



BRITISH
SCIENCE
ASSOCIATION



Scientists &
Public Engagement

Katherine Mathieson

About us

The British Science Association is a charity that aims to revolutionise people's relationship with science.

Our mission is to transform the diversity and inclusivity of science; to reach under-served audiences; and to increase the number of people actively engaged and involved in science.

Key facts

Formed 1831

Turnover: circa £3m pa

Approx 30 staff in London

Approx 700 volunteers across the UK

Annual reach in 2017:

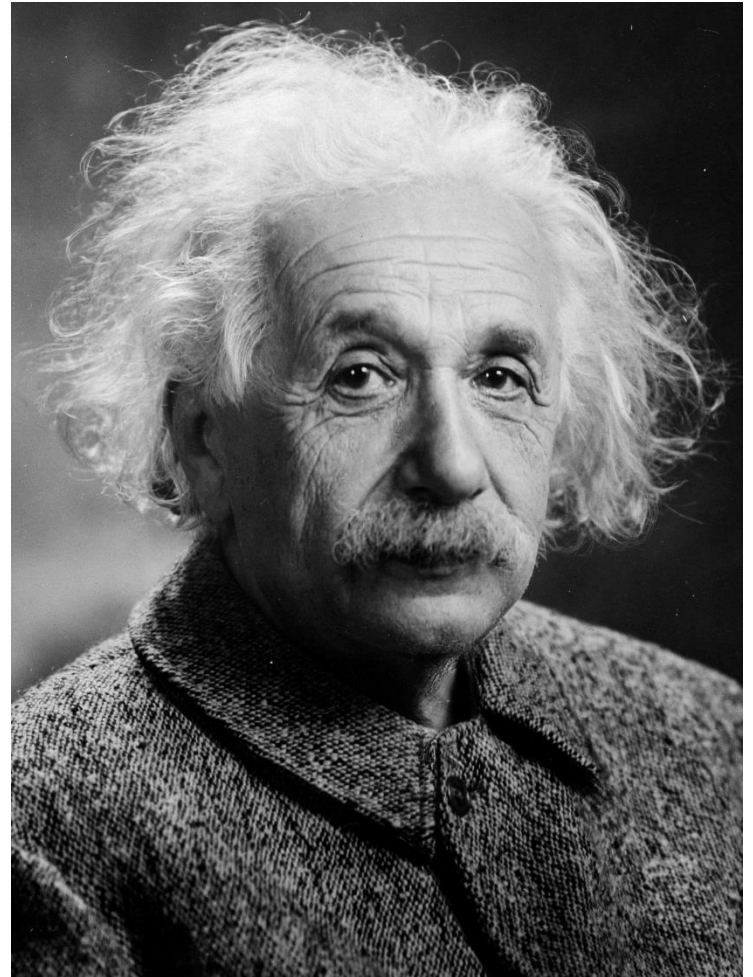
- 1.125 million members of the public
- 1.109 million young people



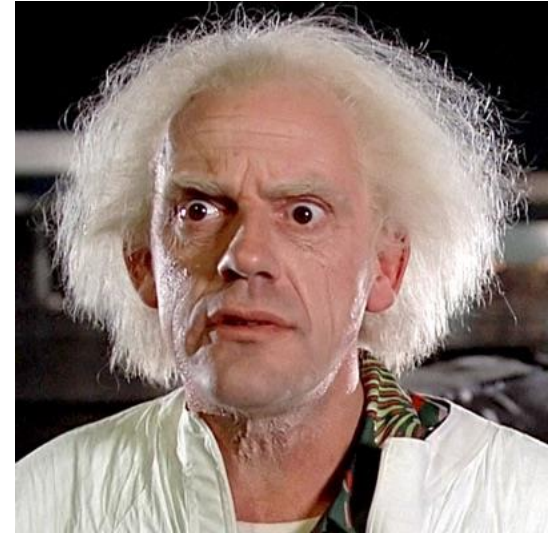
We want science to be seen as a
fundamental part of culture and society



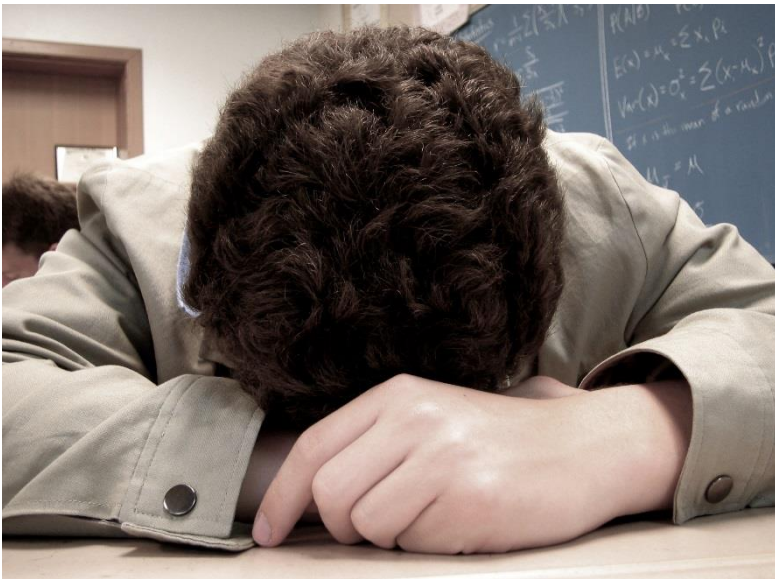
When people think of science or scientists,
they often think of this...



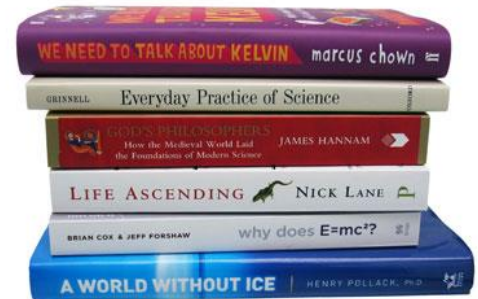
Sometimes, they might think of this...



But mostly, they think of this...



When people think of science and scientists, we'd like them to think of something more like this...



Like football...



Or politics...



Or music...





<https://news.northwestern.edu/stories/2018/march/draw-a-scientist/>



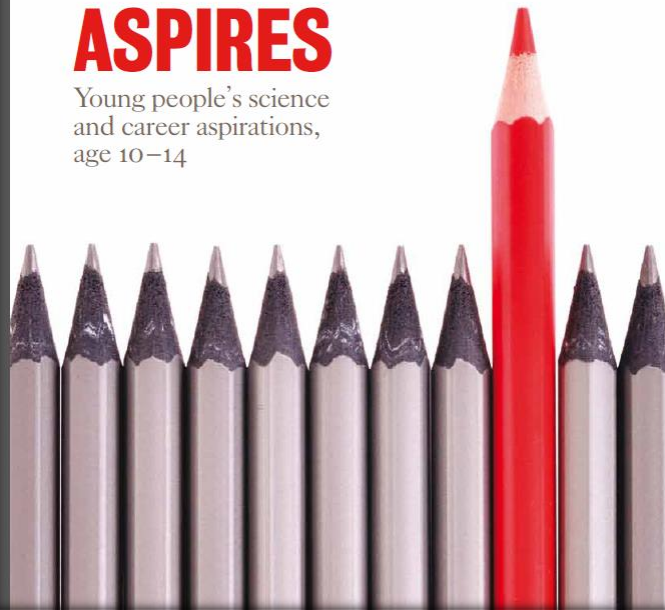
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Department of Education &
Professional Studies

KING'S
College
LONDON

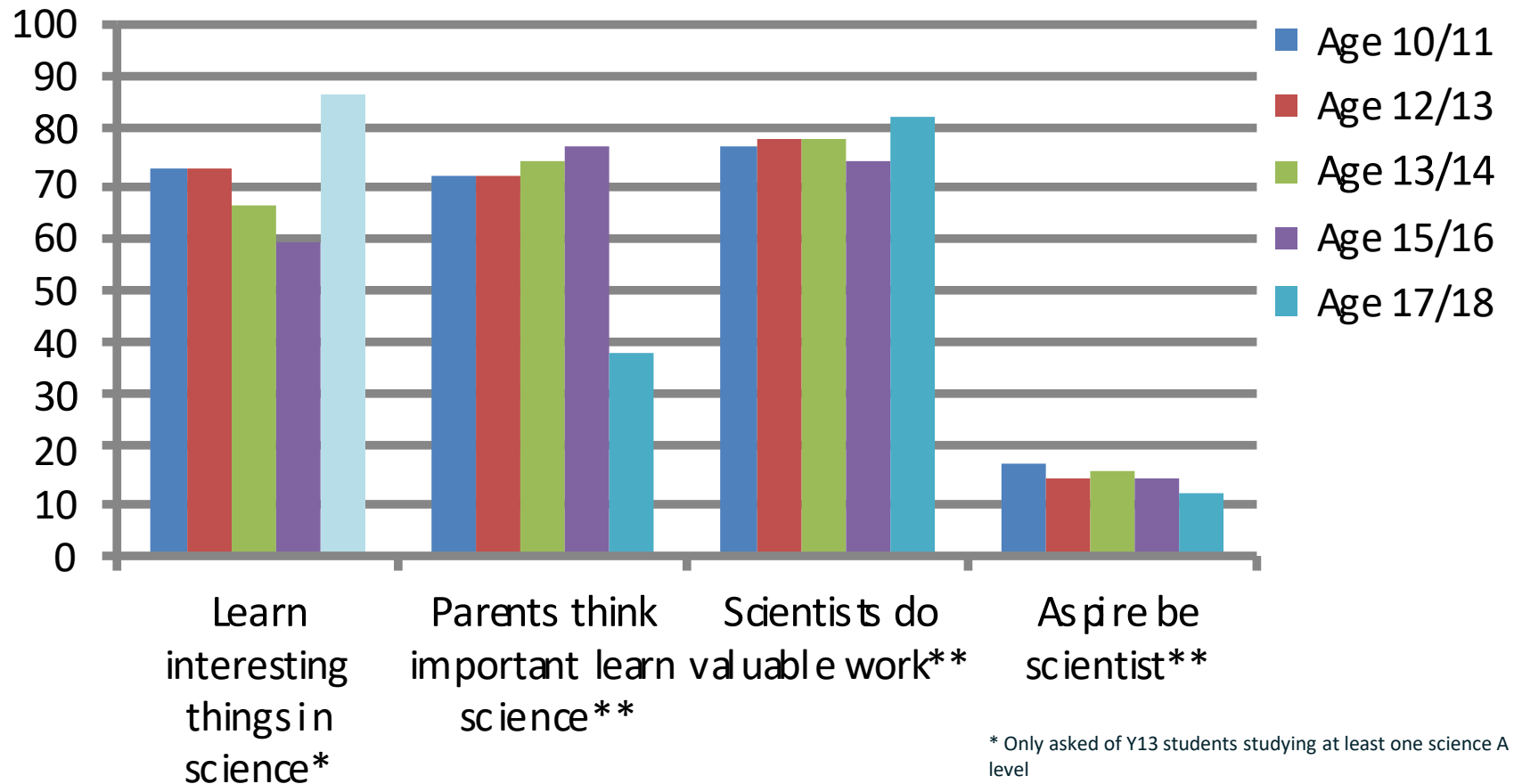
ASPIRES

Young people's science
and career aspirations,
age 10–14



Most students like science - but few aspire to be scientists

Comparison of survey responses from Y6, Y8, Y9, Y11, Y13 students
(% strongly/agreeing)



UK ADULTS 16+ BY ZONE (% OF TOTAL)



25% NOT INTERESTED

See science as not for them



51% INACTIVE

Interested in science but make no particular efforts to engage



9% ENGAGED

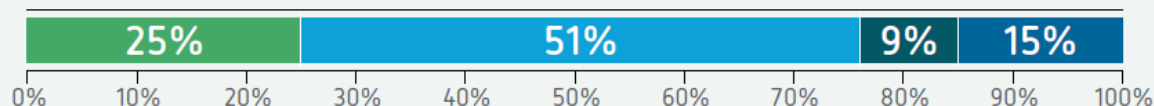
Enthusiastic about science and actively seek out information and events

DISCUSSION
& CRITIQUE



15% PROFESSIONALS

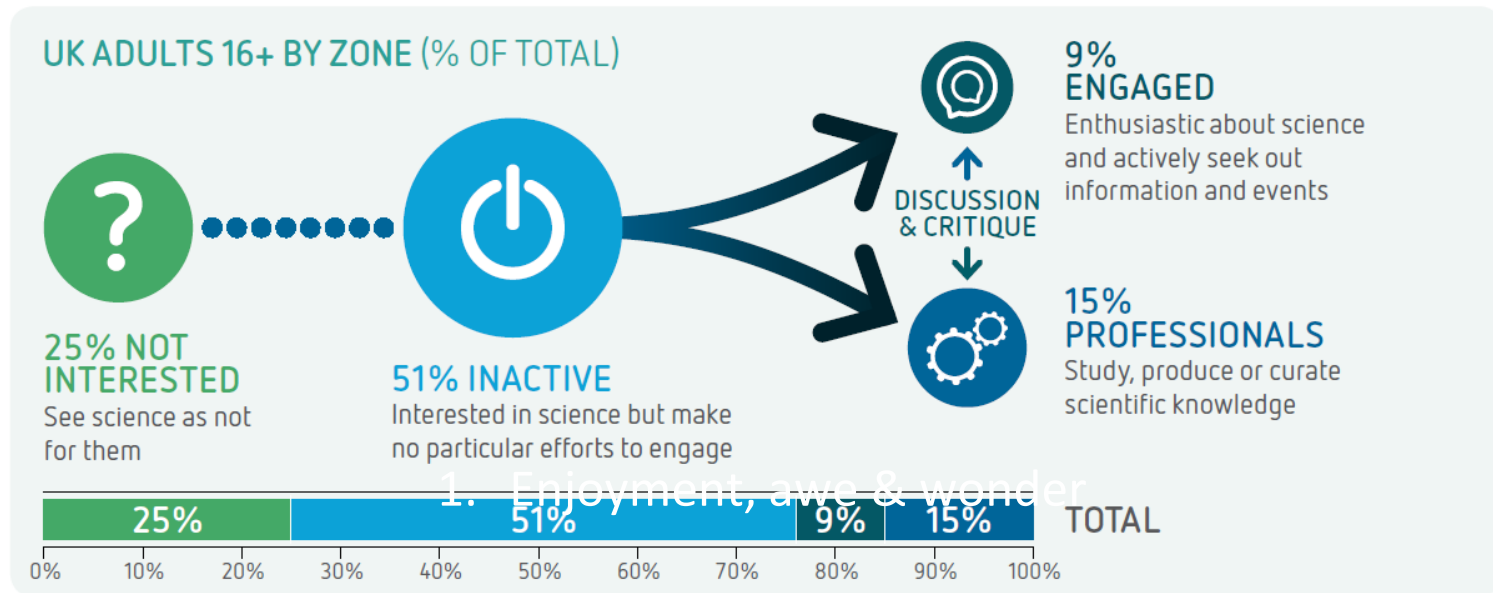
Study, produce or curate scientific knowledge



TOTAL

Source: King's College London 'Culture Tracker' 2016, which questioned a representative sample of UK adults about their relationship with science.

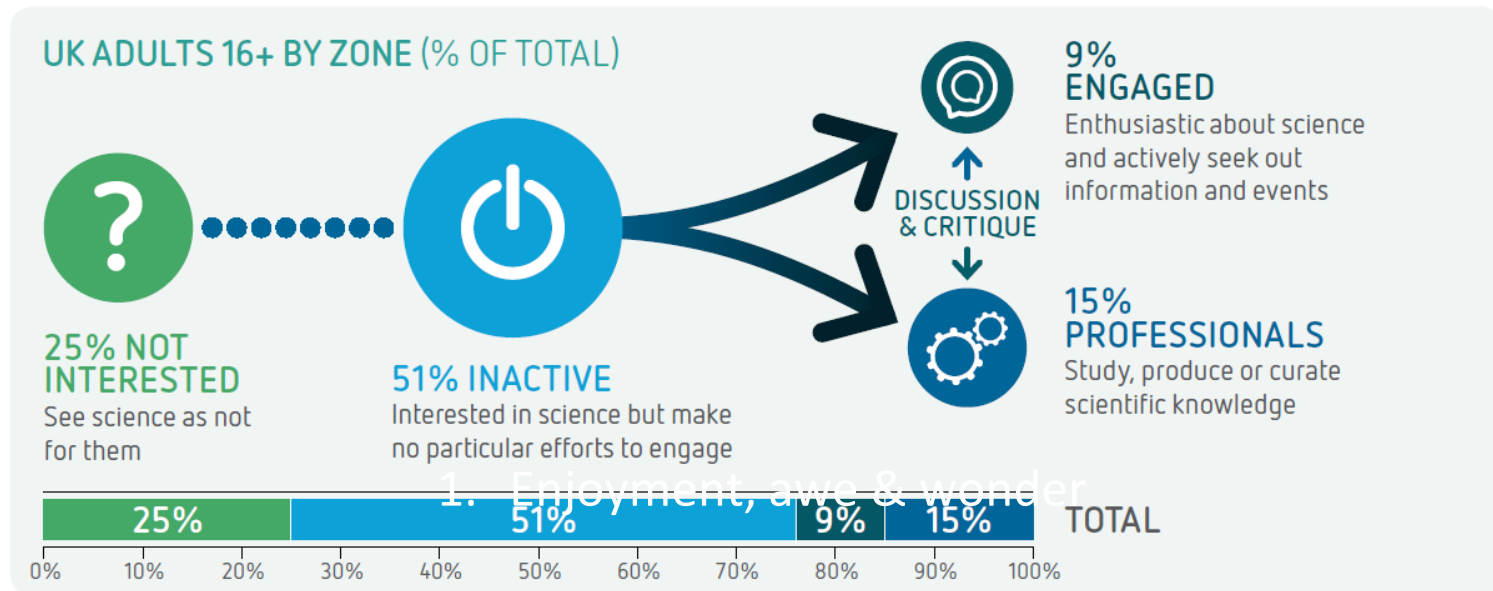
Why is this a problem?



Source: King's College London 'Culture Tracker' 2016, which questioned a representative sample of UK adults about their relationship with science.

1. Citizen decisions e.g. vaccines & nutrition

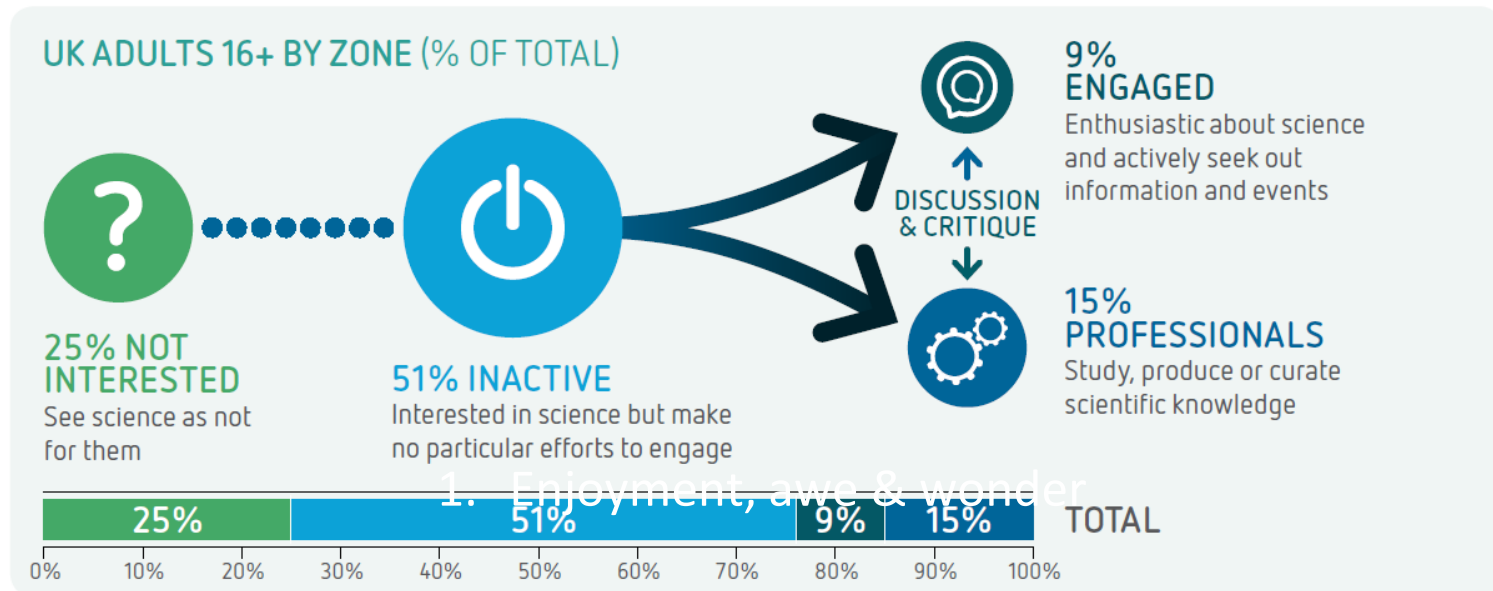
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2. Society's decisions need to be made by all of us

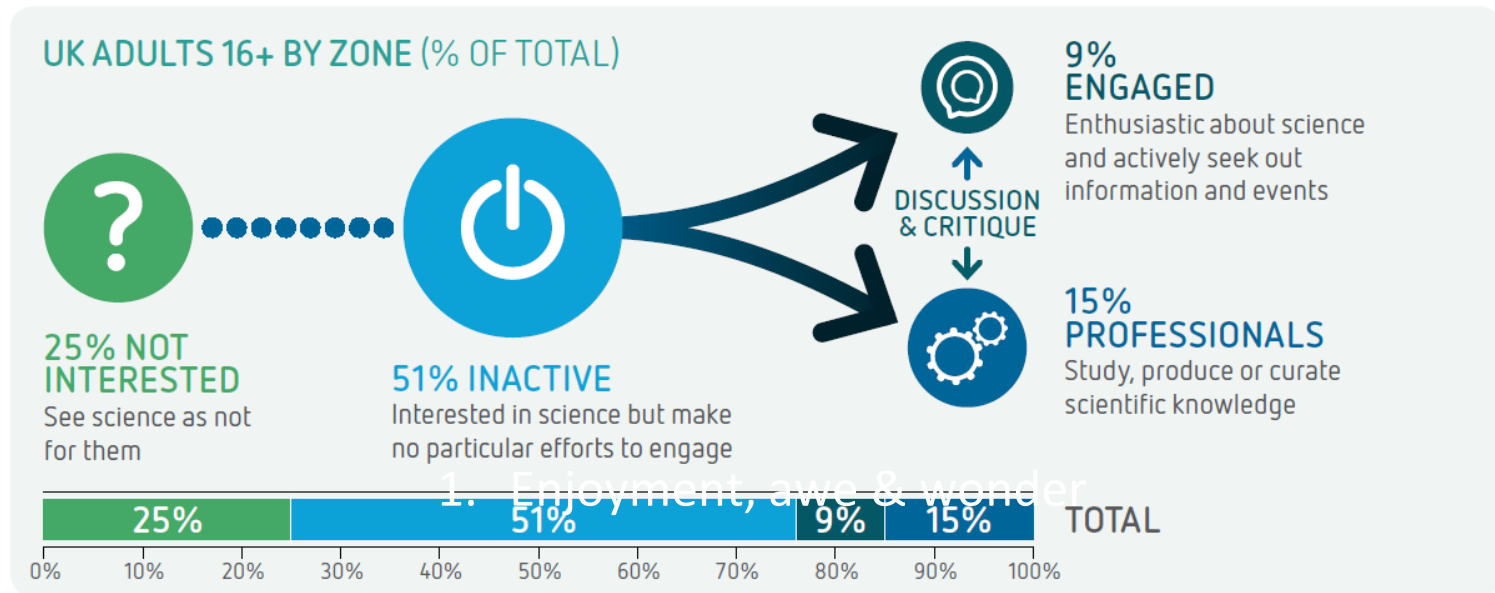
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2. Society's decisions need to be made by all of us
3. Build & diversify the pipeline of future scientists

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1. Citizen decisions e.g. vaccines & nutrition
2. Society's decisions need to be made by all of us
3. Build & diversify the pipeline of future scientists
4. Enjoyment, awe & wonder



British Science Association programmes



British Science Festival

Hull & the Humber
11 - 14 September



BRITISH
SCIENCE
ASSOCIATION

hosted by



UNIVERSITY
OF HULL

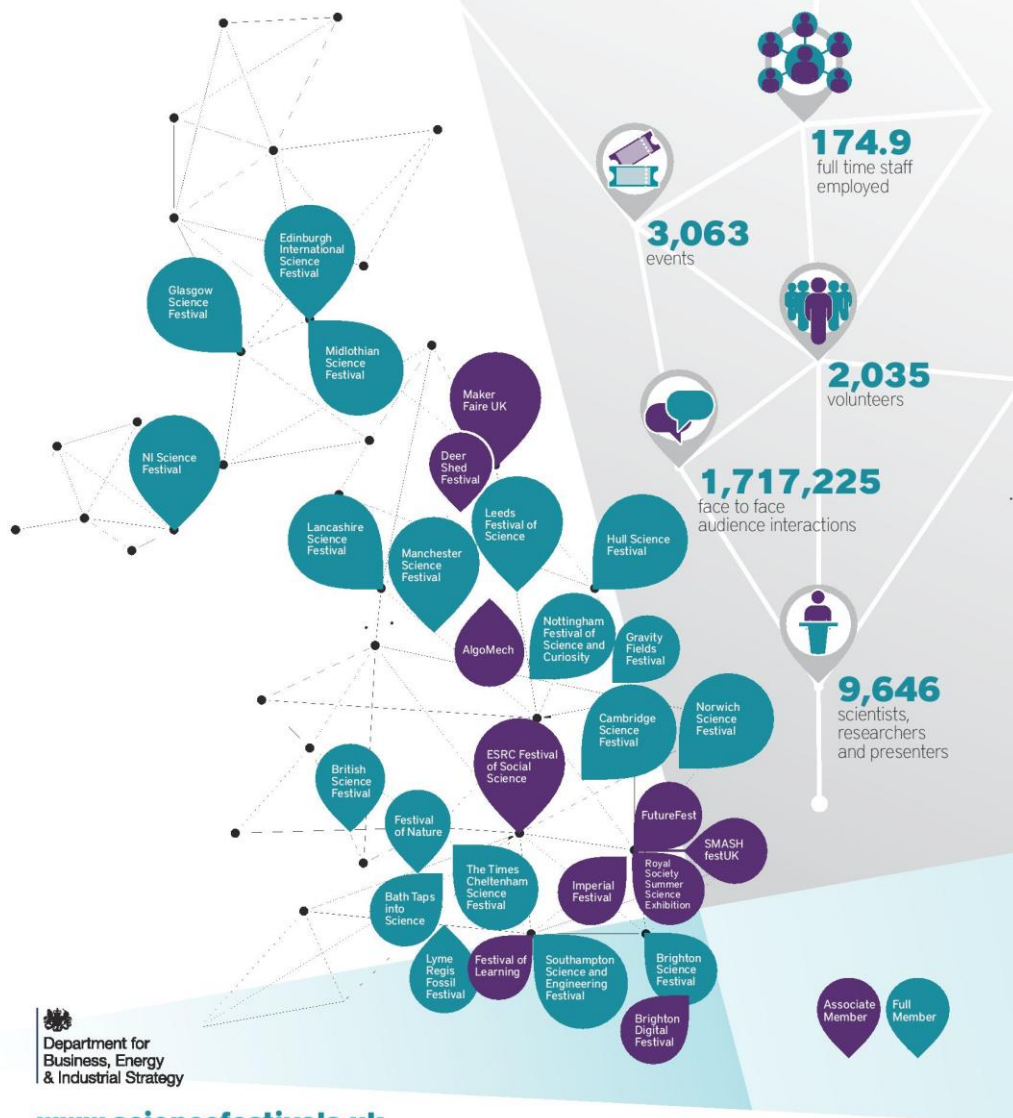


BSF 2017 highlights film: <https://www.youtube.com/watch?v=eI0-old7JXs>

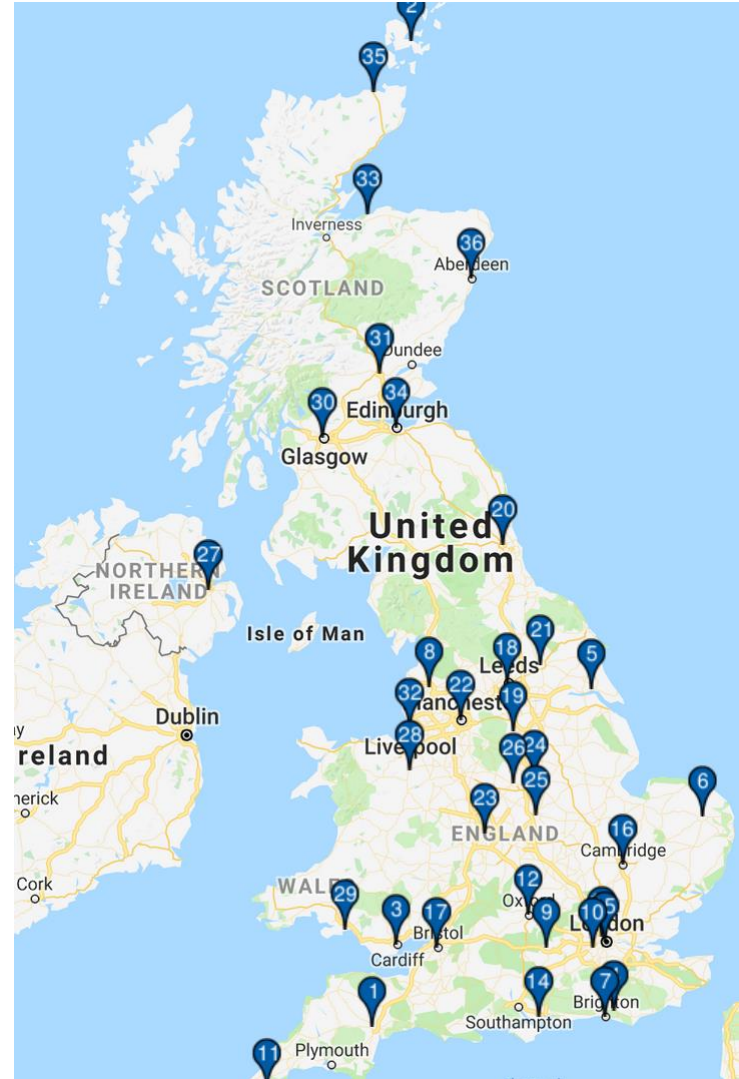


UK
Science
Festivals
Network

In total in 2016 all the members of the network achieved:

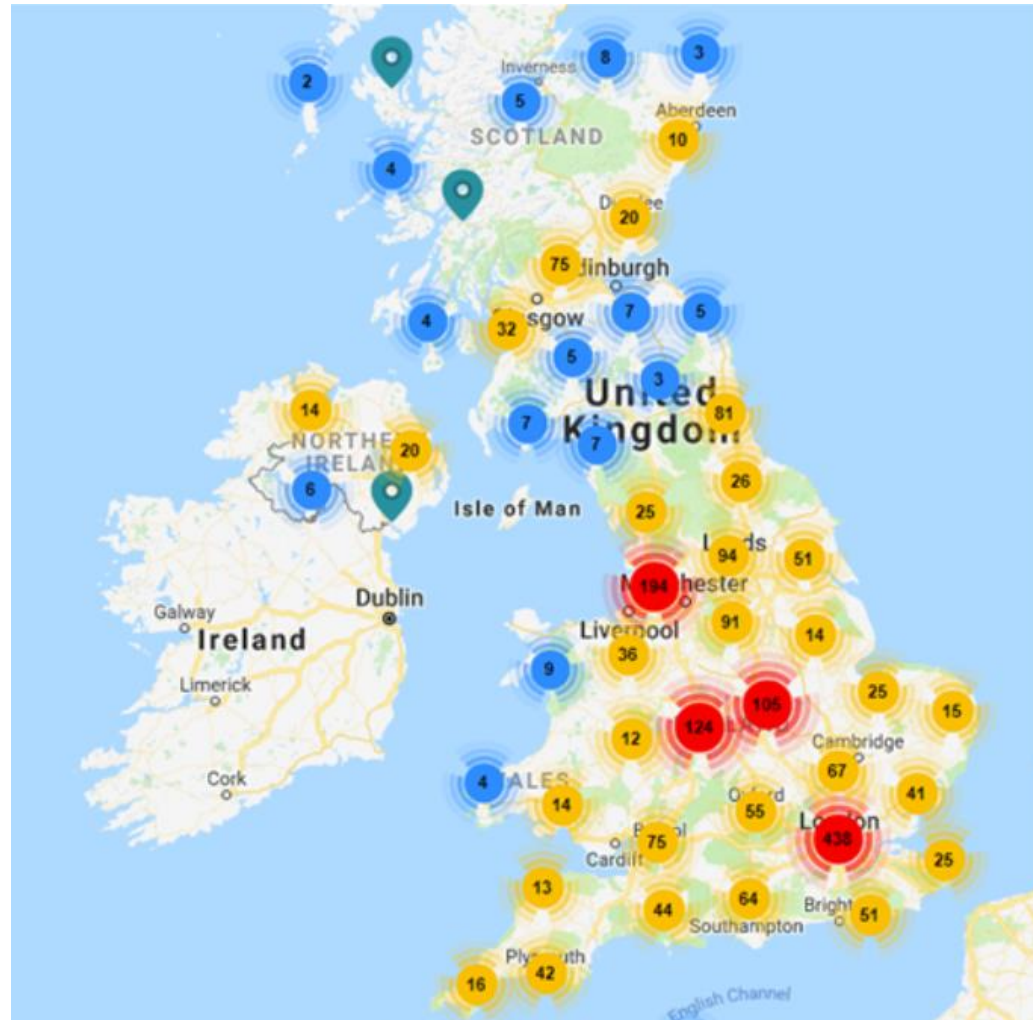


British Science Association Branches





British Science Week



Run to the Deep





Community grants in British Science Week



Science Live

BETA

Science Live

Sign Up Log In Plan Contribute

WELCOME TO

Science Live

Connecting event organisers, volunteers and speakers to put on live science events.

FIND AN EVENT NEAR YOU →

Upcoming events

Extreme Engineering: Antarctica

6:30pm, Tuesday 30th October, 2018

Prince Philip House, London

VIEW THIS EVENT →

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HUXLEY SUMMIT

"I truly enjoyed the discussions at last year's Huxley Summit. They stimulated deeper reflections about how science and society could understand and appreciate each other better - so important for our modern world with all of its challenges."

Dr. Alexander Moscho
Chief Strategy Officer, UCB



The Huxley Summit 2017 speakers



Samira Ahmed
Journalist and broadcaster



Azeem Azhar
Strategist, product entrepreneur and analyst



Kenneth Cukier
Author and Senior Editor for Digital, The Economist



Evan Davis
Journalist, broadcaster and author



Sarah Drinkwater
Head of Campus London, Google



Lord Chris Holmes MBE
Member of the House of Lords Select Committee on Artificial Intelligence



Justin King
Former CEO, Sainsbury's and Vice-Chair, Terra Firma



Dame Ottoline Leyser
Director, Sainsbury Laboratory, University of Cambridge



Chi Onwurah MP
Shadow Minister for Industrial Strategy, Science and Innovation



Robert Madelin
Chairman, Fipra and former senior leader at the European Commission



Pippa Malmgren
Former Adviser to US President and Founder of H Robotics



Jerome Pesenti
Chief Executive, Benevolent Tech



Professor Sophie Scott
Neuroscientist, University College London



Dr Tali Sharot
Director, Affective Brain Lab, University College London



Ben Taylor
Chief Innovation Officer, Partner - Assurance; EY UK&I



Richard Thomas
Former Information Commissioner



Lord David Willetts
Chair, BSA and former Minister for Universities and Science

For a list of speakers from our 2016 event, please see: [Huxley Summit website](#)



Wellcome
partnership on
diversity



Why do
diversity?

- Business case
- Social justice
- Strategic driver

Any questions?



About us

Katherine Mathieson

@Kath_Math

Katherine.Mathieson@
Britishscienceassociation.org

www.britishscienceassociation.org

