

NORTH LINCOLNSHIRE COUNCIL

**ASSET MANAGEMENT, CULTURE AND HOUSING
CABINET MEMBER**

MUSEUMS AT NIGHT 2013

1. OBJECT AND KEY POINTS IN THIS REPORT

- 1.1 This year the council's Tourism and Town Centres Team worked with Culture24 to help 14 local visitor attractions to take part in the national Museums at Night event.
- 1.2 This report looks at how we can build on the success of the weekend and hold the event again in 2013.

2. BACKGROUND INFORMATION

- 2.1 Museums at Night is a national festival of exciting after hours cultural events in museums, galleries and heritage sites. The aim is to encourage families to take part in cultural activities and to regenerate the evening economy of town centres.
- 2.2 Culture24, a non-profit making organisation, runs the event. They usually work direct with the attractions offering advice and help with promotion.
- 2.3 Venues like North Lincolnshire Museum have taken part in the past and found it to be beneficial. We have a lot of attractions run by volunteers. They often struggle to find the money to take part. We believe that, with some funding and support many more would take part in the event.
- 2.4 We worked with Culture24 to run a pilot project to create 'event clusters'. This was a new idea with only two clusters in the country, one in North Lincolnshire and one in Norfolk.
- 2.5 Culture24 made a funding bid to Heritage Lottery. The £17,000 awarded to North Lincolnshire was used to support 14 local attractions, giving them the much-needed funds to set up and run family friendly events. We held the events over a three-day period. A list of attractions that took part is attached at Appendix 1.
- 2.6 We worked with the attractions to develop, plan and coordinate the events. We also used the funding to produce a leaflet and promoted the events locally and nationally. We did this within existing resources but it took a lot of staff time.

- 2.7 We asked everyone who took part for feedback on the event. All the feedback has been very positive. Many attractions say that the event brought in new visitors. Most said that they would take part again next year if money was available.
- 2.8 In Norfolk the cluster worked with an external coordinator who ran all the day-to-day operation of the project. She worked with all the venues taking part and put together the marketing materials.
- 2.9 Culture24 would like to build on the event clusters. For 2013 they want to streamline the process and reduce their workload by working with an external coordinator.
- 2.10 We have been given the opportunity to work with the coordinator who delivered the Norfolk event. She would apply for funding, work with the attractions to develop their events and arrange the marketing. We would still make the decisions about who takes part, what events are held and how they are marketed.
- 2.11 Culture24 has indicated that £10,000 from Heritage Lottery plus £5,000 from other funders could be made available for North Lincolnshire. The coordinator would bid for this amount on behalf of our cluster. The money would be used to help pay for the events, market them and cover the salary costs for the coordinator.
- 2.12 No match funding is needed from the council.

3. OPTIONS FOR CONSIDERATION

Option 1

- 3.1 Work with Culture 24 and their coordinator to deliver the project.

Option 2

- 3.2 Make our own application to Heritage Lottery and work with the attractions to help them develop their events.

Option 3

- 3.3 Do nothing and let attractions take part individually.

4. ANALYSIS OF OPTIONS

- 4.1 Option 1 is the option supported by Culture24, who have said that funding is available to manage the project in this way. We would be able to make sure that it meets the needs of our smaller attractions without having to spend a lot of time organising the detail. It provides the funding that our attractions need, raises the profile of the area through national publicity, brings in visitors and gives local people access to a wide range of cultural opportunities.

- 4.2 Adopting option 2 would require that we make our own application. There is no guarantee that we would get the funding. Putting together a cluster of events, consulting with the attractions, coordinating the information for the leaflets and putting together the advertising takes a lot of staff time. If we were successful, it provides the funding that our attractions need, raises the profile of the area through the national media, brings in visitors and gives local people access to a wide range of cultural opportunities.
- 4.3 If option 3 were adopted and no funding application is made it is unlikely that some of the smaller attractions would be able to take part. Many events would not be included in the national media and we would not have the money for local advertising.

Option 1 is therefore suggested as the preferred option.

5. RESOURCE IMPLICATIONS (FINANCIAL, STAFFING, PROPERTY, IT)

- 5.1 There are no resource implications.

6. OTHER IMPLICATIONS (STATUTORY, ENVIRONMENTAL, DIVERSITY, SECTION 17 – CRIME AND DISORDER, RISK AND OTHER)

- 6.1 The project encourages and celebrates cultural diversity. It also brings families into towns at night, which has the potential to reduce crime and disorder

7. OUTCOMES OF CONSULTATION

- 7.1 We have consulted with the 14 attractions that took part in the event in 2012. The feedback is positive and there is a desire to repeat the cluster.

8. RECOMMENDATIONS

- 8.1 That the Cabinet Member gives approval for Option 1 for North Lincolnshire's to take part in Museums at Night 2013.

DIRECTOR OF PLACES

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Background Papers used in the preparation of this report
None

APPENDIX 1

Attractions that took part in Museums at Night 2012

- Normanby Hall
- Normanby Hall Farming Museum
- Railtours
- Wilderspin National School
- Scawby Hall
- Humber Keel & Sloop Society
- Epworth Old Rectory
- Wrawby Mill
- North Lincolnshire Museum
- Kirton & Hibaldstow Aviation Group
- Spider T
- 20-21 Visual Arts Centre
- Baysgarth House Museum
- Winterton Church