

## **Magna Overview**

The original concept goes back to the early 1990's when work commenced with a number of interested groups, such as RMBC and Corus in creating a steel heritage project on the site of the then Templeborough steelworks. A brief history of the Magna site can be downloaded from:

<http://www.visitmagna.co.uk/usefuldocs/2/education>

Various changes in aim and concept were worked through to create in 1997 Magna, a Millennium Commission funded project. The set up costs were £46 million and the balance of funding was made up of a cocktail of regional and local grants.

The overall building design and pavilion shapes were the work of architects Wilkinson Eyre. They aimed to maximise space usage of the building (about 1/3<sup>rd</sup> of a mile long) by creating 'pods floating in an ocean of darkness'. To achieve further emotional impact they also built in smaller, constricted areas where the visitor walks through and then the cathedral like volume opens out in front of them, with the overall lighting design emphasising this feeling. Moving along the main central walkway visitors get views of the four pavilions Air, Earth, Fire and Water.

The interior of the pavilions was designed by Event Communication, who then sub-contracted the design and build of exhibits to individual companies. e.g.

Wind Tunnel – Air Pavilion: Harris Blyth  
Fire Tornado – Fire Pavilion: Technorama  
Water Wheel – Water Pavilion: EDM  
The Big Melt – Main building: Howard Eaton

The choice of pavilion themes links both to steelmaking and Aristotle's original elements, though we know from customer surveys that few of our visitors consciously make the connection and will leave with ideas about individual exhibits such as ... 'the diggers' ... 'the firey thing' ... 'the adventure playground'.

A number of exhibits are both art installation and science and technology, e.g. the Flask Room designed by Cork Marcheschi, where the design aim is to intrigue, feed curiosity, but not transmit a bulk of science fact. This idea is reflected across all the pavilions, in that science and technology content is available to the visitor, but the learning is via hands-on interaction. This tends to support a kinaesthetic learning style and future exhibition development looks to attract other market share in addition to our target market of families with children aged 5 to 11.

The original business plan envisaged Magna thriving on visitor admissions to the science centre. This, in common with many of the Millennium attractions, was flawed. There is currently no science centre anywhere in the world that survives on this business model. For Magna to continue after year two of operations it became necessary to develop additional income streams, principally site development and the private hire of Magna to private and corporate clients. These two sources of revenue now subsidise the rest of the attraction, in themselves providing for one of Magna's original aims that of regeneration of the local area.

Magna's core aims can be summed up as follows:

- Catalyse the regeneration of the Templeborough region and more widely South Yorkshire:
  - .....by providing a centre of excellence for public engagement with science, technology and industrial heritage.
  - .....by providing high-class corporate and private hire facilities.
  - .....by building partnerships with local and regional organisations.

Magna Trust is the charity which operates the attraction and the overall control rests with a governing body of trustees, day to day operations delegated to a management team. Magna supports a full-time equivalent staff of 65 employees (note that in its heyday the original steelworks provided employment for 10,000 people over a much larger site)

In terms of its marketing Magna is a member of the Yorkshire Attractions Group, which includes a large number of Yorkshire's major visitor attractions (a full list can be found here <http://www.yorkshireattractions.org/visitor-attractions> ). There are considerable advantages to such affiliation, benchmarking of performance data, pooling of resources, reciprocal deals for visitors etc. See the sample data appended. Ability to evaluate the data gathered from major cross-attraction surveys is useful in identifying market trends and areas for development.

As with all visitor attractions customer service is the main on-site focus, Induction, training, policy implementation and monitoring of performance and visitor feedback is the responsibility of the operations director. Health and safety provision is also under this umbrella, much of which is statutory.

The attached data is provided for comparison purposes, note the following abbreviations in use. NRM = National Railway Museum – York, NCM = National Coal Mining Museum – Wakefield. Whilst the data goes back a number of years its evaluation is still valid since the core objectives for each attraction remains the same. For example: from the 'Profile of existing attenders' identify the target audience for each attraction. How would the expectations and customer service needs of different visitors vary? How successful, or otherwise, are the different media used for marketing each attraction?

Additional background information and images of Magna are available from:  
<http://www.visitmagna.co.uk>

## Summary of Overall Statistics

Where questions are directly comparable, + or - changes in responses since 2005 and 2006 are recorded in brackets  
Statistically significant changes are highlighted in blue

Profile of Existing Attenders (%)									
2007 figure (change since 2006) (change since 2005)	Eureka!	Harewood House	Jorvik	Magna	NCM	NRM	Royal Armouries	Thackray	The Deep
<b>Age</b>									
<b>0-2</b>	<b>9.9</b> (+0.7) (+2.1)	n/a	<b>1.2</b> (-0.5) (+0.5)	<b>3.5</b> (+0.6) (+0.9)	<b>0.8</b> (+0.3) (+0.1)	<b>2.3</b> (-1.4) (-0.9)	<b>3.4</b> (+1.4) (+1.8)	<b>0.9</b> (-2.5) (-0.6)	<b>1.6</b> (-1.5) (-1.7)
<b>3-5</b>	<b>19.1</b> (+2.0) (0)	n/a	<b>4.2</b> (+0.6) (+1.6)	<b>10.3</b> (+1.0) (+2.5)	<b>2.6</b> (-1.2) (-0.2)	<b>4.7</b> (-2.6) (-3.5)	<b>6.5</b> (+2.1) (+3.5)	<b>2.8</b> (-2.5) (-2.6)	<b>7.0</b> (-2.5) (-0.2)
<b>6-10</b>	<b>18.0</b> (-3.9) (-11.7)	n/a	<b>15.9</b> (-0.4) (-5.8)	<b>37.2</b> (+2.3) (+8.9)	<b>22.9</b> (+2.0) (+9.4)	<b>8.2</b> (-4.2) (-4.4)	<b>18.7</b> (-0.4) (+3.1)	<b>9.4</b> (-13.1) (-15.3)	<b>15.0</b> (-1.2) (-0.5)
<b>11-15</b>	<b>4.7</b> (-0.8) (+0.7)	n/a	<b>14.0</b> (+4.5) (+4.7)	<b>13.7</b> (+2.0) (+4.9)	<b>15.3</b> (+7.8) (+5.4)	<b>6.2</b> (-1.9) (-1.0)	<b>10.2</b> (+1.4) (+1.1)	<b>43.4</b> (+33.7) (+26.0)	<b>9.8</b> (-0.3) (-3.0)
<b>16-44</b>	<b>33.2</b> (+0.2) (+3.4)	n/a	<b>33.4</b> (-4.7) (+1.5)	<b>21.8</b> (-8.0) (-22.7)	<b>26.8</b> (-3.9) (-3.8)	<b>33.4</b> (+1.1) (+4.6)	<b>36.6</b> (+2.9) (+0.3)	<b>25.0</b> (-12.9) (-6.5)	<b>42.9</b> (+2.2) (+4.5)
<b>45-64</b>	<b>11.6</b> (+1.8) (+4.5)	n/a	<b>24.3</b> (+1.2) (+0.5)	<b>9.3</b> (+2.4) (+2.5)	<b>17.3</b> (-6.9) (-12.0)	<b>27.7</b> (+4.7) (+7.8)	<b>16.8</b> (+0.3) (-4.4)	<b>13.0</b> (-5.6) (-1.8)	<b>18.7</b> (+3.1) (+0.6)
<b>65+</b>	<b>3.4</b> (+0.1) (+0.8)	n/a	<b>7.0</b> (-0.5) (-2.9)	<b>4.2</b> (+1.8) (+2.9)	<b>14.5</b> (-5.3) (+1.3)	<b>17.6</b> (+4.5) (-2.6)	<b>7.8</b> (-7.7) (-5.6)	<b>3.1</b> (+0.6) (-1.6)	<b>5.0</b> (+0.2) (+0.3)

## Breakdown of Leisure Activities

	<b>Eureka!</b>	<b>Harewood House</b>	<b>Jorvik</b>	<b>Magna</b>	<b>NCM</b>	<b>NRM</b>	<b>Royal Armouries</b>	<b>Thackray</b>	<b>The Deep</b>
<b>Leisure Activities</b>									
<b>Visitor attractions</b>	<b>60.5</b> (+10.5) (+16.4)	<i>n/a</i>	<b>61.3</b> (+0.6) (+11.7)	<b>20.1</b> (-4.9) (-43.6)	<b>78.9</b> (+1.8) (+11.1)	<b>52.0</b> (+1.3) (-5.5)	<b>58.0</b> (-4.2) (+2.3)	<b>53.0</b> (-13.7) (-17.3)	<b>75.8</b> (+9.9) (+32.3)
<b>Theme parks</b>	<b>32.7</b> (-0.9) (-4.2)	<i>n/a</i>	<b>33.7</b> (+14.8) (+19.3)	<b>5.6</b> (-14.2) (-39.6)	<b>16.5</b> (+4.2) (-5.6)	<b>25.2</b> (+9.5) (+1.7)	<b>30.8</b> (+4.0) (+0.1)	<b>22.4</b> (-15.0) (-17.4)	<b>22.2</b> (-3.7) (-15.4)
<b>Theatre</b>	<b>19.1</b> (-16.0) (-5.2)	<i>n/a</i>	<b>44.6</b> (+18.2) (+20.3)	<b>19.5</b> (-8.1) (-19.3)	<b>31.3</b> (-10.6) (+5.0)	<b>38.7</b> (+17.7) (+11.2)	<b>32.5</b> (+6.5) (-6.4)	<b>33.9</b> (-2.8) (-5.3)	<b>6.2</b> (-3.4) (-20.7)
<b>Cinema</b>	<b>37.2</b> (-26.1) (-25.9)	<i>n/a</i>	<b>70.0</b> (+27.0) (+33.0)	<b>67.8</b> (-8.2) (-11.7)	<b>31.3</b> (-23.4) (-31.7)	<b>53.7</b> (+18.0) (+6.9)	<b>68.8</b> (+4.1) (+0.4)	<b>67.8</b> (+1.8) (-7.1)	<b>36.4</b> (+7.8) (-13.4)
<b>Shopping</b>	<b>79.8</b> (-11.7) (-4.9)	<i>n/a</i>	<b>90.9</b> (+1.2) (+26.1)	<b>96.4</b> (+2.8) (+2.3)	<b>98.0</b> (-0.8) (-0.9)	<b>83.6</b> (+2.2) (+9.3)	<b>91.3</b> (+3.8) (+2.5)	<b>76.0</b> (-2.9) (-8.1)	<b>93.3</b> (-2.3) (-0.8)
<b>Eating out</b>	<b>57.4</b> (-30.5) (-23.8)	<i>n/a</i>	<b>94.1</b> (+6.1) (+26.4)	<b>89.3</b> (+2.7) (-6.3)	<b>97.7</b> (-1.3) (-1.7)	<b>84.3</b> (+3.2) (+10.0)	<b>91.5</b> (+6.4) (+1.7)	<b>75.4</b> (-2.8) (-12.2)	<b>91.8</b> (-0.8) (-0.7)
<b>Gym/ Swimming</b>	<b>46.9</b> (-16.2) (-14.7)	<i>n/a</i>	<b>51.7</b> (+13.0) (+22.4)	<b>53.3</b> (-9.6) (-12.4)	<b>59.0</b> (-12.9) (-6.0)	<b>43.9</b> (+6.6) (+8.9)	<b>52.8</b> (-2.6) (-1.7)	<b>24.6</b> (-8.4) (-18.5)	<b>25.4</b> (-9.2) (-9.2)
<b>Spectator sports</b>	<b>29.1</b> (+13.2) (+13.3)	<i>n/a</i>	<b>31.8</b> (+9.2) (+17.9)	<b>35.0</b> (-4.9) (-1.0)	<b>22.8</b> (-14.1) (-6.6)	<b>25.5</b> (+11.3) (+8.0)	<b>36.8</b> (+4.7) (+0.5)	<b>21.3</b> (-0.5) (-7.5)	<b>47.4</b> (+5.9) (+19.3)
<b>Other</b>	<b>0.3</b> (-7.1) (-6.9)	<i>n/a</i>	<b>29.6</b> (+13.8) (+26.4)	<b>16.8</b> (-3.0) (-7.4)	<b>16.0</b> (-49.5) (-41.1)	<b>26.5</b> (+10.5) (+23.2)	<b>2.8</b> (-0.4) (-10.8)	<b>4.9</b> (-4.6) (-6.9)	<b>17.5</b> (-0.3) (-11.8)

## Response to Marketing Activity

	<b>Eureka!</b>	<b>Harewood House</b>	<b>Jorvik</b>	<b>Magna</b>	<b>NCM</b>	<b>NRM</b>	<b>Royal Armouries</b>	<b>Thackray</b>	<b>The Deep</b>
<b>Website</b>									
<b>Seen website</b>	<b>31.4</b> (-5.9) (-1.0)	<b>17.8</b>	<b>24.9</b> (+3.1) (+11.3)	<b>48.5</b> (+8.6) (+8.7)	<b>39.8</b> (+7.6) (+12.2)	<b>24.4</b> (+6.0) (+4.9)	<b>34.4</b> (+6.8) (+6.5)	<b>31.5</b> (+2.9) (+6.4)	<b>67.4</b> (+14.2) (+30.9)
<b>Other Publicity</b>									
<b>Leaflet</b>	<b>29.6</b> (-5.5) (+0.4)	<b>70.4</b>	<b>53.2</b> (+22.8) (+17.2)	<b>41.4</b> (-7.6) (+2.6)	<b>48.4</b> (-16.6) (-2.6)	<b>51.0</b> (+23.4) (+10.5)	<b>16.5</b> (-12.9) (-13.4)	<b>39.9</b> (-20.0) (-13.1)	<b>23.2</b> (-1.7) (-22.3)
<b>YMAG leaflet</b>	<b>7.9</b> (-3.9) (+6.4)	<b>8.3<sup>4</sup></b>	<b>1.5</b> (-2.2) (-2.5)	<b>9.4</b> (+4.0) (+8.4)	<b>8.0</b> (+5.5) (+7.7)	<b>0.2</b> (-5.3) (-1.6)	<b>5.0</b> (-0.3) (+3.1)	<b>8.7</b> (+1.9) (+0.1)	<b>9.2</b> (+1.1) (+0.7)
<b>Poster</b>	<b>0</b> (-5.9) (-3.7)	<i>n/a</i>	<b>2.5</b> (-0.7) (0)	<b>0</b> (-2.1) (-2.2)	<b>0.3</b> (-2.2) (-0.8)	<b>0</b> (-1.6) (-3.3)	<b>4.5</b> (-0.8) (+0.4)	<b>4.4</b> (+2.4) (+0.9)	<b>9.7</b> (-0.7) (+0.5)
<b>Billboard</b>	<b>12.2</b> (+1.7) (+4.0)	<i>n/a</i>	<b>5.4</b> (+2.0) (+4.2)	<b>0.3</b> (-6.4) (-3.7)	<b>1.1</b> (-3.6) (-2.5)	<b>1.5</b> (-3.7) (-4.3)	<b>10.3</b> (+10.0) (+1.5)	<b>7.1</b> (+1.7) (+0.9)	<b>14.7</b> (-0.1) (+1.8)
<b>Newspaper</b>	<b>5.6</b> (-13.9) (-12.5)	<b>7.3</b>	<b>2.2</b> (-0.1) (+1.5)	<b>2.0</b> (-12.7) (-6.6)	<b>18.5</b> (-19.7) (-12.6)	<b>0</b> (-2.9) (-3.5)	<b>6.8</b> (-3.0) (-5.9)	<b>8.7</b> (-4.9) (-9.5)	<b>13.7</b> (-1.9) (-9.2)
<b>TV advert</b>	<b>0</b> <i>n/a</i> <i>n/a</i>	<b>4.3</b>	<b>9.1</b> <i>n/a</i> <i>n/a</i>	<b>33.5</b> <i>n/a</i> <i>n/a</i>	<b>2.3</b> <i>n/a</i> <i>n/a</i>	<b>26.5</b> <i>n/a</i> <i>n/a</i>	<b>47.8</b> <i>n/a</i> <i>n/a</i>	<b>1.6</b> <i>n/a</i> <i>n/a</i>	<b>3.2</b> <i>n/a</i> <i>n/a</i>
<b>TV programme</b>	<b>0</b> <i>n/a</i> <i>n/a</i>		<b>0.5</b> <i>n/a</i> <i>n/a</i>	<b>0.3</b> <i>n/a</i> <i>n/a</i>	<b>4.8</b> <i>n/a</i> <i>n/a</i>	<b>1.0</b> <i>n/a</i> <i>n/a</i>	<b>1.0</b> <i>n/a</i> <i>n/a</i>	<b>0</b> <i>n/a</i> <i>n/a</i>	<b>4.5</b> <i>n/a</i> <i>n/a</i>
<b>Radio</b>	<b>0</b> (-4.4) (-2.7)		<b>1.3</b>	<b>0.2</b> (-0.7) (0)	<b>0.3</b> (-3.1) (-2.2)	<b>0.6</b> (-9.5) (-3.3)	<b>0</b> (-1.0) (-1.8)	<b>1.8</b> (-0.3) (-1.6)	<b>1.1</b> (+0.4) (-4.7)

<sup>4</sup> This figure was from those who specified the YAG leaflet under 'other' publicity seen, therefore the actual figure is likely to be considerably higher.