

The 2015 ASDC National Conference

Tomorrow's World

Wednesday 23rd and Thursday 24th of September 2015

UK Association for
**Science and
Discovery Centres**



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The Association for Science and Discovery Centres Network



www.sciencecentres.org.uk

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Executive Summary

The UK Association for Science and Discovery Centres

The UK Association for Science and Discovery Centres (ASDC) is a national organisation that brings together the UK's major science engagement organisations to play a strategic role in the nation's engagement with science. Within our membership are over 60 of the nation's largest publically accessible science centres, discovery centres, science museums and scientific bodies. Together our vision is for a society where people of all backgrounds and in all parts of the UK are inspired and fully involved with the sciences.

Every year in the UK, 20 million people of all ages and backgrounds choose to engage with science at one of the UK's science and discovery centres or science museums. This equates to 385,000 people every week who come to our member centres to explore and discuss science in an involving and personal way.

A total of 115 delegates attended the 2015 ASDC National Conference in At-Bristol Science Centre on Thursday 24th of September.

58 organisations were represented at the conference, and 57% of delegates were from an ASDC member organisation.



21% of delegates were from London. The remaining 78% came from the South West (31%), the South East (15%), Wales, the Northwest and Midlands (6% each), Scotland and the North East (4% each), Mainland Europe (3%) and Northern Ireland (1%).

Out of 115 delegates, 111 were from the UK, and 4 were from abroad - 3 from Estonia and 1 from Sweden.

Of the delegates who filled out the evaluation forms (n=39), 26% were in junior roles, 36% were in management roles, and 38% were in CEO and senior roles.

ASDC would like to thank both STFC and At-Bristol Science Centre for their generous sponsorship of the 2015 ASDC National Conference.



Overview of Evaluation Results

27 delegates filled out a paper evaluation form on the day, and a further 14 completed the online version of the form afterwards.

Overall, 95% of delegates rated the conference 'Excellent' or 'Good', with no-one rating it any lower than 3 on a scale of 1 (Excellent) to 5 (Poor), and the content of the conference programme was rated by 93% as 'Excellent' or 'Good'.

The experience of being in At-Bristol Science Centre for the conference was rated by 95% of respondents as being 'Excellent' or 'Good'.

When asked to comment on what they felt they had gained or learned most from the day, the overall impression seems to be that delegates had gained new ideas and opportunities. Many delegates also noted the networking opportunities, saying they had met lots of people and gained new contacts.



Figure 1: Delegate responses to 'Overall, what do you feel you have gained or learned most from today?' (n=33)

The Speakers

The speakers that were really prominent in the feedback were Andrew Cohen (BBC Science) and Simon Chaplin (Wellcome Trust). Simon's talk was described as "informative" and "thought-provoking", whilst many delegates felt that Andrew's talk highlighted projects and ideas within the BBC that they wouldn't otherwise have heard about. Many of the delegates mentioned the last session with Luke Jerram (Artist) and Gavin Strange (Aardman Animations) as being "creative" and "inspirational"; many noted that it was great to hear perspectives from outside the field. As always, the "excellent" Pecha Kucha session was cited many times, and had a lot of positive feedback.

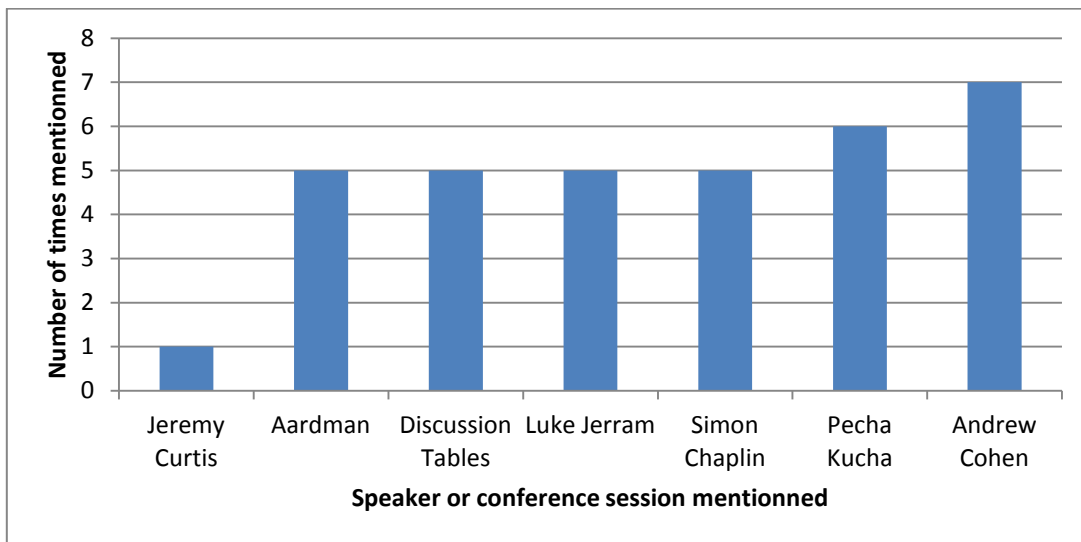


Figure 2: Delegate responses to 'Was there any particular session you found most informative or relevant?' (n=28)

The Discussion Tables

A new addition to the 2015 conference programme was a discussion table session in the afternoon. This session had a very good response; 88% of delegates (n=40) gave positive feedback, and 53% said an explicit "yes" to having them as part of the programme next year.

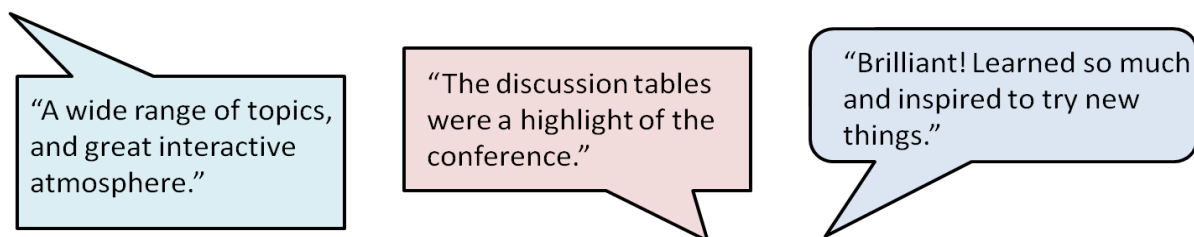


Figure 3: Delegate feedback for the discussion table session

Photos of the flipcharts from each table are now available online at: www.sciencecentres.org.uk/events/2015_Conference/DiscussionTables.html

Future Conference Locations

When asked where future ASDC conference should be held, 70% chose "A different UK city and centre each year", and the remaining 30% chose "Alternating between London and a different UK city and centre each year" (n=41). None of the respondents chose "A London centre each year".



The Exhibitors

The 2015 ASDC National Conference was attended by thirteen exhibitors. These organisations included ASDC members, project partners and external companies.



ASDC Projects and Partners

Aardman Animations
Wellcome Trust
Explore Your Universe
Destination Space
Science and Technology
Facilities Council

External Companies

Coffee and TV
Good Energy
Interspectral AB
Into Film
ioLight LTD
Jelf Lampier
MUSEKO

ASDC Members

Wellcome Genome Campus



Pre-Conference Events

The 2015 ASDC AGM and The 2015 Conference Dinner took place in At-Bristol Science Centre the day before the conference, on Wednesday 23rd of September. The ASDC AGM was attended by 25 delegates from 18 organisations, and the Conference Dinner was attended by 45 delegates from 24 organisations.



Delegates at the conference dinner had the chance to experience At-Bristol's 3D planetarium, and were given the challenge of designing 'scribble-bots' between dinner courses to create a unique piece of artwork.



The 2015 Conference Programme

9:30 - 10:00	Registration, Coffee and Networking	
10:00 - 11:15	Session 1: Tomorrow's World Chaired by Dr Teresa Anderson	
	Dr Teresa Anderson MBE, Chair of ASDC & Director of Jodrell Bank Discovery Centre	An Introduction by the ASDC Chair
	Phil Winfield CEO of At-Bristol	Welcome to At-Bristol and Europe's Green Capital
	Tim Peake British ESA Astronaut	A welcome video from Tim Peake, the first British ESA astronaut going into Space on December 15 2015
	Simon Chaplin Director, Culture & Society, Wellcome Trust	A future vision: Engaging Science and Sustaining Health
11:15 - 11:45	Coffee & Networking	
11:45 - 1:00	Session 2: Tomorrow's World Chaired by Dr Teresa Anderson	
	Dr Penny Fidler CEO of ASDC	Tomorrow's world and Science Centres of the future
	Jeremy Curtis Head of Education and Skills, UK Space Agency	The future of UK Space Exploration
	Andrew Cohen Head of Science, BBC	The future of science engagement in the media
1:00 - 2:00	Lunch & Networking	
2:00 - 3:10	Session 3: What works? The Lively Sharing Best Practice Round Tables led by CEOs and senior experts across the Sector	
	This will be a series of round-table discussions led by experts from the Science and Discovery Centres sector. Details of all the discussion topics are in your delegate pack, and you will be asked to sign-up for the topic of your choice during the break.	
3:10 - 3:30	Coffee & Networking	
3:30 - 4:30	Session 4: The Pecha Kucha Showcase, Engaging wider audiences Chaired by Phil Winfield, CEO of At-Bristol	
	The glorious and fast-paced Pecha Kucha. Eight excellent speakers with 20 slides each, and just 20 seconds per slide... Pecha Kucha abstracts are available on the ASDC website and a list of the speakers is in your delegate pack.	
4:30 - 5:15	Session 5: Encouraging more Playfulness in all we do Chaired by Chas Bishop, CEO National Space Centre	
	Gavin Strange Senior Designer, Aardman Animations	Luke Jerram Artist
5:15 - 6:00	Finalé Drinks and Networking for Delegates (with Local Cider Tasting)	

2015 Conference Fees

Main Conference	ASDC Members	Non-Members
Thursday 24th of September		
Early Bird Conference Registration	£120	£155
Standard Conference Registration	£150	£195
Pre-Conference	ASDC Members	Non-Members
Wednesday 23rd of September		
AGM	Free	£50
Gala Dinner at the Royal Society	£35	£45



Delegate List

Organisation	Delegate	Job Title
ASDC	Dr Penny Fidler	CEO
ASDC	James Summers	Special Projects Manager
ASDC	Maddy Foard	Projects Associate
Aardman Animations	Te Ara Dirkse	Digital Production Assistant
Aardman Animations	Laura Chilcott	Senior Digital Producer
Aardman Animations	Jake Manion	Digital Creative Director
Aardman Animations	Gav Strange	Senior Designer
At-Bristol Science Centre	Phil Winfield	CEO
At-Bristol Science Centre	Neil Allan	Finance Director
At-Bristol Science Centre	Emma Cook	Exhibition Manager
At-Bristol Science Centre	Jennifer Garrett	Communications Officer
At-Bristol Science Centre	Anna Starkey	Creative Director
At-Bristol Science Centre	Ross Exton	Live Science Video Producer
At-Bristol Science Centre	Dr Kathy Fawcett	Education Manager
Bath Spa University	Dr Pete Etchells	Senior Lecturer in Biological Psychology
BBC Television	Andrew Cohen	Head of Science, BBC Television
BIAZA	Kirsten Pullen	CEO
Biology Centre of the Czech Academy of Sciences	Dr Ivo Svejksky	Head of Project and PR Department
Birmingham Museum Trust	Toby Watley	Director of Collections
Birmingham Museum Trust	Lauren Deere	Museum Manager
BP	Ian Duffy	Community Development Manager
Bristol 2015 Ltd	Jo Taylor	Head of Education
British Science Association	Dr Christina Fuentes Tibbitt	Engagement Manager
Cambridge Science Centre	Gaetan Lee	Operations and Events Manager
Cambridge Science Centre	Dave Ansell	Lead Exhibit Developer
Cambridge Science Centre	Andy Donnelly	Head of Development
Catalyst Science & Discovery Centre	Bryan Davies	Chairman & Acting CEO
Coffee and TV	Jon Grafton	Production Director
Coffee and TV	Blake Laing-Smith	Composer
Dundee Science Centre	Linda Leuchars	Acting Chief Executive
Dundee Science Centre	Rebecca Erskine	Exhibition and Community Engagement Manager
Eden Project	Gabriella Gilkes	Science Programme Manager
Eureka! The National Children's Museum	Florence Symington	Head of Marketing
Eureka! The National Children's Museum	Leigh-Anne Stradeski	Chief Executive
Falmouth University	Nick Dixon	Falmouth Launchpad Programme Director
Francis Crick Institute	Melanie Davies	Public Engagement Officer
Freelance, Dr KJ Hollis	Dr Kevin Hollis	Trainer, Presenter, Writer
Glasgow Science Centre	Dr Stephen Breslin	Chief Executive

Organisation	Delegate	Job Title
Glasgow Science Centre	Fran Mills	Science Engagement Manager
Glasgow Science Centre	Fiona Davies	Science Education Manager
Good Energy	Charmaine Coutinho	Business Development Manager
Good Energy	Joe Wadsworth	Business Sales Manager
International Centre for Life	Linda Conlon	Chief Executive
International Centre for Life	Naomi Foster	Senior Public Engagement Officer
International Centre for Life	Andy Lloyd	Head of Special Projects
Interspectral AB	David Hughes	Solutions and Business Development
Into Film	Jo Dunlop	Project Manager
Into Film	Gurvinder Bans	Development Manager
ioLight	Andrew Monk	CEO
ioLight	Richard Williams	CEO
Jelf Lampier Insurance Brokers	Louise Phillips	Account Executive
Jelf Lampier Insurance Brokers	Ben Riddell	Account Director
Jodrell Bank Discovery Centre	Krista Goodfellow	Marketing Officer
Jodrell Bank Discovery Centre	Dr Hilary Kay	Education Officer
Jodrell Bank Discovery Centre	Jamie Sloan	Education Manager
Jodrell Bank Discovery Centre	Dr Teresa Anderson	Director
Knowsley Safari Park	Nicola Burton Mallott	Learning and Discovery Manager
LukeJerram Ltd	Luke Jerram	Artist
MFreeth.com	Martin Freeth	Director
MUSEKO OÜ	Margus Tapupere	Exhibition Consultant
MUSEKO OÜ	Michel Erlandsen	Exhibition Consultant
Museum of Science and Industry	Kay Gammie	Contemporary Science Event Developer
National Maritime Museum	Elizabeth Avery	Senior Manager- Astronomy Education
National Media Museum	Iain Hendry	Explainer
National Media Museum	Elaine Richmond	Explainer Team Leader
National Media Museum	Brooke Shipley	Explainer
National Space Centre	Charles Bishop	CEO
National Space Centre	Josh Barker	Space Communications Team
Natural Environment Research Council	Hannah King	Public Engagement Manager
Nesta	Nina Cromeyer Dieke	Senior Communications Officer
Porthcawl Harbourside CIC	Claire Godfrey	Director
Royal Botanic Gardens Kew	Victoria Brightman	Head of Content and Interpretation
Royal Botanic Gardens Kew	Julia Willison	Head of Content and Learning
Royal Society of Chemistry	Jonathan Wells	Outreach Executive
Science and Technology Facilities Council	Stephanie Hills	European Communications Officer
Science and Technology Facilities Council	Dr Neville Hollingworth	Public Engagement Manager
Science and Technology Facilities Council	Phill Day	Public Engagement Manager
Science Museum	Pippa Hough	Blueprint Pack Coordinator

Organisation	Delegate	Job Title
Science Museum	Scott Mckenzie-Cook	Special Events Manager
Science Museum	Jane Dowden	Learning Resources Project Coordinator
Science Museum	Kenny Webster	Head of Learning Operations, Learning
Science Museum	Beth Hawkins	Learning Resources Projects Manager
Science Oxford	Bridget Holligan	Director of Education and Engagement
ss Great Britain Trust	Dr Rachel Roberts	Head of Education
ss Great Britain Trust	Gemma Kearsley-Wooller	Science Education Officer
Swansea University	Prof Chris Allton	Professor
Swansea University	Dr Mary Gagen	Assistant Professor
Techniquet	Dr Anita Shaw	Acting CEO
Techniquet	Owain Davies	Creative Director
Techniquet	Rhys Evans	Development Manager
Techniquet Glyndwr	Scot Owen	Education Manager
The Brilliant Club	Leanne Adamson	Regional Director
The Deep	Josh Brewster	Project Officer
UK Space Agency	Jeremy Curtis	Head of Education and Skills
University of Bristol	Prof Bruce Hood	Professor
University of Bristol	Colin Johnson	Visiting Senior Research Fellow
University of Bristol	Prof Justin Dillon	Head of School
W5	Adrian Lutton	Head of Design, Exhibitions & Marketing
Wellcome Genome Campus	Dr Julian Rayner	Director of Conferences, Courses and Public Engagement
Wellcome Genome Campus	Dr Julia Willingale-Theune	Public Engagement Manager
Wellcome Genome Campus	Steve Scott	Content Producer, Public Engagement
Wellcome Genome Campus	Julia Robinson	Web Content Editor, Public Engagement
Wellcome Trust	Sabrina Taner	Biomedical Image Acquisitions
Wellcome Trust	Meghan Lambert	Events Programmer & Picture Researcher
Wellcome Trust	Simon Chaplin	Director of Culture & Society
Wellcome Trust	Naomi Webster	Project Manager, Informal Learning
Wellcome Trust	Greer Roberts	Sustaining Excellence Manager
Wellcome Trust	Jenny Paton	Creative Partnerships Manager - Diversity
Wellcome Trust	Nora Maddock	Project Manager - Engaging Science
Wellcome Trust	Dr Mat Hickman	Programme Manager, Informal Science Learning
Wellcome Trust	Dr Tom Anthony	National Programmes Adviser
Whitefire Associates Ltd	Dan Bird	Wellcome Fellow
Winchester Science Centre	Jemma Saunders	Fundraising Manager
Winchester Science Centre	John Mills	Head of Finance
Winchester Science Centre	Ben Ward	Head of Operations