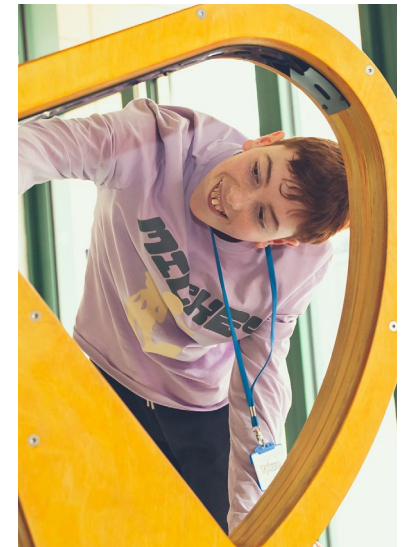




Association for  
**Science and  
Discovery Centres**



**Membership  
pack 2024/25**



# About ASDC

Map of 2023/24 members



Association for  
**Science and  
Discovery Centres**





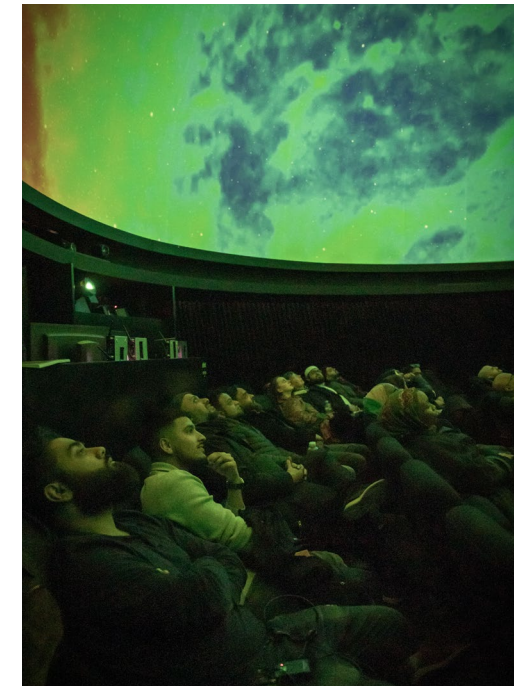
The Association for Science and Discovery Centres (ASDC) exists to make science an accessible, inclusive and valued part of everyday life for everyone in the UK. We strategically and practically support over 50 publicly accessible science centres, discovery centres, science museums and scientific bodies to engage with over 25 million people of all ages, genders, backgrounds and abilities every year.

We bring together the UK's major science engagement organisations and play a strategic role in the nation's engagement with science - working to explore, improve and share new working practices, to build sector knowledge and to encourage more diverse participation in science through inclusive, exciting and engaging public facing projects. Our work actively delivers STEM (Science, Technology, Engineering

and Maths) outcomes, leveraging national infrastructure, expertise and investment to offer families and the wider public unusual and exciting opportunities to discover, discuss, question and explore the latest science, engineering and research.

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.

*Photos from left to right: A visitor trying out an exhibit at the Glasgow Science Centre Space Zone, Infrared camera demo at the ASDC 'Our World From Space' training academy, girls from a community project viewing an area of Dynamic Earth to be redesigned and members of the local Muslim community watching a planetarium show featuring the New Crescent Moon and historic Islamic astronomy at Royal Museums Greenwich.*



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?



*Members from science centres and museums around the UK at the Explore Your Universe training academy at Xplore! Science and Discovery Centre, Wrexham*

## Unity: we're stronger together

As an ASDC member you'll be an integral part of the science centre and museum network, joining over 50 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.

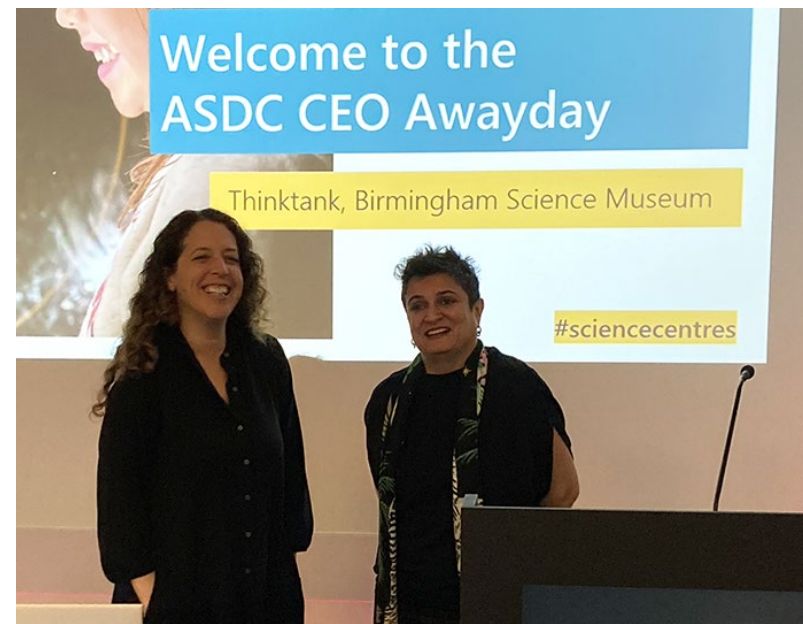
## Collaborative national STEM projects

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.





*Visitors looking at Gaia at W5, Belfast and ASDC Chief Executive Shaaron Leverment with Sara Wajid MBE at a CEO Awayday at Thinktank, Birmingham*

## 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 [X](#)
- 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.



Monthly members' forum meetings	Discounts on ASDC events	National STEM projects	CPD for sector professionals	ASDC Ambassador network	National impact	Sharing inspiring practice
<ul style="list-style-type: none"> <li>• Bringing together the varied teams within your organisations, from engagement to security, marketing and HR to share best practice and sector insights.</li> <li>• Providing a space to be collectively confident, learning and innovating together.</li> </ul>	<ul style="list-style-type: none"> <li>• Substantial discounts for delegates attending ASDC events, masterclasses and national conferences.</li> <li>• Organisation-wide tickets for digital events to allow more employees at all levels to attend.</li> </ul>	<ul style="list-style-type: none"> <li>• All members are invited to participate in national ASDC-led STEM projects.</li> <li>• ASDC co-creates content for projects, with grants for participating members.</li> <li>• Recent projects include Operation Earth, Destination Space, Project Inspire, Explore Your Universe &amp; Project Lightyear.</li> </ul>	<ul style="list-style-type: none"> <li>• Bespoke masterclasses, courses, workshops and events to support CPD requirements for science centre and museum professionals.</li> <li>• Creating a wider professional community providing support for a flourishing workforce.</li> </ul>	<ul style="list-style-type: none"> <li>• Working with a representative from every member organisation to connect with the network and become an ASDC Ambassador.</li> <li>• Identifying and addressing sector relevant challenges, and aspirations.</li> <li>• Supporting ambassadors with professional development.</li> </ul>	<ul style="list-style-type: none"> <li>• Contributing to some of the largest informal science learning evaluations as part of national projects.</li> <li>• Defining together how we measure and celebrate the impact of science and discovery centres.</li> </ul>	<ul style="list-style-type: none"> <li>• Dedicated online platforms for sharing inspiring content, ideas and practice, focusing on climate action, accessibility, inclusion and national campaigns.</li> <li>• Opportunities to identify and build new partnerships.</li> </ul>



Members-only LinkedIn group	Free recruitment advertising on ASDC website	Access to specialist EDI recruitment platform	Collective voice	Fast access to the network	Consultancy with the ASDC team	Visibility in monthly newsletters & social media
<ul style="list-style-type: none"> <li>• 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.</li> <li>• Join conversations and connect with ASDC associate members.</li> </ul>	<ul style="list-style-type: none"> <li>• All ASDC members can advertise jobs for free on the ASDC website.</li> <li>• Average 150 page views per month.</li> <li>• Useful for salary benchmarking across the sector.</li> </ul>	<ul style="list-style-type: none"> <li>• All employees have unlimited access to Evenbreak, a best practice resource portal to support staff to be competent and confident around inclusion and accessibility.</li> <li>• Collectively creating a more open and inclusive culture.</li> <li>• Without ASDC membership, access to this portal costs £2,000 + VAT per organisation.</li> </ul>	<ul style="list-style-type: none"> <li>• Working together for a powerful, collective voice for the network, to communicate with sector bodies, funders, devolved and central Government.</li> </ul>	<ul style="list-style-type: none"> <li>• Facilitating quick access to the network for consultation on urgent and sensitive issues.</li> <li>• The ASDC team can suggest who to talk to from each of our member organisations, drawing on expertise and knowledge.</li> </ul>	<ul style="list-style-type: none"> <li>• Contact the ASDC team by phone and email for support and specialist advice, connection, advocacy and insight.</li> </ul>	<ul style="list-style-type: none"> <li>• Free space to share news, events and opportunities in the dedicated monthly newsletter.</li> <li>• Shared with 1500+ subscribers.</li> <li>• Member's posts regularly shared across ASDC social media channels.</li> </ul>



“ 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 [...] and so 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. ”

*ASDC member*

*Photos clockwise from top left: Visitor taking part in a space activity at Winchester Science Centre, a member of the Disability Alliance Group at the Cupola window at Glasgow Science Centre and a Dressing up for Space Ranger Day at Life Science Centre, Newcastle*



# Membership fees



Association for  
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We have 3 levels of membership:

- Science and discovery 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 publicly accessible science centres, discovery centres, science museums, scientific bodies 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 (2024/25)
5 or under	£489
6 to 40	£754
41+	£1,352

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

"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 Experience,  
W5 Science Discovery Centre*

## 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

	<b>Membership fee (2024/25)</b>
National partner	£1,040



In order for UK science and innovation to thrive, it is essential that communities who are underrepresented in the STEM sector are engaged with the amazing stories that the science and technology community has to tell. These collaborations between STFC, ASDC, and community groups, young people, and families have inspired people across the UK to take an active role in science and provided fantastic opportunities for the benefit of all of society.



*Neville Hollingworth, Public Engagement Manager, STFC, part of UKRI*



## Associate Members



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 the UK's award-winning STEM visitor attractions and museums who collectively engage over 25 million children and adults with the wonders of science very 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
- 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).

	<b>Membership fee (2024/25)</b>
Associate Member	£468 + VAT

# How to join



Association for  
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To apply for ASDC membership, please fill in the relevant application form which can be [downloaded from the website](#).

Our membership year runs from April 1 - March 31. New members and supporting partners will need to be approved by the ASDC Board. Current members will receive renewal invoices, once they have been paid they will be added to the ASDC 2024-2025 membership. All members can vote at the AGM and 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](mailto: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 Science Museum*

“

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*