



The Royal Institution
Science Lives Here

SCIENCE IS FOR EVERYONE

Ri strategy 2023-2028

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and mission

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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



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.

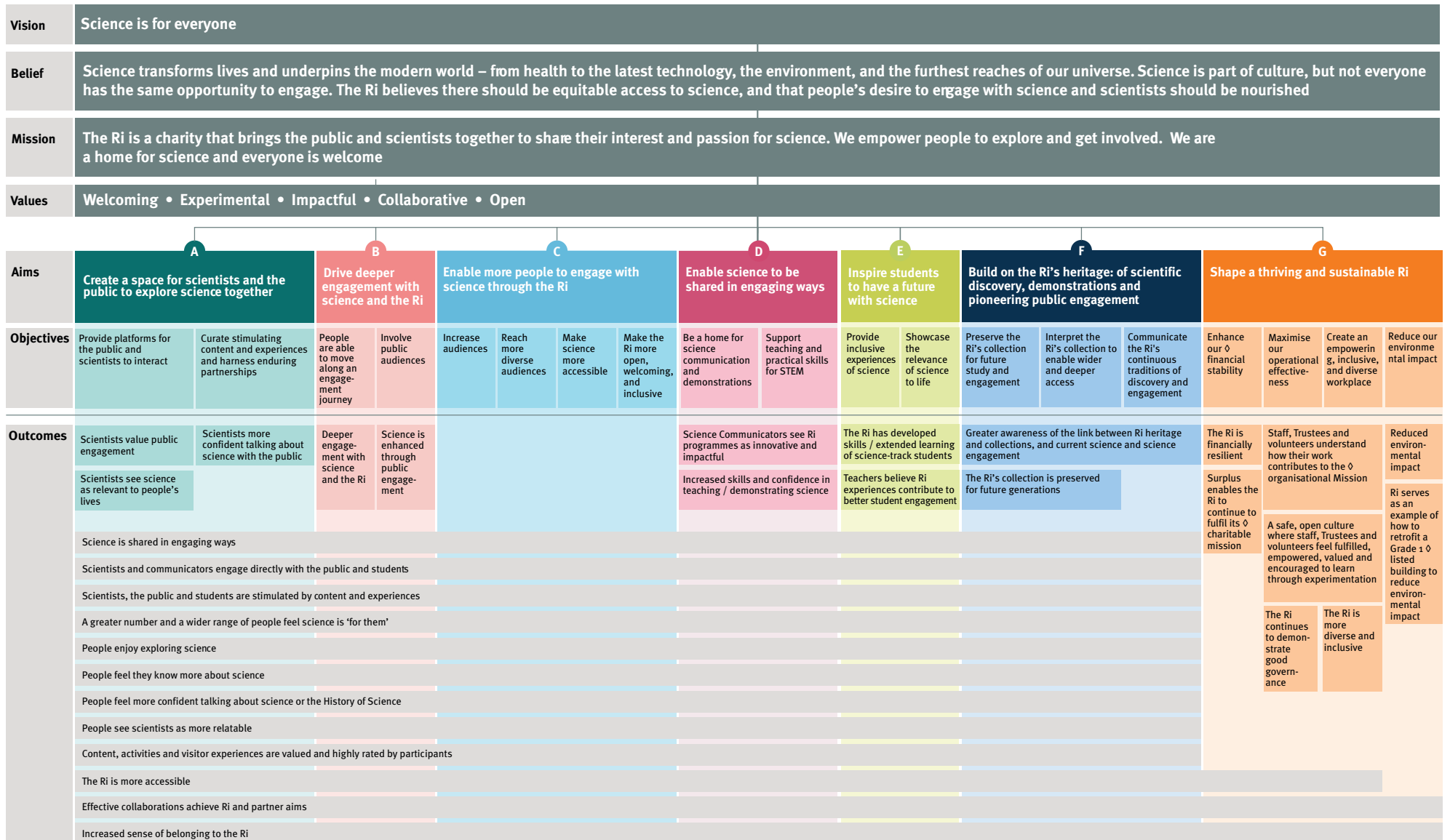
Preserving and interpreting our collection for future study and enjoyment and to enable wider and deeper engagement, while communicating the Ri's continuous traditions of discovery and engagement.

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 [here](#).





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.

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