

From: "Archer, Louise" <l.archer@ucl.ac.uk>
Date: Monday, 6 March 2017 18:23
To: [REDACTED] >
Cc: "King, Heather" <heather.1.king@kcl.ac.uk>
Subject: Outline slides for senior briefing

Hi [REDACTED],

These are still being worked on and are very draft-y at the moment, but hopefully the attached will give you a good enough rough idea of what we think we might cover in our input to the senior leaders briefing.

Will continue to work on these, but let us know if anything sticks out as not needed/inappropriate/ needing more on etc etc

Many thanks

Louise

Senior leader slides
[REDACTED] >
Fri 10/03/2017 08:48
To: Archer, Louise <l.archer@ucl.ac.uk>;

Hi Louise,

Any chance of getting your slides today? I'm out of the office all day Monday so today is when I'm aiming to put the pre-read together.

Thanks,



[REDACTED]

[REDACTED]

Tel: [REDACTED]

Mob: [REDACTED]
E-mail: [REDACTED]

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Re: Availability for Enterprising Science senior leader briefing 2017

Archer, Louise

Mon 13/03/2017 10:00

To: [REDACTED];

Hi,

it is just [REDACTED] because [REDACTED] will be overseas

thanks

L

From: [REDACTED]

Sent: 12 March 2017 19:36:20

To: Archer, Louise

Subject: RE: Availability for Enterprising Science senior leader briefing 2017

Hi Louise,

Did you want [REDACTED] to attend this or just [REDACTED]?

Best regards,

[REDACTED]

[REDACTED]

[REDACTED]

Tel: [REDACTED]

Mob: [REDACTED]
E-mail: [REDACTED]

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RE: ACTION REQUIRED: Senior leader briefing

[REDACTED]
Sun 12/03/2017 21:02

To: Archer, Louise <l.archer@ucl.ac.uk>;

[REDACTED]
King, Heather (heather.1.king@kcl.ac.uk)

<heather.1.king@kcl.ac.uk>;

[REDACTED]
1 attachments (3 MB)

DRAFT Enterprising Science briefing for senior leaders - 20 March 2017.pdf;

Hi everyone,

Here's the draft pack I've put together so far.

[REDACTED], your slides have gone in verbatim – I've just tidied up the layout a bit.

Louise / Heather, I'd be grateful for your final slides asap so I can get the full pack out later this week. Will you also include something on the adult science capital index like you did for the National Forum meeting? I can have those slides available on the day if you want to refer to them.

Best regards,

[REDACTED]

[REDACTED]

Tel: [REDACTED]

Mob: [REDACTED]
E-mail: [REDACTED]

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From: [REDACTED]
Sent: 21 February 2017 09:10
To: 'Archer, Louise'; [REDACTED]

[REDACTED] 'King, Heather (heather.1.king@kcl.ac.uk)'; [REDACTED]

Subject: ACTION REQUIRED: Senior leader briefing

Hi team,

Please can you send me through an outline of what you want to present at the senior leader meeting on 20 March by end of play Monday 6 March. That gives me time to pull it all together as a slide deck and circulate it before sending out as pre-read on 13 March.

I would suggest a framework along the lines of:

- Current status – what do we know and what have we achieved? What are still the gaps in our knowledge/impact evaluation?
- Plans for final year – what are we focusing on through to December 2017 (activity) / March 2018 (reporting)?
- What are the highlights we should be using to drive advocacy?
- Requests of the senior leaders

I attach the last set of senior briefings for reference. The January one we all attended as a meeting, the June one was an internal note I prepared at BP.

Thanks,

Tel: [REDACTED]

Mob: [REDACTED]

E-mail: [REDACTED]

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FW: Agenda and pre-read for Enterprising Science meeting 20 March

[REDACTED]
Thu 16/03/2017 13:05

To: [REDACTED]

[REDACTED] King, Heather (heather.1.king@kcl.ac.uk)

<heather.1.king@kcl.ac.uk>; Archer, Louise <l.archer@ucl.ac.uk>;

[REDACTED]
1 attachments (3 MB)

Enterprising Science briefing for senior leaders - 20 March 2017.pdf;

Joining instructions for Monday

[REDACTED]
[REDACTED]
[REDACTED]
Tel: [REDACTED]

Mob: [REDACTED]

E-mail: [REDACTED]

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From: [REDACTED]
Sent: 14 March 2017 10:47

To: [REDACTED]
Cc: [REDACTED]

Subject: Agenda and pre-read for Enterprising Science meeting 20 March

Venue: BP plc, [REDACTED] (ask for [REDACTED] at reception)

Timing: 1300-1500

Agenda

- Progress update
- Priorities for final phase
- Advocacy and engagement
- Upcoming milestones

Outcomes sought from this meeting:

- Awareness and understanding of progress
- Guidance on driving further advocacy

Attached: pre-read of the slides we will present in the meeting

[REDACTED]

[REDACTED]

Tel: [REDACTED]

Mob: [REDACTED]
E-mail: [REDACTED]

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Re: joining instructions for monday meeting?

Archer, Louise

Thu 16/03/2017 13:20

To: [REDACTED];

Cc: King, Heather <heather.1.king@kcl.ac.uk>;

fab - thanks. will arrive for 12:45 in that case

Louise

From: [REDACTED]

Sent: 16 March 2017 13:17:31

To: Archer, Louise

Cc: King, Heather

Subject: RE: joining instructions for monday meeting?

You're right – I'm juggling too many things and hadn't sent the final version out – thanks Louise.

We have the room from 1245 and I've ordered lunch for then too.

BP plc, 1 St James's Square, London SW1Y 4PD

Tel: [REDACTED]

Mob: [REDACTED]
E-mail: [REDACTED]

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From: Archer, Louise [mailto:l.archer@ucl.ac.uk]

Sent: 16 March 2017 10:54

To: [REDACTED]

Cc: King, Heather

Subject: joining instructions for monday meeting?

Hi [REDACTED],

I'm not sure we (me and Heather) have been sent the joining instructions for the meeting on Monday? (apologies if I have missed this!) - particularly whether 13:00 is the actual meeting start or the pre-sandwich time? Maybe it got sent to the leaders but not the team members?

thanks

Louise

Enterprising Science annual review meeting

Thu 16/03/2017 15:48

To: [REDACTED]

Archer, Louise <l.archer@ucl.ac.uk>;

'King, Heather (heather.1.king@kcl.ac.uk)'

<heather.1.king@kcl.ac.uk>;

Cc:

1 attachments (3 MB)

Enterprising Science briefing for senior leaders - 20 March 2017.pdf;

Venue: BP plc, [REDACTED] (ask for [REDACTED] at reception)

Timing: 1300-1500

SANDWICH LUNCH WILL BE AVAILABLE FROM 1245

Agenda

- Progress update
- Priorities for final phase
- Advocacy and engagement
- Upcoming milestones

Outcomes sought from this meeting:

- Awareness and understanding of progress
- Guidance on driving further advocacy

RE: Metrics for PE/Science Capital Catch-Up

Thu 16/03/2017 16:01

To: [REDACTED];

Cc: Archer, Louise <l.archer@ucl.ac.uk>;

Great, Thanks. I'll send a poll in the next couple of days

From: [REDACTED]

Sent: 16 March 2017 16:00

To: [REDACTED]

Cc: Louise Archer

Subject: Re: Metrics for PE/Science Capital Catch-Up

Good plan!

Sent from my iPhone

On 16 Mar 2017, at 15:57, [REDACTED]

wrote:

Hi [REDACTED],

Good to see you again on Tuesday, and thanks for your hospitality.

I think we agreed to have another catch-up on the progress of the science capital project at around the end of March and I'd like to try to get something organised soon. Do you have Louise's new email at UCL so I can forward a Doodle poll to her and the team?

Thanks,



<image003.png> <image004.jpg>



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For more information please visit <http://www.symanteccloud.com>

RE: Catch up on Science Capital tool - 11am, 3 May, 1 Victoria Street

■■■■■
Fri 21/04/2017 12:52

To: Archer, Louise <l.archer@ucl.ac.uk>; ■■■■■ ;
■■■■■ ;

Hi Louise,

At the moment we are free at that time and can come to you.



– would this work for you?



From: Archer, Louise [mailto:l.archer@ucl.ac.uk]

Sent: 21 April 2017 10:43

To: ■■■■■

Subject: Re: Catch up on Science Capital tool - 11am, 3 May, 1 Victoria Street

The only possibility for me would be 12:30-1:30 on Thurs 4th May but the meeting would have to be at UCL as I am back-to-back around that slot

Thanks

Louise

From: [REDACTED]

Sent: 20 April 2017 18:32:48

To: [REDACTED] Archer, Louise

Subject: Re: Catch up on Science Capital tool - 11am, 3 May, 1 Victoria Street

I can do Thursday morning as well or anytime before 13.30 (meeting at 14.00) but not the Friday.

Thanks!

[REDACTED]

From: [REDACTED] >

Sent: 20 April 2017 18:04

To: [REDACTED] Archer, Louise; [REDACTED]

Subject: RE: Catch up on Science Capital tool - 11am, 3 May, 1 Victoria Street

I can do before 1030 on Thursday 4 May, or between 1230 and 1400 that day. [REDACTED]

[REDACTED]

Tel:

Mob: [REDACTED]

6

E-mail: [REDACTED]

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From: [REDACTED]

Sent: 20 April 2017 17:39

To: Archer, Louise; [REDACTED]

Subject: RE: Catch up on Science Capital tool - 11am, 3 May, 1 Victoria Street

Hi Louise, [REDACTED]

Unfortunately we've had a rather large reorganisation in the last couple of weeks and have an all directorate meeting which we are strongly encouraged to attend at the time we had agreed to meet. Would you have any availability on Thursday or Friday of that week? We should be able to make most times on Thursday, or the Friday morning.

If not I can try another doodle to reschedule a couple of weeks later.

Best wishes,

[REDACTED]

From: Archer, Louise [mailto:l.archer@ucl.ac.uk]

Sent: 29 March 2017 12:38

To: [REDACTED]

Subject: Re: Catch up on Science Capital tool - 11am, 3 May, 1 Victoria Street

thanks, [REDACTED],

see you then (I've also cc'd [REDACTED], who will be joining us)

best wishes

louise

From: [REDACTED]

Sent: 28 March 2017 16:38

To: Archer, Louise; [REDACTED]

Subject: RE: Catch up on Science Capital tool - 11am, 3 May, 1 Victoria Street

Hi All,

11am, here, on 3 May looks to be the best option for the Adult Science Capital project update meeting, so I have booked a room here (3N) at that time.

Best wishes,

[REDACTED]

[REDACTED]
Tel: [REDACTED]

www.gov.uk/beis | <https://twitter.com/beisgovuk>

From: [REDACTED]

Sent: 23 March 2017 12:52

To: 'Archer, Louise'; [REDACTED]

Subject: RE: Catch up on Science Capital tool

Hi All,

Attached is a revised poll for the next science capital tool meeting presenting options in late April and early May.

<https://doodle.com/poll/g8n5ugnenqwgukp8>

Best wishes,

[redacted]

From: Archer, Louise [mailto:l.archer@ucl.ac.uk]

Sent: 20 March 2017 17:33

To: [redacted]

Subject: Re: Catch up on Science Capital tool

Thanks, [redacted].

I think we might need to look for dates in late April/ early May? (which would also work well for us, reporting-wise)

best wishes

Louise

From: [redacted]

Sent: 20 March 2017 10:37:44

To: [redacted] ouise; [redacted]

Subject: Catch up on Science Capital tool

Dear All,

We agreed to meet again in late March / early April to discuss progress and plans for the adult science capital tool. Please complete the Doodle poll linked below to help us in agreeing a date for this catch up meeting.

Thanks,

[redacted]

<http://doodle.com/poll/k7dd5d2ii6z86yxy>

[redacted]
Tel: [redacted]

www.gov.uk/beis | <https://twitter.com/beisgovuk>

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RE: Catch up on Science Capital tool - 12.30 4th May, UCL

[REDACTED]
Fri 21/04/2017 18:07

To: Archer, Louise <l.archer@ucl.ac.uk>;

[REDACTED];

Cc: King, Heather <heather.1.king@kcl.ac.uk>;

I can do that. I may be a few minutes late.

[REDACTED]
Tel:

Mob:

E-mail: [REDACTED]

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From: Archer, Louise [l.archer@ucl.ac.uk]
Sent: 21 April 2017 17:46
To: [REDACTED]
Cc: King, Heather
Subject: Re: Catch up on Science Capital tool - 12.30 4th May, UCL
Thanks, [REDACTED] - and great!

Please come to my office, which is:
[REDACTED]

There is no security so you can come straight up.

You can ask the front desk to point you to the lifts/ stairs. (we are right by the core A stairs/lift) Or ask the front desk to ring me ([REDACTED]) to come and collect you.

Best wishes

Louise

From: [REDACTED] >
Sent: 21 April 2017 17:17
To: Archer, Louise; [REDACTED]
Subject: RE: Catch up on Science Capital tool - 12.30 4th May, UCL

Hi [REDACTED],

Sorry, I didn't see your message below. It therefore looks like we are all available for 12.30-13.30 on the Thursday.

Louise – Where in UCL should we come to?

Thanks,

[REDACTED]

From: [REDACTED]
Sent: 21 April 2017 12:51
To: 'Archer, Louise'; [REDACTED]
Subject: RE: Catch up on Science Capital tool - 11am, 3 May, 1 Victoria Street

Hi Louise,

At the moment we are free at that time and can come to you.

[REDACTED]

– would this work for you?

[REDACTED]

From: Archer, Louise [<mailto:l.archer@ucl.ac.uk>]
Sent: 21 April 2017 10:43
To: [REDACTED]
Subject: Re: Catch up on Science Capital tool - 11am, 3 May, 1 Victoria Street

The only possibility for me would be 12:30-1:30 on Thurs 4th May but the meeting would have to be at UCL as I am back-to-back around that slot

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Louise

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Thanks!

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Sent: 20 April 2017 17:39
To: Archer, Louise; [REDACTED]
Subject: RE: Catch up on Science Capital tool - 11am, 3 May, 1 Victoria Street
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If not I can try another doodle to reschedule a couple of weeks later.

Best wishes,

[REDACTED]
From: Archer, Louise [<mailto:l.archer@ucl.ac.uk>]
Sent: 29 March 2017 12:38
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Subject: Re: Catch up on Science Capital tool - 11am, 3 May, 1 Victoria Street

thanks, [REDACTED]
see you then (I've also cc'd [REDACTED], who will be joining us)
best wishes
louise

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Best wishes,

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Tel: [REDACTED]
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Subject: RE: Catch up on Science Capital tool - 11am, 3 May, 1 Victoria Street

I can do before 1030 on Thursday 4 May, or between 1230 and 1400 that day. I'm on leave on the Friday.



Tel: [REDACTED]

Mob: [REDACTED]
E-mail: [REDACTED]

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To: Archer, Louise;

Subject: RE: Catch up on Science Capital tool - 11am, 3 May, 1 Victoria Street

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Tel:

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To: 'Archer, Louise';

Subject: RE: Catch up on Science Capital tool

Hi All,

Attached is a revised poll for the next science capital tool meeting presenting options in late April and early May.

<https://doodle.com/poll/g8n5ugnenqwgukp8>

Best wishes,

From: Archer, Louise [mailto:l.archer@ucl.ac.uk]

Sent: 20 March 2017 17:33

To: [REDACTED]

Subject: Re: Catch up on Science Capital tool

Thanks, [REDACTED].

I think we might need to look for dates in late April/ early May? (which would also work well for us, reporting-wise)

best wishes

Louise

From: [REDACTED]

Sent: 20 March 2017 10:37:44

To: [REDACTED] Archer, Louise; [REDACTED]

Subject: Catch up on Science Capital tool

Dear All,

We agreed to meet again in late March / early April to discuss progress and plans for the adult science capital tool. Please complete the Doodle poll linked below to help us in agreeing a date for this catch up meeting.

Thanks,

[REDACTED]
<http://doodle.com/poll/k7dd5d2ii6z86yxy>

Tel: [REDACTED]

www.gov.uk/beis | <https://twitter.com/beisgovuk>

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FW: adult sci cap instrument development - updated timetable

Tue 16/05/2017 13:21

To: [REDACTED]

Cc: Archer, Louise <l.archer@ucl.ac.uk>;
1 attachments (17 KB)
Adult science capital survey_timeline to Nov 2017 v2.docx;
Hi [REDACTED],

Please can you fill in the gaps here in [REDACTED] questions below? Good approximations are fine if you can't answer precisely – this is to broadly scope the agency support needed to build the quiz instrument.

Thanks,

[REDACTED]
[REDACTED]

Tel:
Mob:
E-mail: [REDACTED]

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From: [REDACTED]

From: [REDACTED]
Sent: 15 May 2017 17:02
To: [REDACTED]
Subject: RE: adult sci cap instrument development - updated timetable

-
- Hi [REDACTED]
-

- I had a really good call with a digital agency called VML earlier today. They were recommended by WPP for the build.
- There are some technical questions that he's going to package up for me. But also some functionality ones, that I wanted to check in with you:
- How many questions will the user have to answer?
- In how many areas (is it still who you know, where you go etc...?)
- How important is data capture? This impacts costs, time & functionality.... All doable. But we should be confident that data capture is of significant value before we include this requirement in the build.
- Presumably we don't need support in the structure of the questions/scoring in order to calculate the result? And it's just the design, build and user experience of the quiz we need.
- Just to double check timings – we will be able to pass along the questions/scoring in mid June (?) and then need a first version to start using from the end of July (?).
- Beyond bp.com and specific events, are there any other tech integration points you can think of?
- Are there any considerations with regards to BP branding? I.e do we need to feature Science Museum logo too? Or does it need to be unbranded if we want it to be used in schools?
- Thanks!
- [REDACTED]
- [REDACTED]
- **From:** [REDACTED]
Sent: 11 May 2017 13:38
To: [REDACTED]
Subject: RE: adult sci cap instrument development - updated timetable
- Hi [REDACTED]
- Let me ask our WPP lead who the right agencies are in the WPP network for this. I don't think it's Ogilvy or any of the advertising agencies we work with... but maybe someone like AKQA who are pure digital.
- Thanks, [REDACTED]
- [REDACTED]
- **From:** [REDACTED]
Sent: 09 May 2017 17:10
To: [REDACTED]
Subject: FW: adult sci cap instrument development - updated timetable
- Hi [REDACTED],
- [REDACTED]

- Here's the outline timetable for developing the science capital quiz for New Scientist Live. It starts with an initial discussion with the developer in June. Who do you have in mind? One of the WPP teams?
- [REDACTED]
- [REDACTED]
- [REDACTED]
- Tel: [REDACTED]
- Mob: [REDACTED]
- E-mail: [REDACTED]
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- **From:** [REDACTED]
Sent: 09 May 2017 16:43
To: [REDACTED]
Cc: Archer, Louise
Subject: adult sci cap instrument development - updated timetable

Hi [REDACTED]

As promised, please find attached the expanded/updated timetable about the development of the adult science capital index and associated work.

Let me know if you have questions. Please also let me know how best to proceed when it's time to start talking with the developer(s).

Many thanks!

[REDACTED]
RE: ES Logo Update

Tue 16/05/2017 14:29

To: [REDACTED]

Cc: Archer, Louise <l.archer@ucl.ac.uk>;

Thanks [REDACTED]. Please can you ask about a version suitable for use on a white background?

[REDACTED]
Tel: [REDACTED]
Mob: [REDACTED]
E-mail: [REDACTED]

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From: [REDACTED]
Sent: 16 May 2017 14:22
To: [REDACTED]
Cc: Archer, Louise
Subject: RE: ES Logo Update

Hi [REDACTED]

UCL Brand just sent me the file requested, which I attach.
They said that the file 'can be scaled up to any size, but not convert it to other formats such as jpeg or pdf – our logo doesn't display properly in those formats'.

I hope this helps.

All the best,
[REDACTED]

From: Archer, Louise
Sent: 09 May 2017 12:06
To: [REDACTED]
Subject: Fw: ES Logo Update

Hi [REDACTED]

is this something you can help look into at UCL for ES? thanks v much
L

From: [REDACTED]
Sent: 09 May 2017 10:08
To: Archer, Louise
Subject: FW: ES Logo Update

Louise,

Please can you ask your UCL colleagues for the artwork to include your new logo?
Ideally something scalable that we can edit in Photoshop rather than just a jpeg
please.

Thanks,
[REDACTED]

Tel:
Mob:
E-mail:

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From: [REDACTED]
Sent: 08 May 2017 09:48
To: [REDACTED]
Subject: ES Logo Update

Morning [REDACTED]

I hope you are well.

I wondered whether there had been an update to the Enterprising Science participants logos – we currently are using this on the bi-monthly report:

Given the inclusion of UCL, has there been an update to this that you would prefer me to use? I've had a hunt around online and couldn't spot anything yet...

Let me know if you have another version.

Kind regards

(T)
(F)
(DL)
(M)

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RE: Hello from Cognitive

Fri 02/06/2017 15:05

To: [REDACTED]

Cc: [REDACTED]

Archer, Louise <l.archer@ucl.ac.uk>;

1 attachments (15 KB)

Draft Candle script for Cognitive 19 5 17.docx;

Hi [REDACTED],

Please find attached the first draft for the first film. I've copied in Louise Archer who can advise on timings etc.

Best regards,

[REDACTED]

Tel:

Mob:

E-mail: [REDACTED]

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From: [REDACTED]

Sent: 30 May 2017 17:05

To: [REDACTED]

Cc: [REDACTED] f

Subject: Re: Hello from Cognitive

Hi [REDACTED],

- We are all absolutely delighted to be working with you again, and are really looking forward to starting the creative process for your films. I'm meeting with [REDACTED] tomorrow to have a full handover of your project but in the meantime, would like to book your films into our production schedule. Please can you let me know when you hope to have drafts of each of the scripts ready to send over to us so I can book in our Creative Meetings.
- I look forward to hearing from you to arrange the start dates for each film, and to working with you again,
- Best wishes,
- [REDACTED]
- [REDACTED]
- [REDACTED]

- wearecognitive.com @wearecognitive
-
-
- **From:** [REDACTED]
Sent: 23 May 2017 12:03
To: [REDACTED]
Cc: [REDACTED] n
Subject: RE: Hello from Cognitive
-
- Thanks. The invoicing instructions to use are as follows. The VID reference acts like a PO number.

Please include all the following text on the invoice:

Redacted in
accordance with
section 43 exemption

Thanks [REDACTED]. I amended it slightly to expressly include UCL as well as KCL.

Hopefully you've still got the original assets from last time, and I attach the revised lock-up logos to include the new programme partner UCL.

We're just finalising the first cut of the script for the first animation – I'll send over an update shortly if there are any changes but have attached the current draft. We can then arrange a first call once you've taken a look.

We want to make it clear that these two new animations (the last one will be classroom and school-focused) sit as part of the same family as the original science capital animation, and this one takes a broader view of science engagement and how to build it using a science capital approach. It would help to make a link between the science capital bag from last time and this new analogy.

It is more technical than the first one, so we would value your insight again on how to make it as accessible as possible. The key audiences are policymakers, funders of public engagement and public engagement practitioners, so it doesn't have to be wholly simplified.

I've also included a few slides from a previous presentation by Louise to show the candle analogy in use.

Tel:
Mob:
E-mail:

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From: [REDACTED]
Sent: 22 May 2017 16:42
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: Hello from Cognitive

- Hi [REDACTED]
-
- How does the attached look to you?
-
- Best wishes,
[REDACTED]
-
-

From: [REDACTED]
Sent: 22 May 2017 11:26
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: Hello from Cognitive

- That looks broadly fine thanks [REDACTED] but I need my project partners to enjoy beneficial use of the outputs. Do you have a short pro-forma for the sub-license conditions that you can attach as an appendix?
-
- Best regards,
[REDACTED]
-
-
-
- Tel: [REDACTED]

- Mob: [REDACTED]
E-mail: [REDACTED]
-
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-
- **From:** [REDACTED]
Sent: 19 May 2017 11:50
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: Hello from Cognitive
-
- Hi [REDACTED]
-
- Please find first draft agreement attached.
-
-
- Best wishes,
[REDACTED]
-
-
-
- **From:** [REDACTED]
Sent: 18 May 2017 12:16
To: [REDACTED]
Subject: Re: Hello from Cognitive
-
- Yes, and also University College London too.

Sent from my iPhone using TouchDown (www.symantec.com)

-----Original Message-----

From: [REDACTED]
Received: 18 May, 11:30
To: [REDACTED]
CC: [REDACTED]
Subject: Re: Hello from Cognitive

-
- That's great, [REDACTED]. I'll prepare the contract and send it over to you shortly.

Does it need to mirror the previous agreement, in that SCMG Enterprises and King's College are sub-licensees?

Many thanks
[REDACTED]

-
- **From:** [REDACTED]
Sent: 17 May 2017 20:43
To: [REDACTED]

Cc:

Subject: Re: Hello from Cognitive

- Thanks [redacted] I'll book both please using Louise as voiceover but in your studio.
-
- Yes please to the images and big picture option.

Sent from my iPhone using TouchDown (www.symantec.com)

1

-----Original Message-----

From:

Received: 17 May, 16:31

To:

CC:

Subject: Re: Hello from Cognitive

Redacted in
accordance with
section 43 exemption

• **From:**

Sent: 16 May 2017 16:17

To:

10.

Subject: Re: Hello from Cognitive

- Hi [redacted]
-
- Thanks for your email. This is great news!
-
- I'll get back to you with a formal quotation as soon as possible so we can formalise an agreement for the first film and will ask [redacted] to look at the schedule for potential start dates for the same.

• Best wishes

• Best Wishes

2

1

1

1

1

- **From:** [REDACTED] >
Sent: 16 May 2017 13:15
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: Hello from Cognitive
-
- Hi [REDACTED] (and [REDACTED] of course!),
-
- I'd like to commission at least one, and probably two Essential Messaging animations please, with the first draft script ready for you to take a look at in around a week. Let's work on the basis of each being approximately 2 minutes.
-
- The look and feel should sit alongside the previous animation (<http://bit.ly/sciencecapitalexplained>) for both of the new pieces, and I know that [REDACTED] at the Science Museum will also be commissioning a companion piece from his budget to sit in the same family with the same look and feel. We do need to update the logos involved.

Science Capital – an introduction

bit.ly

What is Science Capital? And why does it matter? This animation explains the compelling concept originally developed by King's Professor Louise Archer and he...

-
- We'll need the first one by end of August/early September (to use at the end of September) and the second one by the end of September (to use mid-October). My assumption is that we'd ask Louise Archer to provide the voiceover again for both, so please quote on that basis.
-
- I will also probably want a license to use the individual graphic elements in print publications to sit alongside the animations for educational use.
-
- What are the next steps?
-
- Thanks,
-
- [REDACTED]
-
- [REDACTED]
-
- Tel: [REDACTED]

- Mob: [REDACTED]
E-mail: [REDACTED]
-
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-
- **From:** [REDACTED]
Sent: 24 January 2017 11:20
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: Hello from Cognitive
-
- Yes, that's right.
-
- You can start as early as you want to. Depending on other commitments, we're usually able to give clients a fairly prompt start date - please bear in mind that a 2 minute Infographic will take 4-5 weeks and an Essential Messaging of the same length, 6-8 weeks.
-
- [REDACTED]
-
-
- ---

From: [REDACTED]
Sent: 24 January 2017 11:09
To: [REDACTED]
Subject: RE: Hello from Cognitive
-
- I think just one more question for now! The dates you've suggested are the latest start dates aren't they for completion for September? Can we start as early as we want [not immediately though as we're still evolving our understanding of the concepts involved]?
-
-
- [REDACTED] t
-
- Tel: [REDACTED]
- Mob: [REDACTED]
- E-mail: [REDACTED]
-
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-
- **From:** [REDACTED]
Sent: 24 January 2017 10:54
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: Hello from Cognitive

-
- Hi [REDACTED]
-
- Yes, each option includes a voiceover, and the difference in cost is due to the complexity of the illustrations and animation. Animated Infographics don't usually include the hand.
-
- Please let me know if you have any other questions.
- [REDACTED]
-
-
- ---

From: [REDACTED]
Sent: 23 January 2017 10:00
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: Hello from Cognitive
-
- Thanks [REDACTED]. Am I right in thinking that there is voiceover on each option, and the different in cost is the complexity of the animation (+/- the moving hand)?
-
-
- [REDACTED]
- [REDACTED]
- Tel: [REDACTED]
- Mob: [REDACTED]
- E-mail: [REDACTED]
-
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-
- **From:** [REDACTED]
Sent: 19 January 2017 13:37
To: [REDACTED]
Cc: [REDACTED]
Subject: Fw: Hello from Cognitive
-
- Hi [REDACTED]
-
- Since we last worked together in 2015 we've revised our products and are now able to offer three options, all of which are still hand-drawn.
-
- Animated Infographics are light-touch and are perfect for conveying information in around two minutes. We recently produced films in this style for an Amnesty International MOOC:
<http://tinyurl.com/zt7f74b>

Human Rights: The Rights of Refugees

tinyurl.com

Take action for human rights. This course will teach you about the human rights of refugees and empower you to defend them.

- Our Essential Messaging and Extra Narrative films are inspired by the RSA Animates and develop narratives and tell stories.
- Essential Messaging films are clean and straightforward and have all the elements of our trademark storytelling. We made a short film for the universities of Kent and Reading looking at the history of immigration in Britain and you can watch it here <https://youtu.be/LGpn04KVjwg>
-
- Other examples include Unconscious Bias for The Royal Society: <https://www.youtube.com/watch?v=dVp9Z5k0dEE> and An introduction to Research Councils China <https://www.youtube.com/watch?v=eC-Dillualc>
-
- Extra Narrative films are closest in look and feel to the Animates, with detailed animation and illustration. For an example, please see the film we made for Urban Mining Co.: <http://www.urbanminingco.com/>
-
- As before, all prices include a creative meeting or call, research and scripting, storymapping, a professional EL voiceover, illustration and animation. I've attached a pdf with prices for films in all three styles up to 150 seconds long.
- Assuming that your budget will align with either an Animated Infographic or Essential Messaging film, Kerry has given an suggestion of start and finish dates as follows:

120 second Animated Infographic:
Creative Meeting 24th July, delivery 17th August

120 second Essential Messaging:
Creative Meeting 3rd July, delivery 17th August

These dates can be revised, depending on the length of the film. your preferred start date and internal feedback process.

I hope this is helpful but please let me know if you need anything else from us at this stage.

I look forward to hearing from you soon.

- Best wishes
- [REDACTED]
-
-
-
-
- ---

From: [REDACTED]

Sent: 18 January 2017 10:24

To: [REDACTED]

Cc: [REDACTED]

Subject: Re: Hello from Cognitive

-
- Hi [REDACTED]
-
- It's good to hear from you and we would be delighted to work with you on a second film.
-
- I've asked [REDACTED] to put together an indicative schedule based on delivery for early September and I'll get back to you shortly with this and cost options.
-
- Best wishes
- [REDACTED]
-
-
- [REDACTED]

- wearecognitive.com @wearecognitive

•

From: [REDACTED]

Sent: 17 January 2017 12:51

To: [REDACTED]

Cc: [REDACTED]

Subject: RE: Hello from Cognitive

-
- Hi [REDACTED],
-
- We would like to do another short film with you, to be ready in early September 2017. We think we'll be clear on the detail to inform the film in late Spring/early Summer.
-
- Please can you provide an outline schedule to get us to a September publication, and indicative costs based on different lengths around 2 minutes +/- 30 seconds?
-
- There isn't an infinite pot for doing this, so I'd appreciate you charging closer to your charity/community project rate as this is intended to support schools, colleges, and science engagement organisations.
-
- Best regards,
-
- [REDACTED]
-
- P.S. Sorry for pressing send too soon!
-
- [REDACTED]

• Tel: [REDACTED]
• Mob: [REDACTED]
• E-mail: [REDACTED]

Sent from my iPhone

- On 10 Nov 2016, at 11:58, [REDACTED] wrote:
- Hi [REDACTED]

It's been a while since we worked with you on your Science Capital project.

Since then we have been bringing our unique brand of visual thinking to a range of projects, from Amnesty International's new Human Rights MOOC <http://tinyurl.com/z7f74b> to an introductory film for the Programme for International Student Assessment (PISA) <https://youtu.be/i4RGqzaNEtg> and, of course, Stephen Hawking's Reith Lectures for BBC Radio 4 <http://tinyurl.com/zdu8d3x>.

Human Rights: The Rights of Refugees

tinyurl.com

Take action for human rights. This course will teach you about the human rights of refugees and empower you to defend them.

- It was great working with you and we would love the opportunity to collaborate again.

With that in mind, we wondered if you would like to catch up either over a coffee or over the phone and explore any potential projects.

Best wishes

- wearecognitive.com [@wearecognitive](https://twitter.com/wearecognitive)
- [REDACTED]

Re: STEM profiler work

Archer, Louise
Fri 30/06/2017 13:47

To: [REDACTED]

;

Thanks for the meeting invite - unfortunately I'm in another meeting then, but hope all goes well with the discussion with [REDACTED] and [REDACTED]. I will hopefully catch up with them separately at another time.

Kind regards,
Louise

From: [REDACTED] >
Sent: 30 June 2017 13:10
To: Archer, Louise; [REDACTED]
Subject: RE: STEM profiler work

That is great news.

I have scheduled a meeting for Monday 3rd July to take [REDACTED] and [REDACTED] through the final design, let me know if you would like to be a part of that call at 13h00.

Hope you have a lovely weekend.

Regards,

[REDACTED]
[REDACTED]

Mobile: [REDACTED]

london.vml.com
twitter.com/vmllondon
facebook.com/vml.london
linkedin.com/company/vmllondon

[REDACTED]
Fax: [REDACTED]

From: Archer, Louise [mailto:l.archer@ucl.ac.uk]
Sent: 30 June 2017 13:07
To: [REDACTED]
Subject: Re: STEM profiler work

Hi [REDACTED],

Thanks for your response - that is all clear, thank you for clarifying.

Regards,
Louise

From: [REDACTED]
Sent: 29 June 2017 09:06:18
To: Archer, Louise; [REDACTED]
Subject: RE: STEM profiler work

Morning Louise

I would just like to follow up on my mail from yesterday and confirm whether the answers provided give you enough clarity?
Let me know if you would like a quick call to discuss.

Have a lovely day.

Regards,

[REDACTED]

Mobile: [REDACTED]

london.vml.com
twitter.com/vmllondon
facebook.com/vml.london
linkedin.com/company/vmllondon

Fax: [REDACTED]

From: [REDACTED]
Sent: 28 June 2017 14:12
To: 'Archer, Louise' <l.archer@ucl.ac.uk>; [REDACTED]
Subject: RE: STEM profiler work

Hi Louise

Thank you very much for your email. Please see below my answers to your questions which I hope will provide more clarity and leave everyone on the same page of what is being delivered. VML agreed the scope of work 3 weeks ago with BP and currently delivering according to the scope of work. Anything outside of that scope is not within the scope of what VML was tasked to do.

I would suggest to avoid any further doubt that we have a call on Monday 3rd July to just iron out any additional issues.

I would like to check that we are all on the same page and to understand better whether what is being built currently is intended to be A) a functional tool that we can use with the sector, or B), an intermediate tool that is only intended for piloting purposes and for the New Scientist show? [VML have been tasked with two deliverables by BP](#). VML are building a quiz/survey that will be integrated with bp.com as well as an event app that will be displayed at the chosen events. Each event instance will be available under separate URL's and hosted by BP outside bp.com

Our deliverable is to ensure that the survey for both website and event app are available at science events/museums selected.

Can you please elaborate on the difference between A and B?

If we can better understand this, then it might help some of our communication issues. I have listed some further, specific questions below - I apologise if these have

already been addressed with [REDACTED], but for whatever reason, there is still a lack of clarity on these points at our end:

- If it is to be the functional, wider use tool (which would be our strong preference), then for the 'quiz' to work as a tool that can be used by the sector in a range of ISL settings, it is key that it can be accessed from any device (e.g. mobile phones, tablets, ipads etc). Is this achievable within the current spec? [The survey on bp.com can be accessible from any device. The event app must be pre-installed on a device itself and is intended only for event usage.](#)
- For both piloting and wider use, each quiz respondent needs to be able to be linked to the specific science organization and event at which they are completing the quiz. Reading through the email trail, I think that a code will be used to this end, but it would be useful to clarify whether this is a single code (e.g. an organization) or double code (organization and event), so that attendees at multiple events at a single organization can be grouped together for analytic purposes. [Use of unique identifiers was already defined in the initial scope of work so creating a unique identifier from one or two different id's does not change our roadmap.](#)
- For the individual user/visitor output screens, we will supply the text. We would like individual users to be told their science capital 'group' (high/medium/low - albeit we will edit the labels) and we would like the accompanying text to explain a bit about their grouping. Is there any capacity to have an image, eg a pie chart, to accompany this text to make the output more visually appealing, or not? I apologise that I understand that this has not been asked previously. [Initially we had only scoped to display the science capital results of individuals that fall within a specific range of results e.g. top 30% with some explanation copy text. Adding a static image is possible but doing any complex chart or similar is not within the scope of this project. A change request would need to be raised on the project which would need to be costed and have an effort put towards it.](#)
- For the wider, functional tool, a key aspect will be the capacity to provide organizational feedback (e.g. to particular settings on what their data says). My understanding is that this is not part of the current brief - is that correct? However, it would be useful if we could get a technical opinion as to what sort of scope/scale this additional piece of work would be. Would it be possible to show VML our ideas for possible outputs to get a view/ feedback on whether these might be technically simple or challenging to achieve? [At this stage this request for organisational feedback is not within scope and would require a change request. This could severely impact our timelines to deliver a final product first week of August.](#)

I am unclear on the distinction between the quiz on the website and the quiz via the app. I presume they are just different pathways to reaching the same thing? [Yes this is correct](#)

I hope this helps.

Let me know if you need more clarity on anything.

Regards,

[REDACTED]

[REDACTED]

Mobile: [REDACTED]

london.vml.com
twitter.com/vmllondon
facebook.com/vml.london
linkedin.com/company/vmllondon

[REDACTED]

Fax: [REDACTED]

From: Archer, Louise [mailto:l.archer@ucl.ac.uk]

Sent: 28 June 2017 12:29

To: [REDACTED]

Subject: Fw: STEM profiler work

Dear [REDACTED] and [REDACTED],

Following a discussion with [REDACTED], I have a concern that there may be some communication challenges between the 3 parties (UCL, VML and BP) and wondered if I could clarify a few points from our end regarding the adult science capital technical work that is being done?

I would like to check that we are all on the same page and to understand better whether what is being built currently is intended to be A) a functional tool that we can use with the sector, or B), an intermediate tool that is only intended for piloting purposes and for the New Scientist show?

If we can better understand this, then it might help some of our communication issues. I have listed some further, specific questions below - I apologise if these have already been addressed with [REDACTED], but for whatever reason, there is still a lack of clarity on these points at our end:

- If it is to be the functional, wider use tool (which would be our strong preference), then for the 'quiz' to work as a tool that can be used by the sector in a range of ISL settings, it is key that it can be accessed from any device (e.g. mobile phones, tablets, ipads etc). Is this achievable within the current spec?
- For both piloting and wider use, each quiz respondent needs to be able to be linked to the specific science organization and event at which they are completing the quiz. Reading through the email trail, I think that a code will be used to this end, but it would be useful to clarify whether this is a single code (e.g. an organization) or

double code (organization and event), so that attendees at multiple events at a single organization can be grouped together for analytic purposes.

- For the individual user/visitor output screens, we will supply the text. We would like individual users to be told their science capital 'group' (high/medium/low - albeit we will edit the labels) and we would like the accompanying text to explain a bit about their grouping. Is there any capacity to have an image, eg a pie chart, to accompany this text to make the output more visually appealing, or not? I apologise that I understand that this has not been asked previously

- For the wider, functional tool, a key aspect will be the capacity to provide organizational feedback (e.g. to particular settings on what their data says). My understanding is that this is not part of the current brief - is that correct? However, it would be useful if we could get a technical opinion as to what sort of scope/scale this additional piece of work would be. Would it be possible to show VML our ideas for possible outputs to get a view/ feedback on whether these might be technically simple or challenging to achieve?

I am unclear on the distinction between the quiz on the website and the quiz via the app. I presume they are just different pathways to reaching the same thing?

Clarity on the above would be very helpful. Equally, if there is anything else that I can do to help improve communication issues on this project then I'd be more than happy to hear and discuss these. I appreciate that everyone is working hard and to deadlines on this!

Kind regards,
Louise

Professor Louise Archer
Karl Mannheim Professor of Sociology of Education
Room 710, University College London, Institute of Education
20 Bedford Way
London WC1H 0AL
0207 911 5540
<http://www.ucl.ac.uk/ioe/contact-us>

From: [REDACTED]
Sent: 04 May 2017 21:53
To: [REDACTED]
Subject: RE: Science capital plan

Thanks [REDACTED].

Tel: [REDACTED]

Mob: [REDACTED]

E-mail: [REDACTED]

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From: [REDACTED]

Sent: 04 May 2017 21:35

To: [REDACTED]

Subject: Re: Science capital plan

[REDACTED]

Anyway, the doc is attached! I'll be pulling together more of a timeline in the next few days (as per the discussion today.)

Many thanks!

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

From: [REDACTED]
Sent: 04 May 2017 19:11
To: [REDACTED]
Subject: Re: Science capital plan

I will!! [REDACTED] but will dig it out later this eve! Do not fret!

[REDACTED]

On 4 May 2017, at 18:06, [REDACTED] wrote:

Please can you email it!

[REDACTED]

Tel: [REDACTED]

Mob: [REDACTED]

E-mail: [REDACTED]

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[REDACTED]

Today, 14:26

This followed on from the meeting in your office with the BEIS folks...

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

From: [REDACTED]
Sent: 04 May 2017 19:11
To: [REDACTED]
Subject: Re: Science capital plan

I will!! [REDACTED] but will dig it out later
this eve! Do not fret!

[REDACTED]

On 4 May 2017, at 18:06, [REDACTED] wrote:

Please can you email it!

[REDACTED]

Tel: [REDACTED]
Mob: [REDACTED]
E-mail: [REDACTED]

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FW: Call

Mon 04/09/2017 14:29
To: Archer, Louise <l.archer@ucl.ac.uk>;
1 attachments (71 KB)
Adult sci cap Questionnaire_ wave2.docx;

From: [REDACTED]
Sent: 23 May 2017 15:22
To: [REDACTED]
Subject: RE: Call

Thanks [REDACTED]

For reference, [REDACTED] has provided the long-form questionnaire so you can see how it works. From the initial pilot we will be able to work out which are the most significant questions to include in the final app.

Best regards,



[REDACTED]

[REDACTED]

Tel: [REDACTED]

Mob: [REDACTED]
E-mail: [REDACTED]

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From: [REDACTED]
Sent: 19 May 2017 11:13
To: [REDACTED]
Subject: Re: Call

Thanks [REDACTED]

Happy to come to you, thank you for hosting.

If you could plan on 3 from VML I'll confirm names ahead of time.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

From: " [REDACTED]

Date: Thursday, 18 May 2017 14:04

To: [REDACTED]

Subject: RE: Call

Hi [REDACTED],

[REDACTED] I'd be happy to host here at BP.

Best regards,

[REDACTED]

[REDACTED]

[REDACTED]

Tel: [REDACTED]

Mob: [REDACTED]
E-mail: [REDACTED]

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From: [REDACTED]
Sent: 18 May 2017 14:02
To: [REDACTED]
Subject: Re: Call

Thanks [REDACTED]

Be nice to put a name to a face for me, but happy either way.

Are you in Canary Wharf, Sunbury, Swindon?

[REDACTED]

[REDACTED]

VML

Mobile [REDACTED]

From: [REDACTED]
Date: Thursday, 18 May 2017 13:54
To: [REDACTED]
Subject: RE: Call

Thanks folks. Morning of 30 May looks good. Will a call work or do you want face-to-face?

[REDACTED]

[REDACTED]

Tel: [REDACTED]

Mob: [REDACTED]
E-mail: [REDACTED]

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From: [REDACTED]
Sent: 18 May 2017 13:30
To: [REDACTED]
Subject: Re: Call

Hi all

The morning of the 30th May works for me. I can also make the 2nd June work.

[REDACTED]

Thanks

[REDACTED]

[REDACTED]

VML

Mobile [REDACTED]

From: [REDACTED]
Date: Thursday, 18 May 2017 09:14
To: [REDACTED]
Subject: Re: Call

I can't do the 23rd May but I can do any of the other dates/times.

Thanks!

[REDACTED]

From: [REDACTED]
Sent: 18 May 2017 08:48
To: [REDACTED]
Subject: RE: Call

Hi folks,

That sounds good. Copying in [REDACTED] so we can arrange dates.

I'm available:

- Before 2pm on 23 May
- 1300-1600 on 24 May
- Morning of 30 May
- Afternoon of 2 June

How are those for everyone else?

Best regards,

[REDACTED]

[REDACTED]
[REDACTED]

Tel: [REDACTED]

Mob: [REDACTED]
E-mail: [REDACTED]

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From: [REDACTED]
Sent: 17 May 2017 22:49
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: Call

Thanks [REDACTED]

All very useful.

Hello [REDACTED]. We'd be more than happy to host yourself and [REDACTED] at VML and then we can have the right team assembled for you to brief.

Equally we can come to you. Let me know what works.

Thanks

[REDACTED]

[REDACTED]

VML

Mobile [REDACTED]

From: [REDACTED]
Date: Wednesday, 17 May 2017 17:31
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: Call

We should definitely have a call with Navitas to ensure we are doing this according to their process.
Thanks [REDACTED]

From: [REDACTED]
Date: Wednesday, May 17, 2017 at 9:30 AM
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: Call

Hi [REDACTED]

Thanks again for the call on Monday. Great to have you on board for the design and build of the quiz.

Just in response to some of the questions that came up

There will probably be about 20 questions to start with, by way of a pilot. The full set of questions is 110. The idea eventually is to allow different organisations or groups to customise it and select the groups of questions they want. Though no one individual would have to answer all 110 questions as some are only triggered on certain answers to previous questions. The 110 full set of questions will be split across several categories e.g. demographics/background (e.g. related to gender, ethnicity, social class, education, partner's education, including in STEM); who you know (and talk with) about science, attitudes to science (valuing, affinity to science, confidence), science-related activities (including TV and online), science knowledge (a 'quiz').

On data capture, we'd like to capture the answers/scores, but no plans to capture PII data.

Timings, we're hoping to get the pilot version with 20 odd questions up and running next month.

Hosting QS – we can fix up a separate call/meeting with BP.com and/or Navitas to understand the requirements here.

A helpful next step I think is to have you speak with [REDACTED] who is pulling it together. I think you'll get a better understanding of the structure from a conversation with [REDACTED] that will ultimately shortcut a lot of the Qs that are bound to arise in the early steps. My colleague [REDACTED] runs the BP education programmes here at BP and can make the introduction.

Thanks,

[REDACTED]

-----Original Message-----

From: [REDACTED]
Sent: 15 May 2017 21:42
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: Call

[REDACTED]

Thanks for the call. It sounds like a great project and we're really pleased to be involved.

The technical questions we have at present are as follows:

We have focused on the factors that will likely impact the complexity/cost.

- What is the technology stack for hosting with BP.com, and are there hosting limitations/technical requirements that must be met?
- Does the experience need to work both offline and online?
- Will there be data be captured and will it be PII data? Will that data be stored, and if so where?
- What are the assets we will be creating the experience around - quantity and type (any examples would be great)?
- Does the experience link to any other BP/Partner content?

ImmediateNext steps

- [REDACTED] to send back any information on the content, and information on the above.
- [REDACTED] to write a high level proposal with assumptions, that shows MVP and scalability. We'll add a few thoughts on how it could be a bigger marketable asset.

Looking forward to moving this forward

Thanks

[REDACTED]

[REDACTED]

[REDACTED]

Mobile [REDACTED]

FW: Science capital initiative

[REDACTED]
Mon 04/09/2017 14:30

To: Archer, Louise <l.archer@ucl.ac.uk>;

From: [REDACTED]

Sent: 05 June 2017 18:35

To: [REDACTED]

Cc: [REDACTED]

Subject: Re: Science capital initiative

I'm happy for you to crack on with [REDACTED] to get the spec understood. Let's have a quick review once you've done that first pass at it.

Sent from my iPhone

On 5 Jun 2017, at 18:32, [REDACTED] wrote:

Hi [REDACTED] (et al)

Just in brief, so as not to bog everyone down in details - I am more than happy to speak with you (or whomever) about the prototype, timeline, etc. I have some pretty clear ideas about what we really really want to try to do with the prototype and what we could probably manage with paper. I also have a much clearer idea of timelines than I did even last week.

Anyway, please let me know when you'd like to speak (though, Thursday would be much better than tomorrow or Wed, if that's not too late? Just let me know and I'll make sure something works out.)

Thanks!

From: [REDACTED]
Sent: 05 June 2017 17:29
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: Science capital initiative

Good afternoon [REDACTED]

This morning we talked our approach through with [REDACTED]

Below is a quick summary of our discussion and next steps.

The discussion focused on the approach we could take to building the 'profiler/quiz' so that it was available both on the website and at events via an iPad (or on similar interface), and how that event experience would be achieved with and without internet connectivity. To optimise the experience for the iPad that would work offline we would need to build a native app.

We concluded that in 2017 we would focus on building a responsive website that would work in all scenarios but that would require internet connectivity. The idea of building a native app could be picked up at any point in time but maybe more appropriate once we have seen the reaction to the 'profiler/quiz' or we have done the national survey.

This approach will still allow us to pass data to the database, provide feedback to users on their 'score'; 'tag' where/from which institution a survey was completed and report back to the institutions their individual results (each of these items has a requirement on [REDACTED]'s team); the only think it does not do is allow for the quiz to be accessed if the device is offline and obviously no data will pass back to the database in this scenario either. In terms of the look we will do a great job of designing a responsive website but it will not be built for a specific device which mean we are not using the standards of that platform (IOS/Android have specific design patterns we would follow if building a native app).

The approach we will take is described in the attached document.

In terms of ways to make sure we have efficiency in the process, our dependencies will be on [REDACTED] and [REDACTED].

I'd like to talk to [REDACTED] about the 'prototype' and whether it might be worth having a very simple paper prototype to test both the questions and more importantly the feedback expectations. It will be important we understand the questions and their structure in different scenarios as we will need business logic and meta data to make sure we serve the right questions and ask the database the right query to return the results.

There are a number of dependencies on [REDACTED]'s team as per the diagram in the attachment that is better that [REDACTED] goes through with you directly.

Next steps:

- [REDACTED] (VML) will be in contact with [REDACTED] regarding the technical environment. We're happy to take on additional scope to do the work around the database/APIs/Business intelligence tool as required.
- [REDACTED] – we'd like to propose some dates to you for getting the questionnaire finalised based on an overall schedule we've pulled together – the schedule we have would allow testing of the website in a headerless browser at the Winchester Science centre in late July etc but it requires quick turnaround on the questions. This is flexible pending how we approach the 'prototyping'. Let me know if you are working to a timeline already.
- BP to provide contact at KVW to discuss the internet connectivity at New Scientist Live.
- [REDACTED] (VML) to work with [REDACTED] on setting VML up as a supplier.

I think that is everything.

I'd like you to introduce you to [REDACTED] who will project manage things from our end. [REDACTED] will be the interface into the VML team once we have a clear path through the above.

Great that we could get it all going so quickly and looking forward to making it a great success

[REDACTED]

[REDACTED]

[REDACTED]

Mobile [REDACTED]

From: [REDACTED]

Date: Wednesday, 31 May 2017 12:52

To: [REDACTED]

Cc: [REDACTED]

[REDACTED]
Subject: RE: Science capital initiative

Thanks [REDACTED]

Sent from my iPhone using TouchDown (www.symantec.com)

-----Original Message-----

From: [REDACTED]

Received: 31 May, 10:53

To: [REDACTED]

CC: [REDACTED]

Subject: RE: Science capital initiative

Hi [REDACTED]

This all looks good to me.

Many thanks!

[REDACTED]
From: [REDACTED]

Sent: 30 May 2017 20:26

To: [REDACTED]

Cc: [REDACTED]

Subject: Science capital initiative

[REDACTED] and [REDACTED]

Thanks for taking the time to sit with us this morning and explain the details around the Science Capital initiative. It feels like there is huge potential to make this a foundational part of both BP's STEM initiatives and a big part of the national approach, so we're very pleased and excited to be part of it.

We got together this afternoon to start sketching out our approach – how to keep it tight and focus on the prototype but build it in a way that is scalable to different uses/scenarios and educational partnerships. I've noted down the following timeline:

- Prototype in 3 educational institutes – July
- Soft launch on BP.com – August
- Launched at New Scientists Live – September
- National Survey – October
- Versioning for different segments or institutions – Jan 2018

In terms of next steps:

- VML to come back with approach, major tasks and cost estimates – Fri 2nd June
- [REDACTED] to keep us updated on question refinement and provide any examples of 'recommendations' that are likely to be output as a result of completing the quiz – ongoing

Thanks

FW: BP STEM Profiler Project

Mon 04/09/2017 14:30

To: [REDACTED];

From: [REDACTED]

Sent: 14 June 2017 13:27

To: [REDACTED]

Cc: [REDACTED]

Subject: RE: BP STEM Profiler Project

<https://brand.bp.com> – put me down as approver for your registration.

[REDACTED]

[REDACTED]

Tel: [REDACTED]

Mob: [REDACTED]
E-mail: [REDACTED]

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From: [REDACTED]
Sent: 14 June 2017 13:03
To: [REDACTED]
Cc: [REDACTED]
Subject: BP STEM Profiler Project

Hi [REDACTED]

Hope you well.

We currently busing with the UX (user experience) and will hopefully be moving into Design towards the end of next week – pending approval of UX by yourself and [REDACTED]. Date this approval will be needed will be shared with you later today.

Are you able to share with me:

1. Style Guide for the existing BP site

2. Link to the existing Brand Environment

If you could send this over today I would really appreciate it.

Regards,

[REDACTED]

[REDACTED]

[REDACTED]

Mobile: [REDACTED]

london.vml.com

twitter.com/vmllondon

facebook.com/vml.london

linkedin.com/company/vmllondon

[REDACTED]

[REDACTED]

Fax: [REDACTED]

From: [REDACTED]
Sent: 19 June 2017 13:57
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: BP Stem Profiler Project - Client Review

I can do 1400-1500 on Wednesday.

Sent from my iPhone

On 19 Jun 2017, at 13:51, [REDACTED] wrote:

Hi [REDACTED] and [REDACTED]

Hope you both well and had a great weekend.

We have reached a point where we are ready to share with you the wireframes based on preliminary questions sent through by [REDACTED] last week. Ideally I would like the Client review and approval meeting to take place in person and would appreciate if you can give me a date and time that is convenient to you for Wednesday or Thursday this week.

I understand that the questions provided are only preliminary but as long as the question types do not change then we are still in a good position.

@ [REDACTED] there is one question type on the list provided that I need to talk to you about as it is a complex question that would need a lot of development work and may not be supported by Contentful. We do have a solution/work around by structuring the question in a different way. Let me know if I can give you a call during the course of today.

I need this approval to take place in order for us to move the project into design this week.

Let me know a day, time and location for us to meet and I will schedule it accordingly.

Regards,

[REDACTED]

[REDACTED]

[REDACTED]

Mobile: [REDACTED]

london.vml.com

twitter.com/vmllondon

facebook.com/vml.london

linkedin.com/company/vmllondon

[REDACTED]

[REDACTED]

Fax: [REDACTED]

From: [REDACTED]
Sent: 20 June 2017 09:31
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: BP STEM Profiler Questions

Yes please go ahead [REDACTED]. [REDACTED] has some other questions too and will contact you directly.

[REDACTED]
[REDACTED]

Tel: [REDACTED]

Mob: [REDACTED]
E-mail: [REDACTED]

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From: [REDACTED]
Sent: 20 June 2017 09:20
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: BP STEM Profiler Questions

Morning [REDACTED] and [REDACTED]

Yes this solution does work on a touchscreen.

Could you please approve for VML to go ahead with this solution for the open ended question?

Regards,

[REDACTED]

[REDACTED]

[REDACTED]

Mobile: [REDACTED]

london.vml.com

twitter.com/vmllondon

facebook.com/vml.london

linkedin.com/company/vmllondon

[REDACTED]

[REDACTED]

Fax: [REDACTED]

From: [REDACTED]

Sent: 19 June 2017 19:55

To: [REDACTED]

Cc: [REDACTED]

Subject: Re: BP STEM Profiler Questions

That sounds promising to me but does it work on a touchscreen?

Sent from my iPhone

On 19 Jun 2017, at 19:12, [REDACTED] wrote:

Hi [REDACTED] and [REDACTED]

A solution for the open-ended question: use a scrolling picker that allows the users to select each letter/number for the first 3/4 character of their postcode.

Imagine you would be selecting a day or month using a scrolling picker as per the attached image.

Let me know your thoughts.

Have a good evening.

Regards

[REDACTED]

[REDACTED]

[REDACTED]

Mobile: [REDACTED]

london.vml.com

twitter.com/vmllondon

facebook.com/vml.london

linkedin.com/company/vmllondon

[REDACTED]

[REDACTED]

Fax: [REDACTED]

From: [REDACTED]

Sent: 19 June 2017 16:18

To: [REDACTED]

Subject: RE: BP STEM Profiler Questions

That does make sense – but wouldn't the list of letters be REALLY long if it's going to cover the whole country? Or I suppose it could be

four dropdowns – A-Z, A-Z, 0-9, 0-9

(All with the option of 'empty' for things like EC1 or W14....)

I'm happy with that if it's simpler – though it does seem a MASSIVE faff for the user?? (It would make me a bit nuts...)

Thanks!

From: [REDACTED]
Sent: 19 June 2017 16:12
To: [REDACTED]
Subject: RE: BP STEM Profiler Questions

Following [REDACTED]'s clarification, I think it could be a double dropdown, with the first being the letters and the second the number or number/letter combination e.g. "EC" "1A" as the worst case.

Tel: [REDACTED]
Mob: [REDACTED]
E-mail: [REDACTED]

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From: [REDACTED]
Sent: 19 June 2017 16:09

To: [REDACTED]
Subject: RE: BP STEM Profiler Questions

Hi [REDACTED]

We've got questions about gender, ethnicity, income/occupation etc in there but they're multiple choice. The question they have is that the postcode info would mean including an open text box (or the mother of all drop-downs, which would seem to be a bad idea...), which seems to be causing some issue (problematic/time consuming to set up with the software they use?), though I'm unclear as to why. I'm happy to leave it off for the initial prototype, but we'll obviously want to include something along those lines for the final version, I would think.

That's all I know!

[REDACTED]
From: [REDACTED]
Sent: 19 June 2017 16:05
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: BP STEM Profiler Questions

I think we would want to gather basic ethnographic and socio economic data with that partial postcode data but let's discuss with [REDACTED].

Sent from my iPhone

On 19 Jun 2017, at 15:50, [REDACTED] wrote:

Hi [REDACTED]

I would just like to confirm with you the requirement to have open end text fields as part of the survey and in particular for the below question

What is your postcode (first half only)? [open text box]

This is something that we would usually advise against as it opens the door for content not relevant to the survey to be populated. [REDACTED] did however mention that this is a long term goal of yours to be able to look at a heat map of science capital around the country.

Can you confirm the above and advise if you foresee any other open ended text fields being included in the survey?

Regards,

[REDACTED]

[REDACTED]

[REDACTED]

Mobile: [REDACTED]

london.vml.com

twitter.com/vmllondon

facebook.com/vml.london

linkedin.com/company/vmllondon

[REDACTED]

[REDACTED]

Fax: [REDACTED] 1

<BP Scroller.png>

From: [REDACTED]
Sent: 20 June 2017 22:45
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: BP STEM Profiler - Fonts

That's the right font set to use and I believe you have to purchase or license them.

Sent from my iPhone

On 20 Jun 2017, at 20:44, [REDACTED] wrote:

That's a question I'll defer to [REDACTED] on! I don't have a clue about BP branding, though I'm pretty sure the colour green is involved....

From: [REDACTED]
Sent: 20 June 2017 20:24
To: [REDACTED]
Subject: BP STEM Profiler - Fonts

Evening [REDACTED] and [REDACTED]

As part of the design process and ensuring that we apply the correct font to the survey, has BP got a standard font library that VML should have access to and to ensure the correct font is applied?

If there is no specific font library that BP has access to then below is a list of options that you could choose from:

There are three different weights of Univers you can use:

Univers for BP Light (**Univers Next Light 330**) – for headings and body copy.

Univers for BP (**Univers Next Roman 430**) – for headings and body copy where the heavier weight will aid readability.

Univers for BP bold (**Univers Next Bold 630**) – for occasional emphasis or subheadings, never at large sizes.

<https://www.myfonts.com/fonts/linotype/univers-next/>

If one of the above options are selected I will take it to [REDACTED] for approval.

Regards,

[REDACTED]

[REDACTED]

Mobile: [REDACTED]

london.vml.com
twitter.com/vmllondon
facebook.com/vml.london
linkedin.com/company/vmllondon

[REDACTED]

Fax: [REDACTED]

From: [REDACTED]
Sent: 21 June 2017 10:33
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: Event Partners

KBW have access to the tech requirements for the event.

Sent from my iPhone

On 21 Jun 2017, at 10:30, [REDACTED] wrote:

Hi [REDACTED] and [REDACTED]

Are you able to confirm the event partners? We are only aware of KBW and would like to get in touch with the rest to confirm hardware requirements at the events.

Regards,

[REDACTED]

[REDACTED]

[REDACTED]

Mobile: [REDACTED]

london.vml.com

twitter.com/vmllondon

facebook.com/vml.london

linkedin.com/company/vmllondon

[REDACTED]

[REDACTED]

Fax: [REDACTED]

From: [REDACTED]

Sent: 21 June 2017 14:32

To: [REDACTED]

Subject: RE: BP Client Review of UX

[REDACTED],

With a couple of minor caveats around validation of postcode data entry, you have approval of UX to proceed.

Thanks,

[REDACTED]

[REDACTED]

[REDACTED]

Tel: [REDACTED]

Mob: [REDACTED]
E-mail: [REDACTED]

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From: [REDACTED]
Sent: 20 June 2017 19:52
To: [REDACTED]
Subject: BP Client Review of UX

Evening [REDACTED] and [REDACTED]

Please find attached the wireframes for the completion of the User Experience phase of the project based on preliminary questions provided by [REDACTED]

[REDACTED] our Head of User Experience (UX) will be leading the call tomorrow [REDACTED] The wireframes attached describe the functionality of the survey that will be used on the BP website as well as for the event app that is being built.

I hope to receive your approval of UX tomorrow so that the project can move into the next phase of Design.

On the call you will have members of our technical team and our Creative Director will join half way through the call. My team will give me an update after the call and I would of landed in Poland and should be in a position to answer any of your questions later tomorrow evening if any are raised.

I will be available for a call prior to the meeting up until 13h00 tomorrow should you need me.

I will also be updating the invite with both a google hangout link (with video conferencing and the ability to share screens) as well as conference dial in facilities should this first option fail.

Have a lovely evening.

Regards,

[REDACTED]

[REDACTED]

[REDACTED]

Mobile: [REDACTED]

london.vml.com

twitter.com/vmllondon

facebook.com/vml.london

linkedin.com/company/vmllondon

[REDACTED]

[REDACTED]

Fax: [REDACTED]

From: [REDACTED]
Sent: 21 June 2017 15:06
To: [REDACTED]
Subject: RE: copy for ending screens

Not as a document, but you can play it through at <http://welcome.bp.com/sciencecapital/> and see what the end screens look like depending on your answers.

[REDACTED]

[REDACTED]

Tel: [REDACTED]

Mob: [REDACTED]
E-mail: [REDACTED]

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From: [REDACTED]
Sent: 21 June 2017 14:57
To: [REDACTED]
Subject: copy for ending screens

Hi [REDACTED]

[REDACTED] - I haven't been able to dig it out and I'm not sure [REDACTED] will be so I thought I'd enquire - would you happen to have a word doc or similar with the copy for the three end screens (corresponding to low/medium/high levels of science capital) from the young people's survey on your site? I thought the tone worked really well so I wanted to use them for 'inspiration' for the final screens for the adult survey.

Many thanks!

From: [REDACTED]
Sent: 24 June 2017 04:46
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: Creative work in Progress

The images are too engineering stereotyped but the screens look good

Sent from my iPhone

On 23 Jun 2017, at 16:51, [REDACTED] wrote:

Good afternoon, hopefully [REDACTED] this email will catch you before you go on holiday. As promised please find attached a small selection of desktop breakpoint (1440) work in progress screens. If you have initial feedback before you leave today that would be wonderful. Not to worry if not and we will continue through the design phrase ahead of presenting the work in full.

If you have any questions please get in touch. In the meantime, have a super holiday and we will see you on your return. [REDACTED], have a lovely weekend.

Thanks, [REDACTED]

Direct: [REDACTED]

Mobile: [REDACTED]

facebook.com [REDACTED]

twitter.com/ [REDACTED]

uk.linkedin.com/in/ [REDACTED]

Instagram.com/ [REDACTED]

london.vml.com

facebook.com/vml.london

twitter.com/vmllondon

P

Phone: [REDACTED] Fax: [REDACTED]

<LikeScale Screen (Depth).png>

<SIngle Choice Screen (Depth).png>

<Welcome Screen (Depth) Copy.png>

<Welcome Screen (Depth).png>

-----Original Message-----

From: [REDACTED]
Sent: 03 July 2017 10:57
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: Accepted: BP STEM Profiler - Client Review of Design

Sorry - I misread - I thought you meant today. I can't do tomorrow at that time.

Tel: [REDACTED]
Mob: 966
E-mail: [REDACTED]

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-----Original Message-----

From: [REDACTED]
Sent: 03 July 2017 10:45
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: Accepted: BP STEM Profiler - Client Review of Design

Morning [REDACTED]

Apologies for the late mail, but I need to reschedule our meeting this afternoon to tomorrow.

Would you be ok with a slot of 11h45 to 12h30?

Regards,

[REDACTED]
[REDACTED]
Mobile: [REDACTED]
london.vml.com
twitter.com/vmllondon
facebook.com/vml.london
linkedin.com/company/vmllondon

Fax: [REDACTED]

-----Original Appointment-----

From: [REDACTED]

Sent: 02 July 2017 12:34

To: [REDACTED]

Subject: Accepted: BP STEM Profiler - Client Review of Design

When: 03 July 2017 13:00-14:00 (UTC+00:00) Dublin, Edinburgh, Lisbon, London.

Where: Conf - The Factory Meeting Room

From: [REDACTED]

Sent: 05 July 2017 15:32

To: [REDACTED]

Subject: RE: Science Capital tool - catch up?

[REDACTED],

Are BSA on your list of test partners?

Best regards,

[REDACTED]

[REDACTED]

[REDACTED]

Tel: [REDACTED]
Mob: [REDACTED]
E-mail: [REDACTED]

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From: [REDACTED]
Sent: 05 July 2017 14:43
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: Science Capital tool - catch up?

Hi [REDACTED]

Thanks for getting back on this and it looks like things have got to an interesting stage. It might be best to wait to meet in late September then. In the meantime we would want to be working on arguments to support future work in this area beyond the scope of the current project. So if there is anything that you can pass on at the moment that might be helpful for this (for those who enjoy stats or don't!) we'd be happy to receive them.

[REDACTED] – as mentioned previously BSA said they'd be happy to also use/test your app version at the British Science Festival if they can find a suitable way to do it. It might be helpful to quickly catch up on where that is.

Thanks again,

[REDACTED]
Tel: [REDACTED]

www.gov.uk/beis | <https://twitter.com/beisgovuk>

From: [REDACTED]
Sent: 30 June 2017 11:43
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: Science Capital tool - catch up?

Hi all

Just to quickly confirm what [REDACTED] has said below. So for those of us who enjoy stats (and perhaps even those who don't), it's all really interesting!

Thanks!

[REDACTED]
From: Archer, Louise
Sent: 30 June 2017 11:33
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: Science Capital tool - catch up?

Hi [REDACTED],

Thanks for your email. We are currently going at full pelt with this, so rather than take time away from getting the work done (at this rather crucial time!) it would probably be best if i give you a quick email update now and we arrange to meet in September/October when we can show you properly.

Update

- the second wave of the initial instrument development piloting (with an adult panel sample) has been completed. [REDACTED] has been working out the weightings (to produce a science capital

'score') and doing the analyses to produce the shorter index of questions that will form the backbone of the instrument. This work is now complete.

- [REDACTED] and the online company (commissioned by BP) are currently working together to build the online tool that will be piloted with 3/4 organisations in August/Sept (eg Winchester Science Centre, Pint of Science, etc)
- An app version of the survey is also being built, for use at New Scientist show in Sept.
- Hopefully after the summer we will be able to develop a better idea of how organisations might use the tool - although my understanding is that the online company are not commissioned to produce the bit of functionality that would allow organisations to get their results back from the survey, so this will need more thought and discussion down the line.

For interest - first skim of the panel data (which is not representative) does look interesting - it shows a normal distribution in science capital (which is reassuring!) and suggests that about a quarter of adults might have low science capital. But particularly interestingly, it shows that high science capital is not just the same thing as having a science degree/job. We are going to look at this a bit more, but it is quite potentially exciting, although we would need to check this with a larger nationally representative sample to know whether we can have any confidence in this, or not. As you know, the data we have is small and just panel data so we can't say too much from that.

Hope the above is helpful, let me know if you have any more questions etc.

Best wishes,



From: [REDACTED]
Sent: 30 June 2017 11:04:12
To: Archer, Louise
Cc: [REDACTED]
Subject: Science Capital tool - catch up?

Hi Louise,

I hope all going well with you and the team. It's been a couple of months since the last catch-up, do we need to meet again in the near future to discuss next steps and the progress since May? Also are there any results that you can share at this point?

Best wishes,

[redacted]

Tel: [redacted]

www.gov.uk/beis | <https://twitter.com/beisgovuk>

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From: [redacted]
Sent: 06 July 2017 09:18
To: [redacted]
Subject: RE: Meeting to discuss requirements

Hi [redacted],

I followed up with colleagues yesterday so may be able to clarify directly:

MB4 – we need a static pie chart based on pilot survey data - will be updated in the future but fine to have as static graphic in this stage

MB5 – three variant exit screens with pie chart plus copy for high/medium/low SC score, as supplied this morning by [REDACTED]

MB9/12 - we will assume that csv is fine for now but we will verify following the summer testing when we import the data for analysis

MB11 - we need to use a multi-choice template for this but we are refining the questions with the test partners over the summer - do you want a dummy question in there now for the build or can we add that later?

[REDACTED]
[REDACTED]

Tel: [REDACTED]

Mob: [REDACTED]
E-mail: [REDACTED]

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From: [REDACTED]
Sent: 06 July 2017 09:16
To: [REDACTED]
Subject: Meeting to discuss requirements

Hi [REDACTED]

[REDACTED] and I including my team briefly went through the word document with the 'must haves' and desirables.

I would like to discuss these in a meeting with yourself and [REDACTED] to clarify the requirements and ensure that we all understand what is in scope for this project and what could be part of a next phase.

[REDACTED] is available tomorrow from noon to 4.30, would you be available for a call between this time?

Regards,

[REDACTED]

[REDACTED]

[REDACTED]

Mobile: [REDACTED]

london.vml.com

twitter.com/vmllondon

facebook.com/vml.london

linkedin.com/company/vmllondon

[REDACTED]

[REDACTED]

Fax: [REDACTED]

Other meetings:

Tuesday 30 May at 9.30am (at BP): meeting of [REDACTED] and technical team and VML –
Agenda: to discuss technical requirements for the adult science capital survey web/app build. No
minutes.