“Our theme for the year – innovation – is critical to all areas of industry and education, yet less than 1 in 10 patents filed in the UK have any women involved. WISE threw a spotlight on this deficit, publishing new research to understand why women are not drawn into innovation, and what industry and the research community can do to redress the balance. The number of women in STEM increased but the gender gap widened over the past year. Too many girls still feel STEM is not for them. WISE talked to over 1,000 girls to create a new online platform – My Skills My Life, with evidence-based resources for use by organisations wanting to show girls the vast array of opportunities open to them if they choose STEM subjects.

There has been change inside WISE too – the WISE Young Women’s Board decided to change their name to the WISE Young Professionals’ Board and open recruitment to all genders for the first time. I welcome this step which reflects the important role men play alongside women in the campaign for gender balance. Once again the WISE Man award attracted an encouraging number of nominations. I was proud to meet the finalists in all categories, including the inaugural WISE Technician award, sponsored by the RAF as part of their centenary celebrations.

Working with strategic partners and other WISE members on these and other projects deepens our understanding of why women are under-represented in STEM which is essential to the development of effective, long-term solutions. WISE is all about making connections. Connections between gender balance, innovation and productivity. Connections between our industry and educational members, connections between men and women across all ages, sectors and communities working together towards gender balance in STEM, because it will benefit us all”.

Helen Wollaston
Chief Executive, WISE

The launch of My Skills My Life at UTC Reading.
While the number of women in STEM is growing, the rate at which the number is going up has slowed year-on-year – and this means the percentage of the core STEM workforce that is female has dropped slightly.

Our analysis shows a strengthening pipeline of female core STEM talent, with more girls and women completing core STEM GCSEs, A Levels and degrees than in the previous year. However, the drop-off in women progressing through STEM education is still far higher than that seen in men.

At boardroom level, we see more women on the boards of STEM companies – but the vast majority of them are in non-executive roles.

Source: ONS SOC data EMP04 2011-2018; WISE Analysis.
2019 and 2020 projection extrapolated from average growth rate from 2011 to 2018.
Our membership continues to strengthen, as more organisations appreciate the value of working with us to help build the number of women and opportunities available to women across all areas of STEM. We introduced a tiered model of membership to offer greater choice to match companies’ requirements, which has proved successful. Last year, we welcomed 34 new members, including Lloyds Banking Group, who joined as a Strategic Partner; John Sisk and Son, Transport Scotland and Orsted joined as Premium members.

To deliver more support to our members, we have also grown our Membership team.

We have run five knowledge sharing events and webinars for members, as well as the annual Ten Steps event and webinar; bringing insights and best practices to over 200 people from WISE member organisations.

### Strengthening membership

<table>
<thead>
<tr>
<th>Strategic Partner</th>
<th>Premium Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lloyds Banking Group</td>
<td>Sisk Contractors</td>
</tr>
<tr>
<td>John Sisk and Son</td>
<td>Orsted</td>
</tr>
</tbody>
</table>

### Valued member events

We have run five knowledge sharing events and webinars for members, as well as the annual Ten Steps event and webinar; bringing insights and best practices to over 200 people from WISE member organisations.

### Increasing online presence

#### WISE website visitors

<table>
<thead>
<tr>
<th>Year</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018/19</td>
<td>183,700</td>
</tr>
<tr>
<td>2017/18</td>
<td>180,200</td>
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</table>

#### Click rate

<table>
<thead>
<tr>
<th>Year</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018/19</td>
<td>5.4%</td>
</tr>
<tr>
<td>Industry average</td>
<td>2.5%</td>
</tr>
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</table>

#### WISE mailing list

<table>
<thead>
<tr>
<th>Year</th>
<th>Open rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018/19</td>
<td>28%</td>
</tr>
<tr>
<td>Industry average</td>
<td>20%</td>
</tr>
</tbody>
</table>

#### Jobs board

*From June 2018 (when new portal went live) to April 2019*

<table>
<thead>
<tr>
<th>Jobs posted</th>
<th>Jobs clicks generated</th>
</tr>
</thead>
<tbody>
<tr>
<td>924</td>
<td>25,000+</td>
</tr>
</tbody>
</table>

#### Twitter followers

<table>
<thead>
<tr>
<th>Year</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>End of 2018/19</td>
<td>34,000</td>
</tr>
<tr>
<td>End of 2017/18</td>
<td>29,000</td>
</tr>
</tbody>
</table>
January 2019  
Launch of My Skills My Life.
To support our members with their outreach, and to recruit and develop opportunities for women in STEM, WISE has created a new interactive game to help girls find rewarding careers in STEM industries.

We launched this platform in January 2019, and the feedback has been amazing.

“It teaches you not to worry about not knowing what you want to do!”

“The most interesting thing was learning about amazing jobs that I have never heard of and really interesting things that you can do when you’re adults.”

June 2018  
This year’s CXO Breakfast, with twice as many C-suite executives as last year, focused on the gender pay gap. Reporting the gender pay gap has been a catalyst for conversations within organisations and beyond about the participation of women in business.

What is clear is that if companies are serious about tackling the gender pay gap, they need to understand the data, set an ambition about where they want the company to be and by when, make a plan to deliver it and as leaders, ensure the plan is understood and taken forward across the business. Practical case studies were shared about how to make change stick, setting ambitions and leading from the top.

“There is no silver bullet – one size does not fit all.”
Alison Rumsey  
Group HR Director of Network Rail

“I took away some great ideas to re-invigorate our gender balance initiatives.”
Craig Scott  
Managing Director, TSP Projects
In late-2018, Sabrina Castiglione (pictured right), Chief Financial Officer at Tessian, took over from Susie Jutsum as Chair of the WISE Young Professionals’ Board and oversaw the appointment of six new Board members (shown opposite). Huge thanks to our members whose time with the Board came to an end in 2018. Your work, influence and input were immensely important.

This year we broadened inclusion by renaming from the WISE Young Women’s Board to the WISE Young Professionals’ Board, and encourage future applications from both men and women.

On 8 March 2019, our ‘male allies’ campaign for International Women’s Day broadcast more than fifty messages from male allies supporting women in STEM.

We also helped in the launch of publisher Harper Collins’ Big Cat series of Tara Binns books. Aimed at Key Stage II primary-age students, they explore STEM careers through the eyes of the strong female protagonist.

The winners of our 2018 essay competition, writing about little-known women in STEM, visited the Science Museum in London.

Above: New appointments to the WISE Young Professionals’ Board (clockwise from top left): Abigail Seager, Systems Engineer, BBC; Alexandra Lawson Operations Supervisor, Shell; Devon Edwards-Joseph, Data Science Engineer, Lloyds Banking Group; Halima Abubakar, Supply Chain Graduate, Collins Aerospace; Hazel Atkins, Consultant, BMT; and Hollie Wright, Research Engineer, Heriot-Watt University.

Left: One of the tweets received from WISE’s ‘male allies’ on International Women’s Day; above: winners of the WYPB 2018 essay competition at the Science Museum; right: Harper Collins’ Tara Binns series of books.
WISE CSO Fellowships

2018/2019 saw the third year of the flagship WISE Fellowship Programme with the Office of the Chief Scientific Officer for NHS England. The programme offered a unique opportunity within the NHS and beyond for mid-career female healthcare scientists to gain invaluable leadership experience. This year’s fellows were:

- **Sarah Cooper**, Chief Cardiac Physiologist – Cardiology, Royal Cornwall Hospital
- **Gail Distefano**, Principal Clinical Scientist – Radiotherapy, Royal Surrey County Hospital
- **Nana Odom**, Clinical-Engineer, Royal United Hospital Bath
- **Siobhan Taylor**, Clinical Scientist – Histopathology, Gloucestershire Hospitals NHS Foundation Trust

These fellows attended the highly acclaimed WISE Career Development Programme and have been paired with NHS and WISE mentors.

“It’s given me a real sense of purpose and importance. It’s been a real eye-opener!”
Sarah Cooper

To date, achievements amongst the fellows include publication in prestigious journals, admittance to professional body committees and inspiring the next generation of Healthcare Scientists into the NHS.

Amazon, a strategic partner of WISE, worked with us on research on innovation, leading to clear recommendations for employers and universities.

Among other things, the research identified barriers and enablers to increasing the number of women working in the innovation economy across all industry sectors in the UK. It revealed that improving the ratio of women to men in STEM innovation by just 10% has the potential to increase company revenues in that sector by over £3bn per annum.
9 May 2018  As innovation is key to all companies and the economy, we held our biggest conference yet on this theme. It was also the first WISE Conference in the North of England, at Salford. GSK, Amazon, Thales and Network Rail, among others, spoke about innovation and the need to ensure women are central to it.

WISE Conference 2018

9 May 2018

As innovation is key to all companies and the economy, we held our biggest conference yet on this theme. It was also the first WISE Conference in the North of England, at Salford. GSK, Amazon, Thales and Network Rail, among others, spoke about innovation and the need to ensure women are central to it.

WISE Awards 2018

15 November 2018

HRH the Princess Royal joined us to celebrate amazing role models at our awards ceremony in 2018. This year’s winners came from across the UK. We had our first Technician Award winner, as well as winners who used creative innovation, displayed role model behaviour at all stages of their careers, and who had great stories to inspire other women and girls into STEM.
New faces on the WISE team...

We are delighted to have welcomed new people to our team in 2018/19. We asked them why they chose to work for WISE.

“I wanted to join WISE as a Membership Manager so that I could utilise my commercial and relationship building skills gained in the engineering, education and training sectors to make a difference by promoting and delivering interventions that address gender inequality in STEM roles. I was impressed with what WISE had achieved so far, the calibre of its members and that it has been operational for over thirty years.”

Dean Greaves Membership Manager

“I’ve always wanted my daughter to have the same opportunities as anyone else – joining WISE as a Membership Manager means I can now genuinely help make a difference – not only for her but also other girls and women in a STEM career. It gives my work real meaning and passion and I love it.”

Clair Collins Membership Manager

“We wanted to join WISE as a Membership Manager so that I could utilise my commercial and relationship building skills gained in the engineering, education and training sectors to make a difference by promoting and delivering interventions that address gender inequality in STEM roles. I was impressed with what WISE had achieved so far, the calibre of its members and that it has been operational for over thirty years.”

Claire Holton Membership Manager

“Do not believe that career progression should stop or go backwards once you have children and that has been my experience in the commercial world. I am, therefore, very passionate about WISE and the work that is being done to support organisations in improving the retention and progression of women in STEM. I believe that all my experience in and out of the workplace has led me to this position and I am so happy to have the opportunity to work for such a worthwhile cause.”

Deborah Kelly Membership Manager

“I am proud to be working for WISE and our network of forward-thinking organisations; the WISE ethos and supporting WISE members to take bold action to increase the number of women in STEM is very inspiring.”

Ruth Blanco Communications Director

“This role at WISE allows me to do what I love – sharing people’s stories within an organisation which makes a real difference for gender balance at all levels, which benefits everyone.”

Stephen Howse Research Manager

“I am passionate about increasing the participation, contribution and success of women in science, engineering and technology. I believe that women have the right to full and unhindered access to all areas of work, and that their positive contribution to economic and social prosperity makes their participation crucial. Nowhere is this more important than in the STEM arena.”

Sayeh Ghanbari WISE Board Member

... and the WISE board

Sayeh Ghanbari is a Partner at EY and is an award-winning strategy and change consultant, focusing on transport and infrastructure sectors.

For information about other members of the WISE team and WISE board, please visit the Who we are section of the WISE website.
Financial comments

The financial position supports our aim to create a sustainable organisation and achieve our purpose of gender balance in science, technology, engineering and mathematics (STEM).

We grew revenue by 16% and reserves increased by 13%. Revenue growth was due to the continued support from our members and growth of membership income. We also saw the return of the WISE Conference in May 2018 after a year hiatus in 2017. We were able to build up reserves, putting the organisation in a healthy position to weather uncertainties in the external environment.

We built for the future by investing in new roles to support our growing membership and invested in technology to expand the reach of our flagship My Skills My Life programme, in tech investment to support flexible working for the team, and in updating our online presence.

**Revenue**

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
<th>Projects</th>
<th>Membership</th>
<th>Awards &amp; Events</th>
<th>Website Advertising</th>
<th>Other Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>£1,016k</td>
<td>£230k</td>
<td>£388k</td>
<td>£294k</td>
<td>£98k</td>
<td>£6k</td>
</tr>
<tr>
<td>2019</td>
<td>£1,179k</td>
<td>£325k</td>
<td>£486k</td>
<td>£293k</td>
<td>£75k</td>
<td></td>
</tr>
</tbody>
</table>

**Turnover**

- **2018**: £1,016k
- **2019**: £1,179k  
  **Up by 16%**

**Reserves**

- **2018**: £294k
- **2019**: £325k  
  **Up by 13%**

For a full set of published accounts, please contact the WISE office on 0113 222 6072 or visit the Companies House [website](https://www.gov.uk/government/organisations/companies-house).