

REPORT – BEDFORDSHIRE AND HERTFORDSHIRE MARKETING DEVELOPMENT PROGRAMME 2013 to 2014

Introduction

This report showcases a year-long project providing marketing support to three museums in Hertfordshire and Bedfordshire: John Bunyan Museum in Bedford, British Schools Museum in Hitchin and Much Hadham Forge Museum – each of them an independent museum with a lone curator/museum manager. The report reveals a flexible, responsive and wide-ranging programme that combined professional development for curators and volunteers, with significant investment in practical measures and materials.

A new level of professionalism is brought to key areas of the museums' marketing activity and there is an improved understanding organisationally of the role and importance of marketing. Pages 8 to 12 of this report provide samples of new materials produced as part of this programme.

"The site visit by the consultant was key to the success of the project as having a fresh pair of eyes look at their site provided museum staff with a refreshing insight into the many opportunities they had and gave them independent, professional advice as to how they might implement them. Solutions offered were keenly costed with a strong emphasis on delivering the best value for limited budgets and this was much appreciated."

Jane Munns, Museum Development Officer, Hertfordshire

Background

In early 2013, SHARE Museums East gave a grant to Hertfordshire and Bedfordshire Museum Development Officers Jane Munns and Emma Cook to deliver a marketing development programme with museums in the two counties.

The programme was inspired by a previous SHARE museums' marketing programme in which several Hertfordshire and Bedfordshire museums had received support. The earlier programme had been regarded as a success, and, although it hadn't taken place in the county, had informed and inspired the creation of a Hertfordshire museums leaflet and website. Freelancer, Helen Mitchell (who had also delivered the above programme) worked with each museum for a period of between two and four months. The programme was based on the following model:

In preparation;

- MDO's and freelancer met for an initial briefing and to discuss the parameters and workings of the project
- museums were invited to apply to take part in programme by completing a simple application form drawn up by the MDOs in consultation with the freelancer. This encouraged the museums to identify the area they wished to focus on during the programme.
- freelancer employed to provide museums with consultancy, mentoring and marketing support
- funding for the programme included small grants for each museum
- project management of freelancers' work and financial management by Museum Development Officers

“The Marketing Project has been a very effective piece of work that I am sure will continue to develop excellent results for all participating museums. There have been some immediate benefits through the production of excellent marketing materials, and the professional support and advice will ensure that the benefits will continue to be felt once the direct work with the consultant has ended.

Opportunities to link this project with other areas of work have been explored and this has meant the work has been well embedded, and I am sure the good practice will be maintained.”

Emma Cooke, Museum Development Officer, Bedfordshire

The programme;

- half-day meeting with MDOs, museum curators and freelancer comprising introduction to marketing, group discussion and one-to-ones discussions to scope out of areas of potential interest
- individual museum visits by freelancer (4-6 hours), comprising museum tour and briefing with curator and, where relevant volunteers and trustees
- museum consultancy report and recommendations (1,100 to 2,000 words) supplied including areas for development and recommendations for work to be undertaken as part of this project
- follow up negotiations with curator, MDOs and freelancer to agree project/s to take forward
- freelancer works alongside curators to deliver specific tasks. Most of this work is delivered remotely, by phone and email. Process includes considerable close working and mentoring
- creation of a variety of new marketing materials.

Much Hadham Forge Museum

Much Hadham Forge Museum is the museum for The Hadhams –two attractive and historic Hertfordshire villages. The Museum is owned by Hertfordshire Building Preservation Trust and has attracted considerable development funding in recent years. A 2012 leaflet made little impact on visitor numbers which are around 5000 a year, and low for the potential catchment area and the quality of the experience on offer.

The consultancy report made recommendations on pricing, on-site signage and publicity (website and leaflet). There was an emphasis on the need to communicate all aspects of the museum experience and to promote the wider village of Much Hadham as an important part of any visit. The question of local resistance to the entrance fee, and how an annual pass might address this was also addressed.

Areas for the museum’s future consideration included leaflet distribution, introducing an e-bulletin and production of a site plan and welcome leaflet for on-site marketing.

The following programme of activity was delivered:

- **Website review** - detailed recommendations on structure, wording and layout. This included researching and writing new areas on ‘Travel’ and ‘Other good things to do nearby’.
- **Gift Aid / Annual Pass** - comprehensive information and materials (Gift Aid form, legislative details,

- wording for website, template membership card) provided to support the introduction of Gift Aid on museum admission. Ideas were also provided on how the museum might link introduction of gift aid to a new annual pass and e-bulletin.
- **Corporate identity** – commissioning of a simple corporate identity, building on ideas presented in the museum's existing logo (also graphic re-creation of logo as the museum did not have a copy in a usable format, and its supply in jpeg and EPS formats)
- **Leaflet**- design and printing (two year supply)
- **On-site signage** there was a perception that a large proportion of the museums' many passers-by did not venture beyond the driveway gate because the entrance sign did not mention that the garden, cafe, shop and blacksmiths were free entry. Vinyl lettering was commissioned to update the entrance sign to include this information.

"Working with Helen has enabled us to have a much needed new leaflet designed and printed. There was also an underlying brief to introduce a house style that could unify existing logos and graphics used at the museum. More than that, through the process of deciding how we would spend our project budget, marketing needs were identified and prioritised, producing an outline Marketing Plan that we aim to implement over the next 5 years. It has been written into our Forward Plan and now agreed by our Trust Directors."

Christina Harrison, Much Hadham Forge Museum, April 2014

British Schools Museum

British Schools Museum focuses on 200 years of the history of education. Four examples of classrooms through the ages are at the core of a visit and living history activities such as lessons are often on offer.

The museum has traditionally attracted a high proportion of its visitors from schools. A key objective for the trustees was to raise the profile of the museum with and increase visits from general audiences.

The consultancy report made recommendations on branding and design, photography, distribution, social media, pricing and product development. There were also specific recommendations around the museum name and broader identity.

There was a strong focus on how to get the message across that the museum wasn't just for schools. This looked at the use of photography and copywriting to convey key messages effectively. There was also a strong focus on strategically raising awareness of the museum amongst potential visitors within a 45 minute drive time.

The following programme of activity was delivered:

- **Corporate identity and leaflet** – writing and design of a new leaflet
- **Corporate Identity** – re-design (simplification) of museum logo and supply of jpeg versions
- **Photography** – commissioning of a day's photography including museum interiors and exteriors, work with volunteer models, and collections photography
- **Distribution** – research, production and supply of a new, detailed distribution plan, designed to be added to and maintained by the museum into the future

- **Mosaic** – recommendations on post code areas to target based on recent SHARE-commissioned Mosaic research into museum users in Hertfordshire.

“... it was great working with you. You quickly grasped the opportunities and challenges we face and showed a great sensitivity to the needs of the museum, including the many voices and opinions inherent in an organisation with such a large number of long-serving volunteers. The resulting leaflet is a step-change for us both in the maturity and professionalism of the design and the vastly-improved balance of text and image.

Your understanding of and access to exactly the right professionals; photographer, designer and printer meant that the project was a learning experience and a pleasure and the outcomes were just what we needed.”

Andy Gibbs, Museum Manager, British Schools Museum, March 2014

John Bunyan Museum

John Bunyan Museum is an integral part of Bunyan Meeting, a town centre church that is part of the Baptist Union of Great Britain and the Congregational Federation. The museum tells the story of John Bunyan, founder of the church and writer of the world-renowned ‘Pilgrim’s Progress’ – a Bedford man of international significance and an amazing story.

This programme was undertaken in the light of the recent opening of The Higgins Bedford, a museum of national significance, in receipt of massive investment, and offering free entry – representing both a threat and an opportunity to John Bunyan Museum.

The consultancy report made recommendations on branding and design, photography, distribution, product development, relationship to Bedford Heritage Quarter, positioning the museum with different audiences, and group visits. There were also additional recommendations to support an emerging debate about the need to review the museum’s relationship with Bunyan Meeting

The following programme of activity was delivered:

- **Photography** - commissioning new photography with models and of the historic buildings
- **Commissioning of corporate identity and print** - creation of a simple new corporate identity and its roll out in a comprehensive suite of materials including a new leaflet, posters, advert, and a promotional postcard designed to drive traffic from The Higgins Bedford to JBM
- **Printing**- of the above postcard and a new museum poster
- **Distribution** - research and creation of distribution plan with reference to existing Mosaic research

"The one-to-one guidance was effective and key to the development of new marketing materials and trying to get the most out of photographers. The process was very flexible and promoted creativity in the work.

By focusing on a bespoke project, rather than general marketing techniques, we were able to make the most of Helen's time and experience for the benefit of the museum. This has been a significant step forward in understanding the development of the museum brand..."

Nicola Sherhod, Curator John Bunyan Museum, March 2014

- **Close mentoring and support** - for the Curator and an existing and key museum volunteer during the design process. Working with a volunteer meant the design process took longer but enabled us to commission a bigger suite of materials for an honorarium of less than the design fee for the other two museums. The freelancer proposed this way of working based on her own judgement of the volunteer's skill level. Claudia Acunzo was a qualified designer but as a recent Italian immigrant, needed to improve her English, and to have the opportunity to use the specialist language of design in a professional context. We were able to give her this opportunity and to provide her with support and feedback.

"This work experience has meant a lot for me because it has enhanced my professional and communication abilities, improving my management and new language learning skills."

Claudia Acunzo, volunteer and designer, John Bunyan Museum, March 2014

Conclusion

The programme was characterised by its flexibility and responsiveness. The consultancy and one-to-ones, both in person and over the phone gave time for discussion and advice that was both wide-ranging and in depth.

Materials produced were of a high quality, providing museums with immediate improvements to their marketing activity, and designed to leave a lasting legacy. Learning was designed to have an impact on the organisation as well as the individual/s involved.

"The project has been a great success, providing museums with access to a number of professionals and funding to enable them to achieve a number of tangible and timely results for their organisations. The written reports will prove invaluable for the museums as they have provided 'to do' lists that are realistic and structured. Much Hadham museum has already added recommendations from the report into their new Forward Plan and has successfully applied for 2 further small grants as a result.

As an MDO I appreciated being kept in the picture as the project developed and valued the advice and commitment of the consultant in ensuring that the museums received sound and well costed advice enabling them to make some significant changes."

Jane Munns, Museum Development Officer, Hertfordshire

The programme:

- enabled curators/the museum manager to gain a better understanding of core marketing concepts and how to make use of them
- improved marketing and left a legacy of practical materials that would have a long-lasting impact

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Helen Mitchell | Arts and Heritage Consultant | helenmitchell@inthefields.co.uk

- provided highly targeted learning and support that was in direct response to need
- provided an injection of high quality marketing expertise and direct delivery in terms of copywriting, provision of specialist materials and information, brief-writing, research, database creation
- responded flexibly to the different circumstances and potentials in each museum, and in particular to requests for trustee and volunteer involvement, and the varying motivation and interest of the curators involved
- made good use of curators/museum manager's time - apart from the initial briefing, work was conducted remotely or the freelancer came to the museum – nearly all curators' time was spent on specific delivery and learning in relation to their own work and museum
- enabled curators to gain a better understanding of their museum as a product, its potential audiences and how to reach them
- complimented work being undertaken by the curators/museum manager through other museums development programmes
- re-visited existing SHARE commissioned research into museum visitors in Hertfordshire and Bedfordshire to inform distribution plans – extending the benefit from the initial investment
- provided materials and mentoring in best practice in briefing and managing designers and photographers
- ensured museums obtained best value for their investment with design briefs including production of simple corporate identities, and provision of InDesign files to enable future updating to be undertaken locally
- led to the direct creation of three simple corporate identities, three new leaflets (see appendix 1) (and printing of one of these), two sets of photography and two distribution plans
- informed museum policy and thinking variously on pricing, gift aid, pass schemes, distribution, events and activity planning, photography, programming events and activities, and reaching different audiences

Contacts

Jane Munns, Hertfordshire Museums Development Officer, jane.munns@hertfordshire.gov.uk

Emma Cook, Bedfordshire Museums Development Officer, Emma.Cook@lutonculture.com

Helen Mitchell
9 April 2014





Photographs from the large image bank created for British Schools Museum through a day's photo shoot with photographer Peter Smith.



MORE THAN A MUSEUM

We offer a year-round programme of concerts, talks, family activities and more. In our Exhibition Gallery you can also enjoy looking at our archive photos and historic information about the school.

TO KEEP IN TOUCH
Like us on Facebook
(www.facebook.com/BritishSchoolsMuseum) or visit our website.

GROUPS AND SCHOOLS
We welcome visits by groups and schools and offer a great programme of supporting activities. For details: admin@britishschoolsmuseum.org.uk

MUSEUM CAFÉ
Our friendly café offers a selection of tasty refreshments including delicious homemade cakes and some of the best cheese scones in England!

MUSEUM SHOP
A super selection of books, toys and gifts including handmade crafts and craft materials.

ACCESS
Level access to most displays. Disabled toilets. Please phone for more information and to reserve a disabled parking space.

HITCHIN
Hitchin sits in a shallow dip towards the eastern end of the Chiltern Hills, beside the rivers Oughton and Hiz. The town is rich in Medieval and Georgian buildings and has a fine parish church. There is a market on Tuesdays, Fridays and Saturdays, an antiques and collectors market on Fridays and a farmers and crafts market the last Saturday of the month.

WHERE WE ARE
The British Schools Museum, 41/42 Queen Street, Hitchin, Hertfordshire, SG4 9TS

OPENING
February half term to last Tuesday in November
Tues. 10am to 4pm; Sat. 10am to 1pm; Sun 2pm to 5pm
Plus Wednesdays in the Easter and summer holidays

ADMISSION 2014
Adult £4.50, child (5-17) £2.50, under 5s free.
Free entry to café and shop.
Discounts for families.

CONTACT
t. 01462 420144
e. admin@britishschoolsmuseum.org.uk
www.britishschoolsmuseum.org.uk
f. www.facebook.com/BritishSchoolsMuseum

FIND US
On the B656 (Queen Street) just south east of St Mary's Church and the town centre.



TRAVEL AND PARKING
Letchworth and Stevenage 15 mins, Luton and Hatfield 20 mins.
St Albans 30 mins, Bedford 40 mins.
Nearest pay and display in St. Mary's Church Car Park.
Cycle parking on site.
Train station, 15 mins on foot, 6 mins by bike.
Regular buses from Bedford, Stevenage, Hatfield, St Albans and Luton. travelinesoutheast.org.uk

Hitchin British Schools Trust registered charity no. 1010545.
Information is correct at the time of going to print, however variations may occur.








www.britishschoolsmuseum.org.uk



"I had an amazing, epic and brilliant time."
Museum visitor, April 2013

Childhood and school are experiences we all share. This handsome collection of historic buildings houses authentic school rooms, rich collections and displays that celebrate this history.



Our stunning Monitorial Schoolroom, once commonplace, is now unique. For many, our post-war schoolroom will bring memories flooding back. There are also hands-on displays, and our beautifully recreated Victorian headmaster's house to explore.

From homework to needlework samplers, and from games and toys to helping out at home, we showcase the daily experience of childhood at school and at home.

We recommend you allow 1½ to 3 hours for your visit.





*"We'll talk of sunshine and of song,
And summer days, when we were young;
Sweet childish days, that were as long
As twenty days are now."*
William Wordsworth




www.britishschoolsmuseum.org.uk

British School Museum leaflet. Designed by Starfish Limited. Photographs by Peter Smith.

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Much Hadham

Walk the high street and the quiet lanes nearby to discover a village that teems with history. St Andrews church is one of Hertfordshire's finest and loveliest – don't miss its two small carvings by Henry Moore.



Other village gems include Hopley's (gardens, plant nursery and great lunches!) and the historic Bull Inn. We're also just 5 minutes from the Henry Moore Foundation at Perry Green.

Learning and groups

Schools, pre-schools, clubs and societies are all welcomed. We offer a super range of guided trails, workshops, loan boxes and craft activities.



Keep in touch

Email hadham.museum@btinternet.com to join our mailing list. Like us on [facebook.com/hadhammuseum](https://www.facebook.com/hadhammuseum) or follow us on Twitter @hadhammuseum

Much Hadham Forge Museum,
High Street, Much Hadham,
Hertfordshire, SG10 6BS
t. 01279 843301

e. hadham.museum@btinternet.com
www.hadhammuseum.org.uk
f [hadhammuseum](https://www.facebook.com/hadhammuseum) t [@hadhammuseum](https://twitter.com/hadhammuseum)

Travel and parking

15 mins from J8, M11/A120. Harlow 20 minutes,
Hertford & Welwyn Garden City 35 mins.
Parking behind the village hall opposite.

Public Transport

Mon to Sat, Trustybus 351 from Bishop Stortford,
Hertford & Ware.

Opening times

April to mid December,
Friday to Sunday and bank holidays
11am to 5pm

Admission

Museum adult £3.50, conc £2.50, child (5 to 16) £1.50,
under 5s free
Garden, tea room and shop FREE
Discounts for families, schools and groups.

Annual Pass and Gift Aid*

Donate an amount equivalent to standard admission by gift
aid and receive 12 months free entry. Ask at reception for
details.

*Twelve months free entry also available to non gift aided donations.



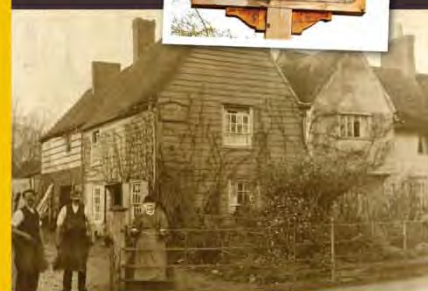
Photography: David Cawcutt, Design: Starfish Limited.



Much Hadham Forge Museum is owned by the Hertfordshire Building
Preservation Trust (Registered Charity no. 232 686)



**A beautiful
Tudor cottage**
teeming with history



www.hadhammuseum.org.uk

A warm welcome

Much Hadham Forge Museum is housed in listed buildings dating back to 1480, and set in a delightful cottage garden. It is the village museum for "The Hadhams" – Much Hadham and Little Hadham.

Alongside excellent displays on local archaeology and social history, you'll be able to see into the lives of the blacksmiths, great merchants, and their families who lived in these rooms.



Discover an atmospheric world of crooked corridors, a panelled archive room and breathtaking Elizabethan wall paintings of national importance.

A light and airy extension hosts art exhibitions, craft activities, and our small shop and tea room. And we're family-friendly – children just love our House Detective Bags!



The Forge

We still have the original, storybook-picture of a forge, and displays explore the craft, mythology and daily life of the village blacksmith.
www.muchhadhamforge.co.uk



A hive of activity

For details of our school holiday family fun activities, and talks and workshops for adults, visit
www.hadhammuseum.org.uk

We recommend you allow 45 to 90 minutes for your visit.



visit www.hadhammuseum.org.uk for more information

Much Hadham Forge museum leaflet. Designed by Starfish Limited.

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BUNYAN MEETING

Bunyan Meeting is an Independent church and an active centre of worship and community activity with a small café and Fair Trade shop.

Bunyan was minister here from 1671 to 1688, and the current building was built in 1850. Scenes from *The Pilgrim's Progress* can be found on the bronze entrance doors and stunning stained glass windows.

Open Tuesday to Saturday
(Sunday services 11am & 6.30pm)

THE JOHN BUNYAN LIBRARY

An important collection of books, pamphlets, biographies and more, both by and relating to John Bunyan. Plus editions of *The Pilgrim's Progress* in over 200 languages and dialects.

Visits by appointment

curator@bunyanmeeting.co.uk
or 01234 270303
(two weeks' notice required)



The Pilgrim's Progress - a selection

SCHOOL AND GROUP VISITS

Group visits £3 per person.
School visits £1 per child.
Teachers resources available.

Bookings and information

curator@bunyanmeeting.co.uk
or 01234 270303

MUSEUM OPEN

February half term to October half term inclusive.
Tues to Sat, 11am to 4pm.

Pre-booked groups and schools welcome year-round.
See inside for details.

*Closed Good Friday

ADMISSION

Museum, Bunyan Meeting and Café: FREE entry.

CONTACT

t. 01234 270303
e. curator@bunyanmeeting.co.uk
www.bunyanmeeting.co.uk

FIND US

JOHN BUNYAN MUSEUM
Mill Street, Bedford MK40 3EU

The museum is in Bedford's Cultural Quarter. 5 mins from Lurke Street Car Park, the Tourist Information Centre, and The Higgins Bedford. 10 mins from the bus station and 15 to 20 mins from London Midland and Marston Vale Line train stations.



Information is correct at the time of going to print, however variations may occur.



JOHN BUNYAN MUSEUM
Bedford

FREE ENTRY



DISCOVER THE BEDFORD MAN WHOSE WRITINGS TOUCHED THE WORLD...

- Family friendly displays
- **A warm welcome**
- Rich collections
- School holiday fun
- Group visits



Following the museum's family photo trail

"...AND AS I SLEPT I DREAMED A DREAM..."



Statue of John Bunyan on Bedford High Street

WELCOME!

This gem of a museum looks at John Bunyan's life, as tinker, soldier, dissenter, preacher, prisoner and writer of "the ultimate English Classic".



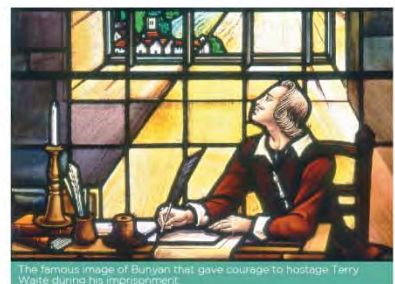
Standing in the footsteps of John Bunyan!



Exterior of the museum from Castle Road

* "The Guardian 2013. The newspaper also named Bunyan's *The Pilgrim's Progress* one of the 100 best novels"

John Bunyan was born in Bedford in 1628, a time of great social and religious upheaval. Parliament and the king were at war, and religious freedoms were changing fast.



The famous image of Bunyan that gave courage to hostage Terry Waite during his imprisonment

Bunyan spent 12 years in Bedford prison for illegal preaching. It was a time that inspired his vision for *The Pilgrim's Progress*.

The book's setting is thought to be rural Bedfordshire. The Museum itself is housed in a cluster of historic buildings in a part of Bedford that Bunyan would have known well.

Displays capture life in 17th century Bedford, Bunyan's years in prison, and the crowds that flocked to see him preach. They also include three centuries of editions of *The Pilgrim's Progress* from around the world.

Quizzes and hands-on trails allow children to navigate Bunyan's amazing story at their own pace. Call or check our website for details of school holiday family fun.

John Bunyan Museum leaflet. Designed by Claudia Acunzo. Photographs by Dan Davies and David Stubbs.

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A4 museum poster. Designed by Claudia Acunzo. Photographs by Dan Davies and David Stubbs.



Single-sided postcard to encourage people visiting The Higgins, Bedford to add a visit to John Bunyan Museum to their day out, or to a future day out. Designed by Claudia Acunzo.