

From: [REDACTED]
To: [REDACTED]
Subject: Academy final report 2024
Date: 14 February 2025 10:54:00
Attachments: [Year 7 report - January 2025 FINAL.pptx](#)

[REDACTED]
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Science Museum
Exhibition Road, London SW7 2DD

THE ACADEMY PROJECT REPORT

January 2025

SCIENCE
MUSEUM
GROUP

EXECUTIVE SUMMARY

Academy figures for academic year 2024/25 (Autumn Term: 1 Sept 24 – 31 Dec 24)

- 25 courses have been delivered to:
 - Teachers and Museum educators (146 teachers/ 88 museum practitioners)
 - STEM professionals
- An additional 57 people have been reached through non-sponsor funded programmes (including international and commercial training)

Audience	Sept – Dec 24	Jan – April 25	May – Aug 25	Total (to date)
Teachers and Museum Educators	234			234
STEM Professionals	99			99
Other (Commercial/ International)	57			57
	390			390

- Potential reach so far for 2024/2025 (Sept – Dec) is 36,600 people

SINCE THE ACADEMY LAUNCHED IN OCT 2018:

- 537 courses have been delivered to:
- 4,957 teachers & museum practitioners.
- 1,869 STEM professionals.
- Potential reach of all courses is 1,159,080 people



KEY DELIVERABLES – YEAR 1: TOTALS

DELIVERABLE	PROGRESS TO DATE (1 Sept 2023 to 20 August 2024)
Deliver courses to up to 100 teaching and museum professionals	234 teachers and museum practitioners (146 teachers/ 88 museum practitioners)
Deliver courses up to 100 STEM professionals, including STEM ambassadors	99 STEM professionals
Total number reached in Year 1 to date	390 (plus 57 through commercial/international)
Aims and outcomes of Science in your World (SIYW) programme defined. Research and evaluation plan developed	This was completed in Year 1
SIYW programme launched with up to 10 museums from across the UK	Launched in September 2023. 9 partners are on board and working with us.
3 Steering Group meetings	Meeting held on 22 February 2025
Up to 4 funder update meetings	First meeting to be held on 14 February 2025 (dates in May and September to be scheduled)
End of Year 1 project report	To be delivered in September 2025

HIGHLIGHTS

- Science in Your World programme evaluation has begun, and the interim project reports have been received and partner mentoring is underway.
- Public Engagement Training for STEM professionals and contributors of the 'Manchester Science Festival' at SIM and the 'Skills Fair' and 'Technicians Careers Live' events at the Science Museum.
- Volunteer training: 'Developing Tours' and 'Audience Engagement' for the volunteers supporting the *Versailles: Science and Splendour* exhibition.
- The 'core' STEM engagement course was reviewed and updated this term to strengthen the message around enquiry (exploration and discovery) based learning and includes more maths engagement examples.
- It has been a busy international few months in support of SMG commercial/ Global Engagement teams:
 - (i) STEM engagement course for the Hong Kong Creative Learning Leadership Programme (teachers and creative practitioners) See image top right
 - (ii) Public engagement training for Genoa University and
 - (iii) 'Audiences at the Heart' introduction to SMG engagement approach for Museum and practitioners in KSA.

SCIENCE IN YOUR WORLD

- All 9 *Science in Your World* partners have submitted their Year 1 interim reports.
- Partner mentoring meetings are being set up for January 2025
- Knowledge share and training meetings are booked/ planned for 2025
- The evaluation of the 'Science in Your World programme' is on track.
 - The external evaluators, SQW, conducted initial scoping interviews with Academy team members at the end of last year and have completed the first round of interviews with the museum partners.
 - They will be analysing and presenting their findings within the next month, before beginning Phase two of their research.

EARLY YEARS AND LEARNING PROJECT

FUNDED BY THE HELEN HAMLYN TRUST

- The 'Early years 'Exploring Science Through Play' course has been delivered 4 times between September and December and attended by 68 teachers
- Updates to the courses were made to reflect the EY & learning research, including greater emphasis on enquiry based learning.
- Resources testing is close to completion and the findings will steer the final development (from February 2025) of the following resources:
 - Curiosity Game (Classroom version)
 - Museum Story making 'My museum story' activity
 - Museum adventure trail (Character led)
 - Early Years Image bank
- Two blog posts about the Early Years and Learning project have been published this term:

[Including Young Children with Low-Medium Science Capital in Learning Research](#)

[Exploring Science Through Play – Developing a new training course for early years educators](#)

COURSE FEEDBACK

‘Great interactive way to gain new ideas. Inspiring and a good reminder of using language, engaging students in a more rewarding way’. *Teacher, Exploring Science Through Play, Early Years course*



‘I enjoyed the fun approach by the team and sharing ideas with other teaching colleagues. *Teacher, Exploring Science Through Play, Early Years course*

‘Understanding the Science Academy's approach to teaching face-to-face courses. Found it very interesting to see how Science Capital was incorporated into the approach’. *Teacher, Exploring Science Through Play, Early Years course*

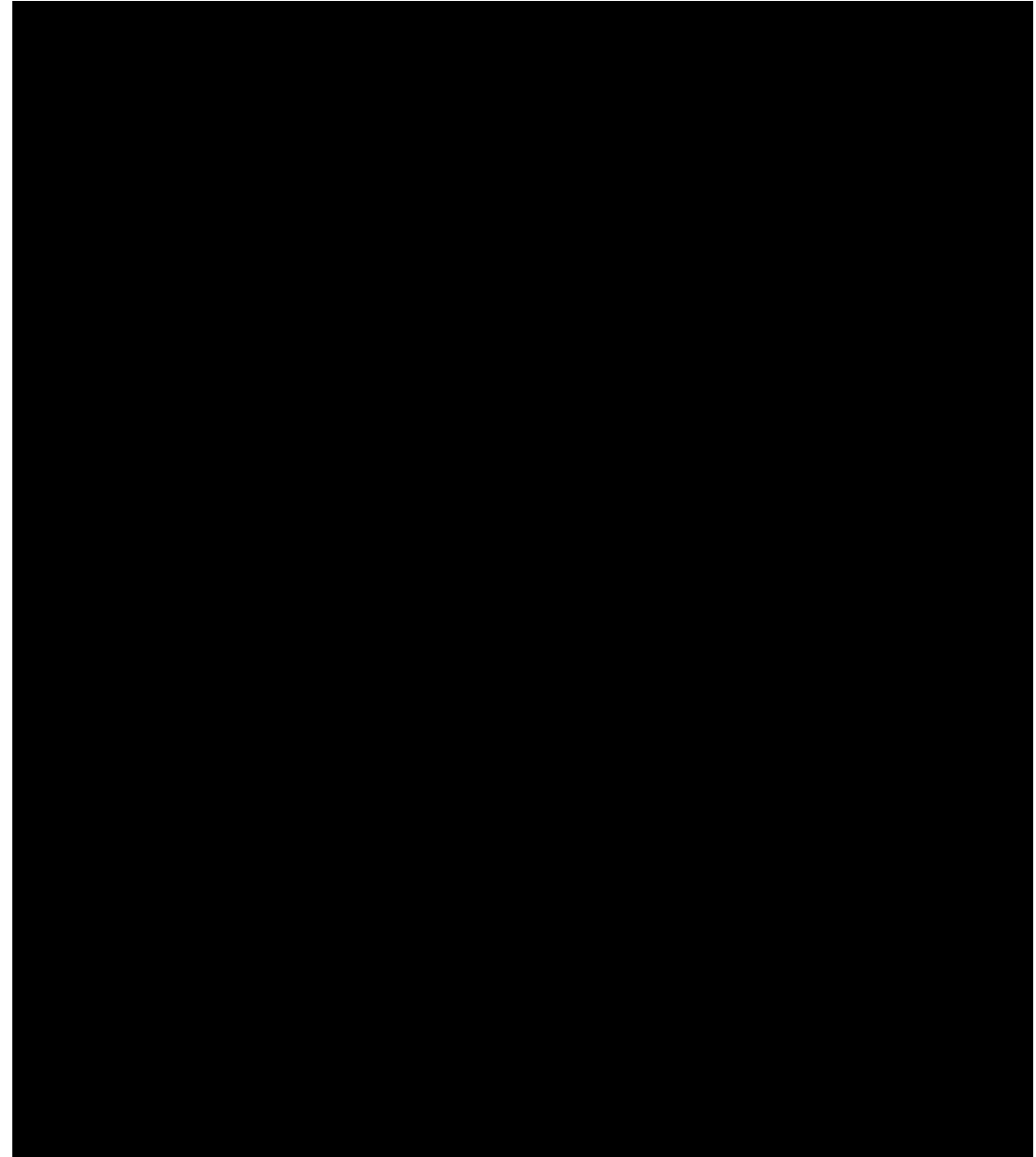
‘A useful refresher for me & always useful to pick up any new tips as well’. *SIM Volunteer, Audience Engagement course*



‘The balance between theoretical and practical pedagogy practice – really great!’
Teacher, STEM Engagement course

ACADEMY: NEXT 3 MONTHS

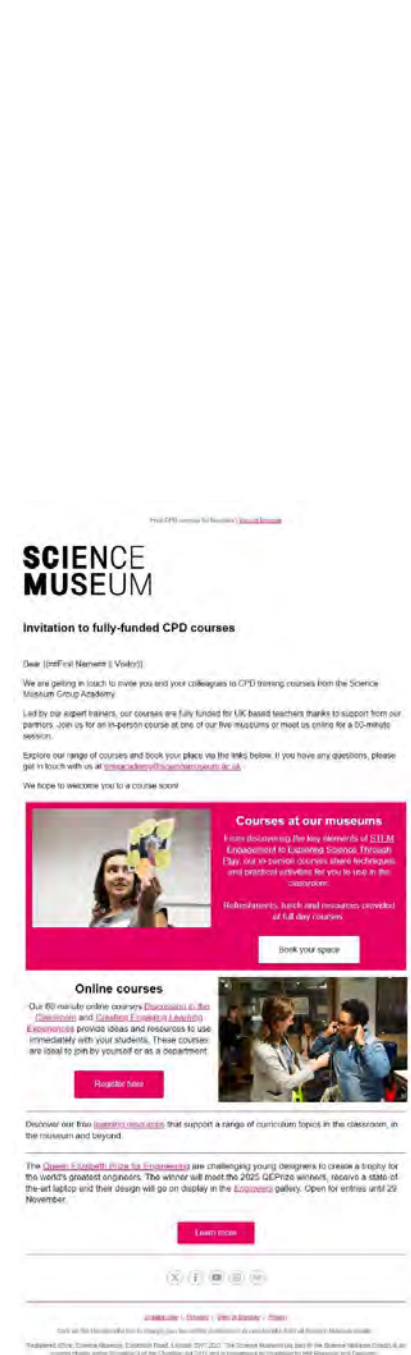
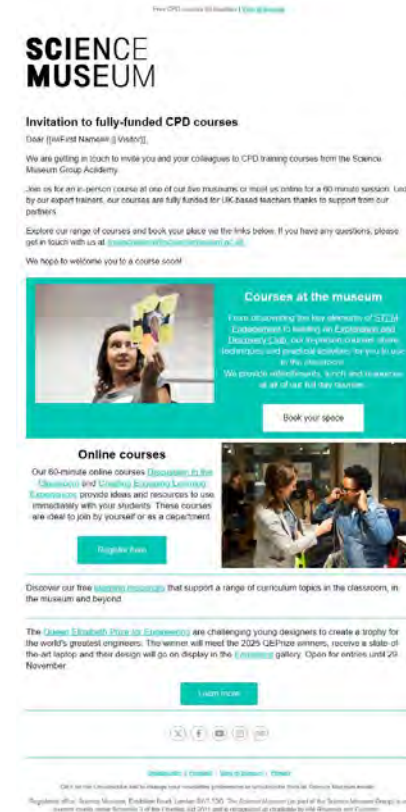
- There are currently over 45 courses in the calendar for the next 7 months (with many more courses requested) These include whole school training courses and ITT (Initial Teacher Training) groups from [REDACTED]
- Ongoing 'Science in Your World' partner meet ups and knowledge share sessions
- Ongoing development new resources embedded in research (including Early Years)
- Training for STEM professional and contributors the 'Bradford Science Festival'
- Commercial and international training delivery includes Reflective practice training for [REDACTED] team and science capital approach training for 'Muse Science Centre' in Trento, Italy
- Ongoing Academy Impact work



ACADEMY COMMS

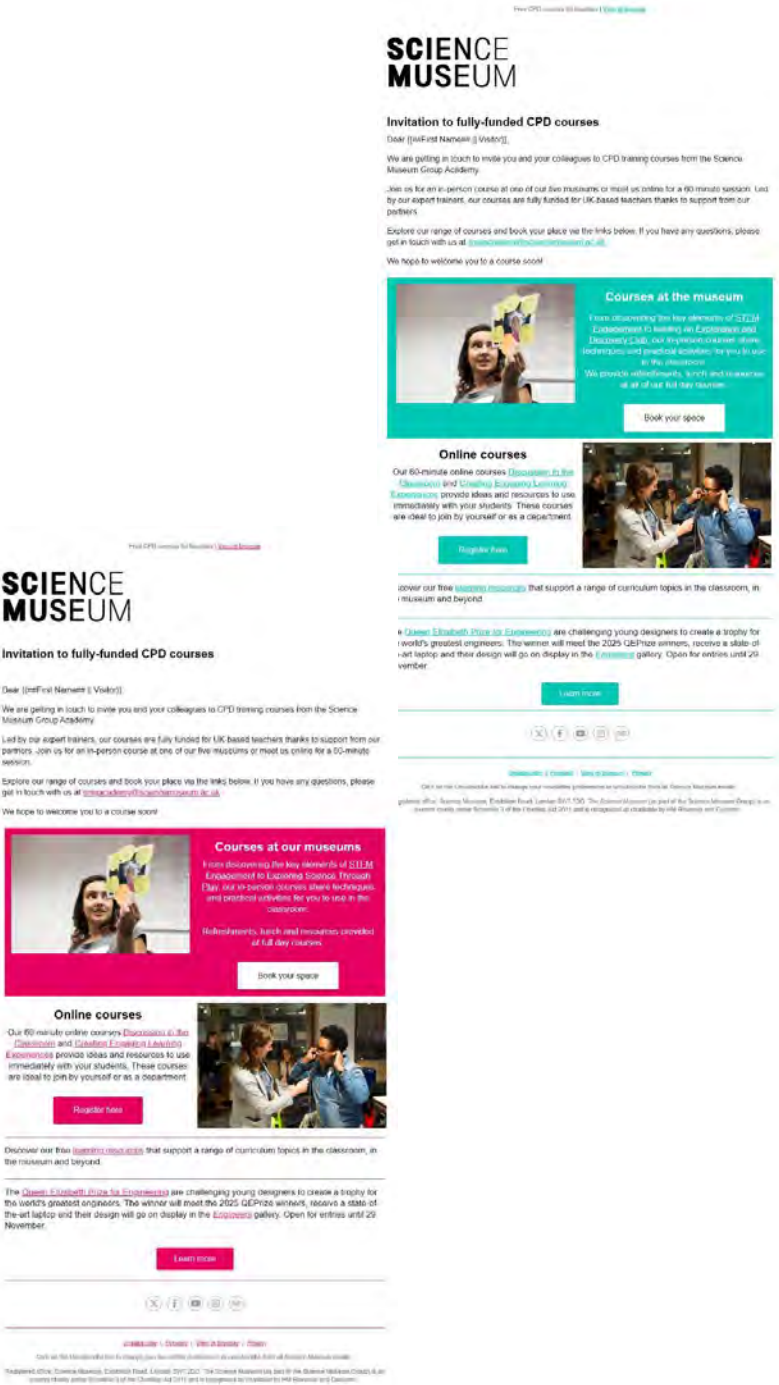
YEAR SO FAR

- Following the on sale in June 2024, we approached the start of a new academic year in a strong position with 442 bookings for upcoming courses, with 8 dates sold out.
- In September, courses were promoted again through teacher newsletters across the Group and in October improvements were made to pre course emails to encourage attendance. Improvements included:
 - Sending pre course emails 1 month and 1 week prior to a course to provide more notice (previously these were sent 1 week and 1 day prior).
 - Introducing a form that asks bookers to confirm if they can/cannot attend. We will be monitoring the impact this has on booker behaviour over the next three months.
- In November, we went on sale with new dates for the ‘STEM Engagement’ course and highlighted existing dates, prompting a further 95 bookings that week.
- Marketing included teacher newsletters to 80k subscribers, social posts and emails to education partners for sharing with their networks. As part of this on sale, webpages were reviewed with the Academy team and updated to a consistent format. This included updating copy so that it accurately reflects newer course content.
- We have had the broadest geographical distribution of bookings so far, which shows that online courses are reaching people who live further away from the museums.



NEXT 4 MONTHS

- Comms plan to send an email in March to teachers attending a course in April – July to bridge the gap between their booking date and course date (as some teachers booked courses 11 months in advance). This email would include a booking reminder, links to relevant Academy blogs/resources and a reminder of the museum's wider offer for schools.
- Courses will be promoted through teacher newsletters across the Group (January, March/ April) and a reminder will be sent to education partners including UK School Trips, Learning Outside the Classroom and local authority contacts asking them to share with their networks.
- To increase attendance we will continue to explore how to improve open rate of pre-course emails and explore 'Add to Calendar' email option.
- Paid marketing activity (solus email and digital ads on social) will coincide with the summer on sale moment.



WEBSITE DATA

Top pages (receiving the most visits)

- 1. Courses for teachers and educators (1.465 views)
- 2. SMG Academy (811 views)
- 3. Exploring Science Through Play (589 views)
- 4. STEM Engagement (583 views)
- 5. Academy training courses (552 views)

Top channels (driving the most visits)

- 1. Email newsletters (772 sessions)*
- 2. Google Organic search (375 sessions)
- 3. Google Paid search (180 sessions)
- 4. Science Museum website (173 sessions)
- 5. Bing Organic search (63 sessions)

* For the same period in 2023/24, Email newsletters drove 140 sessions, suggesting that awareness of the courses has grown in 2024/25 and teachers are more respondent to information about the Academy via this channel.


SCIENCE MUSEUM GROUP

LEARNINGOUR APPROACH AND SCIENCE CAPITALLEARNING RESOURCESACADEMYTRANSFORMING PRACTICE BLOG

DISCUSSION IN THE CLASSROOM

Join us online for a sixty-minute interactive module from our Science Engagement course.

In this session, try out ideas and techniques to help you plan and facilitate engaging STEM classroom discussions.



BOOK A SESSION

30 MARCH →

ABOUT THE SESSION

SUITABLE FOR: Primary and Secondary teachers based in the UK

COST: Free for UK teachers thanks to funding from our Science Museum Group Academy partners. Teachers from outside the UK please email us.

DELIVERY: This is a live online session. We are hosting the event on Zoom, a free video conferencing platform.

PRIVATE GROUP SESSIONS: These sessions are available for Primary and Secondary teachers based in the UK. Email us if you are interested in booking this course for your school.

RELATED LINKS

Academy Training

About the Academy

Learning Resources

CONTACT US

For further information, email us.

WHAT IS THE SESSION ABOUT?

From exploring the elements of a good discussion to ideas for building students' enquiry skills using objects and images, this practical session aims to help you develop your students' confidence and the skills to engage with and talk about STEM in the classroom and their everyday lives.

WHAT WILL I NEED?

- A computer or tablet with a webcam, microphone and speakers
- An internet connection
- A willingness to have a go at the activities and share your ideas

WHAT WILL I LEARN?

This session will provide you with:

- Knowledge of how to put recent research around good practice in creating engaging STEM experiences into practice
- Tools and techniques to support effective discussion in the classroom
- Inspiring ideas and resources to use with your students in and beyond the classroom

TERMS AND CONDITIONS

SCIENCE MUSEUM GROUP

LEARNINGOUR APPROACH AND SCIENCE CAPITALLEARNING RESOURCESACADEMYTRANSFORMING PRACTICE BLOG

ACADEMY TRAINING


The Science Museum Group Academy training courses share creative and practical ideas for teachers, community group leaders, museum and STEM professionals.

SMG Academy training courses inspire, support and empower people to strengthen the impact of their work through delivery of memorable and engaging experiences across the entire learning landscape.


We offer a broad range of inspirational research-informed training for anyone involved in science, technology, engineering and maths (STEM) learning and public engagement.

All of our courses are founded on [our approach to learning and engagement](#) and are shaped and informed by evidence from audience and academic research.


AVAILABLE COURSES AND SESSIONS




TEACHERS AND EDUCATORS



STEM AND INDUSTRY PROFESSIONALS



COMMUNITY GROUPS



MUSEUM AND SCIENCE CENTRE PRACTITIONERS

WHAT PEOPLE SAY

'Thank you for such a wonderful course- really was inspiring and will definitely be of use in teaching my learners.'

'All other courses have a lot to live up to.'

'The course has gone a long way to improving my practice and led on to my doing a research Masters.'

'[It gave me] a sense of confidence – I can do something a little bit differently that will engage children and excite them.'

'It wasn't a generic public engagement training – it was gold standard training that I can draw upon for future events.'

CONSULTANCY

The Science Museum Group offers consultancy services to museums and science centres both in the UK and internationally.

To find out more about the Science Museum Group's consultancy services, [visit the Science Museum Group Consultancy page.](#)

YEAR COMMS SUMMARY

SCIENCE MUSEUM

Invitation to fully-funded CPD courses

Dear {{first-name}} {{last-name}},

We are getting in touch to invite you and your colleagues to CPD training courses from the Science Museum Group Academy.

Led by our expert trainers, our courses are fully funded for UK-based teachers thanks to support from our partners. Join us for an in-person course at one of our five museums or meet us online for a 60-minute session.

Explore our range of courses and book your place via the links below. If you have any questions, please get in touch with us at academy@sciencemuseum.org.

We hope to welcome you to a course soon!



Courses at our museums

From discovering the key elements of **STEM Engagement to Explained Science Through Play**, our in-person courses give techniques and practical activities for you to use in the classroom.

Refreshments, lunch and resources provided at full-day courses.

[Book your space](#)

Online courses

Our 60-minute online courses **Uncovering the Cosmos** and **Creating Engaging Learning Experiences** provide ideas and resources to use immediately with your students. These courses are ideal to join by yourself or as a department.



Discover our free **Learning Resources** that support a range of curriculum topics in the classroom, in the museum and beyond.

The **Open Exhibition Design Challenge** are challenging young designers to create a trophy for the world's greatest engineers. The winner will meet the 2025 GEPrix winners, receive a state-of-the-art laptop and their design will go on display in the **Explainers** gallery. Open for entries until 29 November.

[Learn more](#)

For teachers and educators

Academy training courses

Academy training courses provide creative and practical ideas for primary, secondary and early years teachers and educators working in science, technology, engineering and maths (STEM) fields.

Courses are free for educators in the UK. Delivered by our friendly, expert trainers, full day courses include lunch as well as resources and materials for you to take away with you.

[Find out more](#)



For teachers

Upcoming teacher CPD courses from the Science Museum Group Academy - free for all UK-based teachers.

Exploring Science Through Play
11 March 2025, 10.00 – 16.00
(at the Science and Industry Museum)

Ideal for KS1 educators, this popular course shares research-informed ideas for exploring science through playful learning experiences. Refreshments, lunch and resources are provided.

STEM Engagement
1 July 2025, 10.00 – 16.00
(at the Science and Industry Museum)

During this in-person practical session, we share ideas and techniques to help you create inspiring STEM learning experiences in the classroom and beyond. Refreshments, lunch and resources are provided.

Exploration and Discovery Clubs
8 July 2025, 13.30 – 16.30
(at the Science and Industry Museum)



We're inviting teachers to join us in the new year for fully funded CPD courses at the museum and online.

The Science Museum Group Academy host a variety of courses for KS1 – KS4 teachers, including:

- Exploring Science Through Play
- STEM Engagement
- Exploration and Discovery Clubs
- Creating Engaging Learning Experiences
- Discussion in the Classroom

Find out more and reserve your place here: <https://bit.ly/3KPwqu9>



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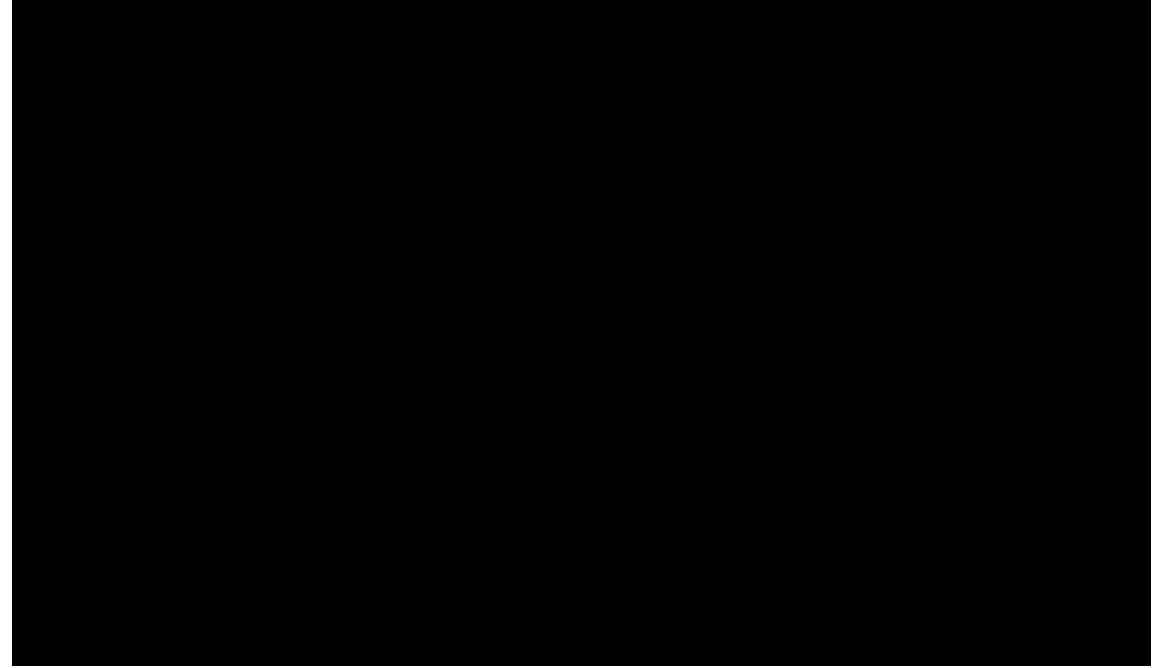
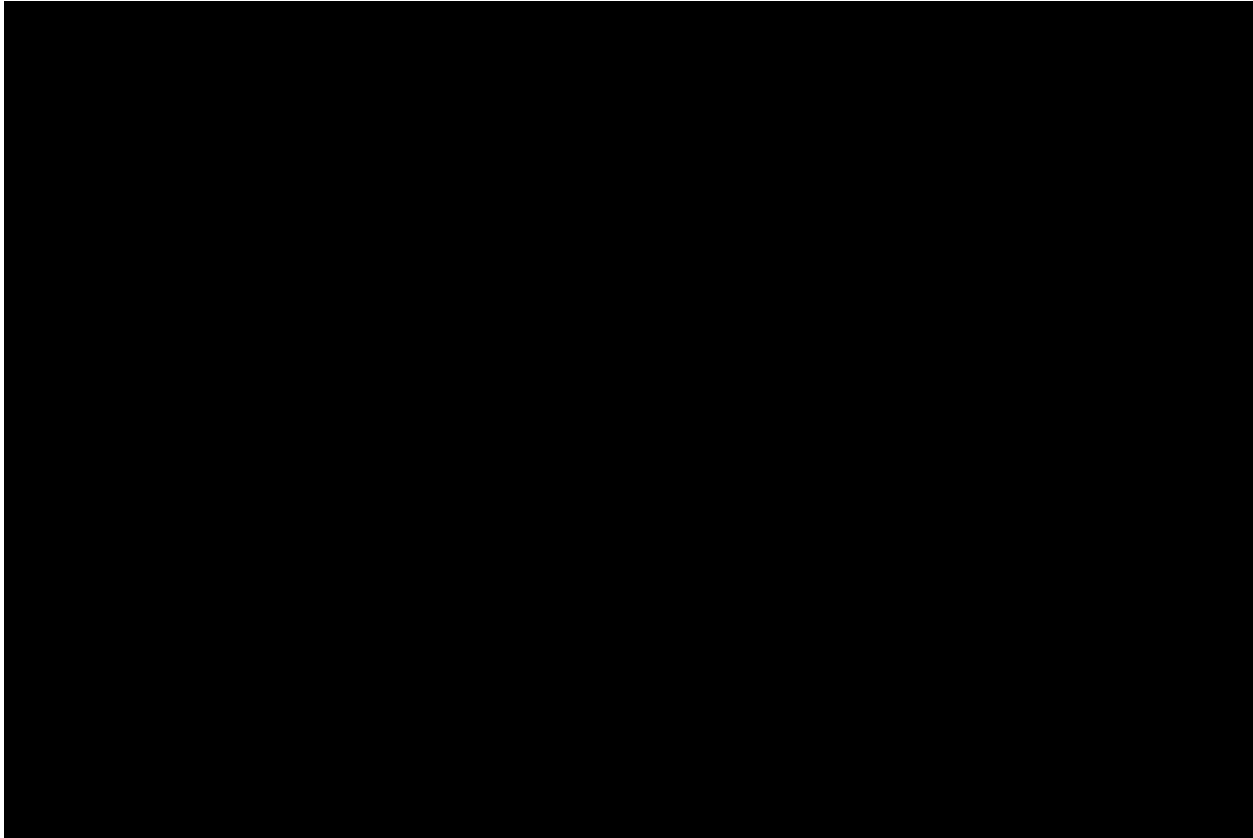
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BENEFIT USAGE

BENEFITS 2024/25

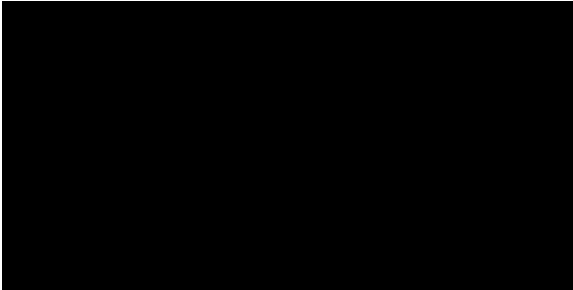


TICKETS & PRIVATE EVENTS

Ticket usage, from [redacted]

Benefit	Redeemed	Total available
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]

Event	Date
[redacted]	[redacted]
[redacted]	[redacted]
[redacted]	[redacted]



Space themed Family Day 8 February 2025

From: [redacted]
To: [redacted]
Cc: [redacted]
Subject: Academy stats for 2024
Date: 04 February 2025 15:20:00
Attachments: [image001.png](#)

Hi [redacted]

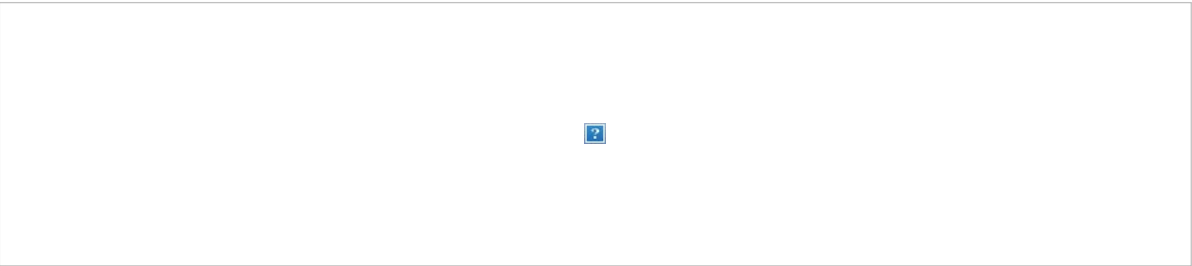
Please see below the complete set of calendar year stats.

A reminder (as it can be confusing with the different types of 'years'), we report the official Academy numbers in academic years (as we deliver to an academic year, and that is also the funding year/ anniversary).

This means the calendar year numbers won't be the same as the end of year report figures which were reported and presented by [redacted] back in Sept in the end of year report. We can always pick up on this in our catch up on 14 February.

Let me know if you have any questions or queries in the meantime.

Best wishes
[redacted]



From: [redacted] <[\[redacted\]@ScienceMuseum.ac.uk](mailto:[redacted]@ScienceMuseum.ac.uk)>
Sent: 30 January 2025 13:03
To: [redacted] <[\[redacted\]@ScienceMuseum.ac.uk](mailto:[redacted]@ScienceMuseum.ac.uk)>; [redacted] <[\[redacted\]@ScienceMuseum.ac.uk](mailto:[redacted]@ScienceMuseum.ac.uk)>
Cc: [redacted] <[\[redacted\]@ScienceMuseum.ac.uk](mailto:[redacted]@ScienceMuseum.ac.uk)>
Subject: Academy stats for 2024 and BP update meeting

Hi both,

I hope you are having a good week.

My contact at BP has suggested that we have our formal update on 13 or 14 February, which should give me time to pull the report together after the Steering Group meeting.

Would one or both of you be happy to attend the meeting which will be online? It would be hugely beneficial for us to have at least one of you there, as it's all new to [redacted] and I and I am sure she will have some questions.

I would be very grateful if you could spare the time. If you can, I was thinking the morning of 14 February might be a good time – 11.30 perhaps. Let me know what you think or if there is another time you would prefer.

In the meantime, [redacted] has asked if we can provide some topline stats for the Academy in 2024. I have copied below what [redacted] has previously shared for 2022/2023. I would be very grateful if you could provide me with the equivalent for 2024.

Many thanks
[redacted]

Hi [redacted]

*Please find stats below for calendar year 2022 and 2023. We've added the number of courses delivered too. I think the confusion might have arisen from the total delivered since launch in 2018, which was reported in the end of 21/22 academic year report, and equated to around 163,000 students. The numbers in the table below include the student reach per year. The total number of students reached since launch in 2018, and the end of 2023 is **201,260**
(Based on the formula of 1 primary teacher reaches 60 students, and 1 secondary teacher reaching 120 students)*

Hope that helps.

*Best wishes
Katie*

	2022 (Jan - Dec)	2023 (Jan - Dec)
Number of courses delivered	83	108
Teachers and Museum practitioners	698	1003
Teachers	319	364
Museum practitioners	379	639

STEM Professionals	289	300
Other (Commercial courses)	499	334
	1,486	1,637
Student reach (From teachers only)	25,920	34,680

From: [REDACTED]
To: [REDACTED]
Subject: Document attached
Date: 26 June 2025 17:03:00
Attachments: [2025-05-22_Year7Report_MAY2025.pdf](#)

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Science Museum
Exhibition Road, London SW7 2DD

THE ACADEMY PROJECT REPORT

May 2025

SCIENCE
MUSEUM
GROUP

EXECUTIVE SUMMARY

Academy figures for academic year 2024/25 (1Sept 24 – 30 April 25)

- 61 courses have been delivered to:
 - Teachers and Museum educators (415 teachers/ 142 museum practitioners)
 - 182 STEM professionals
- An additional 187 people have been reached through non-sponsor funded programmes (including international and commercial training)

Audience	Sept – Dec 24	Jan – April 25	May – Aug 25	Total (to date)
Teachers and Museum Educators	234	323		557
STEM Professionals	99	83		182
Other (Commercial/ International)	57	130		187
	390	536		926

- Potential reach so far for 2024/2025 (Sept 24 – April 25) is 121,240 people

SINCE THE ACADEMY LAUNCHED IN OCT 2018:

- 574 courses have been delivered to:
- 5,310 teachers & museum practitioners.
- 1,952 STEM professionals.
- Potential reach of all courses is 1,1,219,570 people

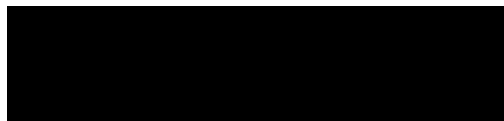


KEY DELIVERABLES – YEAR ■: TOTALS

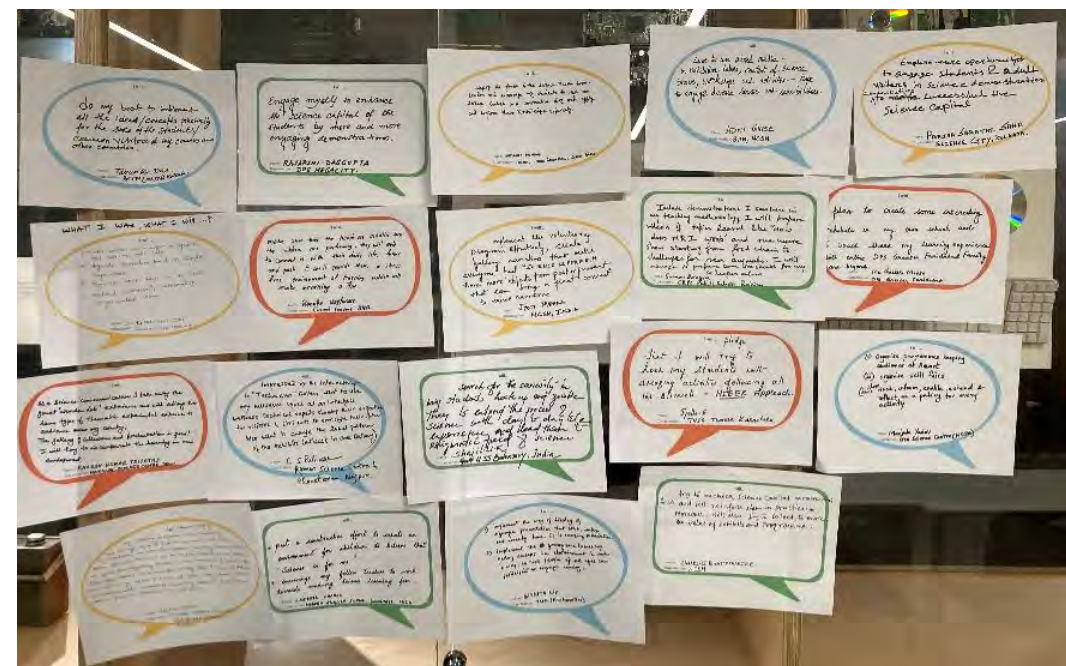
DELIVERABLE	PROGRESS TO DATE (September 2024 – April 2025)
Deliver courses to up to ■ teaching and museum professionals	557 teachers and museum practitioners (415 teachers/142 museum practitioners)
Deliver courses up to ■ STEM professionals, including STEM ambassadors	182 STEM professionals
Total number reached in Year ■ to date	926 (plus 187 through commercial/international)
Aims and outcomes of Science in your World (SIYW) programme defined. Research and evaluation plan developed	This was completed in Year ■
SIYW programme launched with up to 10 museums from across the UK	Launched in September 2023. 9 partners are on board and working with us.
3 Steering Group meetings	Meeting held on 21 May 2025.
Up to 4 funder update meetings	First meeting to be held on 14 February 2025 (date in September to be scheduled).
End of Year ■ project report	To be delivered in September 2025.

HIGHLIGHTS

- Science in Your World programme delivered 5 online knowledge share sessions, including developing resources, evaluation, prototyping and early years.
- Public Engagement Training for STEM professionals and contributors of the 'Bradford Science Festival' and 'Technicians Career Live' events at the National Science and Media Museum, and Science Museum respectively.
- Volunteer training for National Railway Museum and Science and Industry Museum volunteers.
- It has been a busy international few months in support of SMG commercial/ Global Engagement teams:



(iii) Two online and two in-person sessions for the India National Council of Science Museums; the target audience for these were museum practitioners and secondary teachers);
(iv) Public engagement for UCL PhD students.



Above: Picture of the pledges made by the India NCSM teachers and STEM Communicators following their training and visit to Science Museum.

SCIENCE IN YOUR WORLD

- 1:1 partner mentoring meetings took place between Jan & March.
- Knowledge share and training meetings between Jan and April include: Developing Resources, Writing Questionnaires/ evaluation, Prototyping, Early Years.
- The evaluation of the 'Science in Your World programme' is on track. The external evaluators, SQW, have presenting their Phase 1 findings and will now embark on Phase 2 of their research.

COURSE FEEDBACK

'I usually feel isolated as a SEND teacher on CPD courses however this course was tailored really well, good mix of teacher experiences/roles, good speakers, resources, activities.' *Teacher STEM Engagement Course*



'The Academy training session was very beneficial, providing a comprehensive overview of key concepts. The visit to the Science Museum served as an invaluable opportunity to observe these principles in practice, enhancing my understanding and appreciation of the subject matter. Overall, it was productive and amazing'. *Teacher STEM Engagement Course*

'Great interactive way to gain new ideas. Inspiring and a good reminder of using language, engaging students in a more rewarding way.' *Teacher STEM Engagement Course*



'Picked up lots of activity ideas. Inspiring - thank you! Looking forward to accessing the resource packs online. - The practical activities were really fun and encouraged communication, Thank you!' *Teacher STEM Engagement Course*

ACADEMY: NEXT 3 MONTHS

- There are currently over 30 courses in the calendar before the end of the academic year (with course requests still coming in). These include whole school training courses and ITT (Initial Teacher Training) groups from Harris Academies and University College London.
- Public engagement training will be run to support Bradford Science Festival and ScM Technicians programming
- Commercial and international training delivery includes science capital approach training for 'MUSE' science museum in Trento, Italy.
- Ongoing 'Science in Your World' partner meet ups and knowledge share sessions
- Ongoing development of new resources embedded in research (including Early Years)
- Ongoing Academy Impact work
- Strategic Review of the Learning Research and Resources Team, where the Academy sits, has begun and continues until end August.



ACADEMY COMMS

YEAR ■ SO FAR

- Since the Academy onsale in June 2024, there have been 670 'bookings' to Academy courses in the 2024/5 academic year.
- Over 75% of courses from September 2024 to July 2025 have reached full capacity bookings.
- Since January, the focus has been on boosting attendance and reducing no-shows.
 - To support this, a ■■■■■ form was introduced asking bookers to confirm their attendance and the subject lines of pre-visit emails were updated to prompt bookers to complete the form. The subject line for pre-visit emails is now 'Please confirm your attendance' followed by the course name and date.
 - This change has led to a 10% increase in open rates, with on average 60% of recipients opening the email and 50% completing the form.
- The next Comms focus will be the annual Academy onsale moment where we publish all course dates for the next academic year. This moment will include emails to primary and secondary teachers as well as to local authorities, Teach First contacts and other education partners. Social posts will be shared across all Science Museum Group channels.

For teachers

[Upcoming teacher CPD courses](#) from the Science Museum Group Academy - free for all UK-based teachers.

[Exploring Science Through Play](#)

11 March 2025, 10.00 – 16.00

(at the Science and Industry Museum)

Ideal for KS1 educators, this popular course shares research-informed ideas for exploring science through playful learning experiences. Refreshments, lunch and resources are provided.

[STEM Engagement](#)

1 July 2025, 10.00 – 16.00

(at the Science and Industry Museum)

During this in-person practical session, we share ideas and techniques to help you create inspiring STEM learning experiences in the classroom and beyond. Refreshments, lunch and resources are provided.


For teachers and educators

[Academy training courses](#)

Academy training courses provide creative and practical ideas for primary, secondary and early years teachers and educators working in science, technology, engineering and maths (STEM) fields.

Courses are free for educators in the UK. Delivered by our friendly, expert trainers, full day courses include lunch as well as resources and materials for you to take away with you.

[Find out more](#)

Did you know we host fully-funded CPD courses for teachers? Our full day courses take place at the museum with lunch and refreshments available. Book a course for yourself or join us with your colleagues. Visit the [Science Museum Group Academy](#) to learn more 

NEXT 4 MONTHS

- Continue to work with groupwide Comms and Public Programme teams at NRM, LCM, SIM and NSMM to promote remaining summer term courses to teacher audiences.
- Confirm date for the next Academy Onsale to primary and secondary teachers and prepare for this booking moment, building on success and learnings from the June 2024 onsale.
- Continue to regularly feature the Academy in SMG Learning newsletters, work with Education partners including UK School Trips and Educational Visits UK to increase awareness of the offer and raise awareness of the Academy on SMG social media channels.



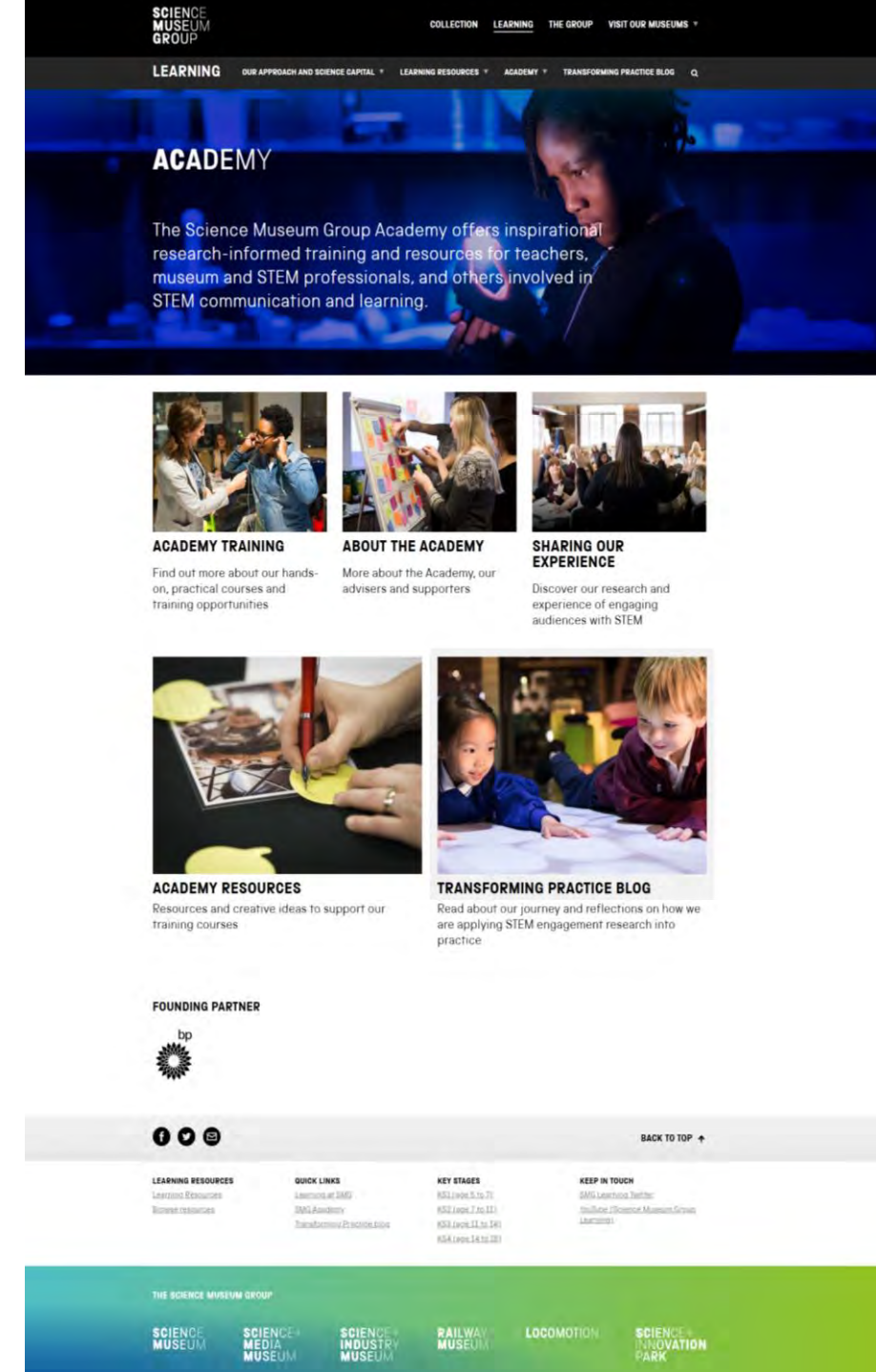
WEBSITE DATA

Top pages (receiving the most visits)

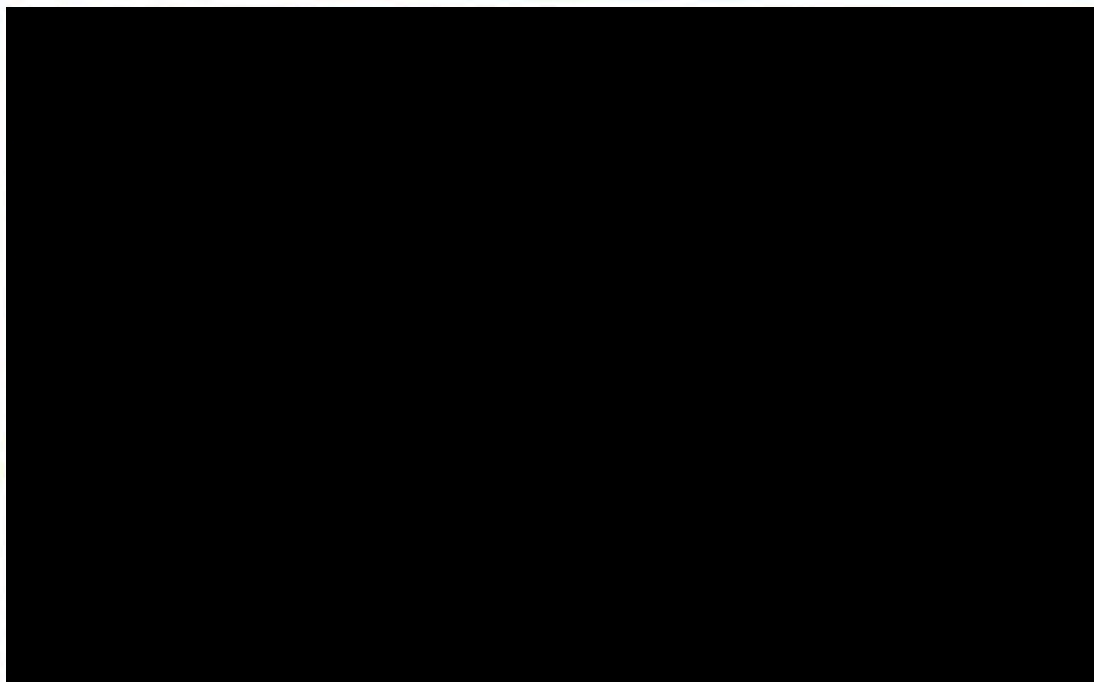
- Academy homepage (652)
- Courses for teachers and educators (405)
- Academy training courses (398)
- Exploring Science Through Play (203)
- STEM Engagement (189)

Top channels (driving the most visits)

- Google (organic) (386)
- Science Museum website (158)
- Email newsletters (125)
- Google search (paid) (122)
- Bing search (organic) (69)



YEAR ■ COMMS SUMMARY



For teachers

[Upcoming teacher CPD courses](#) from the Science Museum Group Academy - free for all UK-based teachers.

[Exploring Science Through Play](#)

11 March 2025, 10.00 – 16.00

(at the Science and Industry Museum)

Ideal for KS1 educators, this popular course shares research-informed ideas for exploring science through playful learning experiences. Refreshments, lunch and resources are provided.

[STEM Engagement](#)

1 July 2025, 10.00 – 16.00

(at the Science and Industry Museum)

During this in-person practical session, we share ideas and techniques to help you create inspiring STEM learning experiences in the classroom and beyond. Refreshments, lunch and resources are provided.

Sponsored



learning.sciencemuseumgroup.org.uk/

Free courses for UK Teachers - Engage young people in science

To support and empower you in engaging young people with Science. We go beyond our museums to bring science to life.

Transforming Practices

Academy Training

A

For teachers and educators

[Academy training courses](#)

Academy training courses provide creative and practical ideas for primary, secondary and early years teachers and educators working in science, technology, engineering and maths (STEM) fields.

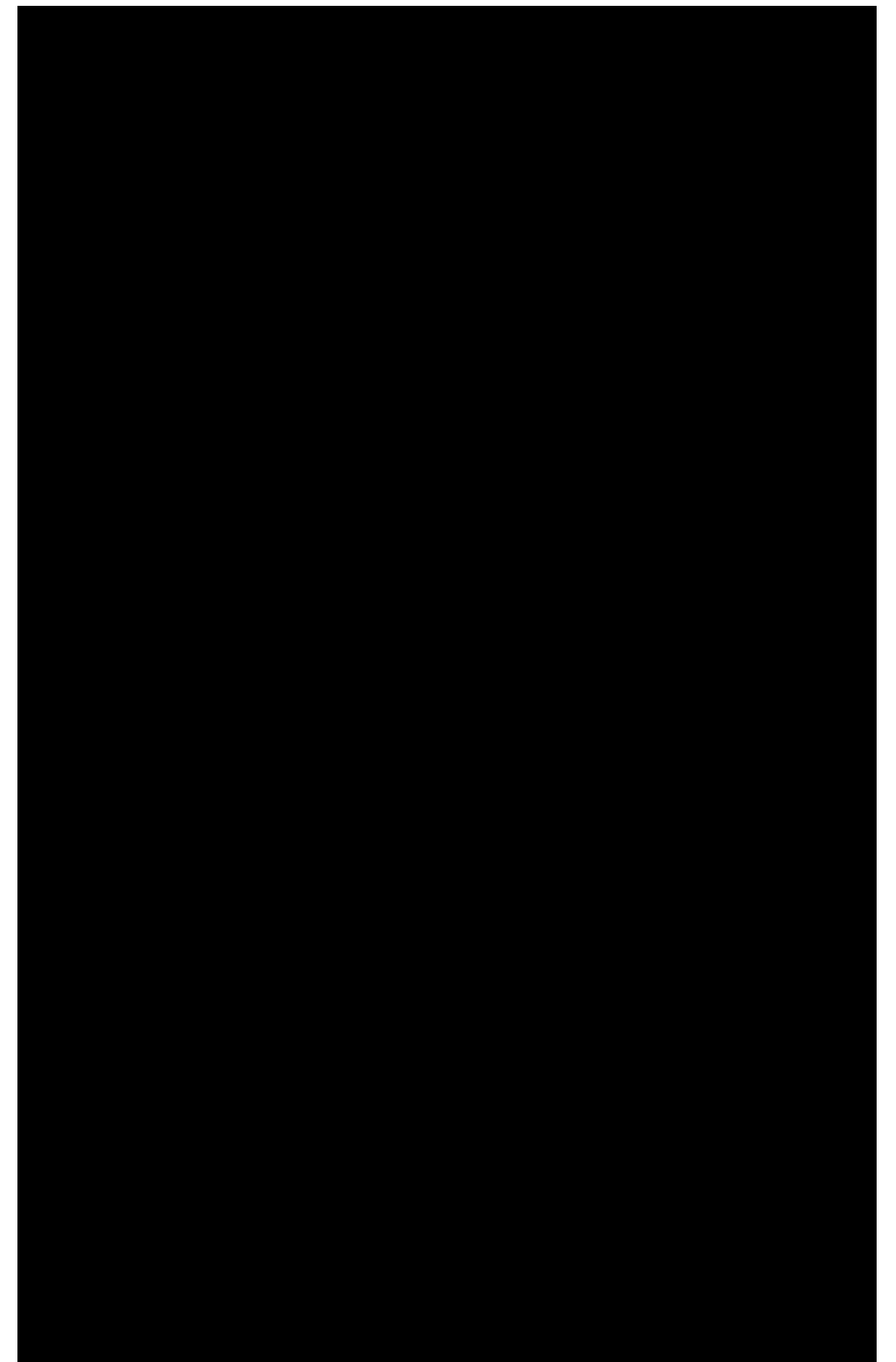
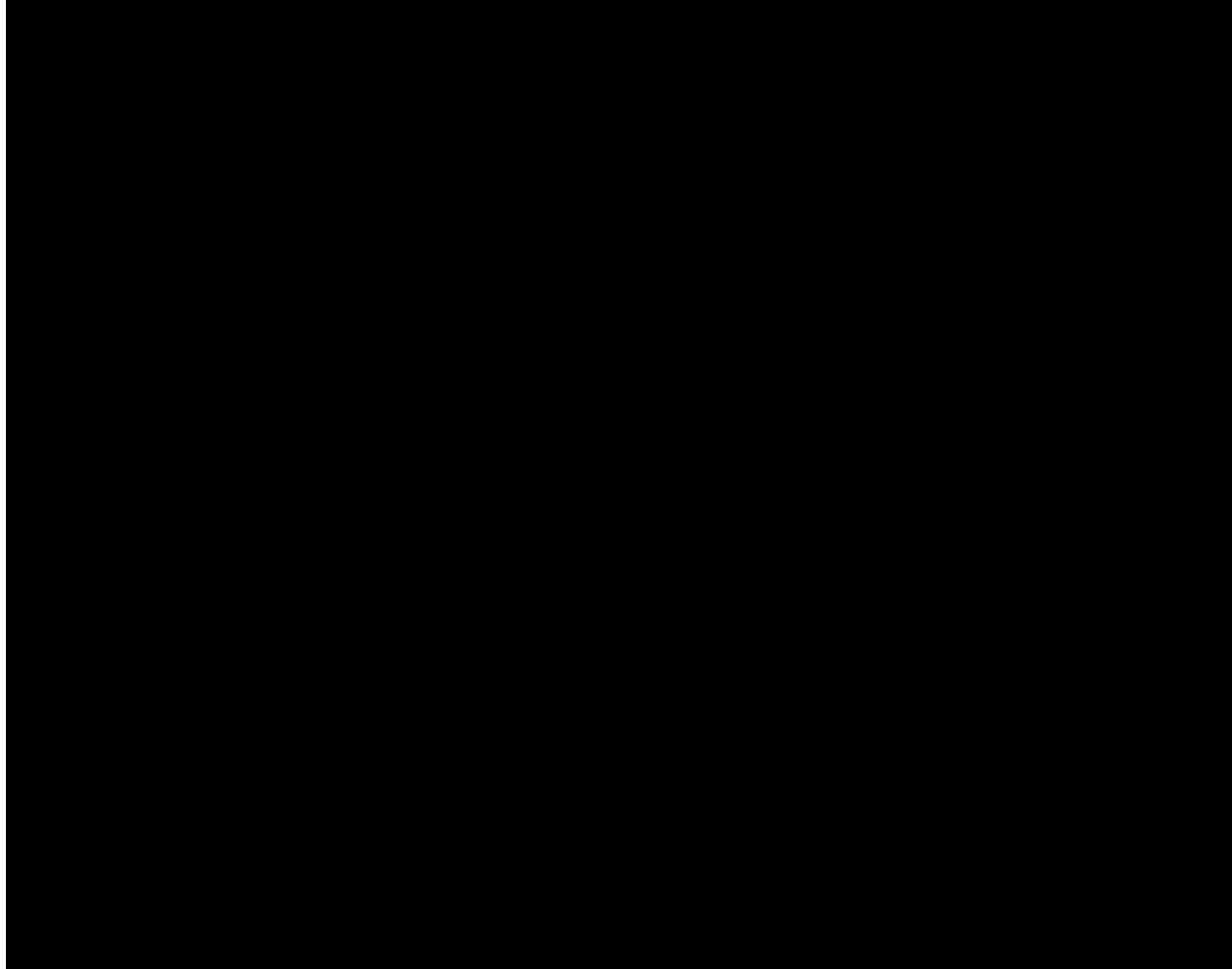
Courses are free for educators in the UK. Delivered by our friendly, expert trainers, full day courses include lunch as well as resources and materials for you to take away with you.

Find out more

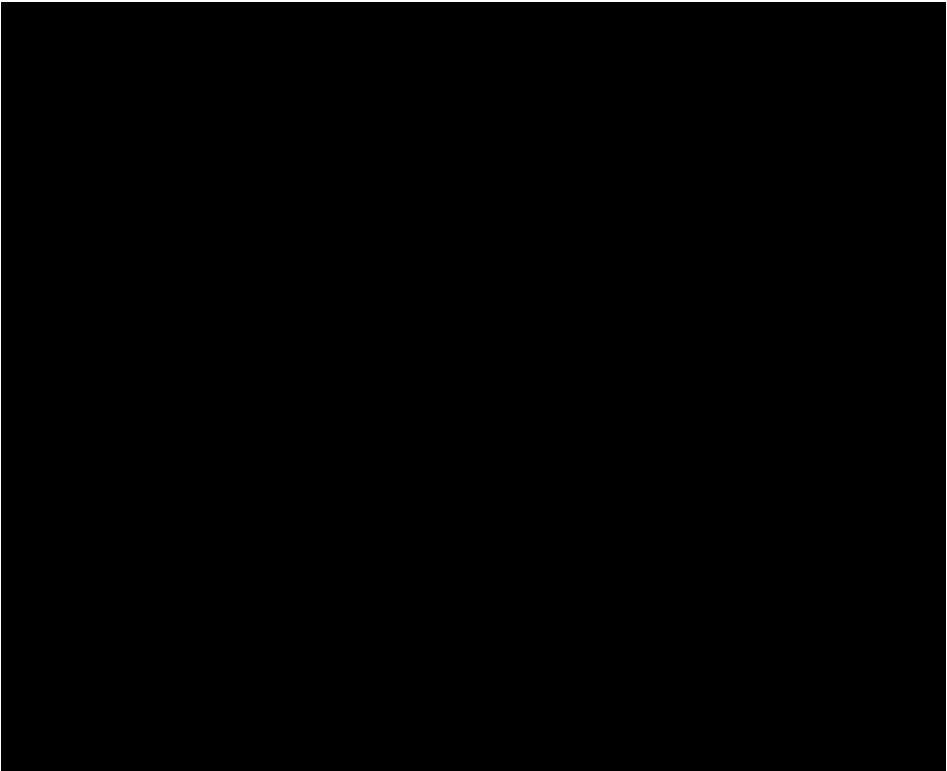
Did you know we host fully-funded CPD courses for teachers? Our full day courses take place at the museum with lunch and refreshments available. Book a course for yourself or join us with your colleagues. Visit the [Science Museum Group Academy](#) to learn more ☐

BENEFIT USAGE

BENEFITS 2024/25



TICKETS & PRIVATE EVENTS



Remaining events in Year



From: [REDACTED]
To: [REDACTED]
Subject: May Academy update meeting
Date: 19 May 2025 12:43:00

Hi [REDACTED]

I am conscious we haven't got a date in for an Academy update meeting for May, [REDACTED]
[REDACTED] The Academy Steering Group meeting is on Wednesday, after which I will be able to update the existing report template from 31 December 2024 to 30 April 2025.

Would you like me to schedule in time with you and the team to feedback on the report or would you be happy for me to share the report by email and you can follow up with any questions. Let me know what you would prefer. I appreciate we have been having a lot of meetings recently, but I can find another time to go through the report if that would be beneficial.

Looking forward to receiving your work in progress data insights slides so I can share with the team and the can think about how they can align with your guidelines in future reports.

Best wishes

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Science Museum
Exhibition Road, London SW7 2DD

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: Catch up call notes - 14 January 2025
Date: 24 January 2025 12:57:00

Hi [REDACTED]

I hope all is well with you.

I am conscious we need to schedule our formal Academy update meeting from mid-February, (send me some dates that work for you when you have a chance), but I was wondering if you might have time for an informal catch up at the museum in the next week or two.

[REDACTED] and I would love the opportunity to show you around our new fabulous new temporary exhibition [Versailles: Science and Splendour](#) and have a catch up over coffee.

[REDACTED] met the Academy team today and is getting up to speed [REDACTED]
[REDACTED]
[REDACTED]

Might your diary allow for an in-person meeting? If not, we can always arrange something on Teams. Let me know what you think.

Have a good weekend when you get to it.

Best wishes

[REDACTED]

[REDACTED]
[REDACTED]

[REDACTED]
[REDACTED]

From: [REDACTED]
Sent: 16 January 2025 15:56
To: [REDACTED]@bp.com>
Cc: [REDACTED]@sciencemuseum.ac.uk>
Subject: Catch up call notes - 14 January 2025

Hi [REDACTED]

It was lovely to catch up on Tuesday and introduce you to [REDACTED]

Calendar of events

As promised, please see below the dates of our corporate partner events in 2025 for forward planning. I will share a PDF summary which will contain a short description and an indication of the allocation for each event.

- [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
- [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Guskey model

I will reach out to the Academy team about our use of the Guskey Model and what we can share.

Academy update meeting/report

Unfortunately, our steering group meeting has just been pushed back until 6 February. To give us time to compile the report, I would be grateful if you could suggest some dates for our formal update meeting from mid-February. I hope that's okay.

Let me know if I've missed anything.

Best wishes

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Science Museum
Exhibition Road, London SW7 2DD

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: Catch up
Date: 08 April 2025 12:35:00

Hi [REDACTED]

[REDACTED] could do 4-5pm on 16 April or between 11am and 1pm on 17 April.

It would be great if you could come to the Museum. Our *Versailles: Science and Splendour* exhibition will still be open so it would be great to show you around before sitting down for a coffee/tea in the café.

Let me know which option suits you both best and I'll get it in [REDACTED] diary.

Many thanks

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

From: [REDACTED]@ScienceMuseum.ac.uk>

Sent: 07 April 2025 13:14

To: [REDACTED]@bp.com>; [REDACTED]

[REDACTED]@ScienceMuseum.ac.uk>; [REDACTED]

[REDACTED]@bp.com>

Subject: Re: Catch up

Hi [REDACTED]

[REDACTED] isn't in the office until Thursday, but I will have a look his diary and get back to you.

Best wishes

[REDACTED]

[REDACTED]

[REDACTED]

Science Museum
Exhibition Road, London SW7 2DD

From: [REDACTED]@bp.com>

Sent: Monday, April 7, 2025 1:01:34 PM

To: [REDACTED]@ScienceMuseum.ac.uk>; [REDACTED]
[REDACTED]@bp.com>

Cc: Carolyn Harris <Carolyn.Harris@ScienceMuseum.ac.uk>

Subject: RE: Catch up

CAUTION: This is an external email. Please do not click on links or attachments unless you are expecting them and are confident you recognise the sender.

Hi [REDACTED] –

Thanks for your patience! As you will have been aware, there has been a bit of a handover period in roles on both our sides, so I agree that it would be great to meet in person to get to know each other and discuss the SMG Academy.

I am including my boss, [REDACTED], as I am sure she would like the opportunity to meet you as well. We would be happy to come to you at the museum for the meeting. Do either of these dates work for you?

- Wednesday, April 16th – 1:00-5:00pm
- Thursday, April 17th – 11:00am-1:00pm

Many thanks,

[REDACTED]

From: [REDACTED]@ScienceMuseum.ac.uk>

Sent: Wednesday, March 12, 2025 4:31 PM

To: [REDACTED]@bp.com>

Cc: [REDACTED]@ScienceMuseum.ac.uk>

Subject: Catch up

Hi [REDACTED]

I hope this message finds you well. Now that I'm settled into my new role as [REDACTED] [REDACTED] I would love the opportunity to meet in person and gain a deeper understanding of your organisation's goals and objectives, particularly around The SMG Academy and the incredible opportunities it provides for STEM learning thanks to your continued support.

[REDACTED]
[REDACTED] However, I would greatly appreciate the chance to meet you beforehand, either at your offices or the museum. It would be a fantastic opportunity to catch up informally and explore the exciting work we're doing across the site.

If this would be possible, please let me know and feel free to suggest a few dates later this month that work for you.

Many thanks,



Science Museum
Exhibition Road, London SW7 2DD

Versailles: Science and Splendour. Discover how the Palace of Versailles used science as a tool of power in this opulent new exhibition - now open until 21 April. 'A masterclass in brilliant storytelling' The Telegraph. [Book tickets here!](#)



Part of the Science Museum Group, which also includes: [National Science and Media Museum, Bradford](#); [Science and Industry Museum, Manchester](#); [National Railway Museum, York](#); [Locomotion, Shildon](#)



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From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: Follow up
Date: 21 May 2025 16:21:00

Hi [REDACTED]

11.30-12.00 on the 5 June works well for [REDACTED] and [REDACTED] If that's still good for you, I'll send a Teams invite.

Best wishes
[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

From: [REDACTED]@bp.com>

Sent: 20 May 2025 09:55

To: [REDACTED]@ScienceMuseum.ac.uk>

Cc: [REDACTED]@ScienceMuseum.ac.uk>; [REDACTED]

[REDACTED]@bp.com>

Subject: RE: Follow up

CAUTION: This is an external email. Please do not click on links or attachments unless you are expecting them and are confident you recognise the sender.

Hi [REDACTED] – good to hear. Nice weekend too and enjoying the sun now!

No problem, we can make w/c 2 June work. Below are some slots we're free:

- Tuesday 3rd June – 0900 – 1100
- Wednesday 4th June – 0900 – 1400 / 1600 – 1700
- Thursday 5th June – 1100 – 1300

Tom – would you have time for quick call this week ahead of going on leave? I'm free between 1200 – 1400 for a quick call or most of tomorrow if that could work?

Thanks
[REDACTED]

From: [REDACTED]@ScienceMuseum.ac.uk>

Sent: 19 May 2025 12:27

To: [REDACTED]@bp.com>

Cc: [REDACTED]@ScienceMuseum.ac.uk>; [REDACTED]

[REDACTED]@bp.com>

Subject: RE: Follow up

Hi [REDACTED]

Lovely weekend, thank you. I hope you did too.

Apologies for not getting anything confirmed yet. [REDACTED] [REDACTED] has been on annual leave, and I haven't been able to get access to her diary, but I have someone that can help me with that now. I anticipate she will be booked up this week and [REDACTED] is on annual leave next week, so I am going to look for availability in the week commencing 2 June for a Teams call.

It might be helpful to have availability for you and [REDACTED] to start with. If you can let me know times when you are free in that week, I will coordinate and confirm a time.

Many thanks

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

From: [REDACTED] <[REDACTED]@bp.com>

Sent: 19 May 2025 11:53

To: [REDACTED] <[REDACTED]@ScienceMuseum.ac.uk>

Cc: [REDACTED] <[REDACTED]@ScienceMuseum.ac.uk>; [REDACTED]

[REDACTED] <[REDACTED]@bp.com>

Subject: RE: Follow up

CAUTION: This is an external email. Please do not click on links or attachments unless you are expecting them and are confident you recognise the sender.

Hi [REDACTED]

Hope you are doing well and had a nice weekend.

Just checking in on whether you've found some times to connect?

Best

[REDACTED]

From: [REDACTED] <[REDACTED]@ScienceMuseum.ac.uk>

Sent: 12 May 2025 10:43

To: [REDACTED] <[REDACTED]@bp.com>

Cc: [REDACTED] <[REDACTED]@ScienceMuseum.ac.uk>; [REDACTED]

[REDACTED] <[REDACTED]@bp.com>

Subject: RE: Follow up

Hi [REDACTED]

I am just checking diaries for next week as this week is looking very busy. I'll send over some options for a Teams call asap.

Hope you had a lovely weekend in the sunshine.

Best wishes

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

From: [REDACTED] <[REDACTED]@bp.com>

Sent: 11 May 2025 20:48

To: [REDACTED] <[REDACTED]@bp.com>; [REDACTED]

[REDACTED] <[REDACTED]@ScienceMuseum.ac.uk>

Cc: [REDACTED] <[REDACTED]@ScienceMuseum.ac.uk>

Subject: RE: Follow up

CAUTION: This is an external email. Please do not click on links or attachments unless you are expecting them and are confident you recognise the sender.

Hi both

Hope you had a nice weekend.

Separate to the below meeting, have you had a moment to check [REDACTED] availability for a follow up meeting?

Thanks

[REDACTED]

From: [REDACTED] <[REDACTED]@bp.com>

Sent: 07 May 2025 16:36

To: [REDACTED] <[REDACTED]@ScienceMuseum.ac.uk>

Cc: [REDACTED] <[REDACTED]@bp.com>; [REDACTED]

[REDACTED] <[REDACTED]@ScienceMuseum.ac.uk>

Subject: Re: Follow up

Hi [REDACTED]

Shall we say 10am?

Thanks,

[REDACTED]

Sent from [Outlook for Android](#)

From: [REDACTED] <[REDACTED]@ScienceMuseum.ac.uk>

Sent: Wednesday, May 7, 2025 3:22:07 PM

To: [REDACTED] <[REDACTED]@bp.com>

Cc: [REDACTED] <[REDACTED]@bp.com>; [REDACTED]

[REDACTED] <[REDACTED]@ScienceMuseum.ac.uk>

Subject: RE: Follow up

Hi [REDACTED]

The 14th works well for us. We could do either 10-11am or 12-1pm.

Let me know which is best for you and I will send a Teams invite.

Best wishes

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

From: [REDACTED] <[REDACTED]@bp.com>

Sent: 06 May 2025 14:40

To: [REDACTED] <[REDACTED]@ScienceMuseum.ac.uk>; [REDACTED]

[REDACTED] <[REDACTED]@ScienceMuseum.ac.uk>

Cc: [REDACTED] <[REDACTED]@bp.com>

Subject: RE: Follow up

CAUTION: This is an external email. Please do not click on links or attachments unless you are expecting them and are confident you recognise the sender.

Hi [REDACTED] –

Do any of the following times work for you?

- Monday 12th – 11am-3pm
- Tuesday 13th – 11:30am-1:30pm
- Wednesday 14th – 10-11am or 12-2pm

Thanks,

[REDACTED]

From: [REDACTED] <[REDACTED]@ScienceMuseum.ac.uk>

Sent: Thursday, May 1, 2025 5:15 PM

To: [REDACTED] <[REDACTED]@bp.com>; [REDACTED]

[REDACTED] <[REDACTED]@ScienceMuseum.ac.uk>

Cc: [REDACTED] <[REDACTED]@bp.com>

Subject: RE: Follow up

Hi [REDACTED]

Next week is tricky. Would it be possible to meet early the week commencing 12 May?
Let me know when works for you both.

Many thanks

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

From: [REDACTED] <[\[REDACTED\]@bp.com](mailto:[REDACTED]@bp.com)>

Sent: 01 May 2025 08:52

To: [REDACTED] <[\[REDACTED\]@ScienceMuseum.ac.uk](mailto:[REDACTED]@ScienceMuseum.ac.uk)>; [REDACTED]

[REDACTED] <[\[REDACTED\]@ScienceMuseum.ac.uk](mailto:[REDACTED]@ScienceMuseum.ac.uk)>

Cc: [REDACTED] <[\[REDACTED\]@bp.com](mailto:[REDACTED]@bp.com)>

Subject: Follow up

CAUTION: This is an external email. Please do not click on links or attachments unless you are expecting them and are confident you recognise the sender.

Hi Both –

Great to speak with you yesterday! I thought it might be helpful to set up a follow up call for me to take you through our approach to collecting data insights.

Would one of the following times work for you both? I anticipate we'd only need about 30 minutes.

- Tuesday, May 6th – 11am -12pm
- Wednesday, May 7th – 10am-1pm or 3-5pm

Thanks,

[REDACTED]

[REDACTED]

[REDACTED]

Get to know our [strategy](#)

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From: [REDACTED]
To: [REDACTED] [@bp.com](mailto:[REDACTED]@bp.com)
Cc: [REDACTED]
Subject: RE: Today's catch up
Date: 17 April 2025 13:06:00

Hi both,

Just to follow on from [REDACTED] email below, I have checked the Academy team's diaries, and they are both on annual leave next week, so we won't have a chance to have our internal conversations before our suggested meeting on 28 April.

Could you we meet at the end of that week or after the May bank holiday instead please? Let me know when is good for you both and I can coordinate with [REDACTED]

Many thanks

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

From: [REDACTED] [@ScienceMuseum.ac.uk](mailto:[REDACTED]@ScienceMuseum.ac.uk)>

Sent: 17 April 2025 12:36

To: [REDACTED] [@bp.com](mailto:[REDACTED]@bp.com)>; [REDACTED] [@bp.com](mailto:[REDACTED]@bp.com)

Cc: [REDACTED] [ScienceMuseum.ac.uk](mailto:[REDACTED]@ScienceMuseum.ac.uk)>

Subject: Today's catch up

Dear [REDACTED] and [REDACTED]

Many thanks for taking the time to join [REDACTED] and I at the Science Museum today for a tour of the Versailles exhibition and discussions around the Academy and your organisation's support. It was great to meet you both in person and extremely interesting and helpful to learn more about ways in which we can continue and evolve the powerful work currently taking place through our partnership.

As agreed, [REDACTED] and I will discuss internally with the academy team to access data on the areas discussed and look forward to meeting up via Teams in a couple of weeks. Should we send the meeting invite, or would you like to?

Many thanks again and wishing you both a wonderful extra-long weekend,

[REDACTED]

[REDACTED]

[REDACTED]

Science Museum
Exhibition Road, London SW7 2DD

From: [REDACTED]
To: [REDACTED]
Subject: SIYW Slides
Date: 14 February 2025 14:34:02
Attachments: [SIYW Overview Feb 25.pdf](#)
[image001.png](#)

Hi [REDACTED]

Attached are the SIYW slides [REDACTED] shared this morning.

She hasn't included the impact slides as they won't be very useful or make much sense unless we can talk through them and as agreed, we should set up a separate meeting to focus on impact.

Below is a link to the map from 2023/24 (and a screen grab).

Have a great holiday. Speak when you are back.

Best wishes

[REDACTED]

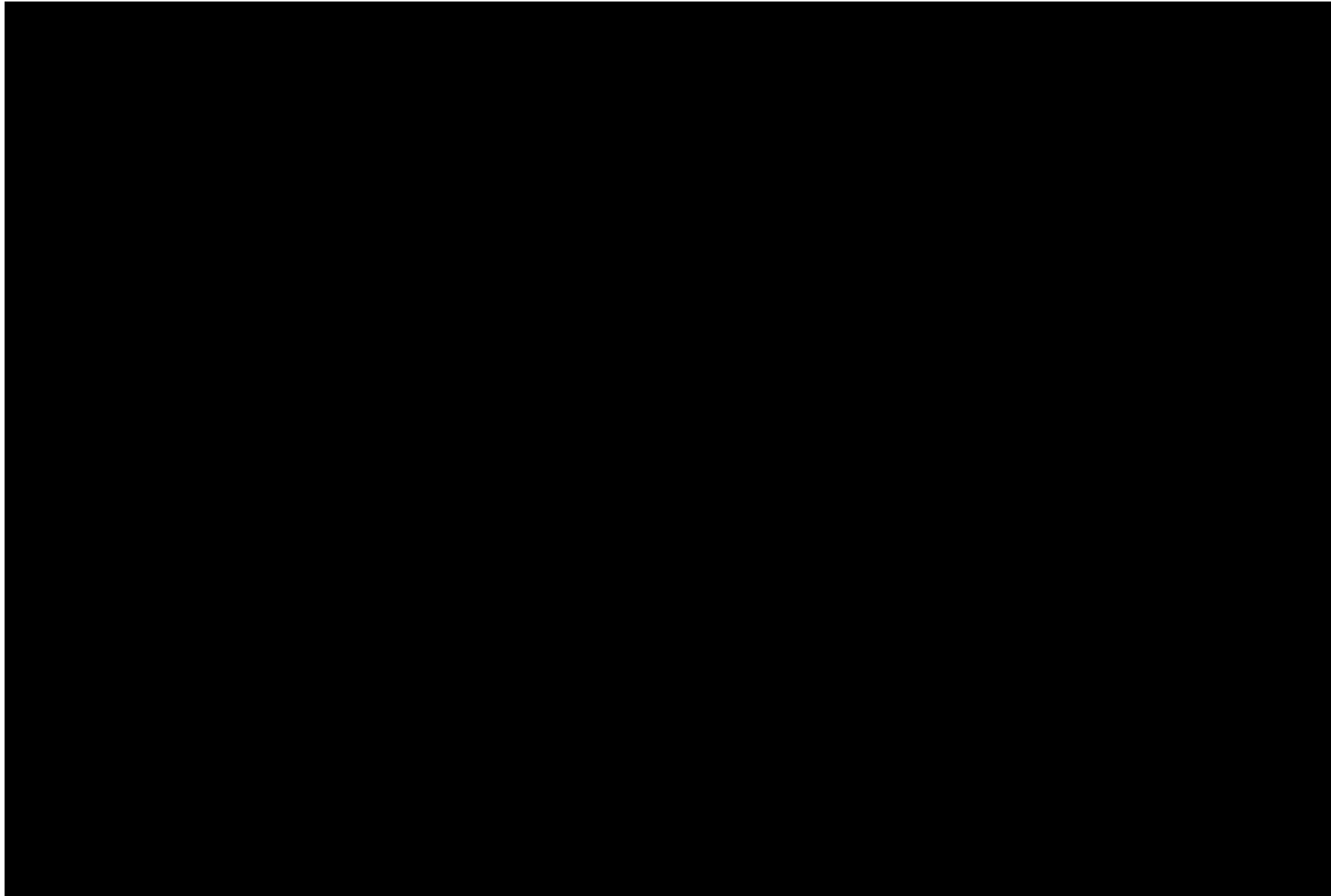
[REDACTED]

SCIENCE IN YOUR WORLD

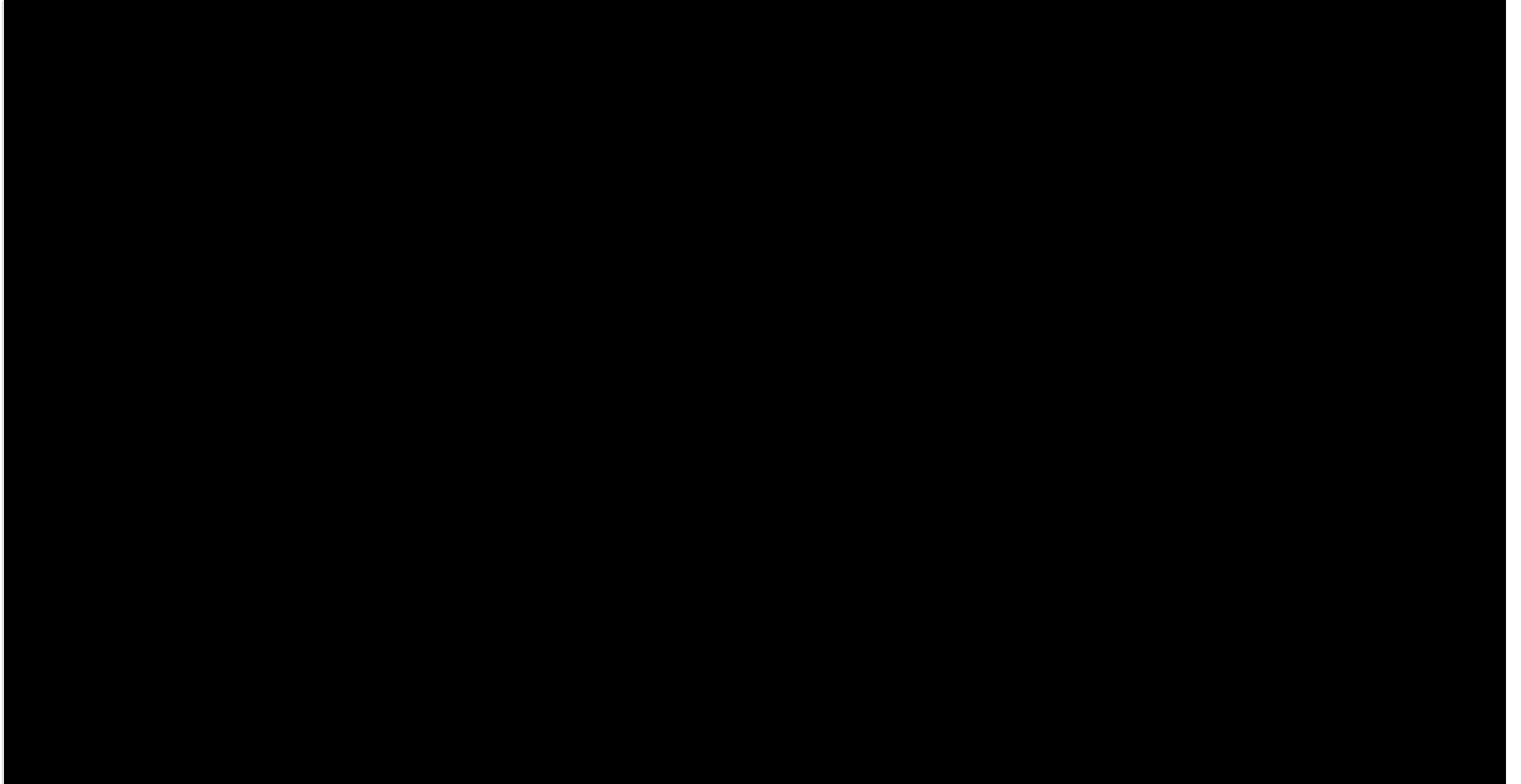
Overview

SCIENCE
MUSEUM
GROUP

BUILDING A COMMUNITY OF GOOD PRACTICE



SCIENCE IN YOUR WORLD PARTNERS



PROGRAMME GOALS

- To understand what science capital is, and how to apply it effectively to your work.
- To make a step change in our sector's engagement by creating a community of practice and to share what does and doesn't work.
- To support audiences with medium to low science capital to engage with our organisations and to feel that science, and museums, are something they are a part of, and are for them.
- To strive to ensure the programme has a long term and sustainable value and benefit to our staff and wider organisation.



VISION & MISSION

Vision

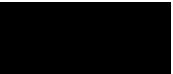
To build a 'community of good practice' that enables museums to effectively apply a science capital approach to their practice so that more diverse audiences feel that science, and museums, are for them.

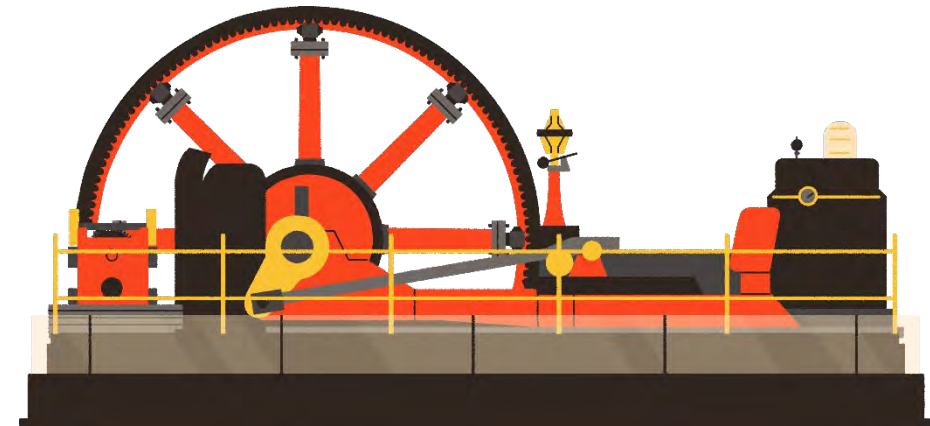
Mission

- To inspire, support and empower museum practitioners to feel confident to apply a science capital approach to their offer and to incorporate this learning more broadly into their organisation.
- To share tried and tested ideas and generate new ideas and formats.



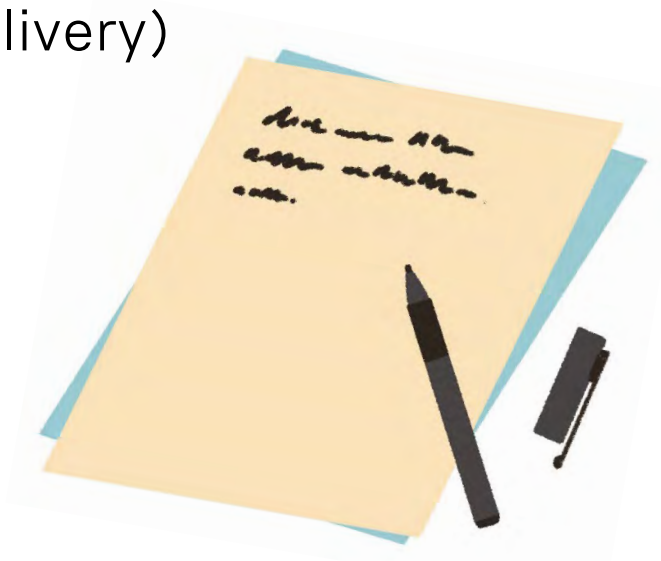
OVERVIEW

- Museum partners develop and deliver a 'science capital shaped' programme based on their local audiences and opportunities.
- SMG Academy training & partner events
- 1:1 mentoring
- Knowledge hub
- Externally researched and evaluated
-  Grant



PARTNER COMMITMENT

- Two named points of contact
- Apply a science capital informed approach to their delivery
- Grant use includes (staff, marketing, materials, participant support etc.)
- 2 staff to attend the in-person training days
- Submit proposals which best support the needs and opportunity of each partners context and local community
- Train at least 50% of their staff (& all staff involved with any delivery) – with SMG support and training tools
- Collect and document record (data) of participation
- Participate fully in the programme evaluation with external researcher
- Interim report (Oct 24) & Final report (Sept 25)



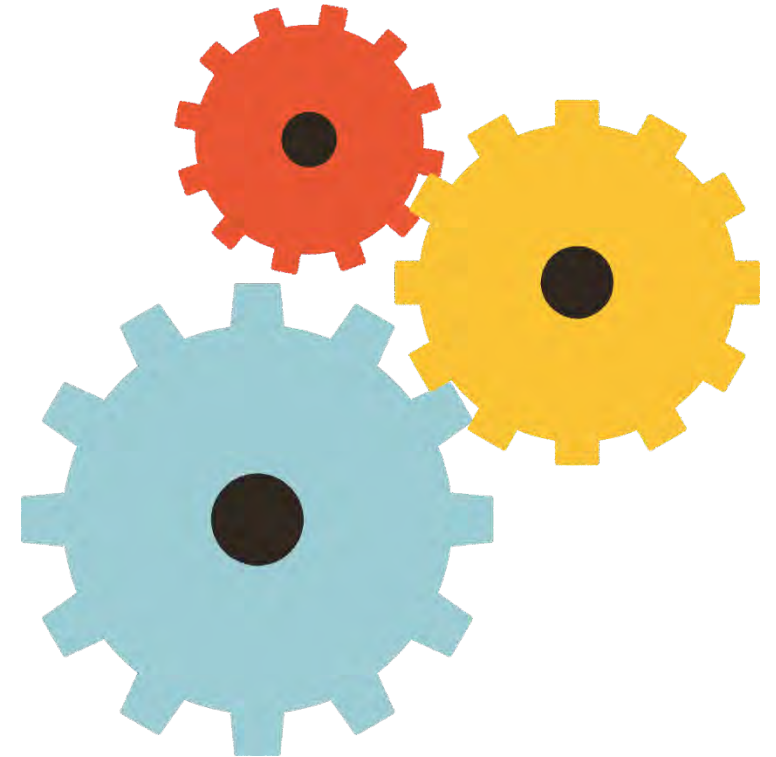
PARTNER PROJECTS INCLUDE...

- Staff training (reimagining collections & programmes)
- Gallery/ exhibit interpretation (inc prototyping ideas)
- Festivals and events
- Schools and family STEM workshops (museum and school based)
- Physical and digital resources
- Relationship building programmes (skills passports)
- Teacher training programmes
- STEM clubs
- Early years programmes
- Home educator/ SEN programmes



KNOWLEDGE SHARE SESSIONS...

- Staff/ volunteer training
- Resources & activity development
- Evaluation & Writing questionnaires
- Prototyping
- Digital
- Early years/ Playful learning
- Engaging teachers / CPD
- Careers engagement
- STEM/ Exploration and Discovery clubs
- Managing change



From: [REDACTED]
To: [REDACTED]
Subject: Updated draft document
Date: 13 February 2025 10:15:00
Attachments: [Year 7 report - January 2025 DRAFT.pdf](#)

As promised

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Science Museum
Exhibition Road, London SW7 2DD

THE ACADEMY PROJECT REPORT

January 2025

SCIENCE
MUSEUM
GROUP

EXECUTIVE SUMMARY

Academy figures for academic year 2024/25 (Autumn Term: 1 Sept 24 – 31 Dec 24)

- 25 courses have been delivered to:
 - Teachers and Museum educators (146 teachers/ 88 museum practitioners)
 - STEM professionals
- An additional 57 people have been reached through non-sponsor funded programmes (including international and commercial training)

Audience	Sept – Dec 24	Jan – April 25	May – Aug 25	Total (to date)
Teachers and Museum Educators	234			234
STEM Professionals	99			99
Other (Commercial/ International)	57			57
	390			390

- Potential reach so far for 2024/2025 (Sept – Dec) is 36,600 people

SINCE THE ACADEMY LAUNCHED IN OCT 2018:

- 537 courses have been delivered to:
- 4,957 teachers & museum practitioners.
- 1,869 STEM professionals.
- Potential reach of all courses is 1,159,080 people

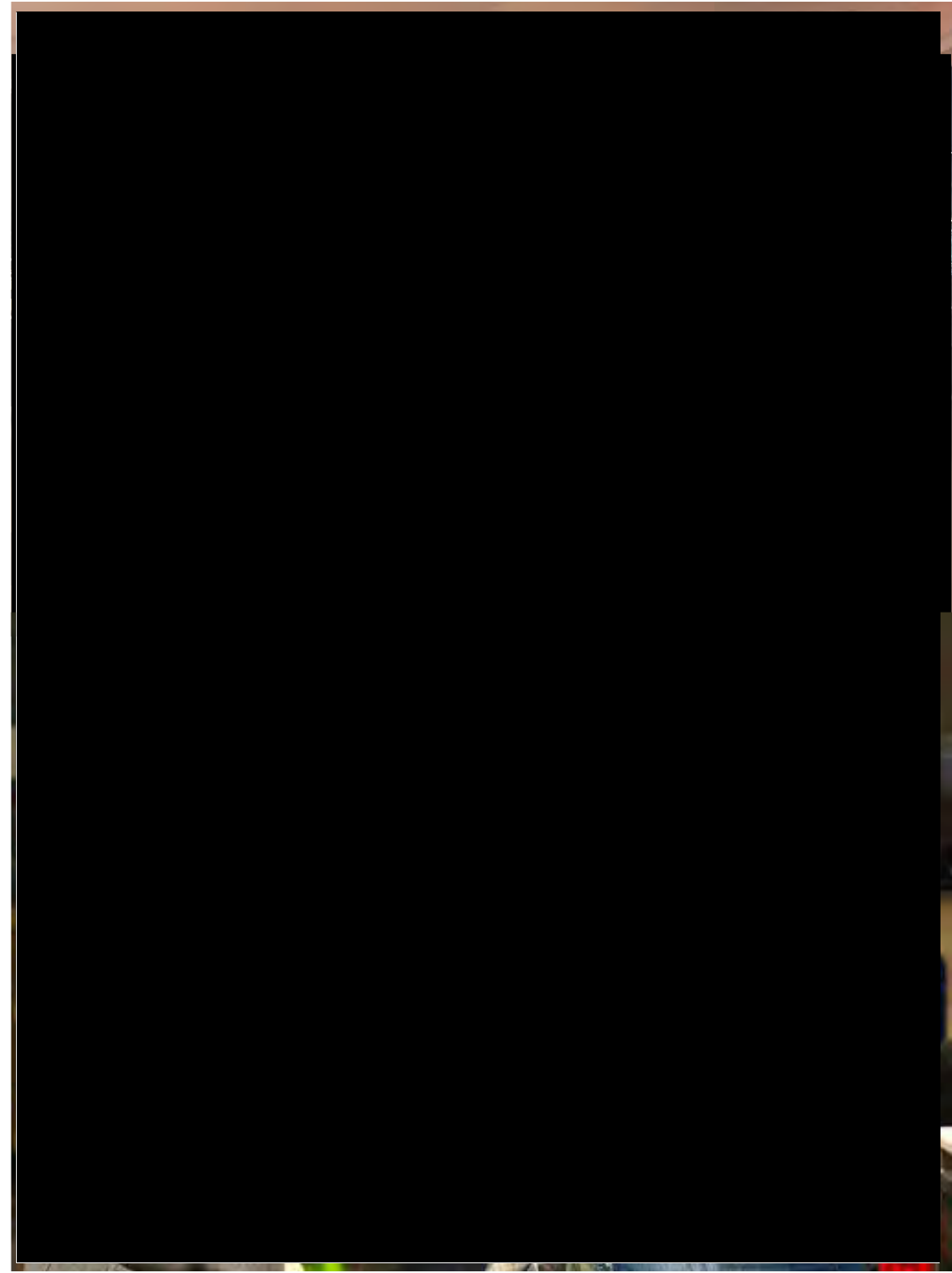


KEY DELIVERABLES – YEAR ■: TOTALS

DELIVERABLE	PROGRESS TO DATE (1 Sept 2023 to 20 August 2024)
Deliver courses to up to ■ teaching and museum professionals	234 teachers and museum practitioners (146 teachers/ 88 museum practitioners)
Deliver courses up to ■ STEM professionals, including STEM ambassadors	99 STEM professionals
Total number reached in Year ■ to date	390 (plus 57 through commercial/international)
Aims and outcomes of Science in your World (SIYW) programme defined. Research and evaluation plan developed	This was completed in Year ■
SIYW programme launched with up to 10 museums from across the UK	Launched in September 2023. 9 partners are on board and working with us.
3 Steering Group meetings	Meeting held on 22 February 2025
Up to 4 funder update meetings	First meeting to be held on 14 February 2025 (dates in May and September to be scheduled)
End of Year ■ project report	To be delivered in September 2025

HIGHLIGHTS

- Science in Your World programme evaluation has begun, and the interim project reports have been received and partner mentoring is underway.
- Public Engagement Training for STEM professionals and contributors of the 'Manchester Science Festival' at SIM and the 'Skills Fair' and 'Technicians Careers Live' events at the Science Museum.
- Volunteer training: 'Developing Tours' and 'Audience Engagement' for the volunteers supporting the *Versailles: Science and Splendour* exhibition.
- The 'core' STEM engagement course was reviewed and updated this term to strengthen the message around enquiry (exploration and discovery) based learning and includes more maths engagement examples.
- It has been a busy international few months in support of SMG commercial/ Global Engagement teams:
 - (i) STEM engagement course for the Hong Kong Creative Learning Leadership Programme (teachers and creative practitioners) See image top right
 - (ii) Public engagement training for Genoa University and
 - (iii) 'Audiences at the Heart' introduction to SMG engagement approach for Museum and practitioners in KSA.



SCIENCE IN YOUR WORLD

- All 9 *Science in Your World* partners have submitted their Year 1 interim reports.
- Partner mentoring meetings are being set up for January 2025
- Knowledge share and training meetings are booked/ planned for 2025
- The evaluation of the 'Science in Your World programme' is on track.
 - The external evaluators, SQW, conducted initial scoping interviews with Academy team members at the end of last year and have completed the first round of interviews with the museum partners.
 - They will be analysing and presenting their findings within the next month, before beginning Phase two of their research.

EARLY YEARS AND LEARNING PROJECT

FUNDED BY THE HELEN HAMLYN TRUST

- The 'Early years 'Exploring Science Through Play' course has been delivered 4 times between September and December and attended by 68 teachers
- Updates to the courses were made to reflect the EY & learning research, including greater emphasis on enquiry based learning.
- Resources testing is close to completion and the findings will steer the final development (from February 2025) of the following resources:
 - Curiosity Game (Classroom version)
 - Museum Story making 'My museum story' activity
 - Museum adventure trail (Character led)
 - Early Years Image bank
- Two blog posts about the Early Years and Learning project have been published this term:

[Including Young Children with Low-Medium Science Capital in Learning Research](#)

[Exploring Science Through Play – Developing a new training course for early years educators](#)

COURSE FEEDBACK

‘Great interactive way to gain new ideas. Inspiring and a good reminder of using language, engaging students in a more rewarding way’. *Teacher, Exploring Science Through Play, Early Years course*



‘I enjoyed the fun approach by the team and sharing ideas with other teaching colleagues. *Teacher, Exploring Science Through Play, Early Years course*

‘Understanding the Science Academy's approach to teaching face-to-face courses. Found it very interesting to see how Science Capital was incorporated into the approach’. *Teacher, Exploring Science Through Play, Early Years course*

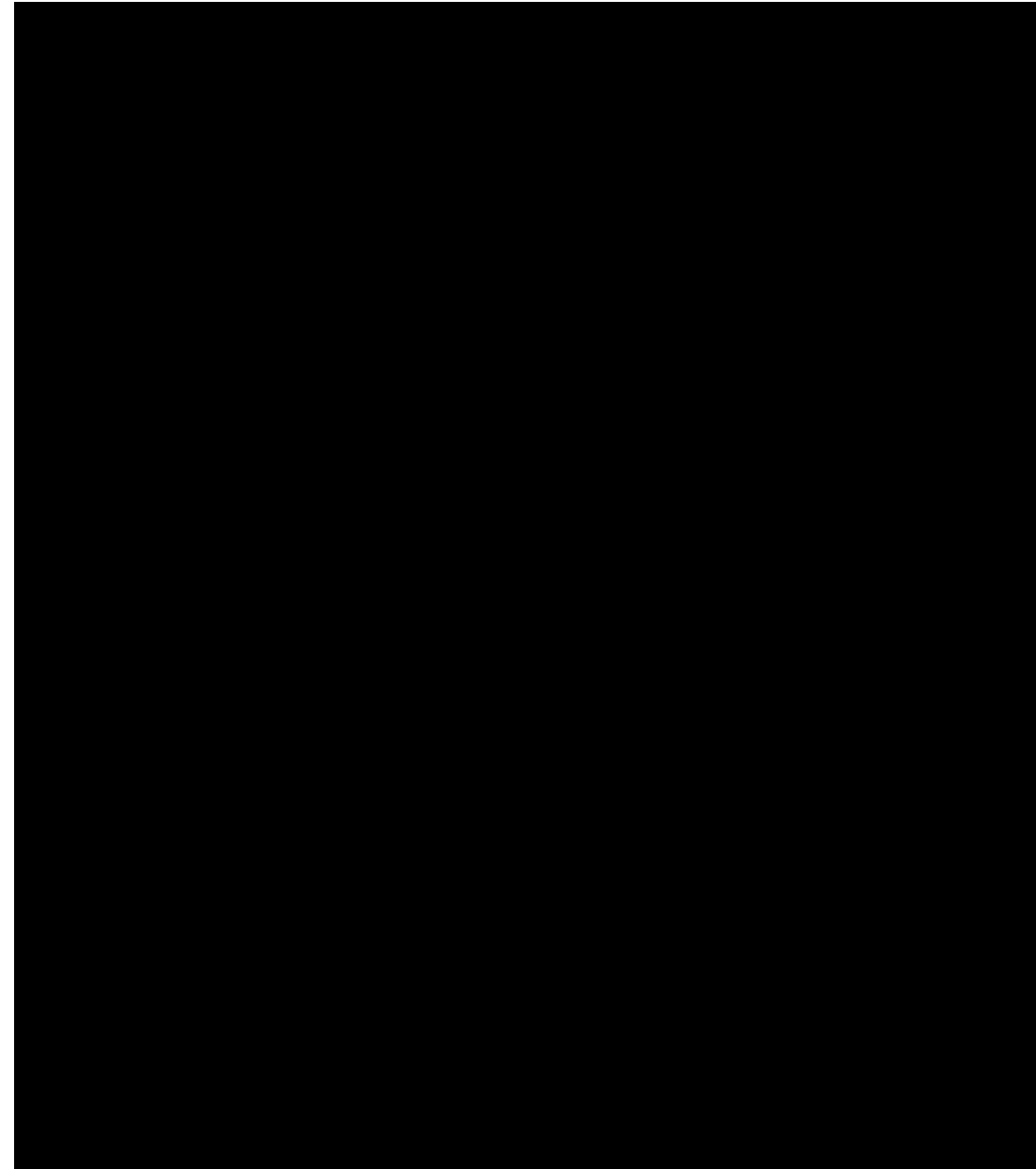
‘A useful refresher for me & always useful to pick up any new tips as well’. *SIM Volunteer, Audience Engagement course*



‘The balance between theoretical and practical pedagogy practice – really great!’
Teacher, STEM Engagement course

ACADEMY: NEXT 3 MONTHS

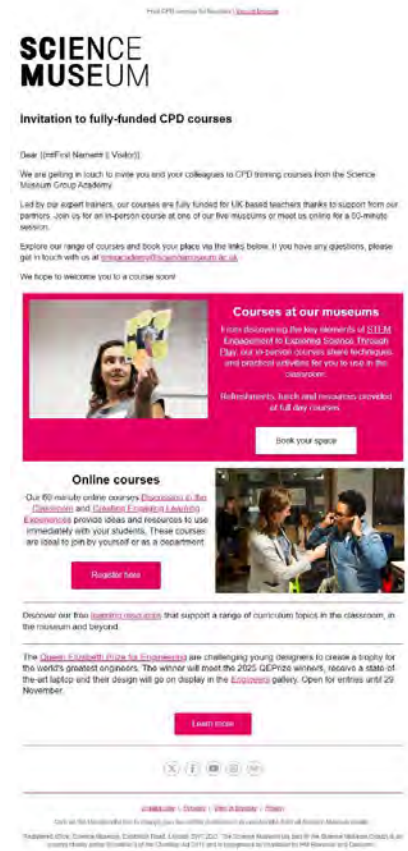
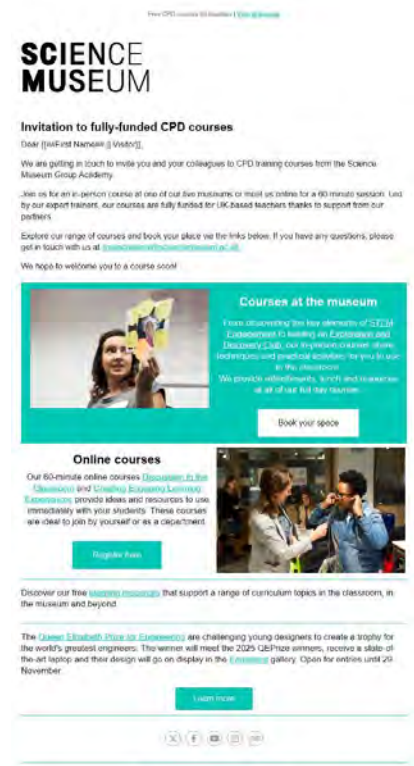
- There are currently over 45 courses in the calendar for the next 7 months (with many more courses requested) These include whole school training courses and ITT (Initial Teacher Training) groups from [REDACTED]
- Ongoing 'Science in Your World' partner meet ups and knowledge share sessions
- Ongoing development new resources embedded in research (including Early Years)
- Training for STEM professional and contributors the 'Bradford Science Festival'
- Commercial and international training delivery includes Reflective practice training for [REDACTED] team and science capital approach training for 'Muse Science Centre' in Trento, Italy
- Ongoing Academy Impact work



ACADEMY COMMS

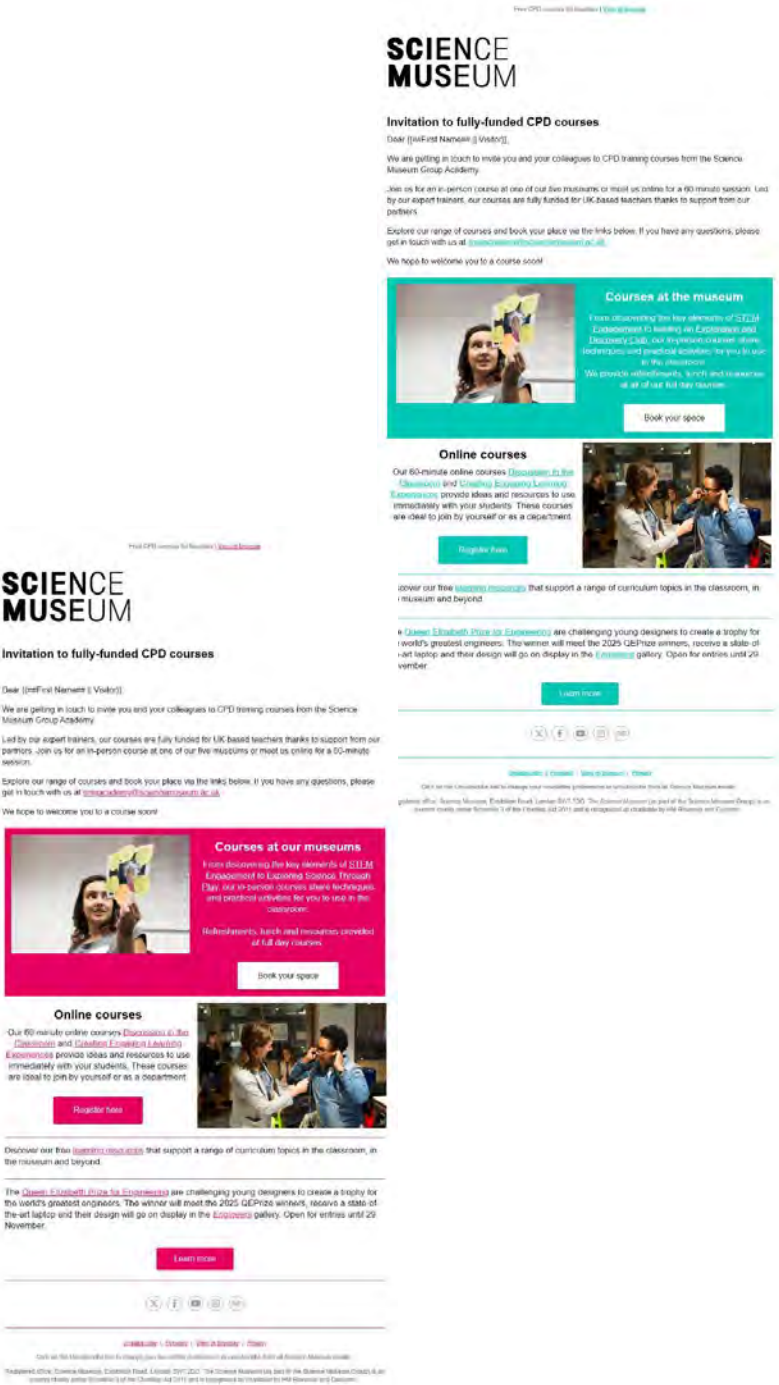
YEAR ■ SO FAR

- Following the on sale in June 2024, we approached the start of a new academic year in a strong position with 442 bookings for upcoming courses, with 8 dates sold out.
- In September, courses were promoted again through teacher newsletters across the Group and in October improvements were made to pre course emails to encourage attendance. Improvements included:
 - Sending pre course emails 1 month and 1 week prior to a course to provide more notice (previously these were sent 1 week and 1 day prior).
 - Introducing a [REDACTED] form that asks bookers to confirm if they can/cannot attend. We will be monitoring the impact this has on booker behaviour over the next three months.
- In November, we went on sale with new dates for the ‘STEM Engagement’ course and highlighted existing dates, prompting a further 95 bookings that week.
- Marketing included teacher newsletters to 80k subscribers, social posts and emails to education partners for sharing with their networks. As part of this on sale, webpages were reviewed with the Academy team and updated to a consistent format. This included updating copy so that it accurately reflects newer course content.
- We have had the broadest geographical distribution of bookings so far, which shows that online courses are reaching people who live further away from the museums.

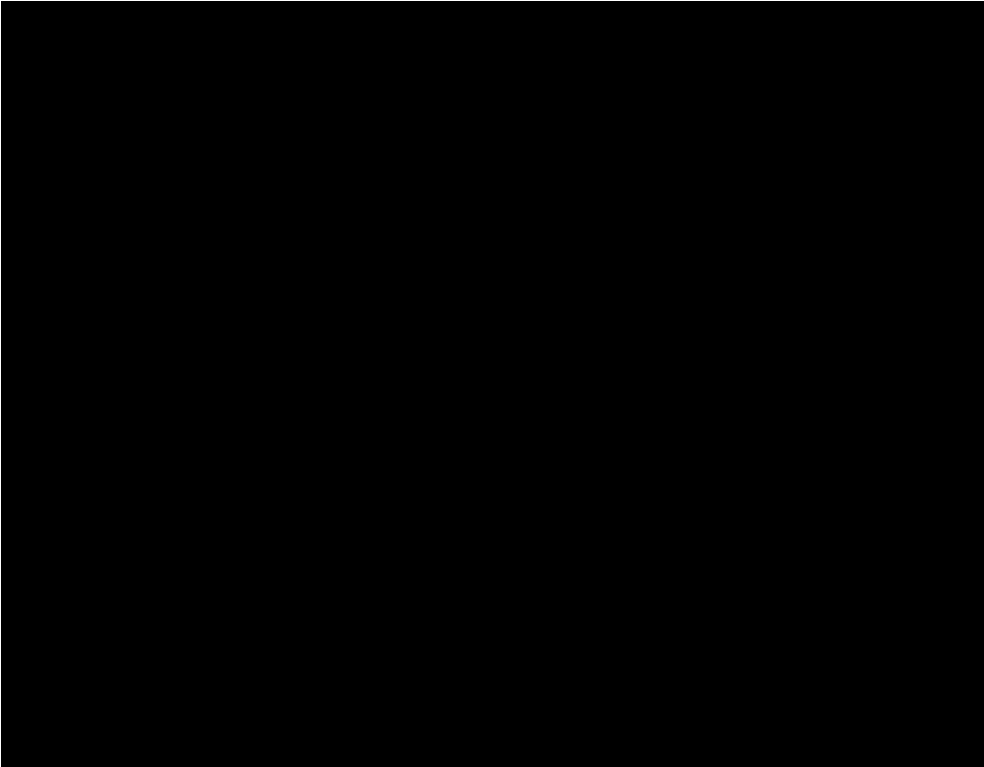


NEXT 4 MONTHS

- Comms plan to send an email in March to teachers attending a course in April – July to bridge the gap between their booking date and course date (as some teachers booked courses 11 months in advance). This email would include a booking reminder, links to relevant Academy blogs/resources and a reminder of the museum's wider offer for schools.
- Courses will be promoted through teacher newsletters across the Group (January, March/ April) and a reminder will be sent to education partners including UK School Trips, Learning Outside the Classroom and local authority contacts asking them to share with their networks.
- To increase attendance we will continue to explore how to improve open rate of pre-course emails and explore 'Add to Calendar' email option.
- Paid marketing activity (solus email and digital ads on social) will coincide with the summer on sale moment.



WEBSITE DATA




SCIENCE MUSEUM GROUP

LEARNINGOUR APPROACH AND SCIENCE CAPITALLEARNING RESOURCESACADEMYTRANSFORMING PRACTICE BLOG

DISCUSSION IN THE CLASSROOM

Join us online for a sixty-minute interactive module from our Science Engagement course.

In this session, try out ideas and techniques to help you plan and facilitate engaging STEM classroom discussions.



WHAT IS THE SESSION ABOUT?

From exploring the elements of a good discussion to ideas for building students' enquiry skills using objects and images, this practical session aims to help you develop your students' confidence and the skills to engage with and talk about STEM in the classroom and their everyday lives.

WHAT WILL I NEED?

- A computer or tablet with a webcam, microphone and speakers
- An internet connection
- A willingness to have a go at the activities and share your ideas

WHAT WILL I LEARN?

This session will provide you with:

- Knowledge of how to put recent research around good practice in creating engaging STEM experiences into practice
- Tools and techniques to support effective discussion in the classroom
- Inspiring ideas and resources to use with your students in and beyond the classroom

TERMS AND CONDITIONS

BOOK A SESSION

30 MARCH →

ABOUT THE SESSION

SUITABLE FOR: Primary and Secondary teachers based in the UK

COST: Free for UK teachers thanks to funding from our Science Museum Group Academy partners. Teachers from outside the UK please [email us](#).

DELIVERY: This is a live online session. We are hosting the event on Zoom, a free video conferencing platform.

PRIVATE GROUP SESSIONS: These sessions are available for Primary and Secondary teachers based in the UK. [Email us](#) if you are interested in booking this course for your school.

RELATED LINKS

Academy Training

About the Academy

Learning Resources

CONTACT US

For further information, [email us](#).

LEARNINGOUR APPROACH AND SCIENCE CAPITALLEARNING RESOURCESACADEMYTRANSFORMING PRACTICE BLOG

ACADEMY TRAINING


The Science Museum Group Academy training courses share creative and practical ideas for teachers, community group leaders, museum and STEM professionals.

SMG Academy training courses inspire, support and empower people to strengthen the impact of their work through delivery of memorable and engaging experiences across the entire learning landscape.


We offer a broad range of inspirational research-informed training for anyone involved in science, technology, engineering and maths (STEM) learning and public engagement.

All of our courses are founded on [our approach to learning and engagement](#) and are shaped and informed by evidence from audience and academic research.


AVAILABLE COURSES AND SESSIONS




TEACHERS AND EDUCATORS



STEM AND INDUSTRY PROFESSIONALS



COMMUNITY GROUPS



MUSEUM AND SCIENCE CENTRE PRACTITIONERS

WHAT PEOPLE SAY

'Thank you for such a wonderful course- really was inspiring and will definitely be of use in teaching my learners.'

'All other courses have a lot to live up to.'

'The course has gone a long way to improving my practice and led on to my doing a research Masters.'

'[It gave me] a sense of confidence – I can do something a little bit differently that will engage children and excite them.'

'It wasn't a generic public engagement training – it was gold standard training that I can draw upon for future events.'

CONSULTANCY

The Science Museum Group offers consultancy services to museums and science centres both in the UK and internationally.

To find out more about the Science Museum Group's consultancy services, [visit the Science Museum Group Consultancy page](#).

RELATED LINKS

Group booking request form

About the Academy

Learning Resources

CONTACT US

For further information, [email us](#).

YEAR COMMS SUMMARY

SCIENCE MUSEUM

Invitation to fully-funded CPD courses

Dear {{first-name}} {{last-name}},

We are getting in touch to invite you and your colleagues to CPD training courses from the Science Museum Group Academy.

Led by our expert trainers, our courses are fully funded for UK-based teachers thanks to support from our partners. Join us for an in-person course at one of our five museums or meet us online for a 60-minute session.

Explore our range of courses and book your place via the links below. If you have any questions, please get in touch with us at academy@sciencemuseum.org.

We hope to welcome you to a course soon!



Courses at our museums

From discovering the key elements of **STEM Engagement to Explained Science Through Play**, our in-person courses give techniques and practical activities for you to use in the classroom.

Refreshments, lunch and resources provided at full-day courses.

[Book your space](#)

Online courses

Our 60-minute online courses **Uncovering the Cosmos** and **Creating Engaging Learning Experiences** provide ideas and resources to use immediately with your students. These courses are ideal to join by yourself or as a department.

[Register here](#)



Discover our free **Learning Resources** that support a range of curriculum topics in the classroom, in the museum and beyond.

The **Open Exhibition Design Challenge** are challenging young designers to create a trophy for the world's greatest engineers. The winner will meet the 2025 GEPrix winners, receive a state-of-the-art laptop and their design will go on display in the **Explainers** gallery. Open for entries until 29 November.

[Learn more](#)

For teachers and educators

Academy training courses

Academy training courses provide creative and practical ideas for primary, secondary and early years teachers and educators working in science, technology, engineering and maths (STEM) fields.

Courses are free for educators in the UK. Delivered by our friendly, expert trainers, full day courses include lunch as well as resources and materials for you to take away with you.

[Find out more](#)



We're inviting teachers to join us in the new year for fully funded CPD courses at the museum and online.

The Science Museum Group Academy host a variety of courses for KS1 – KS4 teachers, including:

- Exploring Science Through Play
- STEM Engagement
- Exploration and Discovery Clubs
- Creating Engaging Learning Experiences
- Discussion in the Classroom

Find out more and reserve your place here: <https://bit.ly/3KPwqu9>



For teachers

Upcoming teacher CPD courses from the Science Museum Group Academy - free for all UK-based teachers.

Exploring Science Through Play

11 March 2025, 10.00 – 16.00
(at the Science and Industry Museum)

Ideal for KS1 educators, this popular course shares research-informed ideas for exploring science through playful learning experiences. Refreshments, lunch and resources are provided.

STEM Engagement

1 July 2025, 10.00 – 16.00
(at the Science and Industry Museum)

During this in-person practical session, we share ideas and techniques to help you create inspiring STEM learning experiences in the classroom and beyond. Refreshments, lunch and resources are provided.

Exploration and Discovery Clubs

8 July 2025, 13.30 – 16.30
(at the Science and Industry Museum)



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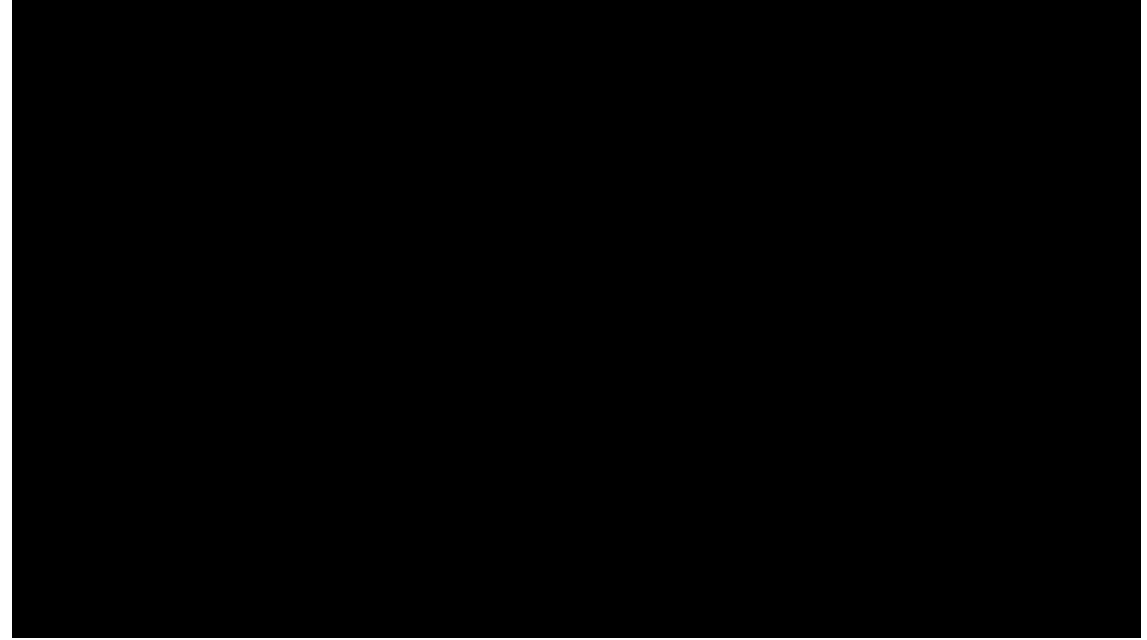
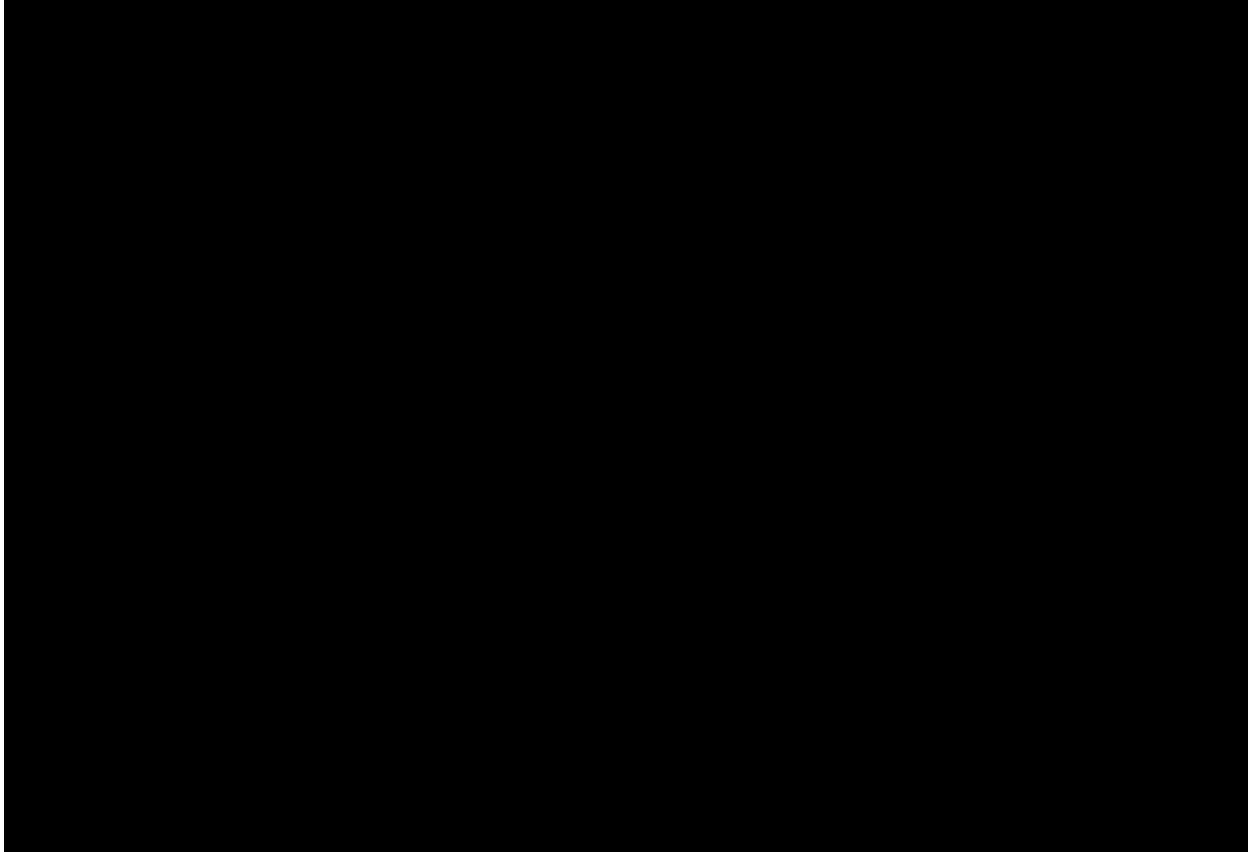
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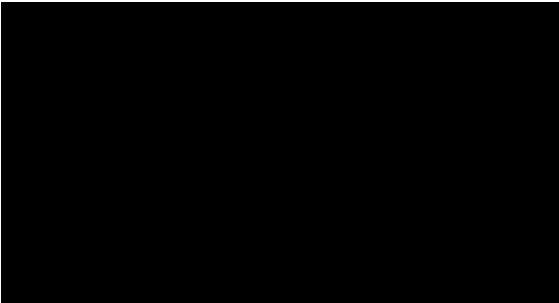
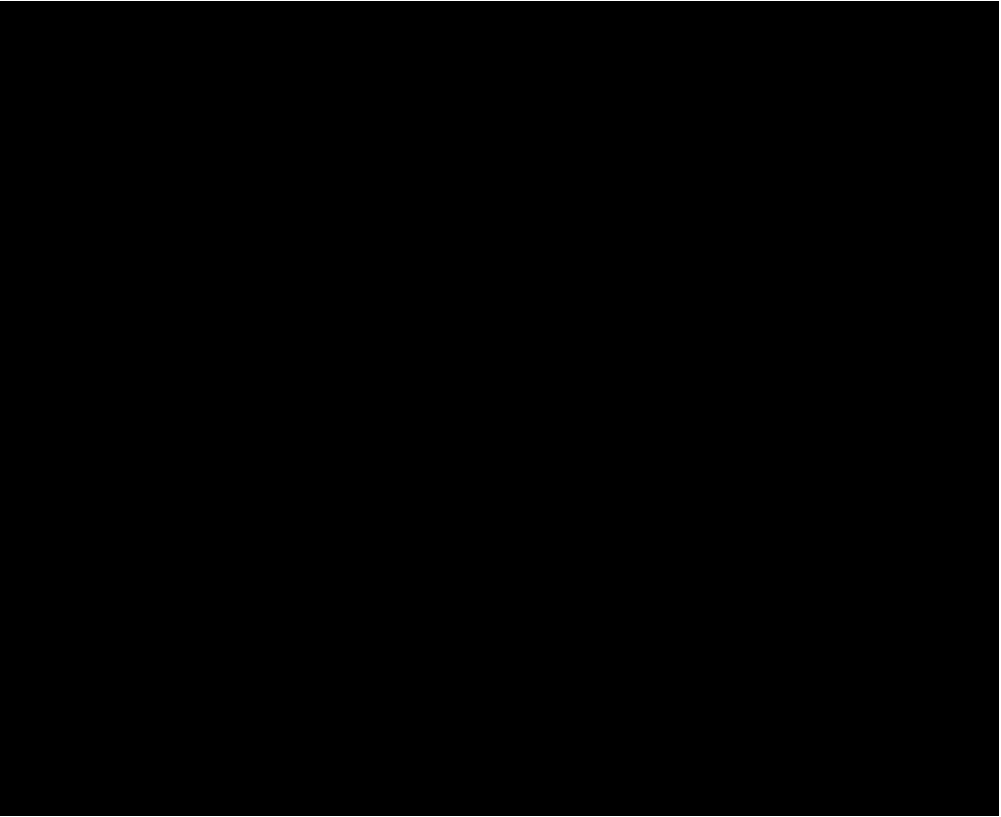
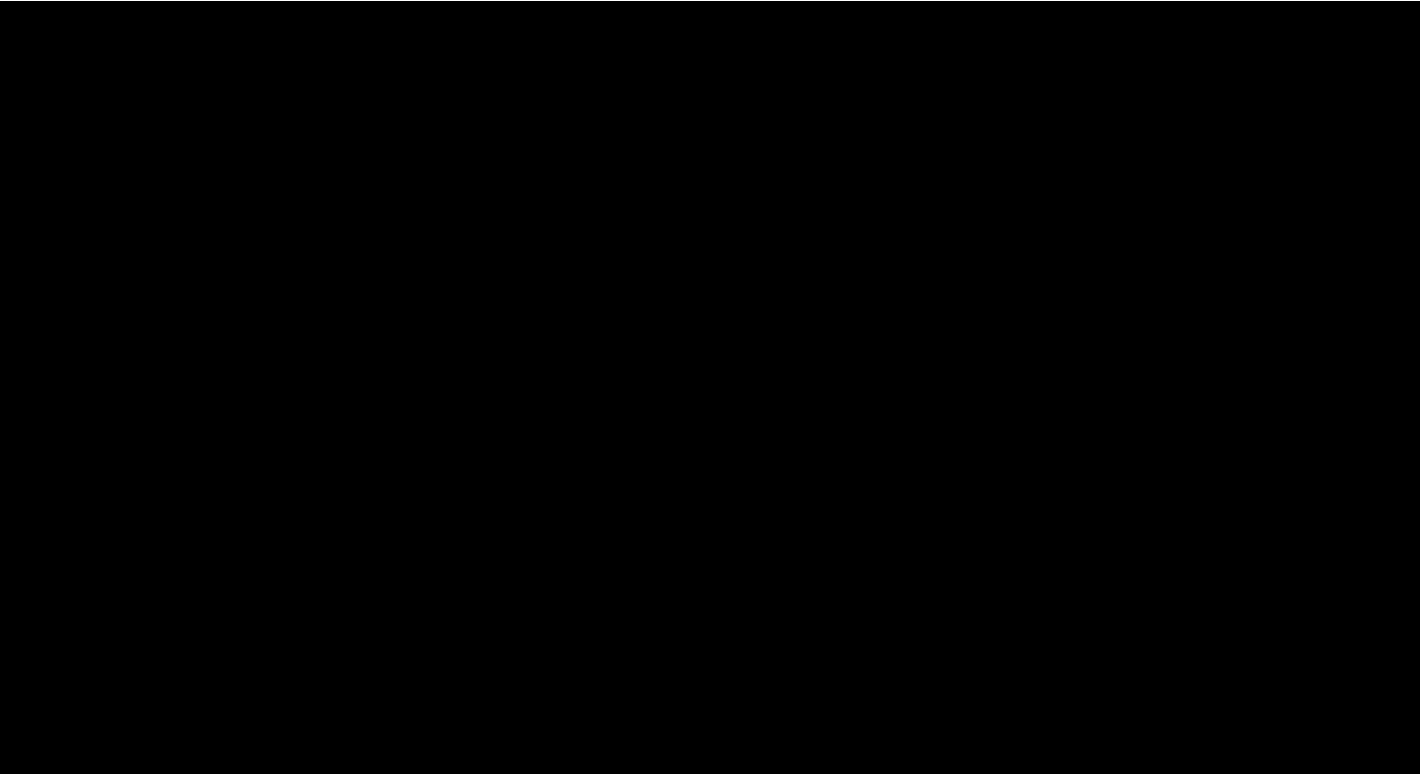
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BENEFIT USAGE

BENEFITS 2024/25



TICKETS & PRIVATE EVENTS



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14/02/25

Contact – meeting

Description

Academy update

Notes

██████████ met with ██████████ and ██████████ for the January Academy update. ██████████ and ██████████ gave them both background on the Academy and ran through the highlights of the report. It was agreed we would have another meeting to discuss impact. ██████████ to get more context on what they are looking for from ██████████

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