



5 years of support from players



National
Museums
Scotland

Supported by players of



Awarded funds from



At National Museums Scotland we care for collections of national and international importance, a legacy which we look after on behalf of everyone in Scotland. This wealth of objects represents everything from Scottish and classical archaeology to applied arts and design; from world cultures and social history to science, technology and the natural world. Our largest site, the National Museum of Scotland in Edinburgh, celebrates these incredible multidisciplinary collections: it is a unique place where the cultures of Scotland and the world meet, where arts and science intermingle, and where the full spectrum of human creativity and invention can be seen alongside the wonders and diversity of the natural world.

At all of our sites, we engage the widest possible audience with Scotland's incredible National Collections. Through fascinating temporary exhibitions, inspiring permanent displays, and an enticing programme of activities and events, we connect people to the history and cultures of Scotland and the world, in ways that are exciting and relevant to modern lives. Away from our sites, we also work with museums and communities across Scotland and beyond, introducing our collections to a much wider audience than can physically visit our museums, through partnerships, research, touring exhibitions, community engagement, digital programmes and loans.

Engaging people across Scotland and the world with our collections has the power to change people's understanding of human history, the natural environment, the world we live in, and our place within it.



Support from players of People's Postcode Lottery

Our work could not happen without the support of those who believe in our mission and what we do. Between 2013 and 2018, support from players of People's Postcode Lottery has totalled an amazing **£1,275,000**. This unrestricted funding has been critical in allowing National Museums Scotland to achieve our goals. Over this period, players' support has allowed National Museums Scotland to develop our programming as well as our impact evaluation processes, and has enabled us to deliver Scotland's National Airshow in 2013, two major special exhibitions with 'Kids Go Free' ticketing offers, as well as many thousands of hours of programmes and events across all of our sites. On behalf of the more than **11 million visitors** and **180,000 events and activities participants** we have worked with in this time, thank you for all that players have made possible.



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Impact of players' support at a glance

Since 2013, support from players of People's Postcode Lottery has been a key contributor to the success of National Museums Scotland. Unrestricted funding means that the impact of players' support can be seen right across the museums' activities.

Between 2013 and 2018,
players' support has reached:



11,160,500 visitors
to the National
Museum of Scotland.
*“Every visit we learn
something new.”*

180,355 participants
in family programming
across all our sites.

*“Our grandchildren
love the interaction
and creativity and
imagination of
all the activities.
So grateful.”*





11,134 people who enjoyed Scotland's National Airshow at the National Museum of Flight in 2013.

5,761 people who enjoyed the Big Events programme at the National Museum of Rural Life in 2014.



11,253 children who benefited from 'Kids Go Free' tickets visited environmentally focused exhibitions free of charge.

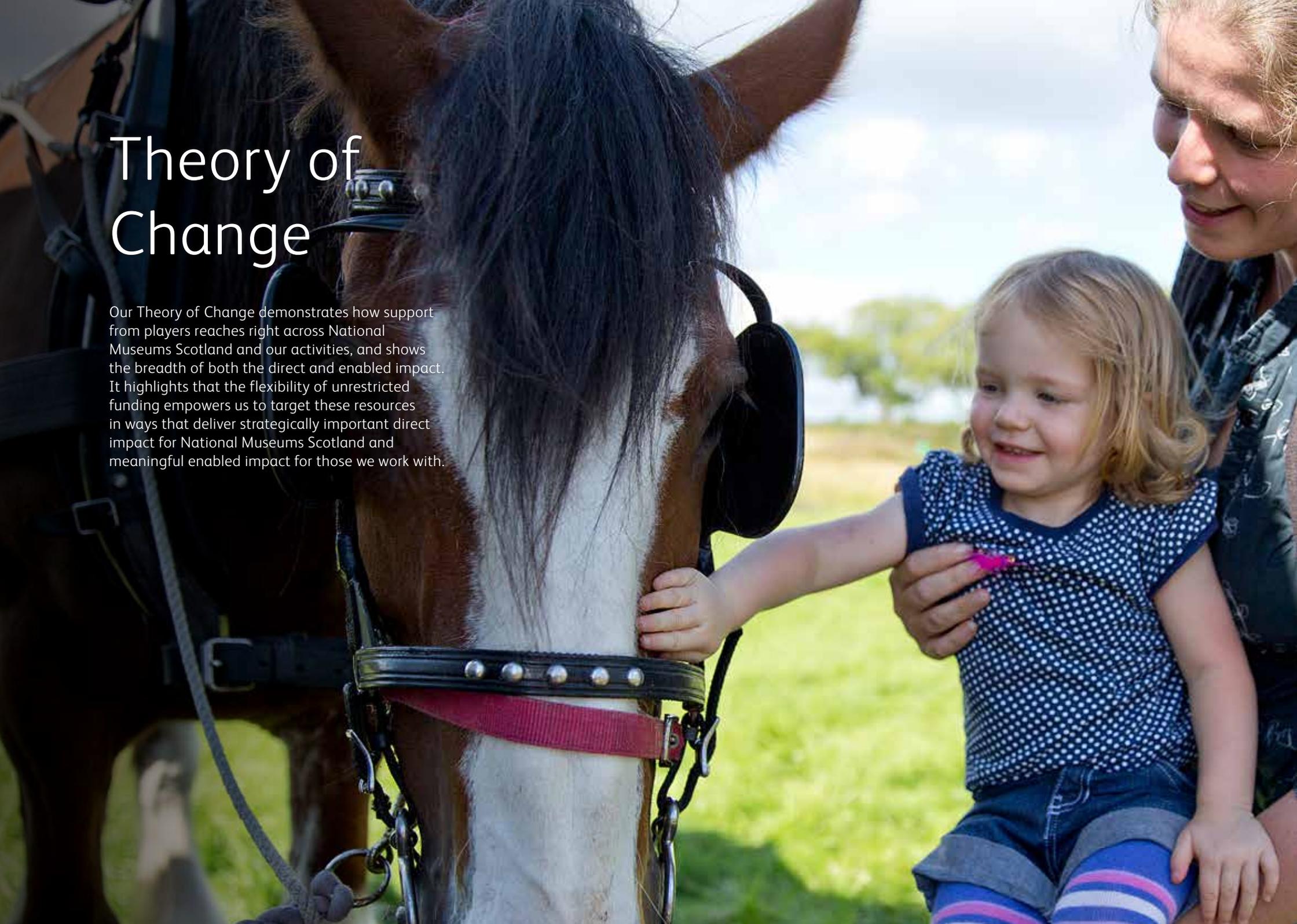


108,780 visitors to exhibitions with an environmental conservation message.

'Poignant, moving and thought-provoking exhibition demonstrating the beauty and fragility of our wonderful world!'

95% of families interviewed about family programmes at the National Museum of Scotland stated that these activities increased their enjoyment of the Museum.

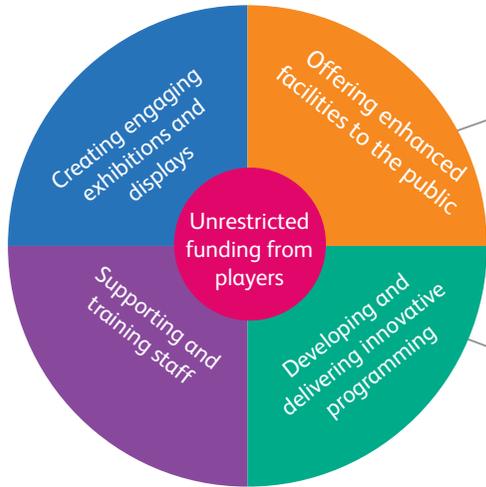




Theory of Change

Our Theory of Change demonstrates how support from players reaches right across National Museums Scotland and our activities, and shows the breadth of both the direct and enabled impact. It highlights that the flexibility of unrestricted funding empowers us to target these resources in ways that deliver strategically important direct impact for National Museums Scotland and meaningful enabled impact for those we work with.

Inputs



Outcomes



Impacts

Social

- Enhanced visitor experience
- Improved wellbeing
- Breaking down barriers to culture and learning
- Improved educational opportunities and lifelong learning
- Benefits for the museum's community

Environmental

- Increased conservation awareness

Economic

- Contributing to Edinburgh and Scotland's economies

Direct impact of players' support

Capacity

Support from players has enabled us to maintain an excellent experience for visitors and world-class facilities which have seen visitor numbers grow from 1.6 million in 2014 to over 2.2 million in 2018.

This increase in visits, alongside attendance at special exhibitions, has helped to enhance National Museums Scotland's long-term financial sustainability. Special exhibitions supported by players have attracted 108,780 people to the National Museum of Scotland, and generated retail income in our shops – £1.35 per exhibition visitor throughout *Wildlife Photographer of the Year* and £1.08 per visitor during *Monkey Business*. These exhibitions also generated 608 new Memberships, with a total lifetime value to the Museum estimated at £438,368.

Support from players has also allowed us to maintain strong family programming across all our sites. Since 2013, family programmes supported by players have helped over 180,000 participants across our sites to access our collections and connect to heritage and culture, almost 130,000 of these at the National Museum of Scotland. In 2018 alone, players' support helped us reach a total of 78,569 programme participants across all sites, 57,470 of these at the National Museum of Scotland.

Capability

Since 2015, players' support has enabled us to develop our family learning programmes at the National Museum of Scotland. Following the opening of 10 new galleries in 2016, this has included developing our on-gallery learning offer, with our learning team providing daily on-gallery demonstrations and providing hands-on, informal opportunities to handle and discuss our collections. This inclusive programming does not require planning or booking, making it easier to access and so allowing far more families to make the most of their visit and build their relationship with the Museum. Our on-gallery programme reached over 41,000 participants in 2018.

Support from players towards key environmentally focused exhibitions, *Monkey Business* in 2016-17 and *Wildlife Photographer of the Year* in 2017-18, also allowed for a special 'Kids Go Free' ticket offer for children under 16, encouraging 11,253 children to visit these exhibitions for free and opening the exhibition up to families who might not normally visit a ticketed special exhibition.



Visitor numbers grew from **1.6 million** in 2014 to over **2.2 million** in 2018.

A special grant in 2016 created the opportunity for National Museums Scotland to review how we measure and report on our impact, and to invest in growing our skills and expertise in this area. This timely support started an ongoing process within National Museums Scotland, which we began by developing a toolkit and training for members of our Learning and Programmes team. Initially, this focused on specific areas of family programming, but over the past two years we have been using the tools developed to widen the scope of our measuring and reporting and extending this to include our National Programme work. Impact reporting is now an ongoing element of the work of the Museum, and we will continue to develop and refine our methods of evidencing the impact of our work, both to demonstrate the value of the Museum and to help shape our future priorities and activities.



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Leverage

Through developing our capability for programming as well as for impact reporting, we have built the skills, experience and confidence to secure grants from funders who require a higher level of impact reporting to show the difference made by their support. A key example of this is a grant from the Esmée Fairbairn Collections Fund, which awarded £119,500 to support the National Programme that is being delivered alongside the final galleries in the transformed National Museum of Scotland. This grant will increase opportunities to engage with and experience ancient Egypt and East Asia collections across Scotland's museums, with a specific aim to break down barriers to access and inclusion for individuals with Additional Support Needs (ASN) and Young People. National Museums Scotland will work with two associated support networks to achieve this, revealing new stories from these collections; building confidence in collections care and use; and generating more in-depth evaluation around social impact/social capital building.

Collaboration

In November 2018, National Museums Scotland held a Measuring Social Impact symposium, building on the development of our impact reporting as well as the related training that was supported by players of People's Postcode Lottery in 2016. The symposium involved representatives from museums across Scotland and the UK to discuss how best to measure the social impact of work across the museum sector. This helped participants to continue to develop the way they are recording and reporting on the impact of their work. We are committed to this type of collaborative sector working being an ongoing priority for National Museums Scotland.



Enabled impact of players' support

Social impact

Since 2013, support from players has enabled over 11 million people to experience and enjoy the National Museum of Scotland and has reached over 62,000 people through events and programming at the National Museums of Flight and Rural Life. Over this period visitor satisfaction, measured through the National Museum of Scotland's annual visitor research, has consistently been rated high, with an average mean score of 8.6 out of 10, despite the periods of refurbishment meaning that some galleries were closed during this time.

Improving wellbeing

Players' support of family programming helps us improve wellbeing for families by providing memorable, immersive learning experiences that offer unique environments for families to explore new subjects and unknown worlds together.

“I think the museum is an amazing place to visit with kids.”

In 2018, 43 volunteers helping with our family programme also experienced the various benefits of being part of the Museum's community.

Breaking down barriers to culture and learning

The family programme at National Museums Scotland creates a welcoming environment for families from all backgrounds.

“Having a family programme increases my enjoyment of the museum because it often provides a focus to a visit so it enables us to enjoy different parts of the museum not just see the same things.”

The National Museum of Scotland is the UK's **most visited tourist attraction** outside of London.



Improved educational opportunities and lifelong learning

The multidisciplinary nature of the National Museum of Scotland makes it an ideal place to spark an interest in history, art, culture, sciences and the natural world, supporting lifelong learning.

“I've been bringing my child to the museum for 8 years and I am always impressed with the variety of activities provided and always notice/learn something new each time we come.”

Environmental impact

Since 2016, players have supported 2 major special exhibitions with strong environmental messages, raising awareness of conservation issues with visitors. These exhibitions, *Monkey Business* and *Wildlife Photographer of the Year*, reached over 108,000 people between them including over 11,000 children who were enabled to visit for free thanks to the 'Kids Go Free' ticket offers. The response from visitors showed clearly how powerful the conservation messages were within these exhibitions, with quotes from the visitor books including:

'... [the exhibition can have] such an impact on how we view and ultimately treat our world. All children should be having their eyes opened to such beauty.'

'Excellent exhibition. Very striking and thought provoking.'

'Inspired and saddened in equal measure. What a selfish destructive species we humans are and yet can also show such compassion.'



Economic impact

The National Museum of Scotland is open 364 days a year and is the UK's most visited tourist attraction outside of London. 74% of our visitors reside outside of Edinburgh and the Lothians, with 44% visiting from overseas and 30% from the rest of the UK (2017-2018 Visitor Survey), making the Museum a key component of the tourist economy in Edinburgh and in Scotland.

The most recent economic impact assessment, carried out by Biggar Economics in 2018, found that the National Museum of Scotland contributed £95.7m Gross Value Added (GVA) and 4,666 jobs in Edinburgh, and £116.8m and 5,190 jobs throughout Scotland in 2017-2018. This indicates that in 2017-2018, 13% of tourism jobs in Edinburgh were supported by the National Museum of Scotland. This report also shows the considerable economic impact of the developments at the National Museum of Scotland, as in 2012-2013, the National Museum of Scotland was assessed to contribute £36.2 million GVA and 1,581 jobs to Edinburgh's economy.

Thank you

Unrestricted support from players of People's Postcode Lottery has made a vital contribution to the success of National Museums Scotland since 2013. The nature and scale of this funding has empowered National Museums Scotland to deliver outstanding and accessible public programming, as seen in the public responses to our temporary exhibitions, permanent displays and learning programmes, and the high scores of our visitor satisfaction rating. Family programming supported by players provides a perfect place for children to explore, inquire, and see new things, presenting opportunities to enhance the culture of learning within the family itself and inspiring all members of the family to visit our, and other, museums more in the future.

Players' support has also allowed National Museums Scotland to develop as an organisation. It has enabled us to take on challenges such as being better at evidencing our impact. Unrestricted and regular funding towards core activities has given us the capacity to focus resources towards major capital projects that have transformed the National Museum of Scotland and delivered significant improvements at the National Museum of Flight. As a national institution, National Museums Scotland is ever mindful of how best to ensure that we can continue to deliver our high standard of work despite an unstable economic climate. These developments are key to our sustainability in an uncertain future.

Through the stories of our objects, the sense of history and place at our museum sites, and the engaging nature of our programmes, National Museums Scotland helps us to understand our world better and ultimately to know ourselves better. Our museums fill a need for people to connect to heritage, history and culture, and players' support has helped to fulfil this need for over 11 million people to date. Players' support also helps position National Museums Scotland to better meet this need for millions more people in the future.

To date, support from players has **helped over 11 million people** connect with heritage, history and culture.





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