



*Dean*  
**Heritage Centre**  
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- Press Release -

## **Heritage Centre Awarded First Prize for National Science Event**

19<sup>th</sup> April 2011: For immediate release

Each year the British Science Association runs National Science & Engineering Week to engage the public in the role science plays in our lives. The theme for 2011 was "Communication" with the best Science Event awarded to the Dean Heritage Centre (DHC), Forest of Dean, Gloucestershire.

The DHC, protects and promotes the history and heritage of the Forest of Dean and their unique event, Your Forest, Have Your Say! took inspiration from the recent proposed sell off of the nation's woodlands.

Kathryn Ashcroft, Marketing Manager at the Centre said, 'The success of the Hands Off Our Forest (Hoof) campaign was really significant to the Forest of Dean and is a subject that people feel passionately about. When I heard that the theme of this year's National Science and Engineering Week was communication, it was clear that our involvement should focus on the story of the forest.'

Your Forest, Have Your Say! ran between Friday 12<sup>th</sup> and Sunday 20<sup>th</sup> March 2011. The 9-day event consisted of activities for visitors and special workshops for school groups. Guided walks encouraged visitors to participate in understanding how the shape of the landscape offered clues to its past and students stood on opposite sides of the Centre's picturesque Mill pond to send semaphore messages to each other. Throughout the event the DHC collected and displayed feedback from participants. A poster competition which asked students what they thought the forest would say if it had a voice was won by Curtis Hook of Wooleston Primary School for his poster about picking up litter.

The DHC used the national event to look at how it communicated with visitors and the community. Kathryn Ashcroft said, 'We started an e-newsletter at the beginning of the year and had a presence on social media sites but participating in National Science and Engineering Week encouraged us to focus on how we could utilise these tools. An interesting incident this year was receiving an enquiry about the museum collection via twitter. The way people communicate is changing and it is really important that we adapt to provide the services they require in the best possible way.'

NSEW had over 3000 registered events attended by an estimated 2 million people this year, the Event Awards scheme aims to highlight the best events that took part

during the Week. Dan Richards, NSEW Project Manager at the British Science Association said “We awarded DHC first prize because of the way it used examples of the local area to communicate the importance of how science and engineering contributed to the lives of those working in the forest. NSEW is a grassroots initiative that encourages organisations without a scientific remit to take part. The DHC’s event is a great example of how this can be achieved.”

- End -

For more information or if you would like a photograph to illustrate the article please contact Kathryn Ashcroft on 01594 822170 or email: [Kathryn@deanheritagemuseum.com](mailto:Kathryn@deanheritagemuseum.com)

Visit: [deanheritagemuseum.com](http://deanheritagemuseum.com)

## Notes to editors

- The Dean Heritage Centre is based in five acres of scenic woodland and is home to the 'Museum of the Forest'. It tells the story of the Forest of Dean and its' people spanning 10,000 years of history, from the ice age to present day.
- It is open 363 days a year and offers a full diary of events, activities and exhibitions.
- The Museum is a centre of education and offers tailored educational workshops and activities to tie in with the school curriculum. For more information please call Sarah Fuller on 01594 822170.
- The Centre has been awarded the accreditation of Quality Assured Visitor Attraction.
- The Dean Heritage Museum Trust (DHMT) is a company limited by guarantee and is a registered charity.
- In March 2007 the Centre was awarded the accreditation of Quality Assured Visitor Attraction.
- **About National Science & Engineering Week**  
National Science & Engineering Week (NSEW) is a ten-day programme of science, engineering and technology events and activities across the UK aimed at people of all ages. In 2011 it ran from 11-20 March with the theme 'Communication'. National Science & Engineering Week is funded by the Department for Business, Innovation and Skills and led by the British Science Association. The programme also works in partnership with Engineering UK. For more information, please visit [www.nsew.org.uk](http://www.nsew.org.uk).
- **About the British Science Association**  
The British Science Association is the UK's nationwide, open membership organisation that exists to advance the public understanding, accessibility and accountability of the sciences and engineering. Established in 1831, the British Science Association organises major initiatives across the UK, including National Science & Engineering Week, the annual British Science Festival, programmes of regional and local events, and an extensive programme for young people in schools and colleges. The Association also organises specific activities for the science communication community in the UK through its Science in Society programme. For more information, please visit [www.britishtscienceassociation.org](http://www.britishtscienceassociation.org)

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