

## **Ten good reasons to be advocates for Renaissance:**

1. The Renaissance funding programme has significantly contributed to the transformation of non-national English museums whereby visitor numbers, access to collections and user satisfaction are at an all time high: visits to Hub museums are up 42% since 2002/3 and 74% of visitors are 'very satisfied' with their visit. In 2008/09 alone there were 15.8 million visits to Renaissance funded museums.
2. Renaissance helps to improve access to important collections: 80% of Hub museum visitors think that collections are relevant to them and that there is good access to collections (either in the museum or digitally). In the 2009/11 funding period, 23% of Renaissance Hub funding is allocated to collections access, management and development.
3. Renaissance museums are developing the status and confidence to leverage further funding and support: in a review of the Accreditation scheme 77% of 371 museums surveyed said that Accreditation had helped them access sources of funding (such as Heritage Lottery funding).
4. Renaissance involves everyone in preserving, defining and exploring identity and heritage: In 2008/09 there were over 3.3 million visits to Hub museums from priority hard to reach groups, up 3% since 2007/08.
5. Museums are accessible public places at the heart of communities that reflect and involve the communities they serve: in a 2008/09 Hub exit survey 76% of respondents said that the museum helps visitors understand more about the local area and its people; 86% said that the museum helped to build pride in the local area and 86% felt that the museum was a place for the whole community.
6. The museums sector is an economic asset not an economic drain. Museums are a major tourism draw: A sizable proportion of visitors to Hub museums are from other parts of the UK (21%) or overseas (8%). Museums also support a large workforce - there are around 2000 museums in England, employing over 27,600 people, with over 4300 employed in local authority museums (2006).

7. Renaissance is crucial in improving education: over £12 million has been invested by Renaissance on Hub museums' education programme delivery plan. 28% of Renaissance Hub investment in 2009-2011 is allocated to school age children. There were 4.4 million visits by children (aged 0-16) to Renaissance-funded museums in 2008/09, up 73% on 2002/03.
8. Renaissance also supports learning outside the classroom for adults as well as children and young people: 94% of adult visitors to Hub museums perceive the museum as somewhere to learn. In 2008/09 there were over 664,000 instances of on-site activity with adults (up 37% since 2006/07) and over 268,000 instances of outreach activity with adults. In 2008/09 Renaissance Hub museums worked with over 3,400 adult community groups.
9. Museums play a vital role in improving the quality of life for local people and communities: the 2009 Renaissance Review showed that the main reasons for visiting museums were a) social/recreational b) educational and c) reverential (a place of peace and fantasy to escape daily routine).
10. In the 2008/09 Hub Exit Survey 65% of visitors said the museum was good/excellent at inspiring them to use what they had done or seen in other aspects of their life. 84% of visitors said the museum engaged their emotions and 88% said the museum engaged their mind.