

JOINT MUSEUMS COMMITTEE 9 MARCH 2016

HERITAGE MARKETING REPORT

Recommendation

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

Background

2. Service marketing has focused on our individual venues' events and exhibitions programme. The recently launched exhibition 'This Green Earth' has already been well received with almost 2,000 visitors in the first two weeks of opening and attracting press coverage of an equivalent value of more than £3,000. The benefit of the relationship with the Ashmolean Museum extends to marketing as we have in place a reciprocal marketing agreement resulting in our exhibition being communicated to their 25,000 subscribers, hugely widening our geographic reach.
3. The Living History in Worcester event at The Commandery continues to be popular equalling last year's attendance of 2,000 people visiting over two days of activities, and achieving an increase in admissions of 20% from 2015. Marketing activity saw the event promoted on billboards at Foregate Street station, a strategy we would like to extend when Worcester Parkway is in place.
4. Living History is a key part of the Love Worcester Heritage Festival, which has drawn large numbers to heritage events across the city with our own event at the Art Gallery & Museum also benefitting from being part of the packaging. Notably city centre footfall on the first Love Worcester weekend increased by 26%, illustrating the impact that a focus on Worcester's heritage offer can contribute to the city.
5. A new format for the Art Gallery and Museum annual exhibitions and events leaflet has encouraged greater focus on the museum as a destination. A 14% increase in visitor figures for 2015 supports the segmentation and targeting of the exhibition programme.
6. It has previously been reported how Museums Worcestershire has been a key partner of the county's Magna Carta 800th campaign and also participated in the national LiberTeas programme supported by parliament. A review of The Commandery's LiberTea is included in the national publication '2015 anniversaries: Parliament in the making'.
7. We continue to build our digital presence: Our Twitter Reach continues to grow; February's overall reach is our highest ever, achieving 56.3k Tweet Impressions. Our new Instagram account has gathered 200 followers in its first month. Our refreshed

website was launched in January and has attracted positive responses from visitors and peers.

8. Nationally, we continue to work with Visit Worcestershire to build the profile of the heritage and cultural offer of the city and county and have contributed advertising to the official Spring / Summer and Explore guides. We are also participating in the Worcester Tourism Association's 'On your doorstep' event.

9. The £136k award from Arts Council England Resilience Fund is increasing our fundraising and marketing capacity through recruitment of a fundraising consultant and procurement of a Customer Relationship Management system. A city and county 'treasures' marketing campaign will also broaden the spotlight on our collections.

Contact Points

County Council Contact Points

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Specific Contact Points 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