWAGS)



GLASGOW  
DISABILITY ALLIANCE



BRIDGETON COMMUNITY  
LEARNING CAMPUS

# Targeted Community Learning & Development Programme

**The purpose of this work package is to enhance our needs-led engagement programme, serving diverse communities across Glasgow.**

GSC has been involved in community engagement since opening in 2001, developing many pockets of exceptional success and strong partnerships with a number of local organisations. To make an extended and lasting difference there is a need to develop a clear strategic approach to the planning and delivery of the programme.

We firmly believe that by supporting our community and civic partners to build social capital, we can develop science capital and ultimately improve life opportunities in the city.



**Our key aspirations include a legacy of:**

## A. Increased capacity, broadened reach and deeper engagement

Expansion of our community engagement team will create the time and space to:

- Engage with more groups;
- Better understand their aspirations and needs;
- Co-create new learning resources and activities;
- Support the rollout of their learning journeys.

Integration of CLD values throughout the organisation will create new synergies with the education, adult and family learning teams as well as our On Tour programme. This will increase capacity to develop and deliver new programmes.

## B. Strong, fruitful and sustainable partnerships

We will support our community partners in building their own capacity to deliver engagements using STEM as a vehicle, underpinned by CLD values and practices.

We will actively encourage the use of the GSC facilities as a community resource, building a feeling of ownership for learners and strengthening our position as a hub for STEM engagement in the wider community.

We will proactively strengthen relationships with key civic organisations to make the transition from 'nice to necessary' and solidify the sustainability of our community engagement activity.

## C. Evaluated processes for participatory community engagement

Working with community groups and academic partners in service design and evaluation we will develop a robust, yet flexible and documented approach to community engagement.

## D. Dedicated facilities and resources

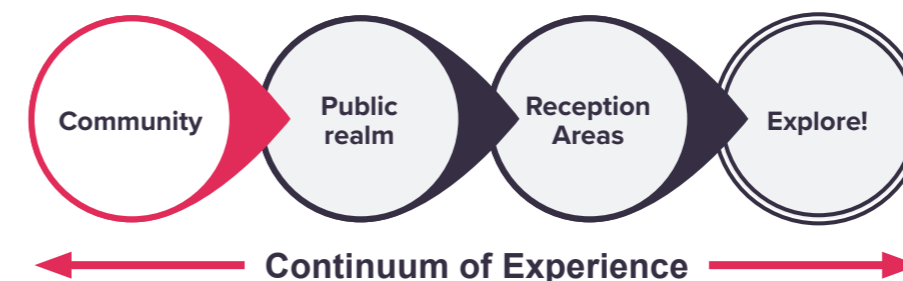
A Community STEM Hub located on the ground floor will be designed with end users through a service design process; creating a social space that facilitates interaction and creates a feeling of comfort and ease.

New learning resources and activities will be co-created to address gaps in provision identified with partners. Building upon existing interests they will support public dialogue and build confidence.

## E. Learning journeys utilising mobile exhibits and resources

Building on previous pilot projects of taking exhibits into the community we will co-develop a suite of contemporary and relevant mobile interactive exhibits. They will reflect the philosophy and interactivity of the new Explore! gallery providing a familiar frame of reference for future visits.

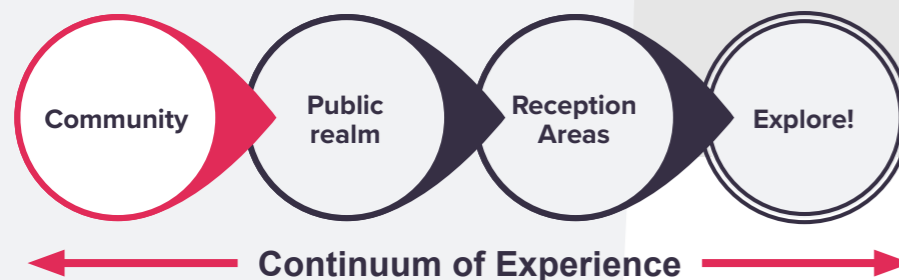
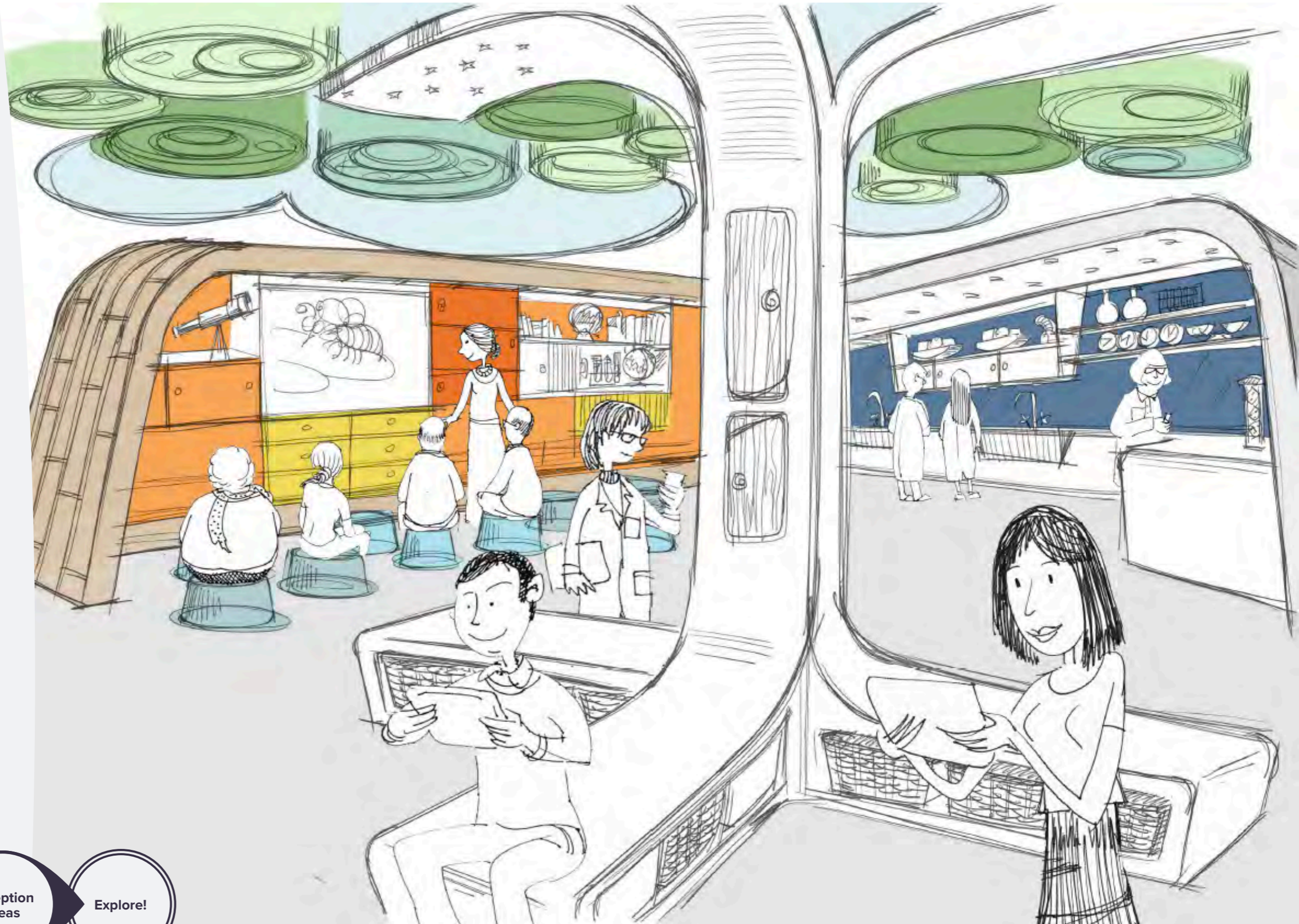
**"The exhibits most visitors find most appealing are those for which they already possess a strong interest in and knowledge about prior to their visit."**  
(Falk & Dierking)



## Community STEM Hub

A nurturing, collaborative space that is flexible and adaptable.

Supported by specialist facilitators the space will promote our learning methodology that puts the participant at the centre and in control. This non-didactic, collaborative approach encourages curiosity and adventure, raising awareness of the wonders of the scientific world.



# Programme of Inclusive Cultural Science Events

The purpose of this work package is to co-develop and deliver an ongoing events programme that is attractive to a broad and diverse audience; creating experiences that connect, are stimulating and are entertaining.

If we are to become part of society’s cultural landscape how do we carve out our place in the experience economy? Visitors choose to come; they decide if our offer is relevant to their needs and offers them value. If we are to increase our reach we must continue to evolve, improve, and develop new approaches; learning from other sectors, reflecting on our actions and responding to society’s changing needs.

We need to create a desire to engage and turn that desire into action.

“There are activities for literally the whole family.” (Visitor feedback)

AS A SCIENCE CENTRE WE ARE SEEN AS:			
A PLACE TO LEARN	A PLACE TO HAVE FUN	A PLACE TO DO SCIENCE	A VISITOR ATTRACTION
A PLACE TO CELEBRATE HUMAN ENDEAVOUR	A PLACE OF CURIOSITY & WONDER		A PLACE TO BE INSPIRED
TRUSTWORTHY		NEUTRAL	ACCESSIBLE

Our Planetarium events have provided insight into what could be possible through the creation of a more diverse programme of events.

We have seen annual planetarium visitor numbers increase by 18% and accompanied by a broadening of the audience base.

Events have brought a science element into an eclectic mix of music and film collaborations - Earth Hour with the Madrigirls, early silent films about the cosmos with a live accompaniment, Pink Floyd’s Dark Side of the Moon - alongside a programme of classic sci-fi movies under the stars and the David Elder lectures series.

“The secret to attracting and building audiences is helping potential visitors understand that the museum can meet their individual, identity-related needs.” (Falk & Dierking)

Our key aspirations include a legacy of:

A. An experience driven events programme

Creative and innovative thinking coupled with investment in physical resources to improve the use of temporary spaces will create new opportunities for engagements unique to our venue.

Examples we have trialled or are exploring further include Science Lates, Science Escape Labs, Gaming Tournaments, Sci-fi Sundays, Little Explorer Days, Science Food Festivals, Comic Cons and Maker Fairs.

B. Partnership working

We will establish models that allow greater partnership working - GSC as the lead, as a partner or as provider of a venue.

Increased joint working with Glasgow’s CLD organisations

We will invite partners and community groups to curate events that are relevant to their audiences, fostering a community culture of ownership in GSC.

Greater alignment to city wide events and festival programme

We will work with Glasgow Life, Scottish Events Campus and BBC Scotland to increase our reach and broaden the creative ways in which people can engage with science.

Increased collaborations with arts and creative organisations and individuals

Connect will create the capacity and structures to better capitalise upon our existing relationships, to ‘experiment’ and build sustainable relationships; creating new and innovative experiences.

Increased ‘Meet the Expert’ opportunities

Through Connect we will increase the reach of our partnership working with research and industry.



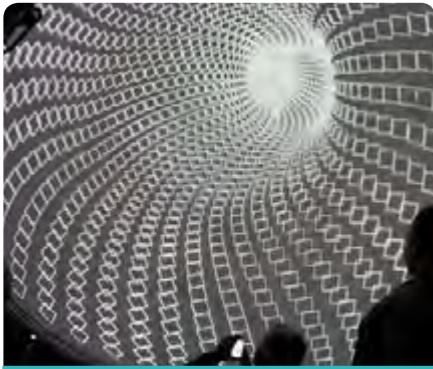
SCIENCE LATES



LITTLE EXPLORER DAYS



MARK WALPORT EVENT



SONICA



HALLOWEEN FRIGHT NIGHT



TIM PEAKE



ERRORS IN THE ATRIUM



JURASSIC WEEKEND



ASTRONOMY MASTERCLASS



## Making Science Fun

“[GSC] makes science fun and shows how important it is in every aspect of our lives. (Visitrac feedback, January 2018)

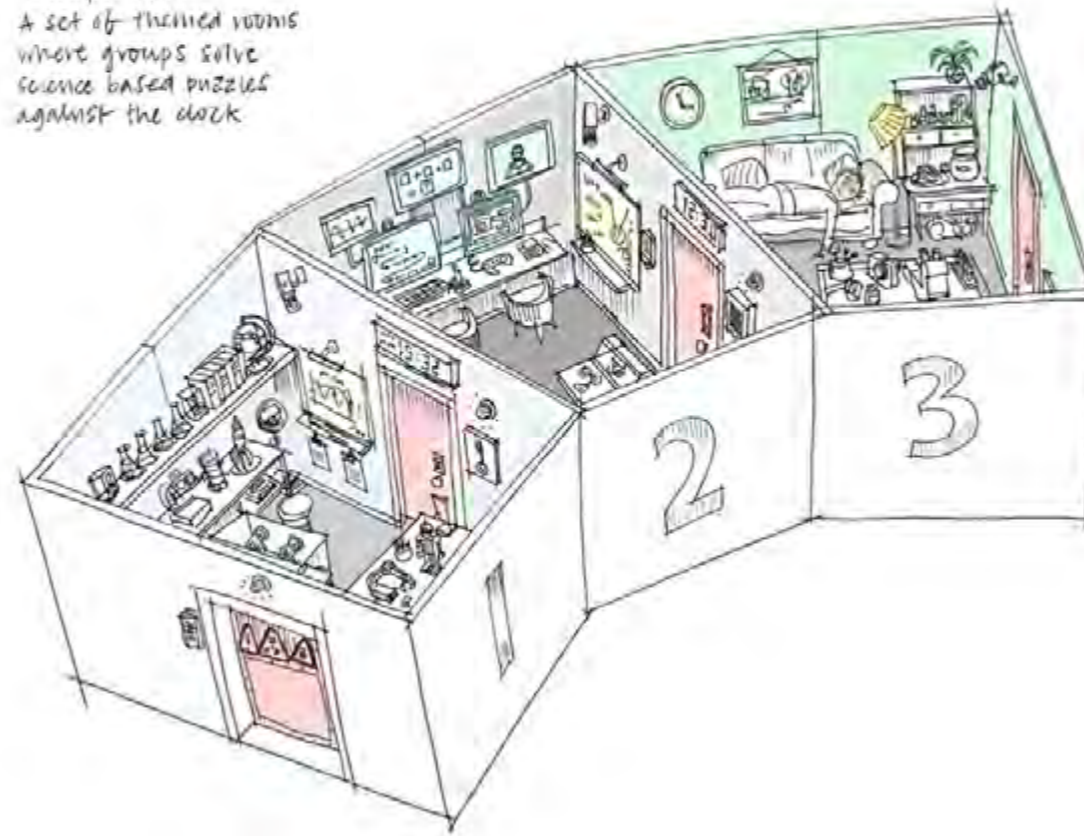


EXCITING LIVE SCIENCE  
AT A LATES EVENT

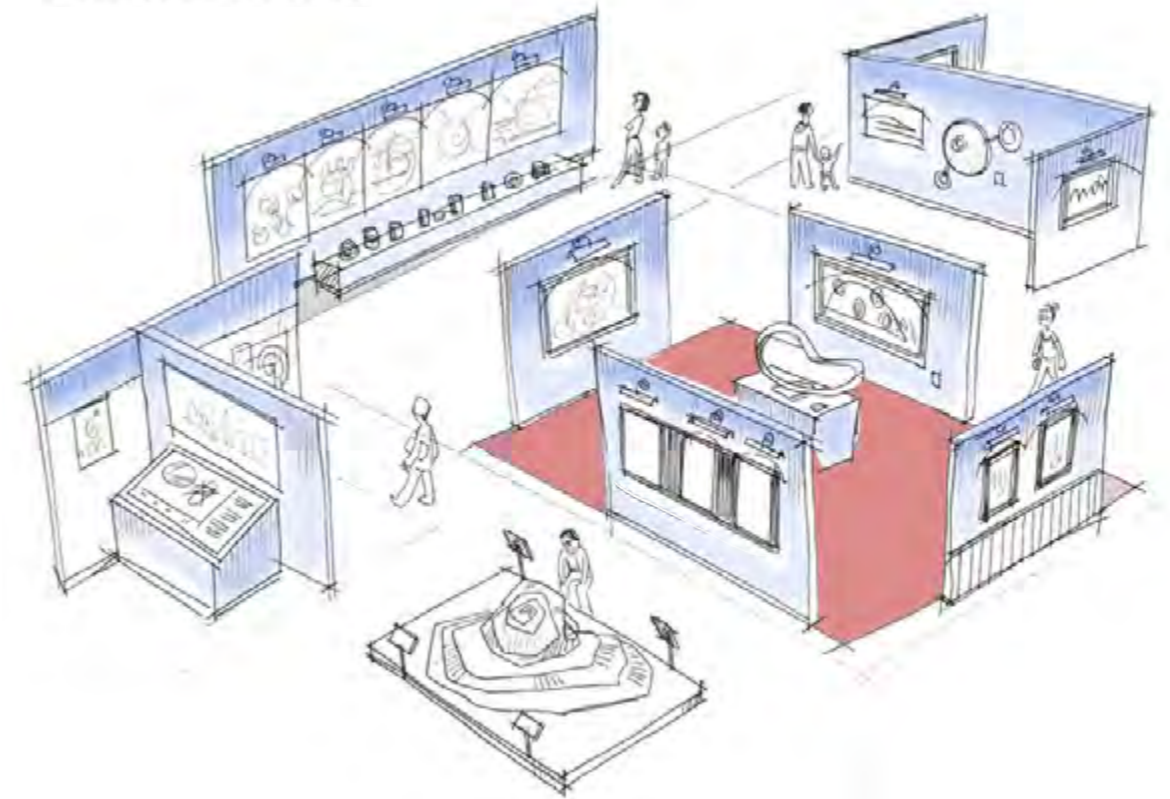
## Flexible Spaces

A system of adaptable partitions will allow us to create unique and flexible spaces to suit the needs of our cultural science events such as Escape Labs, Art Exhibitions, Games Tournaments and Halloween Activities.

**Escape Labs**  
A set of themed rooms where groups solve science based puzzles against the clock



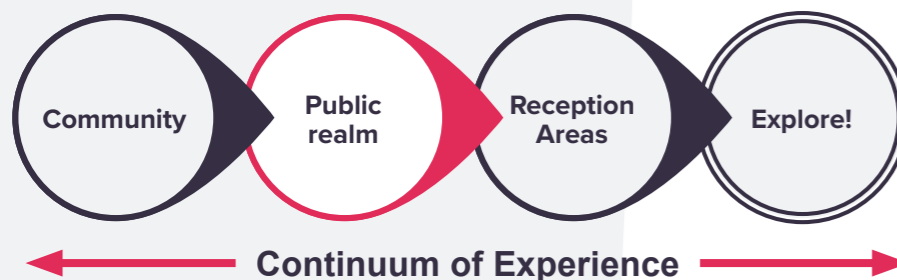
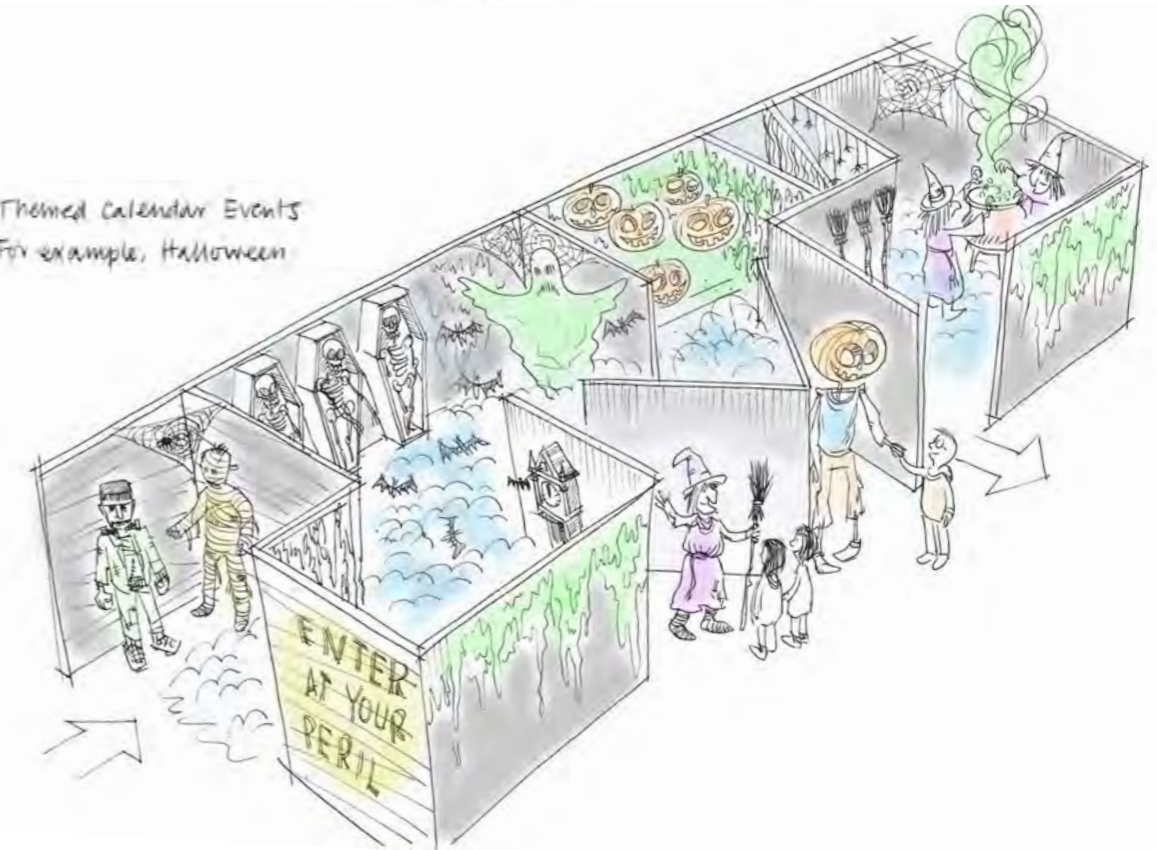
**Temporary Exhibitions**  
For Arts + Culture Events



**Public Events**  
Such as a computer gaming festival



**Themed Calendar Events**  
For example, Halloween



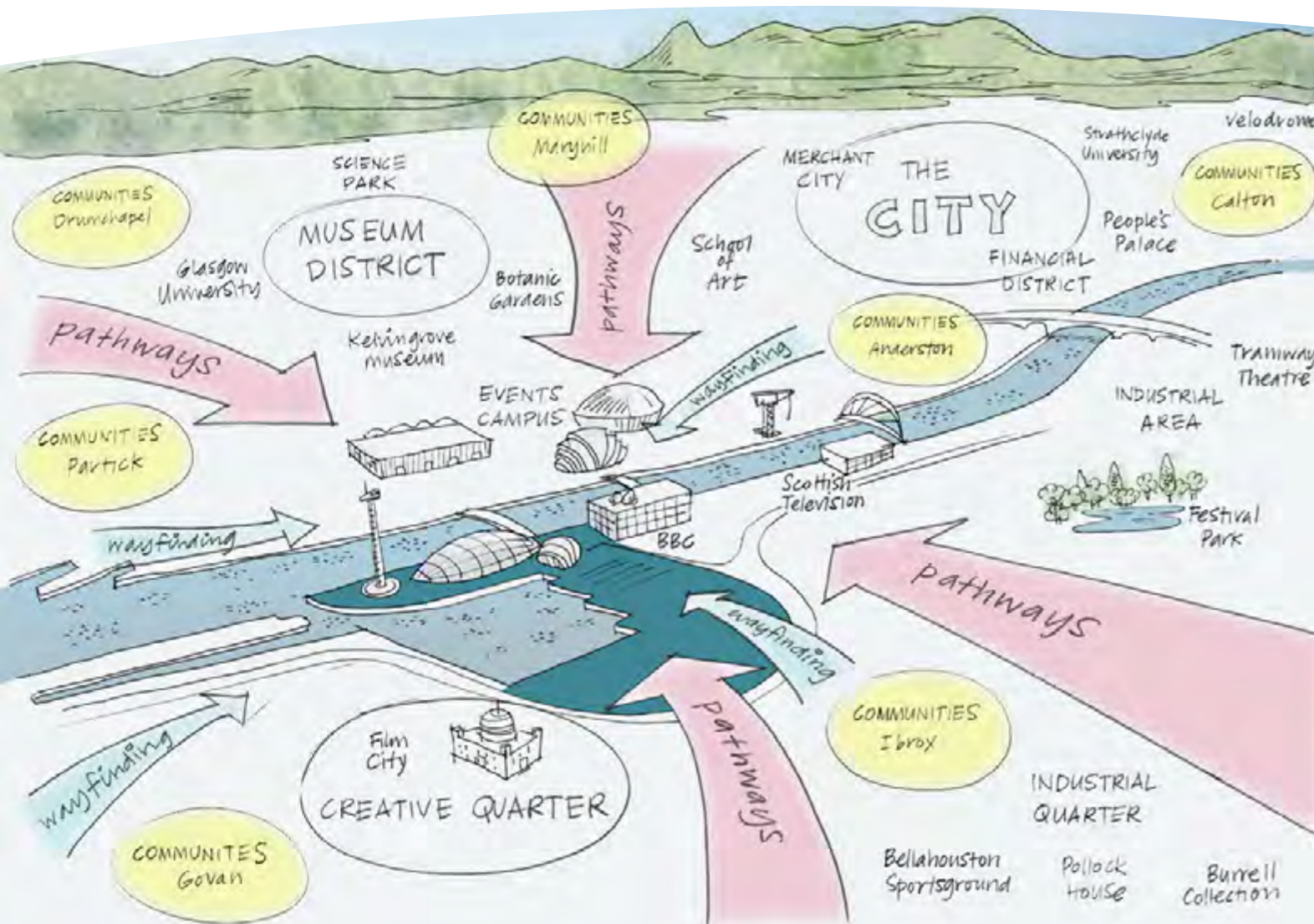
# Transforming the GSC Built Environment

**The purpose of this work package is to create a community and civic outdoor space that is loved, social and interactive; connecting GSC to the community, its environment and the city.**

GSC needs to be both a highly visible symbol of the importance of science in our society and a place that people can see themselves visiting.

Our exterior environment needs to be inspiring and encourage participation; it must be welcoming, permeable and improve visitor perceptions of the value of GSC.

Through participatory practices we will work with our designers, neighbours, visitors and passers-by to create a greater sense of place and an improved sense of identity in Glasgow.



**Our key aspirations include a legacy of:**

## A. Improved arrival experience

We will challenge current practices and overhaul the visitor journey; improving orientation, wayfinding and access routes.

## B. A social environment

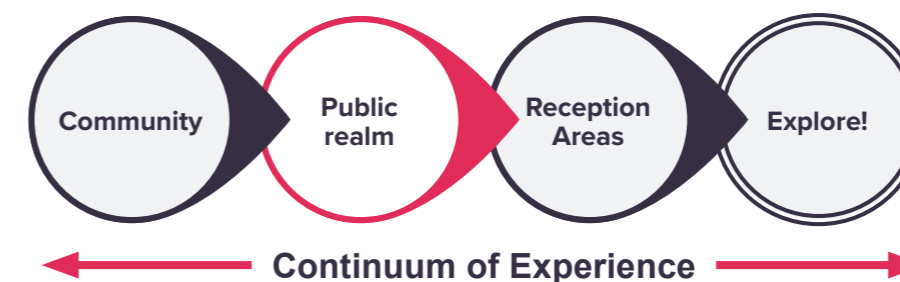
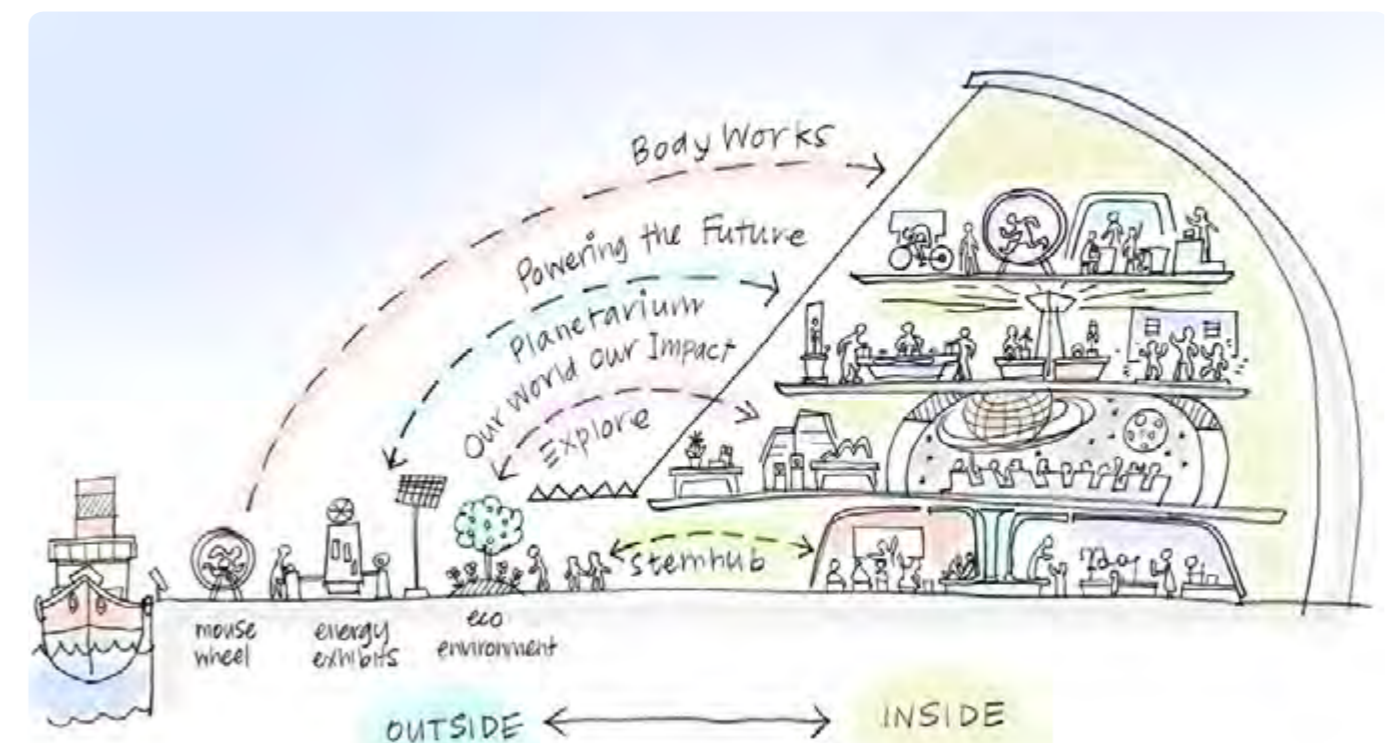
In collaboration with our communities we will create new assets, such as an outdoor learning space, to encourage social interaction and ownership.

This space will be a venue for our cultural events programme, utilised by our neighbours and local communities (i.e. GSC is already the starting point of the Govan Fair parade).

## C. Increased opportunities to engage with science

We will bring the inside out, bringing new interactive exhibits into the public realm; creating new opportunities to connect with the million-plus passers-by.

Part of a continuum of interactive experiences, these exhibits will spark interest and encourage a desire to find out more about science and GSC.



## GSC is a destination

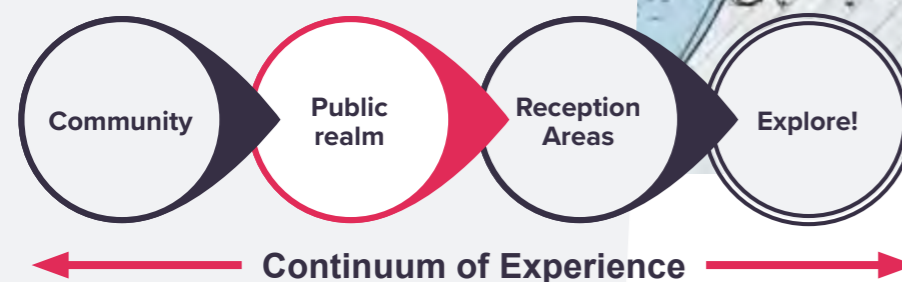
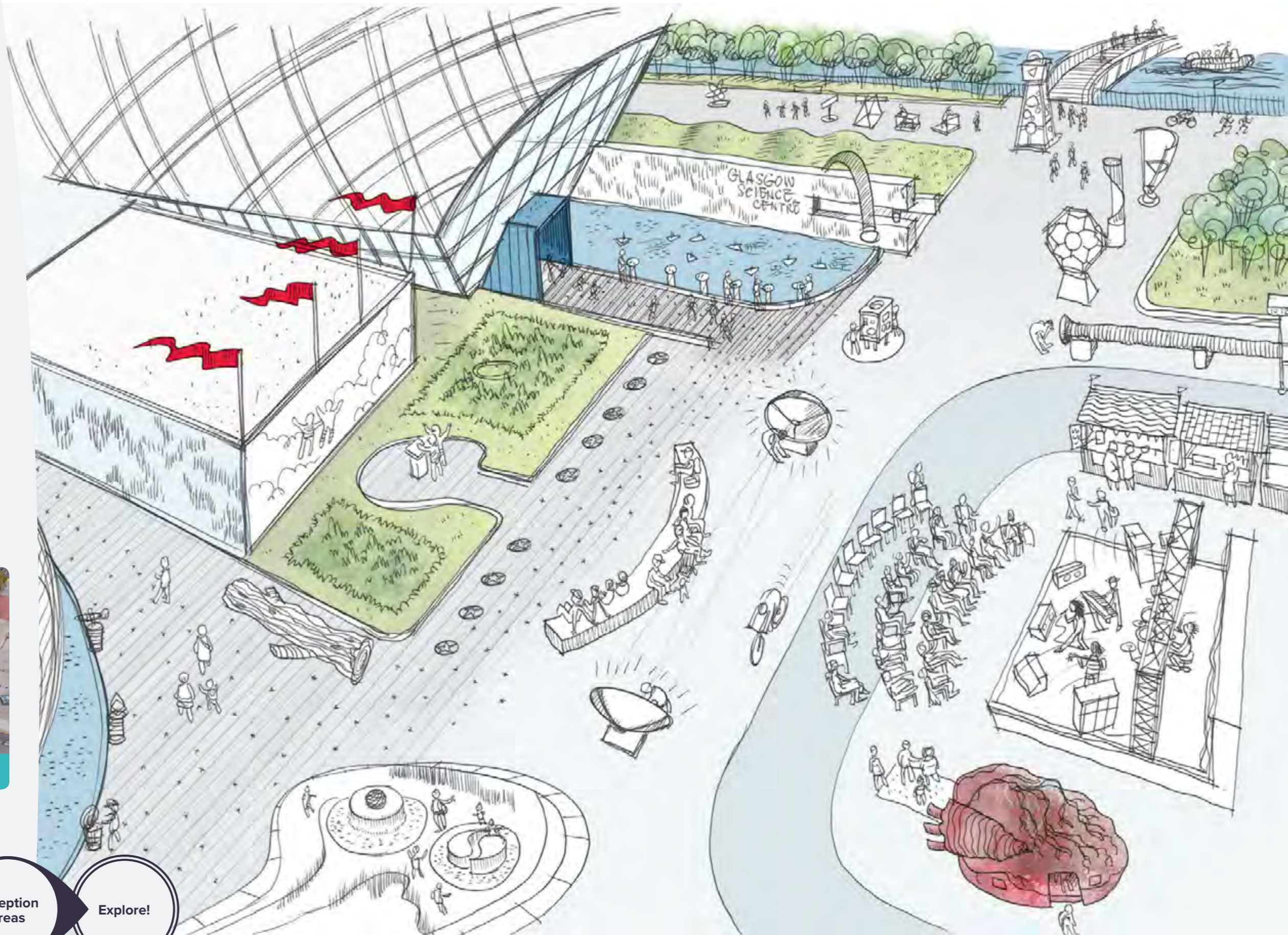
Visitors arrive by car, bus, train, underground, bike or on foot.

As they approach, visitors will find themselves at new, revitalised outdoor spaces filled with exciting, vibrant hands-on exhibits, sculptures and landscapes.

A unique and welcoming place for play, discovery, contemplation and social interaction.



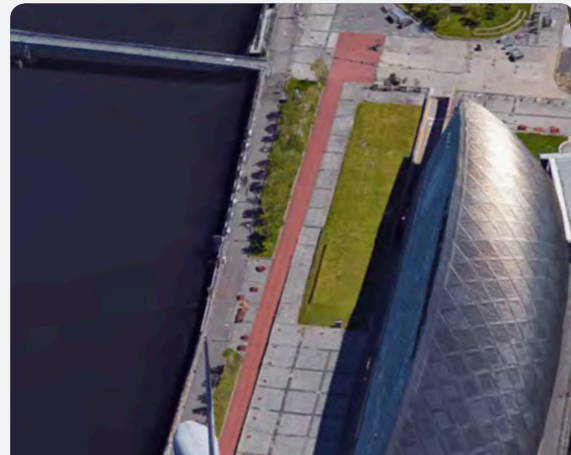
OUR OUTDOOR SPACE AS IT IS NOW



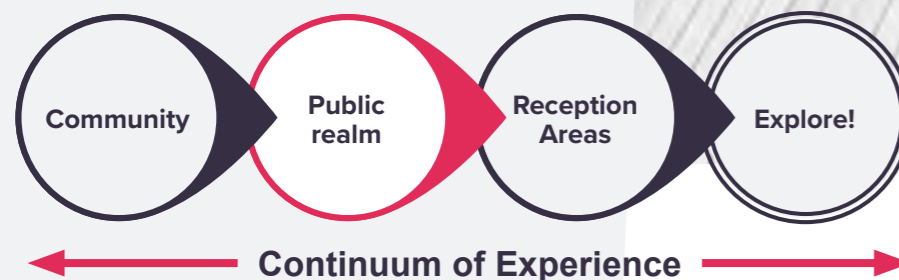
## Creating a place that matters to more people.

Connecting GSC to the outside world and the outside world to GSC, this space is an open invitation to play, participate, learn, socialise and connect.

A new set of experiences that combine interactive exhibits and landscaping to excite, inspire and create a sense of inclusion, belonging and place.



CLYDESIDE AS IT IS NOW



# User-centred Design of the Reception Areas

The purpose of this work package is to deliver a user-centred design of the reception areas to build excitement, encourage social interaction and provide fluid functionality.

We will dissect every aspect of the visitor journey, delivering physical improvements to arrival, orientation and welfare facilities, making the experience effortless, welcoming and accessible to all visitors.

Developed in collaboration with staff, stakeholders and user groups we will re-imagine the entrance experience to make visitors feel that GSC is for 'people like me'.

Our key aspirations include a legacy of:

## A. Enhanced visitor journey delivering a sense of arrival and 'wow'

Through a robust service design process with staff, visitors and user groups we aim to create:

- Innovative wayfinding and orientation;
- Smooth and simplified processes for ticketing and queuing;
- Clear visitor information provision;
- New tools to engage with the experience.

## B. New and refreshed amenities and facilities

Working with key partners in the third sector, we aim to create better facilities to reduce the effort to engage for underserved audiences, for example:

- Dedicated picnic areas;
- Changing Places Toilet;
- Quiet room;
- Cloakroom.

## C. Increased engagement and interactivity

With interactive exhibits and experiences, that are inviting, attractive and reflect the ethos and character of GSC, we will aim to create:

- A promenade of immersive exhibits leading to the galleries – part of the continuum of exhibit experiences;
- Distraction for customers whilst queuing;
- Integration of science interpretation throughout the building, for example in the shop, the café, or the toilets.

## Enhancing Engagement

“The most productive way to influence future museum visits is to ensure that current visitors have a great experience.” (Falk & Dierking)



GATHERING IN THE ATRIUM  
FOR A SCIENCE LATES EVENT

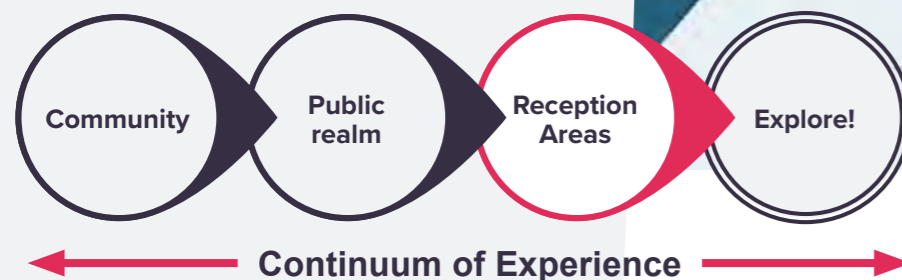
## The excitement builds

The entrance gives visitors their first impression, a window to what is to come. This is a new environment. They orientate themselves, make decisions about what to see and do, which tickets to purchase.

As the anticipation builds, the great customer service and revamped facilities mean the experience from cloakroom to café is as smooth and hassle free as possible.



THE ATRIUM AS IT IS NOW



# Explore!

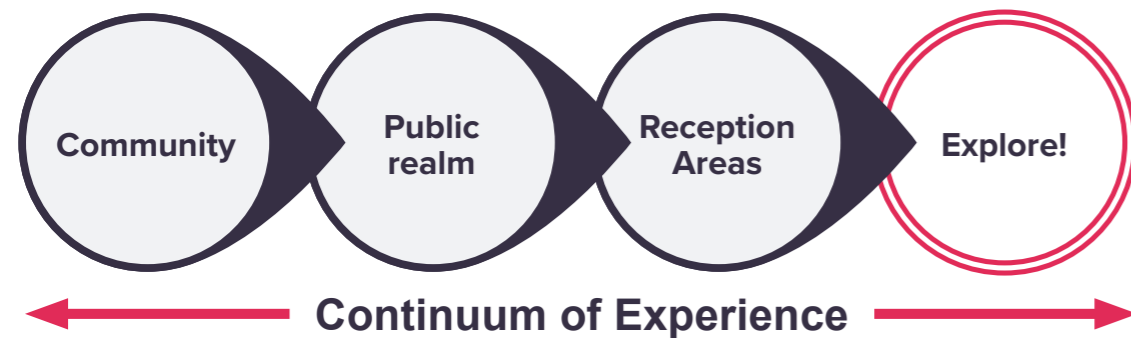
The purpose of this work package is to create an exhibition gallery that places visitors at the heart of the experience, using a design and interpretation philosophy that promotes GSC's approach to accessible science communication.

Explore! will celebrate the wonder and beauty of science around us. It will use exemplar phenomena-based exhibits to develop the scientist in all of us.

Taking inspiration from similar journeys (Active Prolonged Engagement project by Exploratorium and LSM's Wonderlab) we will explore:

- What a gallery based on the foundations of a learner-focused philosophy looks like;
- How exhibits can be designed and interpreted in a meaningful and empowering way;
- How we can transfer authority of the experience from the science centre to the visitor. For example, guided freedom or utilising the power of asking questions.

Our approach will also drive the development of the exhibits for the community outreach, outdoor and reception areas – creating a continuum of experience.



Our key aspirations include a legacy of:

## A. Phenomena-Based Exhibits

Exhibits that you can see, smell, hear and feel.

## B. Engaging Environment

The gallery and exhibits will be attractive and provoke a positive emotional reaction to the phenomena such as joy, awe, wonder, surprise and satisfaction.

## C. Social Learning

Designed to enable group engagement and social learning, they may take advantage of experiences that are competitive or collaborative and will provide content that acts as a conversation starter.

## D. Inclusive Design

The exhibits will appeal to everyone regardless of gender, ability, age or background. They will be designed, where possible, to have multiple outcomes for people with different abilities.

We will produce new approaches and assets to widen accessibility to the content and deepen learning opportunities – both in the sense of physical access and the interpretation.

## E. Increased Enabler Interactions

Our science communicators will lead participative workshops and 'science on the spot' demonstrations to create personal moments of humour and joy.

## We are all scientists

Explore! will integrate our learning philosophy 'Inspire & Challenge' into our exhibitions.

Focused on the learner, our approach is about developing and extending the five fundamental types of awareness underpinning science:

### We Observe

We all use our senses to explore and describe the world around us.

### We Reason

We are always trying to find reasons to explain what happens around us.

### We Make Connections

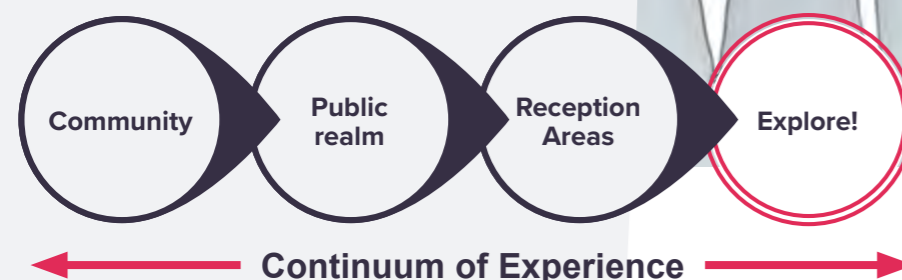
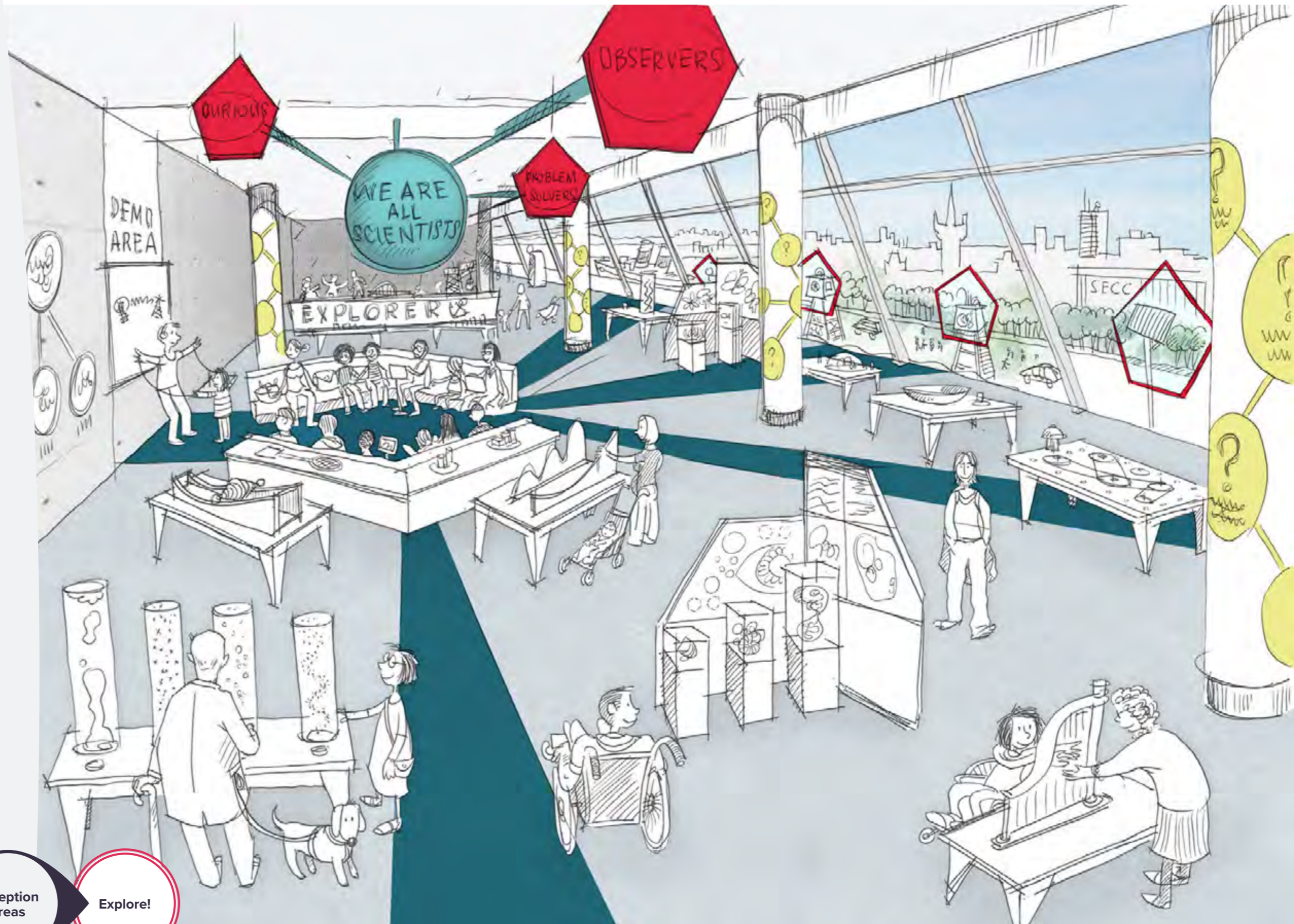
We cannot help but look for connections between things.

### We Make Models

To make sense of the world around us we make internal 'replicas' or models in our head.

### We Categorise

To improve our ability to understand the world, we collect, sort and group what we see.



# Outcomes

Our logic model\* has identified short- and mid-term outcomes that will provide insights into learning progression, alongside long-term outcomes that measure progress towards our identified goals.

## Short-Term Outcomes

### Visitors indicate that they are:

- Enjoying themselves;
- Having valuable social experiences;
- Utilising their scientific awarenesses.

### Visitors indicate that they feel:

- GSC is “for people like me” and that they would like to engage;
- GSC is relevant to their learning needs, offering value and meaning to them;
- They know what to do, where to go;
- They are understood;
- Trust and are trusted;
- They are learning something and it feels enjoyable;
- They have learned more about themselves.

### Non-users indicate they are:

- More aware of GSC and what it can offer;
- Considering that GSC might be a place for them.

### GSC is better able to:

- Create innovative learning opportunities through involving, listening to, including and empathising with our communities’ needs.

\*[connect.gsc.org.uk](https://connect.gsc.org.uk)

## Mid-Term Outcomes

### Visitors indicate that they feel:

- Science is less intimidating;
- They have increased social and science capital;
- The effort to engage with GSC is reduced;
- They have increased awareness of the value of science to personal and societal decision making;
- They have increased opportunities to engage with learning.

## Long-Term Outcomes

- Greater engagement with GSC by populations defined as deprived by the Scottish Index of Multiple Deprivation;
- People from these backgrounds attribute a measure of their wellbeing or success to GSC activities;
- GSC’s activities are more broadly covered and commented upon by local media;
- GSC is increasingly recognised by the general population as a welcoming and stimulating learning venue;
- GSC becomes a significant partner in the CLD plans for the city;
- Increased visitor engagement at GSC and in the community;
- Greater input from staff into the future of GSC and its desired working culture.



# Collaborations

**Connect represents the strengthening of existing partnerships and the development of new ones.**

**We plan to work with:**

## **Education Scotland and CLD Council Scotland**

To create a framework for embedding CLD values within our organisation and activities. We are working towards their Standards Mark which recognises organisations that nurture a culture of learning and CLD practice;

## **Glasgow City Strategic Learning Partnership**

Where we have been given the opportunity to feed into the new city-wide CLD Plan 2018-2021. This will ensure our plans complement and enhance those of the city; helping embed our capabilities and resources into their long-term plans;

## **Community Planning Partnerships**

To develop relationships with Glasgow's 10 Thriving Places. Starting with our home area of Govan we will work with these existing networks to access community groups in a participatory process to inform the development of all new assets and to build effective and relevant learning journeys for these communities;

## **Glasgow City of Science & Innovation**

To connect to strategic agencies and organisations; to gain a better understanding of the city's wider economic drivers and to identify where we can best add value;

## **Robert Owen Centre for Educational Change**

to support the development and delivery of our evaluation framework.

## **The Innovation School at the Glasgow School of Art**

To create a framework for our co-design activity with community group members. This research will not only greatly enhance the outputs of Connect but will also help move forward the thinking around citizen engagement with science;

## **MCR Pathways and Developing Young Workforces Glasgow**

To support the creation of programmes to help young people develop their potential; from science taster sessions to career ladders.

## **Princes' Trust and Workers' Educational Association (WEA)**

To continue our partnership to develop new innovative activities and explore how we further embed STEM learning and capacity within their programmes. We aim to use these group as a key consultants in the development of the Community STEM Hub.

## **Glasgow Disability Alliance, Scottish Council on Deafness, Scottish Autism Society and PAMIS**

To support the development of the visitor journey and enhance accessibility for people with a range of disabilities through focus groups and 'mystery shoppers'.

## Deaf Science Club

**“Deaf Science Club brought Louis out of his shell. We were able to relax as Louis could engage and relax too. He is looking forward to other similar programmes that make the Science Centre opened to all.” (Louis' Dad)**



# Audience

Whilst the intended audiences that will benefit as a result of the Connect programme of change are broad, our target audiences are specifically:

## Community Groups from areas of multiple deprivation

For many of these groups (who identify around e.g. location, gender, stage of life, interests, physical or mental health) the barrier to engage with GSC is too high (physical, emotional, geographical, financial, social or temporal). Discussions are on-going with civic organisations and groups active in these areas to inform our thinking. Through these discussions we have been invited to meet with local councillors responsible for Glasgow’s Thriving Places and to contribute to the city wide CLD plan 2018-2021.

## Disabled people

Working with our partners at Glasgow Disability Alliance and Glasgow Life we have used ‘mystery shoppers’ and focus groups to help inform the changes required to address the needs of disabled people. This has identified new facilities such as Changing Places toilets; changes to the delivery and content of programming and a requirement for new tools such as apps to assist visitor engagement. We aim to continue to work with our partners to evaluate every aspect of our plans and developments as they progress.

## Others who do not see the science centre as relevant to them

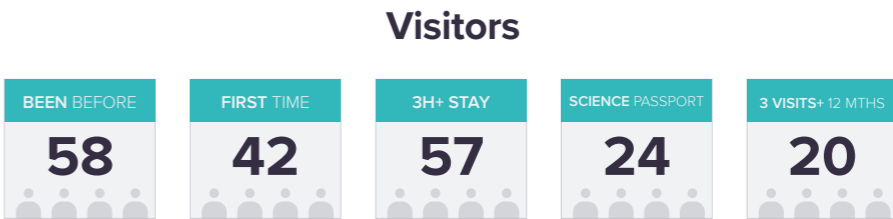
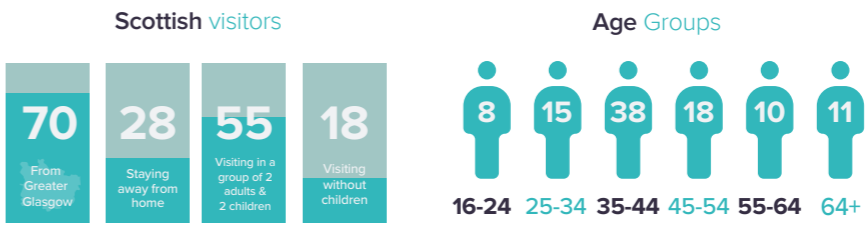
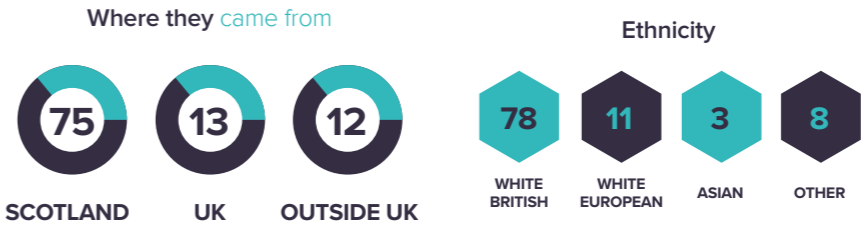
By experimenting with the nature of what we do and how we do it we have begun to attract a wider audience group in terms of interests, location, stage of life and ethnicity. Visitor feedback has shown that through these programmes we have created new motivations to visit and have attracted people who previously did not see themselves as ‘sciencey’ or who thought GSC was for children.

We plan to continue to gather information and feedback from these audiences to determine further what motivates them, how they spend their leisure time and what their values and aspirations are to help shape future events.

## Families

Our visitor research shows that our core audience are families primarily driven by the desire to facilitate their children’s learning and to have a social experience. Our frontline staff and evaluation officer have been surveying our visitors to gather their suggestions and feedback. This has driven all aspects of the development to date. In sustaining and expanding this audience we will continue this dialogue long-term utilising the co-creation framework developed with The Innovation School.

# VISITORS TO GLASGOW SCIENCE CENTRE



**85** FELT THAT THEY HAD LEARNED  
**SOMETHING NEW**

# Marketing & Communications

## Connect is a step change for GSC in the way we approach what we do; the marketing strategy will reflect this transformation

As we are looking to approach a new set of potential visitors, the marketing plan will be based on a solid foundation of primary and secondary, quantitative and qualitative research to find and engage with audiences that are new to GSC.

Given we are aiming to foster a home for collaborative thinking, we have already begun exploring different potential audience groups through persona development. This allows us to consider, personally, rather than with classical 'tags' what people may want from us; we can seek them out, speak to them and see what they want from us.

Our focus is on four broad groups and research needs to run through each of these groupings to ensure our targeting is as appropriate as possible for each one. Initial thoughts are below:

### Community groups in areas of social deprivation

We will use a needs-led, qualitative research approach to talk to these groups, to find out what is important to them and build solutions around this.

### Disabled people

We will work with partners and publications such as Enable Magazine, Living with Disability and Euan's Guide to develop our marketing offer and raise awareness of the attractiveness and suitability of GSC when choosing somewhere to visit.

### People who feel GSC has no relevance to them

This group requires continuous collection of feedback when we trial new events in art, music, performance and culture. Constant horizon scanning and competitor research will help keep us current and innovative.

The specificity of smaller audience segments within this group is key in the development of programming and advertising to match. For example, we might focus on football fans and visit local 5-a-side pitches to talk to teams about physical and nutritional health; communicating the relevance GSC can have for their lives and use this network to build programming.

### Families

As families come in all shapes and sizes we need to segment this audience through their behaviours; loyalty, frequency, purchasing and goals to assess how to market to each segment. To grow and diversify we will continue to build our database of visitors enabling an open channel of communication for feedback and new product/programme development.

Through Connect, we are looking to do a lot of things for a lot of people, and therefore recognise that each strand of the strategy will need to encompass different tools/ techniques and marketing approaches to engage on as deep a level as possible.

For example, through our admission strategy we will be nimble and flexible with pricing structures to encourage interaction and reduce effort for groups who may not engage because of our current, headline prices.

We will support our research with larger quantitative studies and will assess our strategies throughout to allow us to constantly evolve into the better, more inclusive being that we want to be.

SCIENCE LATES  
ADULTS ONLY EVENTS



GSC SOCIAL  
POST ENGAGEMENT



TERRY - THE FIRST  
TEACAKE IN SPACE



**“We loved every minute  
of our visit - didn’t want  
to leave.”**