Three-year Funding Agreement between NMSI and DCMS: 2005/6–2007/8
Between the DEPARTMENT FOR CULTURE, MEDIA AND SPORT
And the NATIONAL MUSEUM OF SCIENCE & INDUSTRY

2006-07
Half-year report on progress

Abbreviations used in this report

DCMS	Department for Culture, Media and Sport
NMPFT	National Museum of Photography, Film and Television
NMSI	National Museum of Science and Industry
NRM	National Railway Museum

1. CORE TARGETS

1.1 NMSI – aggregated figures

Core Targets	**Target 2006-07**	**Outturn April-Sept 2006**
Total number of actual visits to museums (excluding virtual visits)	3,625,500	2,317,104
Number of unique users visiting the website	10,441,721	7,805,403*
Number of adult UK visitors (aged 16 and over) from NS-SEC socio-economic groups 5-8 attending the museums	653,077	Please see individual Museums for information.
Number of children aged 15 and under visiting the museums**	1,301,295	703,482
Number of children aged 15 and under in on and off-site organised educational sessions**	455,298	243,997***
Net income from trading (including corporate hire) (£m)	1.5	0.5
Efficiency savings (£m)	2.937	1.371

* Includes the Science Museum, NRM, NMPFT and Ingenious.
** This includes Year 11, 16-year olds, as agreed with DCMS.
*** Does not include Shildon April and May figures.

1.2 Science Museum

Core Targets	Target 2006-07	Outturn April-Sept 2006
Total number of actual visits to museums (excluding virtual visits)	2,102,000	1,290,918
Number of unique users visiting the website	6,141,721	3,786,969
Number of adult UK visitors (aged 16 and over) from NS-SEC socio-economic groups 5-8 attending the museums	191,282	119,613*
Number of children aged 15 and under visiting the museums**	756,720	412,430
Number of children aged 15 and under in on and off-site organised educational sessions**	347,750	151,892
Net income from trading (including corporate hire) (£m)	To be reported NMSI-wide.	
Efficiency savings (£m)	To be reported NMSI-wide.	

* The figure is based on NS-SEC analysis carried out July – September 2006.
** This includes Year 11, 16-year olds, as agreed with DCMS.

1.2 Science Museum Swindon

Core Targets	Target 2006-07	Outturn April-Sept 2006
Total number of actual visits to museums (excluding virtual visits)	53,500	41,685
Number of unique users visiting the website	N/A	N/A
Number of adult UK visitors (aged 16 and over) from NS-SEC socio-economic groups 5-8 attending the	19,795	N/A

museums		
Number of children aged 15 and under visiting the museums**	13,375	9,186
Number of children aged 15 and under in on and off-site organised educational sessions**	4,548	7,295 (1)
Net income from trading (including corporate hire) (£m)	To be reported NMSI-wide.	
Efficiency savings (£m)	To be reported NMSI-wide.	

** This includes Year 11, 16-year olds, as agreed with DCMS.

(1) Due to a very active period in education programming the figure has exceeded the full-year target by over 60%.

1.3 NMPFT

Core Targets	**Target 2006-07**	**Outturn April-Sept 2006**
Total number of actual visits to museums (excluding virtual visits)	680,000	325,271
Number of unique users visiting the website	3,200,000	2,815,202
Number of adult UK visitors (aged 16 and over) from NS-SEC socio-economic groups 5-8 attending the museums	197,000	100,834*
Number of children aged 15 and under visiting the museums**	238,000	113,845
Number of children aged 15 and under in on and off-site organised educational sessions**	42,000	23,442
Net income from trading (including corporate hire) (£m)	To be reported NMSI-wide.	
Efficiency savings (£m)	To be reported NMSI-wide.	

* Based on the old C2DE visitor definition and includes under 16 years of age.

** This includes Year 11, 16-year olds, as agreed with DCMS.

1.4 NRM

Core Targets	**Target 2006-07**	**Outturn April-Sept 2006**
Total number of actual visits to museums (excluding virtual visits)	720,000	560,941
Number of unique users visiting the website	1 100,000	595,143
Number of adult UK visitors (aged 16 and over) from NS-SEC socio-economic groups 5-8 attending the museums	191,000	91,220
Number of children aged 15 and under visiting the museums**	250,000	142,160
Number of children aged 15 and under in on and off-site organised educational sessions**	58,000	59,181
Net income from trading (including corporate hire) (£m)	To be reported NMSI-wide.	
Efficiency savings (£m)	To be reported NMSI-wide.	

** This includes Year 11, 16-year olds, as agreed with DCMS.

1.6 Locomotion: NRM in Shildon

Core Targets	**Target 2006-07**	**Outturn April-Sept 2006**
Total number of actual visits to museums (excluding virtual visits)	70,000	98,289 (1)
Number of unique users visiting the website	N/A	N/A
Number of adult UK visitors (aged 16 and over) from NS-SEC socio-economic groups 5-8 attending the museums	54,000	29,413*

Number of children aged 15 and under visiting the museums**	43,200	25,861
Number of children aged 15 and under in on and off-site organised educational sessions**	3,000	2187***
Net income from trading (including corporate hire) (£m)	To be reported NMSI-wide.	
Efficiency savings (£m)	To be reported NMSI-wide.	

* Based on the old C2DE visitor definition, includes only UK adults.
** This includes Year 11, 16-year olds, as agreed with DCMS.
*** Does not include April and May figures.
(1) The events programming in the last six months has been very successful and therefore the Museum has already exceeded its full-year target. It is estimated that 40% of visitors to Locomotion are brought in by events.

2. STRATEGIC PRIORITIES

2.1 Strategic Priority 1:

Children and young people
NMSI museums provide high-quality learning experiences for children of all ages. The museums support the school curriculum and go beyond it, giving children and young people memorable and inspiring experiences to enhance their formal and informal education, particularly in STEM-subjects, and giving them opportunities for creative participation in order to develop their skills and talents.

Science Museum
The Science Museum is committed to engaging new and diverse audiences in science, reaching young people from underprivileged areas both in London and rest of the UK. During this reporting period, the Museum piloted a new project, 'Science on Show', which teaches children how to inspire other children about science through fun and informative science demonstrations. The children watch the education team perform a science show and then learn how to present small scale science demonstrations themselves, gaining confidence as well as presentation skills. The project culminates in a show the children perform to their peers. Through a science box left with the school the children are encouraged to continue do more shows. Run in partnership with the Lambeth Education Action Zone, in particular with the area's primary schools, the team delivered the programme to 72 students who further performed the show to 180 of their peers.

Another highlight of the reporting period has been the Notschool.net project's National Science Tour. An online research project, it looks at ways in which young people, excluded from traditional learning for reasons such as bullying, illness or phobia, can be helped back into education. The outreach team ran simple science experiments to 20 Notschool learners in communities around the country including Blackpool, Sheffield and Manchester. As the project is mainly delivered through the internet the outreach project offered the young people a unique opportunity to meet and work together.

The Museum will also continue running its successful Deutsche Bank and Energy outreach projects for the remainder of the year, both of which were very popular during the first six months – the Deutsche Bank project reaching 4097 Year 8 students through science shows

and the Energy project welcoming 520 students to view their films in the IMAX cinema and visit the Energy gallery.

Science Museum Swindon
Throughout the reporting period the Science Museum in Swindon has been active in developing and marketing its new education programme through new and existing partnerships. Over the summer the Museum hosted the annual citizenship programme of the local emergency services for 1,500 Year 6 pupils, a partnership spanning 15 years. 'Junior Good Citizens' is a three-week event with a varied programme of science workshops. The team has also built other partnerships in the local area, with over 250 students from four local schools coming to visit the site in the near future and a local secondary school suggesting a partnership in their bid to attain Science and Maths specialist status. The site has also continued to develop its long partnership with the local Ridgeway school. Current projects include advising and delivering their annual science festival and reaching eco-school status: running workshops that will inspire students about eco-schools and offering advice to staff on the subject. The Museum will also show its potential as a large-scale educator in January 2007, when it will run the Honda sponsored 'Dream Factory'. The event aims to inspire greater understanding of engineering among 11-14 year olds through activities such as making and redesigning robots, and is expected to reach 6,000 children from the Swindon area. The full education programme with activities on transport, computing and robotics is due to commence in March 2007.

NMPFT
NMPFT continued to provide both curriculum-linked and extra curricular activities, allowing young people to find their creative talent and enhance their skills. The DCMS-funded Strategic Commissioning project Anim8ed is now in its third iteration, enabling long-term and regular provision of animation-based activities for formal and informal learners at both NMPFT and two regional partner museums. The Museum is also in the process of securing funding to develop a programme of activities based on media literacy for young people at risk of exclusion or already excluded – with some courses leading to accreditation. During the reporting period it has also been building links with Dixons City Technology College to help secondary pupils find out about the University of Bradford degree paths into a career in the media. Furthermore, in the last three months the Museum organised seven sleepovers based around the theme of media literacy, and piloted an after-school Movie Club to primary schools, which it plans to roll out to all primary schools via its website. A definite highlight was also the Co-operative Young Filmmakers Festival in which 2,200 young people came together at NMPFT to celebrate the production of their own films and to find out more about how to produce films and get work in the film industry.

NRM
The National Railway Museum has focused on widening its audiences and creating new partnerships in its local area. With work continuing with the Yorkshire Rail Academy and York College, it has also worked on developing new education programmes. One of these is 'Rock the Walls', which develops marketing materials aimed at teenagers in partnership with York College. The project has consequently improved basic skills in numeracy and literacy among under-achieving teenagers. Funding from the organisation Creative Minds has resulted in a collaborative project with secondary school pupils in York creating an interactive on bridge building. The interactive is now being used as part of an outreach activity for primary and secondary schools learning about the scientific concept of forces.

Over the next six months the Museum will be looking into its marketing and education to attract more diverse audiences, in particular with the help of a survey conducted in August on the attitudes of Black Minority Ethnic groups to the Museum. As a result of the survey the Museum has already began to offer a special prayer area for visitors from a Muslim faith school in Bradford, but is keen to further develop its outreach service, community projects and extended schools agenda. One of the planned initiatives is the new Strategic Programming project 'Moving Stories', which will look at the history of transmigration - transport and mobility and work with schools in Humberside. Another exciting project is the 'Porterbrook Project', which involves an artist working with a group of children to design a concept for a train of the

future. The concept will then be built into a 3D train and form part of the NRM's formal and in-formal education and outreach programme.

2.2 Strategic Priority 2:

Communities
Over the present Funding Agreement period NMSI undertakes to continue to improve accessibility for priority groups and to increase emphasis on social inclusion and cultural diversity. NMSI will also continue to make and maintain links with local communities in order to give local residents a stake in their museums and use them to improve the quality of life in their area.

Science Museum
Since April 2006 the successful community and education outreach project, 'Creative Canal' has worked with 83 elderly people from community groups along Regents Canal. The participants of the 'Over 60s project' have described their experience as engaging, exciting and fun. Aiming to reach as many people as possible, in particular from non-participating groups, the Museum organised family days in the Museum for a variety of community groups, reaching 5,200 people (3,600 children, 1,600 adults) between April and September, many of whom were inspired to visit the Museum for the first time. The Science Museum's innovative adults-only science space, the Dana Centre, also started designing its first audience-led programme during the reporting period. Consulting the Chinese community in London, it has planned two of its upcoming events around the needs and interests of this underrepresented community group, namely 'Being Chinese: East-West medical matters and 'Being Chinese: Kitchen Medicine'. The Dana Centre is keen to continue its focus groups and there will be a series of events in May on the science and politics of skin colour. The reporting period also saw the end of the Community Sounds and Voices project, funded by NESTA and run together with the Stephenson's Railway Museum. Members of the Blind Society for North Tyneside were engaged in the design and development of a 'soundscape' that would make steam trains accessible to visually impaired audiences. The project delivered valuable lessons on how to conduct partnerships between museums and community groups and how to consult and cater effectively for visually impaired audiences.

Science Museum Swindon
The Science Museum site in Swindon is actively involved in its community and works towards building a sense of renewed pride among the community. The Museum sits on the Local Area Agreement Economic Development Team, which is helping to regenerate the Swindon area physically and economically. The site is also a visible member organisation of the community, hosting various running and cycling events for local clubs. It also hosted the BBC radio 'Longest Day' programme which saw 20 local history organisations displaying in one of the hangars – and 600 local people joining in. Furthermore, the Museum has helped maintain and restore the natural beauty of the surrounding landscape by planting 30 hectares of native broadleaved trees on the site. Forming part of the Great Western Community Forest and funded by the Forestry Commission, the woods will allow the Museum to use the natural environment to interpret its collections and the science within them.

NMPFT
The Museum has an important role within Bradford, improving social cohesion and working with underprivileged parts of the community. PALZ (Play and Learn Zone) groups, part of the Bradford Youth Offending team, booked 15 sessions in the Museum's TV studio during the reporting period. The groups were learning about the issues raised in the Every Child Matters report, including 'Be healthy', 'Stay safe' and 'Make a positive contribution'. Each of the groups then attended the TV Studio to make a programme about the issues and their learning experiences. During the half term holidays the Museum had a number of young people, from mixed backgrounds, attending the three day Youth TV sessions. Working together to produce news programmes, they wrote their own script and interviewed guests such as a representative from the local council about how to improve the community for young people. Other topics discussed were healthy eating and exercise. The project provides the participants with opportunities to access the world of media and TV production.

The Museum also runs a reminiscence session for over 50 year olds twice a month. The subjects discussed include the World War II, Bradford and how it has changed, as well as television and radio programmes. One of the recent highlights was inviting some of the members of the group into the TV studio to be interviewed and filmed by the Youth TV participants – an important initiative to promote intergenerational understanding.

NMPFT is keen to widen its reach and enrich its offer even further and is currently working on an Audience Development Plan which will guide the work of Learning Programmes Coordinators and that of a new Audience Development Officer.

NRM

Locomotion, the National Railway Museum in Shildon, continues to engage with the local community. During the reporting period the Museum took part in the Renaissance in the Regions' 'Broadening Horizons' initiative, working with non-hub museums in the Northeast to develop their audiences. The Museum looked at ways to engage with young people, assisted by the Regional Youth Work Unit. Followed by a consultation day for young people at the Museum, the first activity geared towards young visitors was the Live@Locomotion event for local bands in August. The Museum is also involving the community in looking after the collection as part of the 'Learning in Motion' project, by employing trainees and one workshop supervisor to help conserve rail vehicles from stored in Locomotion. The project will run from 1 May 2006 to 1 March 2008 and is partly funded by the European Social Fund.

During the reporting period the NRM continued its partnership with Sure Start in York – the government's community programme – in place since 2004. The groups come to experience the museum environment for one afternoon every Friday for six weeks at a time. The Museum is also working on an oral history project with students at York University. The project looks at people's experiences of life and work on the railways in and around the NRM site, and has been successful at enhancing the sense of belonging and linking students with the history and lives of the local community. One of the future projects currently being developed is 'Northern Art', a new community initiative from Northern Rail that aims to divert youngsters from anti-social behaviour such as graffiti to art-based activities that will benefit them and their communities. Art work from this project will be on display at NRM along with safety information about railways, aimed at young people from deprived areas. These new and existing projects are only a start to the Museum's campaign aimed at engaging young people, from local and wider communities, in the work of the Museum and helping them to develop a better understanding of history, place and society.

2.3 Strategic Priority 3:

<u>Economy</u>

During the present Funding Agreement period NMSI will continue to increase its contribution to the skills economy by improving volunteering opportunities at all its sites, to make a significant contribution to promoting best practice in museum activities across the world, and continue to contribute to the regeneration of the areas of all NMSI museums.

Science Museum

The Science Museum's IMAX cinema is now the busiest IMAX 3D in the UK, having broken in the past six months all attendance and trading records since its opening in 2000. This summer also saw the launch of the Science Museum Smart Toy of the Year award, which not only attracted a high level of commercial and media interest, but also raised the profile of the Museum's high-quality brand. The Museum Trading arm's popular *Science of Sport* exhibition is currently touring China with visits to a number of major cities in the lead up to the Beijing 2008 Olympics. The Trading Company's partnership with Flemings Media to create science-based exhibitions started well with the first exhibition, *The Science of Aliens*, opening at La Cite in Paris in November, following a tour in Birmingham, and a copy of the exhibition also opening at the Miami Museum of Science & Planetarium. The reporting period also saw the Trading arm working on *The Giant Leaps,* the fun and informative science book written in

partnership with *The Sun* newspaper, to be published in the beginning of November. The book aims to inspire and reach audiences who would not normally engage with science. The Museum is also about to start rolling out its extensive volunteering programme, having just had 36 applicants with an impressive range of skills for the Front of House volunteer pool. The volunteers will be available from early November to assist the Museum teams.

Science Museum Swindon
In August Science Museum Swindon was selected as one of six visionary projects to progress to the next stage of the Big Lottery Fund's Living Landmarks: The People's Millions Programme. As a result it was awarded a development grant of up to £500,000 to develop the National Collections Centre project through to submission of a stage-two application by May 2007. The six shortlisted projects aimed at transforming and regenerating their communities will compete for a single Lottery grant of between £25 million and £50 million, run in conjunction with ITV, with the winning project to be decided by a televised public vote in late 2007. The National Collections Centre project, now branded as INSPIRED!, will improve object conservation, allow previously unavailable public access, increase formal and informal learning, and generate leisure activities, while reducing running costs.

NMPFT
The 2006 Bite the Mango Film Festival in September continued to raise the profile for world cinema and that of the Museum. The diverse programme received reasonable audiences and showed important improvements in reaching a mix of communities such as members of the local Muslim community. An essential part of the Festival was the Industry Weekend, a chance for local filmmakers to meet and learn from industry professionals. Participant targets were exceeded by 100% with more than 100 delegates attending over the two days.

The Museum was at the core of negotiations to bring the International Indian Film Awards to the Yorkshire region in June 2007 with the agreement reached in July. The equivalent of the Oscars, the Awards were last held in the UK in 2000 at the Millennium Dome. While the main awards will take place at the Sheffield Arena, the Museum will host the media launch, a series of workshops with Indian film professionals and an exhibition of Bollywood posters.

During the reporting period the Museum successfully planned and organised its first inaugural fundraising dinner, taking place on 5 October. The dinner was an excellent way of raising the profile of the Museum with key local and national businesses, as well as opening new dialogues with potential sponsors. In April the Museum also re-launched its Business Partners scheme to attract more companies to sponsor the Museum. The new 'Experience TV Gallery', opened in July, has already shown signs of positive impact on the local economy. Local businesses have been very positive about the Museum, saying that the gallery not only helps bring more visitors to Bradford, but also plays an important role in improving the image of the city.

NRM
Thanks to the opening of the Norwich Union Wheel as well as *The Flying Scotsman Story* exhibition in April, the Museum has seen a very successful period in terms of maintaining the visitor flow. In the first half of the year, over 560,000 people visited the Museum compared to a target of 426,000 and 422,000 last year. The Wheel has already allowed the Museum to develop closer links with Norwich Union, one of York's major businesses. The NRM is also keen to increase its contribution to the skills economy. Incredibly popular among retired enthusiasts as a place to volunteer, the Museum now also wants to engage young people (17-25 year olds) in its volunteering programme. The Museum is now working closely with local community groups, such as the Boys' Brigade, to develop and undertake projects specifically aimed at encouraging young people to volunteer. The first project will see members of the Brigade carrying out work on the Museum's 2ft gauge railway, locomotive and stock, compiling technical reports, and writing short histories of the locomotives.

Locomotion's economic impact on the community was recently demonstrated by a study conducted by the regional tourist body. It revealed that the Museum has created 5 – 7 jobs, with a further 38-55 jobs being supported by additional visitor spending in the local area, and a further 2 – 9 in the wider region.

2.4 Strategic Priority 4:

Delivery
NMSI will continue its ongoing and consistent work in the areas of conservation, security, loans and research. It will also put the visitor at the heart of all the services it delivers.

Science Museum
Work is progressing on Phase 2 of the Museum's masterplan, which includes the development of the brand new Launch pad gallery opening in 2007. It has also started research on the major new science gallery, due to open in 2009-10. Furthermore, during the reporting period, the Museum has continued to sustain and develop a range of challenging and exciting temporary exhibitions for its wide range of visitors. These include the extension of the critically acclaimed and highly popular object-rich exhibition *Inside the Spitfire* until January 2008; the delivery of the photographic exhibition *Isambard Kingdom Brunel: Fame and Fate* in May looking at the iconic photographs of Brunel; and Antenna Feature exhibition *Dead Ringers* about mobile phone recycling. Meanwhile, earlier 'Antenna' contemporary science exhibitions – *Building to the* Limits and *Nanotechnology* – are on tour at a range of venues throughout the UK. Work is currently underway on the forthcoming object-rich exhibition to commemorate the centenary of Plastics, planned to open in May 2007. Also the highly popular Space gallery will be upgraded by redisplaying and reinterpreting its objects, with the works due to be completed in April 2007. The scheme for the new configuration of the Museum's library services is now also being implemented. Over 10 kilometres of book collections are being decanted from the Library's South Kensington site to the newly completed library facility at its site in Swindon.

Science Museum Swindon
The Science Museum project team submitted an extensive plan detailing the next stage of the National Collections Centre project at the end of September. This was to acquire approval from the Lottery fund to proceed with the development of the project utilising the c. £500,000 development grant up to May 2007. An important part of the plan is to carry out evaluations to test and validate the INSPIRED! offer to the public and other users. To this end a public engagement campaign will be organised between October 2006 and May 2007. The documents that result from these investigations will improve the operational model for INSPIRED! and allow for an offer that is both attractive to the public and fit for purpose. One of the first steps towards the redevelopment of the site came to a conclusion in April when the new visitor centre was opened by the Secretary of State. The centre provides a purpose built space for visitors to engage with objects from the Museum's science and technology collections, and also houses the collections care and conservation workshops. The building has already improved the visitor offer, hosting a series of successful exhibitions and events and allowing visitors to have behind-the-scenes tours in the conservation workshops as well as relaxing in the new café. The building will be fitted with renewable energy sources - small turbines, solar thermal and photovoltaics - in the near future.

NMPFT
The launch of the new 'Experience TV Gallery' in July has already had a significant impact on the Museum's visitor figures. The highly interactive gallery has received positive feedback from media, professional experts and general audiences and has radically improved the quality of the Museum visit. The Museum has also improved the visitor offer by improving its focus, collaboration and delivery through increasing roles in its Front of House team. The new team is a diverse and energetic group of staff aged between 18 and 61+ and represents a variety of ethnic backgrounds. The creation of the team allows the Museum to improve and extend the quality of visitor support and to be more flexible and reactive to the needs of the visitors. At the end of November the Museum will be launching its new brand, 'The National Media Museum', with a new corporate logo and remit for the Museum. In connection with the re-brand it will also refresh its main foyer space. There will also be an announcement of a new display to be developed for 2007, aiming to illustrate the digital revolution and its impact on gaming, the web and other emergent media technologies.

NRM

The NRM's Search Engine project, a new, multi-million-pound archive and research centre in York, is key to improving the Museum's efficiency and broaden access to its collections. Preliminary works started in mid-July with building works scheduled for completion in summer 2007. The new centre will open in autumn 2007, allowing visitors to access the collections easily. The project was given a boost in September, when the Museum landed a major grant for its 'Hands On History' project by the DCMS/Wolfson Museums & Galleries Improvement fund. The £110,000 grant will enable visitors to come face-to-face with thousands of valuable artefacts and documents that until now have been locked away in the Museum's stores. NRM's ultimate aim is to challenge the old perception of museum stores as dark and inaccessible back rooms and to open every part of its collections to the public. The Museum's excellence in delivery was also demonstrated in September when it won the coveted Yorkshire Visitor Attraction of the Year Award for the fourth time. The Museum was praised for its "ongoing policy of investment in the future" by the judges. The Yorkshire Tourist Board also highlighted "the Museum's excellent record in customer care, and the overall standard of the ever-changing experience it offers to visitors". The NRM will now go forward to the national Enjoy England Awards next spring.

ANNEX

Museum/Gallery Delivery Plan Summary

The NMSI organisation is restructuring in order to supply improved efficiency in delivery of its business and cultural objectives. This process is being undertaken by the Executive under the Director and is expected to be complete by spring 2007. The restructure has been informed by the work done using the priority-based budgeting and a simplified management structure. Master plans and their Gallery delivery plans will be revised in 2007 to accommodate on a new brand focus for each of NMSI's sites.