

Executive Summary
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MUSEUMS AT NIGHT 2011

EVALUATION



"If you thought museums were the sort of places you nipped into on a rainy day,
prepare to have a very serious rethink."
Daily Mirror



What is Museums at Night?



"Absolutely anything you can imagine happens for Museums at Night. We all think creatively and night is the time when everybody is themselves. We're not at work, we're not being what we do, we are who we are, everybody is a kid again, everybody is receptive to new ideas and new experiences so I think Museums at Night is just a genius thing really."

Lauren Laverne, Museums at Night 2011 Campaign Ambassador

52.5% of people in England did not visit a museum or gallery in the last year; Museums at Night aims to show them what they've been missing. Museums at Night is a nationwide festival of after-hours culture coordinated by Culture24. It's the catalyst that brings together arts and heritage

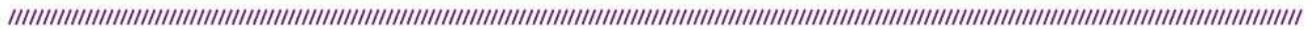
organisations of all sizes from across the UK. It encourages them to open 'after hours' and offer something different to attract new visitors. This UK-wide campaign explodes into life each year over one weekend in May.

Museums at Night 2011: the most successful ever

- 352 arts and heritage venues ran 457 events in 169 UK locations
- 105,000 visitors attended
- 5,000+ people who'd never been to an arts or heritage venue visited one during Museums at Night
- 38% of all visitors were new to the venue they visited
- 95% of visitors rated their experience as 8, 9 or 10 out of 10
- 93% of visitors were inspired to visit other heritage and arts venues
- 1059 pieces of media coverage ran with an audited value of £1.1 million
- 94% of venues say they will take part again in 2012

“This year’s Museums at Night campaign was a resounding success. This campaign is growing in reach and impact year on year and is something that the sector should be rightly proud of. It welcomes those all-important new audiences, allowing them to see their local heritage and museum venues in a new light and shows them how much fun they can be. I wish the campaign continued success in the future.”

Ed Vaizey, Minister for Culture, Communications and the Creative Industries



Audiences value Museums at Night

It encouraged more people to visit a museum or gallery

- 5,000 people paid their first ever visit to a cultural venue for a Museums at Night event
- 79,850 people went to a new venue because of Museums at Night

Bringing them back

21,150 people who hadn’t been to a cultural venue for over a year were inspired to return for a Museums at Night event

Changing attitudes

Museums at Night made six out of ten visitors feel more positive about the place where they live

Creating sustainable audiences

97,650 visitors were inspired by their Museums at Night experience to visit another cultural venue



What visitors like best about Museums at Night

“Access to really awesome venues, with friends, after work, having a social event in a museum works fantastically well!”

“An incentive to get you out and look at museums you wouldn't otherwise get to.”

“It changes the whole museum experience.”

“I thought it was boring, but I came here because my kids wanted to do the pirate activity, and I’ve realised it is brilliant. I will tell all my friends to visit.”

“Learning in a later event made it more intimate and enriching.”

“There was a buzz throughout the building.”

The value of Museums at Night to the cultural industries and the venues involved

- **It's a cost-effective way to reach new audiences**

Culture24 generated £1,180,770 of PR on a total campaign budget of £94,500. This benefited 352 participating arts and heritage venues.

- **It inspires innovation**

Culture24 encourages venues to try out new ways of working during Museums at Night. In 2011 this resulted in venues trialling unusual events such as all-night printing workshops, the Future Shorts programme of screenings and theatrical interpretations such as the People Show performances at the Pump House Gallery. Culture24 also supports organisations to use digital marketing to reach new audiences.

- **It encourages collaboration**

Culture24 supports organisations to work with one another: joined-up activity between museums, galleries, heritage venues and libraries helped to forge new partnerships. In 2011 new clusters of venues were developed in Sheringham, Birmingham, East Birmingham and Pennine Lancashire joining six existing clusters. Venues working in these local hubs share resources to offer a programme of events and activities they could not deliver alone.

- **Working together gets results**

The collective power of 352 venues involved in Museums at Night creates a buzz about the UK's arts and heritage offer, which organisations struggle to achieve individually.

Participating venues benefit from the national media interest and broadcast coverage, created by the PR campaign, which could not be generated by organisations working on their own.

- **Commercial partnerships create new opportunities**

In 2011 Culture24 collaborated on an effective, multi-faceted media partnership with Sky Arts. The channel produced and broadcast a 30-minute documentary featuring 9 participating venues. They also provided 6 venues with funding for £3 subsidised tickets to sleepovers and ran competition in Sky Magazine, which reached 10 million people and received over 7,000 entries.

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"Museums at Night 2011 had more cohesion at local and regional level and more media impact. It's independent and creative and it was a positive thing for National Portrait Gallery to be involved in this wider promotion. The campaign enabled us to reach people who did not know about us."

Sandy Nairne, Director, National Portrait Gallery

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What makes Museums at Night a success?

- **Partnerships** are vital in enabling Culture24 to make the campaign go further. In 2011 Culture24 developed new and existing relationships with DCMS, MLA, Sky Arts, Arts Council England, English Heritage, National Trust, Historic Houses Association, Visit England, Festival of Museums, Faber & Faber, Future Shorts and BBC History Magazine.
- **Sector buy-in.** the number of museums, galleries and venues involved in Museums at Night grows year on year, demonstrating how the cultural sector values this enterprising national campaign.
- **Sharing the knowledge** ensures the whole sector benefits. Culture24 provides learning opportunities for all of the venues involved in Museums at Night. They encourage debate through their online communication channels, share learning opportunities and offer advice and guidance. Venues value this support and the helpful responses to their needs that they receive from Culture24's team.
- **Creating a culture of innovation** helps to build sector knowledge, experience and the capacity to take risks in programming.
- **Telling a compelling story through an effective PR campaign.** In 2011 Museums at Night achieved 26 stories in the national press, over 700 items in the regional press, coverage on 190 websites. Plus broadcast features on ITV Daybreak, Sky News, Radio Four and BBC 5 live and interviews with LBC, BBC London and regional radio stations.
- **Celebrity endorsement** added weight to the campaign and helped it to reach a new audience. Lauren Laverne made a difference to Museums at Night by discussing it on her radio show, featuring it in Grazia Magazine, tweeting about it and hosting the launch event at Kensington Palace. 73% of venues feel that a celebrity figurehead is important to the success of the campaign.
- **Culture24's commitment to digital marketing** encourages venues to be innovative in their approach. For 2011 the team trialled marketing approaches using Twitter and Facebook. Culture24's digital infrastructure underpins the delivery of the campaign and enables it to be cost-effective.
- **It's easy to join Museums at Night.** It's free of charge for venues to take part and Culture24 have 11 years of experience in the sector so are a trusted brand.

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The full evaluation report is available from www.WeAreCulture24.org.uk

Museums at Night is managed and delivered by Culture24



Funders:



Media partner:



Key partner:



Partners & supporters:

BBC History Magazine, English Heritage, National Trust, Historic Houses Association, Arts Marketing Association, Future Shorts, Museums Association, National Museums Directors' Council, Festival of Museums

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