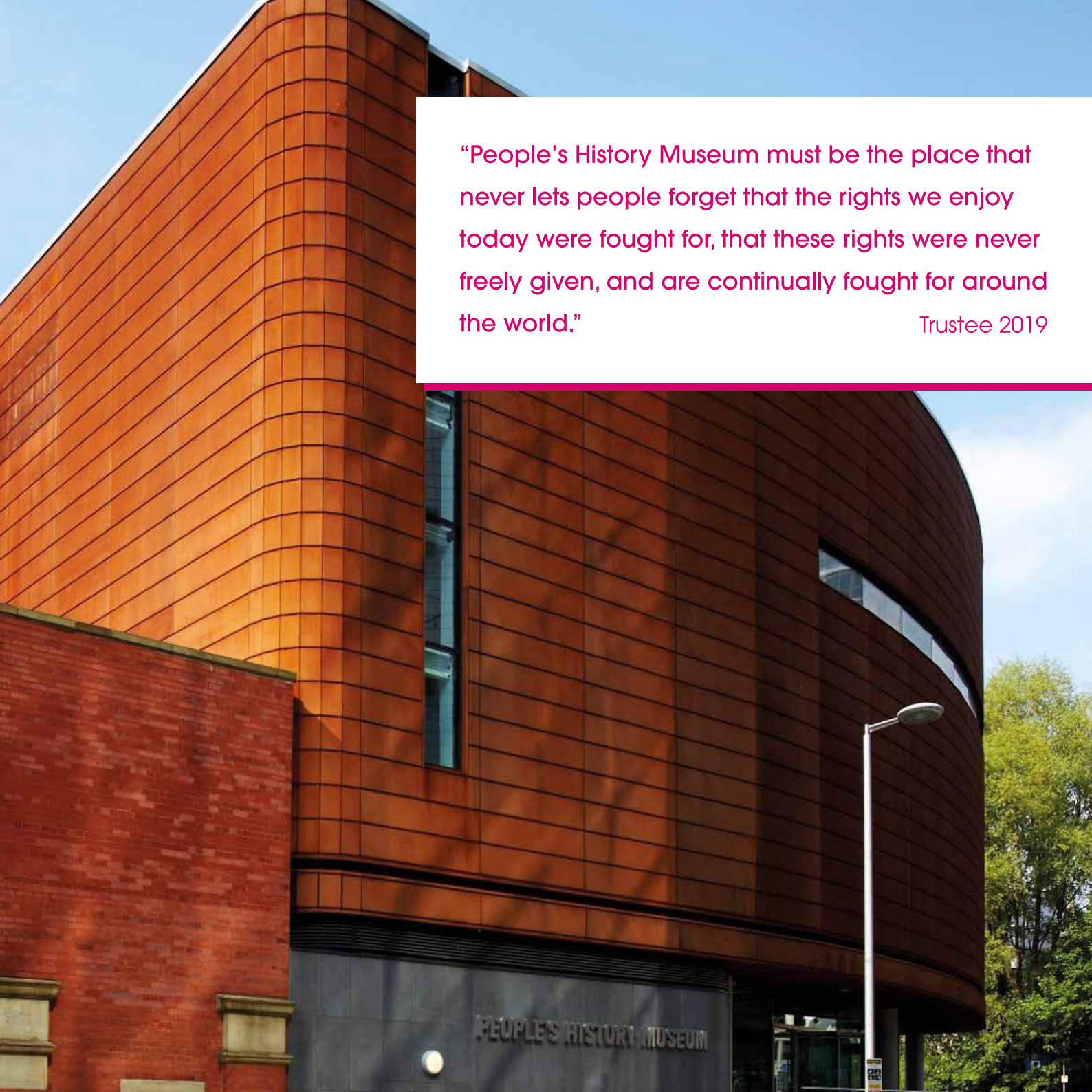


**10 years of inspiring action, reaching out,
making a difference,
creating tomorrow's voters.**

The home of ideas worth fighting for...



#PHM2020



“People’s History Museum must be the place that never lets people forget that the rights we enjoy today were fought for, that these rights were never freely given, and are continually fought for around the world.”

Trustee 2019

Be part of our bold vision for change

People’s History Museum is the national museum of democracy in Britain. It inspires radical positive change, encouraging people to come together, play their part and take action. 10 years ago People’s History Museum moved into its remarkable building, one that fuses the historical with the contemporary. Since then its work has been transformative – quadrupling visitor numbers and becoming a vital part of Manchester’s cultural and heritage offer.

Each year has seen a continuing growth in the number of school children who come to visit, the number of community groups we work with, and the number of business partnerships we establish. We know that our impact goes far beyond numbers – contributing to the sense of value, of being heard and represented, of the people we work with. We have witnessed the power of the programme-led approach with the museum’s commemoration of key anniversaries – the decriminalisation of homosexual acts, the Representation of the People Act, and the bicentenary of the Peterloo massacre – and exploring their impact; past, present and future.

Our unique collections and archives are now more accessible, better presented and interpreted – telling the stories of ordinary people – the stories that don’t get told in school. We can now care for our own remarkable collection of banners as well as playing an invaluable role in the museum sector by conserving banners from other collections. Our archives are used extensively for academic and individual research as well as study days taking the stories of radical thinkers whose big ideas have shaped our society.

Our achievements provide a strong foundation for the next ten years. We remain the home of ideas worth fighting for and our role is to inspire and motivate people to play their part in challenging inequality and apathy and help build a fairer and more cohesive society. We will prioritise our work around four themes: Making democracy relevant; Creating voters of tomorrow; Crafting a unique offer for audiences and users; Becoming a valued national resource.

In 2020 we are celebrating our 10th birthday with a focus on some of the most urgent issues of our time – our year-long focus is on Migration, led by those whose lives are touched by it, as well as presenting the Jo Cox Memorial Wall, as part of the new More in Common project. We believe these will be a launch pad for important future developments. If you are interested in the work of People’s History Museum, do please get in touch – we love to collaborate and hope we can find ways to work with you.

People’s History Museum Co-Chairs:
Lord Steve Bassam of Brighton and Martin Carr

Inspiring action

“We’re making history, by exploring history”

Community Curator

We celebrate how people have used their voice and their vote to change the world

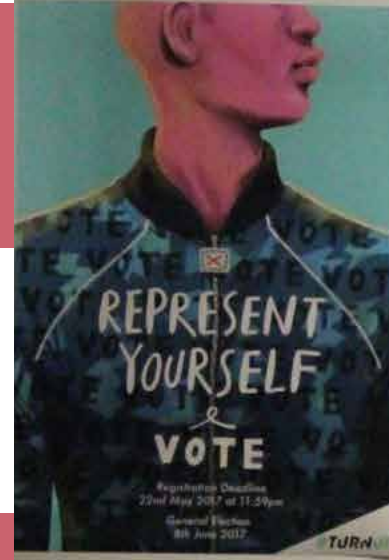
35,000

Greater Manchester residents have worked with us to find their voice, share their stories and this keeps growing

105,000

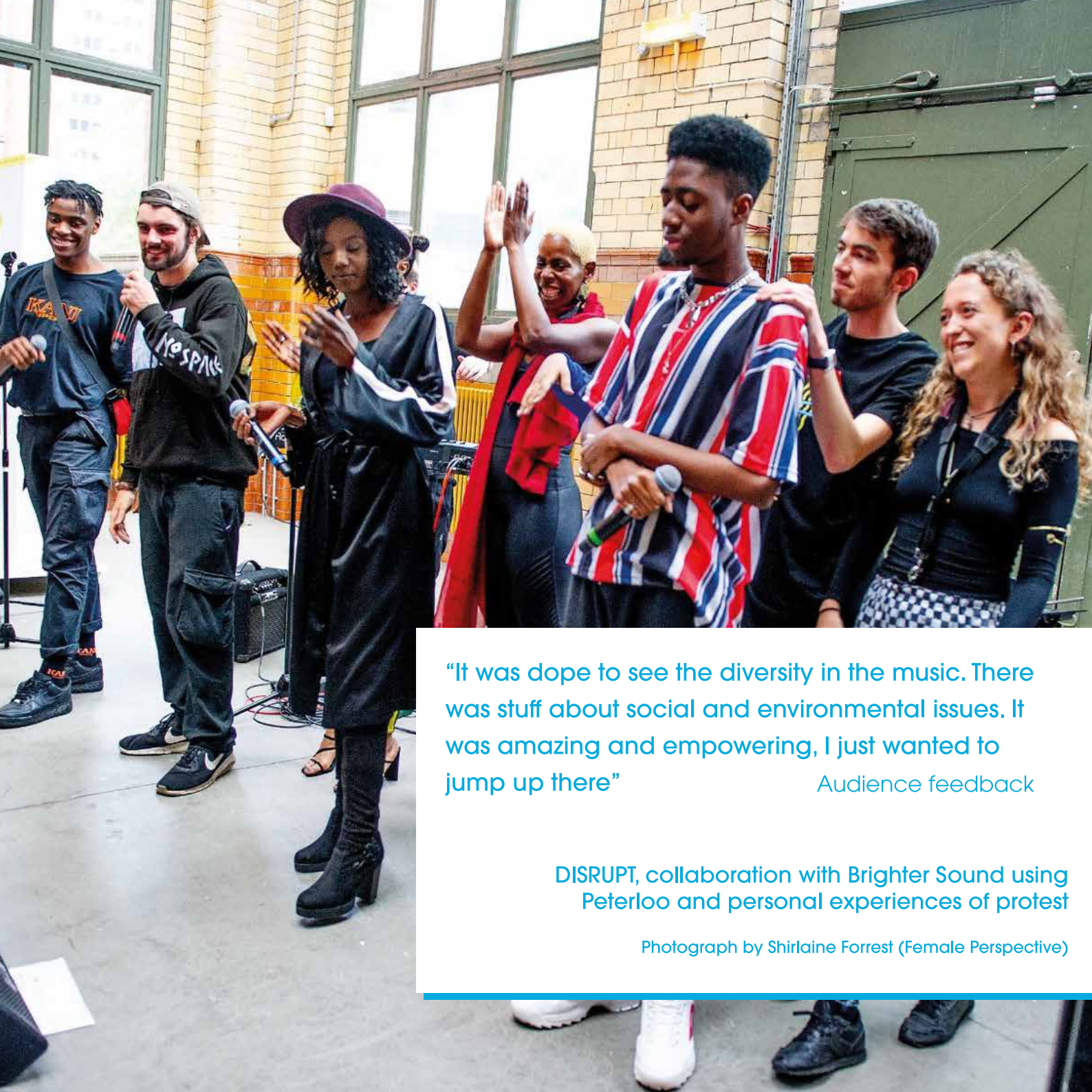
People took part in the year-long programme

Never Going Underground: The Fight for LGBT+ Rights



“As a young LGBT+ person, it was amazing to see a true account of LGBT+ history with no queer erasure. Thank you”
Visitor 2017





Reaching out

“People’s History Museum gives people a voice – something people have been trying to do for years”

Safety4Sisters

Communities and young people are at the heart of our programmes

“It was dope to see the diversity in the music. There was stuff about social and environmental issues. It was amazing and empowering, I just wanted to jump up there”
Audience feedback

DISRUPT, collaboration with Brighter Sound using Peterloo and personal experiences of protest
Photograph by Shirlaine Forrest (Female Perspective)

4,000

people have shared ideas and taken part in discussions at Radical Late events

6,500

residents told their stories in **over 50** community exhibitions and displays

Making a difference

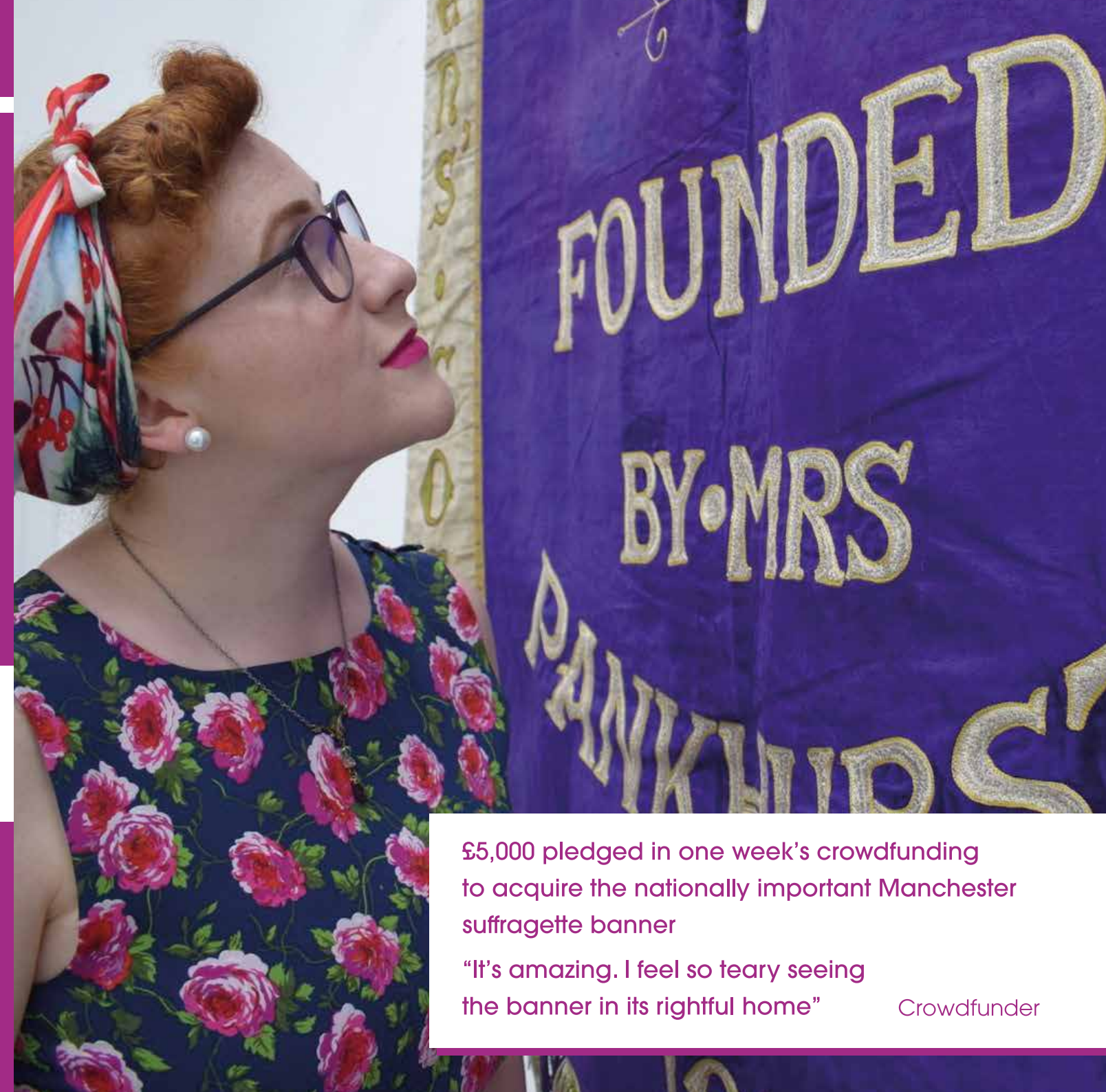
“Fabulous museum! A story that still needs to be told, it’s as relevant today as it was then”

Museum visitor

1 million visitors have connected with the story of democracy since our striking new building opened in 2010

25,000 hours of volunteer time supports our work worth **£180,000**

£13.5 million contributed to Greater Manchester economy. **30 jobs** created. **43%** of our income earned through our enterprises



£5,000 pledged in one week’s crowdfunding to acquire the nationally important Manchester suffragette banner

“It’s amazing. I feel so teary seeing the banner in its rightful home”

Crowdfunder



Creating tomorrow's voters

"I passionately believe that young people need to know our political and social history, especially the right to be represented"

Feedback from a teacher

"I've never been anywhere like this before!
Can we come again? I want to bring my mum
and dad here. Can we learn more about this
back at school?"

Feedback from a pupil

30,000 young people across
Greater Manchester will take
part in the Vital Voters project

2017 Family Friendly Museum of the Year

130,000

school children have engaged in
the story of the battle for democracy

60% increase in learning visits over the last
10 years. **20%** of visitors are children

The next ten years

Working together to make things fairer

Over the next 10 years People's History Museum will be working to bring people together to promote equality, inspire action and build a fairer, more cohesive society.

We will celebrate radical social changes in history and work to make a positive, inclusive future.

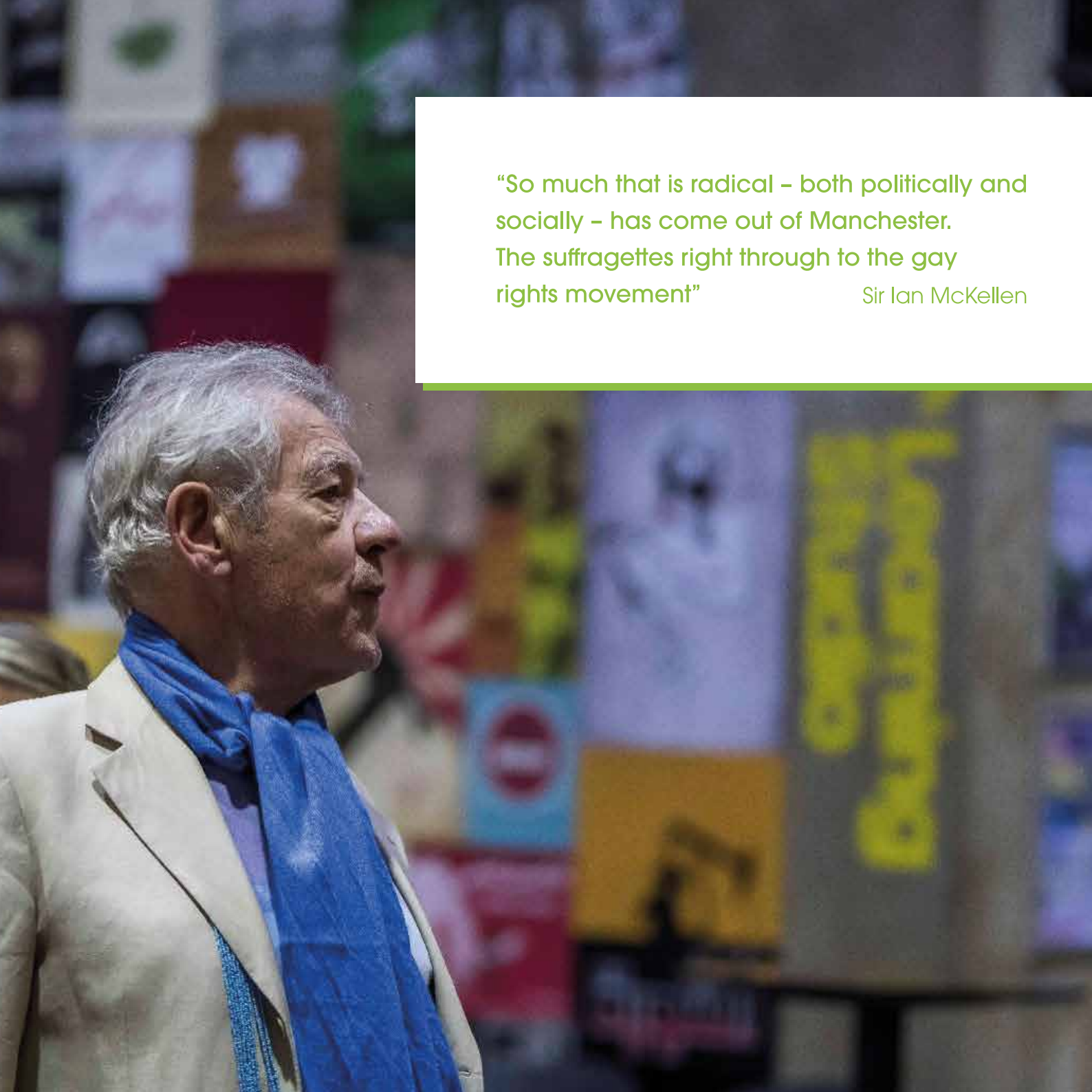
We will help power change by:

- Giving young people power to speak out about what's important to their lives
- Bringing people together to talk, think, listen and discover that we have more in common
- Collaborating with communities to share stories of those who made a difference in promoting equality and activism

By 2030 we will:

- Work with young people and communities to explore urgent issues of today – work, the environment and equality through exhibitions and programmes
- Help every school in Greater Manchester to engage with democracy
- Lead a national programme to promote the history and battles for democracy
- Be respected as one of the country's most inclusive museums
- Prove that we can make a difference

Work with us and get active for change



“So much that is radical – both politically and socially – has come out of Manchester. The suffragettes right through to the gay rights movement”

Sir Ian McKellen

Get involved

Over the last 10 years, more than 300 individuals and organisations have supported our work through the Join the Radicals membership scheme.

Look to the future, get involved and help us work over the next 10 years towards a positive and inclusive future:

- Join the Radicals as a Supporter, Friend, Sponsor or Hero – and connect your values with our stories of diversity and innovation
- Hire our spaces for your corporate event, meeting or wedding – and be inspired by our distinctive heritage
- Collaborate with us - and share our aspirations for a democratic and more inclusive society
- Volunteer with us – and develop your involvement with our work
- Spread the word - and share your interest in our work with other people

Our funders

People's History Museum is very grateful to all its funders:

Arts Council England
Greater Manchester Combined Authority
Art Fund
AIM BIFFA Award History Makers
British Airline Pilots Association (BALPA)
Business Growth Hub
The Co-operative Group
DCMS Wolfson Fund – Wolfson Foundation
Department for Work & Pensions (DWP)
Designation Development Fund (Arts Council)
European Union Horizon 2020 Funding
Fire Brigades Union (FBU)
Garfield Weston Foundation
The Granada Foundation
Joseph Rowntree Charitable Trust
Manchester City Council (MCC)
The National Lottery Heritage Fund (NLHF)
Nesta Amplified Fund
Professional Footballers' Association (PFA)
The Speaker's Art Fund / House of Commons
Trades Union Congress (TUC)
The TUUT Charitable Trust
Viridor Credits Environmental Company
The Northwest Development Agency (NWDA) and European Regional Development Fund (ERDF) invested in the museum's £12.5m redevelopment

Awards

2019

Best Cultural Venue - The Manchester Awards

2018

Best Exhibition, Never Going Underground: The Fight for LGBT+ Rights exhibition - Manchester Culture Awards
National Collaboration of the Year - Represent! and Never Going Underground exhibitions - National Democracy Week Awards

2017

Family Friendly Museum of the Year - Kids in Museums
Volunteers in Museum Learning - Community Curators, Never Going Underground - Marsh Christian Trust Awards
Volunteer Team of the Year - Community Curators, Never Going Underground - Museums + Heritage Awards for Excellence

2012

Special Commendation, European Museum of the Year, European Museum Forum

2011

Longlisted: Museum of the Year, Art Fund Prize
Winner, Building of the Year Award, The Greater Manchester Chamber of Commerce

#PHM2020



“Deeds not words – if you are not inspired by the stories told at the People’s History Museum then I don’t know what would inspire you”

Andy Burnham
Mayor of Greater Manchester Combined Authority

People’s History Museum

Left Bank
Spinningfields
Manchester M3 3ER
0161 838 9190

phm.org.uk
@PHMMcr



This Impact Report has been made with 100% Recycled Paper.