

# SOCIAL RETURN ON INVESTMENT EXECUTIVE SUMMARY

This report provides evidence of the impact of the Museum of Making project with an assessment of the outputs and outcomes that the project aimed to achieve - these were set out at the beginning of the process. It calculates the Social Return On Investment (SROI) of elements of the capital development and the ongoing operation of the Museum of Making by Derby Museums and highlights some of the personal impacts that volunteers, involved in the making of the museum, have experienced.

SROI is a tool to facilitate an assessment of the social, environmental and economic value of outcomes generated as a result of a project or organisation.

The assessment captures both positive and negative outcomes, monetising the impact to produce a ratio of the social value created for every £1 of investment.

The approach to delivering the SROI evaluation was developed between evaluators and Derby Museums to fulfil the requirements of the SROI approach. It is underpinned by relevant good practice including the production of an Outcomes Map underpinned by a Story of Change.

The methodology underpinning this is an evaluative SROI, based on actual costs and outcomes assessed through a combination of primary, (e.g., surveys) and

secondary, (e.g., academic) information and data collated during the development and initial operation of the Museum of Making.

The Museum of Making was developed over the last decade to be a place of public pride representing the 'soul of the city'. It has had over £18m of grant funding from the National Lottery Heritage Fund, Arts Council England and D2N2 Local Enterprise Partnership alongside support from Derby City Council, Rolls-Royce and a range of charitable trusts and foundations.

The overall Museum of Making project has three themes:





- **INSPIRED BY THE MAKERS OF THE PAST.**  
Shaping the way in which Derby is understood and appreciated.
- **MADE BY THE MAKERS OF TODAY.**  
Pursuing mutual relationships with others through the citizen curator approach.
- **EMPOWERING THE MAKERS OF THE FUTURE.**  
Inspiring people to see themselves as the next generation of innovators, makers and creators. Delivered through activity programmes linked to STEAM (Science, Technology, Engineering, Arts and Mathematics) using the spirit of enlightenment to add arts to the traditional STEM subjects.

The world has changed significantly since the project first started. No one could have foreseen the COVID-19 pandemic that created such a challenge for the delivery of the museum and its participatory approach at such a crucial time in the final stages of construction and fit out. The creativity, flexibility and resilience needed within the organisation and project team was essential to navigate these challenges and to enable the Museum of Making to be completed and launched only six months later than originally planned.

It is clear that the selection of IPI Approach for the construction process delivery of the project played a significant part in this achievement. The collaborative approach and focus on what was best for the project

succeeded in identifying solutions for a number of areas which otherwise would have been significant issues for the success of the project and increased the final project costs.

There is clear evidence of the significant impacts the Museum of Making has had on Derby, its communities, visitors, participants, staff, volunteers, makers and artists, as well as the organisation itself, Derby Museums, and the museums sector more widely.

- Derby Silk Mill, widely regarded as the site of the world's first fully mechanised factory, has been saved, protected and enhanced.
- The Grade 1 listed 18th Century Robert Bakewell gates have been fully conserved and reused.
- 100% of Derby Museums 'collections of making' are publicly accessible for the first time.
- 1,566 people were actively involved in making the museum, gaining new skills, and contributing to over 400,000 hours of in-kind support.
- 52 direct FTE (full-time equivalent) equivalent contracted jobs and an estimated 153 indirect jobs have been created.





- 7,944 people participated in informal learning opportunities in 2022/23.
- Annual Economic Impact to Derby estimated at almost £4 million p.a.<sup>2</sup>
- For every £1 invested, Derby Museums can claim £5.86 of social value over five years attributed to the Operational phase of the Museum of Making.
- Volunteers increased their higher-level practical skills.
- Volunteers reported a notable increase in their self-ratings of confidence, self-esteem as a result of their engagement with the Museum of Making.
- Visitors reported that they were more likely to visit other museums or take part in the wider cultural offer.
- Visitors reported a significant increase in their knowledge of Derby / Derbyshire heritage and Makers of the past and present.
- Makers highlighted the role of the museum in networking and collaborating with their peers.
- The Museum of Making has been recognised with a wide range of awards locally and nationally, including being a Finalist for Art Fund Museum of the Year Award 2022.

The application of the SROI evaluation process to a project with the complexity of the Museum of Making has been challenging for the Internal Evaluation Team and the consultants that have supported the process. The experience of the evaluation and the quantity of rich data that was collected from participants throughout the

<sup>2</sup> Methodology used to calculate Annual Economic Impact <https://aim-museums.co.uk/wp-content/uploads/2019/10/Economic-Impact-Toolkit-2019.pdf>

process is extremely valuable and will have application for planning future project work and providing evidence of impact for securing future funding.

The Museum of Making and its innovative approach has been documented in publications and shared as a case study by a wide range of organisations in the museum sector and beyond, this contributed to raising the profile of Derby Museums as an organisation with an influence that goes beyond its size.

When the project was in its early scoping phases, terminologies such as Human-Centered Design, Community Co-production and STEAM were new to the museum sector and to the organisations that fund museum and heritage work. Derby Museums has worked hard to change this, demonstrating the need to put communities at the centre of their work, sharing and exchanging knowledge and skills to develop collections, experiences and stories that are relevant and important to people's lives today.

Working in this iterative way it is not always possible to know at the outset exactly what shape a project will take and what the final result will look like and this was at times a challenge to funders and stakeholders. However, thanks to the trust shown in the project team and flexibility given by the key funders in those early stages, the Museum of Making was created - inspired by the makers of the past, made by the makers of today and to empower the makers of the future.



“Confirmed for me that a museum can be involving and this one in particular is an **outstanding achievement** that has potential to make Derby even better”

*Museum of Making visitor*

**For every £1 invested,  
Derby Museums  
can claim...**



**£5.86 social value**

