



Exploration to Inspire and educate

Dr Penny Fidler, CEO

The UK Association for Science and Discovery Centres





ASDC brings together a national infrastructure of science engagement organisations

Together engage 20 million people every year

385,000 each week

Over 50% are girls and women



## ASDC Vision

A society where people are intrigued, inspired and involved with the sciences



# A national celebration of Tim Peake's mission to The International Space Station



 **DESTINATION  
SPACE!**

# **DESTINATION SPACE!**

— Join The Crew —



**principia**  
mission



UK Association for  
**Science and  
Discovery Centres**



**MANCHESTER**  
1824  
The University of Manchester  
Jodrell Bank Observatory





# Project Vision

To engage, inspire and involve UK families and school-age children with the amazing stories, science and innovative ideas of human spaceflight, and Tim Peake's mission.







## Inspiring Nationally

733,017 children and adults have taken part

100,244 school children age 5-14 (with teachers)

75,741 children and adults met and spoke with a  
space scientist or engineer  
(Far more through social media and online)



Be Curious

Be Brave

Ask Questions

Follow your dreams

ASDC and partners created a bespoke set of space resources and equipment. We then selected and trained 20 UK science centres and museums to run these space activities, family shows and schools workshops across their regions

The Association for Science and Discovery Centres Network  
National Astronaut Programme



The activities were hands-on and wide-ranging















Events across the UK  
Get involved with Tim's Mission from where you are +



Join The Crew  
Find your role on Tim Peake's Space Crew +

### What is Destination Space?

Celebrating Tim Peake's mission to the International Space Station, Destination Space is an exciting and hands-on season of astronauts and adventure for families and schools. It will be coming to a science centre near you from October 2015, with schools workshops starting when Tim is in space in January 2016.



### The Space Crew / Meet everyone



English (United Kingdom)  
United Kingdom keyboard

To switch input methods,  
Windows key+Space.



Delivery by the 20 science centres and museums







## Latest space science and media for science centre exhibitions





Avon Scout  
Radio





# **Tim's mission gave us a huge opportunity for a national celebration of science, curiosity and innovation**

Exploration reaches the parts other programmes don't

Evaluation of 12,120 school children showed 23% of school children were from the top 20% on the Indices of multiple deprivation

93% 11-14 year olds said activities would help with school science



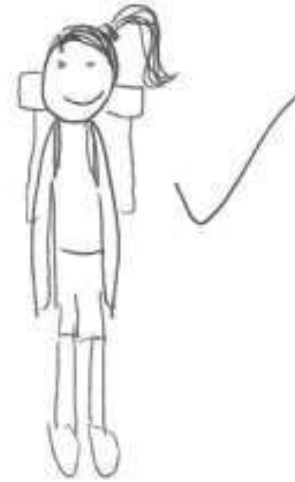
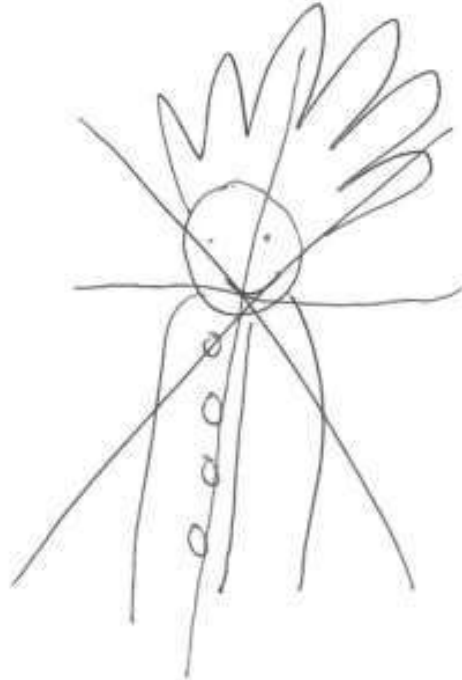




## Changing perceptions

Use this space draw a scientist!

Have your perceptions changed?





As a nation, and as a global society, we have some major challenges and opportunities ahead. Especially around Carbon and Climate  
We want our young people to be entrepreneurial, creative, and confident to learn, explore, experiment and discover.





Thank you

Dr Penny Fidler

CEO of ASDC