



Museums at Night 2009

This report documents the delivery and impact of the Museums at Night 2009 national campaign. It looks at the work done by the Culture24 team, reports on the evaluation and conclusions from the evidence collected during the campaign and sets out recommendations for 2010 based on the lessons learned and opportunities created.

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Executive Summary

Culture24 took on the challenge of co-ordinating the Museums at Night campaign in January 2009 with a mission for museums and galleries to attract new audiences into venues simply by staying open late and putting on a special event.

Despite a timeframe of only 16 weeks, the sector responded with an enthusiasm and creativity that was remarkable. By the time the weekend arrived in May, 157 events were taking place with an audience of over 34,000 people attending across the UK. Events ranged from torchlit tours, battleship boogies, museum sleepovers and powered up steam engines to hip-hop crews, Tudor dancing, speed dating, interactive sound installations and more.

The weekend received overwhelmingly positive feedback from visitors, with over 80% rating their experience as eight or above out of ten. Over 60% were new to the venue, having heard about the event through national press, the Culture24 site, word of mouth, local press, radio or Twitter. Thanks to an effective and inventive PR campaign, regional and national coverage appeared in over 150 publications and a host of websites securing an equivalent advertising value of over £40,000. All of this should be viewed in the context of extremely tight timescales and a total expenditure of only £23,000.

Co-ordinating a national marketing campaign is a complex initiative. Budgets for such projects are often hundreds of thousands of pounds and can involve creating a new brand and identity from scratch. But Museums at Night was different.

The campaign's success is a clear example of how the existing assets of Culture24 can be exploited and used to get added value from public sector investment. Culture24 are uniquely positioned as online publishers with the largest database of cultural venues in the UK and a publishing infrastructure that supports several established websites with excellent search engine optimisation. Crucially, they also have an established network of thousands of venues which are actively updating their information into the Culture24 database themselves and who are in regular contact with the editorial team about their activities.

Culture24 were able to bring into play from their existing infrastructure many of the tools that are needed to support an online national campaign. In particular, their editorial skills allowed the richness of the stories, curiosities and happenings across the museum and gallery sector to speak for itself.

Organisationally, the campaign took over Culture24 in the final eight weeks of the project and an exceptional amount of effort went into securing its success. Thanks are due to the Culture24 team for this but also to the many curators, museum staff and volunteers who made the weekend itself so magical.

Next year the campaign has the potential to double or perhaps triple in size. There could be more regional and city clusters of activity, more strands specifically targeted at different audiences, better tourism tie-ins and a real level of general public awareness.

The Museums at Night story is a great example of what can be achieved by the cultural sector through an integrated approach to online marketing and PR that is both rooted in the sector itself and informed by an understanding of audience needs and online behaviour.

Jane Finnis, Culture24 Director.

Recommendations for 2010

- 1. Launch campaign in September 2009 to enable advance planning for all venues and more events.**
- 2. Begin an integrated marketing campaign in September 2009 to build relationships and maximise coverage in all media.**
- 3. Establish close partnerships with VisitEngland and VisitBritain to ensure Museums at Night plays a key part in both their domestic and international advocacy plans.**
- 4. Appoint a National Co-ordinator at Culture24 in September 2009 to support all areas of campaign delivery.**
- 5. Build on the editorial skills of Culture24 to create an engaging and up-to-date online home for the campaign and exploit data sharing opportunities with other online partners.**
- 6. Develop closer working with participating museums in order to generate even more local coverage. Push for 'cluster areas' ie cities or regions that can create a spread of activities over the weekend.**
- 7. Budget for a media partnership and paid for advertorial or pull-out guide. Support this with greater syndication of Culture24 articles and coverage.**
- 8. Improve branding, logo design and supporting press toolkits and materials, ensuring they are available by November 2009.**
- 9. Encourage venues to target events towards specific audiences such as families & children, young people, and older visitors, and work with organisations such as Kids in Museums and Age Concern to cross-promote.**
- 10. Build on Flickr archive and other social media to engage and capture audiences with the central campaign messages.**

Introduction

The Museums at Night project is a national campaign for late night opening across the UK. It seeks to attract people into museums who don't usually visit, simply by staying open late or by creating special events. It took place over the weekend of 16th/17th May 2009 and was within the context of the wider celebrations across Europe called 'La Nuit de Musées'.

The format for the project was very simple, with a clear message both to the public and the sector.

For the first time the 2009 campaign was co-ordinated by Culture24, whose work covered the following tasks:

- motivating and engaging the sector to participate
- centrally gathering and sharing information about events
- using editorial to bring campaign activities to life for audiences
- promoting the campaign to the public using a variety of online tools
- developing and implementing a national marketing campaign for the public
- collecting feedback from audiences and venues
- evaluating the success of the project

The campaign was supported by a total budget of £23,000 - £15,000 from MLA (Museums, Libraries & Archives Council) and £8,000 from NMDC (National Museum Directors' Conference).

KEY OUTCOME: 157 events took place over the weekend with a total attendance of over **34,000 people**

The Museums at Night campaign exceeded all estimations of scale and participation by 200%¹ and secured overwhelmingly positive feedback from both the public and the sector.

The campaign took shape over a period of only twelve weeks, as funding was secured extremely late in January. Despite this very short timescale, a total number of 157 events took place over the weekend with a total attendance of over 34,000 people. Of these, 61% were new visitors to the museum and over 80% of those who attended rated their experience as eight or above out of ten.

This is a fantastic result and demonstrates clearly the power of this kind of simple, national umbrella initiative to stimulate engagement and boost the profile of the sector as a whole.

KEY OUTCOME: 61% of visitors were new to the museum

¹ Target number of events for the campaign was 50

The success of the campaign exploited Culture24's established technical infrastructure, publishing expertise and large network of venues across the UK. In particular, the newly launched Culture24 website www.culture24.org.uk and the Direct Data Entry System (DDE) were used by venues themselves to enter their own events for publication on the Culture24 family of websites.

Without access to and use of these significant resources, the campaign could not have been delivered as successfully, at such exceptional value for money and with such a high level of sector participation within the timeframe.

The unexpected scale of the campaign meant that Culture24 had to deploy all of its resources to ensure successful delivery. The full impact of this on the organisation is explored on page 28 this report. All aspects of the campaign were carried out by Culture24 staff, except for the press and PR work which was contracted to the freelance agency Mosaic Communications.

KEY OUTCOME: Over 150 publications covered the campaign across the UK generating an equivalent advertising value of over £40,000

Culture24's approach to running the campaign

A selection of different methodologies was used to capture information and evidence about the campaign both during its preparation and delivery.

These included:

- ways to communicate and engage with the sector
- ways to collect and share information about events
- monitoring of online activity
- Social Media activities
- Press and PR activities
- creation of a Flickr archive
- collection of feedback from members of public
- collection of feedback form participating venues

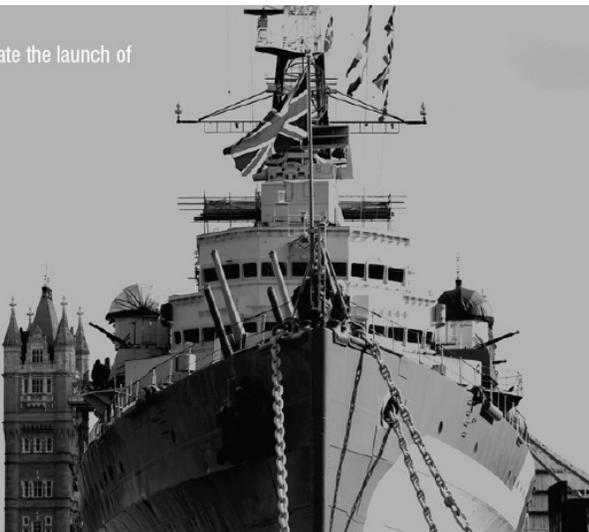
Together they offer a comprehensive picture of what happened during the campaign and provide an excellent foundation upon which to base planning for next year. Due to the very tight budget available, all evaluation, analysis and recommendations were carried out and prepared internally by Culture24.

➤ Links to Europe

Museums at Night is part of the wider 'La Nuit de Musées' event that takes place annually across Europe and is organised by Culture.fr in France. In 2009 it received patronage from UNESCO for the first time. It is timed to coincide with International Museums Day each year. 2009 was the biggest year yet, with a total of 1400 participating museums in 570 cities across 40 countries taking part.

Launch Event on HMS Belfast

A VIP launch event took place onboard HMS Belfast, overlooking Tower Bridge on the River Thames on 5th May, ten days before the campaign was due to take place.



Culture24 invites you to join us on board HMS Belfast to celebrate the launch of

Museums at Night 2009

6.30 – 8.30pm 5th May 2009
HMS Belfast (Morgan's Lane, Tooley Street, London SE1 2JH)
Nearest station: London Bridge

RSVP Tessa@culture24.org.uk
(The event will be on the covered outside deck)



Kindly supported by Museums Libraries and Archives Council
and National Museum Directors' Conference

Speeches were made by the then Secretary of State Andy Burnham and Culture24 Chairman John Newbigin. Videos of both speeches are available to watch on the Culture24 YouTube channel. As of July 09, they had been watched 340 times. http://www.youtube.com/watch?v=aRIIFuKqVXo&feature=channel_page

Secretary of State Andy Burnham: "Culture24 is really showing how we can take forward all the great things that have been done in the past and open the doors of museums and galleries to new audiences."



ABOVE: John Newbigin, Culture24 Chairman and Andy Burnham M.P.



ABOVE: Guests onboard HMS Belfast

70 guests from museums, galleries, policy and tourism enjoyed live jazz and lindy hop dancers. The entertainment provided the perfect subject for a series of high quality publicity photographs that were picked up and used in national press coverage.



ABOVE: 1940s Dancers



© Charlotte Macpherson Photography

Motivating and engaging the sector to participate

Official go-ahead for the campaign was given in January 2009 with confirmation of the funding from MLA. This meant that in order to make the campaign a success Culture24 had to communicate effectively with museums and galleries across the UK to encourage them to sign up to the campaign.

This was a substantial job and was done by Culture24 staff as an ongoing process that continued right up until one week prior to the weekend itself.

Some organisations had heard of the campaign as they had previously taken part in an event in May 2008 that was part of Museums and Galleries Month (coordinated by the Campaign for Museums). This meant for some that they were already familiar with the idea, had had a positive experience of the event in 2008 and were simply waiting for confirmation that it would be happening again in 2009. For many others, the campaign was either a completely new idea or was something that they had previously chosen not to be part of.

A large amount of time was spent on the phone and using personal emails to inform people that the campaign was taking place this year, it was being run by Culture24, it was different from last year, and explaining to them how and why they should participate.

In total 157 events took place over the weekend with a total recorded attendance of 34,426. However, this number is likely to be higher as the total number of venues who put on events was 125, and of these only 98 responded and sent in visitor numbers. That leaves a total of 27 venues who did not send in visitor numbers and so are not included in the 34,426.

KEY OUTCOME: 125 individual venues put on events

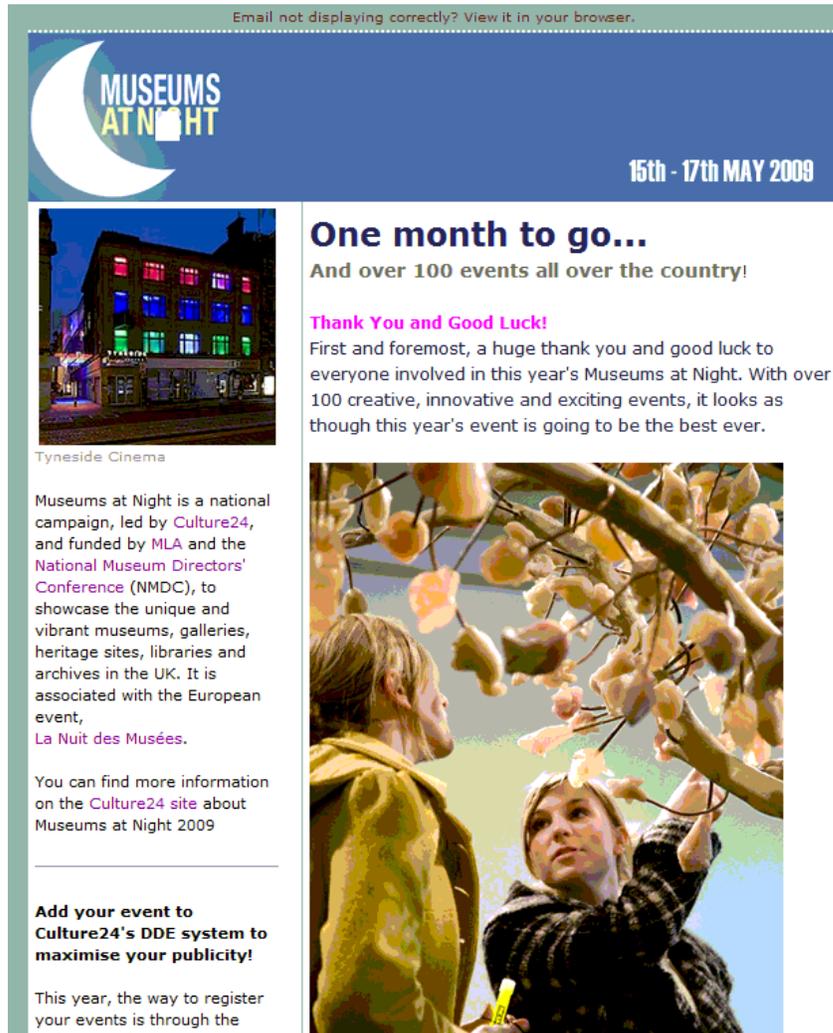
Culture24 worked with MLA, NMDC and AIM to invite institutions to take part in Museums at Night using their own established networks.

➤ **A central email list for effective, regular communication**

Culture24 used Mailchimp to create and manage regular email newsletters to the sector. Mailchimp is an online HTML email marketing service providing powerful tools that make designing, sending, and tracking email campaigns very simple.

Emails were designed in-house by Culture24 and carried the Museums at Night branding. They provided venues with a regular overview of the marketing and PR opportunities that the campaign could offer them.

A list of over 4,000 live individuals' addresses of sector professionals were compiled. The Mailchimp system is extremely efficient and easy to use as it allows you to ensure that any duplication, dead addresses or bounce backs are tracked and deleted.



Left: Example of one of the e-newsletters sent during the campaign

The 4,000+ list was created by merging the Museums & Galleries Month list from 2008 with the existing Culture24 DDE list of venues. It was then checked and any missing key organisations or people were added. Below is a breakdown of how the overall distribution list was built up.

78 new sector people added to the list by Culture24.

2,635 from existing list of active Culture24 DDE users.

1,743 sector people who had previously taken part in Museums & Galleries Month in 2008

There were a total of three sector mailouts that took place over the campaign and Mailchimp allowed Culture24 to monitor each individually. Below is a chart showing successful delivery, open rate and click through rate for each mailing.

	Send Date	Successful Deliveries	Unique Opens	Open Rate	Unique Clicks	Click Rate
1	Feb 26th	3891	1018	26.11%	151	3.89%
2	Apr 20th	4335	898	20.69%	144	3.28%
3	May 13th	4428	958	25.25%	188	5.33%

On average, for each of the three emails sent, over 950 individual people opened the email and an average of 150 individual people clicked and followed a link to either the Culture24 site or one of the resources featured in each mailing.

KEY OUTCOME: An average of 950 sector professionals opened and read each email newsletter

➤ Creation of tools to help venues

Using the established methodology from previous Museums & Galleries Month campaigns, Culture24 created a selection of downloadable resources to support participating museums with their own marketing, press and PR, including:

- **The Museums at Night logo** which was made available as soon as the campaign was confirmed so that it could be used in participating venues' own publicity
- **A media toolkit** outlining the campaign and providing contact details, plus general media tips e.g. a listings release and tips on making them effective, making the most of pictures, photocalls and broadcasting opportunities etc.
- **A press release template** to support venues' own press activity
- **Template posters** in full colour (A4 and A5) with space for venues to add their own details
- **Full colour posters** (A3 and A4) advertising the campaign

Unfortunately, a detailed analysis of exactly how many of the above resources were downloaded is not possible due to a fault in the Google Analytics code. However, we do know that over 1,600 individual visits were made to the page on which these resources were located on the Culture24 site. It is important to note that this page was not a prominent link on the site navigation but was heavily pushed in all sector email correspondence as a direct link. This suggests traffic was successfully directed from the sector email mailings.

We also compiled and made available a selection of generic images for press use. These came from previous Museums at Night events and were circulated and shared as part of the overall press and PR work.

VENUE FEEDBACK: *"the proforma posters and logos were very useful as it saved us much design time."* (Guernsey Museum & Art Gallery)



Left: A Museums at Night template poster that has been customised by the Edward Jenner Museum to promote their own event.

Using editorial to bring the campaign to life online

At the heart of Culture24's approach to attracting attention to the campaign was a commitment to the creation of quality, up-to-date and frequently changing editorial.

Over the eight weeks leading up to the weekend, editorial staff at Culture24 researched and produced articles covering more than half of all the events planned across the UK. The stories took the form of behind-the-scenes features, interviews, themed run-downs and audience-focused reviews.

KEY OUTCOME: Culture24 writers produced **71 Articles** published across eight weeks

A special Museums at Night landing page was created within the new Culture24 BETA site that brought together all of the editorial and event information about the campaign into one place. www.culture24.org.uk/museumsatnight



ABOVE: Screenshot of the Museums at Night landing page on the Culture24 website

In addition to a specific landing page, all the content was tagged to its related topics or location e.g. Art, History, Liverpool, Manchester etc. This meant that we were able to seed the content across the site and use the whole of the website and all its sections to draw out interesting themes and subject areas within the campaign.

Visitors were also able to postcode search on a Google map to find events that were near to them.

The editorial approach focussed on a desire to respond comprehensively to local museum and gallery press promotion, which we used to effectively create a constant stream of updated news coverage that also offered a good regional spread of stories. As the weekend approached, we also launched a series of themed editorial rundowns that focussed on aspects of the Museums at Night weekend including family-friendly and scary events.

During the Museums at Night weekend, Culture24 placed six journalists on location at different events around the country - including London, Bath, Newcastle, Stockport and Manchester - to capture the spirit of the events, document some of the best things happening and to collect feedback from visitors. The news reports were published during the weekend of Museums at Night on Culture24 to provide constantly updated coverage of the weekend and to establish a sense of pace and activity on the website. It was also a final online publicity drive that effectively highlighted the Museums at Night brand at a time of increased online visitor traffic to the site.

VENUE FEEDBACK : *"It was good to have Ed with us for the day as it made us feel quite special." (Roman Baths)*

➤ **Performance of the Culture24 website day by day**

Culture24 tracked visitors' behaviour on the Culture24 website using Google Analytics software.

Culture24 visitor performance tends to have a weekly cycle with a stronger performance in the week than at weekends, with variations from day to day. Therefore a meaningful comparison for the Museums at Night campaign can only be made on equivalent days.

For the purposes of analysing the effect of the campaign on the site, Culture24 compared the performance of the week leading up to the Museums at Night weekend with the (mean) average performance of the equivalent days for the previous 4 statistically viable weeks. Results are shown in the table below.

Day	Mean average visits to Culture24 site	Figures during the week leading up to Museums At Night	% change
Monday	6791.25	6024	-11.30**
Tuesday	6926.25	6148	-11.24**
Wednesday	6527	6289	-3.65**
Thursday - main press & PR push	6367	9104	+42.99
Friday 15 th - Start of campaign weekend	6043	9371	+55.07
Saturday	4464	5789	+29.68
Sunday	5334	5203	-2.46
Monday (18)	6791.25	7410	+9.11

It is clear that the marketing activity for Museums at Night was responsible for a significant overall rise in site traffic, with a huge rise of 42% on the Thursday before the campaign started and an even greater rise of 55% on the Friday of the campaign weekend.

It is notable that in the immediate aftermath (Monday 18th) site traffic remained higher than normal no doubt due to the increased editorial coverage that was going up from the weekend events.

Marketing activity failed to increase overall site traffic on Sunday 17th May, which is what would be anticipated as the main thrust of the campaign was completed.

Performance of the special Museums at Night Landing Page

During the period 11th to 18th May the Museums at Night Landing page was the most viewed page on the Culture24 site. It was also the top landing page with **14.32%** of those coming to Culture24.org.uk doing so through the Museums at Night landing page, and by implication the associated publicity and web links.

Museums at Night Top Ten Articles

Title	Art Number	%
Feel the fear with Museums at Night 2009	/art68422	17.34%
Museums at Night 2009 - what's it all about?	/art67355	11.53%
Fantastic family events for Museums at Night 2009	/art68391	10.98%
Jenner Museum discovers a ghost in its attic for Museums at Night 2009	/art68648	10.77%
Museums at Night 2009 takes to the skies and delves deep underground	/art68420	5.53%
Museums at Night 2009 gets underway	/art68664	5.23%
Museums at Night 2009 launches on HMS Belfast	/art68339	4.82%
Music and romance to be found at Museums at Night 2009	/art68428	4.22%
Get your Museums at Night photos on Flickr and be part of an online exhibition	/art68378	3.64%
Museums at Night 2009 - information for venues	/art64522	2.60%

Museums at Night articles and section landing pages made up 50% of the most viewed pages. Articles that were successful had strong titles, referred to Museums at Night and tended to be a run-down of events rather than about one event

It is important to remember that the new Culture24 site was still in BETA both during the run up to and including the weekend of Museums at Night.

Using social media to reach audiences

➤ Creation of a Flickr Archive from visitor participation

Culture24 set out to engage the public in the creation of a photographic archive of Museums at Night. The archive would not only be a way to generate visitor participation but would also provide a rich source of images that could be used to promote the campaign in future years.

The online photo sharing website Flickr was used to create the archive and branded leaflets (see below) were given to all venues to be distributed to their visitors as an invitation to take part.



A Museums at Night 2009 Flickr group was established, which Culture24 administrated <http://www.flickr.com/groups/museumsatnight09/>

Membership to the group was free and open to anyone but users had to agree to terms and conditions about copyright before membership was approved. Advice and guidance was sought from Tate following their success in using Flickr for their 'How We Are Now' exhibition in 2008.

A panel of photography experts including Gordon MacDonald of Photoworks and Susanna Brown, photography curator of V&A, will select the best photographs for the unique online exhibition on the Culture24 website later in 2009.

A total of 42 members agreed to the terms and conditions and contributed a total of 152 pictures. The membership breaks down in to following categories:

- 33 members of the public
- 5 institutional staff from: Helicopter Museum, National Maritime Museum, Birmingham Museums, V&A, Worcester City Museums
- 3 Culture24 staff



Picture by "Julie70" (Flickr username), who started blogging and using Flickr at age 70.

Whilst in the first instance 42 members doesn't sound like a lot, it is interesting to compare the level of participation with a similar type of campaign - the Guardian's Glastonbury Flickr pool. They only had four times the number of members as Museums at Night, out of a total Glastonbury attendance of 250,000. This was despite the fact the Guardian was the official media partner for the festival and promoted the Flickr group prominently from the Guardian website throughout the festival, with a similar incentive to us of an online exhibition.

A unique animation

Culture24 commissioned Kanoti agency in Brighton to create a short, distinct and humorous animation that could be used to stimulate interest in the Culture24 website, both virally within social networks and as part of a paid-for advertising campaign on other websites.

The animation appeared as an internal advert on the Culture24 site where it was viewed over 101,000 times in the two weeks running up to the campaign. Circulation within social networks led to 267 views on the Culture24 YouTube channel.

Over 170,000 page impressions were purchased from the online advertising agency 'Advantage Media' at a cost of £700. As a result the advert appeared on news websites, festival and travel sites across the web.



The total click rate for this paid advertising was 1,296 (0.08%) representing a cost per click of half a penny (0.54p).

➤ Using Twitter to reach new audiences

This campaign was the first time Culture24 has used Twitter as a tool for driving up site usage. The focus of activity on Twitter began about 10 days before the campaign started and culminated on Friday 15th May.

Twitter is an immediate medium and the results show this. Referrals from Twitter went from only 9 on May 13th to 556 on Friday 15th, the main day of Twitter activity and the start of the campaign. A total of 270 tweets were made during this time resulting in a total of 824 people who followed the tweet to visit the Culture24 website.

One of the most potentially powerful aspects of Twitter is its potential to use word of mouth to pass on a popular story/news/link. This is done using "retweet," when someone repeats or quotes someone else's tweet.

Within the Museums at Night campaign we were successful in securing several retweets from a range of celebrities, all of whom have very large followings. They included: Eddie Izzard (image below), Josie Long, Jonathan Ross, and the Guardian's Jack Schofield.



Above: Screenshot of Eddie Izzard's Twitter page showing Museums at Night retweet

Top Twitter referrals as follows:

Twitter Source	Visits
/ (those following C24 or related using twitter clients)	563
/ (home those following C24 or related on the website)	108
/eddieizzard	74
/culture24	28
/rosieclarke	26
/collingsa	7
/josielong	6
/bobbyllew	5
/timeline/home	5
/ollybenson	4

The overall number of referrals is relatively low. However, this is with the background of still being a relatively young technology. The more followers Culture24 attracts, the more impact a Twitter campaign will have, with little or no cost.

It is also clear that we can get great results from mentions from other sources as shown with just one retweet from Eddie Izzard leading to 74 click-throughs.

It's worth noting that those referred by Culture24 or Culture24 employees tended to view more pages. While celebrity Twitter mentions will bring us more users, those brought in by us will be more loyal.

Press and PR activity

The PR campaign for Museums at Night was carried out by an agency, Mosaic Communications, who Culture24 have successfully worked with on many occasions in the past.

The campaign focussed on raising national awareness of the event in its short timeframe. To do this, features, listings and event information were sent to a wide range of national and regional media in the three months leading up to the event. Coverage was aimed at targeting key audiences, including families and young people. Mosaic worked closely with Culture24's staff team to identify media stories. Mosaic also worked with individual participating museums to help them identify local PR opportunities.

***VENUE FEEDBACK : "Very good web coverage and press."
(National Gallery)***

The campaign achieved publicity in over 150 publications, with coverage in national newspapers (Guardian Guide, Independent, Daily Mail, Daily Telegraph, The Times, Financial Times); features in regional press (TIME OUT, The Evening Standard, Manchester Evening News); and radio features both regionally and nationally (BBC Radio 4, BBC Radio 5 Live, BBC Local Radio, Classic FM, ITV's Loose Women).

The event was also covered widely on the Internet and in social media forums such as Twitter, Facebook and blogs.

Overall, the coverage amounted to an equivalent advertising value of over £41,000. This has been calculated using the ratecard for the individual media. For much of the local/regional coverage this has been estimated and put in at a low rate, so the 'real' value may be much higher. For BBC coverage, it has been estimated using the costs of sponsorship/advertising on equivalent commercial stations – again, this has been estimated on the low side. A full table of coverage showing the equivalent value can be found in Appendix 1.

In order to use the marketing budget most cost effectively the media cuttings service was provided by MLA. This has meant that some known publicity (such as Sainsbury's Magazine) has not been captured and a value cannot be calculated.

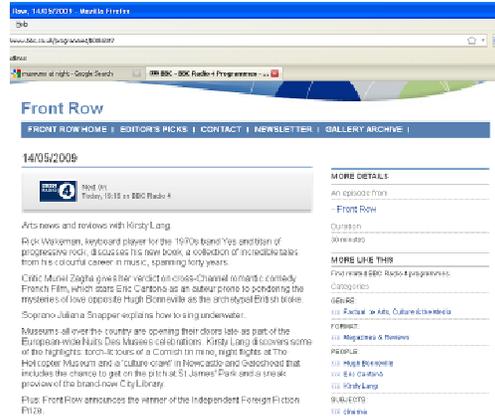
KEY OUTCOME: Over 150 publications covered the campaign across the UK generating an equivalent advertising value of over £40,000

The partnerships with the venues themselves were a crucial factor in achieving good press coverage. The earlier Culture24 knew about what was being planned and were given information and images, the more publicity could be generated as part of the campaign's own national and regional push.

➤ **National Coverage**

The campaign achieved national coverage and particular highlights included a feature on Radio 4's Front Row, who interviewed Bill Griffiths in Newcastle, The Helicopter Museum in Weston-Super-Mare and Geovor Tin Mine in Cornwall.

Jane Finnis was interviewed for Radio 4's 'You and Yours' magazine programme and the Arts programme on Classic FM. Museums at Night also featured on Radio 5 Live and the event was discussed on the ITV lunchtime magazine programme 'Loose Women'.



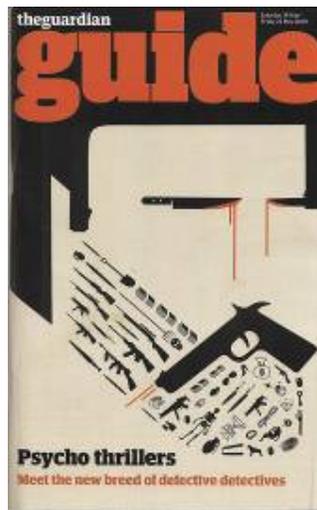
Museums at Night appeared in different sections of the national press including travel, arts and what's on.

There was also interest from the main arts pages of The Guardian but they decided the images available weren't strong enough for a photographic treatment.

Better images at the beginning of the campaign and a greater spread of events would be likely to increase national coverage.

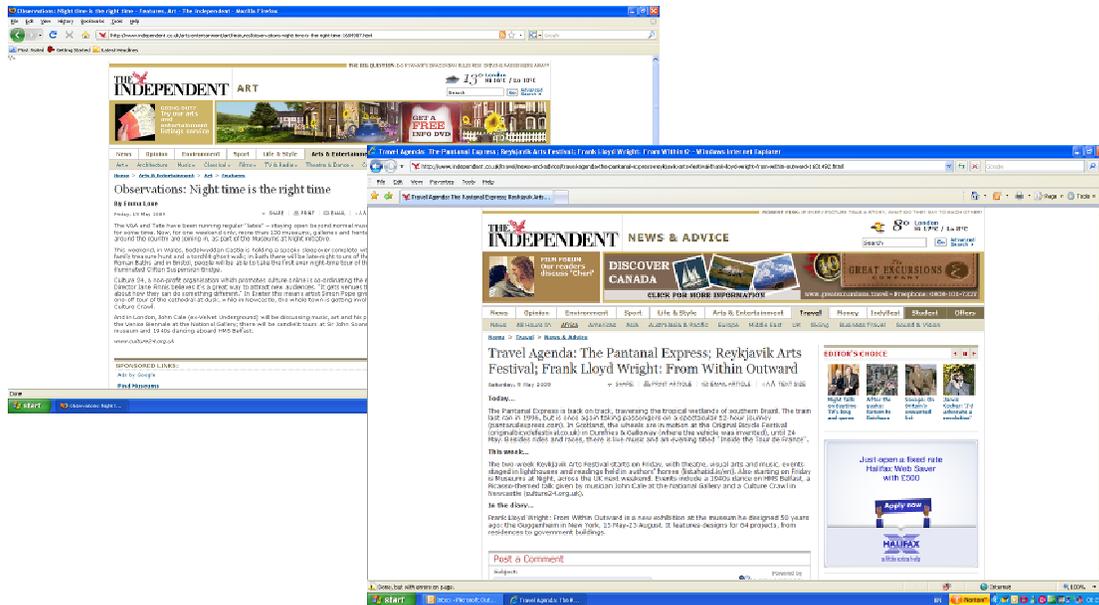
VENUE FEEDBACK: *"I thought it worked very well - I heard the interview on Radio 4's Today programme with Jane Finnis and the lady from Museum in the Park and thought the idea that people should look out for whether their local museum was doing anything came across very well."* (Buxton Museum and Art Gallery)

Guardian Guide: - featured a half page editorial



VENUE FEEDBACK: *One or two came from the national publicity, travelling specifically to see us, and commenting on their interest and enjoyment of the visit.” (Wallingford)*

Two different treatments in The Independent



➤ **Magazines:**

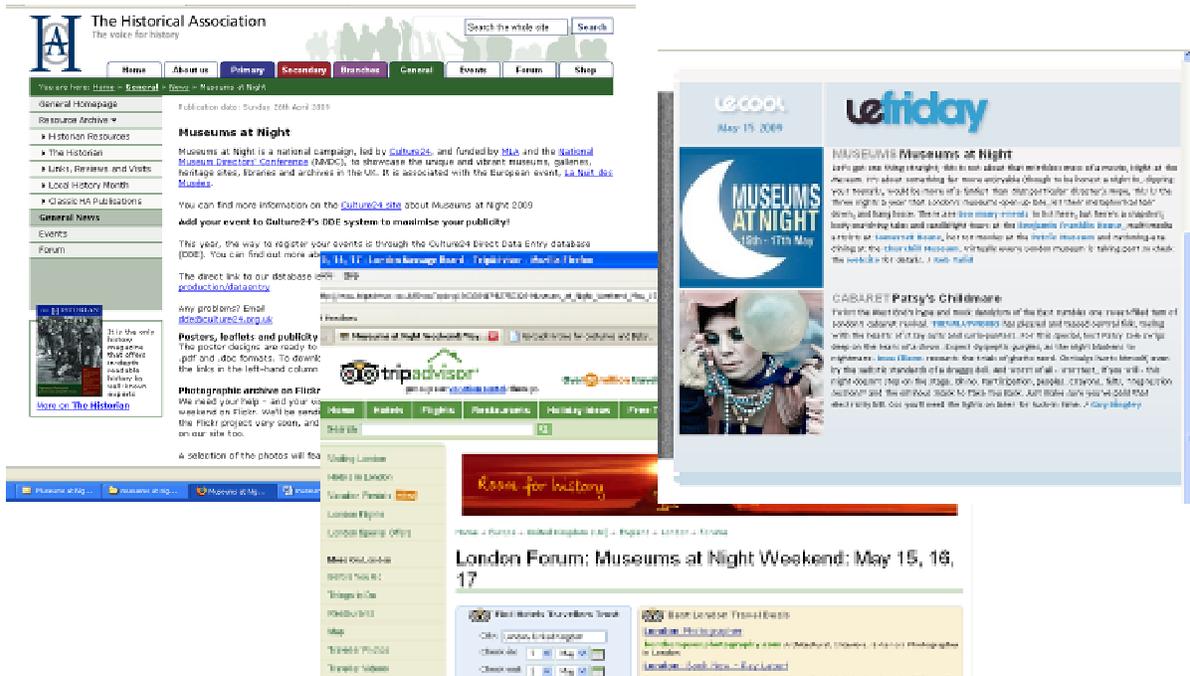
Despite only having extremely limited information for the first press release, due to the short timeframe for the campaign, coverage in long lead (3 months) magazines included:

- | | |
|--------------------------------|--|
| Sainsbury's Magazine | BMI Inflight Magazine |
| Heritage Magazine | InBritain Magazine |
| Aquila children's magazine | VisitBritain Cultural Campaign – May |
| Good Travel Guide | Junior Education PLUS (Key Stage 2 teachers) |
| Saga Magazine | ABC Magazine |
| Oxfordshire Life | Sussex Life |
| The Lady | Primary Times (various regions) |
| Families May (various regions) | East Midlands Train Magazine |

Many of these were small features due to a lack of detailed information about planned events. With earlier sign-up next year it would be possible to achieve bigger features.

➤ **Websites, Social Media & Blogs**

The events for Museums at Night were highly visible online. Events were included in lots of websites, e-magazines and newsletters including London's very popular Le Cool (below), and in special interest websites such as the Historical Association (below). They also appeared in user forums such as the well-used travel site Trip Advisor (below).



➤ **Regional Media**

The media campaigns in specific regions were highly effective and worked particularly well where there was a large number of events within a well-defined geographical location – i.e. London, Bath & South West, and Leicester.

In London there was coverage in all the major press (Standard/London Lite/London Paper) – as well as in lots of guides: Time Out (4 places i.e. kids/going out/events/museums), tourist publications and in email newsletters. Museums at Night also featured on LBC and London radio. Regionally, there was coverage on lots of local radio stations, including Norfolk, South West & Midlands.

VENUE FEEDBACK: "As a result of the weekend our museum received television, radio and press coverage and helped to really put us on the map." (Helicopter Museum)

Spend night in museum ... but don't be afraid of the dinosaurs

Ellen Widdop

ITV one swayed only Londoners are being invited to spend a night at the museum.

Thousands will watch horror films next to ancient remains, you prospect the partners under the National Gallery's spouting and dome to Pompeii made on the deck of HMS Belfast.

The Museums at Night project, taking place across the city this weekend, involves dozens of museums staying open after hours to give commuters the chance to soak up some culture.

Organisers claim it is London's answer to the Saturday Night Live series, but in Westington overnight, the focus will be on community, and

any drama is likely to be fuelled by the free drinks on offer.

This is the fifth year the event has been running. Last year, 2,200 museums in 40 countries took part.

Julie Plunk, director of organisers Culture24, said she hoped the film would encourage people to attend. "Our event opens up these wonderful buildings at night and lets people experience their magic in a new light."

"Some of it is spooky, some uncover secrets and local coins, some belong to literary objects with performance and music. You won't be bumping into a live T-Rex down a dark corridor but it's a lot of fun," she said.

The first of the Saturday night events, a re-enactment of the Cabinet War Rooms in Westminster and a midnight tour of the National Gallery followed



Nightmare Ben Stiller hosts a *Foxes in Night* at The Museum II which had its London premiere last month

by music and drinks. Other events include two horror films at the Petrie Museum in the University College Museum, a Perverse 'Berserk' Hoop on HMS Belfast and a lampie tour of the Florence Nightingale Museum at

Whitechapel. "It also opens up opportunities for Londoners who work long hours and do not get a chance to visit an exhibit

tion during their working week."

Figures from the Trade Union Congress reveal Londoners work the longest hours in Britain. On an six weeks more than 48 hours per week, and about 45,000 work more than 56



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WHERE YOU CAN FIND THE CITY'S PAINTINGS AND ARTEFACTS BROUGHT TO LIFE BY MOONLIGHT

National Gallery
Screening of a documentary on Picasso exploring the creative process. The exhibition *Picasso: Challenging the Past* will also be open. Artist and musician John Cole will discuss links between music and art. For another view, Friday 7.30pm-10.15pm, 0144 2091778

Petrie Museum
The horror film is the spooky darkness of the museum of Egyptian archaeology at University College.
Prizes from departmental shops. The event is free for children, it is free for adults. For more information call 020 7679 4116

Royal Observatory, Greenwich
A Night in Space: Premier of planetarium show *Ice Worlds*, exploring frozen environments of Saturn, Mars and moons of Jupiter, Saturn and Neptune. Plus access to the telescopes on the roof and two astronomy galleries, and a star chart-making workshop. Saturday 7pm-8pm. Apps live up.

Churchill Museum and Cabinet War Rooms
Guided tour of the Westminster shelter. Free show, films, games and a talking table three courses, 10.30pm-11.30pm. Sandwiches in the interval. From 6pm Saturday to Ben Serkay, 020 7766 0155



WHS Belfry, where *Bitterch's Broom*. Parties then on board the ship next, London Docks, Saturday 7pm-11pm, 0207 9406220.

The Florence Nightingale Museum
Tour of the museum at White Hall by "The Jack and the Lamp". Saturday 6pm-8pm.

Harlequin Museum and Garden, Finsbury Hill
Adult 20p. View and children's interactive workshop with a Darwin theme. Animal expert Andrew Smith will guide guests around robotic creations. Friday 6.30pm-9.30pm.

National Portrait Gallery, Trafalgar Square
Music from Sir Philip on Violin and Dr. Rumsfeld on piano, Gerhard Richter and Caravaggio exhibitions will be open. Friday 6.30pm-9pm.

Benjamin Franklin House
A guided tour around the house in Trafalgar Square followed by a glass of wine in the basement to hear stories of the discovery of human bones and body fossils. Two talks, one 7pm and 9pm on Saturday, 020 7419 2006

Victoria and Albert Museum
Lecture by Tim Brown, chief executive of Centre for Design (London College of Textiles) and a design company's philosophy and work with design centre. Alan Rickman. Friday 7pm-8pm, 020 7942 2311

Evening Standard: 13th May 2009

VENUE FEEDBACK: "Ruth Cobb (Mosaic) did a great job; we know the budget was more limited this year." (Royal Observatory Greenwich)

There was interest from both ITV and BBC local news programmes, but despite filming being organised, it was dropped at the last minute. It was clear from the feedback from local news that if a press event could have been held at one of the events as the event took place, this would have been most likely to attract coverage. This should be considered for next year. In addition, encouraging museums to work together to create 'cluster areas' would significantly help to increase regional coverage.

Clockwise from top: Time Out, The London Paper, LondonTown.com, Weston & Somerset Mercury,

Time Out London website showing the 'Museums & Attractions' section. The page features a search bar, a list of museums, and a 'Museums at Night weekend' article by Sara O'Reilly. The article discusses the reopening of the British Museum and the National Maritime Museum.

Time Out London website showing the 'Around Town' section. The page features a search bar, a list of events, and a 'Museums at Night' article for May 15-17. The article highlights the reopening of the British Museum and the National Maritime Museum.

Weston & Somerset Mercury website showing the 'Museums at Night' article. The article is titled 'Museums at Night weekend' and is written by Sara O'Reilly. It discusses the reopening of the British Museum and the National Maritime Museum.

LondonTown.com website showing the 'Museums at Night' article. The article is titled 'Museums at Night weekend' and is written by Sara O'Reilly. It discusses the reopening of the British Museum and the National Maritime Museum.

The London Paper website showing the 'London late at night: Museums' article. The article is titled 'After-dark openings at the capital's best museums from 14-17 May' and is written by Benita Kutchinsky. It discusses the reopening of the British Museum and the National Maritime Museum.

Weston & Somerset Mercury website showing the 'Learn to fly a Boeing 737' article. The article is titled 'The flight simulator over Weston' and is written by Benita Kutchinsky. It discusses the opening of the Helicopter Museum in Weston.

The London Paper website showing the 'Friday 15 May National Gallery Late' article. The article is titled 'Haven't seen the Picasso exhibition yet? Seize the chance to savour it while listening to live music by Belle Shenman' and is written by Benita Kutchinsky. It discusses the opening of the National Gallery late at night.

LondonTown.com website showing the 'Museums at Night Weekend' article. The article is titled 'Museums at Night Weekend' and is written by Benita Kutchinsky. It discusses the reopening of the British Museum and the National Maritime Museum.

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Collecting feedback from the public over the weekend

Feedback was gathered from visitors at events using printed feedback questionnaires and Voxpop interviews.

VISITOR FEEDBACK: "A great evening – novel, educational and fun, thank you"

➤ Feedback forms

Questionnaires (see right) were produced by Culture24. Thanks to support from Eurostar, we were able to incentivise visitors to fill the questionnaires in by offering the chance to win two return tickets to Paris.

A selection of participating venues were chosen to represent a mixture of size, location and event type. Leaflets were then distributed to these selected venues to hand out to the public. Returned forms were sent back to Culture24 for analysis.

The selection represented just under 10% of the total number of venues who were involved in events over the weekend.

Audience Profile

Male	38.5%
Female	61.5%

Age Range

Under 16	7.0%
16-25	9.4%
25-45	42.0%
Over 45	41.5%



KEY OUTCOME: Over **80%** of all respondents rated the event they visited as eight or above out of ten.

Marks out of 10:

Mean (average)	8.4
Median (exact mid point)	7.5
Mode (most often occurring)	8
Percentage giving 8/10 or above	80.40%



VISITOR FEEDBACK: "It was fab, thanks to both guides – entertaining & informative mucho funno :)"

How did you hear about Museums at Night?

Word of mouth	38.5%
Local press	17%
Museum's advertising/brochure	11.65%
Other websites	7%
Culture24 website	6.7%
Museum's own website	6.5%
National press	5.4%
Just walked by	5.4%
Brownies/Cubs	1.08%
Twitter	0.54%
Other	0.27%

VISITOR FEEDBACK: "More of the same please - interactive museums visits where you take part and the past comes to life."

➤ **Voxpop videos on YouTube**

Culture24 journalists who were on location covering stories at various venues over the weekend were furnished with simple 'flip' video cameras and asked to interview members of the public. From this footage four short compilations were made, each containing a number of short interviews intercut with shots of the venues.

The video are hosted on the Culture24 YouTube Channel.
<http://www.youtube.com/Culture24videos>
As of July 2009, they have been watched 239 times.

VISITOR FEEDBACK: "Low priced/free evening events at museums would provide good alternatives to pub, tv and street corner activities."

Impact of running the campaign on Culture24 as an organisation

As a result of the unexpected scale of the campaign, Culture24 was almost overwhelmed by the increase in press interest and marketing opportunities.

Due to the extremely short timescale for venues to plan events and sign up, Culture24 had originally estimated that there might be a total of 50 events planned. In fact, by the end of the campaign this number had more than tripled with over 157 events planned. This resulted in a substantial increase in all aspects of project co-ordination. The more venues came on board with an event, the more PR there was to do, more information to collate and more stories to write.

It is estimated that as a result of the increase in scale of the campaign there was a 230% increase in the level of project management work. This can be seen in the analysis of the actual 'person days' it took to deliver the campaign which were 135 against an original budget of 60 person days.

There was also a 30% increase in the amount of work carried out by the freelance agency Mosaic Communications. This in turn was a contributing factor to the additional person days needed from Culture24 staff.

Culture24 responded to this increase in workload by diverting staff from other projects to help. There was an inevitable knock-on effect of this with other project work: a resulting substantial delay to the new Culture24 site coming out of its BETA phase, as well as a large amount of overtime (unpaid).

It is important to note that next year Culture24 has increased commitments to deliver new services for teachers and learners. This, combined with the new Caboodle project due to launch in autumn 2009, means that it will be impossible for Culture24 staff to take up any extra workload for Museums at Night 2010 without the associated funding necessary to expand the team.



Left: Culture24 team at the HMS Belfast Launch event

Suggestions for 2010

As part of the feedback collected from venues that participated in the 2009 campaign, we asked for ideas for next year. These are summarised below:

- "Get events confirmed earlier next year so that we can make the most of the national PR campaign."
- "More publicity materials that participating institutions can adapt/use"
- "Target publicity a bit more towards more accessible press e.g. Daily Mail"
- "A regional media launch could work well."
- "Perhaps arrange local meetings to outline aims/marketing plans/co-ordinate - including /marketing depts/media invites...even if all participants did not attend it would act as advance publicity and could encourage participation."
- "Encourage participating organisations to create a special event page on their websites with links to and from a central site."
- "A local programme badged appropriately would be great if enough places organised far enough in advance."
- "How about seminar days, explaining the concepts and ideas behind the initiative?"
- "More help with staffing/volunteers"
- "More publicity year-round, perhaps. So that people look forward to seeing what their local museums will do for Museums at Night this year".

Internally, Culture24 had a project debrief with all staff and Ruth Cobb from the freelance agency Mosaic who delivered the press and PR campaign. Suggestions for next year's campaign are summarised below:

- Make more use of venue and press contacts already established by the editorial team
- Secure use of around 20 key photographic images that are cleared for use at the beginning of the project
- Consider two press events – one to launch the event three months earlier (to catch early press), and the second at one of the larger participating museums on the first night – this would be more of a hook for broadcast press. The first might also be a VIP event, while the second would be a purely press event
- Ensure one central co-ordination post to manage communication and workflow across staff team and diverse roles
- Consider additional regional press events at other museums - for this to work it relies on lots of museums being signed up 3 months before
- Secure key stakeholders and budget levels by September 2009 at the latest
- Contact key players who have been involved in the past as early as possible
- Work together to secure good contacts and relationships with National Museums and Galleries (through NMDC) and regional museums (through MLA and Hubs), in a bid to secure their involvement
- Review statistics to establish efficacy of editorial
- Improve correlation of listings and editorial
- Address technical issues relating to uploading of content
- Ensure greater syndication of Culture24 articles and coverage

APPENDIX ONE: ABOUT CULTURE24

Who we are

Culture24 exists to promote and support the sector online and to serve the needs of online audiences. We are a non-profit online publisher working across the arts, heritage, education, and tourism sectors. We have been publishing websites and sharing our data and our experience successfully for seven years, and have built up a comprehensive set of skills, infrastructure and partnerships, plus an online profile.

Our Vision

Culture24's vision is for a more unified cultural sector that is better able to embrace the virtual world, contribute to the creative and tourist economies, and advocate the role of culture in learning.

Everything we do is concerned with the online world and how new and emerging digital technologies can act as powerful tools to reach different audiences – families, communities, enthusiasts, teachers, learners and kids. Our role is to collect, guide, interpret and promote culture in ways that meet those audiences' needs. All our products and services take an entrepreneurial and often innovative approach to using online technologies in ways that are low cost and high impact.

The online world is reaching into all aspects of our lives and we need to ensure that our rich and varied culture, in all its forms, both historical and contemporary, is a vital part of that world.

Our Approach

- Pragmatic and proactive – learning by doing it
- Working with, and building on, what already exists
- Working creatively to ensure value for money
- A culture of partnership

How we work

Our view of culture is not defined by which government department has funded it. We place the needs of users at the heart of everything we publish, valuing the knowledge and interpretations they have of culture. A conscious part of our development work is to address the fragmentation present in the sector and make the best use of resources already available in a cost effective way.

We publish a range of websites about culture, aimed at different audiences. We also use our publishing infrastructure and expertise to help support other people's websites. As an organisation our assets lie in:

- **Technology:** a flexible publishing system for creating, managing, and sharing information
- **Data:** the biggest publicly funded database of UK cultural venues, events and educational resources
- **Network:** over 4,000 cultural organisations behind our websites with over 2,000 actively inputting their own information into the system themselves
- **Audience:** over a million online visitors a month to our sites, plus the visitors received by the sites we support and share data with
- **Editorial skills:** an educational and journalistic approach to curating content for different audiences that adds value to the data collected from the sector
- **Knowledge of online world:** informed and experienced team of staff who work with and use a broad mix of online technologies

We work through a series of established partnerships with key strategic agencies regionally, nationally and internationally. These partnerships, combined with our assets, position us perfectly to now capitalise on our work over the last seven years.

APPENDIX TWO: PRESS CUTTING (Compiled by MLA)

Coverage	Equivalent value
<p>Night time is the right time</p> <p>Independent, The {Arts and Books}, 15 May 2009, p2, UK, Keyword: Museums at Night</p>	500
<p>Going out ...</p> <p>Times, The {Main}, 15 May 2009, p35, UK, Keyword: Museums at Night</p>	500
<p>Two events</p> <p>Hitchin Comet, 07 May 2009, p34, UK, Keyword: Museums at Night</p>	100
<p>What goes on after hours</p> <p>Hitchin Comet, 07 May 2009, p42, UK, Keyword: Museums at Night</p>	100
<p>Night visits</p> <p>Huddersfield Daily Examiner {Main}, 13 May 2009, p4, UK, Keyword: Museums at Night</p>	100
<p>Saturday, May 16</p> <p>Teesdale Mercury, 13 May 2009, p14, UK, Keyword: Museums at Night</p>	100
<p>Visitor (Lancaster Morecambe & District), 13 May 2009, p2, UK, Keyword: Museums at Night</p>	100
<p>Night-night</p> <p>Docklands, 13 May 2009, p23, UK, Keyword: Museums at Night</p>	200
<p>PICK OF THE WEEK Northern Echo (Tees Valley & N Yorks) {7 Days}, 14 May 2009, p9, UK, Keyword: Museums at Night</p>	200
<p>Spend night in museum ... but don't be afraid of the dinosaurs http://www.thisislondon.co.uk/standard/article-23690490-details/A+night+at+a+London+museum+...+part+V/article.do</p> <p>Includes Roy Clare quote: Evening Standard (London) {Main}, 13 May 2009, p23, UK, Keyword: Museums, Libraries and Archives Council</p> <p>LONDON LITE – Full page</p> <p>Star in your own night at the museum London Lite {Main}, 13 May 2009, p16, UK, Keyword: Museums at Night</p>	8,000*
<p>Letchworth Garden City</p> <p>Stevenage Comet, 07 May 2009, p34, UK, Keyword: Museums at Night</p>	100

What goes on after hours Stevenage Comet, 07 May 2009, p42, UK, Keyword: Museums at Night	100
Take a torchlit tour of museum Eastern Daily Press {Main}, 13 May 2009, p25, UK, Keyword: MUSEUMS	200
Night watch at Laxton centre Nottingham Evening Post, 11 May 2009, p2, UK, Keyword: Museums at Night	100
May 15 Dewsbury Reporter, 08 May 2009, p30, UK, Keyword: Museums at Night	100
Arts at midnight London Informer, 08 May 2009, p14,15, UK, Keyword: Museums at Night	200
Coastal attraction Sunderland Echo (City Final), 12 May 2009, p12, UK, Keyword: Museums at Night	100
Place your bets! Time Out {Main}, 14 May 2009, p8, UK, Keyword: Museums at Night	500
Night watch Time Out {Main}, 14 May 2009, p32,33, UK, Keyword: Museums at Night	1,000
See the night shift Cornishman (The), 07 May 2009, p8, UK, Keyword: Museums at Night	200
What's on - events Mayfair Times, 01 May 2009, p12, UK, Keyword: Museums at Night	300
Exhibitions & museums Families South West Magazine {Main}, 01 May 2009, p14,15, UK, Keyword: Museums at Night	300
Exhibitions & museums Families South West Magazine {Main}, 01 May 2009, p14, UK, Keyword: Museums at Night	300
Lady, The {Main}, 12 May 2009, p6, UK, Keyword: Museums at Night	500
May 15 Spenborough Guardian, 08 May 2009, p30, UK, Keyword: Museums at Night	100
Holocaust evening Nottingham Evening Post, 09 May 2009, p3, UK, Keyword: Museums at Night	100
Spooky night at Notts Archives Nottingham Evening Post, 09 May 2009, p6, UK, Keyword: Museums at Night	100

Museums at Night spotlight on Nelson Great Yarmouth Mercury, 08 May 2009, p54, UK, Keyword: Museums at Night	100
Stockport by night Stockport Times East, 07 May 2009, p10, UK, Keyword: Museums at Night	100
Night at the museum Lancaster Guardian, 08 May 2009, p5, UK, Keyword: Museums at Night	100
Cawthorne Cannon Hall Museum Barnsley Chronicle, 08 May 2009, p14, UK, Keyword: Museums at Night	100
Step back in time with events Wakefield Guardian, 08 May 2009, p10, UK, Keyword: Museums at Night	100
Step back in time with events Pontefract & Castleford Guardian, 08 May 2009, p10, UK, Keyword: Museums at Night	100
Evening 'all The Press (Dewsbury), 08 May 2009, p20, UK, Keyword: Museums at Night	100
Museums at Night Weekend Taxi {Main}, 06 May 2009, p40, UK, Keyword: Museums at Night	200
Museums at Night: If Music be the Food of Love, Play On Venue {Main}, 08 May 2009, p62,63, UK, Keyword: Museums at Night	200
Spend the night in a museum Financial Times {Life and Arts}, 09 May 2009, p2, UK, Keyword: Museums at Night	500
Must see, must hear, must do Daily Mail {Weekend}, 09 May 2009, p4, UK, Keyword: Museums at Night	1000
Travel agenda Independent, The {Traveller}, 09 May 2009, p3, UK, Keyword: Museums at Night	1000
Coming up... Daily Telegraph, The {Travel}, 09 May 2009, p5, UK, Keyword: Museums at Night	1000
Ten best events Independent, The {Information}, 09 May 2009, p18, UK, Keyword: Museums at Night	800

The night shift Cornish Guardian (Newquay), 06 May 2009, p54, UK, Keyword: Museums at Night	100
Don't miss West Briton (Truro), 07 May 2009, p58, UK, Keyword: Museums at Night	100
Museum gets the Saturday Night Fever for evening event Teesdale Mercury, 06 May 2009, p6, UK, Keyword: Museums at Night	100
Explore city's culture Pontefract & Castleford Guardian, 01 May 2009, p21, UK, Keyword: Museums at Night	100
Recommended Venue {Main}, 08 May 2009, p6, UK, Keyword: Museums at Night	100
Nights at the museums Bath Chronicle {Main}, 07 May 2009, p42, UK, Keyword: Museums, Libraries and Archives Council	200
Discover the Burton's secrets by torchlight North Devon Journal, 30 Apr 2009, p47, UK, Keyword: Museums at Night	200
MUSEUMS + ATTRACTIONS Where London? {Main}, 01 May 2009, p65, UK, Keyword: Museums at Night	300
Evening 'all The Press (Dewsbury), 24 Apr 2009, p20, UK, Keyword: Museums at Night	100
Special nights at museum Huddersfield Daily Examiner {Main}, 27 Apr 2009, p16, UK, Keyword: Museums at Night	100
Coming Events in May Derbyshire Life & Countryside {Main}, 01 May 2009, p124,125, UK, Keyword: Museums at Night	200
Visitors invited to torchlight tour of one of region's museums Northern Echo (Tees Valley & N Yorks) {Main}, 23 Apr 2009, p16, UK, Keyword: Museums at Night	200
Guardian Guide	1200*
Saga Mag	2000*
Sainsbury's Mag	n/a
Aquila	200
Primary Times	250*
Journeys – East Midlands Trains	250
ABC Mag	250

Radio 4 Front Row	2000
Radio 4 You & Yours	1500
ITV Loose Women	2000
All Local Radio Coverage	5000
Westender Magazine	300*
Online Coverage (over 50 sites x £100)	5000
Total estimated value of media coverage:	41,350

*all of these figures have been verified with the media publications.