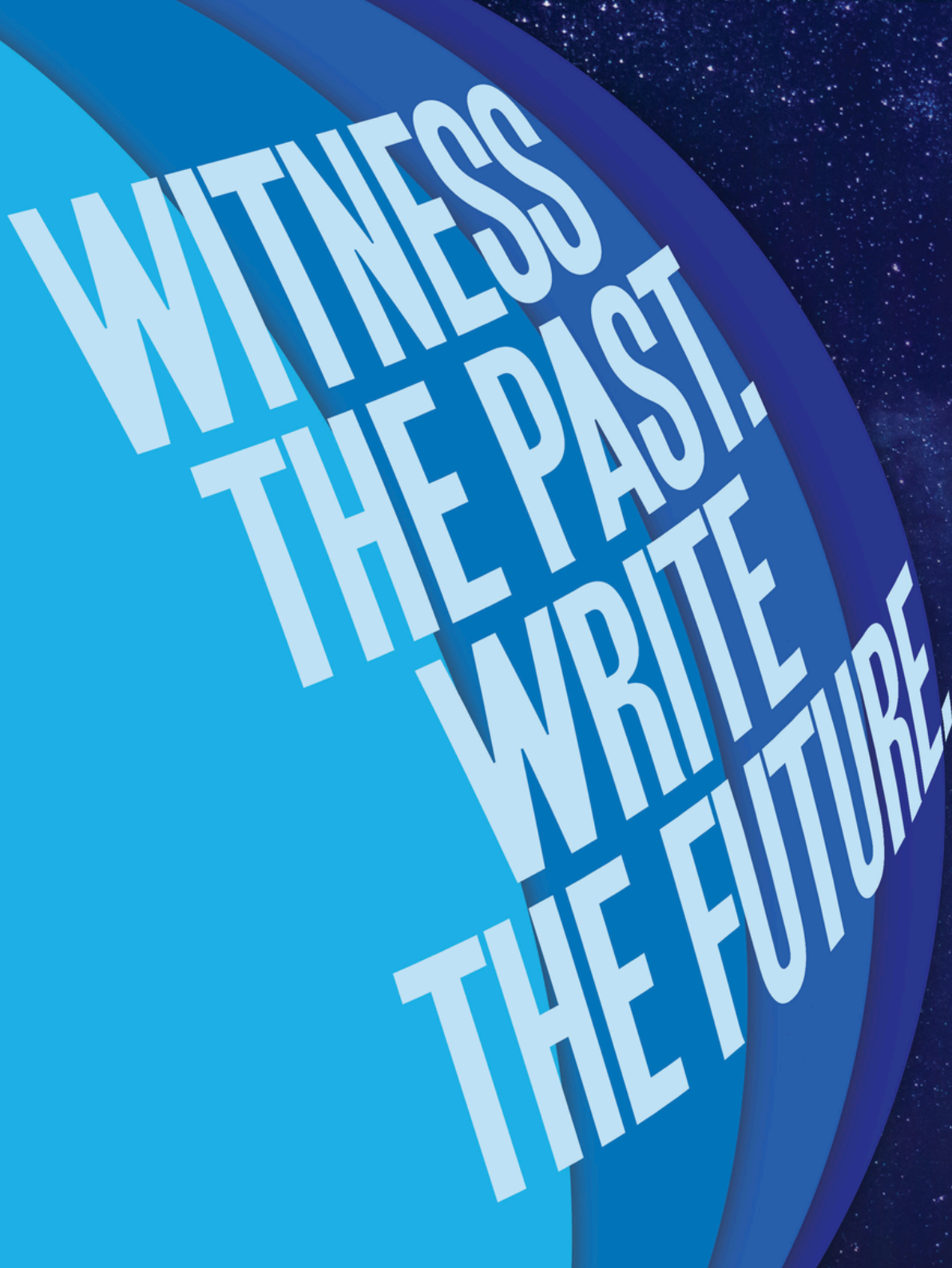


Dynamic Earth

CANDIDATE PACK

DYNAMIC EARTH OVERVIEW

DYNAMICEARTH.ORG.UK

Scottish Charity No. SC020363

ABOUT DYNAMIC EARTH

Dynamic Earth is an Earth science engagement charity, with a mission to empower people with understanding and empathy for the Earth and its future.

We do this by providing compelling engagement at our world-class Science Centre in Edinburgh, as well as through our learning and engagement programmes across Scotland.

At Dynamic Earth, we use science and immersive, interactive storytelling to stimulate minds and ignite passions in contemporary Earth and environmental science.

We aim to inspire the next generation of scientists to become the problem-solvers of tomorrow by:

- Increasing skills and diversity in Science, Technology, Engineering and Mathematics (STEM) to support current and future industry.
- Reducing inequalities in access to quality science engagement, in order to improve life opportunities for children, young people and individuals.
- Improving levels of understanding about the science behind the planetary crisis and the means to avert it.





In 2023 we published a bold new 10-year strategy – From Beginning to Mend – along with a powerful new brand, to help us reach more people and to embed climate change across everything we do.

WHAT INFORMS OUR APPROACH

In the face of a climate and ecological crisis, we empower people with an understanding of the Earth and its future. We do this by providing compelling engagement at our science centre in Edinburgh and learning programmes across Scotland. We are driven by a positive belief: people of all ages and backgrounds can be the problem-solvers of the future.

Our Vision

A positive future for our planet.

Our Mission

To empower people with understanding and empathy for the Earth.

Our Values

Passionate

A love of science, a desire to share it in engaging ways and ensure every part of the charity is driven by a common set of ambitions.

Caring

We care for our people, the people we engage with and the accuracy of the science in our storytelling. We also care about how we manage personal data and the way we do business sustainably to minimise our impact on the planet.

Inclusive

We make sure everyone is welcome in terms of who we employ and engage with and seek to involve diverse communities.



LEARNING AND ENGAGEMENT

The Learning and Engagement directorate creates and delivers a broad range of events and experiences with schools and public audiences, and through community and planetarium programmes. Our expert team of science communicators bring Earth and environmental science to life through a diverse range of sessions tailored to the needs of our audiences.

Schools and Public Programmes

Every year, we engage with over 40,000 learners across our school programmes, through on-site visits to the centre, outreach off-site to schools and science festivals, and online workshops. We support all levels of the Curriculum for Excellence with diverse engagement opportunities for learners aged 3-18. These include science storytelling, outdoor field skills sessions and interactive workshops using real scientific data. By immersing learners in practical activities and supporting practitioners, we deliver national educational priorities both locally and nationally.

Our public engagement programmes reach families through our science clubs and early years programmes. We also run regular holiday clubs connecting young people with neighbouring Holyrood Park, inspiring wonder in our surroundings and engaging them directly with a Site of Special Scientific Interest right on our doorstep. We connect visitors with hundreds of scientists every year, through Meet the Scientist takeover events and collaborative working with science festivals and academic partners.





Community Programmes

In line with our strategic goal to reach more people in more ways, our community engagement programme works with a diverse range of audiences facing barriers to engaging with science centres, and who may feel disconnected from science. This is achieved through bespoke in-person workshops at the centre as well as outreach to community partners throughout the year, in addition to our Community Discovery Pass programme which enables free access to the centre for groups that otherwise wouldn't be able to visit and experience Dynamic Earth. Through these programmes we connect with over 3,000 underserved and underrepresented people annually.

Planetarium Programmes

Edinburgh's only planetarium, with its state-of-the-art projection and sound systems, takes visitors on interstellar journeys through the cosmos, with a programme of live presenter-led shows developed in-house, complemented by a range of 360° full-dome films. Throughout the year, our live stargazing show "What's Up?" changes with the seasons, ensuring we share astronomical new discoveries as we gaze into the night sky with visitors – and we run regular 'Planetarium Lates' events exclusively for adults, including film screenings and even Fringe shows. We also have live shows focused on ocean exploration and our changing climate, meaning not only do we tell the story of Earth's place in the cosmos, but also our relationship with Earth itself.

FUNDRAISING



The fundraising team aims to grow and diversify Dynamic Earth's income, build a strong network of engaged supporters, and secure long term financial sustainability in line with our 10-year strategy.

We receive funding from a range of sources including the Scottish Government, trusts and foundations, corporate sponsors, major donors, patrons, and our newly re-launched Membership scheme. These funds support our Learning & Engagement programmes and have enabled successful capital projects including our Discover the Deep marine gallery and Luke Jerram's Gaia, an installation blending art and science that has become an iconic feature of Dynamic Earth.

Throughout the year we send regular communications and host events to connect with our supporters and attract potential funders. We've delivered exclusive sponsor family days, regular Member Planetarium screenings, an annual drinks reception and dinner, special events and more.

You will play a key role in supporting our income generation efforts by strongly championing fundraising in a number of ways: building valuable donor relationships, offering strategic input in major funder meetings, hosting and attending events, and leveraging Board and network connections to help develop Dynamic Earth's fundraising potential. You will also drive the strategic direction of the organisation and further Dynamic Earth's vision and mission, which in turn allows the Fundraising team to create a compelling and clear case for support.

VISITOR EXPERIENCE



The Visitor Experience department at Dynamic Earth plays a pivotal role in shaping the customer journey, ensuring that every visitor encounter - from arrival to departure - is engaging, informative, and memorable.

The team delivers a world-class, immersive science centre experience that spans the Big Bang to the future of our planet and the depths of the ocean to the heart of the rainforest, using storytelling and interactivity to bring Earth's story to life.

There is a vibrant programme of themed events - ranging from festive Santa experiences and springtime animals to bat-themed trails and Wallace and Gromit adventures - which encourages repeat visits and enhanced audience engagement.

Maintaining excellence is a core priority, with the department playing a key role in upholding Dynamic Earth's prestigious 5-star rating from VisitScotland and meeting the rigorous standards of the ASVA Quality Assurance Scheme. With a strong focus on accessibility, inclusion, and continuous improvement, the Visitor Experience team ensures that every visit supports the organisation's mission to inspire a positive future for our planet.

OUR SHOP



The shop at Dynamic Earth plays a vital role in enriching the overall visitor journey, ensuring that it is not just an amenity, but integral parts of the educational and immersive experience.

In the shop, sustainability is at the heart of product choice. Carefully curated items reflect the themes of the galleries, giving visitors the chance to take home meaningful, eco-conscious mementos that extend their learning beyond the visit.

The shop is closely tied to Dynamic Earth's vibrant programme of seasonal themed events. This connection creates rich opportunities for cross-promotion and increased secondary spend. Whether it's a fungi-inspired items or a bat-themed gift, every interaction is crafted to be memorable, meaningful, and aligned with our mission to inspire a deeper connection with the natural world.



By embedding sustainability, education, and creativity into every commercial touchpoint, the team ensures that every purchase and every plate supports Dynamic Earth's vision of inspiring a positive future for our planet.

DYNAMIC EARTH CAFE AND EVENTS

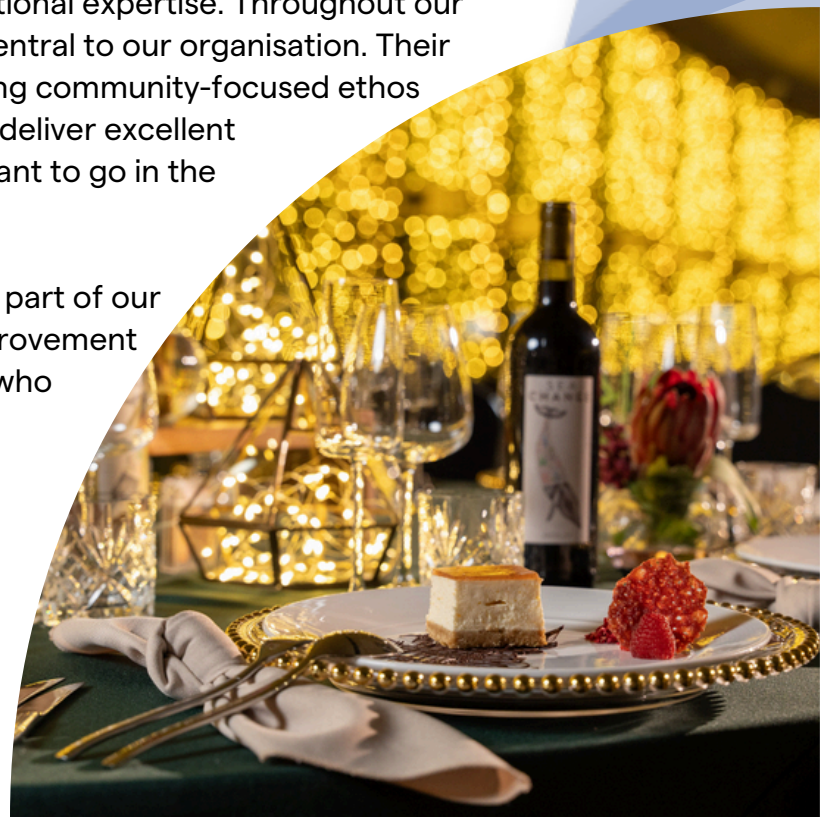
In March 2026, we began an exciting new chapter through our partnership with Company of Cooks, who took responsibility for the management and delivery of our Events, Café and Kitchen services

The transition was carefully managed to ensure stability and continuity for both our visitors and our team, with existing staff transferring to Company of Cooks under TUPE arrangements. From the very beginning, Company of Cooks demonstrated a genuine commitment to investing in our facilities, people and future. One of their first major projects was the complete refurbishment of the café, transforming it into a modern, welcoming and vibrant space that better serves our visitors, community and staff.

The decision to partner with Company of Cooks was based on far more than their operational expertise. Throughout our discussions, it became clear that they share many of the values and ambitions that are central to our organisation. Their passion for creating exceptional customer experiences, commitment to quality and strong community-focused ethos aligned perfectly with our own vision. We were looking for a partner who would not only deliver excellent services but who would also understand who we are, what we stand for and where we want to go in the future.

Since joining us, Company of Cooks have embraced our mission and become an integral part of our wider team. Their proactive approach, willingness to invest and focus on continuous improvement have already made a positive impact, helping to enhance the environment for everyone who engages with us.

Looking ahead, we see this partnership as an important part of our long-term success. Company of Cooks's enthusiasm, expertise and shared sense of purpose give us confidence that together we can continue to develop and grow, creating outstanding experiences for our visitors while supporting the wider ambitions of our organisation.





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Dynamic Earth Charitable Trust (known as Dynamic Earth) is a registered Scottish Charity, SC020363, regulated by the Scottish Charity Regulator (OSCR). Company Reg No. SC138695