



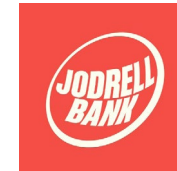
Association for
**Science and
Discovery Centres**

Membership pack

2023/24

About ASDC

2022 - 2023 members



The Association for Science and Discovery Centres (ASDC) is the vibrant charity that brings together the UK's major science engagement organisations to play a strategic role in the nation's engagement with science. Within our network are over 60 of the nation's largest publicly accessible science and discovery centres, science museums and scientific bodies.

Every year our members work to encourage more diverse participation in science, engaging with over 25 million people of all ages, genders, backgrounds, and abilities. ASDC members include award-winning science and discovery centres, museums, eco-attractions, open labs, tinkering spaces, planetarium domes and observatories. They open a world of curiosity, wonder and learning in science for families, youth and community groups, adults, school children and teachers.

We're excited to be working with our current members and new members over the next year, with lots of inspiring projects and new opportunities on the horizon. Together, our vision is for a society where science is accessible, inclusive, and valued by all as a fundamental part of everyday life.

Photo from left to right: community partnership case study as part of Explore Your Universe project; child enjoying an exhibit at Techniquest; science communicator doing an experiment with a child at Winchester Science Centre & Planetarium.



Our mission is to champion our members, bringing them together to achieve collective impact and reach through connection, advocacy and insight.

Connection: We enable our members to leverage the power of the network to access partners, people and opportunities to thrive.

Advocacy: We give our members a greater collective voice, representing their needs and strengthening their impact.

Insight: We share knowledge, ideas and perspectives to support our members to innovate, develop and think ahead for the future of our sector.

Our core values are at the heart of our organisation; they define who we are, how we work, what we believe in and stand for:

- Inclusion
- Collaboration
- Community
- Evidence-based
- Sustainability

The ASDC logo

The ASDC logo represents the beautiful diversity of our sector, our collaborative nature, strength together and our commitment to everyone who works for the smallest of science centres to the largest.

The logo and brand guidelines are available to download from the [ASDC website](#).



ASDC



Association for
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Why join ASDC?



Soundhouse choir perform to an audience beneath Gaia as part of Dynamic Earth's Climate Science Showcase for Operation Earth

Unity: we're stronger together

As an ASDC member you'll be an integral part of the science centre and museum network, joining over 40 unique organisations to share ideas, challenges, skills and inspiring practice in STEM engagement. Together we strive for a society where science is accessible, inclusive and valued by all as a fundamental part of everyday life.

Collaborative national STEM projects

We secure funding and partnerships to create a wide range of national STEM engagement programmes that forward our mission and align with our values. We co-develop these programmes with our network, developing our approach to science engagement through partnership and collaboration, reflection and evaluation of impact.

Representing science centres and museums

Our members play an essential role in the nation's inclusive engagement with science. As part of our ongoing advocacy work, we raise the profile of science and discovery centres and museums within the STEM education and skills ecosystem, as we look to a future where science is valued by all as an inspirational and fundamental part of culture.



Destination Space training academy

Seeing the bigger picture

We work closely with science centres and museums nationally and internationally, alongside our sister science engagement networks such as Ecsite and the British Science Association. By looking beyond our immediate sector, we build resilience, capacity and insight: sensing trends and anticipating change to adapt, mitigate and innovate for the future.

Supporting your organisation

With access to relevant and expert advice through the ASDC team directly, connections within the membership, or collaboration with partners or specialists from our wider network, ASDC is here to support your organisation.

Updates from across the network

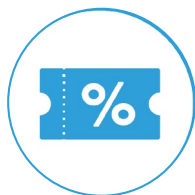
Our monthly newsletter and social media channels share the very latest in news, events, jobs and funding opportunities from ASDC members, and the wider STEM community.

Sign up, follow and set up notifications to receive the latest updates:

- Newsletter sign up [here](#)
- Follow on [Twitter](#)
- Follow on [LinkedIn](#)

Membership benefits

Join ASDC to be part of a network of thousands of STEM engagement professionals from around the UK all sharing knowledge, skills, ideas and inspiring practice within our community.



NEW

Monthly members' forum meetings

- Bringing together the varied teams within your organisations, from engagement to security, marketing and HR to share best practice and sector insights.
- Providing a space to be collectively confident, learning and innovating together.

Discounts on ASDC events

- Substantial discounts for delegates attending ASDC events, masterclasses and national conferences.
- Organisation-wide tickets for digital events to allow more employees at all levels to attend.

National STEM projects

- All members are invited to participate in national ASDC-led STEM projects.
- ASDC co-creates content for projects, with grants for participating members.
- Recent projects include Operation Earth, Destination Space, Project Inspire, Explore Your Universe & Project Lightyear.

NEW

CPD for sector professionals

- Bespoke masterclasses, courses, workshops and events to support CPD requirements for science centre and museum professionals.
- Creating a wider professional community providing support for a flourishing workforce.

NEW

ASDC Ambassador network

- Working with a representative from every member organisation to connect with the network and become an ASDC Ambassador.
- Identifying and addressing sector relevant challenges, and aspirations.
- Supporting ambassadors with professional development.

National impact

- Contributing to some of the largest informal science learning evaluations as part of national projects.
- Defining together how we measure and celebrate the impact of science and discovery centres.

Sharing inspiring practice

- Dedicated online platforms for sharing inspiring content, ideas and practice, focusing on climate action, accessibility, inclusion and national campaigns.
- Opportunities to identify and build new partnerships.



NEW

Members-only LinkedIn group

- A private LinkedIn group for individuals to share news, insights and experiences, ask for guidance and build valuable connections with fellow members around the UK.
- Join conversations and connect with ASDC associate members.

NEW

Free recruitment advertising on ASDC website

- All ASDC members can advertise jobs for free on the ASDC website.
- Average 150 page views per month.
- Useful for salary benchmarking across the sector.

Access to specialist EDI recruitment platform

- All employees have unlimited access to Evenbreak, a best practice resource portal to support staff to be competent and confident around inclusion and accessibility.
- Collectively creating a more open and inclusive culture.
- Without ASDC membership, access to this portal costs £2,000 + VAT per organisation.

Collective voice

- Working together for a powerful, collective voice for the network, to communicate with sector bodies, funders, devolved and central Government.

Fast access to the network

- Facilitating quick access to the network for consultation on urgent and sensitive issues.
- The ASDC team can suggest who to talk to from each of our member organisations, drawing on expertise and knowledge.

Consultancy with the ASDC team

- Contact the ASDC team by phone and email for support and specialist advice, connection, advocacy and insight.

NEW

Visibility in monthly newsletters & social media

- Free space to share news, events and opportunities in the dedicated monthly newsletter.
- Shared with 1500+ subscribers.
- Member's posts regularly shared across ASDC social media channels.



The negotiated ASDC projects - EYU4, science capital in practice, training and opportunities - let alone ISF funding - have completely changed the way we do things over a couple of years. ASDC has been an absolute game changer.



Kostas Minas, Head of Education and Learning, Aberdeen Science Centre

Photos clockwise from top left: ASDC Emerging Leaders team building exercise, child at Oxford University Museum of Natural History as part of Operation Earth, Dawn Pavey from Xplore! with her golden envelope (part of project EYU4), group of children taking part in EYU4 space activities at Dynamic Earth and the reopening of We The Curious post-pandemic



Membership fees



Association for
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We have 3 levels of membership:

- Science centres and science museums
- National partners (Learned societies, STEM networks, national STEM organisations and Government departments)
- Associate members (commercial businesses, consultants and non-profit organisations)

Science centres and science museums

We welcome all science and discovery centres, science museums and eco attractions to join ASDC.

From the smallest organisations powered by 1 or 2 people, up to the largest centres employing hundreds of people, our members represent a great diversity of scale and geographic location, delivering relevant and inspirational science learning playing a crucial role in the nation's engagement with science.

Number of staff*	Membership fee (2023/24)
5 or under	£470
6 to 40	£725
41+	£1,300

"I am grateful to ASDC for bringing us all together on a regular basis, affording us this opportunity to communicate with each other and providing valuable insight on ways that we can come together as a sector to leverage funding and resources."

Victoria Denoon, Head of Experiences, W5 Science Discovery Centre

**number (not FTE) of individual staff (not including casual staff, volunteers and freelancers)*

National partners

This new membership category is for national STEM partners who share our values and our vision of a society where science is accessible, inclusive and valued by all as a fundamental part of everyday life. To address our global challenges together, ASDC has a strong commitment to collaboration and strategic alignment with wider national STEM organisations.

Benefits of being a national partner:

- All key member benefits
- Opportunity to share cutting-edge programmes of research and innovation across network platforms
- Supporting strategic alignment with national STEM organisations

	Membership fee (2023/24)
National partner	£1,000



I value our long-term partnership with ASDC as they have proved to be a really effective way for us to harness space to inspire young people and their families about the value of STEM in their lives. The evidence provided by the ASDC members helps us to prove that we can make an impact with large and crucial audiences so that we can justify future programmes in collaboration.



Jeremy Curtis, Education and Skills Manager, UK Space Agency

Associate members



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We welcome organisations that support our vision to join ASDC as Associate Members.

By joining this network, you will be communicating directly with the people behind over 40 of the UK's award-winning STEM visitor attractions and museums who collectively engage over 25 million children and adults with the wonders of science every year. Your support and connection and with our network will ensure your organisation is top of the list when our members are looking for products, services and partners.

Benefits of being an Associate Member:

- Provision of ASDC logo for use on Associate Member's website
- Listing on the Associate Member page on the ASDC website, with link to Associate Member's website
- A one-off feature in the ASDC newsletter
- Inclusion in 'ASDC members only' LinkedIn Group
- Presence in virtual 'delegate packs' for appropriate ASDC events happening throughout the year
- Inclusion in ASDC members & Associate Member's directory (accessible to all ASDC members)
- Invitation to exhibit at the ASDC Annual National Conference (exhibiting at our national conference will be at an additional but reduced cost. Conference exhibitors need to be Associate Members).

	Membership fee (2023/24)
Associate Member	£450 + VAT

How to join



Association for
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To apply for ASDC membership, please fill in the relevant application form and return to our team by email: admin@sciencecentres.org.uk.

Our membership year runs from April 1 - March 31. New members and supporting partners will need to be approved by the ASDC Board. All members can vote at the AGM and can stand for election to the ASDC Board.

If your organisation no longer wants to be part of the ASDC community please email admin@sciencecentres.org.uk with your request to cancel the membership.

“

ASDC continues to help us develop our public and schools programme.
This is incredibly valuable, helping to maintain a variety of activities
for our audiences.

”

Laurence Butler, Museum Manager at Thinktank, Birmingham

“

The wealth of experience within the ASDC community has been of great benefit to us as a centre over the years. The themes and challenges discussed at conferences and highlighted through projects have very much chimed with our own at Jodrell (eg diversifying audiences, how to communicate the science of climate change etc) .

Participation in these projects has supported us in making progress towards key objectives. In particular the annual conference and training academies that form part of each project have given opportunities for networking and professional development for staff that would be difficult for us to make available to our small team otherwise.

The open and honest sharing of expertise and advice continues to be invaluable to us as an organisation.

”

Julia Riley, Head of Education and Interpretation, Jodrell Bank Discovery Centre



Photos from left to right; National Space Centre video with signing and captions, a badge that says 'pharmacist' in Arabic (part of an activity about future careers at Dundee Science Centre) and a community group with Science Communicator James Paine from Techniquist.