

# SCIENCE IS FOR EVERYONE

Ri strategy 2023-2028

### Contents



## Welcome

At the Royal Institution we believe that science transforms lives and underpins the modern world – from health to the latest technology, the environment, and the furthest reaches of our universe. Science is part of culture, but not everyone has the same opportunity to engage.

We believe there should be equitable access to science, and that people's desire to engage with science and scientists should be nourished.

#### Our vision is simple: Science is for everyone.

So as we set out our new strategy to grow the reach and depth of our public engagement, our mission is informed by this vision. We are a charity that brings the public and scientists together to share their interest and passion for science. We empower people to explore and get involved. We are a home for science and we want everyone to feel welcome.

With science permeating all areas of our lives, and offering potential solutions to many of the world's greatest challenges, our work is more vital than ever before. Our founding principles – 'applying science to the common purposes of life' - are just as relevant today as they were when we were founded in 1799. Our new strategy further strengthens our commitment to enabling the public and scientists to come together to share their interest, curiosity and joy about science.

We're very proud of our history of excellent science communication, and delighted to have the opportunity to, with the support of our partners, find fresh ways of ensuring everyone can enjoy and benefit from science.

As an independent charity we are dependent on raising funds to support our mission. We are rightly ambitious, and our new strategy is deliberately scalable – the more income we can secure and the more we can collaborate, the more people we and our partners can engage.

So as we grow our activities to bring scientists and the public together, as we continue innovating and experimenting with ways to bring science to life, as we increase our reach and the depth of our engagement, we invite you to join us.

**Katherine Mathieson** Director The Royal Institution

**Sir Richard Catlow** Chair The Royal Institution





Experimental and impactful. To deliver our strategy we will share science in engaging ways.

### Our vision, belief and mission

### **Our vision**

Science is for everyone.

### **Our belief**

Science transforms lives and underpins the modern world – from health to the latest technology, the environment, and the furthest reaches of our universe. Science is part of culture, but not everyone has the same opportunity to engage. The Ri believes there should be equitable access to science, and that people's desire to engage with science and scientists should be nourished.

### **Our mission**

The Ri is a charity that brings the public and scientists together to share their interest and passion for science. We empower people to explore and get involved. We are a home for science and everyone is welcome.

Supporting teaching and practical skills for STEM and inspiring students to see a future with science.





The world-famous CHRISTMAS LECTURES encapsulate our heritage of scientific discovery, demonstrations and pioneering public engagement.

### Our values

### Welcoming

We are open, friendly and accessible. We are inclusive and diverse, sharing science with people from all backgrounds, all places and all levels of knowledge and interest; from leading scientists to anyone who is curious about the world around them.

#### Open

We don't believe the story of science is ours alone, or that we have all the knowledge and ideas. We are a platform for discussion and debate, recognising that there may be as many questions as answers.

### **Ri values**

#### Experimental

For 200 years we have innovated and played with how science is shared with the public, presenting it in thrilling and invigorating ways. By being experimental in how we work and engage, we build deep and sustained connections to science.

#### Collaborative

We co-operate and co-create with others – within the Ri, with the public, with organisations across the scientific community and beyond.

### Impactful

We are focused on making a positive impact to people's lives. We listen to our audiences. We evaluate what we achieve and how we achieve it. We demonstrate success.

### Our strategic plan

The Ri is unique. For over 200 years we have been a space for scientists and the public to come together: we are the birthplace of theatrical science demonstrations; we are agile, creative and experimental; we are proud of being a place that is synonymous with some of the greatest scientific discoveries and we preserve a heritage of huge scientific significance; we have an iconic theatre in our Grade-I listed building in London; we are a leading provider of science visits to schools in the UK; and we offer unprecedented access to science talks worldwide with a YouTube community of more than 1.3m and growing.

Through this strategy, we will build on these strong foundations of public engagement with science.

#### **Our aims**

**To create a space for scientists and the public to explore science together.** Providing platforms for the public and scientists to interact and shape each other's views.

To drive deeper engagement with science and the Ri. Involving our audiences and providing opportunities to move along an engagement journey.

#### To enable more people to engage with science through the Ri.

Growing our audiences, reaching new and more diverse audiences, making science more accessible, and making the Ri more open, accessible and welcoming.

#### To enable science to be shared in engaging ways.

Being a home for science communication and demonstrations, and supporting teaching and practical skills for STEM.

#### To inspire students to have a future with science.

Providing inclusive experiences of science for students of all ages, and showcasing the relevance of science in our lives.

### To build on the Ri's heritage of scientific discovery, demonstrations and pioneering public engagement.

Preserving and interpreting our collection for future study and enjoyment and to enable wider and deeper engagement, while communicating the Ri's continuous traditions of discovery and engagement.

#### To shape a thriving and sustainable Ri.

Enhancing our financial stability, creating an empowering, inclusive and diverse workplace and reducing our environmental impact, while maximising our operational effectiveness.

### Our strategy tree

There is a clear thread running from our vision to our outcomes, as represented visually by our strategy tree. You can download and view a larger version <u>here</u>.

Vision	Science is for everyone																		
Belief	Science transforms lives and underpins the modern world – from health to the latest technology, the environment, and the furthest reaches of our universe. Science is part of culture, but not everyone has the same opportunity to engage. The Ri believes there should be equitable access to science, and that people's desire to ergage with science and scientists should be nourished																		
Mission		ty that brings the nce and everyone i			sts toget	her to sh	are their	interest a	nd passion (	for science.	We empo	wer peop	le to explor	e and get in	volved. We a	are			
/alues	Welcoming • E	xperimental • Im	pactful •	Collabor	ative • (	Open													
																		1	
Aims	Create a space for scientists and the public to explore science together science and the		nent with	Enable more people to engage with science through the Ri			Enable science to be shared in engaging ways		Inspire students to have a future with science		Build on the Ri's heritage: of scientific discovery, demonstrations and pioneering public engagement			Shape a thriving and sustainable Ri					
	Provide platforms for the public and scientists to interact	Curate stimulating content and experiences and harness enduring partnerships	People are able to move along an engage- ment journey	Involve public audiences	Increase audiences	Reach more diverse audiences	Make science more accessible	Make the Ri more open, welcoming, and inclusive	Be a home for science communication and demonstrations	Support teaching and practical skills for STEM	Provide inclusive experiences of science	Showcase the relevance of science to life	Preserve the Ri's collection for future study and engagement	Interpret the Ri's collection to enable wider and deeper access	Communicate the Ri's continuous traditions of discovery and engagement	Enhance our ◊ financial stability	Maximise our operational effective- ness	Create an empowerin g, inclusive, and diverse workplace	Reduce ou environme ntal impac
Outcomes	Scientists value public engagement	Scientists more confident talking about science with the public	Deeper engage- ment with	Science is enhanced through							leveloped nded learning rack students	ning and collections, and current science and science			financially voluntee resilient how the	Staff, Truste volunteers how their w	understand ork	Reduced environ- mental	
	Scientists see science as relevant to people's lives		science and the Ri	public engage- ment						and confidence in nstrating science		lieve Ri contribute to nt engagement	The Ri's collection for future generation	ection is preserved enerations		Surplus enables th Ri to continue to			Ri serves as an example of
	Science is shared in enga	aging ways														fulfil its ◊ charitable	where staff	A safe, open culture where staff, Trustees and volunteers feel fulfilled,	
	Scientists and communicators engage directly with the public and students															empowered encouraged	empowered, valued and encouraged to learn		
	Scientists, the public and students are stimulated by content and experiences																through exp	erimentation	reduce environ- mental
	A greater number and a wider range of people feel science is 'for them'																The Ri continues	The Ri is more	impact
	People enjoy exploring science																to demon- strate good	diverse and inclusive	
	People feel they know more about science																govern- ance		
	People feel more confident talking about science or the History of Science																		
	People see scientists as more relatable																		
	Content, activities and visitor experiences are valued and highly rated by participan				ants														
	The Ri is more accessible																		
	Effective collaborations achieve Ri and partner aims																		
	Increased sense of belon	iging to the Ri																	



Making a demonstrable difference to students' experience of science, particularly in schools in disadvantaged areas.

### Our audiences

While our new Ri vision – science is for everyone – relates to a global society, our mission and the audiences we strive to reach reflect those where we believe we can add most value. We recognise that others are doing great work to reach different audiences and we will support that work where we can usefully do so. So while our strategy is focused on these broad audience groups, we acknowledge that we are all more complex than these simple labels, and our relationships with science may change over time.

Public	Science- connected	Already engaged / love science						
	Science-open / curious	Not already connected but interested and open to engagement						
Students	School-students	From 4–16 (all students)						
	Chosen a science-track	16–18 students, undergraduates, postgraduates, trainee technicians / apprenticeship routes (HE / work routes)						
Professional	Scientists and technicians	Including those working in engineering, technology, medicine, from academia and industry, at all levels						
	Science- communicators	Including engagement specialists, performers, technicians and journalists						
	Teachers and trainee teachers	Science, technology, engineering, computing and maths teachers and primary teachers and school technicians						



As a place where scientists and the public can explore together, the Ri is a home for science and everyone is welcome.

### Our approach

When we talk about our overall mission and organisation, we talk about a broad, inclusive idea of 'science'. But when we talk about specific events, activities, or programming, we are usually talking about a particular piece of science which might be engineering, maths, computing, forces, neurology and so on. It is in the context of our programme and through our communications that we have an opportunity to convey the subtleties and complexities of a particular field.

To deliver our strategy, over the course of the next five years, we will take that broad and inclusive Ri approach to science throughout the UK and around the world:

Making the Ri more accessible, understanding and reducing barriers and raising our profile to reach those new and more diverse audiences we seek, growing their participation in our activities. We will add value to our membership proposition, and work with partners to increase access to our programmes.

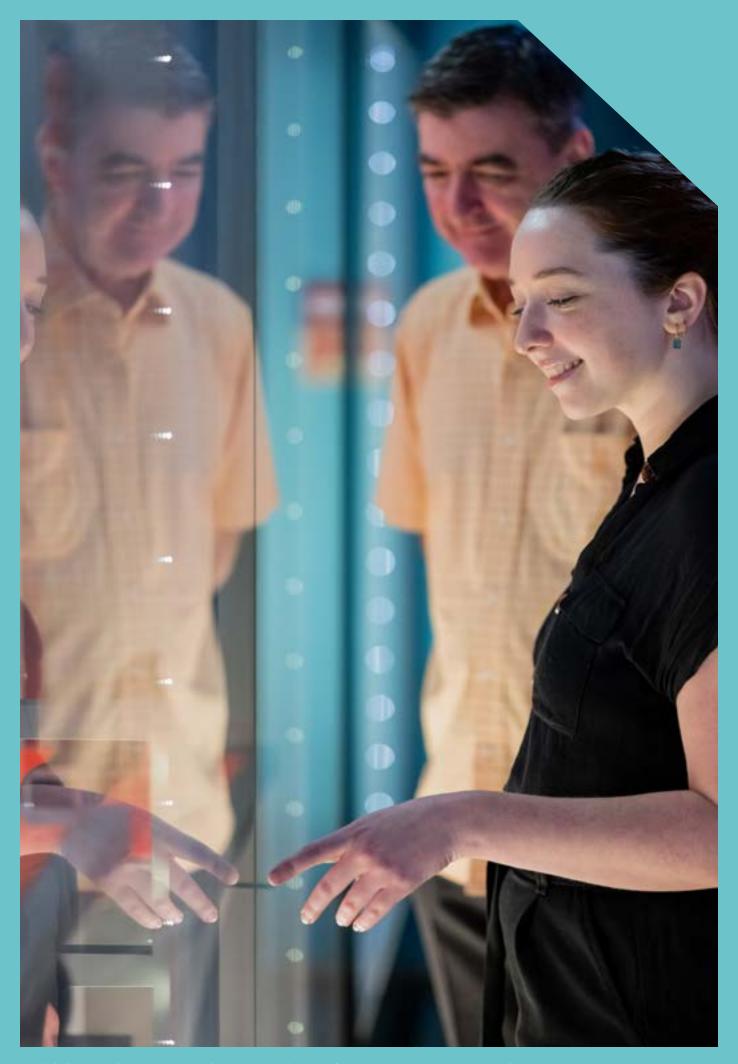
**Growing our online and digital activities,** to involve those who may be unable to visit our home in the heart of London or who may just prefer to engage online. We will build big name livestream partnerships from exciting locations, enhance our online spaces to optimise engagement, and experiment with new formats at the interface of physical and online interaction. We will increase access to our collection online, to make it more accessible to a wider public and those wishing to study our heritage.

**Growing our support for the teaching of science and wider STEM-related subjects**, to young people and adult learners, in school and in the home. We will develop tailored science communication training and resources, showcase a range of scientific careers and represent scientists from wide and diverse backgrounds. We will support scientists to engage and teachers to teach, delivering an exposure to science that complements school experiences.

**Increasing the number and scope of our partnerships**, recognising that we can have a greater impact when we work with others. We will continue to share Ri space with aligned organisations and work with them to support science engagement in climate change innovation, mathematics and physics; co-creating activities and content. We will also seek out more partners with whom we have shared goals and values, including with the history of science community. And we will strengthen partnerships with the science, research and innovation sector, to help showcase their scientists and work to a public audience.

**Taking our environmental responsibilities seriously**, increasing our commitment to help tackle the climate emergency. We will demonstrate environmental leadership through our Undaunted partnership with Imperial College London, to become London's leading hub for climate innovation. We will further reduce our own carbon emissions, significantly adapting the Ri to be an example of what can be achieved with a Grade-I listed building.

**Investing in our staff and volunteers,** creating an open and safe environment in which they can collaborate and thrive. We will harness technology to relieve resource pressures and invest in strategically aligned skills development. We will continue to improve our diversity and inclusivity with new policies and practices.



Digitising our important heritage to make our free museum more accessible.

### Our outcomes

We know that our strategic aims must be linked to robust and measurable outcomes. Our social impact must be demonstrable.

Through successful delivery of our new strategy, in five years' time we will have made the Ri a more accessible and welcoming organisation. We will have extended our reach across London, across the UK and across the world, through greater use of digital platforms and technologies, by delivering increasingly innovative science engagement programmes, and by investing in our partnership networks. Our audiences will be more diverse, we will be more inclusive, and we will have increased celebration of the contribution of those who are under-represented in science.

We will have supported scientists to connect directly with the public and shared science in engaging ways. The public and scientists will value their shared experiences and our audiences will feel they know more about science as a result and feel more confident in talking about science, seeing it as relevant to their lives and the world around them. We will have generated an increased sense of belonging to the Ri and we will have helped our partners to achieve their aims.

We will have made a demonstrable difference to students' experience of science, particularly for schools in disadvantaged areas, by championing science education in school and in the home. We will be meeting our environmental responsibilities, making the Ri more sustainable and playing more than our part in tackling the climate emergency as the greatest challenge of our age. We will have supported and championed our talented staff and volunteers and our collective values.

Science is for everyone and through successful delivery of our strategy, we at the Ri will have done all we can to achieve that vision. We thank you for your support.

### The Ri is a home for science and everyone is welcome.



By being experimental in how we work and engage, we build deep and sustained connections to science.

Royal Institution of Great Britain 21 Albemarle Street London, W1S 4BS

ri@ri.ac.uk +44 (0)20 7409 2992

rigb.org Ri merch store

### @Ri\_Science

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