I was honoured to become President of the British Science Association in September 2015. It is a role that some of the most famous names in science have filled in the past and I am delighted to be involved in helping to shape the direction of an organisation that has had such a big impact on science’s role in society in the UK over the past 180 years.

2015 saw the start of the new vision for the organisation. Following an extensive strategic review led by the Chief Executive, Imran Khan, the organisation has established its new mission and has put much of that plan into motion already.

As we look ahead to 2016, it is so encouraging to see all of the changes the BSA has made in the past twelve months:

• The refreshed and refocussed British Science Festival took place in Bradford, where I gave my Presidential Address, with a programme that celebrated cutting edge research and the intersection between science and society;

• The start of a hugely successful new programme, Future Debates, giving people the opportunity to debate and discuss the impact of how advancing new technologies and research will affect their lives. In the 2015 series, over 20 events were held across the country in local communities; and

• The early development of a new teacher-focussed digital platform that will allow educators from across the UK to not only register their students for the CREST Awards, but also enable them to search resources and ideas to help them support their students’ hands-on practical science investigations.

I believe that understanding the ‘how’ of the way science gets done is greatly helped by getting one’s own hands dirty at the bench (or equivalent): whether that be through practical work in the classroom, through extra-curricular initiatives like the BSA’s CREST Awards, or being given the opportunity to ask probing questions of us here on the front line of science. The BSA is well placed to act as the initiator and facilitator of those important interactions.

I am looking forward to working with the organisation to help it achieve its vital ambition of making science a more fundamental part of culture and society.

Professor Dame Athene Donald
President of the British Science Association 2015/16
2015 was a milestone year for the British Science Association, seeing us implement a new vision and mission for the organisation. This involved refreshing and refocusing some of our well-established programmes, as well as starting new ones, and thinking about how best we deliver our strategic objectives, reach our target audiences and measure the impact of our work.

We have created new opportunities for the organisation and its supporters to have more of a voice in the national debate: whether through our policy work – such as the pre-General Election Science Matters campaign, thought leadership – with our first essay collection, or by encouraging discussion – at a series of stakeholder and member events.

Crucially, we have provided more opportunities for the public – particularly those who would not usually self-identify as interested in science – to see that science is something for them and not as ‘just’ a subject to be left behind when you leave school, or something people do in labs. Examples of this include our new Future Debates programme, our community grants programme, and partnerships with a range of organisations from One Dance UK, Lloyd’s Register Foundation to Tetley Tea.

Alongside this, we continued to increase the reach and raise the profile of our established programme brands: the British Science Festival, British Science Week and the CREST Awards.

We introduced three new Vice President positions to be figureheads for each of the three main areas of our work: Deborah Bull as VP for Cultural Development, Professor Louise Archer as VP for Education and Matt Locke as VP for Engagement. We were delighted to welcome them all to Council in the autumn and look forward to their input into our work as we move into 2016 and beyond.

We could not deliver any of the successes and achievements that are explored on the next few pages without the support of all our funders, partners, members and volunteers. Thank you so much to all of you for your invaluable contribution to our work.

Rt Hon the Lord David Willetts
Chair of the British Science Association
OUR IMPACT IN 2015

Website visitors

329,926 visitors across the BSA’s websites

Media coverage

3,823 pieces of coverage in 2015, which includes 66 opinion led pieces about the BSA and its programmes

Social media

Twitter followers on all BSA accounts: 60,000

Likes on BSA Facebook channels: 12,361

Subscribers on LinkedIn: 4,110

Views of BSA YouTube videos: 9,898
Participants in BSA activities

- **40,000** Students involved in Demo Day during British Science Week
- **60** Journalists and media engaged at the British Science Festival
- **2,000** CREST teachers and volunteers
- **134,151** Total audience for all BSA activities
- **2,587** British Science Week event organisers
- **12,000** Citizen science participants
- **1,326** Scientists and speakers at regional branch events

Total audience for all BSA activities

- **768,339** British Science Week event attendees
- **973,188** Total audience for all BSA activities
- **43,367** BSA Branch event attendees
- **13,700** Science in the City audience
- **19,700** British Science Festival event attendees

Please note, there are figures not shown here from other projects, this is not representative of all our work.
EDUCATION: A LICENCE TO EXPLORE

Our Education team delivers a range of inspirational projects designed to help young people feel more comfortable and confident with science. We work closely with teachers from all backgrounds, as well as other education specialists, organisations and youth groups to foster a generation of young people that actively engage with science in their lives, and don’t see it as ‘just’ a school subject.
CREST Awards

The CREST Awards is the BSA’s flagship education programme. It offers 5-19 year olds opportunities to run their own investigation projects in a range of disciplines. CREST is delivered in schools, youth groups and at home, and shows young people what being a scientist is like by encouraging them to find the answers to their own questions.

In 2015, almost 50,000 young people participated in a CREST Award either in Primary School, or at Discovery, Bronze, Silver and Gold level.

CREST is the only nationally recognised accreditation scheme for project work in science, technology, engineering and mathematics (STEM) subjects.

University applicants are encouraged to include their CREST Award in their UCAS personal statement and young people completing a Duke of Edinburgh Award can use the CREST Award as part of their Skills section.

In 2016, we will be publishing a new piece of research undertaken by a group of government economists, which has shown that students who have completed a CREST Silver Award achieved half a grade higher in their STEM GCSEs and were more likely to choose a STEM subject at AS level. This research has been facilitated by Pro Bono Economics.

In 2016, we will be starting the development of a new digital platform that will offer teachers for the first time the ability to register their students online, and will also give them access to the full set of resources and project ideas in an easy-to-use searchable database. The platform is due for release in the autumn of 2016, to coincide with the start of CREST’s 30th anniversary year.

National Science + Engineering Competition

Open to all 11-18 year olds living in the UK and in full-time education, the National Science + Engineering Competition recognises and rewards young people’s achievements in STEM project work.

The Competition is run in partnership with Engineering UK and is funded by the Department for Business, Innovation and Skills. The National Finals are held each year at The Big Bang Fair, which in 2015 took place at the NEC in March.

The UK Young Scientist of Year 2015, Sarah Sobka, wowed the judges with her fantastic research project investigating how Lubiprostone, a drug used to treat irritable bowel syndrome, affects patients with cystic fibrosis. The UK Young Engineer of the Year, Colum McNally, took the title after designing and building the agrihammer – a machine that dramatically reduced the risk to farmers when constructing new fencing.

British Science Week

A ten-day programme of grassroots activities and events, British Science Week is the largest national celebration of science, technology, engineering and maths for people of all ages.

With thousands of events happening nationwide, our education team work closely with teachers across the UK to provide them with ideas, quizzes, activities and demonstrations to bring their classrooms alive with science during the Week.

2015 saw over 1,200 registered events in schools and colleges, and more than 56,000 young people participating in competitions and other activities, such as Demo Day, an annual campaign encouraging secondary school teachers and technicians to show students the exciting world of science experiments.

Making Science Real in Schools

Working with the British Council, the Education team are the UK partner in the Making Science Real in Schools (MARCH) European education project. Bringing together nine partners from seven countries, the project allows educationalists from across Europe to collaborate and share ideas to better inform best practise for all. In 2016, we will be hosting a major conference here in the UK for all of the international partners.

In 2015, 546,025 hrs were spent on practical hands-on science in secondary schools through our CREST programme.

In other words if all the CREST projects in 2015 did their projects one after the other, starting in January 2015, without any gaps, 24 hours a day, they would have finished all their project work in 2077!

51% of those were awarded to girls.

In 2015, almost 50,000 young people participated in a CREST Award either in Primary School, or at Discovery, Bronze, Silver and Gold level.
ENGAGEMENT: CREATIVITY CAN BRING SCIENCE OUT OF ITS SILO

Our Engagement team is responsible for the expansion and growth of the BSA’s public-facing programmes and events. We produce a range of national and regional activities – working alongside our group of dedicated volunteers, local partners and supporters – that aim to grow and diversify the community of people who are interested in and involved with science.
British Science Week

British Science Week is the UK’s largest grassroots national campaign celebrating science, technology, engineering and maths. Over ten days each March, thousands of fascinating, entertaining and engaging events and activities take place in community spaces and public places for people of all ages.

Our Engagement team produces the national and public-focused programme for the Week, including citizen science partnerships and collaborations with organisations from across different sectors.

We successfully piloted a grant scheme for community groups in 2014, which for the first time allowed us to fund and support local groups to put on activities during British Science Week. We worked with 50 community organisations in total, including The African Caribbean Parents’ Forum, Muslim Women Centres and a number of coding clubs for girls, to name just a few. In 2016, we are looking forward to expanding the scheme as well as using the Week to pilot new types of event, so that we can reach even more people, in particular those who would not usually self-identify as being interested in science.

UK Science Festivals Network

The UK Science Festivals Network serves to unite, celebrate and develop science festivals in the UK. By building relationships with other sectors, the Network aims to drive attendance and innovation for all of its members and to help share and collaborate with other science festivals where possible.

In late 2014, we took over the administration of the Network, and have been raising the national profile of science festivals across the UK as well as helping the whole Network share best practice.

New programmes

2015 saw the advent of several new programmes, including Future Debates, and Science in the City – a collaboration with the Royal Society of Chemistry and the UK Science Festivals Network to reach audiences who aren’t currently engaged with their local science festival but have the potential to do so in the future. We also piloted Problem Attic, a new type of event where researchers talk to the audience about an area of their work that they feel needs new ideas and fresh thinking.

British Science Festival

As Europe’s longest-standing national science event, the British Science Festival has a long history of bringing the world’s leading academics to a different city in the UK each year.

In 2015, the British Science Festival went under a refresh – both in content and audience-focus. We are keen to continue the advancement of the best in public engagement and science communication, and so delivered a new-look Festival, focusing on an audience of non-specialist adults with a broad interest in science.

This new approach to the Festival came out of the BSA’s new vision: to position science at the heart of our culture and society. We wanted to celebrate the importance and societal impact of science and to encourage more people to engage with and enjoy science.

The Festival featured world-leading academics from the University of Bradford, the BSA’s 17 scientific sections, and other institutions and organisations across the UK.

We also created two new Award Lecture categories: the Daphne Oram Award Lecture for digital innovation and the Jabob Bronowski Award Lecture, launched in partnership with the Victoria and Albert Museum (V&A), in order to celebrate cutting-edge work at the interface between the arts and sciences. These new awards were added to our prestigious roster, to mark the BSA’s new vision, and to further the organisation’s rich history of championing cross-disciplinary discussion and debate, which were delivered for the first time at the 2015 Festival.

71% of people surveyed who were disengaged with science reported that they were more interested in science after attending a BSA event.*

*Event attendees from British Science Week 2015, the British Science Festival 2015 and the Future Debates 2015, who said they were ‘not interested’ or ‘receptive but not engaged’ in science before attending the BSA event, reported that they were ‘a bit more interested’ or ‘much more interested’ in science after attending the event.
The Cultural Development team’s work includes research, policy, campaigns, and thought leadership, as well as activities for professional audiences such as science communication and public engagement professionals. The team works with business leaders, opinion formers, policy makers and commentators across different sectors of industry and public life from business to the arts.
Media Fellowships
One of the British Science Association’s long-established programmes, the Media Fellowships scheme aims to break down barriers between scientists and journalists. The scheme has been running for nearly 30 years, and has placed over 250 researchers, technicians, doctors and engineers at media outlets across the UK. In 2015, we placed 11 scientists and engineers within media organisations – for the first time including non-science hosts; Fellows were placed at BBC Breakfast, the Londonist and the Daily Mirror in addition to placements with the science desks at major daily broadsheets and BBC Radio Science.

Science Communication
The BSA has run an annual Science Communication Conference for over a decade. The 2015 conference, held in Manchester, was an extremely successful event, with approximately 400 delegates. The Conference brought together delegates from a range of backgrounds and experience levels to debate and discuss best practice in science communication.

87% of the delegates agreed that the Conference had exceeded or met their expectations.

In 2016, we will be moving away from one annual conference for all and developing a range of events, training and networking opportunities for science communication professionals at different stages for their careers to better reflect the needs of the community.

Science Matters
The BSA believes that science affects everyone and that it is important for more people, not just scientists, to have the opportunity to take part in the national science conversation.

Ahead of the 2015 General Election, our ‘Science Matters’ initiative involved a series of interviews with science spokespeople from the major political parties asking them about the issues that matter to people and how they would involve the public in debates about advances in science and technology that affect our daily lives.

By the end of May 2015, the interviews had been viewed over 4,000 times on the BSA’s YouTube channel.

Not just for scientists: a new campaign
In autumn 2015, we launched a new, thought leadership campaign that seeks to bring the BSA’s vision – of a world where science is a fundamental part of society and culture – to life through ideas, discussion and collaboration.

The first stage of the campaign saw the publication of a collection of essays, which included contributions from the BSA’s Chief Executive, Imran Khan; newly appointed Chair, Lord David Willetts; and current President, Professor Dame Athene Donald. There were also essays by figures including economist Dame Frances Cairncross; scientist in residence at the Rambert, Professor Nicky Clayton; and Matt Locke, founder of Storythings. We also released an animation exploring what the term ‘science’ means to the BSA.

2016 will see more developments in the campaign as we seek to involve more people to have their say about how we make the BSA’s vision a reality.
We are incredibly grateful for the hard work and commitment shown by our fantastic network of volunteers. From running events in their communities, advising the development of our programmes and speaking about our vision at a grassroots level, we could not achieve all that we have done without them.

Scientific sections
Our 17 scientific sections are comprised of volunteers from academia and industry covering all areas of STEM. They are integral to the British Science Festival programme, curating a quarter of the event content each year, as well as advising us on the latest developments in their own fields and on ways we can improve our programmes.

The sections and their recorders are:
- Agriculture and Food - Nicola Stock
- Archaeology and Anthropology - Fiona Coward
- Biological Sciences - Penny Fletcher
- Chemistry - Sharon George
- Economics - David Dickinson
- Education - Richard Churches
- Engineering - Radu Sporea
- General - Susan Watt and Anne-Maria Brennan
- Geography - Richard Waller
- Geology - Jo Wright
- History of Science - Fern Elsdon-Baker
- Mathematical Science - Tony Mann
- Medical Science - Andrew Holding
- Physics and Astronomy - Kate Lancaster
- Psychology - Antonia Hamilton
- Science and the Arts - Heather Barnett
- Sociology and Social Policy - Rob Meadows and Emmanuelle Tulle

Branches
Our 30 volunteer-led branches help extend the reach of the BSA’s activities across the UK by working at a grassroots level. Their widespread networks, expertise and creativity help share our vision with a huge group of people around the country. In 2015, our branches held over 630 events between them, involving over 1,000 scientists and reaching an audience of more than 43,000 people.

The branches and their chairs:
- Aberdeen - Heather Doran
- Caithness - Patrick Kieran
- Edinburgh and South East Scotland - John Bradshaw
- Moray and Highlands - Howie Firth
- Tayside and Fife - Brian Kelly
- Glasgow and West Scotland - Martin Hendry
- South Wales - Mike Charter
- North Wales - Rachel Mason
- Belfast - Ruth Kelly
- Derbyshire - Cristina Plant
- Leicestershire - Angela O’Sullivan
- Nottinghamshire - Harriet Allen
- West Midlands - Anita Shervington
- Lancashire - Liz Granger
- Manchester - Amelia Markey
- North and East Yorkshire (Yorkshire Philosophical Society) - Stephen Lusty
- North West - Lorely Wilson
- Newcastle - Louise Niven
- South Yorkshire (Science Brainwaves) - Harriet Knatter
- West Yorkshire - Michelle Akure
- Bristol and Bath - Bob Foster
- Cambridgeshire - Rose Spear
- Central London (Science London) - Holly Rogers
- Hampshire and Isle of Wight - Maricar Jagger
- Hampstead Scientific Society - Doug Daniels
- Oxfordshire - Amanda Coutts
- Plymouth - Jo Torres
- Richmond Scientific Society (Affiliated branch) - David Williams
- Thames Valley - Ceri Brenner

CREST Youth Panel
The CREST Youth Panel is made up of 36 inspirational young people aged 13-19 who are passionate about science. Through their biannual meetings, their voice and input ensures that our projects involving young people are kept relevant and fresh.

CREST Mentors
CREST Mentors are invaluable for the young people undertaking CREST projects and offer a source of practical advice, support and inspiration; in the past year we have had over 7,300 CREST Mentors.

CREST Teacher Advisory Network
The teachers who volunteer as part of our Teacher Advisory Network are an amazing resource, with their feedback and experience we are able to deliver an Award scheme that supports teachers and understands the education and STEM landscape in schools today.
### Income and expenditure

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Income</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Voluntary income</td>
<td>1,259,857</td>
<td>1,725,248</td>
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<tr>
<td>Investment income</td>
<td>20,985</td>
<td>20,302</td>
</tr>
<tr>
<td>Income generated by charitable activities</td>
<td>1,371,684</td>
<td>1,163,048</td>
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<tr>
<td><strong>Total income</strong></td>
<td>2,652,526</td>
<td>2,908,598</td>
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<tr>
<td><strong>Expenditure</strong></td>
<td></td>
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<tr>
<td>Cost of generating voluntary income</td>
<td>370,946</td>
<td>317,151</td>
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<td>Investment management costs</td>
<td>11,655</td>
<td>11,452</td>
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<td>Cost of charitable activities</td>
<td>2,072,219</td>
<td>2,345,360</td>
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<tr>
<td>Governance costs</td>
<td>44,903</td>
<td>56,688</td>
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<td><strong>Total expenditure</strong></td>
<td>2,499,723</td>
<td>2,730,651</td>
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<td>Investment gains</td>
<td>25,474</td>
<td>25,975</td>
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<tr>
<td><strong>Net movement in funds</strong></td>
<td>178,277</td>
<td>203,922</td>
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</table>

### Balance sheet

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets &amp; liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fixed assets</td>
<td>995,270</td>
<td>943,289</td>
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<tr>
<td>Current assets</td>
<td>1,684,950</td>
<td>1,638,797</td>
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<tr>
<td>Current liabilities</td>
<td>(437,085)</td>
<td>(517,228)</td>
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<tr>
<td><strong>Net assets</strong></td>
<td>2,243,135</td>
<td>2,064,858</td>
</tr>
<tr>
<td><strong>Funds</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Restricted</td>
<td>229,880</td>
<td>83,841</td>
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<tr>
<td>Designated funds</td>
<td>1,675,682</td>
<td>1,323,080</td>
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<tr>
<td>Unrestricted</td>
<td>337,573</td>
<td>657,937</td>
</tr>
<tr>
<td><strong>Total funds</strong></td>
<td>2,243,135</td>
<td>2,064,858</td>
</tr>
</tbody>
</table>

### Reporting on summarised financial statements

The information on this page is extracted from the Trustees’ report and annual accounts 2015 which has been audited by Mazars who gave an unqualified audit opinion. The auditors have confirmed to the Trustees that these summarised financial statements are consistent with the full financial statements contained in the Trustees’ report and annual accounts 2015. The Trustees’ report and annual accounts 2015 was approved by the Trustees and signed on their behalf on 30 June 2016. The Trustees’ report and annual accounts 2015 will subsequently be submitted to the Charity Commission and the Registrar of Companies. These summarised financial statements, correct at the time of print, may not contain sufficient information to gain a complete understanding of the financial affairs of the charity. The Trustees’ report and annual accounts 2015 may be downloaded from www.britishscienceassociation.org.
Council 2015/16

Chair
Rt Hon the Lord David Willetts

Treasurer
Valerie Marshall

Vice Presidents
Professor Louise Archer (Education)
Matt Locke (Engagement)
Deborah Bull (Cultural Development)

Elected members
Dr Kerry Leslie (Affiliates)
Dr Tom Crick (Branches)
Professor Brian Ratcliffe (Affiliates)
Suzi Gage (Students)

Appointed members
Andy Richards
Dr Emily Dawson
Dr Steven Hill

The following sit on Council but are not trustees:

President
Professor Dame Athene Donald

Past President
Sir Paul Nurse

President-elect
Professor Dame Nancy Rothwell

General Committee

All Council members also sit on General Committee

Sections
Dr Fern Elsdon Baker
Dr David Shankland
Deborah Cohen

Branches
Victoria Kowalkowski
Dr Steve Cross
Brian Kelly
Rachel Mason
David Thompson

Members
Dr Nigel Eady
Sarah Chick
Olivier Usher

Affiliates
Professor Lorna Dawson
Ben Johnson
Dr Emmanuelle Tulle

Students
Jessica Leigh Jones

Affiliates
The British Science Association is proud to have a strong network of affiliates including universities, companies, research councils and other charities and organisations that share our vision and mission.

Biochemical Society
British Psychological Society
British Society for Immunology
British Sociological Association
Cardiff University
Centre for Life
City of Westminster College
Durham University
Edinburgh Napier University
Geological Society
Graphic Science
John Innes Centre
London Mathematical Society
National Museums Scotland
Natural History Museum
Nutrition Society
Our Dynamic Earth
Physiological Society
RCUK
Royal Academy of Engineering
Society of Professional Engineers
Royal Academy of Engineering
Royal Society of Chemistry
Rubery Owen Charitable Trust
Science Foundation Ireland
Siemens
STFC
The Arts Council
The British Library
The James Hutton Institute
The Open University
The Society of Biology
University College London
University of Aberdeen
University of Abertay, Dundee
University of Bath
University of Birmingham
University of Brighton
University of Huddersfield
University of Leeds
University of Leicester
University of Portsmouth
University of Surrey
University of Westminster
University of York

Supporters
The British Science Association would like to thank the following organisations, companies and trusts for their kind support in 2015:

BBSRC
BP
Chapel Street Studios
Charles Brotherton Trust
Department for Business, Innovation & Skills
EDF Energy
EPSRC
Gatsby Foundation
Google
HSBC
Institute of Physics
International Year of Light
James Beattie Charitable Trust
James Weir Foundation
Lord Austin Trust
MP Futures
Research Councils UK
Royal Academy of Engineering
Royal Society of Chemistry
Rubery Owen Charitable Trust
Science Foundation Ireland
Siemens
STFC
The Arts Council
The Scottish Government
University of Bradford
University of Nottingham
University of Sheffield
Urenco
Wellcome Trust
Welsh Government
Worshipful Company of Horners

Friends
We would also like to thank the following individuals for their continued support of our vision, mission and programmes:

Eric Albone
Sir Walter Bodmer
Roy Hargrave
Bryan Rigby
Dennis Young
Dr Susan Allen
John Bradshaw