

An Education and Business Solution for London Transport Museum

London Transport Museum, London/UK



London Transport Museum.

London Transport Museum is one of London's most popular visitor attractions, located in London's Covent Garden and welcoming over 250,000 visitors a year. As a charity, the museum's purpose is to conserve and explain the history of London's transport and engage in the debate about its future. The museum welcomes thousands of education visits every year, with children of all ages benefitting from curriculum-led activities. It is also a popular venue for corporate users, whether for daytime business meetings or evening hospitality. Following a two-year, £22 million refurbishment programme, the museum re-opened in 2007 with new galleries, more display space and a 100-seat education room. The latest addition to its education and corporate facilities is a SMART Board® interactive whiteboard.

A need to improved education facilities and have a more attractive offer for the corporate hire market.

The refurbishment programme has delivered major improvements to the facilities at the museum's Covent Garden home, including bigger and better galleries and display spaces, improved education facilities and a more attractive offer for the corporate hire market.

However, in order to provide the best possible experience for educational visitors, as well as meeting the needs of corporate users, the Museum was keen to augment its learning and meeting facilities with the right collaboration technologies. In doing so, the required solution had to be quick and intuitive for visitors to use. It had to be versatile enough to work within the constraints of space in the Museum, located in the former Victorian Flower Market in Covent Garden, a Grade II listed building. Finally, it had to be flexible enough to support the needs of both school groups of all ages and corporate users, as well as for Museum management meetings.

SMART Technologies: The right solution

For London Transport Museum, the solution to this challenging brief was a SMART Board 885ix interactive whiteboard, complete with SMART Notebook™ collaborative learning software for educational users and Meeting Pro™ software for business users. In August 2011, the SMART Board was installed in the museum's schools centre, which is located

Challenge

Equipping a newly-refurbished education and meeting facility with a collaboration system capable of meeting the needs of both education and corporate users.

Solution

A SMART Board 885ix interactive whiteboard with both Notebook software for education and Meeting Pro software for business.

Result

A versatile and popular solution, in constant use for school visits, corporate hire and internal meetings.

directly off the main galleries. Terry Eccles of London Transport Museum explains why they chose SMART Technologies: "There were a number of reasons why a SMART Board was the right solution for us. Firstly, it is a great choice for our education centre. It is a multi-use space, but heavily used as part of the museum's schools programme which takes precedence on bookings. SMART Boards are a more appropriate choice for working with children than LCD or plasma screen displays. The multi-touch capability on this model also allows two children to work together on the board at the same time."

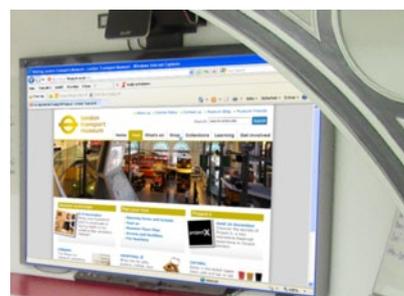
"We welcome children of all ages to the Museum, including primary school, secondary school and Special Education Needs students. The SMART Board is used by the museum's own educators or teachers accompanying school groups, who can bring their own programme content with them on a memory stick for use in Notebook on the SMART Board. Of course, it also has web-access, so online material can be accessed." However, the SMART Board® is also used by corporate visitors to the Museum, as well as by the museum itself for management meetings, thanks to its ability to run Meeting Pro, SMART's software application specifically designed for business. "Running Notebook and Meeting Pro means that we have a flexible solution capable of being used by educational and corporate visitors alike. Our education centre, complete with SMART Board, is now part of the hireable space here at the museum. What is more, the Museum's Board and senior management team have also made full use of the SMART Board's interactive touchscreen capabilities for internal meetings and presentations."

Rather than relying on conventional projectors and flipcharts, corporate visitors and Museum staff can now use touchscreen commands on the interactive display, write in digital ink over any application, make notes that are recorded as they go, annotate images and amend wording in real time, generate and integrate data and instantly capture the flow of ideas. At the end of a meeting, the results can then be instantly distributed to all participants. Terry also notes the practical benefits of the SMART Board's ultra-short-throw projector: "The SMART Board's ultra-short-throw projector is a great benefit, due to the constraints of the space available. Because the distance between the projector and screen is so small, it is a very flexible product where space is limited. For us, it was the ideal solution."

A valuable asset for all groups using the museum's facilities.

Since being installed in August 2011, London Transport Museum's SMART Board is proving to be a valuable asset for all groups using the museum's facilities. The income stream from corporate hire is very important to the financial health of the museum. In London's competitive market for corporate facilities, the ability to offer a cutting-edge collaboration solution in the form of a SMART Board interactive whiteboard gives the museum an advantage, as well as helping to ensure a direct return on investment. "The space is used by corporate visitors who can hire the room. It wasn't initially considered as hireable corporate space, so equipping it with the SMART Board has helped us to rent this room out for business users. It is ideal for business users, whether it is for presentations, meetings or brainstorming sessions. Importantly, corporate visitors can get to grips with the technology quickly and intuitively, without having to sit through a training session first."

The SMART Board has also been very well received for internal meetings, as Terry explains: "We have a stakeholder group, made up of corporate sponsors of the museum, that make very good use of the room and its facilities, including the SMART Board. It has also been brilliant for internal board and management meetings and discussions. Everyone took to the technology very quickly and we are making really good use of it as a collaboration tool." For education visits, the SMART Board provides a seamless extension to the SMART Boards that many pupils and teachers know well from their own classrooms, as Terry explains: "The education space is constantly booked out, with both overall visitor and school visit numbers on the up. The benefits of the SMART Board for school visits are exactly the same as the benefits in the classroom, particularly the ability for children to work together on the SMART Board and using our resources in a fully interactive environment. It is a tremendous asset in ensuring the success of our education programmes and a great help in engaging with students and young people, using our interactive, curriculum-focused sessions."



SMART Solution installed in the London Transport Museum.

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Terry Eccles,

Head of Projects, Contracts & Compliance
London Transport Museum

About SMART

SMART Technologies is a leading provider of collaboration solutions that transform the way the world works and learns. We believe that collaboration and interaction should be easy. As the global leader in interactive whiteboards, we bring more than two decades of collaboration research and development to a broad range of easy-to-use, integrated solutions that free people from their desks and computer screens, so collaborating and learning with digital resources are more natural.

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