

Minutes of the 2017 ASDC AGM

19th September 2017, 3:30 – 5:30 pm

Hosted by Dynamic Earth

Chaired by Chas Bishop, ASDC Chair

Welcome and Thanks	
<ul style="list-style-type: none"> • The ASDC Chair Chas Bishop welcomed all members to the AGM and thanked Dynamic Earth for hosting the conference. • Chas Bishop invited all delegates to ask questions during the AGM. • Chas Bishop thanked: <ul style="list-style-type: none"> ○ The ASDC CEO, Dr Penny Fidler, the executive team and ASDC Trustees for their work. ○ The ASDC Trustees who are retiring, Cindy Foard and Anita Shaw. ○ The sponsors of the conference, STFC and NERC. ○ Maddy for all her hard work during her time at ASDC and wished her well for the future. 	
CEO's summary of the year by Dr Penny Fidler	
<ul style="list-style-type: none"> • Dr Penny Fidler thanked everyone for attending and introduced the ASDC Team. • Dr Penny Fidler thanked all the Trustees for their work over the year and reported on the following highlights: <ul style="list-style-type: none"> • Inspiring Science: The five successful Science Centres have been announced for Round 1. • ASDC currently has healthy reserves of £359,000. • Penny introduced the new ASDC website and thanked Shaaron and Heather for its creation and launch. • ASDC are currently delivering seven national strategic projects: <p>Operation Earth</p> <ul style="list-style-type: none"> • Taking all NERC'S world-leading research and bringing it to the public. • The vision to engage and inspire families. The partnership includes Dynamic Earth, Natural History Museum, Eden Project and NERC. • 100,000 people will take part in the programme with equipment, grants and training offered to Science Centres (including "Earthy"). • The content focusses on areas that are currently misunderstood by the public. <p>Secret World of Gases</p> <ul style="list-style-type: none"> • The vision: to engage families with school-aged children to see how gases can be used to create a more sustainable future (including hydrogen powered activities). • 54,000 people will take part. • The programme is funded by the Royal Society of Chemistry and BOC. • The Training Academy is taking place at Winchester in November 2017. <p>Hypatia (EU Horizon 20:20 Project)</p> <ul style="list-style-type: none"> • Focussing on gender equity and run by Shaaron Leverment. <p>Cimulact (EU Horizon 2020 Project)</p> <ul style="list-style-type: none"> • ASDC is the UK Partner. The Project asks 1,000 citizens in 30 countries what they want for their future communities and what priority areas they want the EU science budget to be spent. • Horizon 2020 asked for this programme and the results will feed in to future EU Horizon 2020 <p>Explore Your Universe (STFC)</p> <ul style="list-style-type: none"> • A flagship programme. Penny thanked STFC for their vision in investing in ASDC five years ago. • The Explore Your Universe vision is to inspire a sense of excitement around the physical sciences. • ASDC did the world's largest academic evaluation to date for the programme. Outcomes included finding there was no difference between girls and boys and their enjoyment for these physics workshops. • ASDC are currently running Explore Your Universe phase 3, with a focus to reach under-represented communities. • Dan Hillier (STFC) will be at the conference and will talk about how to reach people more widely. <p>Destination Space (UK Space Agency)</p> <ul style="list-style-type: none"> • 733,017 people reached in person. • 100,244 school children took part. • For this programme we developed a whole host of equipment, much of it is still in use and will be investigated. • The evaluation is now the largest study in informal education involving 12,120 school children, 904 	

<p>teachers and 573 families. A study this size has never been done before.</p> <ul style="list-style-type: none"> • 23% of school children were from the top 20% of the indices of multiple deprivation. • Phase 2 will include Exomars, JWST, satellite applications and space ports. <p>Museum of the Moon:</p> <ul style="list-style-type: none"> • Excellent Art-science project with Luke Jerram • Toby from Thinktank introduced the success of this project and the amazing experience it offered. <p>The Crunch:</p> <ul style="list-style-type: none"> • Funded by The Wellcome Trust • Nine Centres took part and focused on Our Food, Our Health, Our Planet. Over 180,000 people took part. • There were lot of hands-on activities and ASDC undertook a large postcode analysis. • Led by Andy McLeod, Special Projects Manager who will be discussing postcode analysis at the conference. <p>Discussion of Development Fee</p> <ul style="list-style-type: none"> • The ASDC team spends a lot of time bidding for funding for national STEM programmes and we don't recoup any of that. Most of these resources are given out to the Centres in equipment and grants. • Some Centres are involved in many projects and others few, yet the membership fee remains the same. • The ASDC Board agreed at the last board meeting to add a small development fee for future projects. • ASDC will charge a 6% development fee on the value of equipment and the grant. • It will not be applied on the full value to each Science Centre (e.g. Training Academies: Science Centres will still have all their accommodation and expenses paid for, and training and resources provided without fees). <p>Lobbying and Advocacy for the UK Science Centre and Engagement Sector</p> <p><u>Inspiring Science</u></p> <ul style="list-style-type: none"> • ASDC secured £30 million for the Inspiring Science Fund • Culmination of seven years lobbying <p><u>Parliamentary Select Committee Science Communication</u></p> <ul style="list-style-type: none"> • New Education Committee gave a statement about social justice. Penny read it out to the AGM delegates. Excellent to see social equity at the top of the Parliamentary agenda for education. <p>The Membership Survey</p> <p>ASDC Deputy CEO, Shaaron Leverment presented the findings of the membership survey.</p> <ul style="list-style-type: none"> • 21 responses • Key words people used to describe ASDC are all very positive. • Benefits of membership were given as; the National Conference, direct communications with the team, newsletter, networking and introductions, website and projects. • Advocacy was a main priority for ASDC from survey respondents. • Members said funding, staff retention, increasing audience numbers and diversity are top challenges facing organisations. • Information and opportunities we provide for funding were not considered as so useful. There was most discrepancy between need and provision here. • CPD and training provided was seen as less relevant, perhaps as it is performed in-house. • Climate change, engineering and environmental sustainability highlighted as important for future programmes. • We are interested in people who don't yet engage with ASDC and so continuing to keep the survey open. Shaaron will actively promote to non-members and send a reminder to those who have not responded. 	<p>Shaaron</p>
<p>Membership Discussion of the Development Fee and Membership Survey</p>	
<ul style="list-style-type: none"> • Members asked if the development fee is coming out of the grant itself or coming from the centres themselves. Penny confirmed that it isn't coming out of the grant, and is from the centres, for example from their fundraising or development budgets in place of them doing the fundraising. • Members asked whether it was just delivery centres or also expert development centres. Penny confirmed it is only for the delivery part of the programme and centres who have been paid for a certain number of days to share their expertise and knowledge to create the programme would not have the fee 	

<p>levied on their development time.</p> <ul style="list-style-type: none"> Members asked about the results of the member survey and where we can access it? Penny said yes, when its complete, ASDC will put it on the website. Members agreed that they should help promote the survey and get more responses at the conference. Trustees and members also discussed the purpose of the survey to find what members value most and wish for the future considering the lack of core funding and limited resources at ASDC. Additional value is to grow the membership with clear definition of the benefits of ASDC. Terry O'Connor thanked Shaaron for the details of the survey. Penny Fidler thanked the ASDC team and funders and asked members if they had any further questions. 	<p>Shaaron</p> <p>ASDC Board</p> <p>ASDC + Board</p>
Approval of minutes of last AGM	
<ul style="list-style-type: none"> Terry proposed that the minutes be approved Scot Owen seconded Minutes approved. 	
Presentation and consideration of annual accounts for 2016/17	
<ul style="list-style-type: none"> Phil Winfield, the ASDC Treasurer, presented the Treasurer's report and annual accounts 2016-17. Deficit of £13K. Deficit is due to project phasing. Total income £797K Membership subscriptions are a small proportion of the annual income, around 24-29K per year Reserves have gradually been built up thanks to subscriptions and conference funds. £322K is unrestricted funds. Income of ASDC is built on projects. The success this year is down to Penny and team, and their hard work. The future development fee will raise about £3-5k per project. Phil Winfield emphasised that the ASDC team have a lot of work to do with no core funding for core tasks that are highly valued (advocacy, meetings, representing the sector). Terry suggested that given the turnover is so much larger maybe the trigger point of £100K needs to be adjusted. Phil agreed that due to the size of team the amount should be revisited and this was put forward as an agenda point for the next board meeting. Full accounts are available in the printed reports and online. Phil Winfield thanked Penny Fidler and the ASDC team, Chris and Gill Godden and the auditors. Phil asked for approval to tender for auditors (NB ASDC have an independent examination as under £1 million) 	<p>Phil Chris</p>
Approval of 2016 - 2017 Accounts	
<ul style="list-style-type: none"> Bryan Davies proposed approval of accounts Linda Conlon seconded Accounts Approved 	
Elections to the ASDC Trustee Board	
<p>Chas Bishop introduced current Trustees:</p> <ul style="list-style-type: none"> Each year elections are held for members to stand for the ASDC Trustee Board. The term is three years, then trustees retire or stand for re-election. All those standing for election had their manifestos displayed on-line in advance and circulated to members. There are 16 spaces for ASDC Trustees and fewer candidates, meaning that formal voting was not required by members. Chas Bishop asked all delegates standing for election and re-election to present biographies at the AGM 	
<u>The following members stood for re-election (shown with a*) and first time election to the ASDC Board:</u>	
<ol style="list-style-type: none"> Linda Conlon, International Centre for Life* Phil Winfield, We The Curious* Karen Davies, Science Museum Group* Bridget Holligan, Science Oxford Ben Ward, Winchester Science Centre & Planetarium 	
Linda Conlon, International Centre for Life	

<ul style="list-style-type: none"> Proposed by Adrian Lutton Seconded Terry O'Connor Election to the ASDC Board Approved 	
<p>Phil Winfield, We The Curious</p> <ul style="list-style-type: none"> Proposed by Liz Hodge Seconded Bryan Davies Election to the ASDC Board Approved 	
<p>Karen Davies, Science Museum Group</p> <ul style="list-style-type: none"> Proposed by Gillian Lang Seconded Lauren Haycox Election to the ASDC Board Approved 	
<p>Bridget Holligan, Science Oxford</p> <ul style="list-style-type: none"> Proposed by Linda Leuchars Seconded Hermione Cockburn Election to the ASDC Board Approved 	
<p>Ben Ward, Winchester Science Centre & Planetarium</p> <ul style="list-style-type: none"> Proposed by Phil Winfield Seconded by Scot Owen Election to the ASDC Board Approved 	
<p>Chas noted that the process for election is several months long and applications had been invited over the past months with biographies and manifestos for all those standing shown on the ASDC website a month prior. Nominations could not be taken from the room and it is the chair's role to make sure the board fully reflects ASDC. Chas thanked the trustees for their passionate speeches.</p>	
<p>Members discussion. The following thoughts and issues were raised and discussed by members present.</p>	
<p>Are we reaching out to enough centres?</p> <ul style="list-style-type: none"> Members discussed that membership could be viewed like a lottery ticket for getting projects. There are a range of benefits and not everyone will benefit from everything. That members get more from ASDC membership than other memberships. Networking is very important. It's not about what you get, but about what you put in to ASDC. What can everyone give back? How can the larger centres better support some of the smaller centres? 	
<p>Should we be the UK Association for Informal Science Learning?</p> <ul style="list-style-type: none"> The recommendation from ASDC is to stay as the UK Association for Science and Discovery Centres. Members agreed that this is the primary network for Science Centres, but we need to represent where informal science learning is happening, beyond simply a section of the informal STEM learning community. Wider discussion included reaching out to smaller organisations with strong community reputations. Penny handed around a membership list and encouraged those within the room to invite non-members to join ASDC as a national organisation. This included a request to provide ASDC with qualitative quotes for the website to show the value of membership for your organisation. A recommendation of 'defining our universe', and then reaching out to those within our universe that we are not yet engaging was suggested. This included clear criteria on who is included and excluded from membership and a focus for a future consistent marketing proposition about why members should join. Income-wise ASDC has only a small proportion from membership fees, but we are better together. Points were placed for greater discussion and resolution at the next board meetings Terry thanked the team with high expectations for the year to come. Chas Thanked all members and the ASDC team and Trustees <p>5.10pm Chas declared AGM closed.</p>	<p>Members</p> <p>All</p> <p>ASDC + Board</p>