

The Living Well Oxford “pop-up shop”

Living Well Oxford is a collaborative partnership between Science Oxford, the Oxford Academic Health Science Network (AHSN) and the Oxford Health Experiences Institute. We have secured **funding from Wellcome** to develop and run the **“Ageing: From Birth and Beyond” “pop-up shop”** of interactive exhibits, activities and opportunities. The “pop-up shop” will open for one week in May 2017, to tie in with Dementia Awareness Week. The title “Ageing: From Birth and Beyond” was chosen to emphasise ageing’s relevance to everyone. Our bodies change, develop and age in different ways throughout our lives, not only in our later years. We will include content on ageing from different perspectives, such as changes over time in our bones, brains and risk of disease. The “pop-up shop” will provide a range of engagement opportunities for the public, and is likely to include hands-on activities, short talks / demonstrations and information stands.

We want the local community to feel connected to Oxford’s research, and *vice versa*. We will target seldom-heard groups to find out what types of engagement opportunities they would like in the “pop-up shop”, and will work with researchers to develop appropriate content. We want to inspire the project participants to share their stories and passion in innovative ways, which will in turn stimulate and engage the public.

What is the Living Well Oxford “pop-up shop”?

- A temporary exhibition / activity space, entitled “Ageing: From Birth and Beyond”
- A unique engagement opportunity to bring Oxford’s research into the local community

Who is funding the “pop-up shop”?

- The Living Well Oxford Programme Manager is employed by Science Oxford and the Oxford AHSN
- A Wellcome People Award grant (1st September 2016 – 31st August 2017) has been secured to fund the “pop-up shop”
- **There is no charge for participating in the “pop-up shop”**

Where and when will it be?

- Templars Square Shopping Centre in Cowley, which serves some of Oxford’s most socio-economically disadvantaged groups
- Provisional dates Monday 15th – Sunday 21st May 2017, times will vary (either 9.00 am – 3.00 pm or 11.00 am – 4.00 pm)

What form will the “pop-up shop” take?

- We will have space in Bank Court (the open area by the banks, at the top of the escalator and stairs), and in Bank Court Chambers (some rooms upstairs). This will enable us to use Bank Court to have a similar set-up to Health Day (the hands-on fair held at Templars Square during Oxfordshire Science Festival 2016), with the advantage of having additional quieter space to use *e.g.* for hosting talks, playing video / film content, and to provide the opportunity for visitors to have a longer dwell time with the activities and talking to the shop participants.

Who will the audience be?

- Templars Square is the largest covered shopping centre in Oxfordshire, servicing the Leys and Rose Hill, parts of which are amongst the 10 % most deprived in England (Department for Communities and Local Government Index of Multiple Deprivation 2015). Typical footfall on weekdays is 15,000 and weekends is 18,000, visitors to the Centre include young people, families and retired people.
- The audience for the “pop-up shop” will be Templars Square’s existing visitors and those attracted in advance by the event marketing.

What is the timeframe?

September 2016	Call for expressions of interest
31 st October 2016	Closing date for expressions of interest
1 st November 2016	Call for applications opens
23 rd December 2016	Closing date for applications
28 th February 2017	All activities developed
March and April 2017	Activities to be trialled, <i>e.g.</i> at the BRC open day or with community groups
May 2017	Delivery of activities in “pop-up shop”
June 2017	Other opportunities to run activities, <i>e.g.</i> at Oxfordshire Science Festival
July 2017	Celebration event for all project participants

Who will participate?

- Researchers and clinicians from the Medical Sciences Division at the University of Oxford and the Faculty of Health and Life Sciences at Oxford Brookes University
- Non-academic clinicians
- Local community groups, *e.g.* MIND
- Charities, *e.g.* Guideposts
- Local and public health providers, *e.g.* Here for Health

How will the content be developed?

- We will be running focus groups with targeted community groups in the autumn, and the outcomes of these discussions will be fed back to the researchers and clinicians
- New activities will be developed (or existing activities adapted) to highlight the research in a way which is most accessible for the audience
- Activities will be designed such that they complement each other collectively, but are also effective as stand-alone activities, so they are suitable for use in other events / venues after they have featured in the “pop-up shop”
- The non-research parts of the “pop-up shop” will complement the research-related activities, and will provide supplementary activities, information and signposting

How will the “pop-up shop” be evaluated?

- We will commission an external evaluator to work with us to develop the evaluation framework and tools

How will you benefit from being involved?

Researchers and clinicians

- You will engage with the local Oxford community in the community, and discuss the implications of your work with the general public
- You will be supported to develop an activity which can be used for other engagement opportunities, such as Oxfordshire Science Festival, Oxford Open Doors or University open days
- Your involvement will build capacity for public engagement within your group / department
- Your involvement in this outreach project can be included in REF impact case studies and Athena SWAN

Local community groups

- Your members will feel empowered by being involved in the development of the “pop-up shop”
- Your members will feel more connected to health research in Oxford
- Your members will have the opportunity to consider their own health needs in the context of the “pop-up shop” activities
- Your members will be enthused to be involved in other opportunities in the future

Charities, local and public health providers

- You will be able to highlight your work alongside the local research
- You will be able to illustrate how you inform each other
- You will be able to highlight “what’s good for the heart is good for the brain”
- You will be able to provide information and signposting for dementia and ageing-related conditions

What do we need from you (researchers and clinicians)?

- Commitment
 - Please submit your expression of interest form by 31st October 2016, and application form by 23rd December 2016
- Time
 - To attend meetings, to develop your activity, to trial your activity
- Volunteers
 - To present your activity at the “pop-up shop” (for up to 3 days)
- Budget
 - We have a small budget for activity development, however if you are able to supplement this from your own internal public engagement funds the central funding will go further

What will be the legacy of the “pop-up shop”?

- The “pop-up shop” is the first standalone Living Well Oxford event, which will build on the expertise and experience gained through previous collaborative events, such as during Oxfordshire Science Festival (see our blog for further details: <https://livingwelloxford.wordpress.com/>).
- The “pop-up shop” will be externally evaluated, and the learning will be included in future grant proposals to secure funding to grow the project.
- As the Living Well Oxford project grows, we hope to galvanise a group of project supporters from among the “pop-up shop” participants who can be involved in future events and initiatives.
- The long-term aim is to develop a public space to support the exploration and understanding of health and healthcare (see our blog for further details: <https://livingwelloxford.wordpress.com/>).

If you would like further information about the Living Well Oxford “pop-up shop” please contact:

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