

Creating Connections
Hopkins Van Mil

Marketing Developments in the UK

Muzeoforum, Ljubljana, 23 November 2010
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Who we are

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Supporting engagement to gain insight

- Qualitative research
- Evaluation to inform planning
- Community engagement

Who we are

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Creating Capacity
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Learning programmes to build
confidence inspire the profession now
and for the future

Some facts and figures – 2009*

- 50% of museums saw an increase in visitors
- Nationals – 66% saw an increase in summer visitors
- 45% of museums saw an increase in trading income
- 34% of Local Authority Museums saw a cut in funding
- 41% of museums saw a drop in investment income

- 2010

- Local Authority budgets reduced by 28% over 4 years
- MLA abolished
- National Museums to remain free

* Art Fund Survey Oct 2009

Context

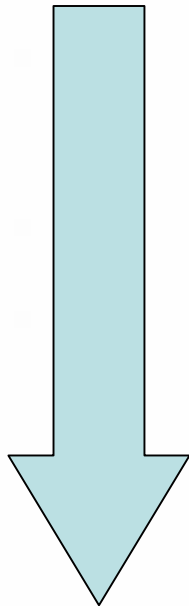
It seems hard to be able to 'cheer' the 'good' news that nationals will remain free. I would have much preferred to see nationals able to charge, and so reduce the gap between free, quality, nationals, and priced, struggling, local museums.

Peter Davies, Canterbury Museums, Kent, South East England

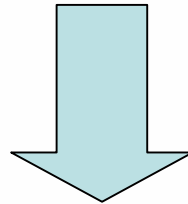
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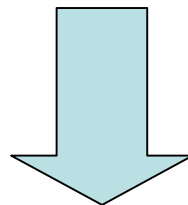
User
Focus



1998 Leaflets



2003 Development of
Strategic Planning



2010 Impacts & advocacy



Drivers for change

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M L A Renaissance
Museums for
changing lives



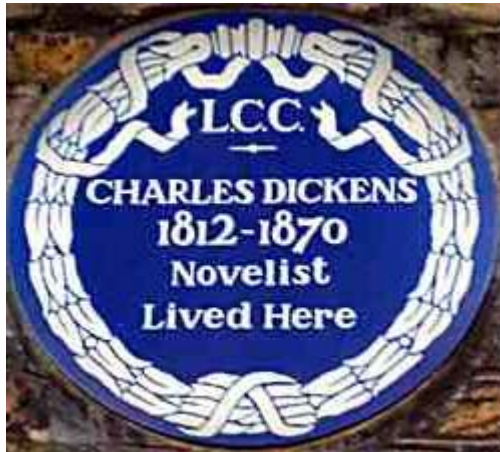
department for
culture, media
and sport



LOTTERY FUNDED

Case Study: Charles Dickens Museum, London

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The
**CHARLES
DICKENS
MUSEUM**
48 Doughty Street

Culture of monitoring

Funders require strict monitoring process

- quarterly or six monthly reports on
 - Number of activities
 - Number of users
 - Type of users
 - User satisfaction
- final report about difference made by the project

What is key now

Community engagement

- Involving the community in decisions
- Communicating how you work and what impact you have
- Building audiences and trust
- Provides support in times of crisis
- Long-term relationships

www.inspiringlearningforall.gov.uk

What is key now

Measuring impact

How museums contribute to:

- Stronger and safer communities
- Health and Well-being
- Strengthening Public Life

Using Generic Social Outcomes is a way of pinning down what you do in a language that makes sense to local and national government

Case Study:

Museum of Croydon, London

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Safer and stronger communities:

- Improving group and inter-group dialogue and understanding
- Supporting cultural diversity and identity
- Encouraging familial ties and relationships

Health and wellbeing:

- Enhancing mental and physical well being of residents
- Supporting older people to live independent lives
- Helping children and young people to enjoy life and make a positive contribution

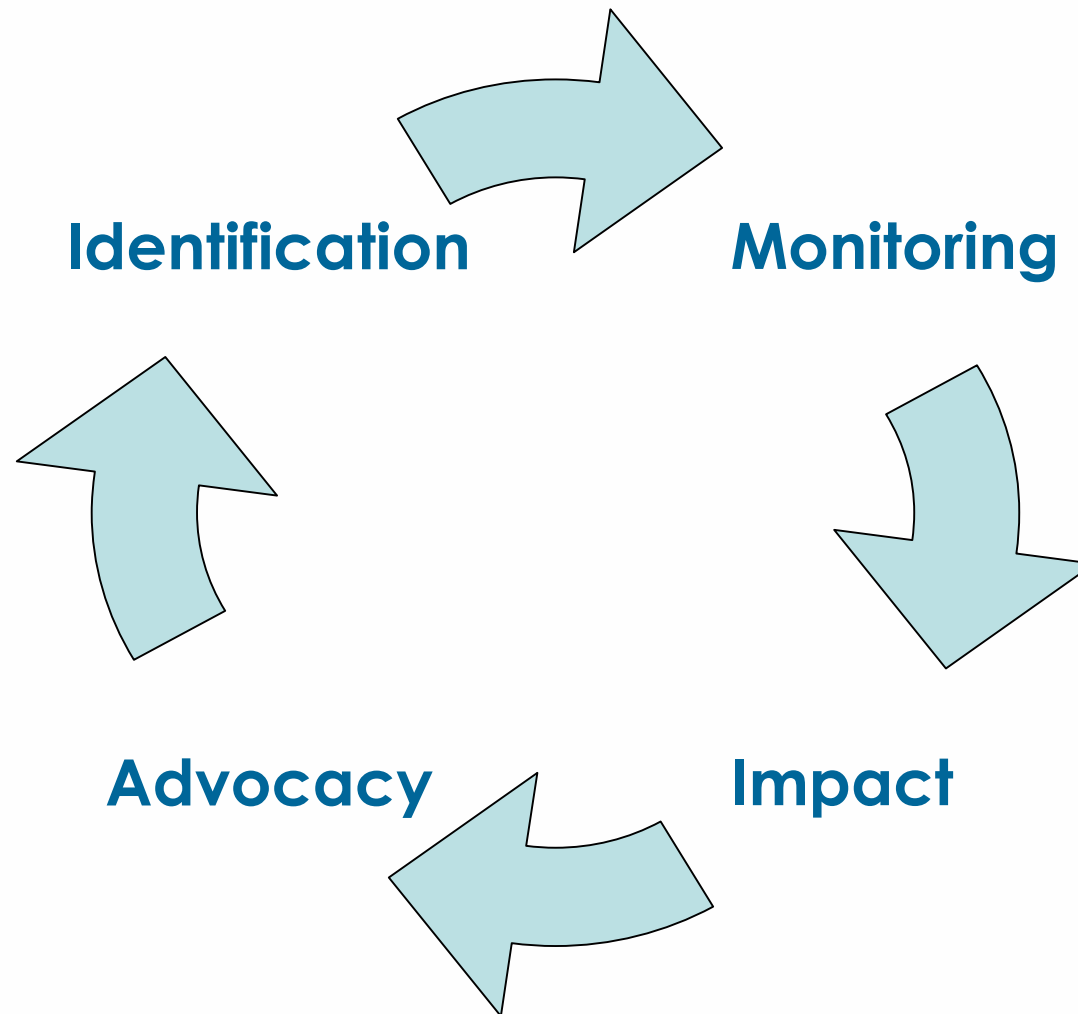
Strengthening Public Life

- Providing safe, inclusive and trusted public spaces



Communicating impact

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Case study: Museum of London – Clore Learning Centre

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Plural funding:

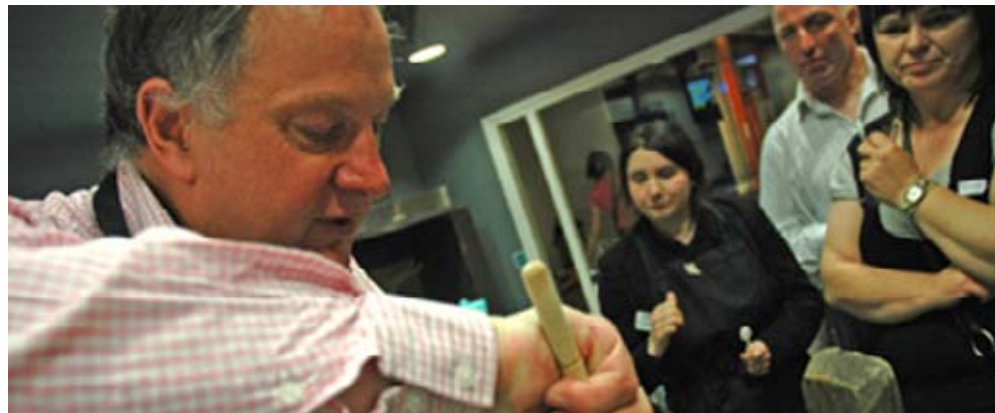
- Clore Duffield
- Heritage Lottery Fund
- Private donors



This funding will enable the museum to take a lead in promoting empathy and understanding between Londoners of different generations and cultural backgrounds.

Marketing now

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Successful marketing = effective relationships

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