



# RAF CENTENARY

1918 – 2018

RAF Museum  
RAF Centenary Programme







A Message From  
His Royal Highness  
The Prince Philip,  
Duke of Edinburgh. K.G., K.T.  
Patron of the Royal Air Force Museum



WINDSOR CASTLE

As museums go, the Royal Air Force Museum is relatively new, but then powered flight is relatively new. The Wright brothers first flew only twelve years before I was born. I can remember flying out of London Airport when it was at Croydon, and I have the honour of being the Museum's very first Patron.

This newness has one great advantage. Unlike the other Service museums, the Royal Air Force Museum can tell the whole story of the evolution of the Service from its very first days. Furthermore it can tell the story at Hendon, which is virtually the birthplace of the Service. As a result, the RAF Museum covers those all important years of the development of military air power from its very beginning. The Museum's location on the airfield at Hendon has the further advantage in that many of its buildings are themselves 'museum pieces'.

This provides both an opportunity and a challenge. The potential to tell the fascinating story of the third great Armed Service of the Crown is obvious, what is also obvious — as this booklet explains — is that it is going to be an expensive enterprise.

Read on...

“The progress and innovation made by the RAF during its proud history has been truly astonishing, not least in seeing us graduate from flimsy wooden biplanes to the most advanced stealth fighter in the world, all within the space of just 100 years.

The RAF Museum captures this amazing story, and its RAF Centenary Programme will ensure that future generations continue to be inspired by the stories and achievements of the men and women of the world’s first independent air force. I urge you all to support this exciting programme, which will provide an enduring legacy as we look to the future.”

Chief of the Air Staff  
Air Chief Marshal Sir Stephen Hillier  
KCB CBE DFC MA RAF



# A Message From Air Chief Marshal Sir Glenn Torpy GCB CBE DSO Chair of the RAF Museum Trustees

Established in 1968 as the landmark legacy of the Royal Air Force's fiftieth anniversary, the RAF Museum tells the story of the Royal Air Force through its people and collections.

Since opening in 1972 we have shared the story of the world's first independent air force and its impact upon the world with more than ten million visitors.

Our world class and unique collection of aircraft, personal archives and historic aviation sites inspires our audiences to discover the stories of the men and women who have played a vital role in establishing the RAF as the world's leading air force.

As we approach 1 April 2018 the RAF Museum's Centenary Programme will transform our London site in order to create a fitting legacy for the hundredth anniversary of the formation of the Service.

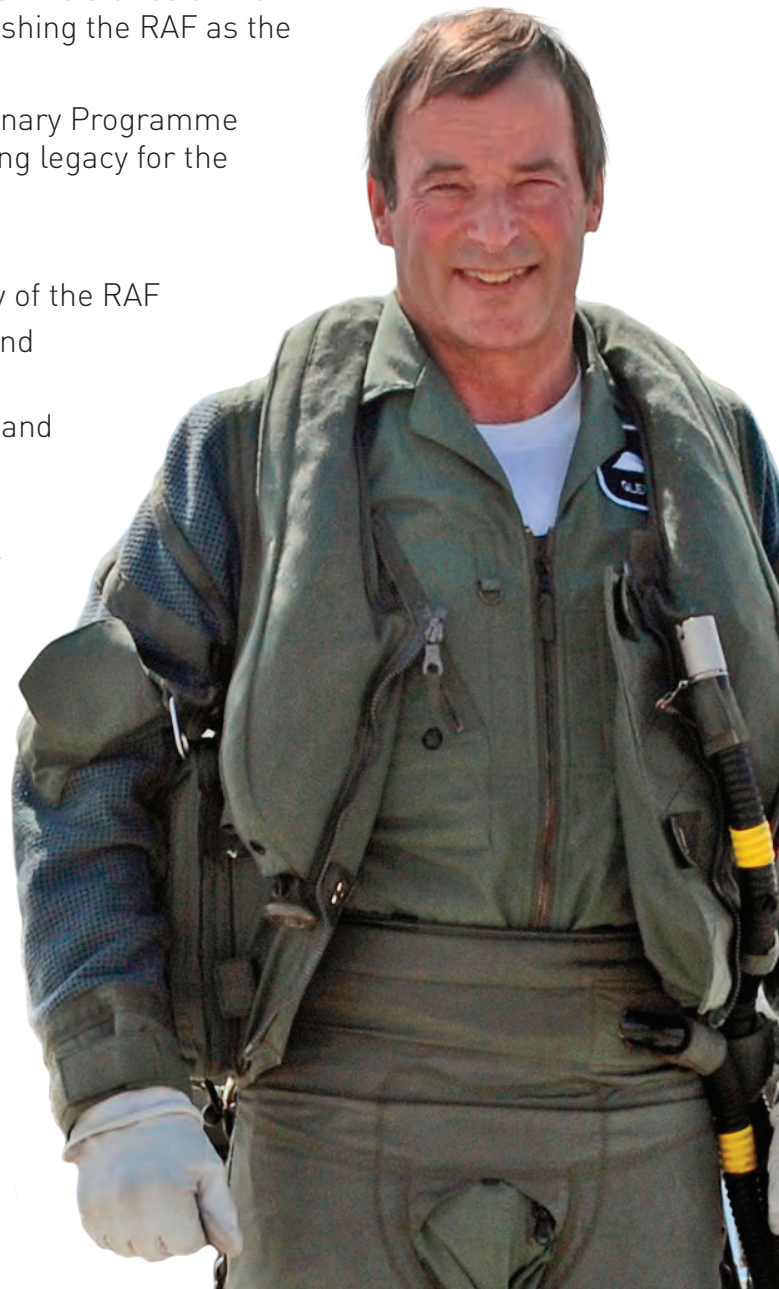
## **Through investment in people and expertise we will:**

- Create new galleries and exhibitions to tell the story of the RAF
- Transform our London site to develop new spaces and facilities to improve visitor experience
- Support new opportunities in volunteering, training and apprenticeships
- Encourage all our audiences to discover the RAF story through new learning programmes and digital engagement.

**The success of the RAF is built on partnerships with industry, our allied nations and the individuals who serve in its ranks.**

Our programme to mark the Centenary of this landmark organisation calls for the same wide-ranging support. Our ambitious plan will only succeed if each of us plays our part. It is a unique opportunity.

Please join us in transforming the way we tell one of the greatest stories of the modern world, and be a part of shaping the future of the RAF Museum.





# The Royal Air Force Centenary

Forged in the crucible of the First World War, the Royal Air Force will commemorate its Centenary on 1 April, 2018.

The story of the RAF has shaped the modern world.

By inspiring technological development, pioneering cultural change and pushing the boundaries of human achievement, the RAF has touched the lives of millions around the globe.

The Centenary gives us an opportunity to reflect on these 100 years of history and, by sharing the stories of its men and women, to tell the story of the RAF as an essential part of a global community.

**Our RAF Centenary Programme has four objectives:**

**Commemorate:** 100 years of service and sacrifice; bravery and honour

**Celebrate:** 100 years of RAF 'spirit' and values; its people and its pioneering innovations

**Communicate:** stories through new exhibitions digitally and onsite

**Connect:** with audiences at all levels providing access for all; aesthetically, intellectually, physically, socially and emotionally.









# The RAF Museum London

## Telling the story of the past, present and future of the RAF

Our London site, once known as The London Aerodrome, was the pioneering home of aviation in the early 20th century. The first UK airmail, parachute jump from an aeroplane, night flights and aerial defence of a city all took place here. Millions flocked to Hendon to enjoy the aerial displays and dramatic exploits of the early pilots.

Requisitioned during the First World War, The London Aerodrome played a key role in aircraft production and the subsequent development of North London.

Later, as RAF Hendon, it was the setting for the Hendon Air Pageants of the 1920s and 30s, the forerunners of the great air shows of today, which mobilised public support behind the fledgling RAF.

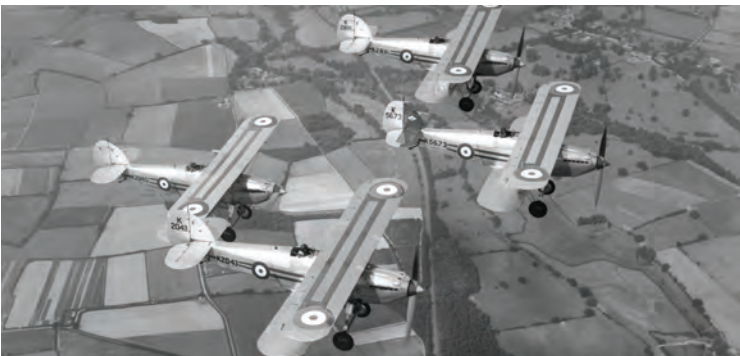
During the Second World War, RAF Hendon was an operational fighter station playing a role in the Battle of Britain before acquiring hard runways and becoming a transport base.

Our RAF Centenary Programme will transform this site, reviving the past glories of The London Aerodrome and the pioneering spirit of the early days of aviation. The celebration of the Centenary of the Royal Air Force will also play a key part in the regeneration of the surrounding area, working with the local community and providing volunteering and apprenticeship opportunities.

Our partnerships with schools will provide vibrant formal learning activities and involve students of all ages in creating exhibitions which are part of the continuous development of our First World War programme 2014 - 2018.

These inclusive activities will involve people from our neighbouring communities in the story that has shaped their locality, and which will act as a focus for its future.







# RAF Centenary Programme

## A Fitting Legacy

Ahead of this historic anniversary, the RAF Museum is seeking to raise £23.5m, enabling the transformation of our London site, creating a programme of new exhibitions that explore the story of the RAF across its first 100 years, and inviting visitors to imagine its future.

Our RAF Centenary Programme will commemorate a hundred years of service and sacrifice, courage and honour, whilst celebrating the spirit and values of the people who have contributed to the RAF story. This will include the many nations who have either supported or been supported by the RAF since its formation.

Engineers, pilots, ground crew, explorers, entrepreneurs, medical staff and many others have played their role in building this most respected Service.

Our RAF Centenary Programme will celebrate their achievements and inspire a new generation of pioneers, inventors and leaders.

These stories are of ordinary men and women whose spirit and values have upheld the RAF motto: *Per ardua ad astra* (Through adversity to the stars) both through the theatre of war and also in establishing and maintaining peace.

Throughout its hundred years of history the RAF has been a centre for research and development into world-changing technologies.

Through this Programme our ambition is to transform the RAF Museum into a comparable centre of research, innovation and excellence.







# Welcoming the World

## Improving Visitor Experience

Our RAF Centenary Programme will deliver a capital transformation of our London site: creating stunning new facilities to ensure that the Museum provides a fitting welcome for visitors from across the world, renovating and opening up a number of historic RAF buildings, and investing in vital new infrastructure.

### **Your support will help us to:**

- Redevelop Hangar 1 to create a new admissions area with improved public access to the Museum and new visitor facilities including a café, shop and Members' Room.
- Convert an unused 1930s RAF supply building into a new restaurant.
- Create new infrastructure including an outdoor playground, car-parking facilities, pedestrian access, and beautiful landscaping for the public spaces that link our exhibition halls.





# Building Visitor Engagement

## Delivering New Exhibitions

Our RAF Centenary Programme will transform the way we tell the RAF story through its people and collections.

Your support will help us to deliver a series of innovative new exhibitions to mark this landmark anniversary.

### The First World War in the Air

Opened in December 2014 in the presence of HRH The Duke of Edinburgh, 'The First World War in the Air' explores the role of air power in the 1914 – 1918 war through the lives of the men and women who took part.

The redeveloped gallery provides unprecedented access to and interpretation of our collections, and highlights the importance of Hendon during the early years of aviation.

The project includes a learning programme aimed at both formal and informal learners, including aviation enthusiasts, active retired people, families and local residents. We are enabling new opportunities for volunteering in a wide variety of roles within the museum, alongside individual training programmes for volunteers and staff.

The exhibition was awarded 'Best Heritage Project', voted by the public, in the 2015 National Lottery Awards.

Supported by HLF and BAE Systems.







## The First 100 Years of the RAF :

will explore the people of the RAF and its global partners alongside the amazing revolutions in technology that first allowed mankind to be airborne, and have since touched the lives of everyone across the globe through innovations such as radar, GPS and satellite communications.

## Now and the Future :

will enable visitors to discover the work of today's RAF and look at how the Service and its partners are preparing for the future.

A focus on the people and skills behind the technology will help visitors to connect the past and the present and inspire young people to join a new generation of history makers.

## Air Power in an Age of Uncertainty :

will tell the story of the RAF's diverse roles in the latter part of the 20th century at home and abroad, both at war and when maintaining the peace. It will include the liberation of the Falkland Islands, Operation Desert Storm in Iraq and recent operations in the Balkans, Iraq, Afghanistan and Libya.

## RAF Stories :

is a major new international online project which will connect with visitors and audiences across the world. The project will collect and share 'digital scrapbooks' created and curated by anyone who has a RAF story to share – whether their own, of family members or partner organisations.

A changing selection of these stories will be available for visitors to explore in the new exhibitions, as well as offering the opportunity to add their own story to the archive.







# New Horizons

## Innovation, Digital Engagement and Sustainability

Our RAF Centenary Programme will enable the Museum to expand its reach beyond traditional exhibition galleries to engage audiences via new online content, social media and new technologies. The mantra of 'Digital First' will guide our Programme, inspiring the Museum to embrace the innovation at the heart of the RAF, and encouraging conversation, debate, discussion and enquiry, both on our sites and across the globe.

To sustain our impact we will expand our volunteer scheme at both sites, creating a wider range of opportunities. We will extend our award-winning programme, and design and deliver new training for both volunteers and staff.

### Your support will help us to:

- Expand our digital reach with new online content and resources related to our new exhibitions.
- Support a range of new volunteering opportunities including roles within conservation, archive, learning, visitor experience and our award-winning apprenticeship programme.







# Discovering the RAF Story

## Education, Research and Expertise

Throughout the Programme we will build on our successful schools activities, currently attracting over 60,000 school students a year, to develop an audience from pre-school to university.

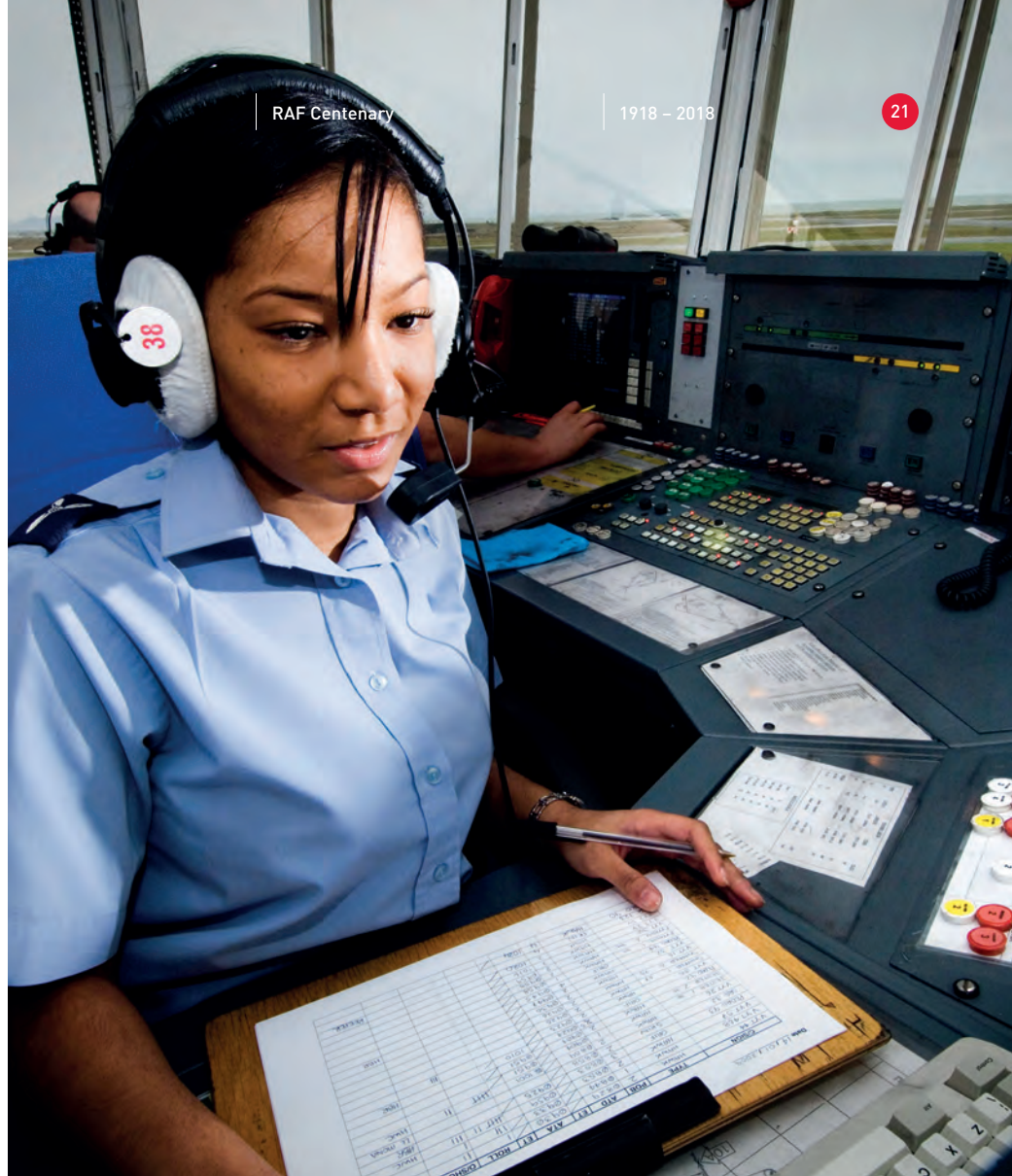
We will extend our lifelong learning programme to engage formal and informal groups, including young people, the active retired, local residents, families and the aviation community in activities both at the Museum and offsite.

We look forward to increasing the number of visitors with physical or learning difficulties and, by means of such measures as our Autism Awareness Award, ensure that our collections are accessible to all.

### **With your support we will:**

- Reach new audiences and increase the number of visitors to the London site to 550,000 per year by 2018.
- Develop a new Learning Centre and create the “classroom of the future” reaching a far wider range of schools than is possible at the moment, and using a cross-curricular approach to include science, technology, engineering and maths (STEM) as well as history.
- Ensure that the RAF story of technical innovation and its proud record of achievements in the history of our country remain fresh in the memory of adults, and are never forgotten by the generations of the future.







# Join Us

Our RAF Centenary Programme offers donors the opportunity to support a programme of excellence, connect with a significant world-wide audience, and help mark the Centenary of the RAF in a manner befitting the world's first independent air force.

The Ministry of Defence supports the running costs of the museum and enables us offer free entry to the public. Private support will allow us to fill our buildings with wonder, and help us extend our reach to new audiences across the world.

The focus of our campaign is on engaging and growing our audiences, creating new physical and online exhibitions, and delivering a Museum site that provides a first-class welcome for all our visitors.

The majority of our campaign total will help deliver this vision.

We will also invest in new staff, ideas and technology, providing the expertise, research and innovation that will make our programme possible.

**We seek support to invest in:**

## Welcoming the World

Improving Visitor Experience

**£6.5m**

## Building Visitor Engagement

Delivering New Exhibitions

**£11m**

## Discovering the RAF Story

Education, Research and Expertise

**£3.5m**

## New Horizons

Innovation, Digital Engagement and Sustainability

**£2.5m**

## Total

**£23.5m**

Our team would be delighted to discuss bespoke partnership opportunities with you. Sponsorship and naming opportunities can be tailored to meet specific needs.





**“We invite you to invest in a compelling plan that will create a fitting legacy for the Centenary of the world’s first independent air force. With your support we will transform our London site, ensuring that our audiences are at the heart of our activities, and connecting our global audience with the inspiring stories of the men and women of the RAF.”**

Alan Coppin, RAF Museum  
Trustee and Chair of the RAF  
Centenary Campaign Board



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