

# STUDY DAY PROGRAMME

Making the most of opportunity: innovations in retail

6 March 2014: Sainsbury Centre for Visual Arts



**10.00-10.30:** Coffee & registration

**10.30-11.30:**

**Don't Mention the 'C' Word:** *Daryl Bennett: Commercial Manager: National Horse Racing Museum*

For too many museums, commerce is a dirty word but with funding for the arts fast disappearing, it is imperative that charitable organisations embrace commerciality. All too often the Trustees' solution to financial shortfall is to 'open a shop' not really understanding that there's more to it than printing some postcards the curator has chosen and hoping the volunteer team will sell them. Commercial success is dependent on understanding your audience, your competition and your venue's USP and then developing a strategy that will allow you to capitalise on those. In an open forum, we will share experiences and look at tried and tested ways of driving down costs, increasing surpluses and keeping Trustees happy.

**11.30-12.30:**

**Creative Income Generation:** *Linda Dobbs: Museums Manager: Mill Green Mill Museum*

Mill Green Mill and Museum is a hidden gem, a working flour mill next to a small social history museum in deepest Hertfordshire. Now, as then, it has to pay its way to survive but now as a local authority owned site. Linda will share with us her various means of generating income in this challenging but most rewarding of places.

**12.30-13.30: Lunch Break and Sainsbury Centre shop tour**

**13.30-14.30:**

**Understanding your customer:** *Ashley Collins: Head of Retail & Buyer: Hever Castle*

Understanding the customer is critical to sourcing the right product for your shop and maximising sales. Slow moving product does not improve with age! At Hever Castle there is a distinct difference to the customer profile and Ashley will explain how he addresses this through product ranges and seasonality.

**14.30-15.15:**

**Shop Lifting:** *Kate Warren: Museums Manager; St Albans Museums*

Verulamium Museum in St Albans is an award winning museum of Roman life and is housed in a new building constructed in 2005. The team at the museum have been working in partnership with the retail team at the British Museum to enhance and improve retail performance. Kate will take us through the highs and lows of working with a huge institution.