

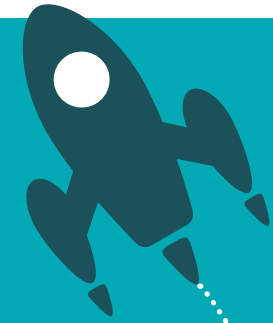
**Impact  
Report**

**2013 - 2014**



# Impact Report

2013-2014



## Our Mission

...is to engage children from birth to 11 in a range of play based learning experiences which facilitate their emotional, intellectual, physical, social and creative development.

## Our Vision

...is to bring extraordinary opportunities for creative play and learning to all children.

## Our Aspiration

...is to provide a context and environment in which children make connections – neurological, cognitive, social and experiential – which help them make sense of the world and to instill a lifelong love of learning.





# Core Values

## Captivating

Eureka! exists to capture children's imaginations, inspiring them to learn, develop and grow in confidence within a playful and engaging space.

- **302,460 visitors in 2014, our highest since 1998**
- **New £2.45million gallery 'All About Me' continues to attract new visitors**

## Involving

Eureka! is for everyone. Every community, every family and every child – regardless of background or ability – is invited to spend time playing and learning in a nurturing yet challenging environment.

- **Awarded Gold by Visit England for our leading work on accessible tourism**
- **Kinship and Special Guardianship events for families in difficult family circumstances**

## Expert

Our collective knowledge of children's development, playful learning and exhibition design results in rich and meaningful experiences grounded in solid research and contemporary approaches.

- **Curriculum linked school visits by 34,400 children in 2014**
- **Worked with British Gas to bring 'The Powerful Story' (about the future of energy sources) alive for children**

## Pioneering

Eureka! was the first children's museum and set the gold standard for playful learning experiences in museums and galleries throughout the country. We continue to sustain this approach, looking to the future, taking risks and always being one step ahead of the sector.

- **Significant masterplanning undertaken for the future development of Eureka! as part of wider extensive investment in the local area**





# Experience Excellence

Eureka! is proud of our commitment to providing an excellent visitor experience, both for those who visit our museum and for those customers who interact with us through outreach initiatives or via social media.

Every visitor is important to us. We know our visitors well, and work hard to develop a warm relationship with them all. Our new All About Me gallery has continued to engage children and families and draw visitors to the museum; our events team have provided excellent themed activities during school holidays and busy times to ensure our museum remains relevant and exciting to repeat and loyal visitors, and our museum Enablers continue to receive excellent reviews from our visitors.



**Our commitment to and reputation for providing extraordinary play-based learning opportunities for children from birth to 11 was recognised in 2014 with 302,460 visitors coming to the museum, our highest visitor numbers for over 10 years.**



Feedback from visitors, teachers, families and especially children is incredibly important and useful, but it's also extremely rewarding to be acknowledged by our peers and relevant industry bodies.

Eureka! was delighted to be awarded the Silver Award for accessible tourism in 2014 from Visit England, and proud to have been the recipients of the Gold Award in 2015.

This award reflects the significant work we have undertaken towards ensuring an excellent experience for all our visitors with disabilities, leading the way in welcoming families with a disabled child into visitor attractions in the UK.



**Eureka! is now working with a number of other visitor attractions to help improve days out provision for families with a disabled child throughout the UK**





# Tackling health inequalities

2014 saw the culmination of the 3 year Eureka! Mission: Active Future programme. This fun and interactive lifestyle intervention was developed by Eureka! to help tackle rising rates of childhood obesity and health inequalities in Calderdale.

Supported by Calderdale's NHS Trust and experienced by 4000 local children in disadvantaged areas of Calderdale.



Evaluation of the programme showed that after participating in M:AF, over 40% more children met activity guidelines, and 78% of children had more positive attitudes towards being active.

Funded by:





# Supporting vulnerable families

Working in partnership with Leeds Adoption and Fostering, Eureka! was able to offer a series of special events for local kinship and special guardianship carers (those caring for the child of a relative or friend on a long term or permanent basis).

These sessions were designed to help develop bonds with new families and carers, and to support the carers with ideas for play.

“ Whatever we can do to support our most vulnerable families – to give them a break from their difficult emotional home circumstances and be with expertly trained staff like the Eureka! staff, is fantastic ”

Auli Miles, Fostering and Adoption Leeds City Council

With support from:



Barbara  
Saunders  
Trust





## All About Me

Opened in early 2013 after a '£2.45 million redevelopment lead funded by the Wellcome Trust, our All About Me gallery continues to represent an exciting future direction for Eureka! Independent evaluation of the gallery confirms the overall aims have been successfully achieved.

### These were to:

- Create an exhibition which is consistent with the long-term vision of Eureka!, establishing deep and lasting partnerships and helping to secure a sustainable future.
- Enhance children's learning about fundamental and complex principles of science, providing them with the context and framework to understand themselves and the world around them.
- Help children develop scientific understanding of the intricacies of body and mind and the importance of health and wellbeing.
- Support children to make the connection between health and happiness and build the confidence necessary to make decisions which lead to healthy and fulfilling lives for themselves and those around them.

**The gallery also champions the principles of the UN Convention on the Rights of the Child through strong, positive messages and inspiring graphic displays which celebrate childhood around the world.**

**Lead funded by:**

Supported By:

**wellcome**trust

 THE WOLFSON FOUNDATION

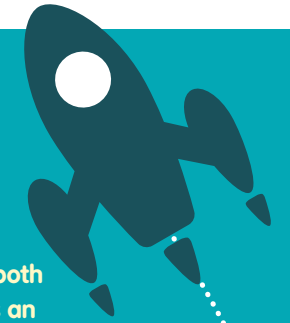
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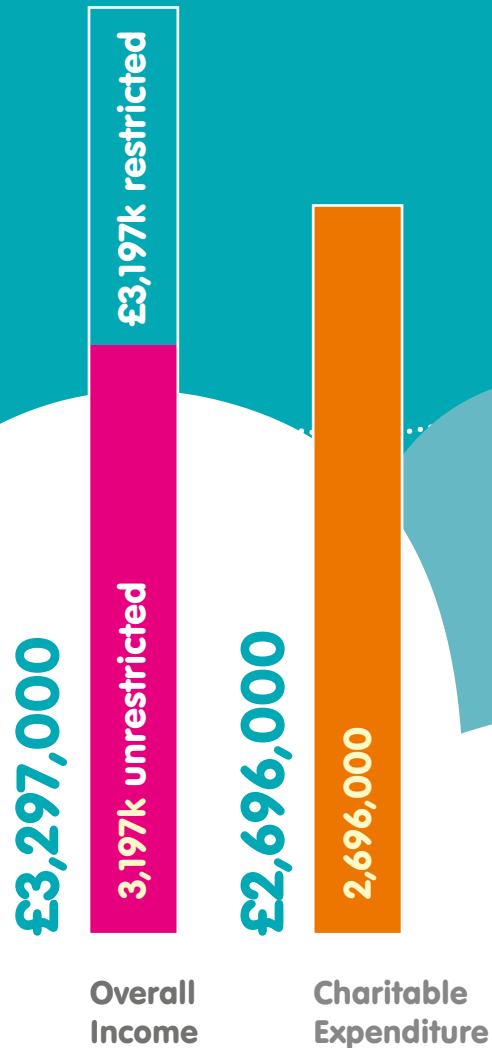
# Financial Sustainability

## & Organisational Growth



Eureka! operates in a way which recognises its status as both a social enterprise and a registered charity. Gift Aid forms an important revenue stream which in 2014 amounted to £365,600.

2014 saw an excellent financial performance for Eureka!, with the highest visitor numbers since the late 1990s contributing to significant increases in trading incomes and gift aid on admissions. Overall incoming resources for the year were £3,297,000, up from £3,268,000 in 2013.



|                  |          |
|------------------|----------|
| Car Park         | £225,000 |
| Nursery          | £337,280 |
| Shop             | £217,000 |
| Cafe             | £463,000 |
| Corporate Events | £28,000  |

Performance of trading activities

# Facts and Figures 2014

**302,460**

Visitors to Eureka!

**34,416**

Children on school visits

**£51,000**

For projects targeting health and wellbeing

**99%**

Of visitors would recommend us to others

**400**

Fully funded visits for disadvantaged families

**358,000**

Tagged photos online

**59,000**

Average online reach per week

Named one of Britain's most accessible tourist attractions by The Telegraph

