



British Museum

Shortlisted for Innovation in Family Learning

The British Museum is dedicated to human art, culture and history, and has the largest collection of items in the world. They cover all fields of human knowledge and are driven by curiosity, research, and the sharing of knowledge.

The Samsung Digital Discovery Centre (SDDC) provides free and popular family digital learning events which are available both domestically and internationally. Family events are provided in fun and informal settings to support intergenerational digital literacy, build confidence, and boost hard and soft skills.

Family learning programme

The families programme needed a review to ensure that it was consistent with the most recent museum research. Families had also been requesting additional access to collection objects. The British Museum used existing data gathered over the past 10 years of the programme and combined this with staff experience to identify the most popular activities: Minecraft, using green screen technology to take pictures of people alongside collection objects, and colouring-in activities. This led to three formats – Making in Minecraft, Impossible Images and Making Masks.

Topics were selected to align with the Key Stage 2 curriculum, the Museum collection and temporary exhibitions, and covers areas such as Ancient Egypt, Japan, and the Roman Army, as well focusing on ensuring diverse histories were shown. Each activity led to families being able to take away or see online something they created. Workshops were reduced to allow for a more self-led, drop-in approach, which has freed up staff time to support more families and give them a more flexible experience at their own pace.

Impact and next steps

Judges from NCFE were impressed by the innovative and engaging range of activities on offer.

During 2023, over 95% of 7,001 attendees reported they would attend again, that they would recommend the events, and that they felt they'd done something creative with their time at SDDC family activities. Families have frequently mentioned how they are going to apply their learning and repeat the activities using their own digital technology at home.



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The museum have found they have been able to welcome more families to events, with reduced wait times and no families being turned away. The improved use of digital technology has brought collections to life in a more up-to-date way, and the team get to spend more time developing new, fun, engaging and interactive content for families.

A parent fed back that their time was: "Great fun, [It was the] first time my 6 and 8-year-old boys have tried digital photo editing and it surprised me how easy to use it was. I would try doing this at home now. Staff were great."