

*Exploring how long-term  
impact of social inclusion  
programmes can shape  
future participants'  
experiences*

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# Introduction

- Museum of London
- My role – Inclusion Officer
- Overview of Inclusion Programme
- Aims of this presentation
  - How programme sustains relationships
  - Evaluation methods used
  - Limitations of these and how they lead to MA dissertation study
  - Overview study: aims, methodology, results
  - How the results feed into shaping future programming



# Sustaining relationships with participants and partner organisations

- Intense participation (First 3 years – 1700 attendances by 150 people = 11 per participant)
- Participation in multiple projects
- Long-term projects e.g. *Late:Create*
- Continued referrals from organisations and tailoring projects to match service users.



# Evaluation techniques utilised

- Observation diaries
- Anonymous feedback throughout projects
- Summative evaluation
- External evaluation
- BUT ...



# Limitations of evaluation methods

- Long-term impact and how and whether outcomes are sustainable?
- Accessing potential data?
- MA dissertation provided opportunity to further exploration.



*'Keep up the good work?*

*Exploring the long-term impact of museum social inclusion initiatives on individual participants, using the Museum of London as a case study.'*

Study aimed to explore:

- Whether assessment of long-term impact on people at risk of exclusion is a possibility
- Whether participation does result in long-term impact
- What the nature of potential long-term impact.



# Methodology

- Explored examples of similar visitor research in existing literature
- In-depth interviews with 15 participants
- Generic Learning Outcomes informed questions (focus for this small scale-study was impact on individuals so did not utilise the Generic Social Outcome framework)
- Analysis: Positive references coded to each GLO to provide a spreadsheet of qualitative and quantitative data. Impact within outcomes further analysed for themes
- Questionnaires to referral organisation and museum staff.



# Limitations of study

- Small sample
- Possible bias of interviewees/interviewer
- Positive feedback from in-depth style interviews
- Analysis doesn't give weighting to impact
- 6 months - 4 years – not really long-term?
- Explores only perception of impact.



# Results: Existing examples of such research – issues to think about

- Very limited (especially of social inclusion programmes)
- Inconsistent approach in the past
- Confusion over concept of ‘impact’
- Tracking participants: time consuming, impractical
- Relating outcomes to specific activities
- Lack of standardised evaluation frameworks until recently (i.e. GLOs and GSOs) which are needed to provide a universal language for museums, policy-makers and funders.



# Results: Analysis of data

- It was possible to explore long term impact (is it really practical?)
- 144 positive references made to long-term impact (average 9.6 per participant)
- Positive comments across all outcomes...



Attitudes & Values		Skills		Activity, Behaviour & Progression		Enjoyment, Inspiration, & Creativity		Knowledge & Understanding	
Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
15 (100%)	0	13 (87%)	2	12 (80%)	3	12 (80%)	3	11 (73%)	4

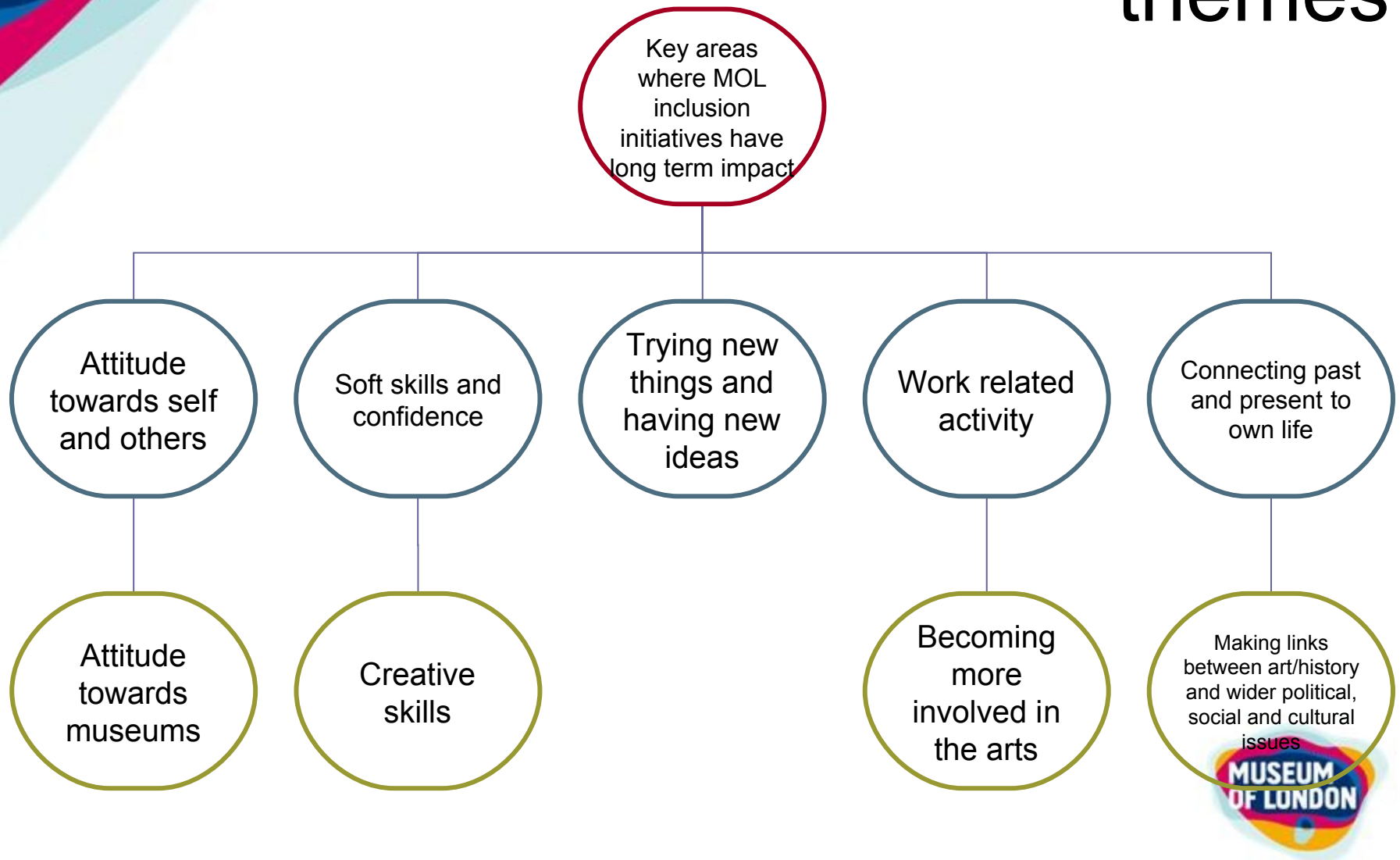


# Results: analysis of emerging themes

(example of themes within Attitudes & Values outcome) Theme	Number of references	Percentage of total
More positive attitude towards self	15	31.25
More positive attitude towards others	13	27.1
More positive attitude towards museums	8	16.7
Increased tolerance	5	10.4
Increased self-awareness	4	8.3
Change of attitude toward organisations (excluding museums)	3	6.25
Total	48	100



# Results: analysis of emerging themes



# How results from this study shape future programming?

- How/If outcomes are sustained
- Planning tools for creating aims, objectives and outcomes for future projects
- The concept of social capital, which informs outcome frameworks (e.g. GLOs and GLOs) is evident in the long-term impact; this enables museums to prove their social value



- Evidence of long-term impact is valuable for funding
- Staff confidence
- Adds to understanding how museums can support social inclusion – in the wider definition of this
- Value of being a contributing factor
- Regardless of the results, the process of consulting with participants over the long-term enhanced these relationships and made individuals feel valued.

