

Peoples Postcode Lottery Impact Report 2018

Introduction

Science Museum Groups number one core objective is to increase *Science Capital* in our visitors and society.

This means we are committed to improve our visitors' relationship with Science Technology Engineering and Maths. When successful this feeling of engagement with STEM empowers people to feel confident to take part in scientific debate, important in today's society and has been shown by research to be a key indicator in young people deciding to choose a STEM related career.

With your help we have been able to Think Big, Tell Authentic Stories, Ignite Curiosity, Create Wonder and Be Open to All. To Inspire Futures.

This year the People Postcode Lottery supported five major visitor focussed events across SMG, reaching an additional 115,883 visitors.

Case Studies:

1. The Frankenstein Festival at SCM

Mary Shelley published Frankenstein in 1818 aged just 20. To celebrate the 200th anniversary the Science Museum hosted a festival to explore the moral and ethical issues highlighted by Shelley that are still very relevant today.

A series of innovative storytelling performances made up the core of the festival. Pioneering scientists, dramatic interactions, and fascinating insights into our collection transformed the museum into a Frankenstein extravaganza exploring the artificial creation of life.

The festival reached 13,000 visitors of all ages (3,000 more than expected) and was a resounding success.

2. Lates Event at National Science and Media Museum

NSMM is situated at the heart of the city of Bradford, the city with the youngest population in the UK.

It is a time of re generational change both at the museum and in the city itself and the museum is developing its programming to reflect the role of the museum as a key community asset that is used by the whole city as well as a national museum.

PPL funding allowed us to create a series of special Lates events including one held to coincide with the Soyuz space capsule tour.

The Late Events attract the youthful population of Bradford to the museum outside of usual operating hours. These events are attracting more than 600 visitors and positive press, building on this as a new programme for the Museum and for Bradford.

3. Future Engineers at NRM

The future Engineers exhibition at the Railway Museum is designed to inspire the next generation of Engineers by focussing on Engineering skills and attitudes and allowing young people to take part in themed activities and meet real life engineers, to talk to them about their jobs, their lives and the different pathways into Engineering careers. During its short run 28,508 visitors came along, a huge success.

4. Robots Touring Exhibition at SIM

This year the PPL players funded the *Robots* touring exhibition visit to Science and Industry Museum in Manchester. MSI were also able to use the support from PPL to create additional resources for families to facilitate their visit to the exhibition and increase their engagement with the amazing robots on display. 66,826 visitors enjoyed the Robots Exhibition at Manchester - making it the Museum's most successful paid for exhibition.

5. Live Science at SCM

One really impactful way of making our visitor feel inspired and engaged by science is to provide encounters with working scientists and encourage visitors to take part in live scientific research. These encounters and conversations break down negative stereotypes around scientists and science work and make science more relatable to visitors who do not work in STEM related careers. Funding from players enabled us to engage more than 4000 visitors in Live Science Events where not only did they get to meet real scientists but the scientists were able to carry out important research through large scale experiments.

Summary of Impact 2018

Each of these five events have been evaluated against our Science Engagement measures to ensure that they maximise our potential for facilitating a positive relationship towards Science Technology Engineering and Maths and helping to grow Science Capital in our visitors.

The people's postcode lottery has allowed us to positively engage **with 115,00 more visitors**, broadening our reach and contributing to our wider mission, vision and values to Inspire Futures and the next generation of Scientists and Engineers.