

Art Fund_  the audience agency

The Wild Escape: Evaluation Executive Summary

January 2024



Led by

Art Fund_

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Henri Matisse, *The Snail*, 1953, Tate Modern, London © Succession Henri Matisse/DACS 2023.
Children parade their artworks inspired by *The Snail* at Tate Modern as part of The Wild Escape
ahead of Earth Day on Saturday 22 April. © Rachel Adams/PA



Introduction

The Wild Escape, led by Art Fund, was a creative project for young people focussing on UK biodiversity loss. In the largest ever collaboration between UK museums, a total of 530 museums, galleries and historic houses together enabled over 103,000 young people to participate in The Wild Escape. In total, the project reached over 1.1 million museum visitors, 16.9 million online, with a wider reach of over 50 million people through media and outdoor media coverage.

The project was designed to support museums to reconnect with schools, young people and families post-pandemic and to reach new digital audiences. Inspired by the animals found in artworks and objects throughout the UK's diverse collections, young people were invited to choose their favourite creature, research its natural habitat and, through the power of art, 'release' their creatures back into the wild. Their creations featured in museum displays, classrooms, online platforms, social media, and in a special collective digital artwork.

The Wild Escape, which ran throughout 2023, was inspired by the BBC's Wild Isles, and delivered with partners including WWF, RSPB, National Trust, English Heritage, and the BAFTA award-winning games studio PRELOADED. It brought schools back into museums and gave young people creative inspiration as well as learning tools to understand biodiversity issues, with specially created teaching resources across art and design, storytelling, science and digital.

343 artists around the UK worked with young people to help them develop their creative skills. On Earth Day, The Wild Escape trended on social media, when the animals 'escaped' onto social media platforms, to the interactive digital artwork (the Wild World), onto digital poster sites UK-wide and to exhibitions and displays in their local museums, galleries, historic houses, schools, communities and online.

The Audience Agency have undertaken a data-driven mixed methodology approach to the collection of evaluation data for The Wild Escape. This combined qualitative research and community consultation methods with quantitative data-gathering through the use of e-surveys and monitoring forms. The evaluation sample contains data submitted by 149 museums, galleries, and historic sites. The sample responses may be taken as strongly indicative of the experience and outcomes for all participating museums, galleries, and historic sites, with a margin of error of +7%.

A project on the scale and with the ambition of The Wild Escape could not have been realised without extraordinary supporters and champions. Arts Council England, as lead supporter, committed their largest ever Lottery grant to a museums project. Bloomberg Philanthropies support helped to bring the Wild World to life and the project to audiences through Bloomberg Connects. The Foyle Foundation funded sustainability and carbon literacy training for museums taking part, and the Kusuma Trust backed activities taking place in London. Alongside these major contributions, a large group of generous individuals and trusts played a vital role in making the project possible. Art Fund and project partners are extremely grateful to them all.



The Wild Escape in numbers

103,000

young people participated
in workshops

1.1m

visitor reach

530

museums, galleries
and historic houses

869

schools took part

343

artists involved

279,746

views of artist films across BBC Bitesize and YouTube

6,734

artworks in the collective
digital Wild World, with
many more in gallery
displays, classrooms and
homes across the UK

12.1m

reach of out-of-home
displays

16.9m

social media reach



Collective creative action

530 museums, galleries and historic houses across the UK collaborated to invite young people ages 7-11 to explore their collections, find animals in artworks and objects, learn about them and then create an artwork featuring their own creature to 'escape' into an imaginary Wild World.

The artworks of these creatures, representing the hopes of young people for the future of nature and biodiversity, were celebrated in collective creative action across participating organisations and online, including on social media where the project trended on Earth Day (22 April), and in an interactive, collective digital artwork, the Wild World, created by digital innovators PRELOADED.

Activities continued through the summer term, including collaborations with Great Big Green Week and Schools for Nature, and a host of legacy activities in participating organisations.

Art Fund's decision to lead this mass-participation project came from research findings with teachers ([New research published into what teachers want from museums](#)) and museum directors ([Looking ahead: Insights from our museum directors' research](#)), identifying a shared ambition to [re-engage with schools and younger visitors post-pandemic](#), and also identifying significant barriers facing teachers in finding the information and support they need to engage with their local collections.



The Wild Escape from Sunderland Museum & Winter Gardens for Earth Day 2023. Sunderland, England. © Sally Ann Norman / Art Fund 2023

UK-wide partnerships

The alignment with BBC Wild Isles – a [once-in-a-generation documentary](#) series narrated by David Attenborough about nature in the UK – further refined the idea to root the project in the landscapes and creatures of the UK, allowing museums to connect their collection to their outdoor spaces and local environment.

The Wild Escape encouraged participating organisations to engage in ways that reflected their collection and existing programme, creating a rich variety in the type of activity that followed the central theme.

Art Fund offered [direct funding](#) delivered through the Museum Development UK (MDUK) network, as well as [centralised resources](#), [peer learning opportunities](#), [toolkits](#), [media reach](#) and a [digital platform](#) for sharing creatures made by young people. By coming together, the participating organisations had an opportunity to take part in a UK-wide campaign, share skills and knowledge, access resources and connect to Art Fund's wider network.

Art Fund worked with the BBC, WWF-UK, RSPB, National Trust, English Heritage and National Trust for Scotland, who in turn recruited local and national partners with expertise in nature as well as creativity.



Creativity

With young people at the creative centre of the project, The Wild Escape was supported and inspired by [over 340 artists](#), creative practitioners and educators, making artworks, facilitating workshops and creative sessions, supporting museums and being key advocates in the campaign for championing the UK's collections.

A wide range of artists supported the project by contributing their own artwork, including Nicola Bealing, Rana Begum, Chila Kumari Burman, Monster Chetwynd, Jeremy Deller, Es Devlin, Brian Eno, Angela Palmer, Heather Phillipson, Chris Riddell, Yinka Shonibare, Bob and Roberta Smith, Mitra Tabrizian, Clare Twomey, and Mark Wallinger, each of whom contributed a creature that can be seen alongside creatures by children in the Wild World.

The [Wild World](#) was the most visible of the digital innovations in the project, and [won a prestigious European Digital Lovie Award](#), which recognises excellence in the fields of culture, technology and business, celebrating digital initiatives from across Europe. The Wild Escape gained this award in recognition of its connectivity, and as *'a remarkable solution to address inequity, habitat and wildlife loss, accessibility, overproduction, and beyond... moulding a better digital future with inventive, fresh and innovative ideas.'*

Digital platforms provided unifying stages throughout the project, connecting a hugely diverse group of organisations to amplify each other as well as their own activity. The digital communications campaigns and the digital, collective artwork created a focus for activities on Earth Day and a resource for creative activities and programmes throughout the summer of 2023.



Yinka Shonibare CBE, *N.Starling*, 2023 (detail). This artwork was inspired by the collection of the Natural History Museum in London for the launch of The Wild Escape. © Yinka Shonibare CBE. All Rights Reserved, DACS 2023

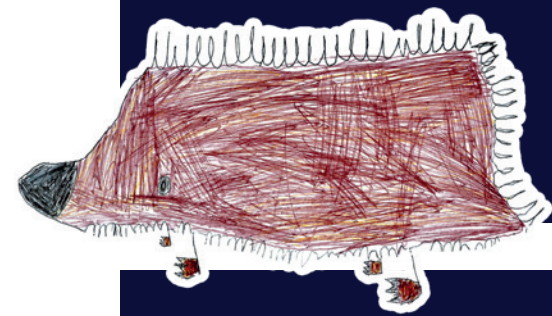
About the participating museums

27%

located in Arts Council England Priority Places or Levelling Up for Culture Places, exceeding the target of 25%

51%

have 15 or fewer paid staff. These small organisations placed a high value on template resources, centralised support and being part of a large, UK-wide project



34%

in rural locations

66%

in urban locations

31%

have an annual footfall of over 100,000 visitors

47%

have an annual footfall of between 10,000-100,000 visitors

22%

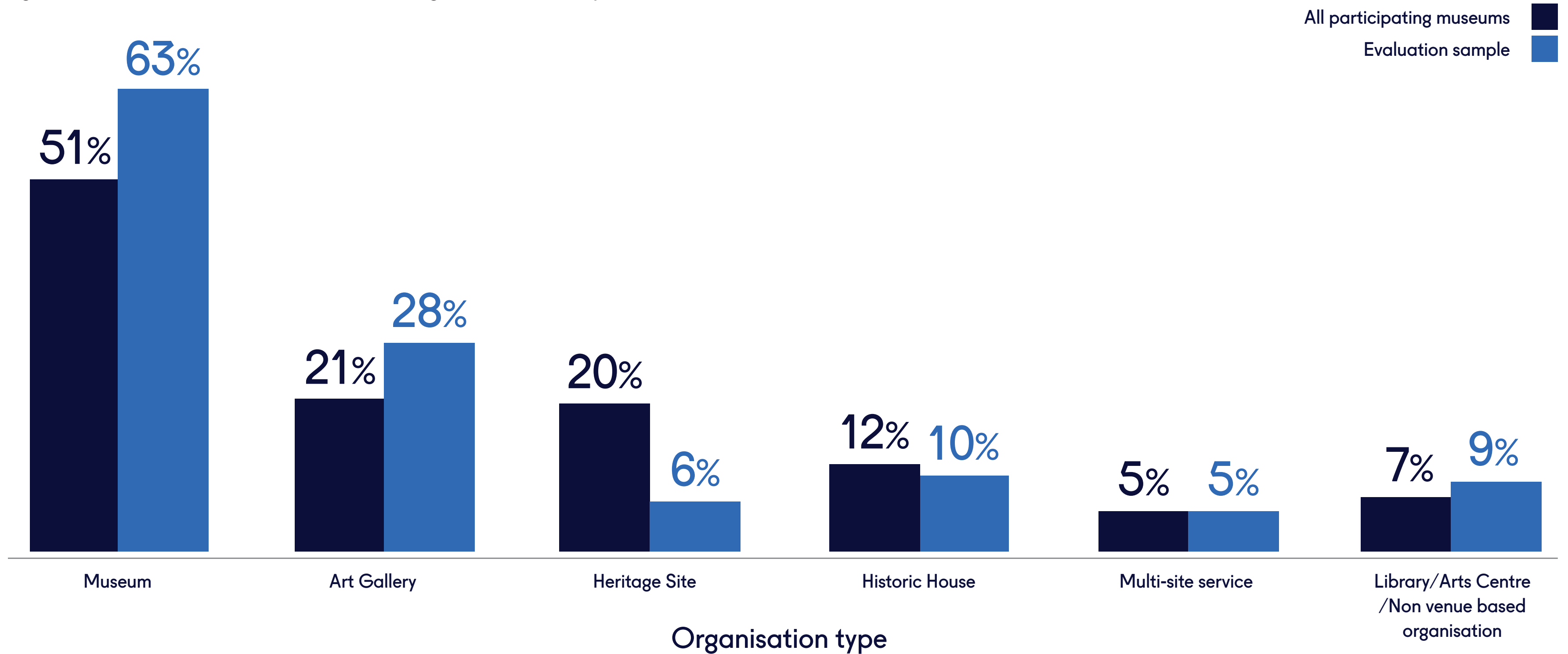
have an annual footfall of under 10,000 visitors



A visitor to Manchester Museum takes part in The Wild Escape activities for Earth Day 2023, Manchester, England.
© David Oates / Art Fund 2023

Participating museums* by type and evaluation sample

*530 museums, galleries, heritage sites and houses, collections and other organisations are described as "museums" throughout this summary.



Programme aims & outcomes



One of a series of five boards featuring comic strips by children at local primary schools, inspired by the collection at the Horniman Museum and Gardens. Artist Giulia Casarotto ran workshops where pupils learned about creatures and the threats they face from climate change, and created storylines that saw the animals escape outdoors. © Horniman Museum and Gardens

Wider audiences

AIM: The Wild Escape aimed to encourage a wide range of young people to engage with museums and their collections, through their schools and families, reigniting and creating relationships eroded by the pandemic and austerity, and amplifying the museum offer to teachers, parents and carers, including the high standard of experiences available.

The evaluation has found that The Wild Escape brought a wider demographic of visitors to museums over the Earth Day weekend, which was the focal point for many museums. **33% of families said they were first-time visitors, and 77% said their experience made them more likely to visit a museum in the next 12 months.** 40% of visitors belonged to lower engaged Audience Spectrum segments, which is significantly higher than the 22% seen in the 2022/23 benchmark.

The aim of the project to reach young people inevitably changed the profile of museum visitors as well, with 74% aged under 45, which is significantly higher than is seen in the 2022/23 museum visitor benchmark (where only 39% of visitors are under 45).

Museums were free to focus on schools or family audiences, or both. 73% chose to offer activities to primary schools, which shows a continued commitment from museums to connect and reconnect with schools as a way to engage with school age children who may otherwise not have an opportunity to visit.

Impact on museums

99% had achieved their aim to reconnect or build relationships with schools

99% had achieved their aim of reaching families and young people who are currently underrepresented in their audiences

48% worked with schools that were new to them

Impact on schools

85% of teachers are planning to visit the museum again.

33% of schools that engaged with The Wild Escape were engaging with that museum for the first time



Creativity

AIM: to celebrate the role of living artists and creative practitioners and educators in the museum sector, and the potential and breadth of creative encounters in museums across the UK for young visitors.

Artworks were produced by young people through a number of routes: creative activities, using the learning tools produced by Art Fund and partners, activities led by RSPB and WWF-UK and through the activity showcasing artworks on social media, on the Wild World, in press, media, partners' digital platforms, and through physical programmes in museums, galleries, heritage sites and national poster campaigns.

The total number of artworks that 'escaped' to the Wild World was 6,734. Given that over 100,000 young people took part in workshops, we know that many more creatures 'escaped' into varied scenarios including gallery displays, classrooms, online platforms, social media and fridges at home.

The Wild Escape encouraged teachers to use creative methods in their teaching, with 88% of the teachers indicating they felt more confident doing so as a result of their Wild Escape workshop.

Young people developed new skills, with 92% of teachers agreeing or strongly agreeing that their pupils had developed new skills as a result of their Wild Escape workshop.

It also developed creative and artistic skills amongst participating museums, galleries and historic houses, with 72% of respondents agreeing or strongly agreeing that they have developed new creative or artistic skills as a result of their Wild Escape project.



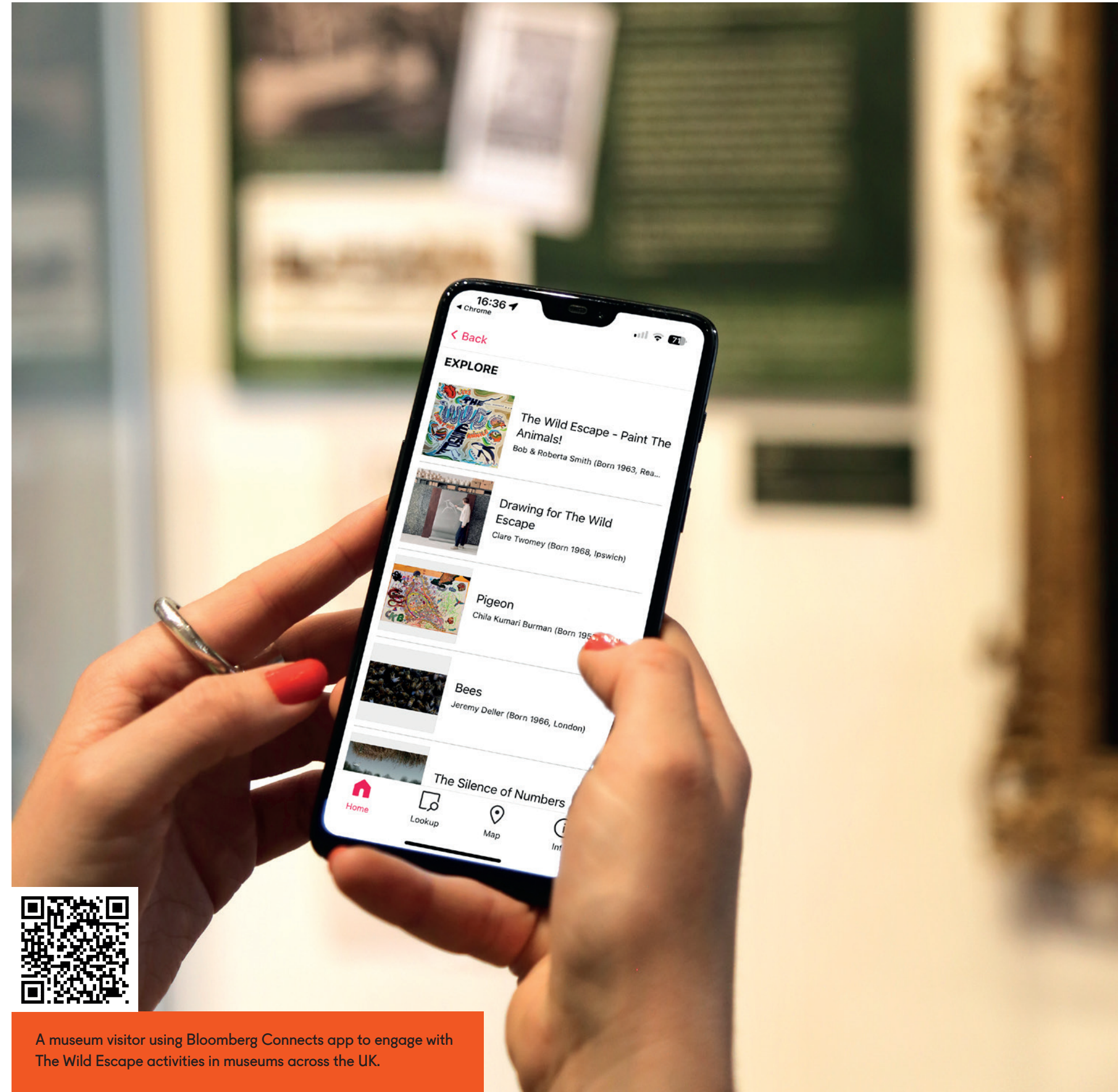
The Wild Escape - Paint The Animals! by Bob and Roberta Smith
"My painting is hoping to highlight some of the threatened species of the British Isles. Children can become advocates for our world via the arts."
© Bob and Roberta Smith 2023

The flexibility of the grants programme helped museums to create **bespoke projects** with activities that were tailored to the needs of young people and relevance to their own collections and landscape.

Museums were enabled to invite artists to participate. These activations created and developed skills, peer learning and support, **increasing ambition and capacity to work with artists** in ways that opened up their collections to visitors. **Art Fund commissioned artists** to create their own artworks in response to nature in their local or favourite museum, to inspire and generate interest in the project, as well as films following a range of artists visiting museums and talking about the strong influence of these collections on their work.

Strong legacies of this activity are already emerging. For example, Heather Phillipson's Dream Land film, commissioned for Art Night in collaboration with BBC Archives and Art Fund, has been acquired by McManus: Dundee's Museum & Art Gallery.

A partnership with **Bloomberg Philanthropies** and their Bloomberg Connects app amplified the project and helped to encourage more visitors to learn about wildlife and biodiversity through museum collections. A special The Wild Escape guide on the app – which showcases content from more than 300 museums and connects people with art and culture at any time, from anywhere – acted as a central, inspiring hub including artist interviews and newly created artworks, films, articles and audio. The guide also spotlighted The Wild Escape events in participating museums, inspiring more people to get involved, and providing ways for visitors to use nature as a lens through which to explore any collection.



A museum visitor using Bloomberg Connects app to engage with The Wild Escape activities in museums across the UK.

Partnerships

AIM: to establish and nurture partnerships at all levels, within and beyond the cultural sector, to further broaden audiences and align around shared commitments.

Early collaboration with the BBC and its **major series Wild Isles**, narrated by Sir David Attenborough, inspired the decision to focus on the local nature of the UK, with resources available on Bitesize, and coverage on local TV and radio across the UK.

Headline partnerships with WWF-UK, RSPB and National Trust (collectively 'Save Our Wild Isles' in co-production with the BBC), National Trust for Scotland and English Heritage **increased the reach further to 16.9 million on social media, with the project trending over the Earth Day weekend**. These partnerships not only **increased reach**, but critically **grew confidence** in the project around the care for nature. In turn, partners valued the **museum sector's ability to connect to their communities** through their physical presence, existing relationships and the tangible, emotional connection that art and collections provide.

The Wild Escape drew on **key delivery partnerships** with MDUK, Carbon Literacy Project and participating museums who worked with Art Fund to co-create resources that could be used across the project. The Carbon Literacy for Museums Toolkit was made possible through the Roots & Branches project, which is a unique partnership between MDUK, Manchester Museum and the Carbon Literacy Project.

73%

of museums connected or built relationships with organisations outside their sector as a result of The Wild Escape

92%

of museums likely to join an Art Fund project again as a result of their experience of The Wild Escape



Media coverage

The estimated reach of the media coverage was 50million*. Highlights on mainstream media included widespread coverage of the project launch attended by FKA Twigs, Es Devlin and Mark Wallinger. Earth Day coverage included a picture feature in The Guardian, an interview with Mya-Rose Craig on BBC Newsround, as well as over 95 pieces of reporting.

Extensive coverage in regional press and radio (over 111 pieces) was effective in reaching audiences across the UK, as well as sector coverage in newsletters, conferences and journals reaching industry professionals.

Features and partnerships with media aimed at 7-11 year olds were impactful including The Week Junior Science + Nature, First News, Primary Times, The Week Junior and WWF-UK's junior membership publication Go Wild!

On the eve of Earth Day (21 April), the Wild World collective artwork was launched on Piccadilly Lights, and out of home coverage on billboards extended the celebration across the UK to locations from Mansfield to Swindon, Lincoln to Plymouth and Sunderland to Aberdeen, generously supported in kind by Landsec, Rapport & Initiative, Ocean Outdoor, Alight, Clear Channel, JC Decaux, Limited Space and Global. A special exhibition of works took place outside around King's Cross and Granary Square, featuring artwork by leading artists alongside artworks by children from schools in priority places at The Great North Museum: Hancock in Newcastle. Overall out of home coverage reached over 12m people across the UK.

Social media coverage achieved a reach of 16.9m, trending on X (formerly Twitter) in the lead up to Earth Day itself.

*Figures from Bolton & Quinn Media Coverage Report



Sustainability

AIM: to demonstrate the role of networked cultural organisations to embrace and inspire action to slow biodiversity loss in our landscapes, and – in parallel – accelerate the movement towards more sustainable and equitable practices.

The Wild Escape put biodiversity loss at the heart of a nature-positive, creative project for museums and schools, and their communities.

Underpinning the visible activity in programming, curatorial, learning and partnerships, all participating organisations were offered **Carbon Literacy training**, supported by the Foyle Foundation.

The Wild Escape ignited children's curiosity about the natural world, with participants learning about endangered and extinct species and discovering facts about plants and animals. Young people articulated a range of hopeful visions for their animals' future as well as expressing a sense of collective responsibility for nature.

The **sustainability outcomes** for schools and teachers were strong, ranging from individual learning around biodiversity, to using creative methods to teach children about climate change, and a commitment to making positive changes within the school.

Teachers said they felt **more confident about bringing nature into their teaching** as a result of working with artists who use natural objects in their work.



Visitors to Beaconsfield Gallery for Earth Day 2023. London, England. © Hydar Dewachi / Art Fund 2023

Sustainability

95%

of organisations had improved their sustainability practices

94%

of teachers agreed that their pupils had learned something new about biodiversity loss

113 delegates

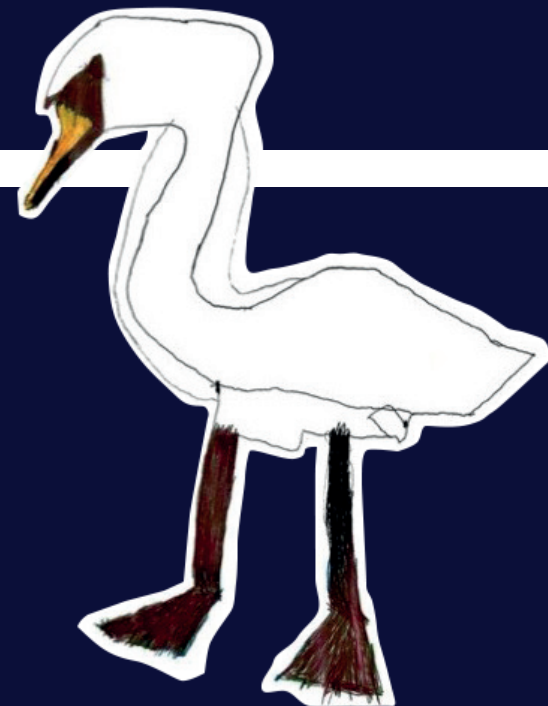
77 organisations

completed Carbon Literacy training*

*MDNW TWE Carbon Literacy Report

67%

of teachers said they would do something differently as a result of their experience



69%

of families said they had a greater understanding of biodiversity in the UK as a result of The Wild Escape



Family Day: Animal Adventures, at Camley Street Natural Park, run by London Wildlife Trust and hosted by the British Library on Saturday 22 April 2023.
© Jonathon Vines

Digital

AIM: to explore at scale how museums can innovate, enrich their work and reach younger audiences by harnessing digital platforms.

The Wild Escape operated at scale, and this was largely achieved by the digital technology underpinning both communication and creativity. Whilst the participating organisations offered activities in their venues, digital learning tools and online learning resources were a vital ingredient for schools and museums.

The main platforms for audiences to experience The Wild Escape were on social media, partner websites and media. At the heart of the project was an interactive digital collective artwork that enabled young people to capture and share their creations with the world in a playful way. This web based platform reduced barriers to participation and created a compelling access point for the project for young people and the wider public. Social media was used to amplify the reach of young people's work and created new ways to activate engagement with new audiences.

In addition, teachers and their classes, families and young people had specially commissioned digital live lessons, learning materials and films available on BBC Bitesize, YouTube, Art Fund and partner sites.

The Wild World was the most visible of the digital innovations in the project, and won a prestigious European Digital Lovie Award, in recognition of its connectivity, and as 'a remarkable solution to address inequity, habitat and wildlife loss, accessibility, overproduction, and beyond... moulding a better digital future with inventive, fresh and innovative ideas.'

Working with BAFTA award-winning studio PRELOADED, the decision to build an event-specific platform meant the Wild World was accessible, with low tech and low wifi threshold, to work on any device and network, and safe, without data collection or marketing, while still a lot of fun.



A visitor to South London Gallery for Earth Day 2023. London, England. © Hydar Dewachi / Art Fund 2023

Digital

280,000

views of The Wild Escape content

23,100

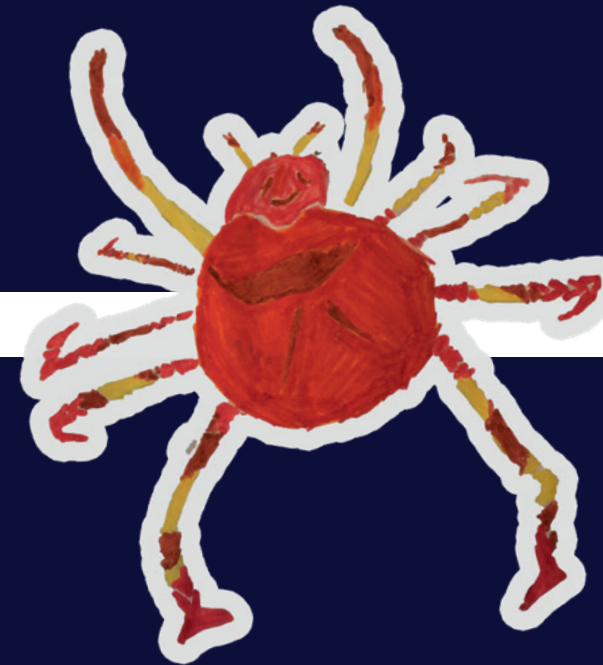
users engaged with The Wild Escape online content through The Wild Escape and Art Fund websites

2,170

children participated in The Wild Escape live lesson, delivered with WWF-UK and RSPB

16,932,252

social media reach



“

The strength of it was putting the animals onto the screen and making them come alive for the children. That was really good.

”

Museum, East Midlands

Learnings

Beeline sculptures made by Surrey Schools and artist Diana Burch as part of The Wild Escape, through activities in a Surrey consortium led by Haslemere Museum with Haslemere Natural History Society, Surrey Heath Museum, The Museum of Military Medicine, Chertsey Museum, Elmbridge Museum, Egham Museum, Bourne Hall Museum, Rural Life Living Museum and Sime Gallery. Courtesy Diana Burch



Context

The Wild Escape was timely - recent evidence from the Audience Agency's [Cultural Participation Monitor](#) (CPM) indicates that 51% of people feel that museums, galleries, and historic sites should take a stance on the climate crisis.

Art Fund's decision to lead this mass-participation project was informed by research with teachers (Teacher Art Pass survey) and museum directors (Director survey), which identified a collective [aim to re-engage with schools and young visitors](#), as well as the [significant barriers facing teachers](#) in finding the information and support they need to engage with their local museums.

Art Fund also drew on the findings of the Digital Impact in Museums & Galleries report, to inform a [focussed digital intervention](#) as part of the project, to maximise accessibility and strengthen connectivity.

Museums, galleries and historic houses responded positively to [bringing their collections and young people's creativity together to raise awareness and understanding about biodiversity loss](#), as well as to engage with schools, young people and their families.

The Wild Escape was delivered during a time of continuing change and uncertainty, with the ongoing [impacts of the pandemic](#) still being felt by schools and museums.

The [cost of living crisis has had a significant impact](#) including on cultural and educational engagement and decision-making across the UK. This is evidenced by the findings from the CPM, which indicates that cultural engagement levels continue to be significantly lower than pre-Covid; in the spring of 2023, [61% of the UK population reported that cost of living concerns actively discouraged them from attending arts and cultural activities](#). The evidence from the CPM was echoed in The Wild Escape research, with participating organisations noting that cost of living pressures and the rising cost of transportation had a negative impact on schools being able to take part.

Industrial action across the UK in many sectors, particularly the [teachers' strikes and transport strikes](#), had a negative impact on schools' participation in the project, directly impacting on schools' planning and engagement. It also had impacts such as parents' loss of earnings and travel complications for those reliant on public transport.

The project had to flex in order to respond to some of these external factors and, as part of the ACE Grant aims, test replicable models within the sector.

What we learned

Wider audiences

- Connecting museums with schools, and supporting high quality programming for families, is effective in changing the demographic of visitors to museums.
- Schools valued the high profile and UK-wide nature of *The Wild Escape*, which encouraged them to take part, as well as the cross-curricular nature of the idea, which allowed them to cover science, art and climate change in the classroom.
- Micro-grants can have a powerful mobilising effect; many museums would not have been able to participate without project funding, and the relatively small amounts available enabled them to take part and collaborate at scale.
- It's an extraordinary achievement to bring 530 museums together and there could be potential benefits in the future to identifying a number of hub museums to share information and ideas, as demonstrated by a number of the syndicates working together in *The Wild Escape*.



A visitor takes part in 'The Magpie's Challenge' at the Talbot Rice Gallery for Earth Day 2023. Edinburgh, Scotland. © Josh Murfitt / Art Fund 2023

Creativity

- Putting the children first as artists had great benefits. It gave children access to museum collections, demonstrated the relevance of collections to contemporary issues such as biodiversity loss, and built confidence in their own creativity.
- Artists were vitally important contributors, ensuring the visibility of the project. Their creativity and generosity was key to engaging young people, their carers and teachers.
- The Wild Escape gave prominence to the work of Learning & Engagement and Volunteer teams in museums that is not always celebrated widely.
- Whilst many organisations have confidence in working with artists to bring their collections alive, The Wild Escape created a route for smaller or less experienced organisations to work directly with artists. A strong legacy must be to continue to encourage museums to collaborate with artists on whatever scale is appropriate to them.
- Teachers cannot easily find learning resources on museum websites – The Wild Escape made good strides towards making resources easier to find.



Students from the Nansloe Academy in Helston, Cornwall, created an exhibition called 'Flying Free' with artist Melanie Young. The students were inspired by birds in the museum's collection, from Henry the Australian Galah, to the endangered Cornish Polores. Image courtesy of the Museum of Cornish Life, Helston, Cornwall.

Scale

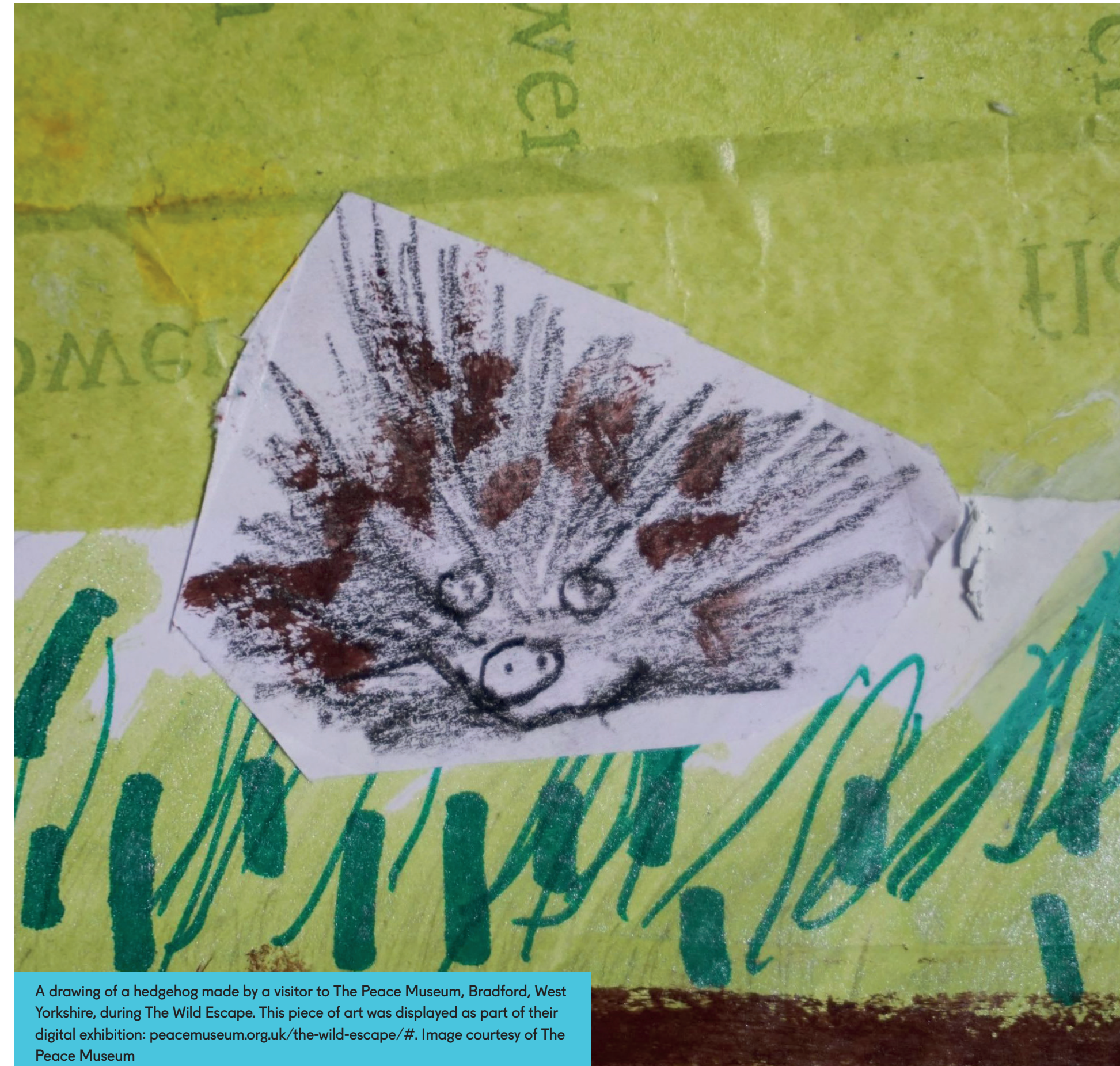
- Many of the relationships and partnerships fostered were new, and there is evidence to suggest that the majority of these partnerships on all scales would want to collaborate again in the future, with greater understanding. It is likely that continuing to build these relationships will provide even more potential to expand audiences.
- Museums are an incredible nationwide resource, providing physical, often free, places in their communities, many of which include green spaces. Partners beyond the sector like WWF-UK acknowledged that museums are well placed to support and host important conversations that matter to communities, and large-scale projects like The Wild Escape can help to leverage these kinds of partnerships beyond the sector for museums at scale.
- High profile partners had a positive impact on overall reach, and the synergy of their messaging was particularly effective in relation to, for example, BBC Wild Isles.
- There is growing recognition that the emotional and creative impact of the collective cultural sector is a powerful tool in galvanising action around climate change, as an example, and The Wild Escape provided an important way to reach and stimulate awareness in new audiences.

Sustainability

- The sheer number of museums participating demonstrated a demand for collective projects around the subject of sustainability in programming and operation, particularly amongst those who had struggled to make a start.
- One core theme can be hugely important to bring the project together
- The specificity of UK nature/landscape as a focus was connected to a specific BBC programme and there is exciting scope to expand to an international or more general nature theme.
- Through The Wild Escape the Carbon Literacy programme was fully booked, with support from The Foyle Foundation. Accelerating and expanding the existing programme, MDUK trained 113 delegates from across 77 organisations, and 30 delegates also went on to attend Trainer Support Sessions to equip them with the skills and give them confidence to roll out Carbon Literacy training in their own organisations and networks. When the Wild Escape courses became fully booked, 74 further delegates were signposted to the ongoing programme of courses delivered by MDUK, taking the combined community of Carbon Literate delegates across the UK to over 1,000.
- Smaller organisations that have started their journey with this project now need clear guidance on what they can do next, particularly when they can't afford consultancy or specific guidance.

Digital

- The Wild Escape website was a useful central resource for information for museums, with significant numbers of resources downloaded, including those translated into Welsh.
- The Wild Escape created resources for teachers, which were distributed by museums as well as directly via targeted marketing and social media activations. The project shows that, once the connections are made with teachers, they are more likely to repeat the activity. But there is more work to be done to provide the resources that teachers need, in a way that is easy for them to find and tailored to their curriculum needs.
- The collective artwork has been praised for its connectivity. The low tech and wifi threshold of participation achieved was essential for wide participation. In retrospect, it would have been better to launch the digital world earlier in the project timeline, so that more organisations could factor it into their programme. This didn't affect the vast number of creatures made and displayed across the UK, but limited the scale of the collective display online.
- For a large number of museums, galleries and historic sites, digital teams are not reflected in the organisational structure, and there is a lack of capacity and investment into this area. This creates barriers to participation. At the same time, changes in the ways that social media platforms operate are happening quickly and erratically. In the future more central resources could be used to boost and respond to activity in a way that increases engagement for all organisations taking part.
- In this post-pandemic period, The Wild Escape was able to utilise the greater confidence in digital conferences/calls with, for example, webinars. These gatherings are helpful for peer learning, sharing skills, experience and confidence. Examples of interactions such as Live Lessons and online sessions hosted by museums with schools should also be explored in more detail to see how this can support teachers in using museums more in their lessons.



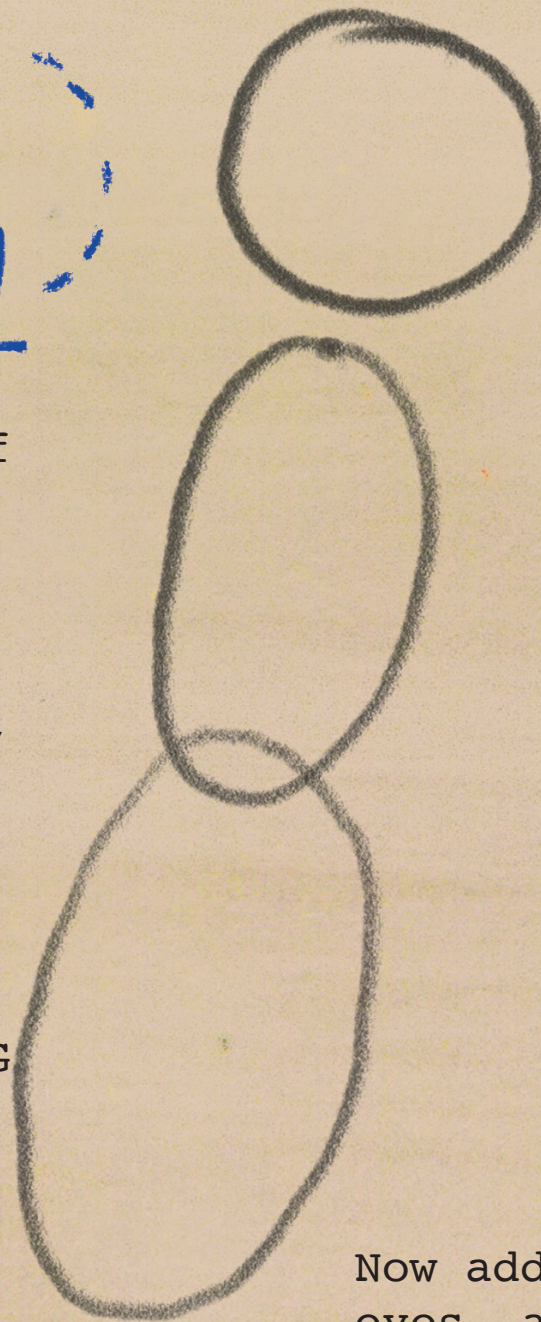
A drawing of a hedgehog made by a visitor to The Peace Museum, Bradford, West Yorkshire, during The Wild Escape. This piece of art was displayed as part of their digital exhibition: peacemuseum.org.uk/the-wild-escape/#. Image courtesy of The Peace Museum

Next steps

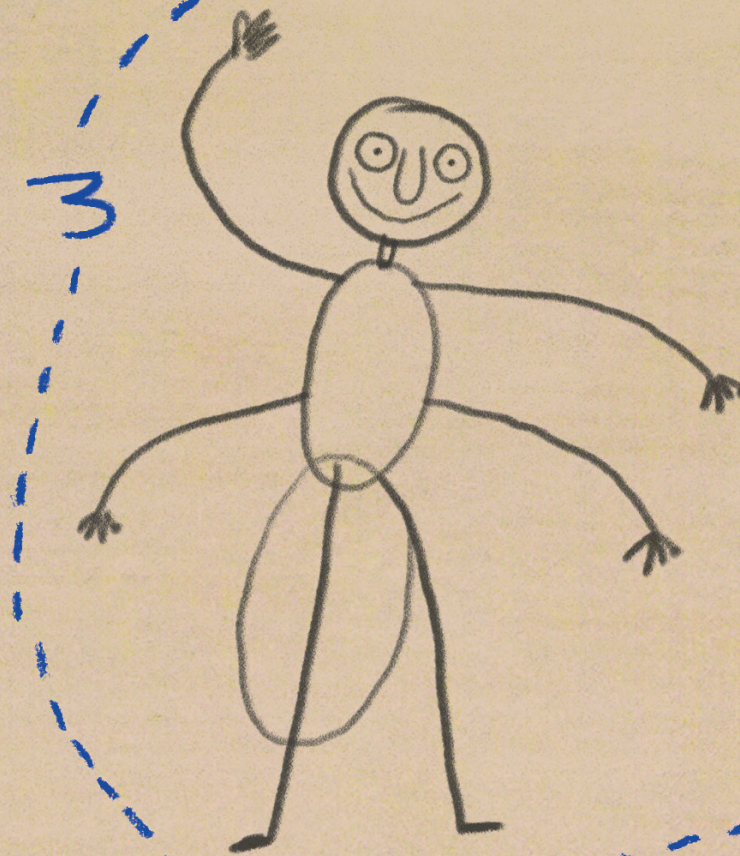
DRAW YOURSELF AS AN ANT

STEP 1

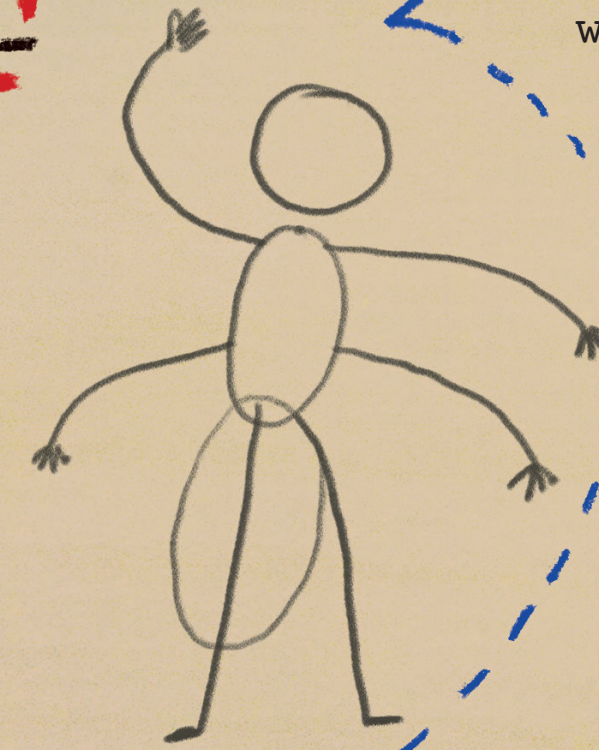
On a piece of paper, use a pencil to lightly draw two oblongs and a circle, just like this. Even though ants are little, your drawing can be as BIG as you like!



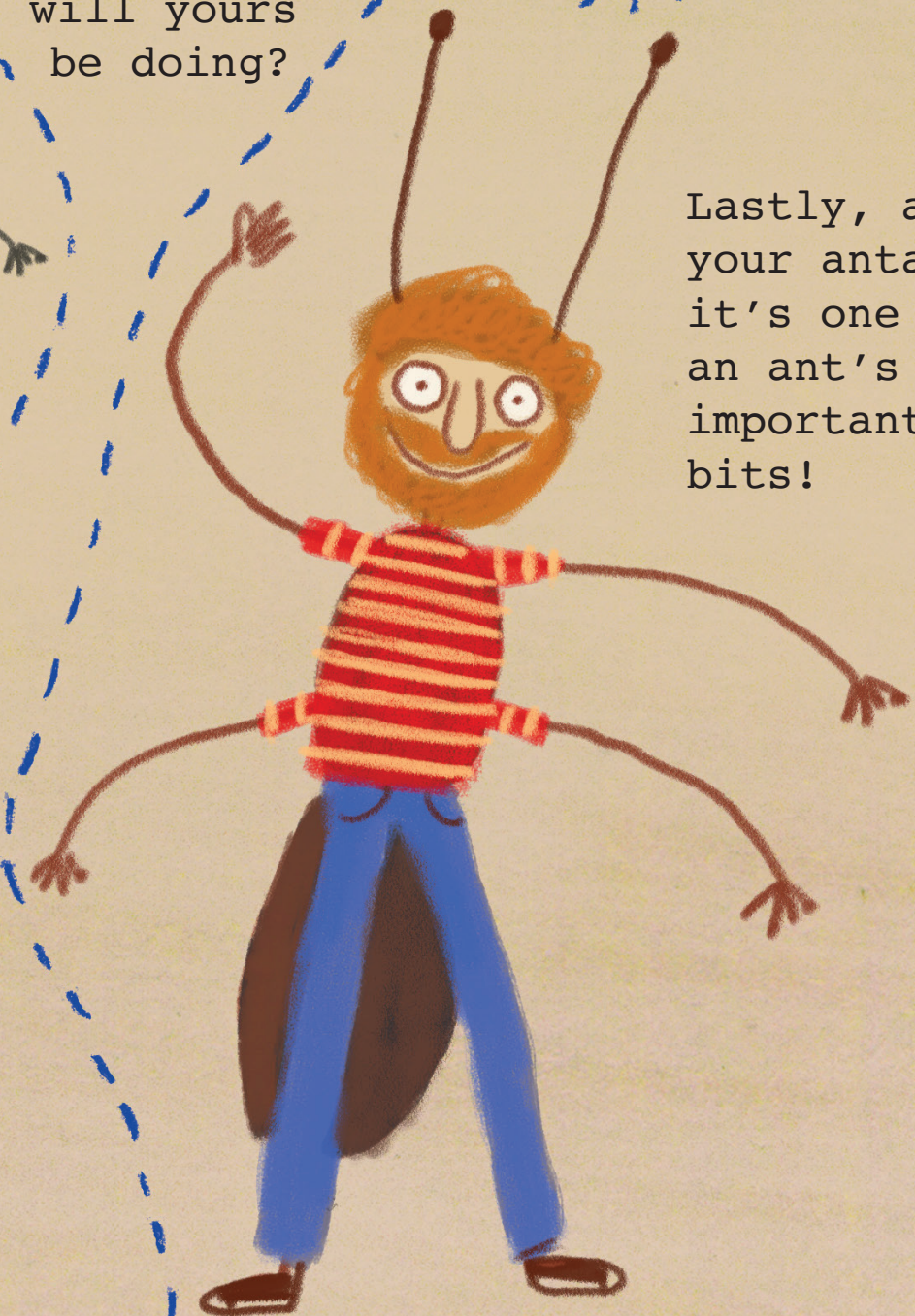
Now add eyes, a mouth and a nose



Add some legs and arms.
My ant is waving. What will yours be doing?



Lastly, add some antennae.
Your ant is waving. It's one of the most important bits!



And now the fun part. Use colour to make your ant like you. I have a bear, a striped tee shirt, so mine looks like me! What could you make yours just like you?

Belfast-based artist Barry Falls led Earth Day workshops at Ulster Museum as part of a partnership between The Story Museum, Ulster Museum, Great North Museum and Oxford Museum of Natural History. Ulster Museum invited schools and visitors to discover insects in the Natural Sciences collection, inspiring artworks that were uploaded to the Wild World and displayed in Ulster Museum, where they were seen by 5,507 visitors. The Story Museum's Brilli-ANT exhibition reached 879 pupils from 31 schools as well as 14,599 visitors. © Barry Falls. Image courtesy of The Story Museum

Next steps

The successes and knowledge gained through delivering The Wild Escape is a tribute to the Art Fund team, all the participating organisations and the funders and stakeholders who underpinned the work.

Art Fund intends to continue to support museums' work in many of the areas integral to The Wild Escape, including:

- **Wider audiences:** building and strengthening connections between museums and schools to ensure that all young people are able to use and enjoy public collections is a key part of Art Fund's long-term strategic vision. To this end, in 2023 we also launched the Teacher Art Pass, with the aim of building a UK-wide community of teachers interested in enjoying and benefiting from museums, personally and professionally. This community of teachers will help build our research and ambitious programmes to ensure museums and collections are relevant to the curriculum and classroom, and ultimately inspiring the next generation.
- **Creativity:** continuing to celebrate the work of contemporary artists through supporting new commissions and acquisitions, helping our brilliant museums expand their collections and be reflective of and represent the UK's diverse and vibrant communities.
- **Scale:** the success of The Wild Escape suggests a strong appetite in museums and schools for UK-wide, collective, participative, creative projects. Art Fund is exploring the opportunities for further projects with this scale and ambition.
- **Sustainability:** the partnerships created through The Wild Escape provide exciting opportunities for further activity. In addition, Art Fund is embedding sustainability in all aspects of its planning and operation.
- **Digital:** Art Fund will continue to listen to the digital needs of the sector and identify how it can resource centrally available training and capability building. The Wild Escape has developed a template for using digital technology as a way to provide coordination and connection at a national scale and will continue to look at ways this approach can be used to amplify the impact of large scale participation in arts and culture.



Pontypridd Museum collaborated with three local primary schools to learn about the lives and legacy of pit ponies in the South Wales Collieries. Children's drawings were celebrated on Earth Day with an expressive arts workshop and a collective group song. These horse heads were drawn by students at Ysgol Gynradd Gymraeg Evan James Primary School. Image courtesy of Pontypridd Museum

Thank you

Singer-songwriter FKA Twigs created *A self-portrait in Venus*, through a two-fold screen for *The Wild Escape*, inspired by Diego Velázquez's 'Rokeby Venus', from the National Gallery, and *Two-fold Screen* by Shibata Zeshin, from the Khalili Collections. © THE FKA FACTORY. Image courtesy of the artist.



With thanks to everyone who contributed to the project.

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In collaboration with:

Arts & Heritage

Creative Scotland

MDUK

Museum Development England

Museums Federation Cymru

Museums Galleries Scotland

National Trust

Northern Ireland Museums Council

RSPB

WWF-UK

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[Pilot schools](#)

Ark Swift Primary School

Finton House School

Stillness Junior School

[Artists](#)

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Chila Kumari Burman

Chris Riddell

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Harriet Bourhill

Heather Phillipson

Jeremy Deller

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Lindsey Mendick

Luke McGarry

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Mark Wallinger

Matilda Borgström

Melanie Young

Mitra Tabrizian

Mollie Ray

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Rana Begum

Salvador Garza & Manual Zogbi

Sayra Begum

Tai Shani

Tara Boland

Thomas J Price

Yinka Shonibare

[Art Night](#)

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Philippine Nguyen

Helen Nisbet

[BBC](#)

Nicola Anderson

Alexandra Bocker

Jack Bootle

Stephen James-Yeoman

Mark Macey

Judith Nichol

[And](#)

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[Museums, galleries, historic houses & sites](#)
78 Dergate – The Charles Rennie Mackintosh House
ACEarts
Aldborough Roman Site
Ancient House
Anne of Cleves House
Apsley House
Arbeia Roman Fort and Museum
Art Night
Snowdonia National Park Authority
Artworks, the everybody school of art
Arundel Museum

Arundells
Ashmolean Museum
Ash Museum
Ashby de la Zouch Castle
Audley End House and Gardens
Aura Wales
Barber Institute
Barnstaple Museum
Barnsley Museum
Aydon Castle
Barn Theatre and Museum
Barnard Castle
Bassetlaw Museum
Battle Abbey
Beaconsfield Gallery
Beaconsall - Lancashire's Living Museum and Heritage Park
Beck Isle Museum
Beeston Castle
Belsay Hall, Castle and Gardens
Berry Pomeroy Castle
Berwick-upon-Tweed Barracks
Bethlem Gallery
Bexhill Museum
Birdoswald
Birmingham Museum and Art Gallery
Birmingham Museums Trust
Blenheim Palace
Booth Museum of Natural History
Boscobel House and The Royal Oak
Bourne Hall Museum

Bradford District Museums and Galleries
Brading Roman Villa
Braintree District Museum Trust
Braintree Museum
Brantwood
Brickworks Museum
Braunton & District Museum
Brinkburn Priory
British Library
British Schools Museum
Broadway Museum & Art Gallery
Brodsworth Hall and Gardens
Brooklands Museum
Brougham Castle
Bursledon Brickworks Museum Trust
Burton Art Gallery and Museum
Bury Art Museum & Sculpture Centre
Buxton Museum and Art Gallery
Califat
Campbeltown Museum
Captain Cook Memorial Museum
CARAD - TimeScape Rhayader
Carisbrooke Castle
Carlisle Castle
Castle Acre Priory
Castle Bromwich Historic Gardens
Castleford Museum
Chartwell
Chatsworth
Chertsey Museum

Chesters Roman Fort and Museum	D'Arcy Thompson Zoology Museum	Etal Castle	Guildford Heritage Services	John Hansard Museum	Leeds City Museum
Chippenham Museum	Dales Countryside Museum	Falmouth Art Gallery	Guildford Museum	Irish Linen Centre and Lisburn Museum	Leeds Industrial Museum
Christchurch Mansion	Danum Gallery, Library and Museum	Farleigh Hungerford Castle	Guildhall Art Gallery	Jersey Museum and Art Gallery	Leeds Museums and Galleries
Chysauster Ancient Village	Dartmouth Castle	Fishbourne Roman Palace & Gardens	Gunnersbury Park Museum	John Moore Museum	Leicester Gallery
City of London Corporation	darts (Doncaster Community Arts) - The Point	Flag Fen Archaeology Park	Haden Hill House Museum	Judges' Lodgings	Leisure and Culture Dundee
Clandon Park	David Livingstone Birthplace	Folkestone Museum	Hailes Abbey	Keats House	Lewes Castle and Barbican House Museum
Cleeve Abbey	De La Warr Pavilion	Ford Green Hall	Hall Place and Gardens	Kelham Island Museum	Lincoln Cathedral
Cliffe Castle Museum	Deal Castle	Forty Hall and Estate	Hampshire Cultural Trust	Kelmscott Manor	Lincolnshire County Council
Clifford's Tower	Denbighshire Heritage Service	Framlingham Castle	Harewood House	Kelvingrove Art Gallery and Museum	Lindisfarne Priory
Clifton Park Museum	Derby Museum and Art Gallery	Furness Abbey	Harlow Art Trust	Kendal Museum	Linen Hall Library
Cody Dock	Derby Museums	Gainsborough Old Hall	Haslemere Educational Museum	Kenilworth Castle	Live Argyll
Colchester + Ipswich Museums	Discover Bucks Museum	Gainsborough's House	Haslemere Educational Museum Charity	Kenwood House	London Borough of Barking and Dagenham
Colchester Borough Council, Colchester Museums	Doncaster Metropolitan Borough Council, Heritage Services	Gairloch Museum	Hastings Contemporary	Keswick Museum and Art Gallery	London Mithraeum: Bloomberg SPACE
Combe Martin Museum	Dorset Museum	Gallery Oldham	Hastings Museum and Art Gallery	Kettle's Yard	Ludlow Museum at the Buttercross
Compton Verney	Dovecot Studios	Garden Museum	Haworth Art Gallery	King John's House and Museum	Lullingstone Roman Villa
Conisbrough Castle	Dover Castle	Gilbert White's House & Gardens	Hay Castle	Kiplin Hall and Gardens	Lyddington Bede House
Cooper Gallery	Down House	Glasgow Life	Hebden Bridge Arts Festival	Kirby Hall	Lydiard House
Conwy Culture Centre	Dunstanburgh Castle	Glasgow Museums	Helmsley Castle	Kirkham Priory	Lyme Regis Museum
Coventry Museum	Dunster Castle and Watermill	Glasgow Museums Resource Centre	High Life Highland	Kirkleatham Museum	Lyn and Exmoor Museum
Corbridge Roman Site and Museum	East Surrey Museum	Glenesk Folk Museum	Highland Folk Museum	Kirklees Museums and Galleries	Lynn Museum
Court Barn	Edinburgh Printmakers	Gloucester City Council	Holkham Hall	Lakes International Comic Art Festival	Maidstone Museum & Bents Art Gallery
Crab Museum	Egham Museum	Glynn Vivian Art Gallery	Horniman Museum and Gardens	Lancashire County Council Museum Service	Manchester Museum
Craven Museum & Gallery	Elgin Museum	Godalming Museum	Horsebridge Arts Centre	Lancashire Heritage	Marble Hill House
Creative Learning Services	Elmbridge Museum	GoMA, Gallery of Modern Art	Horsham Museum & Art Gallery	Lancaster City Museum	Market Hall Museum
Crofton Beam Engines	Eltham Palace and Gardens	Goodrich Castle	Hough Mill	Lanercost Priory	Marlipins Museum
Cromer Museum	Ely Museum	Goole Museum	House of Dun	Larne Museum and Arts Centre	Maryhill Museum
Culture, Heritage and Arts Assembly (CHARTS)	English Heritage	Gorse Field	Housesteads Roman Fort	Launceston Castle	McLean Museum and Art Gallery
Cumberland House Natural History Museum	Epping Forest District Museum	Greenfield Valley	Ilfracombe Museum	Layer Marney Tower	McManus: Dundee's Art Gallery and Museum
Cyfarthfa Castle Museum & Art Gallery	Epworth Old Rectory	Gressenhall Farm & Workhouse	Inveraray Castle & Gardens	Leamington Spa Art Gallery & Museum	
	Fabrica Gallery	Grime's Graves	Inverleith House		
		Guernsey Museum and Art Gallery	Inverness Museum and Art Gallery		
		Guernsey Museums			

Mead Gallery	Museum of Edinburgh	North Hertfordshire District Council	PK Porthcurno - Museum of Global Communications	Royal Botanic Gardens Edinburgh	St Mungo Museum of Religious Life and Art
Michelham Priory	Museum of Enfield	North Hertfordshire Museum	Pontefract Museum	Royal College of Music Museum	St Neots Museum
Mid Wales Arts	Museum of English Rural Life	North Lanarkshire Council	Pontypridd Museum	Royal Cornwall Museum	St Peter's Church
Mid-Antrim Museum at The Braid	Museum of Farnham	Northern Ireland War Memorial Museum	Portchester Castle	Royal Museums Greenwich	Staffordshire Regiment Museum
Middleham Castle	Museum of Gloucester	Norton Priory Museum and Gardens	Portland Castle	Rozelle House Galleries	Stained Glass Museum
Middleport Pottery	Museum of Lancashire	Norwich Castle Museum & Art Gallery	Portsmouth Museum & Art Gallery	Rumble Museum	Stokesay Castle
Milford Buildings Preservation Trust	Museum of Lincolnshire Life	Okehampton Castle	Preston Park Museum and Grounds	RWA (Royal West of England Academy)	Stonehenge
Milford House	Museum of North Craven Life	Old Sarum	Prudhoe Castle	Rye Art Gallery	STORIEL
Munnings Art Museum	Museum of Oxford	Old Wardour Castle	Quaker Tapestry Museum	Sainsbury Centre	Stourbridge Glass Museum
Milton's Cottage	Museum of the Home	Ordsall Hall Museum	Quarry Bank	Salford Museum and Art Gallery	Strathnaver Museum
MIMA, Middlesbrough Institute of Modern Art	Museums Partnership Reading	Orford Castle	Ranger's House - The Wernher Collection	Scarborough Art Gallery	Strawberry Hill House & Garden
Minack Theatre	Museums Sheffield	Oriel Davies Gallery	Restormel Castle	Scarborough Castle	Stromness Museum
Moira Furnace Museum and Country Park	My Hidden Cornwall	Oriental Museum	Rhayader Museum and Gallery	Scarborough Museums and Galleries	Studio Voltaire
Mold Library and Museum	National Coal Mining Museum for England	Osborne House	Richard Jefferies Museum	Scottish Maritime Museum: Irvine	Suffolk Archives
Mount Grace Priory	National Gallery	Oxford University Museum of Natural History	Richborough Roman Fort	Serpentine	Summerlee Museum of Scottish Industrial Life
Mount Stewart - National Trust	National Glass Centre	Pallant House Gallery	Richmond Castle	Sherborne Old Castle	Sun Pier House
Mount Stuart Trust	National Horseracing Museum	Pannett Art Gallery	Richmondshire Museum	Sime Gallery	Sunderland Museum & Winter Gardens
Moyse's Hall Museum	National Maritime Museum	Peebles Library, Museum & Gallery	Rievaulx Abbey	Sir John Moore Foundation Museum	Surrey Heath Museum
Muchelney Abbey	National Museum Cardiff	Pendennis Castle	Roald Dahl Museum and Story Centre	Snibston No 3	Surrey History Centre
Museum in the Park	National Trust	Penlee House Gallery & Museum	Rochdale Pioneers Museum	South London Gallery	Sussex Past (Sussex Archaeological Society Ltd)
Museum of Barnstaple and North Devon	National Trust for Scotland	Penmaenmawr Museum	Rochdale Town Hall	South Shields Museum and Art Gallery	Swannington Heritage Trust
Museum of Bath Stone	Natural History Museum	Peterborough Museum	Roche Abbey	South Somerset Heritage Collection	Swannington Incline
Museum of British Surfing	Natural History Museum (Colchester)	Peveril Castle	Roman Vindolanda Site and Museum	Southampton City Art Gallery	Swansea Museum
Museum of Cambridge	Nature in Art	Pickering Castle	Rotherham Metropolitan Borough Council	St Andrews Heritage Museum and Garden	Talbot Rice Gallery
Museum of Carpet	Nature in Art Trust	Pickering Beck Isle Museum of Rural Life Charity	Royal Academy of Arts	St Andrews Preservation Trust	Tate Britain
Museum of Cornish Life	New Art Centre	Pickering Castle	Royal Air Force Museum London	St Augustine's Abbey	Tate Liverpool
Museum of Dartmoor Life	New Forest Heritage Centre	Picton Castle Gardens	Royal Air Force Museum Midlands	St Barbe Museum and Art Gallery	Tate Modern
Museum of Design in Plastics	Norfolk Museums Service	Pitzhanger Manor & Gallery	Royal Albert Memorial Museum & Art Gallery	St John's House Museum	Tate St Ives
Museum of East Dorset	North Craven Building Trust			St Mawes Castle	
	North Devon Council				

Tayside Medical History Museum	The Lightbox	Wordsworth Grasmere	Watford Museum	York Army Museum Charity	Sainsbury Centre
Tenterden and District Museum	The Linnean Society of London	Thelma Hulbert Gallery	Watts Gallery – Artists' Village	Yr Ysgwrn	The Box, Plymouth
The Art House	The Long Man of Wilmington	Tilbury Fort	Wednesbury Art Gallery and Museum	Z-arts	Mid-Antrim Museum at The Braid
The Atkinson	The Long Shop Museum	Time and Tide Museum	Wenlock Priory	Special thanks to the organisations who collaborated with us to create resources, films, toolkits, pilot workshops, social media takeovers and more...	The Story Museum
The Beonna at All Saints	The Lowry	Tintagel Castle	Weoley Castle		Tullie House
The Bluecoat	The MAC	Totnes Castle	West Berkshire Museum		Yorkshire Sculpture Park
The Bowes Museum	The Maclaurin Art Gallery	Touchstones Rochdale	West Highland Museum	Black Country Living Museum	Canal Museum
The Box, Plymouth	The McKechnie Institute	Tower Foyer Gallery	Weston Museum	Crab Museum	Derby Museum
The Brickworks Museum	The Moray Society	Trimontium Museum	Weston Park Museum	Horniman Museum & Gardens	Hull Museums
The Bright Foundation	The Museum of Military Medicine	Trowbridge Museum	Weston-super-Mare Town Council	Keswick Museum	Lakes International Comic Art Festival
The Brunel Museum	The National Memorial Arboretum	Tudor House Broadway Trust	Wheal Martyn Clayworks	Leeds Museums and Galleries	Leeds2023
The Burrell Collection	The North Lincolnshire Museum	Tullie House Museum and Art Gallery	Wheal Martyn Trust	London Museum of Water & Steam	Manchester Museum
The Burton at Bideford	The Novium	Turner Contemporary	Whitaker Museum, Art Gallery	McManus: Dundee's Art Gallery and Museum	Museum of Cornish Life
The Cartoon Museum	The Peace Museum	Turton Tower	Whitby Abbey	Univeristy Museum of Zoology, Cambridge	National Gallery
The Collection Museum and Usher Gallery	The Plough Arts Centre	Tÿä Pawb	Whitchurch Silk Mill	National Memorial Arboretum	Natural History Museum
The Egypt Centre, Museum of Egyptian Antiquities	The Postal Museum	Tynemouth Priory and Castle	Whitstable Community Museum and Gallery	Oxford University Museum of Natural History	Pitzhanger Manor and Gallery
The Falklands Museum	The Priest House and Gardens	Ulster Museum	Whitstable Museum & Gallery	Real World Science Network	
The Food Museum	The Royal Pavilion & Museums Trust	University Museum of Zoology, Cambridge	Witley Court		
The Gauge Museum	The Royal Photographic Society Gallery	University of Dundee Museums - Cooper Gallery	Wolverhampton Art Gallery		
The Gibberd Gallery	The Rural Life Living Museum	V&A Dundee	Woodbridge Tide Mill Museum		
The Great North Museum: Hancock	The Sill	V&A South Kensington	Woodend Gallery and Studios		
The Harley Foundation	The Spring Arts & Heritage Centre	Valence House Museum	Worcester City Art Gallery & Museum		
The Hepworth Wakefield	The Stirling Smith Art Gallery and Museum	Victoria Art Gallery	Wordsworth Grasmere		
The Herbert Art Gallery & Museum	The Story Museum	Wakefield Museum	Worsbrough Mill Museum		
The Hockey Museum	The Watt Institution	Walmer Castle	Wrest Park and Gardens		
The Horniman Museum & Art Gallery Charity	The Whitaker	Ware Museum	Wroxeter Roman City		
The Hunterian	The Whithorn Trust	Warkworth Castle	Wycombe Museum		
The Jenner Trust	The Wilson: Cheltenham Art Gallery and Museum	Warrington Museum & Art Gallery	y Gaer Museum, Art Gallery & Library		
The Kennet & Avon Canal Trust	The Wordsworth Trust / The	Warwick Arts Centre	Yarmouth Castle		
		Warwick University	York Army Museum		



The Wild
Escape