

RENAISSANCE SOUTH EAST

museums for changing lives



Museum related learning in the South East 2002-2008

The achievements and findings from
the South East Schools Database Project

June 2009

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Cover photo: Milestones - Hampshire's living history museum © Hampshire County Council Museums Service

Report compiled by Jo Bailey and Shaun Romain for Renaissance South East working in partnership with the Strategic Commissioning Education Programme (South East).

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Section One: Executive Summary

- 1.1 The South East Schools Database project provides a comprehensive picture of museum related learning in the South East. It is thanks to the commitment of the region's Registered and Accredited museums in providing detailed information about how schools use their services that we are able to draw together such a complete regional picture. It is our intention, that in return, the project supports museums' strategic planning of their schools services. At the same time, it provides us all with evidence to demonstrate the extent to which museums provide imaginative and creative learning for school children throughout the South East.
- 1.2 The project has operated since 2004 and contains information covering six academic years from 2002/03 to 2007/08. It now has over 80,000 records of schools using a museum service in the region, 88% of which were by South East schools.
- 1.3 It is important to note that the Database only records schools' engagement with museums within the South East – it takes no account of school activity with museums in other regions, notably those schools that visit London's national museums.
- 1.4 The report published in 2008 shows lower levels of activity and penetration across the sector when compared to the corresponding figures for the same period in this report. This is due to significant additions made to the data for the period that the 2008 report covers, which have been added retrospectively. It should be noted that each report contains the most up-to-date information available at the time of publication.

Main findings from 2007/08 data

- 1.5 The data provided by participating museums suggests that penetration of the region's schools was similar to 2006/07. This is not directly reflected in the returns, but can be reasonably surmised if an allowance is made for activity in those museums that returned data for 2006/7 but did not do so for 2007/08. In previous years, these museums undertook between 400 and 500 sessions a year.
- 1.6 What is clear is that frequency of use has grown. Museums are receiving more visits and are making more visits to schools. What is more, a higher proportion of these schools are from the South East. Participating schools in the region would, therefore, appear to be increasing (on average) the amount of contact

they have with museums in the region, which in time will lead to a deepening in their relationship.

Museum involvement in the project

- 1.7** The number of Registered/Accredited museums in the region fluctuates each year and stood at 266 in 2007/08. Between 89 and 138 museums have taken part each year. 106 museums provided information for 2007/08, representing an estimated 93% of all museums' work with schools in the region and another 78 were recorded as having no educational activity. Only three museums that normally attract over 100 school uses a year were unable to provide data.

Schools participation in 2007/08

- 1.8** The number of South East primary and secondary schools using the region's museums was similar* in 2007/08 to the previous year:
(2006/07 figures in brackets for comparison)

- 1,836 (1,894) primary schools took part in some form of museum learning in the South East, representing 66.4% (68.5%) of all primary schools across the region
- 270 (286) secondary schools took part in museum related learning in the South East, representing 56.4% (59.7%) of all the region's secondary schools
- Based on figures for all the schools in the region, including the independent sector, 64% (66.2%) used South East museums.

** see 1.5 for an explanation for the slightly lower figures*

- 1.9** Levels of participation in individual areas varied considerably for both primary and secondary schools:

- For primary schools the highest levels of participation were recorded by schools on the Isle of Wight, in Brighton and Hove, Southampton, Portsmouth, Reading, Hampshire, Oxfordshire and West Sussex
- In secondary schools the highest levels of participation were by schools on the Isle of Wight, in Southampton, Portsmouth and Oxfordshire
- As a word of caution, unitary authorities can appear very volatile in terms of the change in the percentage of participation due to the relatively small numbers of primary and secondary schools within their boundaries (when

compared with county authorities); this is particularly true for secondary schools. Brighton and Hove shows a decline of 20% for secondary participation when compared to the previous year, this in reality amounts to only 2 schools; the same level of change in Kent for example would require 21 schools.

Trends in schools' participation

1.10 Looking at the four academic years from 2004 to 2008:

- The areas that demonstrated strong levels of growth in primary school activity were concentrated in the unitary authorities of Southampton (18.8%), Reading (16.3%) and Brighton and Hove (15.3%). The Isle of Wight, Hampshire and Oxfordshire have had high participation throughout the study period
- For primary schools the overall regional average for participation in museum related learning rose by **3.2%** from 63.2% in 2004/05 to 66.4% in 2007/08
- Although the great majority of the region's local authority areas recorded an increase in secondary school participation during the four years, there was a wide variation between different areas. Nearly all county authority areas had increases in between 8.8 and 25.5%. Participation in Oxfordshire has remained high throughout the study period.
- For secondary schools, there was a significant increase of **13.2%** in the level of participation from 43.2% in 2004/05 to 56.4% in 2007/08.

Museum involvement in learning

1.11 There is a wide variation in the scale of museum related learning that takes place. Approximately, one third of the region's museums have active education services, another third only provide ad hoc services to schools and the final third undertake no work with schools at all.

1.12 Overall, museums that returned data, received more visits by school groups and staff visited more schools but made fewer loans in 2007/08 compared to the previous year. In addition, a higher proportion of the activities were undertaken with schools from the South East rather than schools from other parts of England.

1.13 During the 2007/08 academic year:

- **13,683** (13,346) groups of pupils visited South East museums
- **1,347** (932) visits to schools by museum staff to give talks to pupils and/or explain collections
- **2,617** (2,945) loans of collections by museums to schools
- **86%** (82.5%) of activities were undertaken by South East schools.

Trends in museum use by schools

1.14 Based on a sample of museums that have provided data throughout the life of the project, there was consistent growth, year-on-year, in museums' work with schools for the first five years. This growth is partly due to the boost to museum related learning arising from activity funded by the Renaissance in the Regions programme and the Strategic Commissioning Education Programme. Capital and service developments funded by the Heritage Lottery Fund have also made it possible for some museums to attract and provide for more schools.

1.15 Data received for 2007/08 for the constant sample would suggest that the amount of activity across the region levelled off in the sixth year but there are significant fluctuations within the sample. [The increase in visits noted in paragraph 1.12 can be accounted for by an increase in visits to nine museums outside the constant sample.]

Depth of schools' participation

1.16 The areas with the highest percentage of schools using museums three or more times during the year were the Isle of Wight, Bracknell Forest, Portsmouth and Brighton and Hove. With the exception of Bracknell Forest, this reflects the wide range of museum provision to be found in each area.

1.17 The use of loans services significantly boosted participation levels and frequency of use in Berkshire and on the Isle of Wight.

1.18 Average schools' use of museum services was higher among primary schools than secondary schools in three sub-regions:

- The majority of primary school children on the Isle of Wight were likely to have had access to museums services during 2007/08

- Primary school children in Brighton and Hove and Portsmouth had the strongest chance of visiting a museum
- Brighton and Hove and Oxfordshire secondary schools had the highest average participation but, on average, only one class per year group may have visited a museum.

Next steps

- 1.19** The South East Schools Database Project Steering Group is working with the Collections Trust to examine ways in which the Project can converge with and be superseded by the national Schools Participation Project. Until this work has been completed, the South East Museum Hub is committed to managing the project and maintaining continuity with the support of the Strategic Commissioning Education Programme.
- 1.20** The findings of this research have been and will continue to be used to review regional priorities and identify specific areas to be targeted in the context of planning Renaissance and Strategic Commissioning projects in the South East.

Section Two:

Report purpose and context to the schools database project

- 2.1** This report draws together the latest data from the South East Schools Database project in order to determine the scale, characteristics and trends in museum related learning in the South East of England. The report builds on the summary reports on the earlier phases of the project – in May 2006 for the years 2002-2004, July 2007 covering the years 2004-2006 and September 2008 for 2006-2007 ¹.
- 2.2** In particular, this report is intended to provide evidence which:
- supports museums in improving the quality of their strategic planning and marketing activity through a better understanding of their relationship to schools
 - increases museums' profile in local and regional strategies by demonstrating their key contribution to learning activity within their area and the opportunities for joint working between museums, local authorities and schools: for example, through Local Area Agreements
 - identifies key facts about museum related learning to be used in advocating the benefits of museums at a local and regional level
 - highlights differing levels of school participation in museum related learning, particularly areas of low participation requiring further examination.
- 2.3** The Schools Database project has operated since 2004 and was intended to develop a reliable evidence base that consistently measured the level of participation in museum related learning by school children across the South East of England. It has involved a major participation audit and data collection of museum related learning and was the first project to successfully undertake detailed research on a regional basis into the use of museums by schools.
- 2.4** Building on the lessons learned from the South East's project, the Museums, Libraries and Archives Council (MLA) decided to develop a national schools database system. This national system began operating on a partial basis at the beginning of 2008 and is intended, in due course, to take over the data collection role undertaken to date in the South East by the Schools Database project

¹ Summary reports on the progress and findings of the South East Schools Database project: Phase One 2002-2004 (May 2006), Phase Two 2004-2006 (July 2007) and Museum related learning in the South East (September 2008) available at www.schools4museums.org

- 2.5** The South East Schools Database project was commissioned by the South East Museum Hub ² and MLA South East ³ in 2004 as part of the Renaissance in the Regions initiative. Renaissance is the central government funded programme to help modernise and transform regional museums – and in doing so increase the number and range of people who use those museums.
- 2.6** A central feature of the programme has involved increasing museums’ work with schools and their pupils, which represent one of the main targets, set by Government nationally for Renaissance. This work has involved a major investment by each of the museum services that make up the South East Museum Hub to increase their contact with school age children ⁴.
- 2.7** In addition, the national Strategic Commissioning Education Programme works to improve the capacity and skills of non-Hub museums across the region to engage with schools make it easier for schools to access museums and their collections and increase the demand for museum education from schools. Funding from Strategic Commissioning has also been used to support the operation of the South East Schools Database project. ⁵
- 2.8** As a result of Renaissance and Strategic Commissioning, museums are increasingly seen by schools as recognised centres for imaginative and creative learning for pupils of all ages. Museum related learning takes a number of forms and includes:
- visits by pupils in organised trips to museums (the most common form of museum related learning)
 - outreach activity by museum staff in schools, involving visits to schools by museum professionals with collections and/or to give talks
 - loans of collections to schools
- 2.9** Previous national evaluations of the impact of museum related learning ⁶ have highlighted a number of important achievements:
- pupils of all ages respond enthusiastically to the learning they encounter in museums

² The South East Museum Hub comprises Hampshire County Council Museums and Archives Service (lead partner); Chatham Historic Dockyard Trust; Royal Pavilion, Libraries and Museums, Brighton and Hove City Council; and Oxford University Museums

³ MLA South East was the regional development agency for the museum, library and archive sector in the South East until December 2008.

⁴ More information on the Hub’s work with schools can be found at: www.museumse.org.uk/learning

⁵ More information on the Strategic Commissioning Education Programme can be found at www.mla.gov.uk/what/programmes/commissioning

⁶ Evaluation report by the University of Leicester “What did you learn at the museum today?” (2006)

- older pupils find museums help enliven school work and make it more inspiring
- teachers consider the quality of museum related learning to be consistently high
- teachers are using museums flexibly and imaginatively and are working with museum staff to develop new learning programmes
- museums are working successfully with children at risk of social exclusion and those with special educational needs
- museums are delivering a range of successful activity on an outreach basis within schools
- online material and e-learning guides have been developed to support museum related learning.

The Database project so far

2.10 The Database project was intended as an ambitious, long-term initiative to support the planning of museums' work with schools; monitor the scale of such activity; and disseminate information to museums, local authorities and schools across the South East to help them develop and increase participation. To date the Database project has involved four phases:

- Phase One (2002-2004):
 - an audit of activity between museums and schools throughout the South East during the academic years 2002/03 and 2003/04 (i.e. before the work with schools by Hub museum services and through Strategic Commissioning was fully underway)
 - every Registered/Accredited museum in the region was asked to complete a questionnaire about the services they provided and schools they worked with
 - the **Schools4Museums** web resource was developed, allowing museums to see how frequently schools use museums, as well as locating and printing off address labels for schools within a 90 minute drive time of their museum
 - the findings from this first phase were published in May 2006.

- Phase Two (2004-2006):
 - data collection took place during 2006, involving a total of 26,000 records being collected (over twice as many as in Phase One). In total the Database then contained just under 40,000 records, representing data from 220 of the 268 Registered/Accredited museums in the region
 - new resources were developed within the **Schools4Museums** website which allowed museums to reduce the effort involved in data collection and automatically update the Database
 - a summary report was produced in July 2007.
- Phase Three (2006-2007):
 - data collection took place covering the 2006/07 academic year. 13,000 records were added for that academic year. In total, the Database then comprised some 59,000 records and included some retrospective data from museums
 - a summary report was published in September 2008.
- Phase Four (2007-2008):
 - data collection took place covering the 2007/08 academic year. Nearly 18,000 records have been added for that academic year. In total, the Database now contains over 80,000 records and includes more retrospective data from museums that had not previously contributed to the Database
 - management of the project was transferred from MLA South East to the South East Museum Hub in December 2008
 - this summary report was published in June 2009 and further dissemination activity was planned.

2.11 A steering group of representatives from the South East Museum Hub, the Strategic Commissioning Education Programme and the Museums Development Service oversees the development and management of the Database project. sam⁷ was commissioned to develop the project, create a

⁷ sam is a development agency working throughout the creative and cultural sectors developing better practice and sustainability through the use of robust evidence and analysis – www.sam-culture.com
Renaissance South East

series of strategic and tactical market intelligence tools, to collect and collate data for the project and to be responsible for its day-to-day operation.

The wider context

2.12 Before examining the key findings from this fourth phase of data collection, it is worth summarising the main characteristics of the South East region, its museums and schools in order to provide a context to the Database project.

South East region

- has an overall population in excess of 8.2 million people
- although predominantly rural, the region is one of the most densely populated in the UK with a number of major urban centres
- the region's population is growing at twice the national average, with a number of important areas of growth: Thames Gateway North Kent, Ashford (Kent), Milton Keynes/South Midlands and urban South Hampshire ("PUSH")
- after London the region is the UK's most successful visitor destination
- the region's economic and cultural life is closely connected to that of London. The relevance to the Database project of the region's close proximity to London is returned to later in this report
- the region is often divided for administrative purpose into four sub regions: Berkshire, Oxfordshire and Buckinghamshire (including Bracknell Forest, Milton Keynes, Reading, Slough, Windsor and Maidenhead, West Berkshire and Wokingham); Hampshire and the Isle of Wight (including Southampton and Portsmouth); Kent (including Medway); Surrey, East and West Sussex (including Brighton and Hove). An analysis of data from the Database project in latter parts of this report considers the picture in each of these sub regions.

South East museums

- the South East has over 300 museums, of which 266 are currently Registered/Accredited museums – more than any other region
- over 9 million people visit the region's museums and galleries each year
- there are around 4,000 paid staff and over 7,000 volunteers working in museums in the region
- the number of visits to Hub museums (see paragraph 2.5) increased to more than 1.9 million in 2008/09
- 14 museum collections within the region have been designated as being of pre-eminent importance, containing material of international and national significance
- approximately 60% of museums in the region operate as independent charities

- the region is especially rich in defence heritage museums including regimental and armed services museums. Nearly one third of the UK's museums dedicated to the Armed Services are in the South East
- significant collections of international importance can be seen in the region's university museums such as Oxford and Reading
- there are strong city museum services in places such as Winchester, Southampton, Portsmouth, Reading, Brighton and Hove; and well-established county museums services for Oxfordshire, Hampshire and Buckinghamshire
- historic houses and associated specialist and general collections are well represented by the large numbers of National Trust properties and English Heritage sites.

South East schools

- the Database has information relating to some 3,270 state schools and some 560 independent schools across the region
- the Database has records of some 2,765 of the region's primary schools, who serve some 643,000 pupils
- the Database also has records of 479 of the region's secondary schools serving some 502,000 pupils
- the Database records some 560 independent schools serving 148,000 pupils
- middle schools are only present in a few Local Authority areas and are declining in number as most authorities move to the Primary and Secondary schooling system
- the region has 7 County Councils and 12 unitary authorities who are responsible for the South East's state schools.

Section Three:

Analysing and using data from the project

The scale of data available and caveats as to its use

- 3.1** The South East Schools Database now contains 80,000 records relating to schools that have used a museum in the region. This has involved the co-operation and input of data from the great majority of the region's museums – ranging from a single entry from a small, independent museum to thousands of entries from major museum services. In total the Database project has gathered information from 223 of the region's 266 Registered/Accredited museums. In 2007/08 the data received represents an estimated 93% of all museums' work with schools across the region.
- 3.2** As a result, the Database project provides a comprehensive evidence base from which to measure the scale of museum related learning and identifies pointers concerning the use of museums by schools in different areas of the region. Nevertheless, because the Database is entirely dependent on the co-operation of museums in providing data, caution needs to be exercised in interpreting data for individual areas within the region and, in particular, where apparent lower levels of participation apply. In some cases, it may simply be because an individual museum(s) in the area is not able or is unwilling to supply full data.
- 3.3** In addition it should be recognised that the picture in individual areas during a particular year can be affected by 'internal' factors within a museum such as gallery closures or changes in personnel which may have a significant effect on visitor numbers and the museum's work with schools.
- 3.4** It should be emphasised that the Database project only records a school's engagement with museums' **within** the South East. It takes no account of schools' work with museums in other regions. This is a particular factor for those South East schools that are close to London, where it is likely that a significant number visit those major national museums which are located in central London. In time, the national database system being put in place by MLA should make it possible to identify more fully the scale of such museum related learning and, in particular, its impact on the picture in the South East.
- 3.5** It must also be noted that a school will be recorded as 'participating' if it has used one or more services provided by a museum in the South East. An extreme example would be that it might only have borrowed one loan box from a museum during the year in question. In order to gain a fuller picture of the depth of school participation, tables showing the number of different museums used by

schools and average school use have been included and analysed in paragraphs 4.13 to 4.19.

- 3.6** Finally, it should be recognised that this report does not attempt wide-ranging comparisons of data from across the whole six years during which the project has operated. As indicated in paragraph 2.10, Phases Two to Four of the project have involved the collection of far more data compared with the level of data provided during the project's Phase One. Therefore to make detailed comparisons across the full six years of the Database project would not be valid and would fail to provide a meaningful picture of schools' participation across different years and within different parts of the South East.
- 3.7** Therefore, in analysing the data from the Database project, this report focuses on comparing the picture for the four years for which more comprehensive data is available – 2004 to 2008 – and identifying the trends represented by an examination of those four years. However, it will be seen from paragraph 4.12 that it has been possible to consider a constant sample of activity across the region as a whole for five years.
- 3.8** In the light of these various caveats, the following section of the report describes the key findings from Phase Four of the South East Database project and examines the trends that emerge from an analysis of data for previous years.

Section Four:

Main features of museum related learning in the South East

4.1 This section of the report examines the picture that emerges from an analysis of data for the 2007/08 academic year and compares the position in respect of the period from 2004 to 2008. The findings are described under the following headings:

- school participation levels
- schools' use of museum services
- museum provision and capacity

School participation levels

4.2 Primary Schools - Figure One below shows the extent of recorded primary school participation with South East museums in each local authority area during the 2007/08 academic year. The table also shows the proportion of primary schools using museums in and outside their local authority area (i.e. the respective County or Unitary Council). In addition, the regional average for primary school participation is shown.

Primary Schools' Participation 2007 - 2008								
Local Authority area	Museums in LA	Schools in LA	Schools not participating in museum services	Participation %	Using museums in their area	Using South East museums outside their area	Using museums in their area	Using South East museums outside their area
Isle of Wight	10	47	2	95.7%	95.7%	40.4%	45	19
Brighton and Hove	5	59	8	86.4%	78.0%	55.9%	46	33
Bracknell Forest	0	33	5	84.8%	0.0%	84.8%	0	28
Southampton	6	64	11	82.8%	50.0%	67.2%	32	43
Portsmouth	10	54	13	75.9%	74.1%	42.6%	40	23
Reading	8	43	11	74.4%	74.4%	18.6%	32	8
Hampshire	45	440	120	72.7%	54.1%	49.8%	238	219
Oxfordshire	26	246	70	71.5%	66.7%	17.5%	164	43
West Sussex	26	241	69	71.4%	51.5%	48.1%	124	116
East Sussex	26	156	49	68.6%	44.2%	43.6%	69	68
Wokingham	1	54	17	68.5%	14.8%	68.5%	8	37
Surrey	27	330	108	67.3%	50.6%	39.1%	167	129
SE Participation Average				66.4%				
Buckinghamshire	18	187	68	63.6%	52.9%	43.3%	99	81
West Berkshire	1	70	27	61.4%	5.7%	58.6%	4	41
Medway	4	88	34	61.4%	53.4%	23.9%	47	21
Kent	46	477	219	54.1%	46.3%	16.1%	221	77
Windsor and Maidenhead	5	50	23	54.0%	0.0%	54.0%	0	27
Slough	1	35	17	51.4%	8.6%	48.6%	3	17
Milton Keynes	1	92	59	35.9%	12.0%	30.4%	11	28

Figure One: Primary school participation 2007/08

4.3 An analysis of the data for the 2007/08 academic year identifies the following key points:

- the regional average for primary school participation is 66.4% representing engagement with 1,836 schools
- there is a wide variation in levels of participation between different areas, with strong levels of recorded engagement in some areas contrasting with relatively low participation levels in other areas of some 50%
- the Isle of Wight has the highest level of primary school participation. This continues the picture of high levels of participation in earlier years (as illustrated in Figures Two and Three below) and reflects the strong links that have existed for some time between Island museums and local schools, which have been deepened more recently by Strategic Commissioning activity, and a well-used loans service
- the other areas with high levels of primary school participation are those where there is also a well-established museums service nearby, but not necessarily in the same local authority area. Primary schools that have developed museum related learning tend to be most concentrated in Brighton and Hove, Southampton, Portsmouth, Reading, Hampshire, Oxfordshire and West Sussex. Museum education services in three of these areas have also benefitted from significant investment via Renaissance. Participation has been boosted in Bracknell Forest in 2007/08 through increased use of loans to schools
- the local authority areas with the lowest recorded levels of primary school participation in 2007/08 are Milton Keynes, Slough, Windsor and Maidenhead and Kent.

4.4 In order to analyse the picture over a longer period, Figure Two shows, for comparison purposes, the levels of primary school participation in the academic years 2004/05, 2005/06, 2006/07 and 2007/08 sorted by size into unitary and county authorities. This is further illustrated in bar chart form in Figure Three.

Primary Schools' Participation 2004 - 2008						
	Local Authority area	04-05	05-06	06-07	07-08	Change 04-08
Unitary	Bracknell Forest	72.7%	72.7%	72.7%	84.8%	12.1%
	Brighton and Hove	71.2%	93.2%	84.7%	86.4%	15.3%
	Medway	76.1%	59.1%	76.1%	61.4%	-14.8%
	Milton Keynes	43.5%	29.3%	55.4%	35.9%	-7.6%
	Portsmouth	63.0%	70.4%	79.6%	75.9%	13.0%
	Reading	58.1%	69.8%	72.1%	74.4%	16.3%
	Slough	51.4%	54.3%	62.9%	51.4%	0.0%
	Southampton	64.1%	71.9%	79.7%	82.8%	18.8%
	West Berkshire	58.6%	41.4%	55.7%	61.4%	2.9%
	Windsor and Maidenhead	44.0%	46.0%	55.7%	54.0%	10.0%
	Wokingham	53.7%	59.3%	64.8%	68.5%	14.8%
County	Buckinghamshire	64.2%	64.2%	68.4%	63.6%	-0.5%
	East Sussex	71.2%	60.9%	72.4%	68.6%	-2.6%
	Hampshire	70.2%	68.6%	75.2%	72.7%	2.5%
	Isle of Wight	97.9%	100.0%	91.5%	95.7%	-2.1%
	Kent	53.9%	51.4%	60.8%	54.1%	0.2%
	Oxfordshire	71.5%	74.4%	76.4%	71.5%	0.0%
	Surrey	60.9%	69.7%	63.0%	67.3%	6.4%
	West Sussex	60.6%	66.8%	62.7%	71.4%	10.8%
SE Participation Average		63.2%	63.6%	68.5%	66.4%	+3.2%

Figure Two: comparison of primary school participation 2004/08

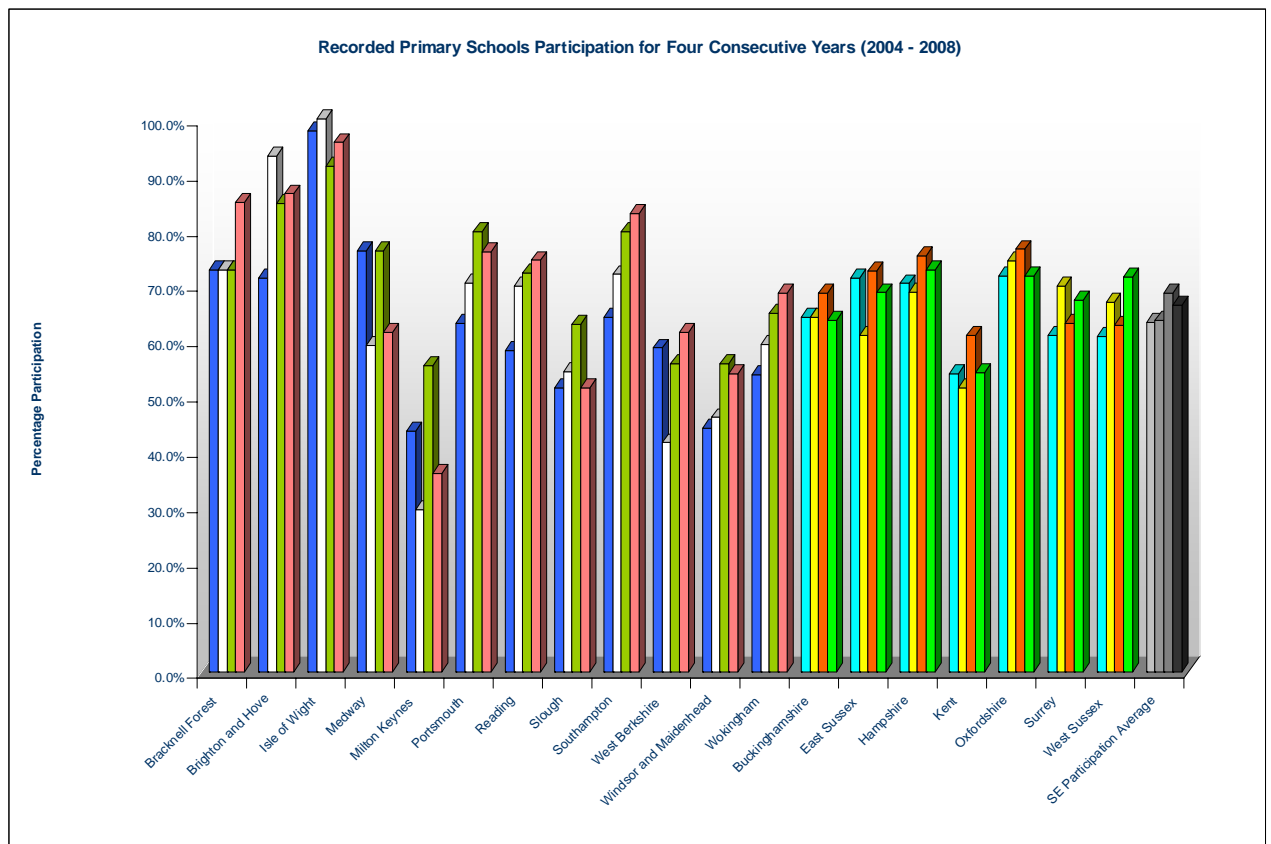


Figure Three: recorded primary school participation 2004/08

4.5 An analysis of this data over the four-year period highlights the following points:

- the overall regional average for primary school participation has increased during that four year period by 3.2% from 63.2% to 66.4%
- the local authority areas with the largest percentage increases in primary school participation over the four years are those with well established museums nearby and active schools (Southampton, Reading and Brighton and Hove). It must be noted, however, that the largest fluctuations are in the smaller local authorities, where the numbers of schools are lower, making detailed interpretation of percentage levels more problematic
- the changes in penetration are less pronounced in the county authorities ranging from 10.8% increase in West Sussex to a 2.6% decrease in East Sussex. The majority of the county authorities show little change in primary participation over the four-year period. Two of the larger museums in Oxfordshire were not able to provide data for 2007/08. If they had been able to provide it, participation levels in the county would have been expected to show an increase. Instead, the recorded participation levels have remained static over the four-year period. It should be noted that penetration is only part of the story, whilst the numbers of schools has remained steady, those who are using museums are now considerably more active than they were six years ago
- although the Isle of Wight is showing a percentage reduction in primary school participation levels over the three years (minus 2.1%), its absolute levels of participation remain high and have been in excess of 90% throughout the four years, as illustrated in the bar chart at Figure Three.

4.6 Secondary Schools - Figure Four below sets out the extent of recorded secondary school participation for the 2007/08 academic year. As for primary schools, this shows the picture by local authority area, together with the proportion of schools using museums in and outside their respective local authority area. The regional average for secondary school participation is also shown.

Secondary Schools' Participation 2007 - 2008								
Local Authority area	Museums in LA	Schools in LA	Schools not participating in museum services	Participation %	Using museums in their area	Using South East museums outside their area	Using museums in their area	Using South East museums outside their area
Isle of Wight	10	5	0	100.0%	100.0%	20.0%	5	1
Southampton	6	14	1	92.9%	50.0%	50.0%	7	7
Portsmouth	10	10	2	80.0%	60.0%	40.0%	6	4
Oxfordshire	26	35	8	77.1%	77.1%	17.1%	27	6
Slough	1	11	4	63.6%	27.3%	54.5%	3	6
Buckinghamshire	18	34	13	61.8%	5.9%	61.8%	2	21
Hampshire	45	71	28	60.6%	35.2%	40.8%	25	29
Brighton and Hove	5	10	4	60.0%	50.0%	50.0%	5	5
Milton Keynes	1	10	4	60.0%	10.0%	60.0%	1	6
East Sussex	26	27	11	59.3%	37.0%	33.3%	10	9
Reading	8	7	3	57.1%	57.1%	14.3%	4	1
West Sussex	26	37	16	56.8%	29.7%	45.9%	11	17
SE Participation Average				56.4%				
Wokingham	1	9	4	55.6%	0.0%	55.6%	0	5
Kent	46	102	49	52.0%	42.2%	14.7%	43	15
Medway	4	19	11	42.1%	26.3%	36.8%	5	7
Surrey	27	53	32	39.6%	11.3%	35.8%	6	19
Bracknell Forest	0	6	4	33.3%	0.0%	33.3%	0	2
West Berkshire	1	10	7	30.0%	0.0%	30.0%	0	3
Windsor and Maidenhead	5	9	8	11.1%	0.0%	11.1%	0	1

Figure Four: secondary school participation 2007/08

4.7 An analysis of the data for the 2007/08 academic year highlights the following main points:

- although the regional average for secondary school participation is some 56.4% and represents engagement with 270 secondary schools, this figure masks a very wide variation between individual areas – ranging from 100% levels of participation in one area to no more than 11% in another. This variation is partly due to the small numbers of secondary schools in the smaller unitary authorities
- the Isle of Wight achieved 100% secondary school participation in the year (although it only has 5 secondary schools), followed by high levels of participation in Southampton, Portsmouth and Oxfordshire. These levels of secondary school participation reinforce the strong performance by museums and primary schools in these areas described in paragraph 4.3
- the areas with low levels of recorded participation (all below 40%) are Windsor and Maidenhead, West Berkshire, Bracknell Forest and Surrey. Recorded secondary school participation in Milton Keynes increased in 2007/08 from 30% to 60%.

4.8 Figure Five below shows, for comparison purposes, the levels of secondary school participation in the academic years 2004/05, 2005/06, 2006/07 and 2007/08. This is further illustrated in bar chart form at Figure Six.

Secondary Schools' Participation 2004 - 2008					
Local Authority area	04-05	05-06	06-07	07-08	Change 04-08
Bracknell Forest	66.7%	83.3%	50.0%	33.3%	-33.3%
Brighton and Hove	70.0%	70.0%	80.0%	60.0%	-10.0%
Isle of Wight	60.0%	60.0%	100.0%	100.0%	40.0%
Medway	36.8%	21.1%	47.4%	42.1%	5.3%
Milton Keynes	20.0%	20.0%	30.0%	60.0%	40.0%
Portsmouth	20.0%	50.0%	80.0%	80.0%	60.0%
Reading	57.1%	28.6%	42.9%	57.1%	0.0%
Slough	54.5%	72.7%	63.6%	63.6%	9.1%
Southampton	57.1%	35.7%	100.0%	92.9%	35.7%
West Berkshire	60.0%	50.0%	60.0%	30.0%	-30.0%
Windsor and Maidenhead	33.3%	11.1%	33.3%	11.1%	-22.2%
Wokingham	11.1%	33.3%	66.7%	55.6%	44.4%
Buckinghamshire	35.3%	47.1%	52.9%	61.8%	26.5%
East Sussex	44.4%	40.7%	63.0%	59.3%	14.8%
Hampshire	42.3%	42.3%	62.0%	60.6%	18.3%
Kent	43.1%	41.2%	59.8%	52.0%	8.8%
Oxfordshire	77.1%	77.1%	85.7%	77.1%	0.0%
Surrey	26.4%	30.2%	32.1%	39.6%	13.2%
West Sussex	40.5%	59.5%	64.9%	56.8%	16.2%
SE Participation Average	43.2%	44.7%	59.7%	56.4%	13.2%

Figure Five: comparison of secondary school participation 2004/08

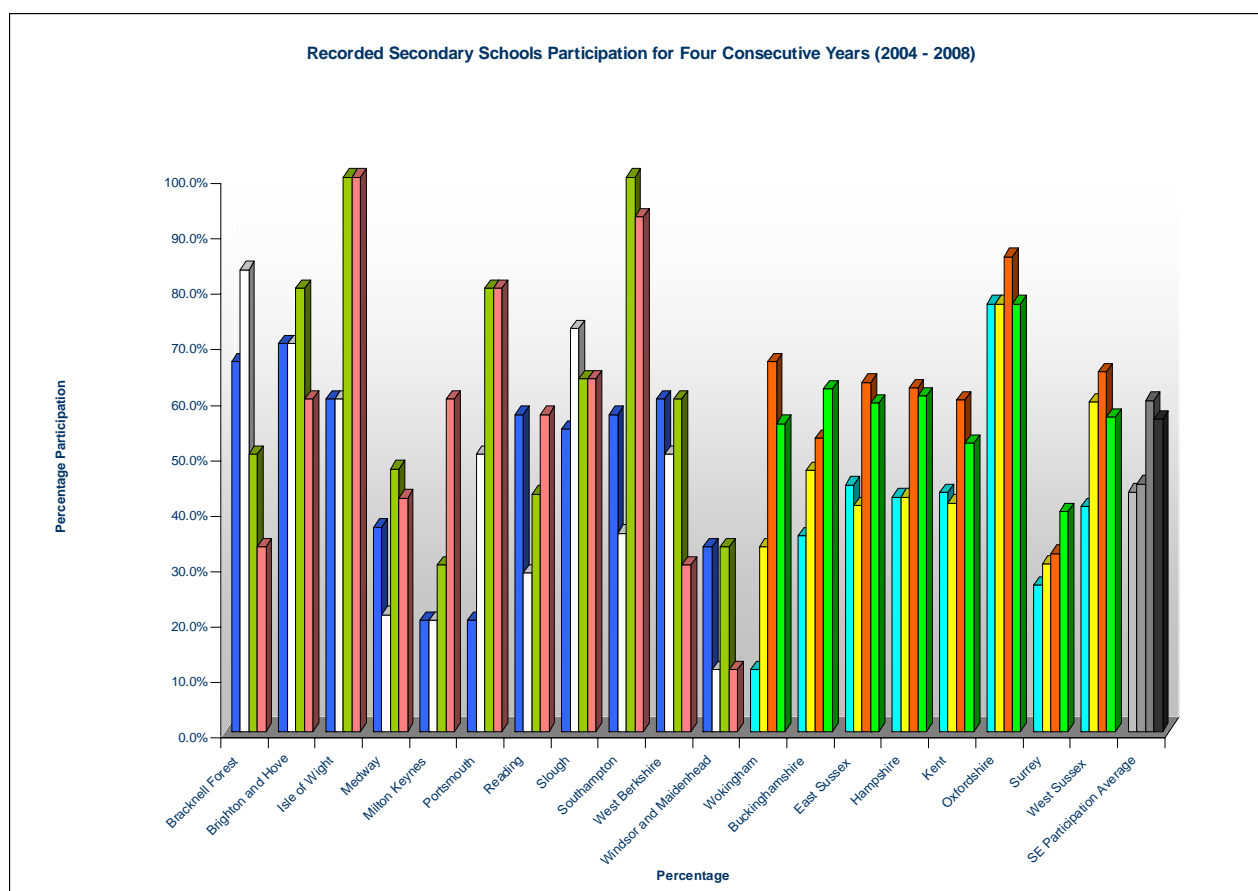


Figure Six: recorded secondary school participation 2004/08

4.9 An analysis of data over this four-year period indicates the following main points:

- overall there has been a significant increase in the level of participation within secondary schools: a 13.2% increase in the regional average from 43.2% in 2004/05 to 56.4% in 2007/08. The great majority of the region's local authority areas recorded some form of increase in their participation levels
- the overall regional figure masks a significant variation between different areas, with some experiencing large increases in participation levels whilst others recorded only small increases or, in four cases, a reduction in the level of participation (albeit based on relatively small numbers of schools in their respective areas)
- nearly all the county authority areas, which contain between 27 and 102 secondary schools each, have had increases in secondary school participation over the four year period of between 8.8% and 26.5%. The only exception is Oxfordshire, which has had high participation throughout the period and data for 2007/08 is lacking from two Oxfordshire museums (see paragraph 4.5).

Schools' use of museum services

4.10 **Types of museum related learning** - Figure Seven provides a breakdown of activity that schools undertook in 2007/08 on a local authority and sub-regional basis recorded in the database. It includes use of the region's museums services by schools from outside the South East and involved:

- 13,683 groups of pupils taking part in visits to museums
- 1,347 visits to schools by museum staff to give talks to pupils and/or explain collections
- 2,617 loans of collections were made to schools by museums
- the geographical breakdown of activity confirms the central role played by large, well established museums such as those located in Oxfordshire, Reading, Hampshire and Portsmouth
- whilst museum visits take place across the whole region, visits to schools are most common in Hampshire, on the Isle of Wight, in Kent and Surrey. The database includes data from loans services based in Reading, on the Isle of Wight and in Surrey.

Total Recorded Service Activity (by Museums) 2007 - 2008						
	Local Authority Area	Museums/ Archives in LA	Visits to Museums	Visit to School	Loan of Collection	
BOB	Bracknell Forest	0	No Service	No Service	No Service	
	Buckinghamshire	18	767	25	0	
	Milton Keynes	1	38	0	0	
	Oxfordshire	26	2092	51	4	
	Reading	8	656	84	1339	
	Slough	1	10	4	3	
	West Berkshire	1	13	8	0	
	Windsor and Maidenhead	5	No Data	No Data	No Data	
	Wokingham	1	58	0	0	
	BOB Summary	61	3634	172	1346	5152
HIOW	Hampshire	45	1698	332	13	
	Isle of Wight	10	866	152	935	
	Portsmouth	10	2046	9	0	
	Southampton	6	197	21	0	
		HIOW Summary	71	4807	514	948
KENT	Kent	46	1406	365	16	
	Medway	4	279	41	2	
		KENT Summary	50	1685	406	18
SEWS	Brighton and Hove	5	808	63	0	
	East Sussex	26	822	13	0	
	Surrey	27	549	151	301	
	West Sussex	26	1378	28	4	
		SEWS Summary	84	3557	255	305
	SE Summary (2007 - 08)	266	13683	1347	2617	17647

Figure Seven: recorded usage of museums services 2007/08

- 4.11** Of the overall number of uses (17,647) of South East museum services, 15,251 or 86% were made by schools from within the region. This proportion has grown from 82.5% in 2006/07.
- 4.12** Figure Eight below illustrates the regional picture for museums' work with schools, based on a constant sample of museums across the three years from 2005 to 2008. The breakdown between activities undertaken by schools within and outside the South East is also provided. Figure Nine shows the position for a constant sample of museums for five years from 2003 to 2008. Both demonstrate growth in museum related learning across the region as a whole but with a levelling off in activity in 2007/08.

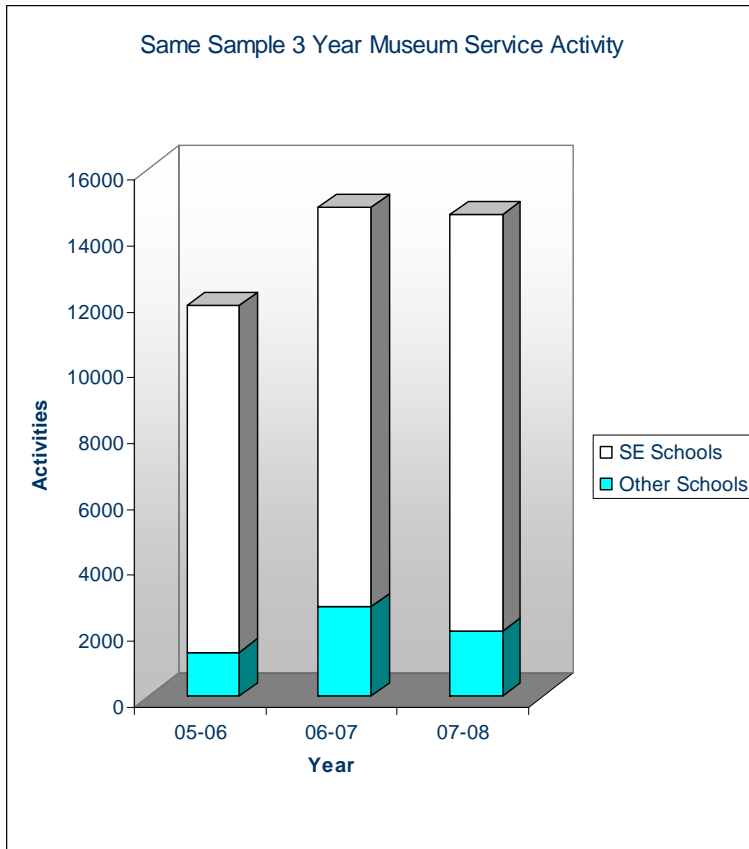


Figure Eight: same sample for three years of museum service activity

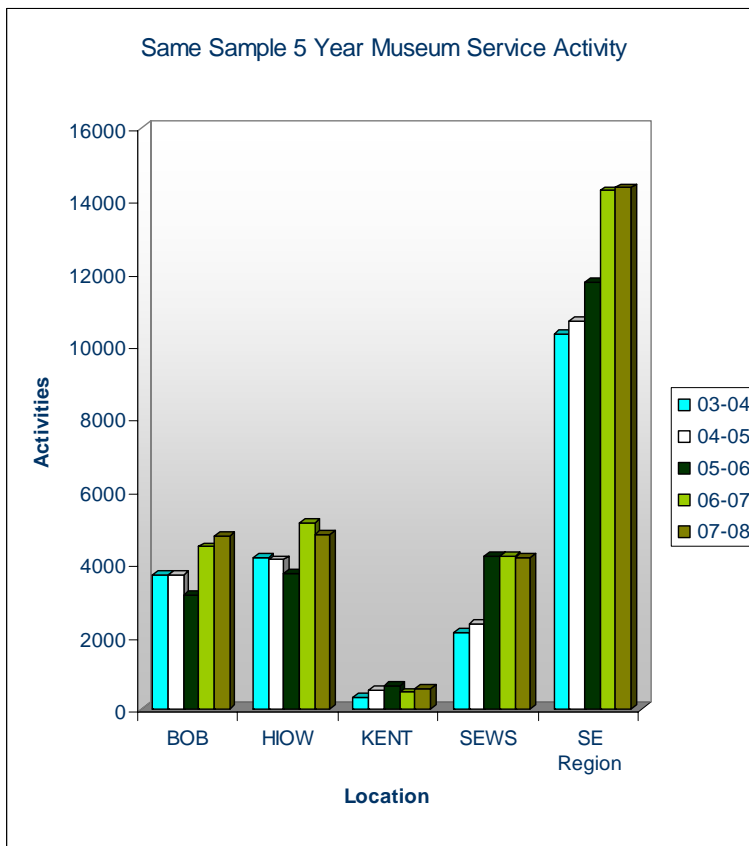


Figure Nine: same sample for five years of museum service activity

4.13 Number of different museums used by schools - Figure Ten sets out the number of different museums used by each school in the South East during 2007/08 and gives an indication of the depth of museum related learning in individual areas.

Individual SE Museums Used (0 to 5+ for 2006-07 & 2007-08)										
Sub Region	Local Authority Area	All Schools	0	1	2	3	4	5+	3+ Actual Change	3+ % Change
BOB	Buckinghamshire	277	37.6%	17.7%	13.0%	8.7%	10.1%	13.0%	0	0.0%
			39.7%	15.9%	12.6%	5.8%	9.8%	16.2%		
	Milton Keynes	122	49.2%	18.0%	14.8%	4.9%	2.5%	10.7%	-8	-6.6%
			63.1%	11.5%	13.9%	5.7%	4.9%	0.8%		
	Bracknell Forest	47	29.8%	10.6%	8.5%	4.3%	4.3%	42.6%	6	12.8%
			21.3%	4.3%	10.6%	6.4%	10.6%	46.8%		
	Windsor & Maidenhead	85	41.2%	12.9%	7.1%	7.1%	4.7%	27.1%	-9	-10.6%
			50.6%	9.4%	11.8%	3.5%	2.4%	22.4%		
	West Berkshire	94	40.4%	17.0%	9.6%	4.3%	3.2%	25.5%	5	5.3%
			40.4%	8.5%	12.8%	4.3%	3.2%	30.9%		
Reading	74	39.2%	6.8%	6.8%	0.0%	2.7%	44.6%	3	4.1%	
		40.5%	2.7%	5.4%	2.7%	6.8%	41.9%			
Slough	52	36.5%	13.5%	7.7%	13.5%	9.6%	19.2%	-3	-5.8%	
		44.2%	9.6%	9.6%	7.7%	5.8%	23.1%			
Wokingham	78	37.2%	10.3%	7.7%	6.4%	5.1%	33.3%	4	5.1%	
		33.3%	3.9%	12.8%	12.8%	3.9%	33.3%			
Oxfordshire	348	22.4%	14.1%	11.5%	11.2%	7.8%	33.1%	-26	-7.5%	
		27.6%	12.9%	14.9%	7.2%	7.5%	29.9%			
HIOW	Hampshire	616	27.0%	11.7%	10.6%	7.5%	7.1%	36.2%	-18	-2.9%
			30.4%	9.9%	11.9%	9.1%	7.8%	31.0%		
	Portsmouth	79	24.1%	8.9%	12.7%	11.4%	7.6%	35.4%	6	7.6%
			27.9%	5.1%	5.1%	6.3%	10.1%	45.6%		
Southampton	93	24.7%	17.2%	9.7%	14.0%	7.5%	26.9%	-8	-8.6%	
		23.7%	18.3%	18.3%	8.6%	5.4%	25.8%			
Isle of Wight	75	9.3%	6.7%	4.0%	13.3%	6.7%	60.0%	3	4.0%	
		8.0%	4.0%	4.0%	2.7%	5.3%	76.0%			
KENT	Kent	714	40.9%	18.1%	11.8%	8.5%	4.5%	16.3%	9	1.3%
			45.4%	12.2%	11.9%	7.3%	7.4%	15.8%		
	Medway Towns	122	29.5%	18.0%	17.2%	9.0%	11.5%	14.8%	-3	-2.5%
43.4%			13.9%	9.8%	7.4%	8.2%	17.2%			
SEWS	East Sussex	236	33.1%	12.3%	17.0%	11.9%	8.9%	17.0%	2	0.8%
			34.8%	12.7%	14.0%	12.7%	10.2%	15.7%		
	Brighton & Hove	101	18.8%	6.9%	9.9%	6.9%	5.9%	51.5%	-4	-4.0%
			22.8%	8.9%	7.9%	6.9%	9.9%	43.6%		
	Surrey	535	39.8%	10.8%	12.7%	7.9%	8.0%	20.8%	23	4.3%
36.5%			9.4%	13.3%	7.9%	5.4%	27.7%			
West Sussex	365	36.2%	12.9%	11.5%	7.7%	6.9%	24.9%	17	4.7%	
		31.2%	10.1%	14.5%	12.3%	9.9%	21.9%			
2006-2007 Figures										
2007-2008 Figures										

Figure Ten: number of different museums used by all schools in 2007/08

4.14 An analysis of the data shows the following points:

- The Isle of Wight and Bracknell Forest have the greatest percentage of schools that used three or more different museums during the year – 84% and 63.8% respectively. This reflects the wide range of museum provision to be found on the Island, the extensive use of loans services and the small numbers of schools in Bracknell Forest.
- Portsmouth and Brighton and Hove schools are the next most intensive users of museum services - 62% and 60.4% respectively used three or more in 2007/08. The majority use their local museums, which do not actively promote loans to schools

- The areas with the lowest percentage of schools that used three or more museums were Milton Keynes (11.4%), Windsor and Maidenhead (28.3%) and Kent (30.4%). These figures are down on previous years and continue to indicate limited use of museums by schools in these areas and reflect the low level of provision nearby.

4.15 Average school usage - Figures Eleven and Twelve below set out the average use of museum services by primary and secondary schools. This data is shown for each local authority area and on a sub regional basis. It combines data for different types of participation: pupils' visits to museums; loans of collections and visits by museum staff to schools. The data makes no distinction between the depth of interaction with pupils and the level of resources required to deliver different types of services to schools.

Average Primary School Usage 2007 - 2008						
	Local Authority Area	Primary Schools	Services Used	Average Visits	Average Loans	All Service Average
BOB	Bracknell Forest	33	318	2.8	6.6	9.6
	Buckinghamshire	187	442	2.2	0.0	2.4
	Milton Keynes	92	73	0.8	0.0	0.8
	Oxfordshire	246	887	3.4	0.0	3.6
	Reading	43	445	3.4	6.5	10.3
	Slough	35	125	1.3	2.2	3.6
	West Berkshire	70	483	2.5	4.1	6.9
	Windsor and Maidenhead	50	245	1.2	3.6	4.9
	Wokingham	54	257	2.9	1.4	4.8
	BOB Average					
HIOW	Hampshire	440	2015	3.8	0.1	4.6
	Isle of Wight	47	855	3.3	13.1	18.2
	Portsmouth	54	320	5.8	0.0	5.9
	Southampton	64	246	3.7	0.0	3.8
	HIOW Average					
KENT	Kent	477	1138	1.8	0.0	2.4
	Medway	88	195	1.6	0.1	2.2
	KENT Average					
SEWS	Brighton and Hove	59	453	6.7	0.0	7.7
	East Sussex	156	423	2.6	0.0	2.7
	Surrey	330	1134	2.4	0.8	3.4
	West Sussex	244	672	2.6	0.0	2.8
	SEWS Average					
SE Summary (2007 - 08)						3.9

Figure Eleven: average primary school usage in 2007/08

- 4.16** When the data is analysed in this way, it is possible to begin to get an indication as to whether or not each year group within a school could have benefited from exposure to some kind of museum related learning during 2007/08. If the average primary school has two classes in each of its seven years, then it is only likely to be in primary schools on the Isle of Wight that most children had access to museums. Many children in parts of Berkshire would have been able to handle objects from a loans service, even if they did not have the opportunity to visit a museum.
- 4.17** Primary school children in Brighton and Hove and Portsmouth had the strongest chance of visiting a museum during the year and judging by results from previous years' data collection; they are likely to have visited a South East museum on several occasions during their primary school career.
- 4.18** Of the four sub-regions – Hampshire and the Isle of Wight (HIOW) had the highest average level of use by primary schools and Kent and Medway had the lowest.

Average Secondary School Usage 2007 - 2008						
	Local Authority Area	Secondary Schools	Services Used	Average Visits	Average Loans	All Service Average
BOB	Bracknell Forest	6	10	0.8	0.8	1.7
	Buckinghamshire	34	52	1.5	0.0	0.5
	Milton Keynes	10	17	1.7	0.0	1.7
	Oxfordshire	35	186	5.1	0.0	5.3
	Reading	7	14	1.3	0.7	2.0
	Slough	11	39	642.7	1.5	3.5
	West Berkshire	10	24	2.4	0.0	2.4
	Windsor and Maidenhead	9	25	0.3	2.4	2.8
	Wokingham	9	42	2.6	2.1	4.7
	BOB Average					3.1
HIOW	Hampshire	71	235	3.2	0.0	3.3
	Isle of Wight	5	35	3.8	2.6	7.0
	Portsmouth	10	36	3.6	0.0	3.6
	Southampton	14	21	1.2	0.0	1.5
	HIOW Average					3.3
KENT	Kent	102	263	2.2	0.0	2.6
	Medway	19	45	2.4	0.0	2.4
	KENT Average					2.5
SEWS	Brighton and Hove	9	45	4.7	0.0	5.0
	East Sussex	27	75	2.6	0.0	2.8
	Surrey	53	95	1.8	0.0	1.8
	West Sussex	37	114	3.0	0.0	3.1
	SEWS Average					2.6
SE Summary (2007 - 08)						
						2.9

Figure Twelve: average secondary school usage in 2007/08

4.19 An analysis of the data for average secondary school usage for 2007/08 shows that:

- the highest levels of average use were recorded by schools in Brighton and Hove, Oxfordshire and Isle of Wight which reinforces the high level of secondary school participation recorded during the year, as described earlier
- secondary school students are much less likely to have the opportunity to benefit from museum related learning in the South East. If the average secondary school has five year groups, it may only be in Brighton and Hove and Oxfordshire that one class from each year group visited a museum in the region in 2007/08. Even in these areas of relatively high participation, a student may only visit a South East museum once during their secondary school career
- there is less of a contrast between the sub-regions in terms of secondary school use compared to primary school use.

Museum provision and capacity

4.20 The 2007/08 participation data for primary and secondary schools in Figures One and Two (see paragraphs 4.2 –4.6) also identifies the proportion of schools using museums in their own area and the extent to which learning takes place with museums in other parts of the South East. An analysis of that data highlights a number of points. For primary schools:

- a high proportion of schools on the Isle of Wight, in Brighton and Hove, Reading, Portsmouth and Oxfordshire use museums in their own local authority area. In the case of the Isle of Wight this is a reflection of the Island's geography and a number of proactive local museums; whilst for the other areas it is a recognition of the strength of local museums, reinforcing the high participation levels recorded in each area
- both Bracknell Forest and Windsor and Maidenhead record no schools as using local museums in their own area (as in previous years, not least because Bracknell Forest does not have an Accredited museum), with high incidence of schools using museums in other areas of the region. Schools in West Berkshire, Slough, Milton Keynes and Wokingham have low levels of engagement with local museums. In all cases this reflects the relative lack of museum provision to be found in these areas and, as a result, the high use by schools of museums in other areas.

4.21 In the case of secondary schools:

- in line with the picture for primary schools, on the Isle of Wight and in Oxfordshire, there is high use of local museums by secondary schools but use of local museums decreased in Brighton and Hove, Reading and Portsmouth in 2007/08 compared to 2006/07
- four of the Berkshire unitary authority areas do not have any secondary schools using museums located in their area
- low levels of engagement with museums are also recorded by secondary schools in Surrey and Milton Keynes as in previous years

4.22 The role of education officers employed in museums is an important factor in boosting schools' participation in museum related learning. Figure Thirteen shows that in 2007/08, the Database identified that 93.5% (92.7%) of recorded activity with schools was undertaken by museums that had education officers.

Museum Education Officer	2006-07		2007-08	
	Activities	%	Activities	%
Yes	13,846	92.7%	16,495	93.5%
No	1,093	7.3%	1,152	6.5%

Figure Thirteen: the role of museum education officers (all schools)

Section Five:

Next steps

- 5.1 The South East Schools Database Project Steering Group is working with the Collections Trust to examine ways in which the Project can converge with and be superseded by the national Schools Participation Project. Until this work has been completed, the South East Museum Hub is committed to managing the project and maintaining continuity with the support of the Strategic Commissioning Education Programme.
- 5.2 In the South East, work will continue to be carried out to:
- implement a practical programme of support to enable museums to undertake data collection more effectively, as well as using the Schools4Museums web resource and, in time, the national database as effective planning tools.
 - publicise and disseminate good practice and lessons which can be learned from areas that have successfully engaged in museum related learning and secured high levels of participation, both with primary and secondary schools, to local authorities, schools and museums.
- 5.3 Following last year's report a further piece of research was undertaken with the relevant local authorities, museums and schools to examine the reasons for apparently low participation in specific areas of the region. It examined the reasons behind low take up of South East museums and provided recommendations on actions to address these areas of low participation.
- 5.4 The research found that there were a number of factors for low participation in some areas, including proximity to London (all areas had close rail or road links), other cultural offers, including zoos, heritage sites and cathedrals, lack of knowledge about what museums offer, relevance to the curriculum as well as capacity, which was a particular issue for secondary schools who may want to work with a whole year group. The research also highlighted the difficulty in engaging with non-participating schools, as there was low response from schools to the questionnaire and telephone calls.
- 5.5 The findings of all this research have been and will continue to be used to review regional priorities and identify specific areas to be targeted in planning Renaissance and Strategic Commissioning learning projects in the South East.
- 5.6 Recent work with schools that has been influenced by the findings of this research includes an outreach project, which successfully targeted non-

participating schools in Kent and Medway, and strategic planning of museum education services in Hampshire.

- 5.7** In addition, a longer term Strategic Commissioning funded programme started in 2006 that focused on secondary schools because a need for increased secondary participation had been highlighted through the Database. As museums in Surrey had expressed a desire to extend their services into secondary schools, the 'Skills4Learning' programme was established in the county. It placed staff from five museums and five schools into partnerships. Over the course of the first year, partners attended joint continuous professional development and undertook placement activity to share skills, develop shared knowledge and understanding, and to create sustainable relationships between schools and museums at a local level. The partnerships culminated in projects based on joint need. The programme has since been extended to Berkshire, Oxfordshire, Buckinghamshire, Kent and Hampshire.
- 5.8** The South East Schools Database contains a wealth of information about schools' use of museums and this report realises only part of its potential. Further evidence and information that would be of great value to the museums sector could be drawn from it at some stage, for example, about the relationship between museums and schools in areas where child poverty is highest. We hope that there will be opportunities to develop this full potential at a national or regional level in the future.

June 2009