



PRESS RELEASE:

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Museums at Night 2011 Brings Sectors Together

Culture24 are delighted to announce a series of new key partnerships for the hugely successful late night opening campaign, Museums at Night 2011, which will take place next year over the weekend of Friday 13th to Sunday 15th May. The DCMS, new funders Arts Council England, the Historic Houses Association and the Arts Marketing Association have all agreed to support next year's campaign.

They join the Museums, Libraries and Archives Council (MLA), who have been instrumental in supporting the campaign since its inception and continue to be the major funders. 2010 marketing supporters VisitEngland are also continuing their backing to create a broad consortium working towards making the campaign a smash success in 2011.

Building on the resounding success that was Museums at Night 2010, which saw 345 events being staged in over 280 museums and galleries across the country, hundreds of arts and heritage organisations will open their doors after hours for gallery gigs, twilight screenings, midnight murder mysteries, all-night sleepovers and more as yet unimaginably inventive fun.

Tying in with the European event La Nuit des Musées, the mission is to welcome new visitors into museums and galleries, to have fun and discover that they want to explore cultural venues more often. Museums at Night attracted 85,000 visitors – 47% of which had never been to that museum or gallery before. The event also really caught the imagination of the media with over 200 articles being written across 158 publications to promote the event.

Minister for Culture, Communications and Creative Industries, Ed Vaizey, says:

"This is a tremendous example of museums thinking creatively about how they use their buildings and collections to engage with the visitors in new and sometimes unexpected ways. I thoroughly applaud Museums at Night and I am sure that this will be a hugely successful programme of events."

MLA Chief Executive Roy Clare added,

“Museums at Night is a fantastic way for museums to open their doors to the public in a fresh and appealing way. I welcome especially the involvement of museums of all kinds and sizes in places right across the country. It is also very good news that so many other strategic organisations are recognising the importance of this project”

Significantly, ahead of this year’s event, a range of umbrella organisations are working with Culture24 to raise profile and build participation within their sectors. Arts Council England is backing Museums at Night and encouraging visual arts venues to take part in 2011. Chief Executive Alan Davey says,

“Museums at Night is a wonderful way for arts organisations to reach new audiences and for new audiences to discover the wonders of the visual arts. We want to encourage as many arts venues as possible to sign up and get involved in this exciting project”.

Museums at Night is open to every arts & heritage organisation in the country and events can be registered at no cost right now into the Culture24 database system by going to www.museumsatnight.org.uk and clicking on the appropriate link.

Culture24 coordinates a full cross-media nationwide and regional PR and marketing campaign, which capitalises on the already high sector awareness and huge public affection the event has built up over the last few years.

VisitEngland will be extending their role as a marketing partner for the event. Chief Executive James Berresford says,

“Our museums, galleries and heritage sites are the envy of the world and the Museums at Night weekend offers tourists new opportunities to see just how interesting they can be.”

Museums at Night is a great opportunity for cultural groups to work collaboratively. Some of the most successful events, in terms of publicity and audience participation, took place where venues came together to offer late night openings across their city or town. For 2011 Culture24 will conduct a series of outreach engagements aimed at encouraging regional ‘champions’ to form clusters of host venues along the lines of Liverpool (*Light Night*), Newcastle (*The Late Shows*), Great Yarmouth and Dorchester (full case studies available).

Culture24 Director Jane Finnis summed up the spirit of the whole campaign by saying,

“Everyone loves Museums at Night, it’s a feel-good success story. At Culture24 we use our digital expertise to coordinate the campaign online, sharing the events data with a range of partners. This makes the whole thing incredibly cost-effective. In these challenging times for arts and heritage organisations, Museums at Night is a great model for low-cost, high-impact practice.”

- Ends -

For more information on plans for 2011, to register an event, or to read the evaluation report about 2010 visit www.culture24.org.uk/museumsatnight.

Pandora George at Bullet PR spearheads Museums at Night's national PR campaign and she can be reached on pandora@bulletpr.co.uk 07729 469220

To read full case studies on successful 2010 Museums at Night events go to <http://www.culture24.org.uk/places+to+go/museums+at+night/ART308522>

For images, pictures and logos contact Nick Stockman (nick@culture24.org.uk) or Rosie Clarke (rosie@culture24.org.uk), or call 01273 623 336.

Notes to Editors:

1. Museums at Night 2011 is funded by the **Museums Libraries and Archives Council (MLA)** and **Arts Council England** and coordinated by Culture24. For further information visit www.culture24.org.uk/museumsatnight
2. Museums at Night 2011 will take place over the weekend of Friday 13 to Sunday 15 May, while the Europe-wide celebration will be on Saturday 14 May.
3. **Culture24** is a registered charity and not-for-profit online publisher, working across the arts, heritage, education, and tourism sectors. www.culture24.org.uk
4. **The Museums, Libraries and Archives Council** is the government agency for museums, libraries and archives. Leading strategically, the MLA promotes best practice to inspire innovative, integrated and sustainable services for all. Visit www.mla.gov.uk
5. **DCMS** is the Government Department responsible for Culture, Media and Sport and helps to drive the Digital Economy. Their aim is to improve the quality of life for all through cultural and sporting activities, to support the pursuit of excellence and to champion the tourism, creative and leisure industries. www.culture.gov.uk
6. **Arts Council England** works to get great art to everyone by championing, developing and investing in artistic experiences that enrich people's lives. They support a range of artistic activities from theatre to music, literature to dance, photography to digital art, and carnival to crafts. www.artscouncil.org.uk
7. **VisitEngland** is the strategic leadership body representing the public and private sector stakeholders of English Tourism. It works in partnership with VisitBritain, the RDAs and local authorities, and the private sector, creating a national tourism strategy, optimising marketing investment, and developing the visitor experience across England. VisitEngland uses Enjoy England as its consumer-facing brand in the domestic market and the VisitBritain brand in international markets. More information can be found on www.visitengland.com and www.enjoyengland.com
8. **The Historic Houses Association** represents 1500 privately owned historic houses, castles and gardens throughout the UK. These are listed buildings or designated gardens, usually Grade I or II, and are often outstanding. www.hha.org.uk/
9. **The Arts Marketing Association** is open to all arts professionals involved in bringing the arts and audiences together. The AMA has an active and diverse membership of over 1,900 who regularly participate in professional development opportunities to improve their working practices. www.a-m-a.org.uk/

Key statistics from the 2010 Museums at Night campaign

<p>2010 KEY FACTS</p> <p>286 organisations</p> <p>345 creative events</p> <p>25% of events in galleries</p>	<p>2010 PR & MARKETING</p> <p>198 press articles in 158 publications</p> <p>Estimated advertising value of £400,000</p>
<p>2010 VISITOR & VENUE FEEDBACK</p> <p>97% of visitors were inspired to visit another museum</p> <p>92% of venues will take part again next year</p> <p>85% rated their visit at > 8 out of 10</p>	<p>2010 AUDIENCE PROFILE</p> <p>63% of visitors were female and 37% were male.</p> <p>47% of visitors were new to the venue</p> <p>15% of visitors had not been to a museum for over 1 year</p> <p>5% of visitors had never been to a museum</p>
<p>2010 ATTENDANCE</p> <p>85,000 visitors across 3 nights</p>	<p>2010 ROI</p> <p>£75,000 funding cost under £1 per visitor</p>