

BRITISH SCIENCE FESTIVAL



About the British Science Association

- The BSA is a charity, founded in 1831, established under Royal Charter.
- Our vision is of a world where science is more relevant, representative and connected to society.
- We develop science engagement programmes for audiences underrepresented in, and underserved by, science.
- We deliver our work through education programmes, public facing events and campaigns, grant-making, community led public engagement and stakeholder influencing.
- We have an annual income of approx. £4.1m and are managed by a professional staff of around 30 people.



Our commitment to reaching broader, more diverse audiences through the Festival

“We believe science should be open to everyone, regardless of background or experience. Our aim is for all our programmes to effectively engage audiences who are under-represented in science. We use evidence and evaluation to understand what works, and we are committed to sharing that learning with universities, festival organisers and other partners. The Festival empowers the university, local partners and communities to develop their own content, on topics of most interest to their communities.”

Hannah Russell, Chief Executive, British Science Association



A different city every year



5 days, 100+ Events

- Creative workshops
- Performances
- Art installations
- Interactive talks

And more!





Our vision for the Festival is to:

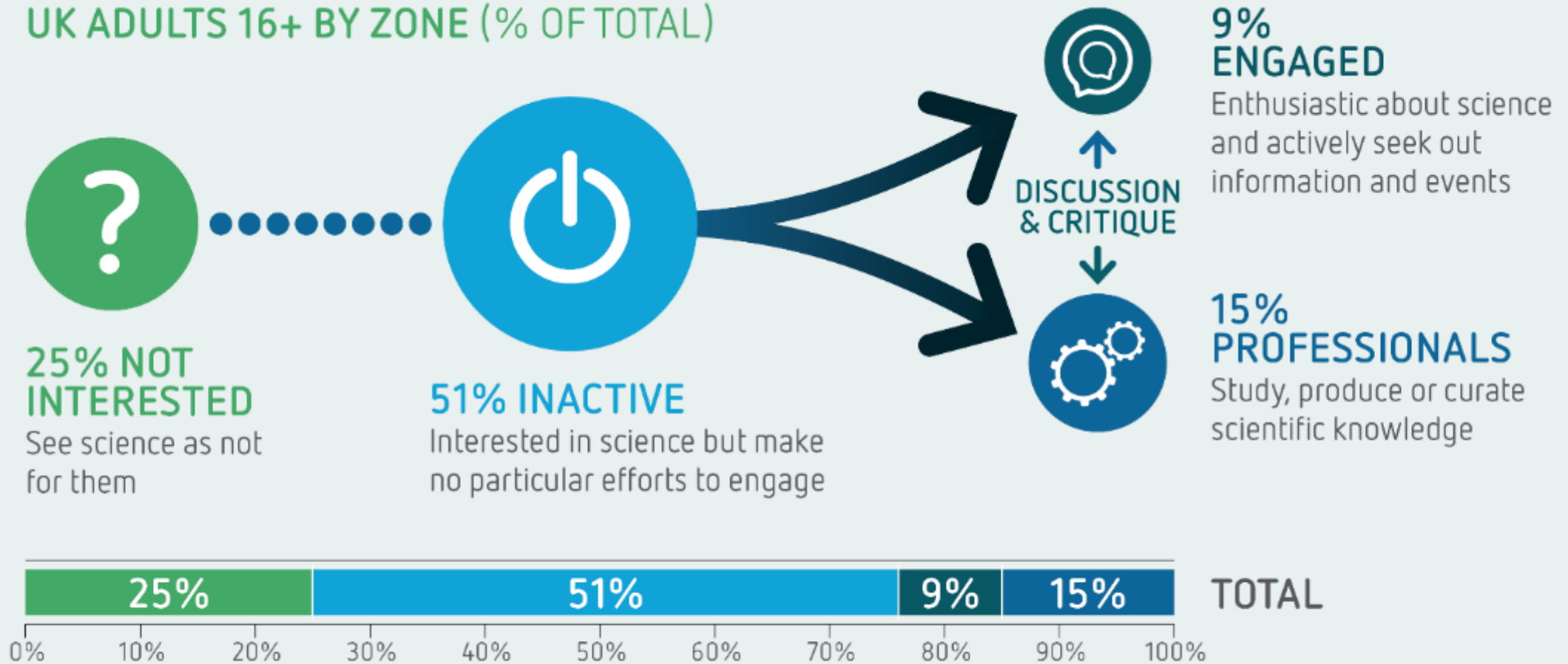
- Showcase the transformative research and innovation taking place at the host University and the region.
- Support the host universities as hubs of inclusive engagement practice.
- Maintain the Festival's role as a sector-leader in inclusive science engagement for adults (**over 16**) who are under-represented in science.
- Establish a legacy for science engagement in the host city/region and facilitate lasting relationships between the host University, researchers, partner organisations, sponsors and the local community to enhance the universities' commitment to being strong civic institutions.

Festival target audience

- Adults with a broad interest in science, with a primary focus on the 16-to-34 age group, in particular people who are not 'actively engaged' with science.
- People from backgrounds who are currently under-represented in science and research. We set benchmarks for audience diversity based on the demographics of the local area.
- We encourage attendance of daytime events by post-16 students from local schools, sixth form colleges and further education colleges and work closely with the host university to achieve this.

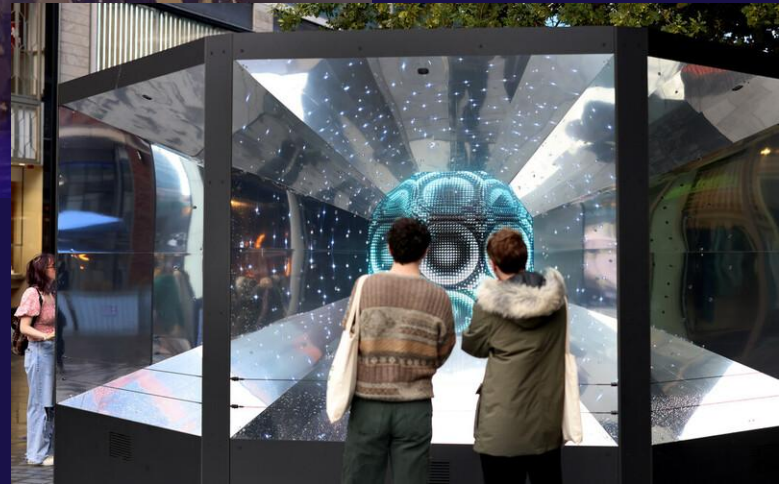
Our Audience Model

UK ADULTS 16+ BY ZONE (% OF TOTAL)



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







British Science Festival | University of East London
11-15 September 2024

Festival programme

- Runs over 5 days in September - between 80 to 100 free events/activities run in the university and across the city.
- Combines science and research with performance, art and technology – talks, workshops, performances, local area venue take overs, immersive installations.
- At least a quarter of the events are sourced from the host university(s) through competitive call amongst academics and staff – training is provided.
- Focus on partnership working and co-producing content with local audiences.
- Grants offered to local community groups that work with traditionally underrepresented audiences for them to run their own science activities/events.

Media coverage for BSF

We run a dedicated press programme for national and regional journalists which includes briefings, tours and access to speakers and events.

For the 2024 Festival in East London, we achieved 451 pieces of media coverage

This included coverage in the Daily Telegraph, ITV News, The Times, Financial Times, Daily Mail and New Scientist.

Ways to get involved...

- Programme Open Call – launches w/c 24th November
- Sponsorship
- Community Grants – launch early 2026
- Venues – host our events
- Collaborative projects
- Satellite Programme
- Help spread the word
- Work during the Festival – launch May 2027



To discuss further:

James Brown, British Science Festival Director
james.brown@britishscienceassociation.org

**BRITISH
SCIENCE
FESTIVAL**

 **BritishScienceFestival**

 **@BritishSciFest**

 **britishscienceassociation**









