

ECONOMIC & SOCIAL IMPACT 2018 – 2019

A COMMUNITY OF MUSEUMS

National Museums NI is a registered charity* that runs a group of exceptional museums on behalf of, and in collaboration with, the great people in this part of the world. Our museums play a distinct and special role in the local community. Each one cherishing and protecting the things that are easily forgotten in this busy world – our skills, values, stories and traditions.

The positive economic impact generated by our museums allows us to invest to achieve the biggest possible social impact by connecting museum collections with people and improving the lives of citizens.

Our museums include:
Ulster Museum
Ulster Folk Museum
Ulster Transport Museum
Ulster American Folk Park

*charity number 103729

WE FOCUS ON FIVE AREAS OF SOCIAL IMPACT:

1. VISITOR WELLBEING

Evidence suggests that attending museums and participating in cultural heritage activities has a valuable impact on the wellbeing of the individuals involved.

2. SKILLS FOR THE FUTURE

Northern Ireland is home to approximately 484,000 young people with 111,000 children living in poverty. Museums have significant potential for improving educational attainment levels and building skills and confidence through school programmes and youth engagement initiatives.

3. INCLUSIVE COMMUNITY ENGAGEMENT

Our social inclusion activities span a number of areas, engaging with various marginalised and at-risk groups. With four museums spread across Northern Ireland, we have a unique capacity to design flexible and targeted programmes to engage with hard-to-reach groups and improve social outcomes.

4. CONNECTIONS TO THE PAST

With 1.4 million objects in the national collection, National Museums NI cares for and presents inspirational and challenging exhibitions reflecting the creativity, innovation, history and culture of this great part of the world. We will continue to make strategic investments to preserve the heritage and history of Northern Ireland and make it accessible to the wider community.

5. A SAFE SPACE FOR PEACEBUILDING

Northern Ireland is on a journey to resolve the legacy of our past and build a better future for all of us. With a mandate to promote awareness and understanding, our museums are uniquely placed to provide a safe, shared space for building understanding and greater social cohesion.

FOR EVERY £1 INVESTED IN NATIONAL MUSEUMS NI, WE'VE GENERATED:

£6

IN ECONOMIC AND WELLBEING CONTRIBUTION

National Museums NI's economic and social impact 2018-19 has been independently evaluated by Hatch Regeneris.

For more information on our work, visit nmni.com or get in touch:

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The work of National Museums NI is supported by the Department for Communities

1. VISITOR WELLBEING

£28M

Delivered in wellbeing value through our core museum services



2. SKILLS FOR THE FUTURE

£605K in social value delivered by developing skills for the future



Early interventions

2,000

Parents and children from socially disadvantaged areas involved in parental engagement programmes

100%

Of teachers agreed that our parental engagement programmes build positive relationships between staff and parents



Formal education

470

Teachers attended museum workshops

54,200

Pupils from primary and secondary schools engaged

Inspiring the next generation

11,600

Participants involved in STEM workshops

29

Young people using creativity to build the museum of the future in Reimagine Remake Replay



4. CONNECTIONS TO THE PAST

£564K delivered through creating connections to the past with communities



Preserving our heritage

120

Participants on the Urban Villages Programme

Traditional crafts

15

Parents from socially disadvantaged areas regularly attending Craft in Mind sessions

Community curation

780

Visits from Men's Sheds including curation of their own exhibition at Ulster Museum

Sharing our heritage

46

Loans to other institutions locally, nationally and internationally



5. A SAFE SPACE FOR PEACEBUILDING

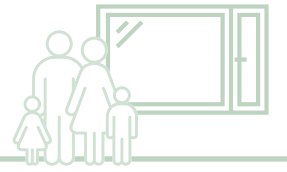
£1.3M

In value delivered through good relations and social cohesion projects



3. INCLUSIVE COMMUNITY ENGAGEMENT

£5.2M in value delivered through our inclusive community engagement programmes



Inclusion for older people

730

Regular attendees at inclusion programmes such as Live Well and Treasure House

96%

Of older people in the Treasure House programme reported an increase in confidence



97%

Of older people in the Live Well programme reported learning something new

Engagement for all

840

Families from areas of social deprivation

330

Job seekers engaged

7,800

Special education needs and/or disability learners

120

Rehab users engaged

840

Special education school students

18

People with brain injuries visited



15

Young offenders and 30 parents attended All participants in museum programmes

99

Volunteers contributed the equivalent of 80 hours per week



THE GROWTH OF MUSEUM VISITORS

Our visitors are at the heart of everything we do.

905,100
Visitors

101% since 2001/02

70%

of visitors from NI Proud to serve NI communities

79%

Uplift in website visits in the past 2 years

291,000

Out-of-state tourist visitors 74% growth since 2012/13

ECONOMIC IMPACT

£37M

Total economic contribution

Including:

£7.4M

Spent on NI based suppliers

By attracting out-of-state visitors, we support a further:

£14M

Spent on NI suppliers

214

people employed on an FTE basis

280

FTE jobs in the NI visitor economy

FTE: Full-time equivalent

TOTAL WELLBEING CONTRIBUTION

£36M

5. A SAFE SPACE FOR PEACEBUILDING

£1.3M

In value delivered through good relations and social cohesion projects



177,000

Visitors to the Troubles and Beyond exhibition in Ulster Museum

5,000

Expected participants on the Making the Future programme



96%

Of visitors to the Troubles and Beyond exhibition reported feeling an emotional impact

