

## **7. HERITAGE MARKETING REPORT**

**Recommendation**

- 1. The Museums General Manager recommends that the progress made in delivering museums and heritage marketing projects be noted.**

**Background Information**

2. Service marketing has focussed on our individual venues' events and exhibitions programme. The exhibition 'World War One: In the Words of Worcestershire People' has received glowing accolades from both public and press and has attracted in the region of 21,000 visitors.
3. The Living History in Worcester event at The Commandery attracted record attendance with 2,000 people visiting over two days of activities. Increased marketing activity saw the event promoted on telephone boxes around the city and distributed via Berrows Journal to targeted postcodes.
4. 2015 events programmes have been produced and distributed for all venues.
5. Work is beginning on implementation of the Marketing Strategy for Hartlebury commissioned as part of the HLF development grant.
6. The Art Gallery and Museum is looking to encourage visits from young families through a new programme of parent and toddler sessions based around poetry and art. The associated marketing strategy is to build audiences for the 2016 summer exhibition 'Pirates, Pants and Wellyphants' which focuses on the work of children's illustrator and author Nick Sharratt.
7. Nationally Museums Worcestershire is a key partner of the county's Magna Carta 800<sup>th</sup> campaign and played a significant part in the media launch at Worcester Cathedral which attracted interest from local, regional and national media. The Commandery is featured in the film 'Worcestershire: The home of liberty and democracy' which is being promoted nationally and internationally. The Commandery's Year of Liberty & Democracy kicks off with a programme of talks from the Battle of Worcester Society and the first major event is Oak Apple Day on Saturday 30<sup>th</sup> May.
8. In terms of supporting the heritage offer in Worcester both city venues participated in the Love Worcester Heritage Festival in February. A new heritage 'passport' was devised to attract visitors to our venues and to move them

around the city to experience more of Worcester's heritage. As an organisation Museums Worcestershire continues to seek to raise the profile of heritage in the city and we are pleased to be involved in the Cathedral Quarter project funded by the County Council's Open for Business board. We continue to work with Worcester BID and County Transport on heritage interpretation signage.

9. The award from Arts Council England Resilience Fund will allow us to increase our marketing capacity and activities. We are also in the process of recruiting to a part-time Digital Marketing Assistant to invigorate our online and social media presence and facilitate greater use of e-marketing.

## **Contact Points**

### **Specific Contact Point for this report:**

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## **Background Papers**

In the opinion of the Museums General Manager the following are the background papers relating to the subject matter of this report:

Arts Council Resilience Fund application 2015-17