

**Museum Related  
Learning  
in the South East  
2002-2010**

The achievements and findings  
from the South East Schools Database Project

**FINAL REPORT**

**June 2011**

Phase 6 report compiled by Shaun Romain for Renaissance South East working in partnership with the Strategic Commissioning Education Programme (South East).

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For further details please contact:

Jo Bailey  
Hampshire County Council Museums and Arts Service  
Chilcomb House, Chilcomb Lane, Winchester SO23 8RD  
Tel: 01962 826771 Email: jo.bailey@hants.gov.uk

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## Foreword

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As a strong believer for museum learning, I am delighted to write a short foreword to this report on the South East Schools Database project which has recorded schools' engagement with museums in the South East over the past eight years.

Museums are a vital part of our cultural heritage and every child should be given the opportunity to engage creatively with museums, their staff and resources as part of a school visit. Nothing can replace the value of being able to see or handle an object at first hand and discover the story behind it.

***'A child who is not given access to culture is being deprived of one of the greatest life enhancers.'*** Dame Judi Dench

The value of this project, and the reports that it has produced, lies in enabling one to see the scale, characteristics and trends in museum related learning in the South East over time. It is a testament to the investment in learning in museums through MLA's Renaissance and Strategic Commissioning Education Programmes and particularly by the museums themselves that almost two out of every three South East primary schools and over half of the region's secondary schools used a South East museum in 2009/10. It is also significant that the depth of engagement has increased over time. Museums reported their busiest year since records began in 2002, and more schools than ever before used a South East museum three or more times in a single year.

This report provides evidence that supports museums in improving the quality of their strategic planning and marketing activity through a better understanding of their relationship with schools. It also provides very strong evidence of the positive impact of a museum having a dedicated post with a focus on learning.

The 2002-10 South East Schools Database report provides key facts about museum related learning which can be used in advocating the benefits of museums at a local and regional level. It demonstrates the key contribution to learning museums make within their local area and highlights differing levels of school participation which require further examination.

To have reliable research which measures the level of participation in museum related learning by school children since 2002 is invaluable, and offers invaluable evidence for the museum sector across the UK.

David Anderson - Director General, National Museum Wales.

## Section One: Introduction

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- 1.1** This is the sixth and final Renaissance South East report about how schools throughout England and Wales use the region's museums. It reports specifically about the academic year 2009-2010, but also contextualises this information by comparing this year with recorded activity since 2002.

This publication covers a time of uncertainty and upheaval – the museum sector has experienced a period of rapid restructuring during the past three years, culminating in the decision to close MLA as a national agency and transfer many of its strategic responsibilities to Arts Council England.

- 1.2** The South East Schools Database project provides a comprehensive picture of museum related learning in the South East. Once again, we are indebted to the region's Accredited museums for making this possible. It is only because museums provide so much detailed information about how schools use their services that we are able to draw together such a complete regional picture.
- 1.3** In this report we continue to examine specific issues which highlight the fragility of the region's museum learning services and explore how depth of engagement with schools has increased over time while the numbers of schools who use museums year-on-year has only changed a little.
- 1.4** We hope that the information presented in this report will be used by museums in the South East to inform their future learning strategies and as evidence to successfully advocate the value of museum learning to their stakeholders, including future colleagues at Arts Council England.
- 1.5** The project has operated since 2004 and contains information covering eight academic years from 2002-2003 to 2009-2010. In 2010, participating museums provided the greatest volume of information to date: in excess of 19,500 new records were added for that academic year. The database now has over 117,900 records of schools using a museum service in the region.
- 1.6** 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.

## Section Two: Key Findings

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### Recovery from the 2008-09 Slump

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2.1 In 2008-09 there was a discernable decline in the proportion of South East schools that used the region's museums. Primary school participation fell to a five-year low and secondary participation to a three-year low.

In 2009-10, there was a significant increase in participation rates when compared to the previous year, though these remain lower than the 2006-07 peak.

2.2 Interestingly, 2008-09 was a record year (up to that date) for information returned by museums. While museums increased their learning activity it was with a smaller pool of schools.

2.3 Possible reasons for the 2008-09 decline could include:

- the impact of the recession upon families' ability to fund school trips
- increased transport costs
- individual local authority policies and attitudes towards school trips that reflected the threat of litigation
- restructuring of schools' advisory services during this period – which removed many advocates for museum learning and disrupted the sharing of best practice

All of these factors were beyond the control of museums.

### Fragility of the South East's Museum Learning Provision

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2.4 The 2008-09 South East Schools Database report available at [www.schools4museums.org/annualreport.asp](http://www.schools4museums.org/annualreport.asp) highlighted the fragility of the learning services provided by the region's museums. This fragility continues throughout 2009-10 - over three quarters of all schools' learning activity is delivered by just 30 museums.

This means that the region's capacity to deliver learning services to schools remains very vulnerable when one or more of the top 30 most active museums is closed for refurbishment or undergoes a reduction in learning staffing. This becomes even more acute if one of the top ten museums reduces its services or closes for a period of time.

The ten most active museums account for 42.5% of all recorded activity – 8,290 services.

- 2.5** What exacerbates this structural fragility is the uneven distribution of top 30 museums across the region. Unsurprisingly, participation and provision are intrinsically linked. KENT<sup>1</sup> sub-region has the lowest rates of participation; the lowest proportion of schools that use a South East museum at least once per term; and no museums in the top 10, and only five of the region's top 30. Where there are more active museums as can be found in HIOW<sup>2</sup> - half of the top ten museums present in its location, then demand is greatly increased (nearly six out of ten HIOW schools use a South East museum at least once per term).
- 2.6** The unequal distribution of learning provision is not one that can be easily remedied - but if KEN is not to fall further behind the rest of the South East then there is an immediate need to re-examine how their museums can be better resourced and supported to ensure that all school children across the region have equal access to their heritage.

## **Participation Flatlining**

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- 2.7** Over the life of this project (2002-10) priorities for museums have changed. One of the most recent shifts is the move away from common provision to greater depth of engagement.

*Every Child Matters* supported by the Children Act 2004 was intended to give every child, whatever their background or circumstances, equal opportunities to become confident and successful members of society. The impact of *Every Child Matters* was to re-shape how many local authority museums worked - defining success as the number of schools and classes that had used their services.

Towards the end of the decade, as national and local priorities were revised, many museums under local authority control were asked to broaden their services – to reach across all parts of the communities they serve, moving the focus beyond schools. This, in part, explains why school participation rates peaked between 2006 and 2008 and levelled out to pre-*Every Child Matters* figures over time.

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<sup>1</sup> KENT sub-region consists of Kent and Medway Towns

<sup>2</sup> HIOW sub-region is made up of Hampshire, Isle of Wight, Southampton and Portsmouth

## **Frequency Increased**

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- 2.8** While the percentage of participating schools remains steady – around six out of ten – more have become frequent users.

In 2002-03 21% of participating schools used South East museums 3+ times each year by 2009-10 this has risen to 39.5%.

This is reflected in the increase in services used over time, nearly 11,000 more recorded in 2009-10 when compared to 2002-03. Now a greater number of participating schools use museums once a term or more than use a museum 1-2 times each year.

## **The Importance of Museum Learning Staff**

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- 2.9** The Schools Database reports have consistently highlighted the importance of having museum staff whose role includes the development and delivery of learning activities.

In 2007-08 95.1% of all recorded activity was provided by a museum with dedicated learning staff, the following year 2008-2009 this percentage rose to 97.2%. For 2009-10 the figure rose again to 97.7%.

## **Return on Investment**

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- 2.10** Investment and participation are intrinsically linked. The sub-regions with well resourced local authority and commercially successful independent museums have increased the numbers of schools and their frequency of use.

Where there is a critical mass of relatively well-resourced museums (such as along the South Coast) then participation rates soar. Teachers become used to visiting museums or receiving outreach visits; when an experienced museum-using teacher moves from one school to the next they take with them their passion and know-how – motivating their new school. Equally the opposite is true as can be seen in parts of the region.

- 2.11** Together with investment from other national and local bodies, including the Heritage Lottery Fund and local authorities, the regional funding received through Renaissance South East and the Strategic Commissioning Education Programme (South East) has

had a significant impact upon how frequently and to what depth schools use the region's museums.

The four sub-regional Hub museums<sup>3</sup> have benefitted from an increase in dedicated learning posts which have in turn supported a range of learning initiatives across the region such as:

- ABC of Working with Schools
- Science Links in Museum Education Network
- Museums Art and Design Network

All these initiatives are designed specifically at up-skilling museum learning staff to be able to re-present their collections in dynamic and interesting ways to support the needs of schools.

**2.12** Many museum learning staff have positively benefitted from these initiatives, developing their knowledge, expertise and confidence. While Renaissance South East and the Strategic Commissioning Education Programme (South East) cannot be exclusively credited with the significant increase in the numbers of museum learning services used by schools, their staff have helped the sector to develop its capacity; and arguably have helped to raise the profile of learning within the South East's museums by promoting the benefits of learning in museums to schools and related organisations such as Initial Teacher Training providers.

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<sup>3</sup> Royal Pavilion and Museums, Brighton and Hove; The Historic Dockyard, Chatham; Hampshire County Museums Service; Oxford University Museums

## Section Three: Headline achievements

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### Museum Involvement in the Project

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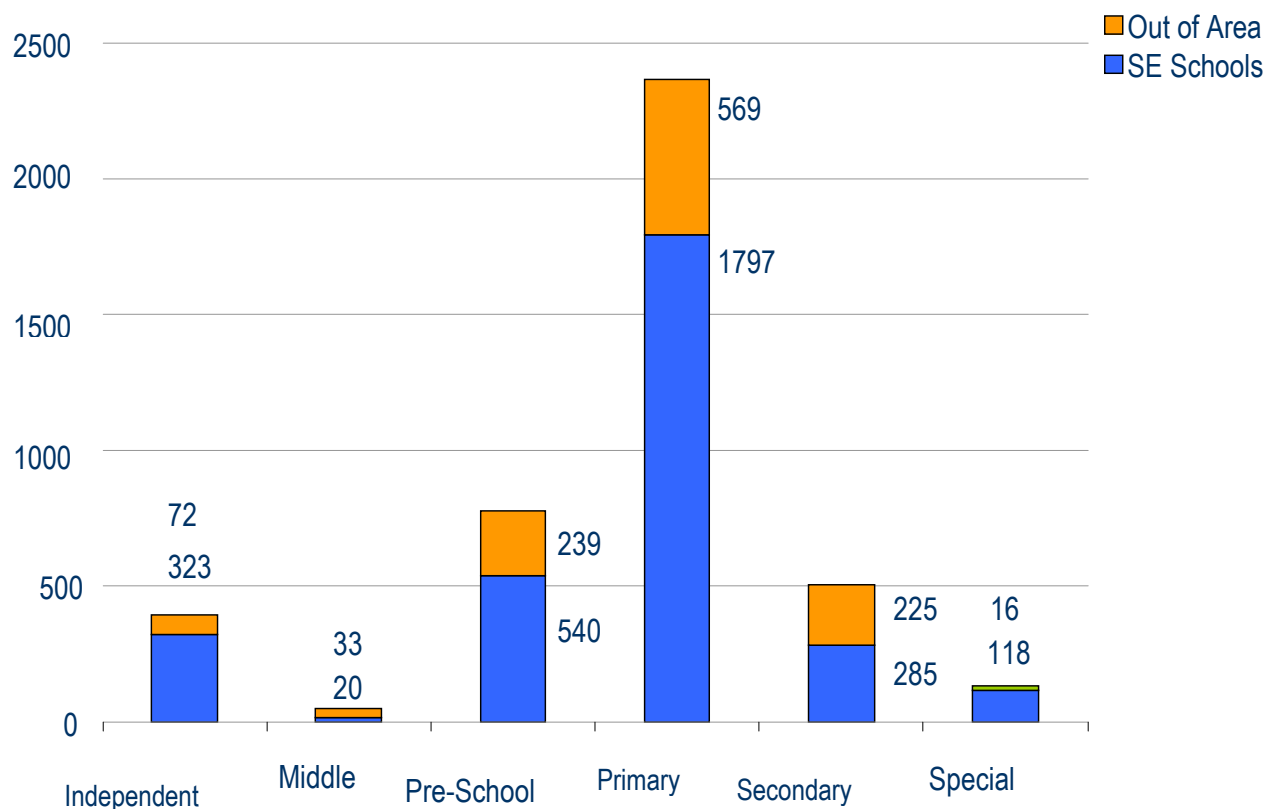
3.1 In the past three years (2007-2010) 130 museums have provided information about how schools had used their learning services; in 2009-2010 94 provided this information. This represents an estimated 97.1 % of all activity provided by South East museums that actively deliver services for schools.

Only three museums that usually attract more than 100 schools uses each year were unable to provide information for this phase.

In this phase we were able to add three museums with over 100 annual uses that had not been able to provide any, or only very limited, information over the past few years.

### Populating the Database

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- 3.2** Data capture for the academic year 2009-2010 was the highest to date, with over 19,500 records added, compared to 19,172 for the 2008-2009 period and only 8,223 for 2002-03 - the first year the project started capturing participation data.
- 3.3** This represents records relating to how 4,237 nurseries and schools used 94 museums, compared to 4,181 in 2008-09.
- 3.4** The figure of 19,500 additional records is not a true like-for-like comparison with the academic years previous to 2008-09, due to the addition of nurseries, all Independent Schools and FE/HE institutions across England and Wales to the database in 2008-09; though it is important to note that the 2009-10 figures can be directly compared to the previous year.
- 3.5** Of these 3,087 (72.8%) were from the South East and 1,154 (27.2%) from other English regions or Wales. The percentage make-up between South East schools and those outside of the region remains the same in 2009-10 as in 2008-09, the main difference being an increase of 56 schools overall – 64 more schools from within the region were recorded as using museums and a decline of 8 from outside of the region.
- 3.6** Approximately 1,300 records were received about schools and colleges outside of England and Wales or were unmatchable due to inexact or missing information.

## **Primary Schools Participation in 2009-10**

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- 3.7** If we compare the average percentage for primary school participation in 2004 with 2010 we see a marginal decline of -0.2%. What is remarkable is that during this period of six academic years the numbers of recorded museum services has grown significantly – from just over 11,500 to over 19,500.

This seemingly counter intuitive decline can be explained in two ways.

1. There has been a notable increase in the overall numbers of activities provided by museums to learning establishments during this period.
  2. Most importantly there has been a growth in the proportion of South East primary schools that use South East museum learning services once or more per term (equivalent to 3 or more times each year).
- 3.8** In 2008-09 the South East Schools Database recorded the first decline since 2004 in the percentage of South East primary schools using the region's museums – a fall from 66.2% in 2007-08 to 57.7% in 2008-09. In 2009-10 this figure recovered to 63.1%.

The reduction in the 2008-09 percentages was linked with a reduction in provision. Two major learning providers, the Ashmolean Museum of Art & Archaeology and Pitt Rivers Museum were closed for all or most of that academic year. Their shift to an outreach model during this period resulted in nearly 500 fewer activities, in comparison with the previous year.

- 3.9** 1,797 primary schools in 2009-10 took part in some form of recorded museum learning in the South East, compared to 1,622 in the previous year.

## **Secondary Schools Participation in 2009-10**

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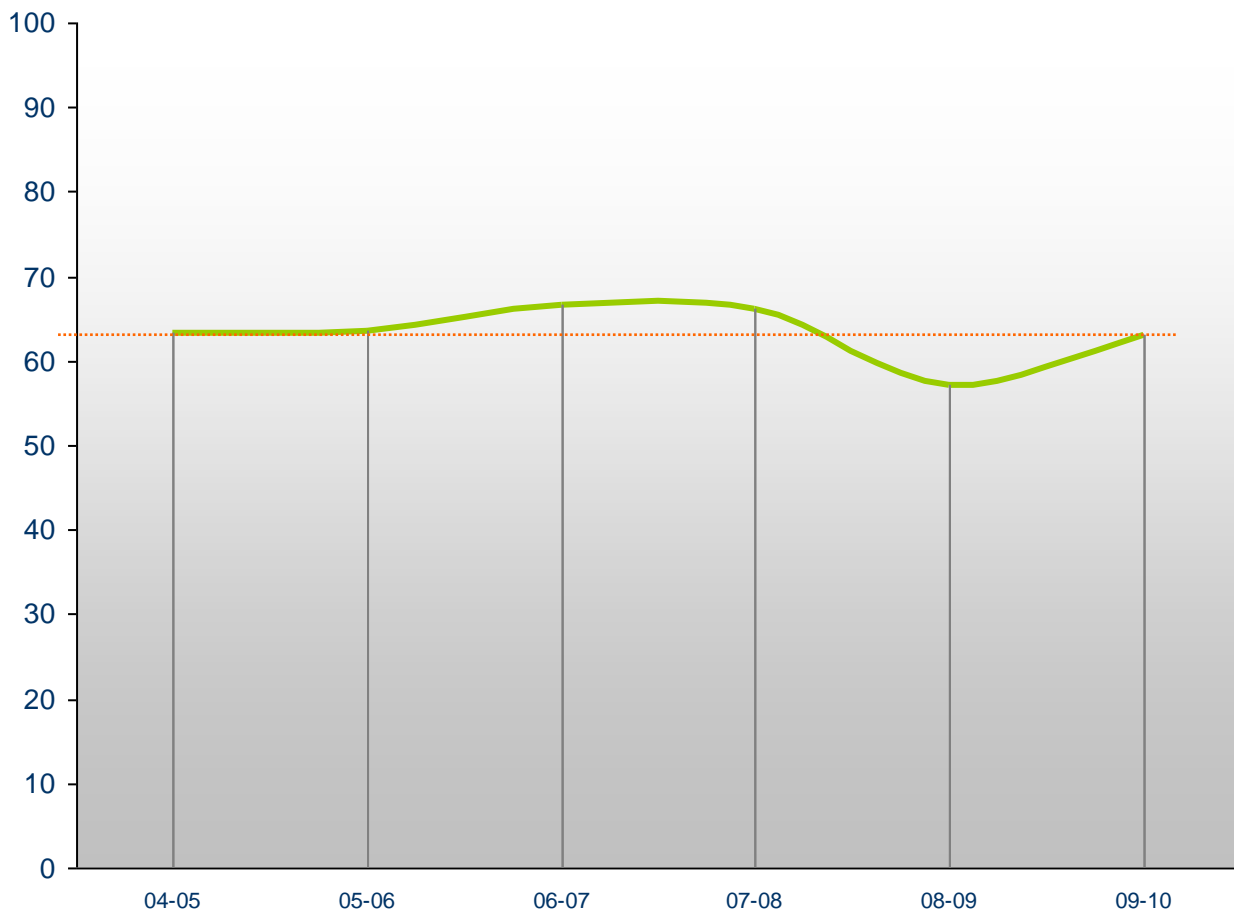
- 3.10** 285 South East secondary schools in 2009-10 took part in some form of recorded museum learning in the South East, compared to 269 in the previous year. An increase of 3.3% from 51.6% to 54.9%.
- 3.11** Between 2004 and 2010 there has been an overall 11.7% rise in secondary school participation of across the region, reaching a highpoint in 2006-2007, and then falling away.
- 3.12** Based on figures for all the schools in the region, including the independent sector, 2,543 (66.3%) used South East museums, compared to 2,319 (60.5%) in the previous year.

## **Trends in Schools' Participation**

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- 3.13** The past six years (2005-2010) can be characterised as demonstrating initial three year growth followed by a two-year slow-down and subsequent return back up to the same levels of participation as found in 2004.
- 3.14** The average primary school participation over the period remains unchanged at 63.2%.

## Primary Schools' Average Participation 2004 - 2010



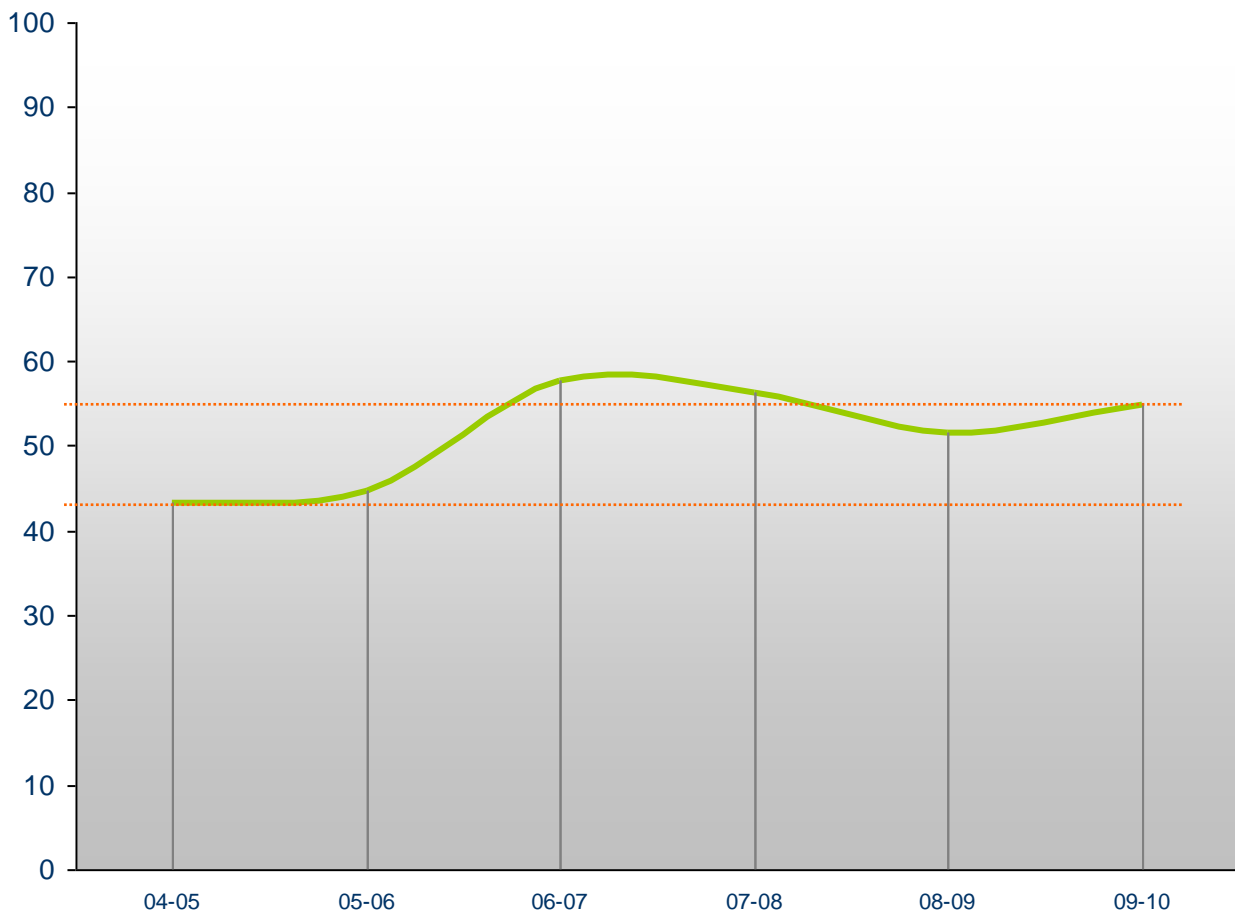
**3.15** Over the past six years (2004-10) eight of the region's 19 local authorities have seen an increase in the proportion of primary schools using South East museums – most are single tier or Unitary Authorities: Brighton and Hove; Portsmouth; Reading; Southampton; Wokingham, the rest are two tier authorities: Hampshire; Surrey; West Sussex.

**3.16** Because 2008-09 represents the low-point in South East primary school participation (during the duration of this study) all except the Isle of Wight, Medway, West Berkshire and Windsor and Maidenhead saw a growth in participation rates during 2009-10.

It is important to note that historically the Isle of Wight has had the highest or second highest recorded participation rate for South East primary schools. In 2009-10 the figure fell to 75%, historically it had been 90%+. This can be explained by the changes schools experienced as the local authority moved from a three tier system that included Middle Schools to a two tier system. Many teaching staff that had

longstanding relationships with Isle of Wight museums changed roles, changed schools or retired. This disrupted the communication between schools and museums which in turn led to lower levels of participation.

### Secondary Schools' Average Participation 2004 - 2010



**3.17** Overall, even with the decline reported between 2007 and 2009, there is still 11.7% higher secondary school participation in 2009-10 when compared to 2004-05 (284 compared to 207).

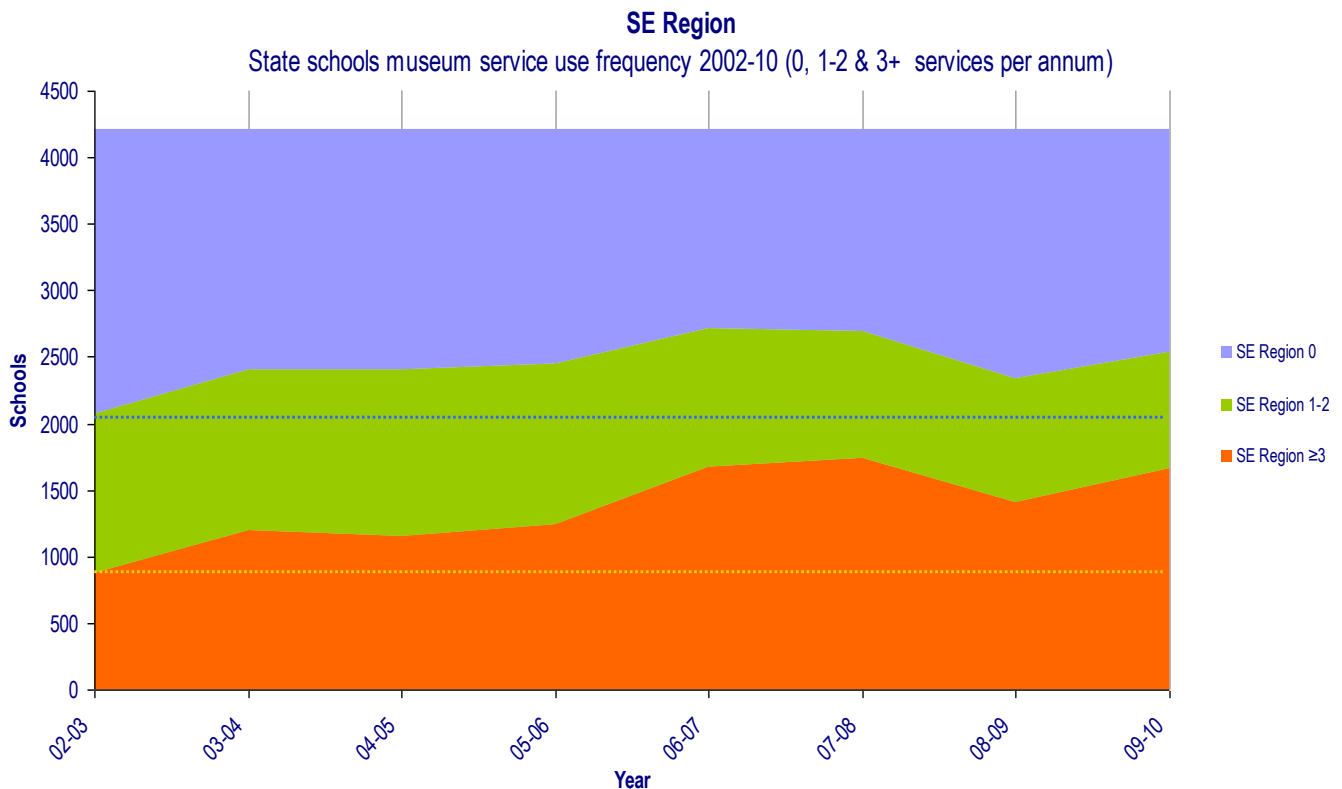
**3.18** Of the region's 19 local authorities, 13 have a higher proportion of secondary schools using South East museums in 2009-10 when compared to 2004-05, one shows no change and five show a decline over the six year sample frame.

## Frequency of Participation 2002-10

**3.19** Over the duration of the project there has been a measurable ‘flat lining’ of primary school participation. The figures indicate the percentage of South East primary schools using the region’s museum learning services in 2009-10 was almost the same as the figures for 2004-05 – around 6 out of every 10 schools.

Paradoxically the numbers of services used by primary schools has grown dramatically during the same period. While the same proportion of primary schools use museums the numbers of times they use them has increased over time.

In contrast to the primary sector, the proportion of participating secondary schools has grown by about 10%. 50 more secondary schools used a South East museum in 2009-10 when compared to 2004-05. In this instance both frequency of use and the proportion of participating secondary schools have increased over time.



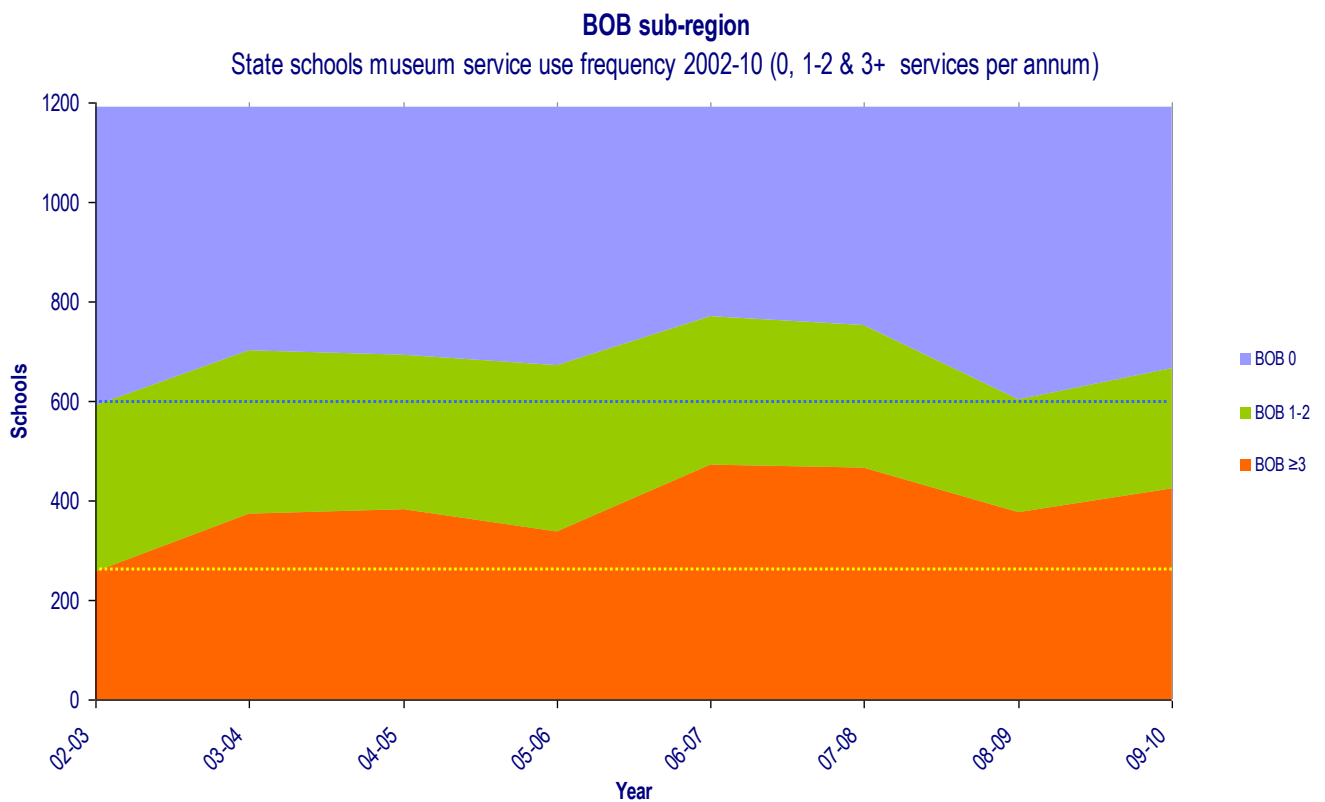
**3.20** Overall there has been an increase in the number of participating schools as indicated by the blue dotted line and greater numbers of schools who use South East museums 3+ times each year (indicated by the yellow dotted line). In 2002-03 21% of

participating schools used South East museums 3+ times each year by 2009-10 this has risen to 39.5%.

While it might appear at first glance that the graph only represents a gentle upward trend in both participation and frequency this is not the whole truth. The significant increase in schools using at least one service per term is important. It demonstrates a meaningful and sustained engagement with museums and a jump in activity levels.

All of the sub-regions except for HIOW have 2009-10 3+ figures lower than the regional percentage figure. The graph also represents the immediate potential for increased engagement.

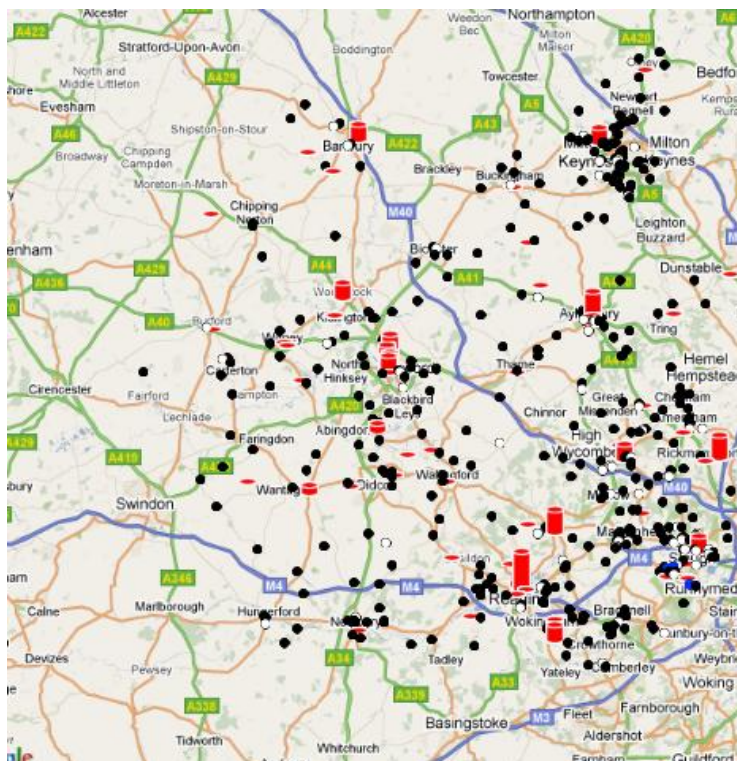
The green area of the graph represents schools that already have a relationship with SE museums - but use their services less than once per term. These schools present the greatest potential. New relationships do not need to be brokered and a pre-existing knowledge of each of these schools and their requirements will already exist. The green part of the graph is narrowing over time, but there is obvious potential to speed this up if effort is targeted at changing these schools from a 1-2 times a year users to a once a term or more users.



The BOB<sup>4</sup> sub-region contains almost 1,200 schools. From 2002-10 the numbers of participating schools increased slightly, by 75. Over the same period the numbers of 3+ service user schools grew steadily.

In 2002-03 they made up 21.5% of all BOB schools in 2009-10 the figure was 35.6%.

BOB has seven of the 20 most active museums, including the Oxford University Museum Hub and the region's most active museum The Museum of Reading.



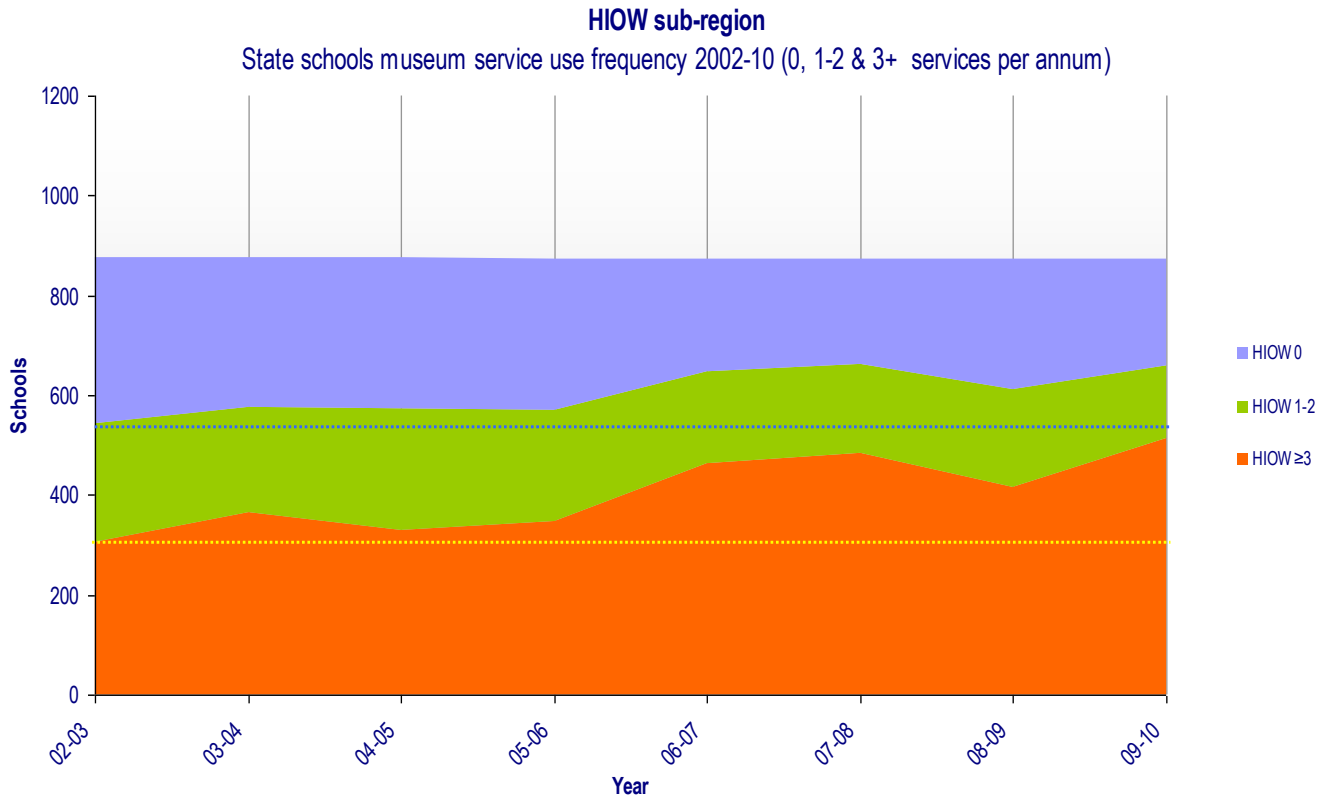
The map shows the parts of BOB (2009-10) that have non participating schools (black dots). The red columns represent museums – the taller the pillar the more active the museum's schools learning service. Concentrations of non-user schools can be seen around Milton Keynes and between the M4 and M3.

HIOW<sup>5</sup> contains 875 schools. It is the sub-region that has had the greatest proportion of schools participating but not the sub-region with the largest number of schools that use 3+ museum services each year, which is SEWS<sup>6</sup>. In 2002-03 35% of schools were 3+ users; in 2009-10 this had risen to 58.7%.

<sup>4</sup> BOB is one of the South East's 4 sub-regions - Bracknell Forest, Buckinghamshire, Milton Keynes, Oxfordshire, Reading, Slough, West Berkshire, Windsor and Maidenhead and Wokingham.

<sup>5</sup> HIOW is made up from Hampshire, Isle of Wight, Portsmouth and Southampton local authorities.

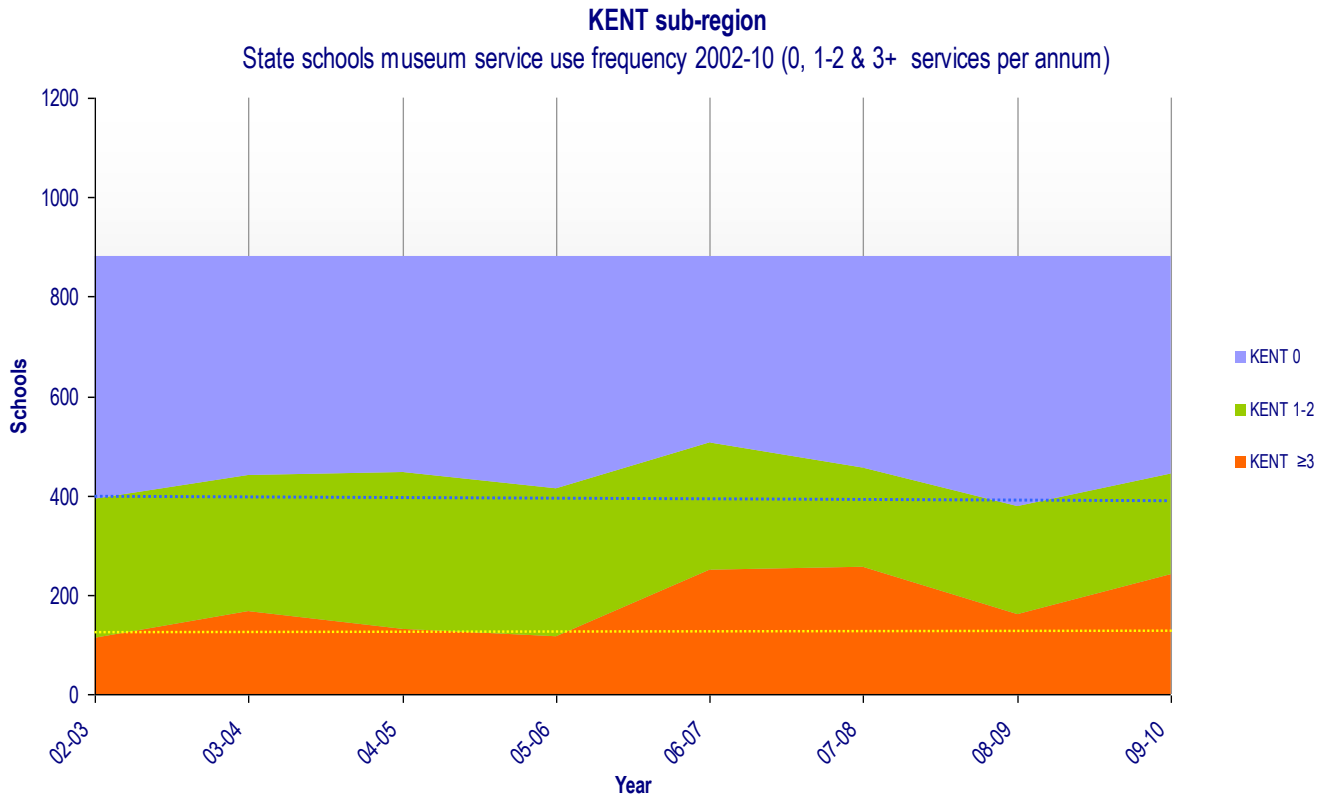
<sup>6</sup> SEWS is a sub-region consisting of Surrey, East and West Sussex and Brighton and Hove.



Six of the region's top 20 museums are in HIOW, five of these six are in the top 10, this accounts for the high volume of activity and large numbers of schools who use 3+ services each year.



In 2009-10 there were very few parts of HIOW with cold spots of non-user schools; the only slight clusters of note are in the densely populated area along the Solent.



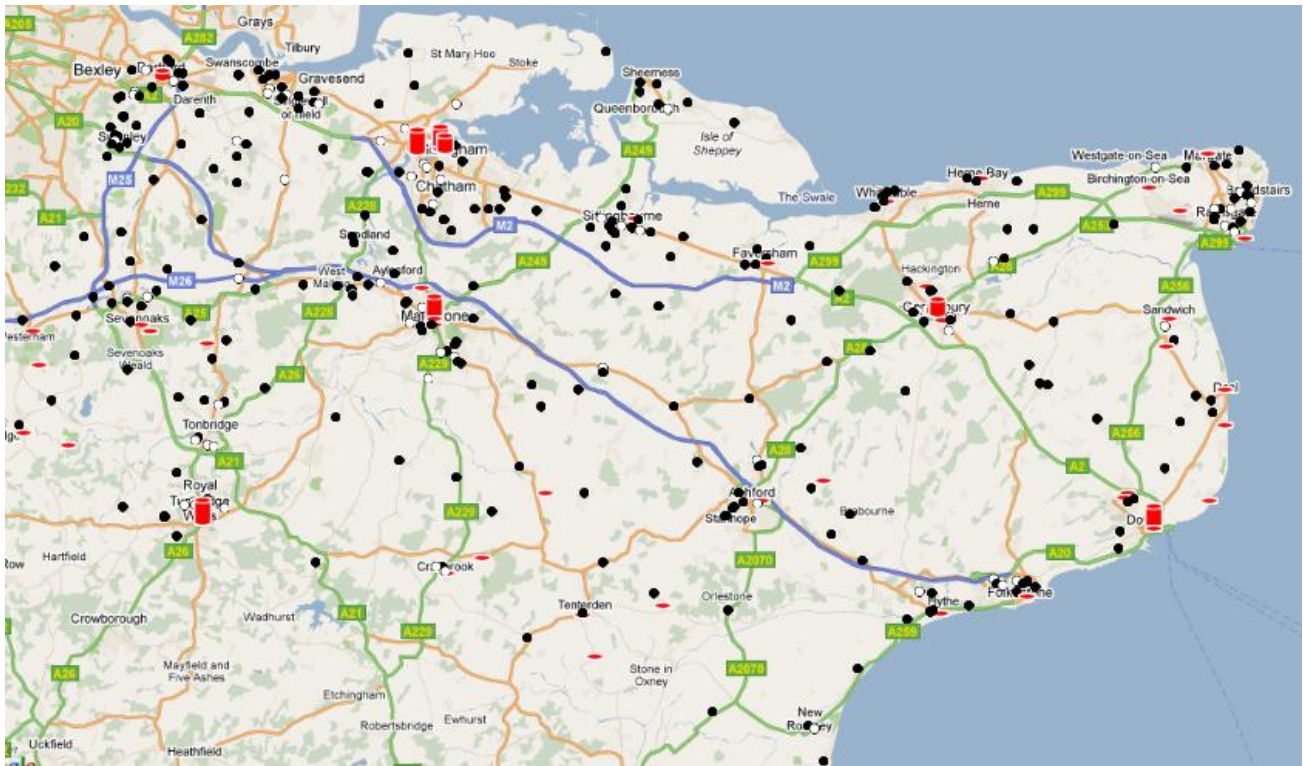
KENT<sup>7</sup> has almost exactly the same number of schools as HIOW, but exhibits a very different pattern of participation.

Overall there has been a small increase of 52 in the numbers of participating schools, from 392 in 2002-03 to 444 in 2009-10 with a high of 505 in 2006-07. Only once, in 2006-07, did more than 55% of KENT schools use a South East museum. For three of the years (2002-03, 2003-04 & 2008-09) over 50% of KENT schools were non-users.

Over time the proportion of schools using 3+ services per year has more than doubled from 12.7% in 2002 to 27.5% in 2010. This increase is in line with the South East region as a whole, but because the KENT starting figure was much lower than the regional one (12.7% in KENT compared to the South East figure of 20.9%) the KEN 2010 figure (27.5%) remains behind the South East one (39.5%).

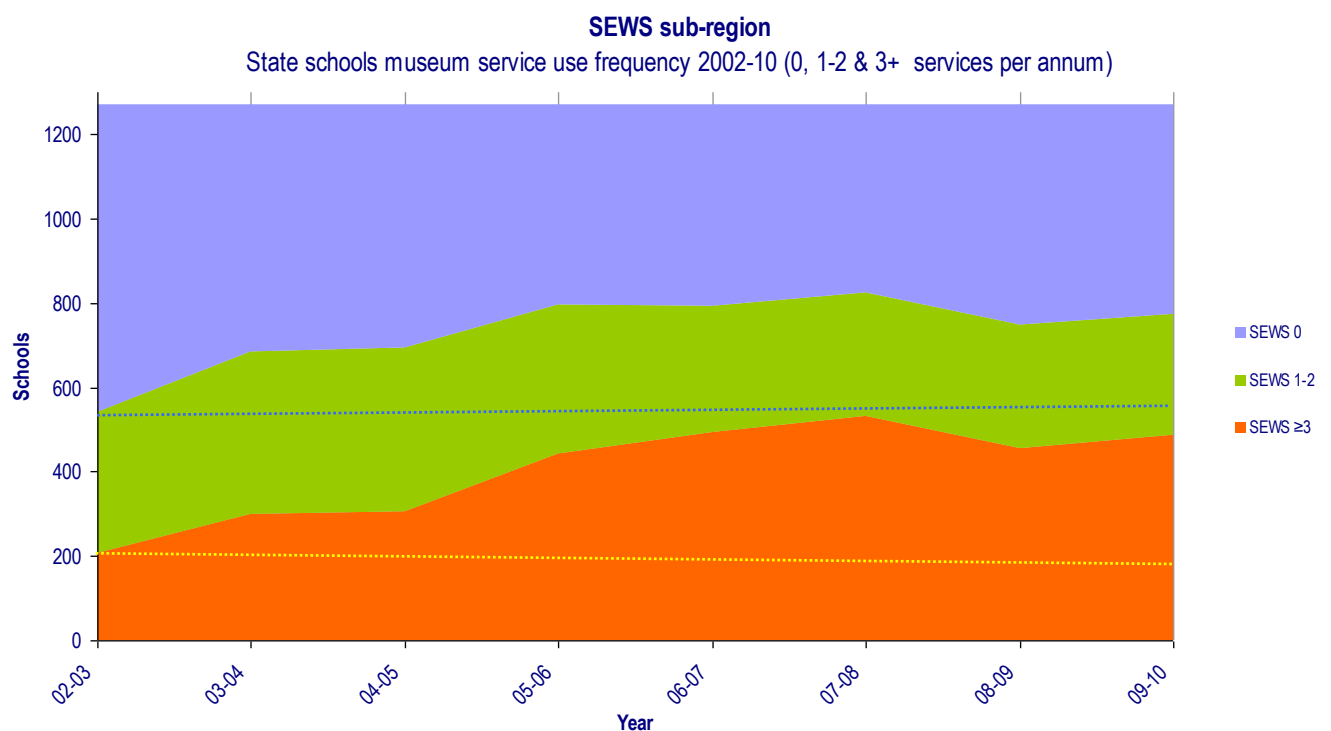
KENT has no museums within the top 10, and only two of the region's top 20. This has a direct impact upon participation rates – with less provision and less capacity there are fewer opportunities to grow the numbers of schools using museum learning services or increase their frequency of use.

<sup>7</sup> KENT consists of the local authorities of Medway Towns and Kent.

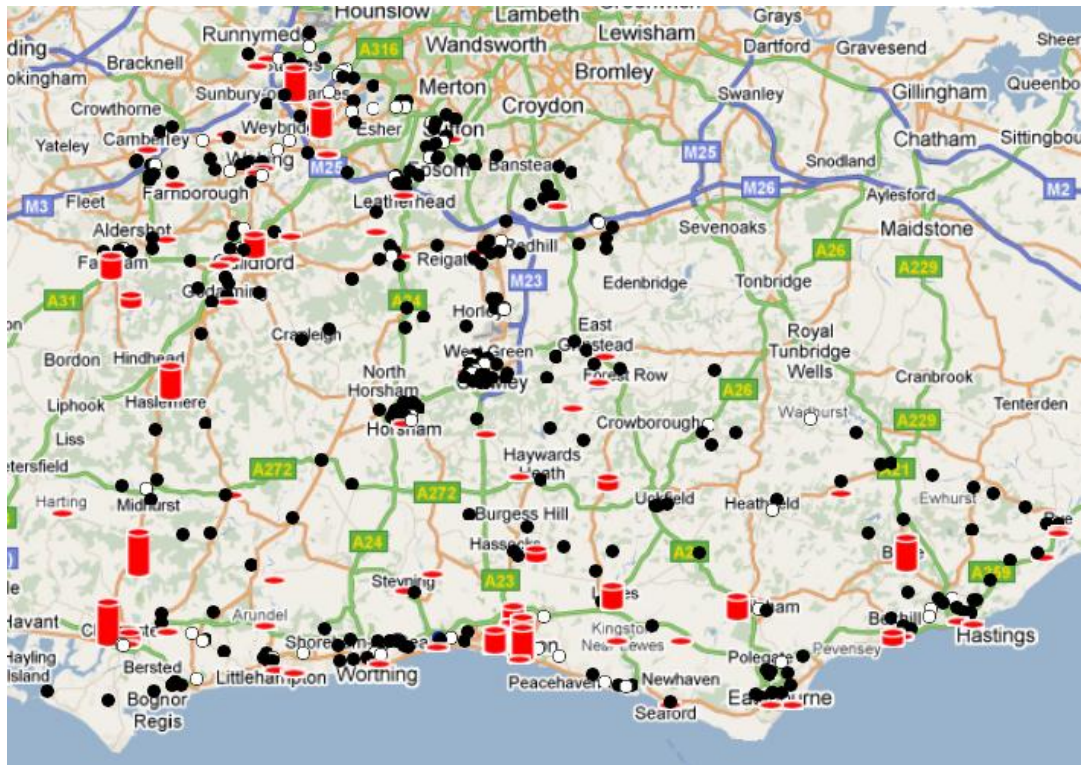


What is evident from this cold spot map for Kent and Medway is the limited provision across the sub-region - concentrated in Royal Tunbridge Wells, Chatham, Maidstone, Canterbury and Dover.

Non-user schools are concentrated across the northern part of the map – which has the greatest density of population. There are eight notable clusters of non participation; Sevenoaks, Swanley, Dartford, Gravesend, Chatham, Sittingbourne, Ramsgate and Folkestone.



SEWS has the most schools of any sub-region – 1270. It is also the sub-region that has undergone the greatest increase in participation numbers, 231 from 2002 to 2010. The proportion of 3+ service users has more than doubled since 2002, from 16.3% to 38.3% in 2010.



The SEWS sub-region has five of the top 20 most active museums, with two in the top 10.

The cold spot map for SEWS shows that most of the active museum provision is concentrated in West Sussex and Brighton and Hove.

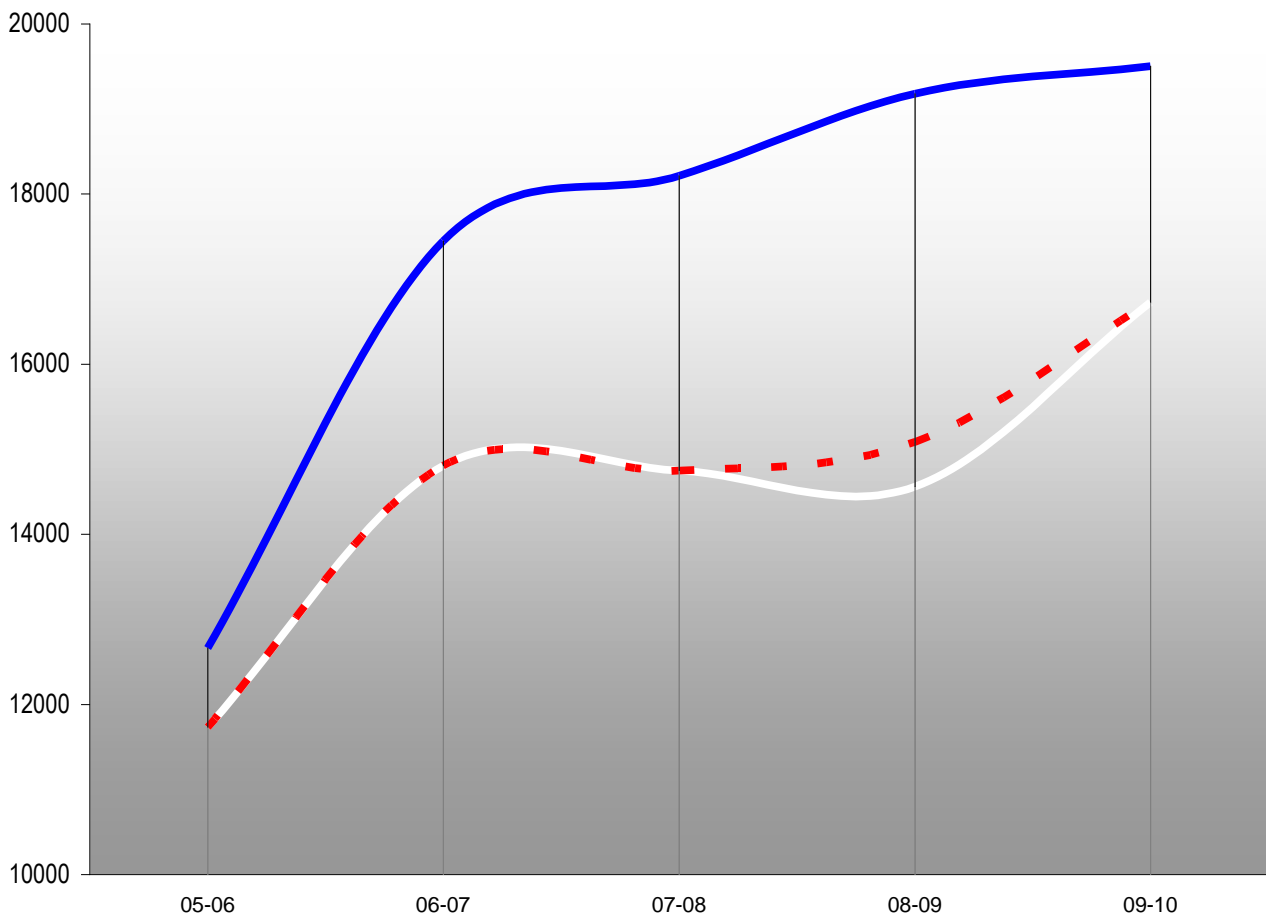
In 2009-10 there were three clusters of non-participation along the South Coast – Worthing; Eastbourne; and Hastings and four clusters inland: Horsham, Crawley, Reigate/Redhill and around Epsom. All of these places can be characterised as being mid-scale towns with well established museums, but often with limited learning services.

## Five Year Activity Profile

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- 3.21** The graph below shows the activity levels across a five year period - comparing the same 66 museums – White Line (all of which provided an active learning service for schools during this period) with the total data returned during the same period – Blue Line.

**5 Year Museum Service Activity 2005-2010  
Same Sample vs All Data**



- 3.22** The aim of contrasting the two is to demonstrate that by looking solely at the volume of data returned annually the viewer cannot necessarily compare one year with another. To do this there is a need to have a constant sample, where the same museums, all of which are active across all of the years, can be compared collectively across different time periods.

Interestingly, in this case, there is some symmetry between all the data collected and the constant sample. The greatest divergence can be seen in 2008-09, when two of Oxford's main museums were closed for redevelopment. While they did not stop their learning services for schools their activity levels were severely affected. To help

account for this the dotted red line shows how the constant sample would have appeared if both those museums had undertaken their average levels of activity.

Year	05-06	06-07	07-08	08-09	09-10
Constant	11,731	14,805	14,746	14,560	16,727
<i>Change</i>	-	+26.2%	+25.7%	+24.1%	+42.6%
All	12,661	17,448	18,214	19,177	19,501
<i>Change</i>	-	+37.8%	+43.9%	+51.5%	+54.8%

The table above shows the percentage growth in service activity for the constant sample and all data returned during the past five years.

Activity levels have increased significantly for both groups – by about half.

**3.23** What cannot be seen from the table or the graph is the degree to which the region’s museum learning activity is reliant upon a small number of museums.

In 2009-10:

- South East Museum Hub museums account for 32.1% of all activity
- The top ten most active museums (incl Hub) account for 42.5%
- The next twenty museums (incl Hub) account for 33.5%
- In all the top 30 museums (incl Hub) accounted for 76%

The 30 most active museums undertook nearly 15,000 of the 19,500 recorded activities.

## **Museum involvement in learning**

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**3.24** 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 learning services, another third only provide ad hoc services to schools and the final third undertake no work with schools at all.

**3.25** More visits to museums by school groups (787 more), 100 fewer museum staff visits to schools and 323 fewer loans occurred than in the previous year.

## Section Four: Purpose of the report and context

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### Project purpose

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- 4.1 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, September 2008 for 2006-2007, June 2009 for 2007-2008 and most recently April 2010 for 2008-2009.

To download these reports go to [www.schools4museums.org/annualreport.asp](http://www.schools4museums.org/annualreport.asp)

- 4.2 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.
  - 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.

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.

## **Project partners**

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- 4.3** The South East Schools Database Project was commissioned by the South East Museum Hub and MLA South East in 2004 as part of the Renaissance in the Regions initiative. Renaissance is the Central Government funded programme to transform regional museums – and in doing so increase the number and range of people who use those museums.
- 4.4** In the South East the Renaissance programme has been delivered by the South East Museum Hub and (until the end of 2008) MLA South East working together to develop services. A central feature of the programme has involved increasing museums' work with schools and their pupils, which represented one of the main targets, set by Government nationally for Renaissance. This work has involved a major investment by each of the museum services who make up the South East Museum Hub to increase their contact with school age children and the development of regional resources and networks to support museums across the region.
- 4.5** The national Strategic Commissioning (SC) initiative (run as part of MLA's national portfolio of activity until March 2011) aimed to improve the capacity and skills of non Hub museums across the region. SC worked with schools and museums, making it easier for schools to access museums and their collections and, in doing so, to increase the demand for museum learning from schools. Funding from the Strategic Commissioning initiative was also used to support the operation of the South East Schools Database project.

## **The Database project 2002-2011**

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- 4.6** In order to secure comprehensive and reliable information on the scale and characteristics of museum related learning in the region, the South East Museum Hub and MLA South East developed the Database project.

It was intended:

- as an ambitious, long term initiative to support the planning of museums' work with schools
- to monitor the scale of such activity
- to disseminate information to museums, local authorities and schools across the South East to help them develop and increase participation.

#### 4.7 The Database project has had six phases:

##### **Phase One (2002–04)**

- 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, to identify non-participating schools within a 90 minute drive time of their museum. Additionally museums were able to print off address labels for schools within this area.
- The findings from this first phase were published in May 2006.

##### **Phase Two (2004–06)**

- A second phase of 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.
- A new resource was 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 that drew together and analysed the results from the two phases of the project.

##### **Phase Three (2006–08)**

- A third phase of data collection took place covering the 2006–07 academic year. 14,000+ records were added for that academic year. In total, the Database at that time comprised some 60,000 records and included retrospective data from museums who had not previously contributed to the Database.
- The report highlighted the key messages from the third phase of activity and, where possible, identified overall trends in museum related learning across the region.

##### **Phase Four (2007–08)**

- Data collection took place covering the 2007/08 academic year. Nearly 18,000 records were added for that academic year. The Database contained over

80,000 records and included 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.
- In Phase Four there were a series of dissemination events and one-to-one work with key museums to help develop their data capture capability.

#### **Phase Five (2008–09)**

- Phase Five was characterised as having the greatest number of records generated in any single year and the inclusion of notable museums who had been unable to supply data previously.
- The capabilities of the Schools4museums database were enhanced with the inclusion of Local Authority information 'dashboards' which showed information about twelve key dimensions – indicating provision, uptake and change over time.
- A cold spot map and report were created to aid the strategic understanding of the regional use of museums by South East schools – and in turn record targeted activity.
- Activities undertaken as part of the Science Links in Museum Education Network South East, Science in Your World and Real World Science were able to be recorded and reported upon using the South East Schools Database.

#### **Phase Six (2009–10)**

- Phase Six saw another increase in the numbers of records generated by museums.
- 2002-10 longitudinal tracking of the changes in 3+ service users in relation to non-users was added to the report's analysis.

## **The wider regional context**

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- 4.8** Before examining the detailed findings from this sixth 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.

#### **The 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 Portsmouth 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 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).

#### **The South East's museums:**

- The South East has more museums than any other English region, over 300 of which some 243 are currently Accredited museums
- 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
- 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.

#### **The South East's schools:**

- The Database has information relating to some 3,270 state schools and some 560 independent schools across the region
- There are records of some 2,765 of the region's primary schools, who serve some 643,000 pupils
- The database records all 479 of the region's secondary schools serving some 502,000 pupils
- Records relate to 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

## **Section Five: Analysing and using the data**

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### **The scale of data available and caveats as to its use**

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- 5.1** The South East Schools Database now contains 119,000+ 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 92 of the region's 119 Accredited museums that provide learning services for schools. This represents an estimated 97.1% of all museums' work with schools across the region.
- 5.2** As a result, the Database project provides a comprehensive evidence base from which to measure the scale of museum related learning and identify 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. Also 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 staff absences which may have a significant effect on visitor numbers and the museum's work with schools.
- 5.3** 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, a national database system 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. However, at the moment this is not possible.

## Section Six: The main features of museum related learning in the South East

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### The Role of Museum Learning Staff

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- 6.1 Previous project reports have consistently highlighted the importance of having full or part-time museum staff whose role includes the development and delivery of learning activities designed specifically for schools. In 2007-2008 95.1% of all recorded activity was provided by a museum with dedicated learning staff, the following year 2008-2009 this percentage rose to 97.2%.

For 2009-2010 the figure rose again to 97.7%.

	2007-2008		2008-2009		2009-2010	
	Activities	%	Activities	%	Activities	%
<b>Dedicated Staff</b>	17,322	95.1%	18,645	97.2%	19,062	97.7%
<b>No Dedicated Staff</b>	892	4.9%	532	2.8%	439	2.3%

### Primary School Participation

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- 6.2 The South East primary school average participation percentage has risen by 5.4% from 57.7% in 2008-2009 to 63.1% in 2009-2010. But, over the past three years there has been an overall 3.1% reduction in the numbers of South East primary schools who have used the region's museums. The improving 2009-10 figures represent a partial recovery from the prominent slump recorded in the previous year.
- 6.3 In 2009-10 Brighton and Hove was the local authority with the highest percentage of participating primary schools, 92%, followed by Portsmouth 87%, then Reading and Hampshire 80%.
- 6.4 Hampshire had its highest percentage of primary school participation to date – 80%, which incidentally was the highest ever recorded by a two tier authority since this project started documenting participation in 2002.
- 6.5 Eight of the twelve single tier authorities have seen a growth in primary school participation during 2009-10, four saw a decline in the percentage participating, though for three of these the decline was below 5%.

- 6.6** All seven of the two tier authorities had a higher percentage of primary school participation in 2009-10 than the year before.
- 6.7** The greatest change was found in Milton Keynes - historically below the regional average. There was a 41.7% increase in primary school participation to 74% - 10.8% above the 2009-10 regional average.
- 6.8** The table below gives a detailed breakdown of primary schools' participation for the 2009-10 academic year.

Primary Schools' Average Participation 2004 - 2010							
Local Authority area	04-05	05-06	06-07	07-08	08-09	09-10	04-10 Change
Bracknell Forest	72.7%	72.7%	69.7%	84.8%	58.8%	65.0%	-7.7%
Brighton and Hove	71.2%	93.2%	84.7%	86.4%	86.4%	92.0%	20.8%
Buckinghamshire	64.2%	64.2%	66.8%	63.6%	38.0%	51.0%	-13.2%
East Sussex	71.2%	60.9%	71.2%	68.6%	56.1%	62.0%	-9.2%
Hampshire	70.2%	68.6%	73.4%	72.0%	69.6%	80.0%	9.8%
Isle of Wight	97.9%	100.0%	91.5%	95.7%	91.5%	75.0%	-28.9%
Kent	53.9%	51.4%	57.4%	54.1%	40.1%	51.0%	-2.9%
Medway	76.1%	59.1%	75.0%	61.4%	78.4%	74.0%	-2.1%
Milton Keynes	43.5%	29.3%	55.4%	35.9%	32.3%	74.0%	30.5%
Oxfordshire	71.5%	74.4%	74.0%	71.5%	63.3%	66.0%	-5.5%
Portsmouth	63.0%	70.4%	79.6%	75.9%	74.1%	87.0%	24.0%
Reading	58.1%	69.8%	72.1%	74.4%	70.5%	80.0%	21.9%
<b>SE Participation</b>	<b>63.2%</b>	<b>63.6%</b>	<b>66.7%</b>	<b>66.2%</b>	<b>57.7%</b>	<b>63.1%</b>	<b>-0.2%</b>
Slough	51.4%	54.3%	62.9%	51.4%	44.7%	47.0%	-4.4%
Southampton	64.1%	71.9%	78.1%	82.8%	71.6%	76.0%	11.9%
Surrey	60.9%	69.7%	62.1%	67.3%	59.9%	64.0%	3.1%
West Berkshire	58.6%	41.4%	51.4%	60.0%	52.1%	51.0%	-7.6%
West Sussex	60.6%	66.8%	60.2%	71.3%	58.5%	61.0%	0.4%
Windsor and Maidenhead	44.0%	46.0%	58.0%	52.0%	48.0%	44.0%	0.0%
Wokingham	53.7%	59.3%	64.8%	68.5%	49.1%	61.0%	7.3%

- 6.9** Compared to 2004 nine local authorities in 2009-10 had higher primary school participation – five have over a 10% increase.

**6.10** Nine have lower participation rates for their primary schools – two have declined by more than 10%. One, Windsor and Maidenhead is exactly the same for both academic years.

**6.11** The top five best performers in 2004 were the Isle of Wight, Medway, Bracknell Forest, Oxfordshire, Brighton and Hove and East Sussex (joint 5<sup>th</sup>). By 2010, purely in terms of percentage participation (which doesn't take into account the numbers of schools involved) Brighton and Hove remain in the top five, alongside Portsmouth, Hampshire, Reading and Southampton.

**6.12** The table below gives a detailed breakdown of how primary schools used the region's museum provision.

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
Brighton and Hove	7	59	5	92.0%	83.0%	75.0%	49	44
Portsmouth	10	54	7	87.0%	72.0%	59.0%	39	32
Hampshire	51	447	90	80.0%	68.0%	44.0%	303	197
Reading	8	44	9	80.0%	70.0%	39.0%	31	17
Southampton	6	67	16	76.0%	27.0%	72.0%	18	48
Medway	4	88	23	74.0%	69.0%	17.0%	61	15
Isle of Wight	10	44	11	75.0%	72.7%	18.2%	32	8
Oxfordshire	27	248	85	66.0%	63.0%	11.0%	155	27
Bracknell Forest	0	34	14	65.0%	0.0%	65.0%	0	22
Surrey	31	337	120	64.0%	48.0%	37.0%	163	124
<b>SE Participation Average</b>				<b>63.1%</b>				
East Sussex	24	157	59	62.0%	41.0%	43.0%	64	68
West Sussex	27	260	101	61.0%	38.0%	43.0%	99	111
Wokingham	1	57	22	61.0%	12.0%	60.0%	7	34
Buckinghamshire	19	187	92	51.0%	32.0%	33.0%	60	62
Kent	52	499	246	51.0%	41.0%	19.0%	206	95
West Berkshire	1	73	36	51.0%	0.0%	51.0%	0	37
Slough	1	38	20	47.0%	13.0%	42.0%	5	16
Windsor and Maidenhead	6	50	28	44.0%	0.0%	44.0%	0	22
Milton Keynes	1	99	63	36.0%	27.0%	18.0%	27	18

In only one case there is no museum provision within the local authority boundary – Bracknell Forest. Where we see no use of museums within the same local authority location, in the case of West Berkshire and Windsor and Maidenhead this is due to a lack of information rather than no provision.

- 6.13** To gain a long-term view of change we need to understand the figures in relation to an average Primary School participation rate across the reporting period. This approach helps reduce the impact of specific events such as the closure of a top 30 museum and indicates more robustly the relative performance of each location and how the information from a specific year relates to the long-term average.

Single Tier Local Authority	Average 04-10	Two Tier Local Authority	Average 04-10
Isle of Wight	<b>91.9%</b>	Hampshire	<b>72.3%</b>
Brighton and Hove	<b>85.7%</b>	Oxfordshire	<b>70.1%</b>
Portsmouth	<b>75.0%</b>	East Sussex	<b>65.0%</b>
Southampton	<b>74.1%</b>	Surrey	<b>64.0%</b>
Reading	<b>70.8%</b>	West Sussex	<b>63.1%</b>
Medway	<b>70.7%</b>	Buckinghamshire	<b>58.0%</b>
Bracknell Forest	<b>70.6%</b>	Kent	<b>51.3%</b>
Wokingham	<b>59.4%</b>		
West Berkshire	<b>52.4%</b>		
Slough	<b>52.0%</b>		
Windsor and Maidenhead	<b>48.7%</b>		
Milton Keynes	<b>45.1%</b>		

- 6.14** The table above shows the average primary school participation rates for the period 2004-10 by local authority. The local authorities in the un-shaded part of the table have figures below 63.3% - the average for all primary schools in the South East from 2004-10.

All of the local authorities with below average figures have no Hub museums and provision can be characterised as (predominantly) independent museums with limited resources and capacity. In 2009-10 eight authorities had higher primary school participation rates than their average for the past six years.

They were:

- Brighton and Hove
- Hampshire
- Medway
- Milton Keynes
- Portsmouth
- Reading
- Southampton
- Wokingham

## **Secondary School Participation**

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- 6.15** Secondary schools exhibit a different pattern when compared to primary schools. Over time, 2004-2010 there has been an 11.7% increase in the numbers of schools participating – compared to a standstill in the primary sector.

This though can be a very misleading statistic. Participation rates for secondary schools started at a much lower level than for primary schools – only 43.2% compared to 63.2%; and while the numbers have increased they remain almost 10% below those for primary schools.

What must also be considered is the relative numbers involved?

There are nearly 2,850 primary schools in the region compared to just over 500 secondary schools. This means that for each percentage point of participation there are nearly six primary schools to every secondary one. This would suggest very strongly that the region's museum learning offer is aimed at key stages one and two and that this focus has altered only slightly since 2004.

- 6.16** The South East secondary school average participation percentage has risen by 3.3% from 51.6% in 2008-2009 to 54.9% in 2009-2010. But, over the past three years there has been an overall 1.3% reduction in the numbers of South East secondary schools that have used the region's museums. As with the primary sector the increase compared to 2008-09 represents a recovery from the slump recorded in that year.
- 6.17** The local authorities which had the best performance in-terms of percentage of secondary school participation were the Isle of Wight (all secondary schools used a museum service at least once in 2009-10); Reading (88%); Wokingham (78%); Oxfordshire (71%); and Brighton and Hove and West Berkshire (70%).

All except Oxfordshire are Unitary Authorities with small numbers of secondary schools – this accounts for their high participation percentages. Oxfordshire has 27

participating secondary schools compared to all of the aforementioned Unitary Authorities whose combined total is only 33.

Secondary Schools' Participation 2004 - 2009							
Local Authority area	04-05	05-06	06-07	07-08	08-09	09-10	04-09 Change
Bracknell Forest	66.7%	83.3%	33.3%	33.3%	50.0%	67.0%	0.3%
Brighton and Hove	70.0%	70.0%	80.0%	60.0%	80.0%	70.0%	0.0%
Buckinghamshire	35.3%	47.1%	52.9%	61.8%	42.9%	43.0%	7.7%
East Sussex	44.4%	40.7%	63.0%	59.3%	50.0%	64.0%	19.6%
Hampshire	42.3%	42.3%	57.7%	60.6%	62.7%	69.0%	26.7%
Isle of Wight	60.0%	60.0%	100.0%	100.0%	100.0%	100.0%	40.0%
Kent	43.1%	41.2%	55.9%	52.0%	36.3%	46.0%	2.9%
Medway	36.8%	21.1%	47.4%	42.1%	47.4%	58.0%	21.2%
Milton Keynes	20.0%	20.0%	30.0%	60.0%	28.6%	14.0%	-6.0%
Oxfordshire	77.1%	77.1%	85.7%	77.1%	71.1%	71.1%	-6.1%
Portsmouth	20.0%	50.0%	80.0%	80.0%	84.6%	69.0%	49.0%
Reading	57.1%	28.6%	42.9%	57.1%	62.5%	88.0%	30.9%
<b>SE Participation</b>	<b>43.2%</b>	<b>44.7%</b>	<b>57.8%</b>	<b>56.2%</b>	<b>51.6%</b>	<b>54.9%</b>	<b>11.7%</b>
Slough	54.5%	72.7%	63.6%	63.6%	41.7%	33.0%	-21.5%
Southampton	57.1%	35.7%	100.0%	85.7%	43.8%	50.0%	-7.1%
Surrey	26.4%	30.2%	30.2%	39.6%	43.6%	47.0%	20.6%
West Berkshire	60.0%	50.0%	60.0%	30.0%	60.0%	70.0%	10.0%
West Sussex	40.5%	59.5%	64.9%	56.8%	61.9%	52.0%	11.5%
Windsor and Maidenhead	33.3%	11.1%	33.3%	11.1%	55.6%	22.0%	-11.3%
Wokingham	11.1%	33.3%	66.7%	55.6%	55.6%	78.0%	66.9%

- 6.18** Brighton and Hove, the Isle of Wight, Oxfordshire, Reading, West Berkshire, and Wokingham all have 70%+ participation.
- 6.19** East Sussex (64.0%), Hampshire (69.0%), Medway (58.0%), Reading (88.0%), Surrey (47.0%), West Berkshire (70.0%) and Wokingham (78.0%) have had their best year-to-date in terms of the percentage of participating secondary schools.
- 6.20** Although Milton Keynes has seen a rapid improvement in primary school participation, 2009-10 was their lowest year for recorded secondary school participation – only 14%.
- 6.21** Most local authorities had higher participation rates in 2009-10 than the previous year, with some notable exceptions – Brighton and Hove declined by 10.0%, Milton

Keynes by 14.6%, Portsmouth by 15.6%, Slough by 8.7%, West Sussex by 9.9% and Windsor and Maidenhead by 33.6%.

**6.22** The net effect of the individual changes in participation is that overall 27 more secondary schools participated in 2009-10 than in the previous year.

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%	0.0%	5	0
Reading	8	8	1	88.0%	88.0%	13.0%	7	1
Wokingham	1	9	2	78.0%	0.0%	78.0%	0	7
Oxfordshire	27	38	11	71.0%	68.0%	21.0%	26	8
Brighton and Hove	7	10	3	70.0%	60.0%	60.0%	6	6
West Berkshire	1	10	3	70.0%	0.0%	70.0%	0	70
Portsmouth	10	13	4	69.0%	54.0%	54.0%	7	7
Hampshire	51	75	23	69.0%	51.0%	41.0%	38	31
Bracknell Forest	0	6	3	67.0%	0.0%	67.0%	0	4
East Sussex	26	28	10	64.0%	29.0%	46.0%	8	13
Medway	4	19	8	58.0%	53.0%	26.0%	10	5
<b>SE Participation Average</b>				<b>54.9%</b>				
West Sussex	26	42	20	52.0%	14.0%	48.0%	6	20
Southampton	6	16	8	50.0%	13.0%	44.0%	2	7
Surrey	31	55	29	47.0%	13.0%	42.0%	7	23
Kent	52	113	61	46.0%	38.0%	17.0%	43	19
Buckinghamshire	19	35	20	43.0%	9.0%	40.0%	3	14
Slough	1	12	8	33.0%	33.0%	17.0%	4	2
Windsor and Maidenhead	5	9	7	22.0%	0.0%	22.0%	0	2
Milton Keynes	1	14	12	14.0%	7.0%	14.0%	1	32

**6.23** The table above gives a detailed breakdown of secondary schools' participation for the 2009-10 academic year.

In only one case there is no museum provision within the local authority boundary – Bracknell Forest. Where we see no use of museums within the same local authority location, in the case of West Berkshire and Windsor and Maidenhead this is due to a lack of information rather than no provision.

**6.24** To gain a long-term view of change we need to understand the figures in relation to an average secondary school participation rate across the reporting period. This approach helps reduce the impact of specific events such as the closure of a top 30 museum and indicates more robustly the relative performance of each location and how the information from a specific year relates to the long-term average.

Single Tier Local Authority	Average 04-10	Two Tier Local Authority	Average 04-10
Isle of Wight	<b>86.7%</b>	Oxfordshire	<b>76.5%</b>
Brighton and Hove	<b>71.7%</b>	West Sussex	<b>55.9%</b>
Portsmouth	<b>63.9%</b>	Hampshire	<b>55.8%</b>
Southampton	<b>62.1%</b>	East Sussex	<b>53.6%</b>
Reading	<b>56.0%</b>	Buckinghamshire	<b>47.2%</b>
Bracknell Forest	<b>55.6%</b>	Kent	<b>45.8%</b>
West Berkshire	<b>55.0%</b>	Surrey	<b>36.2%</b>
Slough	<b>54.9%</b>		
Wokingham	<b>50.1%</b>		
Medway	<b>42.1%</b>		
Milton Keynes	<b>28.8%</b>		
Windsor and Maidenhead	<b>27.7%</b>		

**6.25** The table above shows the average secondary school participation rates for the period 2004-10 by local authority. The local authorities in the un-shaded part of the table have figures below 51.4% - the average for all secondary schools in the South East from 2004-10. All of the local authorities with below average figures, except for Medway have no Hub museums and provision can be characterised as (predominantly) independent museums with limited resources and capacity. In 2009-10 eleven authorities had higher secondary school participation rates than their average for the past six years. They were:

- Bracknell Forest
- East Sussex
- Hampshire
- Isle of Wight
- Kent
- Medway
- Portsmouth
- Reading
- Surrey
- West Berkshire
- Wokingham

## **Museum Service Provision**

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- 6.26** No data was available for Bracknell Forest (no museum provision) and West Berkshire or Windsor and Maidenhead (no information provided by museums).
- 6.27** It is important here to note that the figures are not directly comparable with years previous to 2008-09. With the addition of registered English pre-school groups and nurseries to the database more information has been collected than ever before. Because previously it was not possible to include pre-school groups we cannot be certain about the level of museum activity that already existed.
- 6.28** In relation to 2008-09 there is a 482 increase in overall service numbers from 19,019 to 19,501 - the greatest number of recorded services of any of the years since records began in 2002.
- 6.29** Both BOB and KENT saw an increase in services delivered, HIOW and SEWS saw a decline. The following list shows the change in numbers of services (school visits to museums, museum staff visits to schools and loans) undertaken across each sub-region – comparing 2008-09 to 2009-10.
- BOB                    +523 services
  - HIOW                  -587 services
  - KENT                   +566 services
  - SEWS                  -149 services

The increase in BOB services can be attributed in the main to a return to full learning provision at both Pitt Rivers and the Ashmolean Museum of Art & Archaeology, who both underwent major onsite redevelopment in 2008-09. In HIOW the reduction in activity was most apparent at the Royal Naval Dockyard in Portsmouth, which had nearly 900 fewer visits than the previous year. One reason for this was the closure of the Mary Rose for essential conservation work. In KENT the increase was due to greater numbers of schools visiting Dover Castle – English Heritage actively promoted the site during this period as part of their Great Tower campaign; additional information provided by Maidstone Museum & Bentsley Art Gallery that was unavailable in the previous year; and a significant increase in activity at the Guildhall Museum in Medway.

	Local Authority Area	Museums In LA	Visits to Museums*	Visits to Schools	Loan of Collection	
<b>BOB</b>	Bracknell Forest	0	No Service	No Service	No Service	
	Buckinghamshire	19	959	18	0	
	Milton Keynes	1	91	0	15	
	Oxfordshire	27	2506	137	2	
	Reading	8	732	66	1226	
	Slough	1	10	19	32	
	West Berkshire	1	No Data	No Data	No Data	
	Windsor &	5	No Data	No Data	No Data	
	Wokingham	1	57	0	0	
	<b>BOB Summary</b>	<b>63</b>	<b>4355</b>	<b>240</b>	<b>1275</b>	<b>5870</b>
<b>HIOW</b>	Hampshire	51	2333	195	0	
	Isle of Wight	10	1565	0	523	
	Portsmouth	10	1735	0	0	
	Southampton	6	312	0	0	
	<b>HIOW Summary</b>	<b>77</b>	<b>5945</b>	<b>195</b>	<b>523</b>	<b>6663</b>
<b>KENT</b>	Kent	52	989	296	25	
	Medway	4	716	98	6	
	<b>Kent Summary</b>	<b>56</b>	<b>1705</b>	<b>394</b>	<b>31</b>	<b>2130</b>
<b>SEWS</b>	Brighton & Hove	7	1168	28	45	
	East Sussex	26	747	61	1	
	Surrey	31	663	199	358	
	West Sussex	26	1427	5	7	
	<b>SEWS Summary</b>	<b>90</b>	<b>4005</b>	<b>293</b>	<b>411</b>	<b>4709</b>
<b>SE Summary 2009-</b>		<b>286</b>	<b>16010</b>	<b>1122</b>	<b>2240</b>	<b>19372</b>

*An additional 129 services were provided as work placements and out of hours support for schools*

**6.30** The majority of activity remains facilitated and unfacilitated visits by schools and nurseries to museums - 82% of all recorded activity.

6.31 In all 2009-10 there was a 787 increase (on the previous year) in the numbers of school visits to museums, a decline of 111 in staff visits to schools and a reduction of 323 for recorded loans.

## School Museum Use - Primary

	Local Authority Area	Primary Schools	Services Used	Average Visits	Average Loans	All Service Average	
<b>BOB</b>	Bracknell Forest	34	233	2.2	4.0	6.3	
	Buckinghamshire	187	391	2.0	0	2.1	
	Milton Keynes	99	108	1.0	0.1	1.1	
	Oxfordshire	248	754	2.6	0	3.0	
	Reading	44	472	3.4	6.7	10.7	
	Slough	38	127	1.7	1.4	3.3	
	West Berkshire	73	307	1.5	2.6	4.2	
	Windsor & Maidenhead	50	197	1.1	2.7	3.9	
	Wokingham	57	262	3.4	1.1	4.6	
	<b>BOB Summary</b>	<b>830</b>	<b>2851</b>			<b>3.4</b>	<b>+0.2</b>
<b>HIOW</b>	Hampshire	447	2409	3.8	1.0	5.4	
	Isle of Wight	44	308	1.5	4.8	7.0	
	Portsmouth	54	378	6.8	0.1	7.0	
	Southampton	67	293	3.6	0.8	4.4	
	<b>HIOW Summary</b>	<b>612</b>	<b>3388</b>			<b>5.5</b>	<b>+0.7</b>
<b>KENT</b>	Kent	499	989	1.0	0	2.0	
	Medway	88	333	2.5	0	3.8	
	<b>Kent Summary</b>	<b>587</b>	<b>1322</b>			<b>2.3</b>	<b>+0.8</b>
<b>SEWS</b>	Brighton & Hove	59	538	7.7	0.3	9.1	
	East Sussex	157	342	1.9	0.1	2.2	
	Surrey	337	1112	2.3	0.6	3.3	
	West Sussex	260	679	2.5	0.1	2.6	
	<b>SEWS Summary</b>	<b>813</b>	<b>2671</b>			<b>3.3</b>	<b>+0.2</b>
<b>SE Summary 2009-10</b>						<b>3.6</b>	

6.32 There was been an increase in average service use across all of the sub-regions and an increase overall from 3.2 in 2008-09 to 3.6 in 2009-10.

## School Museum Use - Secondary

	Local Authority Area	Secondary Schools	Services Used	Average Visits	Average Loans	All Service Average	
<b>BOB</b>	Bracknell Forest	6	19	1.2	1.0	3.2	
	Buckinghamshire	35	56	0.4	0.6	1.6	
	Milton Keynes	14	12	0.7	0	0.9	
	Oxfordshire	38	152	3.0	0	4.0	
	Reading	8	57	1.1	2.3	7.1	
	Slough	12	100	2.6	4.5	8.3	
	West Berkshire	10	73	6.0	0.3	7.3	
	Windsor & Maidenhead	9	25	0.6	2.2	2.6	
	Wokingham	9	29	1.4	0.1	3.2	
<b>BOB Summary</b>	<b>141</b>	<b>523</b>			<b>3.7</b>	<b>-</b>	
<b>HIOW</b>	Hampshire	75	261	2.5	0.2	3.5	
	Isle of Wight	5	63	5.8	6.6	12.6	
	Portsmouth	13	59	4.3	0	4.5	
	Southampton	16	27	1.7	0	1.7	
	<b>HIOW Summary</b>	<b>109</b>	<b>410</b>			<b>3.8</b>	<b>+0.3</b>
<b>KENT</b>	Kent	113	192	1.3	0	1.7	
	Medway	19	88	2.5	0	4.6	
	<b>Kent Summary</b>	<b>132</b>	<b>280</b>			<b>2.1</b>	<b>+0.7</b>
<b>SEWS</b>	Brighton & Hove	10	71	2.3	0.1	7.1	
	East Sussex	28	82	1.9	0	2.9	
	Surrey	55	109	1.6	0	2.0	
	West Sussex	42	118	2.6	0.2	2.8	
	<b>SEWS</b>	<b>135</b>	<b>380</b>			<b>2.8</b>	<b>-0.2</b>
<b>SE Summary 2009-10</b>						<b>3.1</b>	

- 6.33 Average use by Secondary Schools has increased from 2.9 in 2008-09 to 3.1 in 2009-10. The greatest increase in use was in KENT, +0.7 – but KENT remains the sub-region with the lowest average only 2.1 uses each year of South East museum services by secondary schools.

## Section Seven: Recommendations

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- 7.1 Museums in the South East of England now have a more comprehensive and robust record of their engagement with schools than in any other part of the country. They are in a unique position to inform the current process of change being undertaken in the cultural sector. The Database provides local authorities, individual museums, national and regional bodies with the evidence they need to make informed decisions relating to future learning strategies and the delivery of services for schools. Through the publication of this report, it is hoped that the information it provides will be exploited to its full potential.

**Recommendation: That, museums, Local Authorities, national and regional bodies use this report and the database to evidence their decisions**

- 7.2 This is the final report that will be produced by Renaissance South East because this phase of Renaissance is coming to a conclusion. However it is hoped that the value of the Database will continue to be recognised by policy makers within the cultural sector allowing for the continuation of data collection in a way that is of greatest value to the sector and relevant to the strategic environment in which it will be operating in the future. Now that the principle of collecting robust data relating to schools' use of museums over a long period of time has been so firmly established amongst museums in the South East, there is an urgent need to keep the dataset up-to-date and accessible to the sector through the Schools4Museums website.

**Recommendation: Continue the database and data collection to support future plans and decisions by museums and cultural services particularly to show the impact of the recession and changes in legislation.**

- 7.3 The key findings of this latest review of the data must be taken into account in future decisions relating to museum learning provision and a number of questions need to continue to be asked:
- Can and should museum services continue to strive to deliver to more and more schools, or to focus on increasing the depth of participation with a more limited number of schools?
  - Should the focus be on those schools that currently use museums, but on an irregular basis because they present the greatest potential for increased participation?
  - Are there ways in which services for schools could be more evenly distributed across the region to provide more equal opportunities for school children to benefit from the learning opportunities provided by museums? As participation and provision are intrinsically

linked, the Kent sub-region has the lowest rates of participation; the lowest proportion of schools that use a South East museum at least once per term; and no museums in the top 10.

**Recommendation: Support development of museum learning services to provide more equal opportunities across the region**

- 7.4 With many changes being considered as a result of reductions in public sector spending, it must be noted that investment and participation are also linked. The sub-regions with well resourced local authority and commercially successful independent museums have increased both the number of schools and their frequency of use. A critical mass of well resourced museums needs to be retained to maintain participation rates because teachers become used to visiting museums, for example, along the South Coast.

**Recommendation: Continue investment in museums to maintain a critical mass of well resourced museums**

- 7.5 Dedicated learning staff remain vital to success: 97.7% of all recorded activity was provided by a museum with full or part time staff dedicated to schools' education.

**Recommendation: Support museum education services with dedicated learning staff**



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The project is managed and delivered by **Shaun Romain**

**Tel:** 07746298045

**Email:** s.romain@virgin.net

**For further details please contact:**

**Jo Bailey**

Hampshire County Council Museums and Arts Service  
Chilcomb House, Chilcomb Lane, Winchester SO23 8RD

**Tel:** 01962 826771

**Email:** jo.bailey@hants.gov.uk

Copies of this publication can be provided in alternative formats.  
Please contact Jo Bailey on 01962 826771.