

MUSEUMS: 5 successful years

A new report looks at the impact of investment in Renaissance Yorkshire



Healthy, wealthy, and wise: museums meeting the big agendas

Museums provide a powerful tool to support educational achievement, empowerment, building stronger communities and improving quality of life.

These are the conclusions of a recently published report on the impact of the Renaissance in the Regions investment in Yorkshire museums, led by museums and galleries in the region's key cities: Sheffield, Hull, Leeds, Bradford and York.

Presenting a real success story for the region, the five cities, by working in close partnership, have seen visits rise by **47%** since 2002 to 2.8m and visits by school children increase by **26%**.

The £3 million investment through the Renaissance programme has levered in a further £10 million from other sources.

Museums are proving that they are a strong and powerful delivery vehicle and the increase in visitors demonstrates their relevance to a wider spread of the population and better provision for children and young people.

See inside for headline achievements, and how Renaissance Yorkshire has a distinct part to play in making Yorkshire an even better place to live and visit.

Visitors vote with their feet

More people visit museums and galleries in each city than attend football matches. Annual visits to museums in the five cities are up by nearly a million since 2002, with many of these additional visitors coming from disadvantaged and excluded groups in the cities.

This growth is a direct result of investment from local authorities and government through the Renaissance in the Regions programme, which has been combined to offer an attractive package to other investors. In the first six years of the programme, visits increased by 47%. Almost a million additional annual visits are being recorded, many from priority disadvantaged and excluded groups in each city region.

Museums and galleries are unique in the way that they can reach the most disadvantaged communities in a positive, accessible way, while dealing with challenging issues of identity.

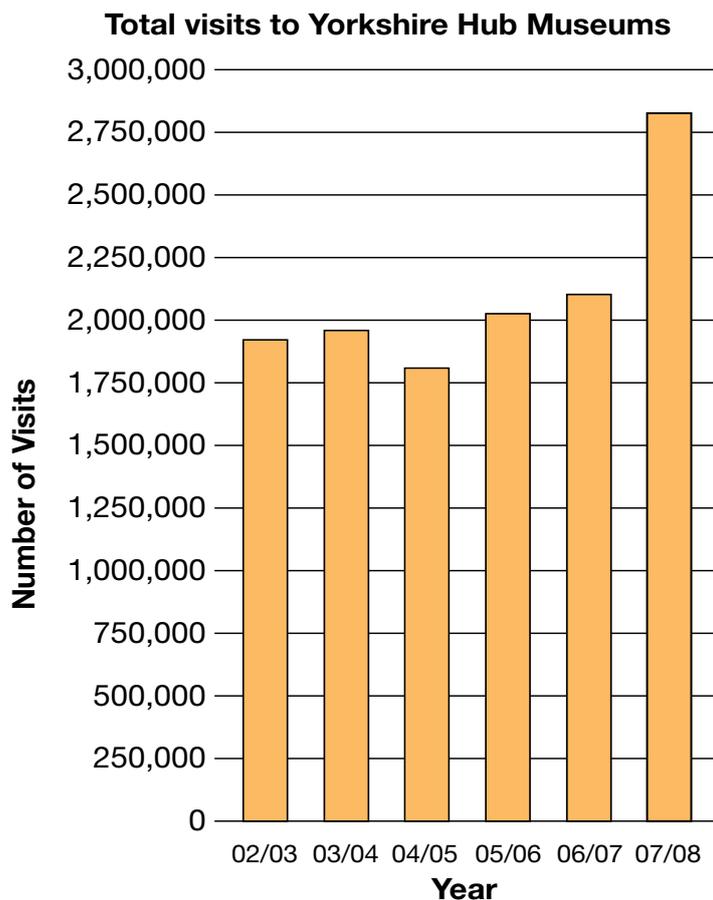
Museums contribute to key local agendas such as quality of life, regeneration, and education.

Museums deliver on key local priorities because they understand teamwork, and provide a different environment in which people can think and be challenged.

School visits are up by 26% since 2002

Government investment has enabled museums to develop comprehensive services to schools in each of the cities. Huge numbers of local school children are enjoying new learning experiences, some of these through brand new education services.

“Any ideas or new ways of thinking that I’ve picked up from this are in me now, so if I’m working with my youth organisation I know that they are there.” *Participant*



A real success story

Recent evaluation estimates that tourist visitors to the museums and galleries in the five cities brought at least £184m into the regional economy last year

Beyond the cities for the whole region

Museums in the five Yorkshire cities are being transformed through investment and now a **£1 million programme of support and funding is spreading the benefit of Renaissance to over 90% of museums in the region.** Partner museums, including some of Yorkshire's most attractive tourist sites, are working and learning together to increase participation and attract new visitors across the whole region.



Renaissance Yorkshire has established a strong delivery mechanism

Economic Impact: Building social capital and attracting investment

Museums and galleries are attractive to investors. **£3 million** of Renaissance Yorkshire investment directly attracted a further £10 million of external investment. A further £50 million was committed by other funders and stakeholders. It is evidence of the level of confidence in the programme and its partners.



Hub Museums are powerful assets in the region

Financial Snapshot 2007/08 Stability and Efficiency

Renaissance Yorkshire received £3.3m in funding from DCMS through the Museums, Libraries and Archives Council in this financial year, a significant increase in investment from previous years. 75% of this award is spent directly on outward-facing activity: on providing educational opportunities, increasing audiences, and enhancing the museum offer. The remaining 25% is dedicated to workforce development and management improvements. 75 jobs across the region have been created through Renaissance funding, all of them highly skilled knowledge-based posts. Expenditure beyond core costs is split six ways across the region; a share for each city, and a sixth component to fund cross-regional partnerships and support.

Real case studies of Renaissance Yorkshire impact

Museums Online



My Learning demonstrates the rich educational resource museums offer schools, to complement and enhance the curriculum. It is a web resource which takes users on 'learning journeys', exploring a huge variety of subjects. It involves teachers at every stage of the development, which makes it unique. See for yourself at: www.mylearning.org

Finding a Voice



When someone feels they can influence decision-making in their local area, they are more likely to take an active role in society and make a positive contribution. Hull Museums led a group of pupils through a project exploring Wilberforce's impact on the slavery question, and helped them communicate their own messages on improving life and facilities for young people. The pupils staged a debate and launched promotional campaigns – and two were invited to 10 Downing Street.

That Includes Me



Following the London bombings of July 2005, the suburb of Beeston in Leeds had become associated in the media with domestic terrorism, and was a prominent example of a disadvantaged Muslim community. Renaissance Yorkshire began to work closely with the Hamara Pakistani Women's Group from Beeston in late 2006. Through visits across Yorkshire, and hands on participation, the women made many memorable personal achievements. There was a sense that the 'establishment' was doing something for the community at a time of stress. *"I thank the government,"* said one. *"It's a great thing they did and I really appreciated it."*

Hair Piece



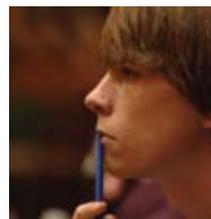
Archaeologists may be a clever lot, but they don't know much about a good haircut. Or not until Renaissance Yorkshire funding brought together archaeologists at York Museums Trust with local hairdressers, whose expertise was brought to bear on mystery objects from the York collection. An artefact which had baffled archaeologists was quickly identified by a hairdressing student as a pair of straightening tongs. Empowerment and skills exchange is the order of the day in a rich vein of partnerships that York is just beginning to explore.

Everyone's Museum



Sheffield's Yemeni residents have been closely involved with the reopened Weston Park Museum. Renaissance Yorkshire funded an exhibition in collaboration with this community, aiming to ensure that the new facility had maximum impact in its local area. One community participant had never visited a museum before but was delighted by the project: *"It is excellent that the museum recognises other cultures and arts. It hasn't been done before with the Yemeni community. It's building bridges between communities."*

Good Ambassadors



An initiative at Cartwright Hall Art Gallery in Bradford empowers young people, as well as helping the gallery understand its audience better. The Young Ambassadors are a group of young people linked directly to the staff team. Their influence has shaped programming and gallery practice, and it has been a two-way street, giving the Ambassadors confidence, practical skills, and a positive message to deliver: *"What I've learned, what I've got a passion for: I'd like to pass that on to other people."*

**RENAISSANCE
YORKSHIRE**
museums for
changing lives

Renaissance Yorkshire Hub Impact Evaluation, 2002 – 07

A summary text of the evaluation of the Renaissance Yorkshire Hub programme to 2007, commissioned from cultural consultants Wafer Hadley, is available on request. janet.thompson@museums-sheffield.org.uk

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