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Extending our reach

Over 5,000 people currently receive communications from the BA, including our quarterly magazine *Science & Public Affairs* and the Science News Digest, a weekly e-newsletter which features highlights from the science news. In order to reach more people, all the BA's publications and communications are now available free of charge to anyone who requests them. To find out more about the BA's communications visit www.the-ba.net/communications

To register to receive any of our communications visit: www.the-ba.net/register
phone: 0870 241 664 or email: supporters@the-ba.net

The BA still needs funding: our income is crucial to our growth and success in our mission. If you would like to make a donation visit www.the-ba.net/donate



Foreword

For many years now, I have had the honour of being involved with the BA, both as an active scientist and now as President of the BA Council. Even before taking over the reins, I was for a long time impressed with its work in promoting dialogue about science.

When I became officially involved with the BA, I was surprised at how small the organisation is and yet it is such an influential and important player in the field of public engagement. National Science Week, which it coordinates, involves hundreds of thousands of people through its events and the BA Festival of Science reaches tens of millions through extensive news coverage.

Much of the work of the BA is made possible through the dedicated work of its volunteers at branches around the UK and its close relationships with a number of partners. This has helped the BA lead the way, in particular with projects to involve black and minority ethnic groups in dialogue and to support the wider science communication community through the annual science communication conference and a national programme of working lunches.

As research has shown, there is genuine public interest in science and a desire to engage with scientists. As the BA moves into 2005/6, it must ensure that both it and other organisations do not ignore this desire. Public support is crucial if science is to advance, and in an age where scientific progress moves on ever more rapidly, never before has the work of the BA been so essential.

Professor Robert Winston
President, the BA (2004-5)



Engaging and inspiring the public in science and technology

The BA in the twenty-first century

Opinions as to what science and technology's roles in society are have changed through time. Indeed, many different interest groups hold varying ideas about science's responsibility. The BA continues to act as a bridge between the scientific community and the public.

In 1831, when the British Association was founded with the objective of 'advancing science', science itself was seen as a set of incorruptible truths, independent of values and ideology. It was something to be learnt and understood by the British public, something that scientists and science communicators had to explain and teach. This position led to the oft-quoted phrase 'public understanding of science'.

EDUCATION + INSPIRATION = MOTIVATION
CONNECTING SCIENTISTS TO THE PUBLIC

— CULTIVATING FUTURE SCIENTISTS —
— SCIENTISTS + SOCIETY = ADVANCING SCIENCE —

A SHIFT IN PERSPECTIVE

The notion that science was separate from society soon began to change. As scientists became caught up in controversies such as the BSE scare or genetically-modified crops, voices began to call for science to become more accountable. The public should become involved in science, and play an active role in decision-making. Science should no longer be a monologue delivered by an expert to an attentive public, but should become a dialogue. The term 'public engagement in science' was born.

Yet this very phrase begs more questions than it answers. What does 'public engagement' actually mean? What type of dialogue should we aim for? And, when so many third parties such as funding organisations, industry and the government are closely involved in science, how can even the most constructive criticism of scientific methods avoid seeming unsupportive?

“We worked with the BA to explore what language we should use when discussing the science which underpins cognitive systems, both living and artificial. The approach they took was professional and innovative, providing new and important insights into how best to engage the public in discussions in this fast-moving area of science and clear guidance on the language which would make debate accessible and open.” Foresight, Office of Science and Technology



PUBLIC INVOLVEMENT

A recent development illustrates the difficult issues involved. The science communication community has been calling for the public to be involved 'upstream' of decision-making. Yet some members of the scientific community are wary of interference from lay communities, even putting forward the alarmist argument that this will lead to the public voting about what should be done in an individual laboratory or by an individual scientist.

Meanwhile, a recent OST/MORI survey on public attitudes to science shows that there is a demand for public engagement with science. Released during National Science Week, the figures make for interesting reading. 74% of people want to hear about potential scientific developments before they happen, 81% wish to be consulted on decisions about scientific developments, and 51% would welcome the chance to take part in a national debate on science-related issues. It is against this background that the BA is working to promote openness about science in society. We aim to engage and inspire adults and young people. This objective underpins everything we do, from the flagship BA Festival of Science and National Science Week, which we coordinate, through to our award schemes for young people and our innovative Science in Society programme.

We believe that our initiatives will help to nurture mutual understanding and trust, creating a positive social climate where science can progress with public support.

The BA Festival of Science

Building on a strong tradition

If you've attended a BA Festival of Science, you'll know the excitement of hearing a top scientist revealing his or her research in public for the first time. Or the equally exciting moment of opening up the newspaper the next day and seeing it reported as groundbreaking news. The BA Festival is an excellent way of engaging the public with science and technology, and bringing cutting-edge issues to the fore.

The BA Festival of Science developed out of the annual meetings of the British Association. Over the years the Festival has played a crucial part in scientific development. Richard Owen coined the word 'dinosaur' in the report of the 1841 meeting. In 1899, JJ Thomson announced that he had discovered the electron. The Festival also witnessed the famous debate between Huxley and Wilberforce over Darwin's then controversial theory of evolution.



PUTTING PEOPLE AT THE HEART OF THE FESTIVAL

Cutting-edge science is still very much in evidence at today's Festival. From climate change to genetics, from obesity to astrophysics, up-to-the-minute issues are discussed and debated, with a fair share of scientific controversies too. But in keeping with the whole ethos of the BA, we have put people at its heart.

Take last year's Festival, held at Exeter University, where we introduced some exciting new developments to make the Festival more accessible. Instead of expecting the public to come to us, we reached out to them, holding a number of events in the heart of the city of Exeter. We took our Festival out to Exeter's theatres, galleries, bars, shopping centres, even a local Exeter City FC game. The programme reached ever-wider audiences. For instance, inmates at the local prison met birds of prey, while Professor Robert Winston engaged very young minds at the local SureStart nursery.

2004 also brought us 'the responsibility of being a scientist' as a central theme. Chosen by the President of the BA, Dame Julia Higgins, this theme echoed through the programme. We challenged scientists to reflect on the implications of their work in talks, debates and discussions. The theme of responsibility was also implicit in our search for the UK's favourite screen scientists, run in collaboration with the BBC's Cult website. Over 40,000 people voted, choosing the somewhat less-than-responsible Muppet scientists Beaker and Dr Honeydew!



DIFFERENCE
COMMITMENT =
UNDERSTANDING
& DEDICATION =



ENCOURAGING NEW SCIENTISTS

Every year at the Festival, we aim to nurture up-and-coming scientists through a number of initiatives. The poster competition '*perspectives*' encourages young researchers to explore the social and ethical implications of their work. Last year's winner was Alexis Vlandas from Oxford University, who tackled nanotechnology by focusing on his concerns over military funding of R&D. The Festival's Award Lectures also reward outstanding young science communicators who highlight the impact of their research on society. Last year's winners included Professor Mark Griffiths, who covered the psychology of gambling, and Zoe Adams, whose research into maggot growth helps police in murder investigations.

The Festival also allows us to reach thousands of young people. Children are encouraged to visit hands-on workshops, while teenagers can meet scientists face-to-face in the BACKchat sessions to discuss scientific progress.

"Our support of the Young People's programme at the BA Festival of Science allows young people to experience the excitement of science outside the classroom & to engage with real scientists."

Kay Roberts, Manager,
Education Programmes, GlaxoSmithKline

The impact of the Festival is clear from the level of media coverage. In 2004, stories featured in 15 national newspapers, from the *Daily Telegraph* to the *Daily Sport* and also on TV and radio. BBC, ITV and Sky News all reported from the Festival and even BBC Radio 2's *Terry Wogan Show* gave it a mention. In fact, with stories featuring methane on Mars, decomposing pigs, air pollution and climate change, 2004 saw the highest overall amount of national and international TV and radio since our records began.

National Science Week

Encouraging events and debate across the UK

Winner, adult category, universe competition

I ONCE SAW EINSTEIN ON A TRAIN
By Gordon Judge, Horsham, Sussex

*I once saw Einstein on a train
Which whistled past our station.
"Your clock ticks much too slow," I yelled.
"Ach, nein. That's time dilation."*

*"I'm travelling near the speed of light.
When I glance back at you,
It looks like your clock is running slow:
It's crazy but it's true!"*

*Herr Einstein wasn't looking well,
He really looked quite thin.
He must have heard: "Nein, nein," he cried,
And flashed the Einstein grin:*

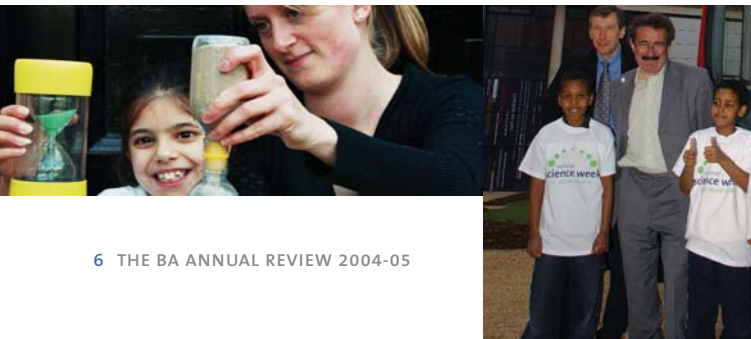
*"A metre rule along my train
Is shorted by its speed, too;
That's why I think I haven't changed.
A ruler can't mislead you!*

*"But even so, I must admit
I find it hard to move.
I have a theory why that is,
Which, one day, I will prove:*

*"When moving near the speed of light,
You need more energy
To shift a mass from here to there
Than when at rest, you see.*

*"All matter in the universe,"
The physicist declared,
"Holds energy whose magnitude
Is shown by mc^2 .*

*"When I return, I'll stop the train
And you will learn the truth:
I've found the key to time and space,
And to eternal youth!"*





From events held at the National Maritime Museum in Greenwich to chimp talk in Edinburgh, from cloning the perfect blonde in Wales to space detectives in Northern Ireland, last year's National Science Week inspired a huge number of people across the UK to hold events and raise the profile of science.

AN IMPORTANT CENTENARY

In 1905 Albert Einstein had his annus mirabilis, producing three of the most influential papers on physics ever. To mark the centenary of that groundbreaking year, the Institute of Physics, one of the BA's many partners, launched Einstein Year.

The BA's own celebration of science could not overlook this momentous occasion. We worked with the Institute of Physics to develop a special resource for our National Science Week. People could visit the BA website to download a challenge pack of activities to help them celebrate their own 'Einstein Birthday Party'. The pack was such a success that it became our most downloaded resource, helping us attract more than 100,000 visitors to our website during March.



THE NATIONAL POETRY COMPETITION

As part of National Science Week we also ran a highly successful poetry competition, 'universe'. The competition was themed around time, space and energy. Over 2,000 people of all ages submitted a poem, and we received celebrity contributions from author Terry Pratchett, astronomer Sir Patrick Moore and Muppet scientists Beaker and Dr Honeydew. You can read the winning entries on our website at www.the-ba.net/universe

The winning adult, Gordon Judge, had the honour of reading his poem out on the BBC's Today programme.

HARD WORK AND DEDICATION

Of course, National Science Week would not be possible without the dedication of hundreds of volunteers, who helped organise over 1,500 events across the country. The actual number of events that took place is probably even larger as many schools hosted their own celebrations. During the week itself the national media helped us raise the profile of science, with features on *Blue Peter*, ITV's *The Paul O'Grady Show* and BBC Radio 2's *Steve Wright in the Afternoon*.

As National Science Week matures, we are working to encourage even more people to organise events exploring scientific issues. It is reassuring to see that more and more debates and discursive events are being held alongside the fun and activity of science workshops. After all, as National Science Week aims to celebrate science's place in society, it is fitting that we explore all aspects of its role.

The BA Young People's Programme

Inspiring the groundbreaking scientists of tomorrow

Through the BA awards schemes and our work with young people and their teachers, we are working to ensure that tens of thousands of young people will leave school feeling they want to - and are able to - engage with science.

BA CREST AWARDS

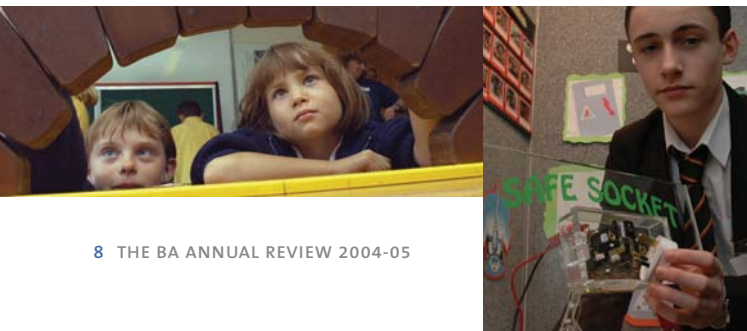
In May 2005, Gurjit Singh Sidhu, 17, from Dundee, represented the UK in the Intel International Science and Engineering Fair, a highly-prestigious event in the US attended by thousands of young people from around the world. Gurjit was awarded a place at the fair after impressing judges at the BA CREST Science Fair in London, in February, with his project testing equipment to measure the dose of radiation that cancer cells received during radiotherapy.

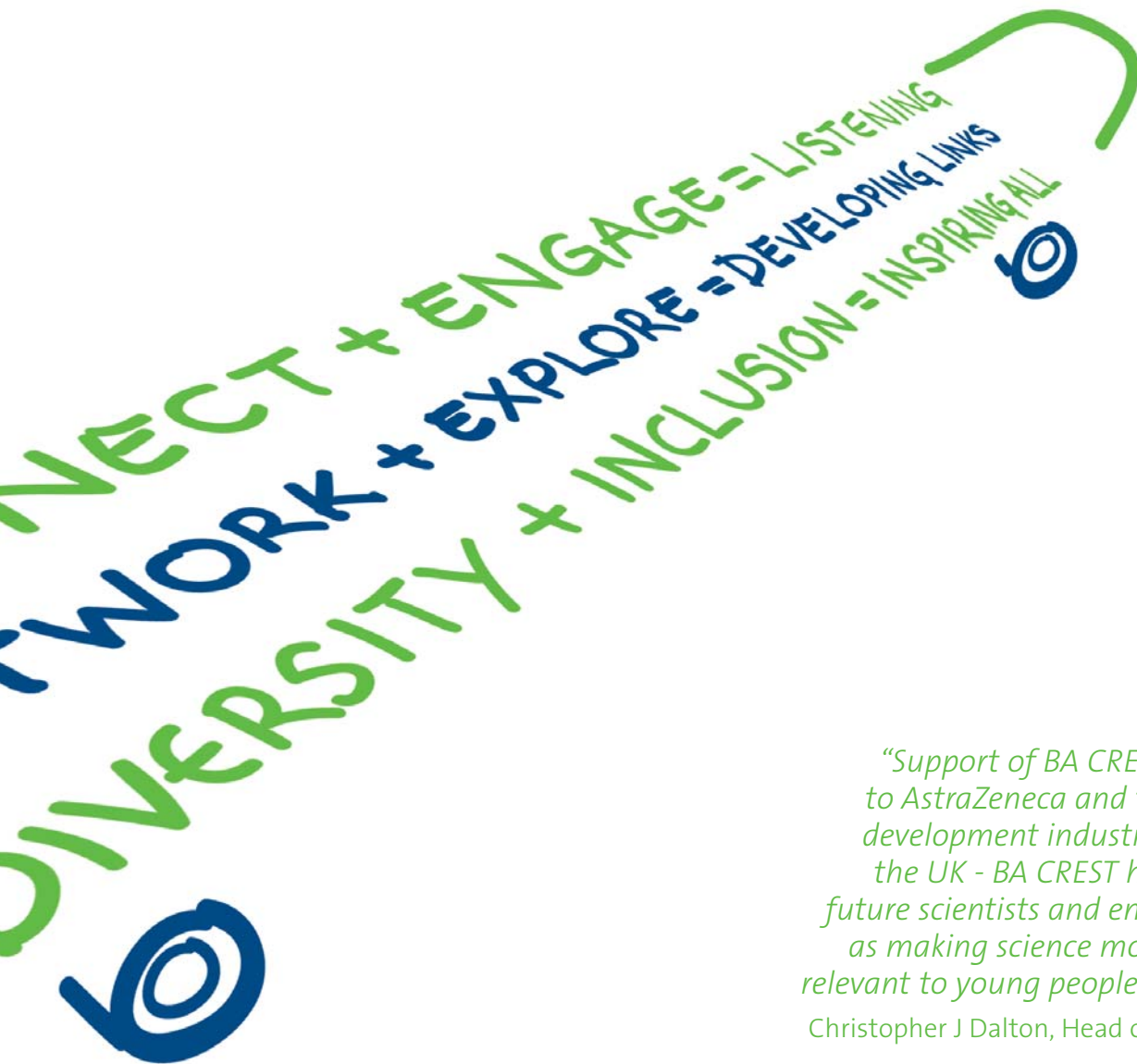
Gurjit is typical of the many students who participate in the BA CREST Science Fair, a bright, dedicated and enthusiastic student

with a flair for science and for communicating his work to a wider audience. The Fair aims to nurture the young scientists of the future, inspiring them and their schoolmates to pursue a career in science. A number of students each year attend fairs around the world (this year also in Moscow and Stockholm) and other students are awarded prizes to fund further studies for them for their school's science department.

Most of the students are selected for the Fair through their involvement in the BA CREST Awards, (CREativity in Science and Technology), and in particular winning regional finals. CREST is a project-based accreditation scheme, aimed at bringing science and technology alive, working with mentors in industry, universities or, in Gurjit's case, the health sector.

During 2004, the BA has developed a new range of resources for the CREST Awards. Our website now contains an in-depth section on CREST, with hundreds of project ideas to inspire students to take up research. Available at www.the-ba.net/crest the site begins by posing a simple 'Have you ever wondered...' question, encouraging students to reflect, hypothesise and develop a project to answer the question. It's a simple and effective way to develop students' creativity and investigative skills.





"Support of BA CREST is important to AstraZeneca and to research and development industries throughout the UK - BA CREST helps to nurture future scientists and engineers, as well as making science more exciting and relevant to young people of all abilities."

Christopher J Dalton, Head of External Affairs,
AstraZeneca UK



TAKING SCIENCE TO THE PRIMARY SCHOOLS

As the BA's remit is to encourage public engagement with science, we must work towards empowering citizens to understand the implications of science and technology. To be truly effective this must begin at an early age. The earlier we reach young people, the better equipped they will be to engage with science as active citizens.

Consequently, we provide a number of resources to foster an interest in science in younger children. Open to 4 to 7 year olds, the BA First Investigators Awards take children through basic science investigations that are fun and enjoyable. Older primary school children can take part in Young Investigators, developing their skills through more open-ended investigations. Last year, over 30,000 children got involved in Young Investigators. The BA is now working to combine and develop these two Investigators Awards into the CREST scheme.

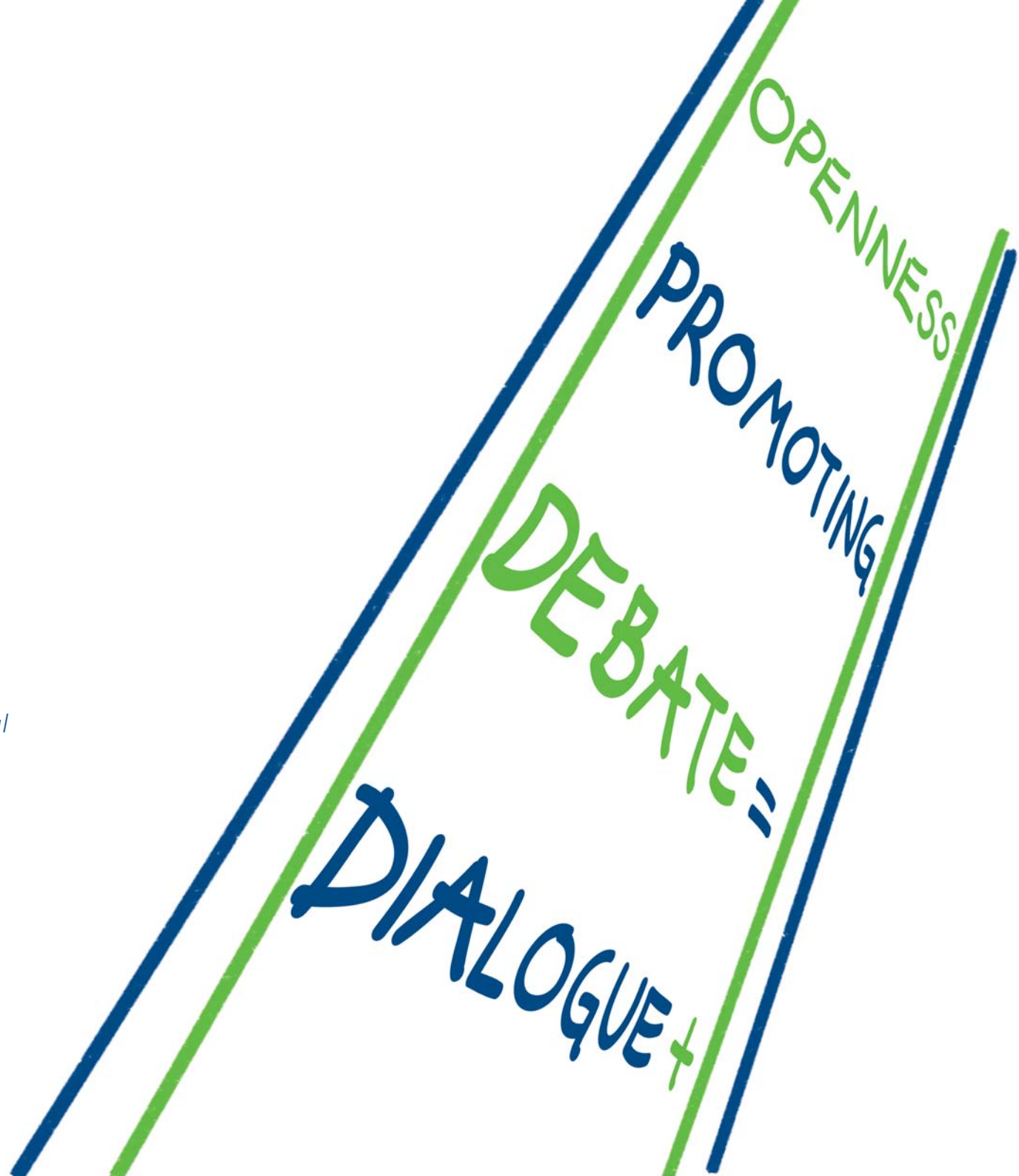
Looking beyond the CREST schemes, the BA continues to run BA Science Communicators Awards to promote communication skills in science. Science Communicators encourages students to express themselves about science through news articles, poetry and drama. By communicating the relevant issues in an informed and confident way, they will also develop a broader understanding of the role of science and technology in today's society.

Science in Society

*Working in partnerships
to stimulate debate*

As the BA aims to be at the forefront of public engagement, the Science in Society agenda influences every aspect of our work, from inspiring young people during National Science Week, to challenging scientists at the BA Festival. Our Science in Society team not only leads the field but is at the heart of our organisation.

In 2005, the BA organised the fourth science communication conference in partnership with the Royal Society. The conference explored the theme of Strategic Partnerships and highlighted the need to share expertise to drive the Science in Society agenda forward. The BA's strength in public engagement and dialogue is gained through working in partnerships like this.





DIALOGUE IN NANOTECHNOLOGY

The BA understands how crucial it is for scientists and society to engage in dialogue early on in the research process. This is particularly pertinent in the emerging field of nanotechnology, or technology at the molecular scale. Following lessons learnt from GM Nation when dialogue with the public happened too late, many organisations are calling for early dialogue on nanotechnology between all interested parties including scientists, policy makers and the public.

In response, the BA has joined forces with a number of partners, including ecsite-uk and the Royal Institution, to set up the Small Talk initiative. The project aims to explore the aspirations and concerns of scientists and the public over nanotechnology. By linking a range of existing activities across the UK we hope to help the science community, science communicators and policy makers learn more about people's views on nanotechnology.

FINDING A COMMON LANGUAGE

During 2004 we worked with the Office of Science & Technology's Foresight Programme to look at how the emerging technology of cognitive systems should be communicated to non-scientists. This project was known as Finding Common Language, and found that scientists and non-scientists shared similar concerns and raised the same questions about who controlled the technology, what would our dependence on it be, how would it affect the individual and society as a whole and who would have access to it.

"Our relationship with the BA is extremely valuable to us. By supporting programmes such as CREST and Perspectives we work with the BA to increase public engagement with Science and Technology at all ages and across all sectors of the population."

Dominic McDonald, Portfolio Manager, Research Councils UK

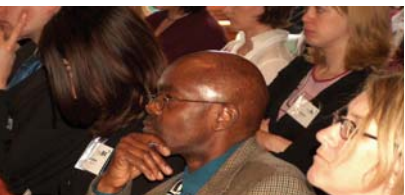
INCLUSIVE FOR ALL

Black and minority ethnic (BME) groups often feel excluded from debate about science and technology. Consequently we joined together with the African-Caribbean Network for Science & Technology in 2004 to launch a new project. Delivering Inclusion in Science Communication (DISC) works with BME and science communication groups to identify the key barriers to engagement and facilitate partnership work to enable greater participation in science.

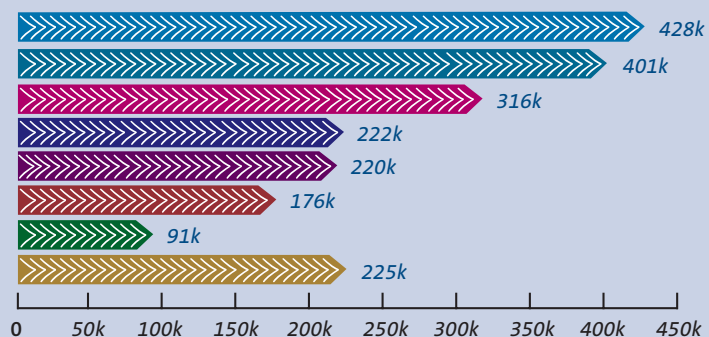
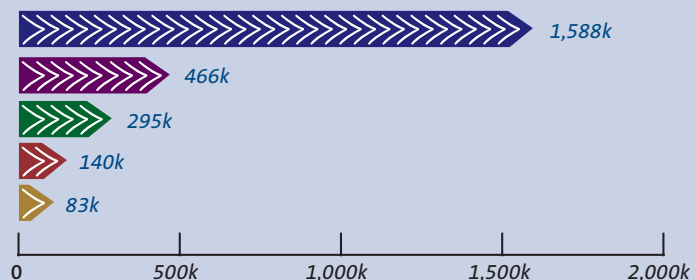
DISC is now entering a new phase of development. Ethnic minority and science communication groups will soon come together to network, share ideas and develop partnerships.

Alongside these innovative projects, the BA's Science in Society team has continued to develop existing programmes. For instance, the Media Fellowship scheme gives practising scientists and engineers the chance to spend time with the media, discovering how it works and taking their experiences back to the workplace. In fact, as a direct result of his placement in 2004, Barnaby Smith, from NERC's Centre for Ecology and Hydrology, is currently helping establish a press office at his institution.

We have come a long way since 1831, when the BA was first formed. We believe that the BA is still uniquely positioned to work for the advancement of science, while today we also enjoy excellent public support and true public engagement.



Summary of Financial Activities – 2004



INCOMING RESOURCES

- » Grants
- » Sponsorship
- » Events & Donations
- » Subscriptions
- » Other income

	Unrestricted funds £k	Restricted funds £k	Total 2004 £k	Total 2003 £k
Grants	1,130	458	1,588	1,656
Sponsorship	-	466	466	506
Events & Donations	294	1	295	170
Subscriptions	140	-	140	218
Other income	59	24	83	150
Total	1,623	949	2,572	2,700

RESOURCES EXPENDED (CHARITABLE)

- » Festival of Science
- » Branches, Membership and Regional Support
- » CREST
- » Other activities
- » National Science Week
- » Science Communication Initiatives
- » Young People's Programme
- » Activity support costs

	Unrestricted funds £k	Restricted funds £k	Total 2004 £k	Total 2003 £k
Festival of Science	-	428	428	396
Branches, Membership and Regional Support	377	24	401	468
CREST	-	316	316	346
Other activities	-	222	222	204
National Science Week	-	220	220	127
Science Communication Initiatives	-	176	176	161
Young People's Programme	-	91	91	246
Activity support costs	225	-	225	305
Total Charitable Expenditure	602	1,477	2,079	2,253

Resources expended (cont'd)

	Unrestricted funds £k	Restricted funds £k	Total 2004 £k	Total 2003 £k
MANAGEMENT, ADMINISTRATION & FUNDRAISING:				
Fundraising, marketing and public relations	280	-	280	126
Planning and control	220	-	220	236
Relocation & equipping new head office	-	-	-	100
Total resources expended	1,102	1,477	2,579	2,715
Net (outgoing)/incoming resources before transfers	521	(528)	(7)	(15)
Transfer between funds	(514)	514	-	-
Net (outgoing)/incoming resources	7	(14)	(7)	(15)
Net Gains/(Losses) on investment assets	31	-	31	55
Net movement in funds	38	(14)	24	40
Balances brought forward at 1.1.04	670	18	688	648
Balances carried forward at 31.12.04	708	4	712	688

SUMMARY BALANCE SHEET AS AT 31 DECEMBER 2004

Fixed assets			595	559
Current assets			802	709
Liabilities			(685)	(580)
Net current assets			117	129
Total assets less current liabilities			712	688
Restricted funds			4	18
Unrestricted funds			708	670
Total funds			712	688

INDEPENDENT AUDITORS' STATEMENT TO THE TRUSTEES OF THE BRITISH ASSOCIATION FOR THE ADVANCEMENT OF SCIENCE

We have examined the summarised financial statement comprising the summary statement of financial activities and balance sheet set on pages 12 and 13.

RESPECTIVE RESPONSIBILITIES OF TRUSTEES AND AUDITORS

The trustees are responsible for preparing the summarised financial statements in accordance with the recommendations of the charities SORP.

Our responsibility is to report to you our opinion on the consistency of the summarised financial statements with the full financial statements, on which we reported to you on 12 March 2005 and Annual Report.

We also read the other information contained in the summarised annual report and consider the implications for our report if we become aware of any apparent misstatements or material inconsistencies with the summarised financial statements.

BASIS OF OPINION

We conducted our audit in accordance with Bulletin 1999/6 "The auditors' statement on the summary financial statement" issued by the Auditing Practices Board for use in the United Kingdom.

OPINION

In our opinion the summarised financial statements are consistent with the full financial statements and the Annual Report of the British Association for the Advancement of Science for the year ended 31 December 2004.

Baker Tilly, Registered Auditor
Chartered Accountants
2 Bloomsbury Street, London WC1B 3ST

Date: 12 March 2005

BA Council

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President Professor Robert Winston

President-elect Frances Cairncross

Ex-President Dame Julia Higgins

Treasurer Professor William Gosling

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Appointed by the Student Group Mr Joe Bailey

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Dr Jim Al-Khalili (Members)

Professor Arthur Allison (Members)

Dr Anne-Maria Brennan (Sections)

Dr Neville Evans (Members)

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Dr Alun Jones (Members)

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Cardiff University

CCLRC

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ESCITE UK

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European Association for Planned Giving

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Institution of Electrical Engineers

John Innes Centre

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Marine Biological Association of the UK

N I A C E

National Union of Teachers

Natural Environment Research Council

NESTA

NIREX

Nottingham Trent University

Novartis UK

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Our Dynamic Earth

Oxford University Begbroke Science Park

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Satrosphere

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SETPPOINT Scotland North

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Society for General Microbiology

South West Regional Development Agency

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Teacher Training Agency

Techniquist

Teesside University

Thames Water

The Biochemical Society

The British Computer Society

The Chartered Institute Of Patent Agents

The Engineering and Technology Board

The Geological Society

The Institute of Measurement & Control

The Look Out Discovery Centre

The Macaulay Institute

The Met Office

The Natural History Museum

The Oxford Trust

The Palaeontological Association

The Physiological Society

The Robert Gordon University

The Rowett Research Institute

The Royal College of Physicians

The Royal Society

The Royal Society of Edinburgh

The University of Bath

The University of Manchester

The University of Nottingham

The University of York

The Wellcome Trust

Thinktank Trust; The Birmingham Museum

UK Resource Centre for Women in SET

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University of Wales, Aberystwyth

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W5

York St John College

Membership list as of 26/7/05

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