

Making a difference: the cultural impact of museums

Appendices

Appendix 1: Cultural outcomes & values

Gifts of the Muse, 2005 (a)	An Architecture of Value, 2007 (b)	Generic Learning Outcomes, 2004 (c)	Generic Social Outcomes, 2005 (d)	Outcomes of engagement in culture & sport, 2009 (e)	DCMS, Public Value, 2010 (f)
Instrumental benefits	Communal meaning	Activity, behaviour & progression	Health & wellbeing	Achievement	Education / human capital
Intrinsic benefits	Economic & social benefits	Attitudes & values	Strengthening public life	Bequest value	Income / employment
	Human interaction	Enjoyment, inspiration, creativity	Stronger & safer communities	Citizenship	Innovation / creativity/ research
	Imprint of the arts experience	Knowledge & understanding		Community cohesion	Local identity
	Personal development	Skills		Community identity	Mental wellbeing
				Continuity with the past	National identity
				Creativity	Networks
				Diversion & release	Physical health
				Employment	Quality of place
				Enjoyment	Redistribution
				Escape	Regeneration
				Existence value	Skills
				Expression	Social capital
				Health	Supporting business
				Income	Sustainability
				Innovation	
				Inspiration	
				International reputation	
				Knowledge of culture	
				National pride	
				Option to use	
				Productivity	
				Reduced crime	
				Self esteem	
				Self identity	
				Shared experience	
				Skills/competence	
				Social capital	
				Solace/consolation	
				Understanding others' cultures	

Sources:

- a) McCarthy et al, 2005. For details see Appendix 1a
- b) Brown, 2006; For details see Appendix 1b
- c) <http://www.inspiringlearningforall.gov.uk/toolstemplates/genericlearning/> (retrieved 27/07/2010). For details see Appendix 1c
- d) <http://www.inspiringlearningforall.gov.uk/toolstemplates/genericsocial/> (retrieved 27/07/2010). For details see Appendix 1d
- e) CASE, undated b
- f) DCMS, 2010

Appendix 1a: Sub categories of benefits from Gifts of the Muse, 2005

Instrumental benefits	Cognitive benefits
	Attitudinal & behavioral benefits
	Health benefits
	Community-level social benefits
	Economic benefits
	Art as a communicative experience
Intrinsic benefits	What the artist conveys
	Aesthetic experience & its intrinsic benefits
	Immediate intrinsic benefits inherent in the arts experience
	Expansion of individual capacities
	Contributions to the public sphere

Source: McCarthy et al, 2005

Appendix 1b: Clusters and a map of benefits from *An Architecture of Value*, 2006

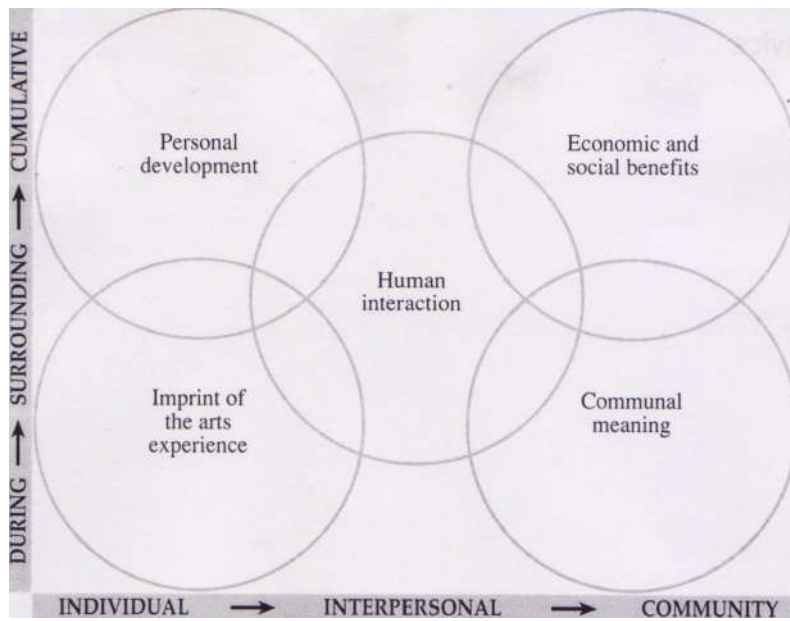


Figure 2. Five clusters of benefits.
Adapted from Gifts of the Muse, RAND Corporation

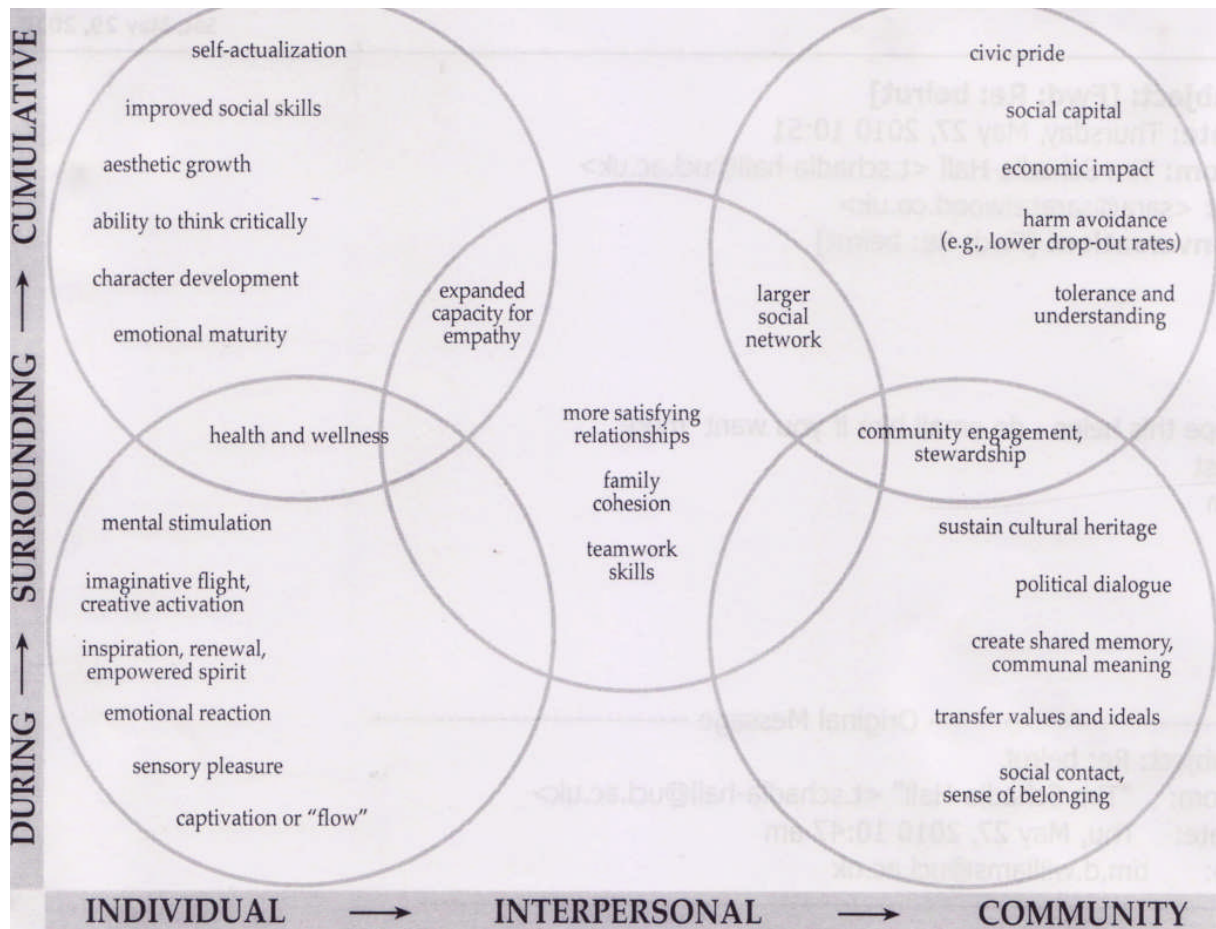


Figure 3. A map of arts benefits. Adapted from Gifts of the Muse, RAND Corporation

Appendix 1c: Sub categories of outcomes from the Generic Learning Outcomes, 2004

Knowledge & understanding	Deepening understanding
	How museums, libraries and archives operate
	Knowing what or about something
	Learning facts or information
	Making links and relationships between things
	Making sense of something
Skills	Being able to do new things
	Communication skills
	Information management skills
	Intellectual skills
	Knowing how to do something
	Physical skills
	Social skills
Attitudes & values	Attitudes towards an organisation
	Empathy
	Feelings
	Increased capacity for tolerance
	Increased motivation
	Opinions about ourselves (e.g. self esteem)
	Opinions or attitudes towards other people
	Perceptions
	Positive and negative attitudes in relation to an experience
Enjoyment, inspiration & creativity	Being surprised
	Creativity
	Exploration, experimentation and making
	Having fun
	Innovative thoughts
Activity, behaviour & progression	A change in the way people manage their lives
	Reported or observed actions
	What people do
	What people have done
	What people intend to do

Source: <http://www.inspiringlearningforall.gov.uk/toolstemplates/genericlearning/> (retrieved 27/07/2010).

Appendix 1d: Sub categories of outcomes from the Generic Social Outcomes, 2005

Stronger & safer communities	Contributing to crime prevention and reduction
	Encouraging familial ties and relationships
	Improving group and inter-group dialogue and understanding
	Supporting cultural diversity and identity
	Tackling the fear of crime and anti-social behaviour
Strengthening public life	Encouraging and supporting awareness and participation in local decision-making and wider civic and political engagement
	Building the capacity of community and voluntary groups
	Enabling community empowerment through the awareness of rights
	Encouraging healthy lifestyles and contributing to mental and physical well being
	Improving the responsiveness of services to the needs of the local community
	Providing safe, inclusive and trusted public spaces
Health and wellbeing	Helping children and young people to enjoy life and make a positive contribution
	Supporting care and recovery
	Supporting older people to live independent lives

Source: <http://www.inspiringlearningforall.gov.uk/toolstemplates/genericsocial/> (retrieved 27/07/2010)

**Appendix 2: AHRC-funded projects,
Collaborative Doctoral Awards, 2009**

British Library	University of Lincoln, Sciences	Optimising the environment for large-scale library storage
British Library	University of Sussex, History of Art	The photography of Fay Godwin
British Museum	King's College London, Menzies Centre for Australian Studies	Historicising the British Museum's Australian Aboriginal and Torres Strait Islander collection
British Museum	Queen Mary, University of London, Geography	Palaeolithic archaeology of the Solent River: human occupation in its stratigraphic context
British Museum	University College London, Institute of Archaeology	Dress, Adornment and Identity in Late Iron Age and Roman Britain
British Museum	University of Bristol, School of Arts	Coins on the Swahili Coast 800-1500
British Museum	University of Cambridge, Archaeology	Investigating socio-economic transformations in highland Southwest Iran during the 5th millennium BC
British Museum	University of Exeter, History	Paper money, forgers and forgery, 1776-1826
British Museum	University of Leicester, Archaeology & Ancient History	The Kingdom of Kush: the archaeology of its development
British Museum	University of Leicester, Archaeology & Ancient History	A study of late Hallstatt and early-middle La Tène brooches in Britain
British Museum	University of Manchester, Arts, Histories & Cultures	Identity and symbolism: the meanings of early prehistoric stamp seals in the late Neolithic Middle East
British Museum	University of Oxford, Geography	Back to nature?: Geologically-informed consolidation techniques for conserving stone artefacts in museum collections
Glasgow Museums	University of Strathclyde, History	Glasgow's War and the Challenge to Masculinity in the Reserved Occupations, 1939-45: Recovering Gender Identities in Oral Narratives & Public History
National Archives	University College London, Library, Archive & Information Studies	We think, not I think' Harnessing collaborative creativity to archival practice; implications of user participation for archival theory and practice.
National Library of Scotland	University of Edinburgh, Geosciences	Printing and mapping the world: the Bartholomew Archive and networks of publishing and geographical knowledge, c.1830-c.1980
National Library of Scotland	University of Edinburgh, Literature	The John Murray Archive: Author-Publisher Relations in the 19th Century
National Maritime Museum	Roehampton University, School of Arts	The Queen's House at Greenwich: the material cultures of the courts of Anna of Denmark and Henrietta Maria (1603-1669)
National Maritime Museum	University of Sussex, History of Art	The visual imagery of the Thames c.1680-
National Museums of Scotland	University of Stirling, Modern Languages & Cultures	Tibetan Collections in Scotland 1890-1930: using material culture to establish a critical historiography of missionary and military intent
Science Museum	University College London, History of Art	Preserving skin: the collection and preparation of tattoos in late nineteenth-century France
Science Museum	University of Manchester, Life Sciences	Negotiating 'Progress': Promoting 'Modern' Physics in Britain 1900-1940
Tate Britain	University College London, History of Art	Drawing Strategies in the 1960s and 1970s
Tate Britain	University of Leicester, History of Art & Film	JMW Turner and German Romanticism: The influence of German thought on the work and reception of Turner
Victoria & Albert Museum	Royal College of Art, History of Design	Japanese Design in the Bubble Economy

Source: <http://www.ahrc.ac.uk/FundingOpportunities/Documents/CDA%2009%20Outcomes%20for%20the%20website.pdf>

Appendix 3: Possible overlaps between cultural impacts identified here and DCMS-family outcomes & values frameworks

Making a difference	Examples cited	Possible comparators			
		Generic Learning Outcomes, 2004	Generic Social Outcomes, 2005	Outcomes of engagement in culture & sport, 2009	DCMS, Public Value, 2010
Saying the unsaid: people articulating & exploring sensitive and difficult issues within the context of a national institution	• Helmland: the Soldiers Story ; Queen and Country; • The International Slavery Museum	Empathy/ Feelings		Solace & consolation/Expression	
Integration & belonging: people creating links within local communities and society	Refugee Week; Refugee Heritage project; Belonging: Voices of London's Refugees ; • Sh[out] Your Stories ; Engaging Refugees and Asylum Seekers; Mind the Gap' Swans of the Tyne; Learning Volunteer Programme; Tracey Emin: 20 Years,	Increased capacity for tolerance	Enabling community empowerment through the awareness of rights	Understanding others' cultures	Social capital/ Mental wellbeing
Shifting attitudes & changing perceptions: people opening themselves up to different perspectives	• Inside Art • Family Man	Making links and relationships between things/ Increased motivation			
• Recognising & envisaging potential	• Shirley Hughes, Alfie, Dogger and friends • in Touch: Museum Volunteer Accreditation Programme			Social capital	
• Personal histories	• Spirit of the Blitz • Women of the Air Force	Perceptions/ Opinions about ourselves (e.g. self esteem)/ Opinions or attitudes towards other people	Encouraging familial ties and relationships	Self esteem/ Self identity	Local/ National identity

Appendix 3 (continued)

Making a difference	Examples cited	Possible comparators			
		Generic Learning Outcomes, 2004	Generic Social Outcomes, 2005	Outcomes of engagement in culture & sport, 2009	DCMS, Public Value, 2010
<ul style="list-style-type: none"> Influences 	<ul style="list-style-type: none"> Inspired by Soane: MacCormac Meier Moneo Navarro Retrace your Steps: Remember Tomorrow at the Soane Museum Will Alsop at the Soane: Beauty, Joy & The Real 150 			Inspiration	
<ul style="list-style-type: none"> National identity 	<ul style="list-style-type: none"> Great Britons The Churchill Museum Their Past Your Future 		Improving group and inter-group dialogue and understanding	National pride	
Changing the culture of museums internally & externally	<ul style="list-style-type: none"> Slavery & Nature Learning Volunteer Programme Tate Encounters Armouries' Square Converse Conflicts of Interest Who am I? Holocaust Exhibition 			Supporting business	

Appendix 4: Evidence submitted																
		economics & regen	research	empathy & understanding	history & the world	marginalisation	community engagement	institutional interests	current	media partnership/ involvement	controversial/ sensitive	challenging perceptions	association & identity	national initiatives	featured	
British Library	The Value of the British Library	√			√			√	√							1
	Measuring our Value	√	√					√								1
	Learning at the British Library				√			√	√	√			√			
British Museum	A History of the world in 100 objects			√	√		√	√	√	√		√	√	√		1
Culture & Sport Glasgow	The Burrell Collection	√	√													1
	sh[OUT] Your stories			√		√	√				√	√	√			1
Imperial War Museum	Churchill Museum and Cabinet War Rooms				√			√					√			1
	Art Commissioning: Queen & Country			√	√		√		√		√	√	√			1
	Holocaust Exhibition			√	√		√	√	√		√	√	√			1
	Their Past Your Future Evaluation			√	√		√	√			√	√	√			1
	War Story			√	√		√	√	√		√	√	√			1
	Veterans North			√	√		√	√	√			√	√			1
	IWM volunteer network				√		√	√	√							1
	Volunteers programme at IWM North					√	√	√	√							1
	IWM visitors experience			√	√											
Museum of London	The National:Regional Loan Scheme				√							√				1
	Refugee Heritage Project			√	√	√	√				√	√				1
	Belonging: Voices of London's Refugees			√	√		√	√		√	√	√				1
National Army Museum	Helmland: the Soldiers Story			√	√		√				√	√	√			1
	Conflicts of Interest			√	√		√		√		√	√	√			1
National Galleries of Scotland	Parallel Lives 2. See the Future			√		√	√									1
	Prisoners' Portraits 2010			√		√	√									
	Tracy Emin + Streetwork UK			√		√	√									1
	Artist-led workshops into Poverty & Scottish Pensioners			√		√	√									
	Artist Rooms			√				√								
National Gallery	Inside Art: project with Feltham Young Offenders Institute			√		√	√									1
	Director's access evening					√		√								
	Inside teacher training: cultural placements							√								

Appendix 4: Evidence submitted																
		economics & regen	research	empathy & understanding	history & the world	marginalisation	community engagement	institutional interests	current	media partnership/ involvement	controversial/ sensitive	challenging perceptions	association & identity	national initiatives	featured	
National Library of Scotland	Development of strategic performance information at the National Library of Scotland							√	√							1
	John Murray Archive: Audience Research and Interpretation							√	√							
National Maritime Museum	Sea Britain/ Official Nelson Commemorations Committee				√		√	√		√			√	√		1
	Understanding Slavery Initiative		√	√	√	√	√	√			√	√		√		1
	The Queen's House & Greenwich				√			√	√							1
	CLIWOC (Climatological Database of World's Oceans)		√		√			√						√		1
National Museum of Science & Industry	Science Museum's Launchpad Gallery				√			√				√	√			1
	Science Museum's Talk Science project							√				√	√			1
	Science Museum's Who Am I? Gallery					√		√	√			√	√			1
	Science Museum's Dana Centre				√			√				√	√			
	National Media Museums & Bradford's City of Film Status				√			√	√							1
	National Media Museums' s Youth Media TV Project					√		√				√	√			
National Museums Liverpool	Paul's Story					√		√				√	√			1
	Spirit of the Blitz			√	√		√						√			1
	Art project with Kensington Youth Inclusion Group					√						√				
	Engaging Refugees and Asylum Seekers			√		√					√	√	√			1
	International Slavery Museum			√	√	√		√	√		√	√	√			1
National Museums Scotland	Gunnister Man				√		√			√			√			1
	Royal Museum								√							
	Scotland: a changing nation				√								√			
National Portrait Gallery	Gay Icons			√	√	√		√			√	√				
	displays & events marking the bicentenary of the abolition of the slave trade			√	√	√		√			√	√	√			
	Mario Testino							√								

Appendix 4: Evidence submitted																
		economics & regen	research	empathy & understanding	history & the world	marginalisation	community engagement	institutional interests	current	media partnership/ involvement	controversial/ sensitive	challenging perceptions	association & identity	national initiatives	featured	
	Sam Taylor Wood, Davd Beckham							√								
	Great Britans				√		√	√		√			√			1
	Brilliant Women				√			√								
	Women Travellers				√			√								
Natural History Museum	Slavery & Nature		√	√	√		√	√			√	√	√			1
	Real World Science				√			√				√	√			1
	Following Footprints with Families and Friends				√	√										
	Wild World Summer. Habitat Challenge				√	√	√									
	Darwin Communications				√			√				√		√		1
	Brand shift				√			√	√			√		√		1
	Biodiversity Heritage Library				√			√	√							
	Encyclopedia of Life				√			√	√							
	Volunteer, engage, learn. A new volunteer programme							√				√	√			1
Royal Air Force Museum	Women of the Air Force		√		√	√	√		√	√	√	√	√			1
Royal Armouries	Impact				√			√			√	√				1
	Farewell to Arms				√						√	√				
	Armouries Square						√	√			√	√				1
	Converse						√	√			√	√				1
	Controal the Arts Trade		√					√			√	√				
Sir John Soane's Museum	Will Alsop at the Soane: Beauty, Joy & The Real							√					√			1
	Inspired by Soane. McacCormac, Meier, Moneo, Navarro							√					√			1
Tate	Spontaneous visitors comments							√								
	Tate Britain learning programmes: Schools, Teachers; Informal & Adult programmes; Community Outreach; Interpretation; Tate Forum				√	√		√	√			√	√			1
	Tate Encounters															1
Tyne & Wear Archives & Museums	Exploring Literacy through Museums							√								
	CultureShock						√	√	√	√			√			1
	Mind the Gap			√		√	√				√	√	√			1

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		economics & regen	research	empathy & understanding	history & the world	marginalisation	community engagement	institutional interests	current	media partnership/ involvement	controversial/ sensitive	challenging perceptions	association & identity	national initiatives	featured
	Swans of the Tyne			√	√	√	√				√	√	√		1
	Family Man					√	√			√	√		√		
V&A	HLF Capacity Building and Cultural Ownership; exhibitions & events programme					√	√	√							1
	150							√					√		1
Wallace Collection	Cultural impact of museums statement							√							