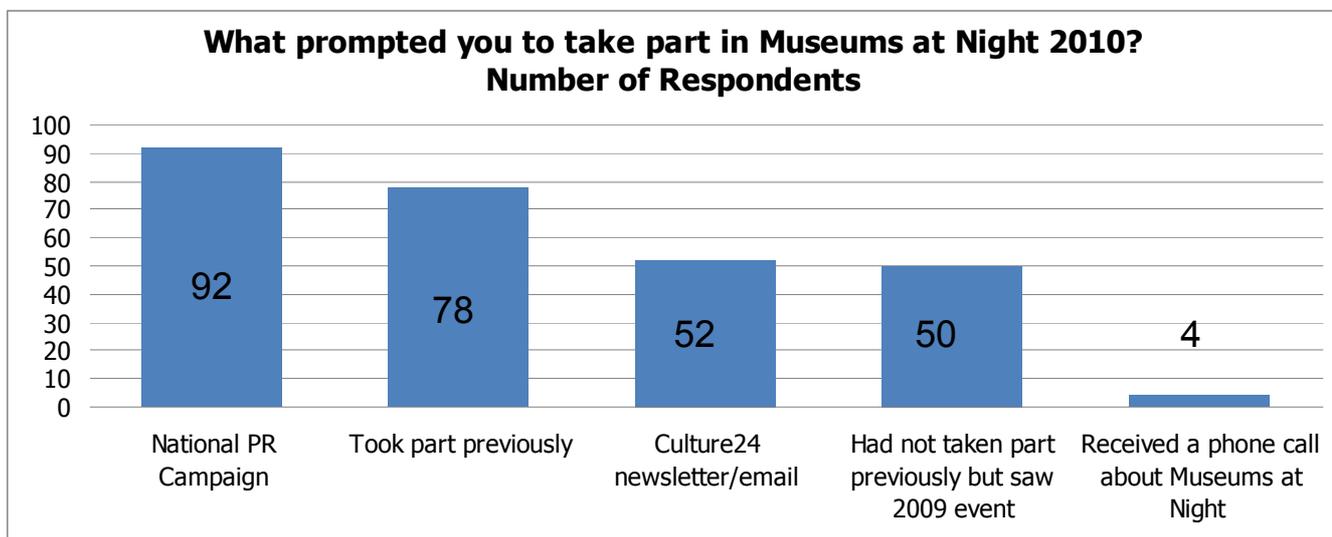


Venue Survey

Following Museums at Night 2010, venues were asked to complete an online survey giving their feedback on Museums at Night and Culture24's project management. This report details the results of the survey.

Museums taking part



In addition to prompted responses, venues were asked to detail any additional reasons for joining:

- Being part of a group of museums taking part
- The opportunity to attract different kinds of visitors
- The opportunity to showcase the venue in a different way
- To raise awareness of their organisation
- To test new ways of working such as the viability of late openings and the potential of interactive activities
- To be part of a national celebration of museums

What stops museums joining in?

If Museums at Night is to continue to grow, it is essential to understand what stops museums joining in - what are the barriers to their participation?

Their full answers are detailed in Appendix 2, but included:

- **Funding:** 47% found it hard to take part without funding to cover the cost of promoting the event and opening after hours
- **Time:** 20% said that staff do not have time to run any additional events
- **Volunteers:** 17% had difficulty in finding volunteers to work during Museums at Night
- **Organisational culture:** 6% found that others in their organisation did not support the idea of participating in Museums at Night
- **Other events and pressures:** Conflicting internal and external events created problems, suggesting that announcing the dates of Museums at Night 2011 as early as possible will avoid such clashes.

Venue Objectives

The venue survey also asked museums if they had any specific objectives for Museums at Night. The full list of responses can be found in Appendix 3 but the most common objectives cited were to:

- Attract new audiences
- Raise profile/awareness
- Target a new demographic
- Increase visitor numbers
- Provide a different experience
- Trial a new event
- Support the wider scheme
- Showcase the museum and/or new exhibitions and events - using Museums at Night as a publicity vehicle
- Build relationships with partners
- Improve access
- Display unseen collections/parts of the museum
- Attract a local audience

Culture24 as project managers

Museums were asked to comment on Culture24's management of the campaign.

In terms of the Culture24 website coverage, the PR campaign, the downloadable marketing materials, the campaign co-ordination and the email updates Culture24 was considered to have either met or exceeded expectations.

In terms of social media and the blog over 50% of respondents answered 'Not Applicable' to this question. It is possible that many of the participating organisations do not yet fully embrace these new technologies, and therefore Culture24 has a role in leading the sector in this area.

The BBC History Magazine Guide to Museums at Night was considered satisfactory or brilliant by just over 50% of respondents. This low figure is probably because a large number of organisations joined the campaign after the print deadline for the BBC History Magazine.

Creation of tools to help venues

Culture24 created a series of downloadable resources for participating museums including logos, flyer templates and poster templates. These enabled them to offer consistent branding across the campaign as well as encouraging museums to actively promote their activities.

- **1945 downloads of the materials were made during the campaign**
- **58% of survey respondents downloaded resources**
- **86% of museums using the downloadable materials felt that they were satisfactory or brilliant**
- **The most used downloads were the logos provided by Culture24 (37%) and the PR Toolkit (20%)**

The data from the venue survey and Keep and Share shows that the logos were the most downloaded resources. The majority of respondents used the resources provided by Culture24 to support their promotional campaign with logos and posters viewed as the key elements.

For those who did not download resources a number of reasons were given. 63% did not know that they were available, 31% did not need the resources due to their existing expertise and 6% had trouble downloading them. One Council-run museum reported that they are restricted by the design department but would have made more use of the 'excellent resources available' had they been able to.

Thoughts for 2011

- **92% of organisations are planning to take part in Museums at Night 2011**

Museums were asked what Culture24 could provide them with in the future to enable Museums at Night to be an even greater success. The full comments can be found in Appendix 4 but the most popular responses are detailed below. Many of the ideas cover minor points or things that Culture24 is unlikely to be able to implement. However, there are a few areas where Culture24 may be able to develop. These are highlighted in the list below.

Essential to develop:

- Case studies of successfully planning and marketing events
- Seminar on attracting audiences for evening openings and how to run evening events (MA did one recently)
- More region-specific marketing
- Ideas for fundraising
- CPD sessions about how to hold great events e.g. how to attract a particular audience, how to deal with insurance issues etc. These would also give people in the sector the opportunity to meet and share ideas.

A number of these suggestions relate to knowledge and skills development, an area that Culture24 may wish to explore further. If Culture24 does develop a further set of resources the most popular ways to receive information are via email (60%) and the Culture24 website (40%).

Additional suggestions:

- Clearer paragraphs to use in press release about how to refer to Museums at Night and the relationship to European campaign
- Coordinating ticket sales to all events possibly through Culture24 website
- Poster with more space available for their information
- Help with local publicity possibly through the use of locally based teams
- Make posters easier to find on website
- Improvements to search facility on website
- A single theme
- More regional advertising
- Museums at Night stickers for venues
- Encourage partnership working

- Print and distribute leaflets earlier
- Make funding available
- Have it when nights are dark
- More profile for smaller museums
- 'What about a BBC programme on the night with guests, discussions, local stations broadcasting from venues all over the country, a bit like Children in Need without the fundraising, or some celebrity trying to visit as many museums as possible in one night. Probably way too complicated and expensive, but just a thought!'

When asked what Culture24 could do to better prepare museums for the 2011 event a number of interesting ideas were raised, which are listed in Appendix 5. Requests included:

- Confirming Museums at Night earlier – the more planning time available, the better
- Having some form of regional co-ordination to enable people to discover what is happening in their area and possibly link up with other participating venues
- More local promotion – working at a local level may not be possible for Culture24 but perhaps if regional co-ordinators were identified (with some attached funding) they could manage the local PR. Alternatively a greater push on 'how to' downloads with the possibility of online seminars or face-to-face sessions.
- A document based on the evaluation that lists the benefits of taking part in Museums at Night. This could be sent to prospective partners to persuade them to join the campaign.
- A Museums at Night organisers directory for networking and peer sharing purposes – this could perhaps become an online forum
- Improving the website and making it easier to search for venues.
- Thinking more about working with Council-run venues. One respondent could not access Facebook, Twitter or the blog as they are blocked by their authority – is there another way to make this information available? It was suggested that Culture24 should issue press releases about Museums at Night to local Council communications teams as external information is more likely to lead to action in terms of promoting local events.

What would Museums do differently for 2011?

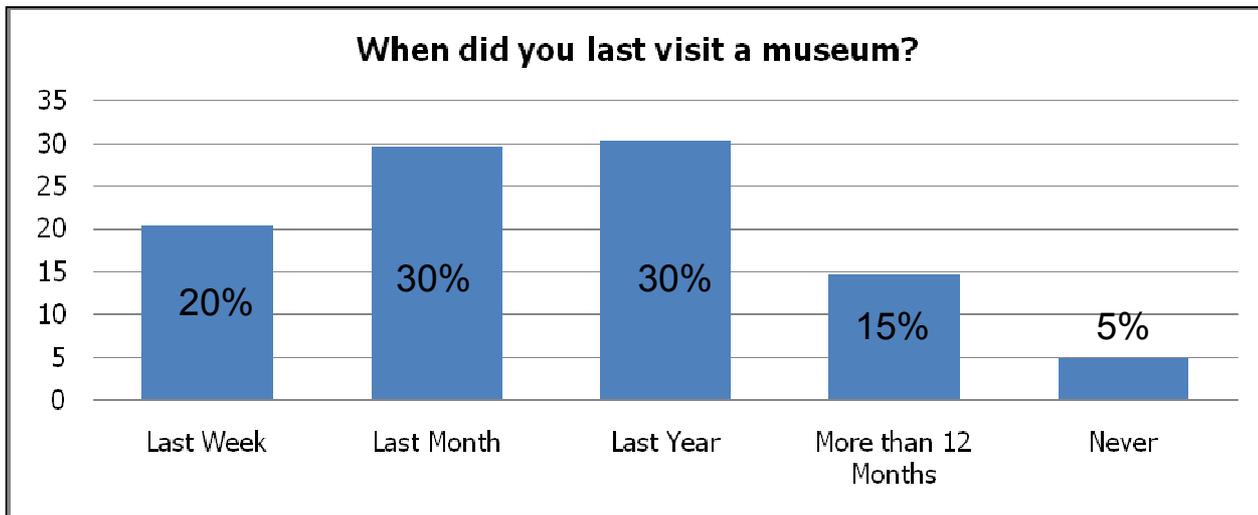
Museums would like to:

- Start planning earlier
- Put additional time into their communications campaigns.
- Carry out more strategic marketing aimed at specific target audiences
- Offer more activities and open for more nights (the whole weekend as opposed to one night)

The full list of comments can be found in Appendix 6.

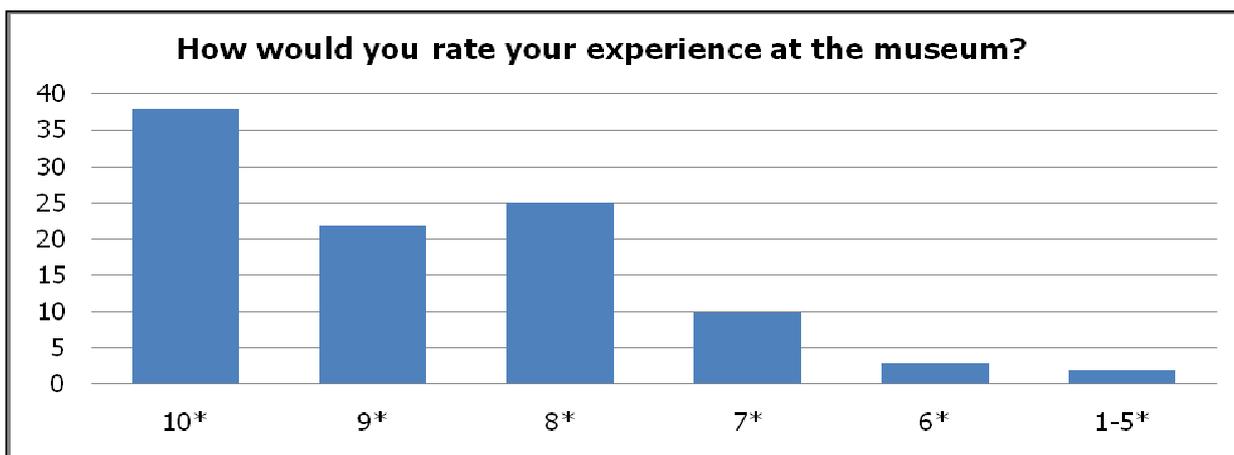
Visitor Survey

- **47% of visitors were new to the venue they were visiting**
- **15% of visitors had not been to a museum for over 12 months**
- **5% of visitors had never been to a museum before**



Age Group	% of Respondents
Under 16	11%
16-24	7%
25-34	18%
35-44	22%
45-54	15%
55+	27%

- **85% of visitors rated their experience as 8+ out of 10**
- **97% of visitors were inspired to visit another museum**
- **63% of visitors were female and 37% of visitors were male.**



Distribution of marks given out of 10

Culture24 Communication Metrics

Culture24 used a number of online and offline communication methods and this section details the success of each one.

Website; www.culture24.org.uk/museumsatnight:

In 2009 a number of metrics were used to demonstrate the impact of Museums at Night on the Culture24 website. We have repeated these calculations looking at activity on the website during the four weeks prior to Museums at Night in comparison with the activity during the delivery week of the campaign. The following tables show that, as in 2009, during the week of Museums at Night:

- **The number of visitors increases (by up to 112%)**
- **The time spent on the website increases (by up to 167%)**
- **The number of pages viewed increases (by up to 103%)**
- **The bounce rate decreases (by up to 30%)**

We have also looked at the website traffic and during the week of Museums at Night direct visits and visits from referring sites increased indicating that the PR campaign was driving visits to the website. Summary traffic to the website for 2010 and 2009 is detailed below.

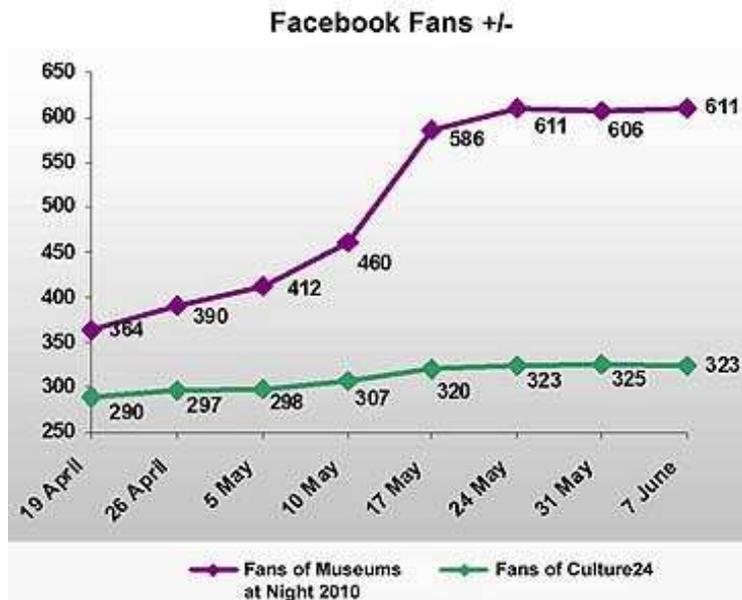
	12 April - 9 May 2010 % of visits	10 May - 17 May 2010 % of visits	13 April - 10 May 2009 % of visits	11 May - 18 May 2009 % of visits
Direct Visits	11.75	16.89	8.00	15.91
Referring Sites	19.93	26.53	15.01	21.26
Search Engines	68.05	56.39	76.94	62.54
Ad Versions	0.05	0.03	N/A	N/A
Campaign Traffic	0.27	0.19	N/A	N/A

Breaking down the referring sites, the top 10 are detailed in the table below. The Guardian counts for a good percentage of referrals so this is a partnership that Culture24 would be wise to continue.

Referring Site	Number of Visitors	Percentage of Visitors
Guardian.co.uk	2,245	21
Google.co.uk	1,451	14
Google.com	1213	11
Mla.gov.uk	690	7
Thelateshows.org.uk	533	5
Timeout.com	458	4
Newsnow.co.uk	375	4
Twitter.com	364	3
Bbc.co.uk	349	3
Allinlondon.co.uk	331	3

Facebook

Culture24 runs two Facebook pages; www.facebook.com/culture24 for Culture24 and www.facebook.com/museumsatnight for Museums at Night. The number of fans of the Museums at Night Facebook page increased by 60% from 19 April – 7 June. Despite this increase there was limited interaction by organisations and the public on the Museums at Night Facebook site.



Four weeks prior to the event eighteen posts were made by Culture24, alongside two public posts and four posts from organisations. Over the Museums at Night weekend Culture24 made nine posts with two public posts and three posts from organisations. Immediately after the event there were a further two posts from organisations and one from a member of the public. The Culture24 Facebook group was fairly inactive during the Museums at Night campaign with only four posts between the four-week build up to the event and the end of the weekend.

All of the posts on Facebook were positive, and when the public or organisations requested help this was responded to quickly. Culture24 would like to make better use of Facebook and there is scope for developing this in time for Museums at Night 2011. Further exploration into the role of Facebook within this campaign needs to be undertaken before any changes are made.

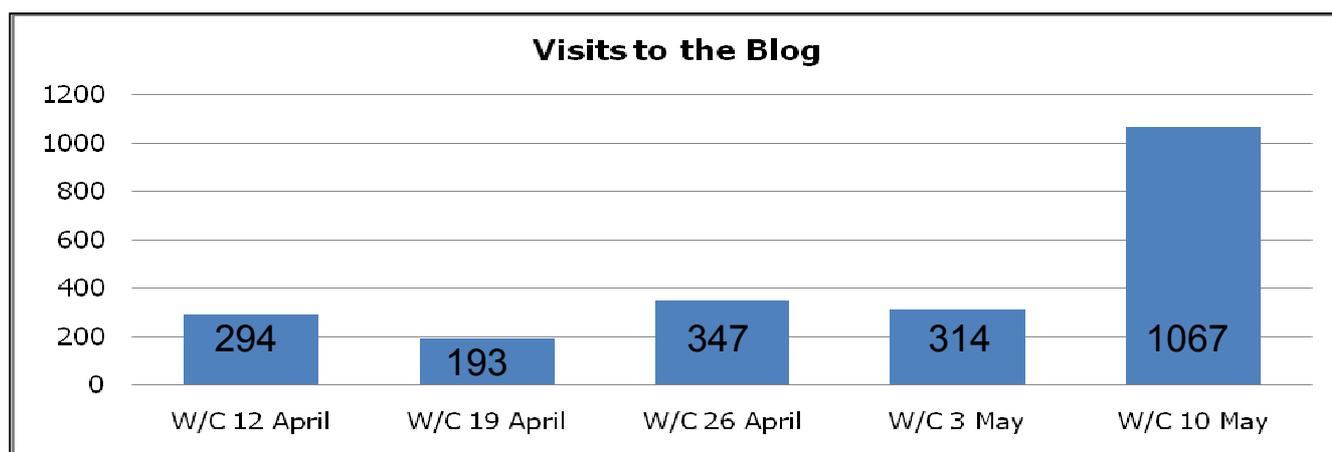
Flickr

The purpose of the Flickr competition was to provide a bank of images to use for future publicity. A large number of leaflets were printed to promote the competition but this resulted in a relatively small number of entrants. There are currently 265 photographs posted by 36 users depicting a wide range of activity and organisations. Many of these have been posted by museums or consortia involved in Museums at Night.

Blog

The blog was set up in November 2009 and since that time there have been 67 posts and 4715 views. The peak of activity for the blog was Friday 14 May 2010 coinciding with the launch of Museums at Night 2010. The content of the blog is mainly museum-facing with advice and guidance on topics ranging from how to run a night-time bat walk to how to make the most of social media. Culture24

have also used the blog to post details of activities undertaken by them to promote Museums at Night. There were also a small number of public-facing posts listing details of events taking place and posting reviews over the weekend of Museums at Night.



During its lifetime, visits to the blog have been steadily increasing resulting in a sharp peak in the week of Museums at Night. During the weekend Culture24 posted information about the events that their staff and writers had attended, ensuring that public visitors would have fresh content to read aimed at encouraging them to attend an event.

The blog generated traffic to the Museums at Night home page, which can be seen from the following table detailing the top 5 click-throughs on the blog. It is also worth noting that the blog prompted a number of visits to the Museums at Night Facebook group. When planning future campaigns this link between the blog and Facebook could be explored more fully.

Top click-throughs	Number of clicks
Museums at Night home page	121
Facebook	31
How-to guide to sleepovers	12
Cambridge Museums' photos from Museums at Night	12
La Nuit des Musees	10
Home page of guest blogger Maryam Hashemi	7

When looking at the most visited posts (detailed below) it is the museum-facing posts that are most popular. This suggests that in the future Culture24 may want to make the blog entirely sector-facing.

Most visited posts/pages	Number of visits
Home page	140
Screen CBBC's Relic: Guardians of the Museum	27
A cautionary tale from Anita Spencer	25
Guest post from Laura Crossley	22
About Museums at Night	14

In terms of traffic coming to the site, the most popular sources are from Facebook, the Culture24 website and Twitter.

Top Referral Sites	Percentage of referrals
Facebook	11
Culture24.org.uk/museumsatnight	7
Twitter	4
Blog of guest poster Laurence Hill	2
Search result for Relic: Guardians of the Museum	2

Twitter

In terms of Museums at Night Culture24 used Twitter to:

- Highlight the PR achieved by Museums at Night
- Promote museums and their events over the weekend
- Retweet member tweets related to Museums at Night
- Promote the blog and the Flickr competition
- Answer public queries

Throughout the campaign Culture24 used the hashtag #MuseumsatNight to track **Twitter** activity relating to the campaign. From April to May 2010 Culture24 tweeted 109 times using this hashtag inspiring 80 retweets. This is a retweet ratio of 73% or 1: 0.75. Culture24 aims for a 1:1 ratio in all of their Twitter use so although the April-May results are good, there is scope for development. The Museums at Night campaign inspired 433 spontaneous tweets from museums, visitors, bloggers and listings sites, containing either the keywords 'Museums at Night' or the relevant hash tag. During this time there were 573 retweets of all Museums at Night related tweets using the keywords or the hashtag from all users.

YouTube

Culture24 uploaded videos of the animation competition winners, the Museums at Night launch event and Vox Pops taken during the event weekend. The number of views at the time of writing are:

Animation Competition Entries:

- Skedaddle (prize winner) 359 views
- A Spooktacular Night 201 views
- Night Museum 94 views
- Dreaming of Dinosaurs 110 views
- Date Night for David 117 views
- Nocturnal Gathering 135 views

Museums at Night launch event videos:

- Andrew Collins launches Museums at Night 155 views
- Museums at Night Launch Event 69 views
- Chris Smith launches Museums at Night 20 views

Culture24 has also uploaded a number of videos taken during Museums at Night 2010. These have have received a total of 241 visits.

There is scope to develop the use of YouTube as a development and promotional opportunity for museums, and as knowledge sharing resource throughout the campaign.

PR

The PR for Museums at Night was initially managed internally with great success. During this time a number of successful partnerships were developed with:

- **BBC History Magazine** felt they benefited from their involvement. Museums at Night dovetails with their objective of increasing interest in history and increasing visits to heritage attractions.
- **VisitEngland** recognise the power of working with Culture24 and combining their branding to achieve high profile press coverage. They also promoted Museums at Night through their newsletter and on their website.
- **English Heritage:** one property took part in 2010 and it was agreed that depending on their experience it may be possible to negotiate further involvement with English Heritage in future Museums at Night campaigns.
- The **National Trust** promoted the event to their venues resulting in a number of them taking part. They also promoted Museums at Night in their online and print communications with individuals.

In March 2010 the internal project manager of Museums at Night went on maternity leave resulting in the PR being outsourced to Bullet PR for the final month. The PR work for Museums at Night was very successful and inspired over £400,000 worth of editorial coverage.

In addition, Museums at Night's profile was boosted by its presence in the broadcast media with features and interviews on a number of national TV and radio programmes including; The One Show; BBC Breakfast TV; Radio Two with Claudia Winkleman, Jeremy Vine and Simon Mayo; Radio Four You and Yours; Radio Five Live; Radio 6 with Andrew Collins and Lauren Laverne.

Museums at Night has also had hundreds of online mentions. Highlights include; Guardian Travel section; Guardian Food Blog; Independent Travel Agenda; The Lady; Female First; Time Out; Families Online; Visit London; BBC News; New Statesman; Wales Online; The Londonist.

The full list of press coverage can be found in Appendix 10.

Appendices

The following appendices list the responses to the open questions in the visitor and venue surveys. We have provided a guide to how popular each response was. The remaining comments have been edited to ensure that those included in these appendices represent the full range of opinions.

Appendix 1 - Why did you take part in Museums at Night?

	No. of responses
Heard about the idea / concept and it appealed to our organisation	9
Opportunity to attract different kinds of visitors by welcoming people with a different kind of approach	9
Opportunity to work with other museums as a group exercise	4
Opportunity to work on an City wide night-time cultural event	3
Have been successfully involved in such events previously	3
Helps raise awareness of our organisation and the work that we do	2
Opportunity to link with other local cultural organisations	1
Excellent publicity for our organisations	1
Opportunity to do a fundraising evening event	1

- *Arts venues across the city decided to take part in what was branded as Light Night*
- *I have wanted to get involved for years and as this is a new position for me I was finally able to take part!*
- *It fulfils key aims of attracting a non-standard (different) audience profile, is excellent publicity, helps change the image and raise awareness of the two libraries.*
- *It's our 150th anniversary and Museums at Night fitted perfectly with our anniversary programme*
- *It's a thoroughly worthwhile event, and a great opportunity for the public to explore the museum and site at a time when they normally wouldn't be able to*
- *It's an opportunity for us to do something different and hopefully reach a different audience*
- *My 4 museums plus Dorset County Museum & Keep Military Museum joined together for the night. Felt we were stronger as a whole than individually*
- *Wanted to test out viability of late openings and see how it might link up with other venues*
- *We had intended to have a Jacobean Evening with re-enactors and musicians...as it is we had to cancel it due to a total lack of interest*
- *We really like the idea of a national celebration of museums*
- *We want to encourage more people to visit the Guildhall, and to make it more accessible to the public, particularly children and young people. We felt taking part in Museums at Night was an ideal way to kick start this process.*

Appendix 2 - Were there any barriers to taking part in Museums at Night?

	No. of responses
Financial – additional costs of running the event	11
There were no barriers!	7
Competition from other events / festivals	4
Hard to find casual staff or volunteers for just a few evening hours	3
Lack of interest from public	3
Additional workload for staff	2
Access – permission to allow people into the venue outside of standard hours	2
Location of venue – not an area people wish to visit at night	1
Planning – time of year i.e. school holidays could attract more visitors	1
Linking in with other events – cross marketing could have been more effective	1

- *A little funding pot would make all the difference for small organisations*
- *Covering costs of running the event. Limited staff and resources*
- *Due to funding issues, we can only open late on a Thursday night*
- *Fortunately we piggybacked publicity costs with our 175th birthday - otherwise would not have had the budget*
- *Resources... to pay for artists participating & development of ideas, time to implement.*
- *We'd love to open the whole museum but it costs too much.*
- *Access due to our location within Portsmouth Naval Base*
- *Although other staff were supportive, it fell to me to do about 90% of the preparatory and post-event work which was difficult.*
- *Another barrier was persuading the owners of the building to let us hold the event.*
- *It is difficult to find casual staff willing to work for only a few hours on a Saturday night*
- *It is a busy time of year with promotional shows. Would be better and more atmospheric in the autumn*
- *Nobody came! I suspect largely because this museum is exactly in the part of town I advise my more elderly visitors to avoid at night due to its proximity to a pair of really hectic pub/clubs.*
- *There were other large events in the area*
- *Very few visitors booked the event, meaning we had to cancel at short notice*
- *We are very busy. We planned a great event but maybe missed a trick by not planning something for the day which led into the night's activities - not sure*

Appendix 3 - Did you have specific objectives for Museums at night? Did you achieve them?

	No.of responses
Attract new audiences / visitors	100%
• Different demographic – family audience	8
- people who will return again	6
- have a full house on the night	5
- local residents / local community	5
- 18 – 35 year olds	4
- adults without children	3
- people who cannot come during the day	3
Raise profile and awareness of the venue / organisation	23
Provide a unique, different experience for visitors	11
Support the national scheme / be part of a larger event	9
Increase revenues through sales / admissions / memberships	8
Try different ways of presenting collections	5
Work with new groups	5
Provide an additional offer for visitors	5
Improve and extend access to collections	4
Encourage volunteers to take on new roles	3
Premiere new work	3
To see what kind of interest this event would attract	3
Highlight the education service / run try-out sessions	2
Promote the current exhibition	1
Generate a sense of pride and ownership in cultural attractions	1
Promote website	1
Promote other events at the venue	1
Be more professional than at the 2009 event	1
No objectives	1

100% of organisations stated one of their objectives was to increase and attract new audiences.

Over 80% of organisations stated that their objectives had been met by taking part in Museums at Night.

- *Attract new visitors who have never been able to visit before - this did happen, although we did not have time to survey / record exact numbers. Attract adult visitors to try visiting without the children as a 'treat' - this did happen - quite a few adults, Mums in particular, said they'd come 'without the kids to look around in peace and quiet for a change!'*

- *An opportunity to be part of the whole, present something different at a different time, and attract a new audience, who hopefully will return for other things*
- *Attracting new audiences. Encouraging volunteers to take on new roles*
- *Be open for people who cannot make it during the day and to be supporting the wider scheme*
- *Raise brand profile for the museum, appealing to a young adult audience*
- *Special exhibition attendance was double the normal Friday attendance. Bigger profile*
- *Encouraging families and children to visit.*
- *A lot of the people were first time visitors some of whom had been unaware of our existence.*
- *Full house - happy people - good PR - some folk mentioned national / local media publicity*
- *Give people a unique experience and raise museum awareness.*
- *Just to make more people aware of our museum in the hope they would come back as paying visitor*
- *Just to see what kind of interest it would create*
- *More visitors - not as successful as I would have hoped*
- *Objective to increase sales of art work. had more visitors on that day but less sales than usual*
- *Only that the visitors had a unique experience, and a fun time. Which they did!*
- *Pilot to see if evening events would be popular with our visitors. The event proved very popular.*
- *Premier of two new planetarium shows - opportunity to promote these via Museums @ Night campaign*
- *As a trial event it went very well, but I think the audience we attracted tended to reflect our traditional type of visitor.*
- *Raise profile to local population. We are happy with the result: the place was heaving!*
- *Run a new evening event - we had to achieve 60 sales to run the event and sold 75 (maximum capacity for such an event)*
- *To have a nice evening, and hopefully meet one or two new faces! Yes, we did both.*
- *To try out a different type of event. Yes we did, but the take up wasn't great, possibly because we had to charge to try & cover our costs*
- *To work with our team of volunteers to plan the event together - yes they enjoyed the change from Room Guide duties*
- *We aimed to attract 800 people to the event and achieved 802!*
- *We raised money for our appeal, entertained and scared the public, which were our main objectives, so yes!*
- *Yes - to organise the event with the other museums in Dorchester and to achieve a good level of support and visibility.*
- *Yes - we wanted an activity that both adults and children could do and to have created something at the end of it. We built a bridge (to tie in with our Bridges temporary exhibition) out of paper. Both adults and children really got in to it.*
- *Yes, very much so. We attracted so many new people who would not have otherwise visited us and many of them say they will come again and will tell others.*

Appendix 4 - What other advice, guidance, downloads etc would you like Culture24 to provide?

	No. of responses
Very happy with support provided by Culture24	14
Event ideas / case studies / networking events & support	11
Good helpful press pack and resources – individual suggestions were varied in specific areas	8
More information help on website / tools to help with social networking sites / mobile media	5
More help with publicity – radio, TV, local press	5
Regional marketing support	3
Help for small volunteer run organisations to maximise opportunities	2
Help to work around restrictions for council run museums	1

- *Being a very small museum, run entirely by volunteers, it is difficult to see how we could improve on the low key operation and we are very reliant on the weather.*
- *Case studies of successful events both in terms of the event planning and the marketing.*
- *Clear information on Museums at Night and their relationship to the European campaign.*
- *Doing advance sales by web to all events.*
- *Help with local publicity would be more practical. A ready-made 'Notes to Editors'*
- *Museums Association were running a seminar on attracting audiences for evening opening and how to make a success of evening openings... additional information like that would be useful.*
- *I was hoping for a greater response of bookings from being part of a national initiative, though only one couple came because of the Museums at Night marketing. So I would like to see more regional specific marketing, so that we could really flag up our event*
- *Ideas for fundraising/activity ideas for events*
- *If possible, it would be great to hold CPD sessions about how to hold great events e.g. how to attract a particular audience, how to deal with insurance issues etc. These would also give people in the sector the opportunity to meet and share ideas.*
- *Is there any way for individual museums etc to get a mention on the Facebook page or Culture 24 homepage? LTM didn't seem to feature on the 'recent uploads' section (but it was very useful to read about what other museums were doing)*
- *May be a list of possible opportunities to link events on social networking sites?*
- *Networking events leading up to the event. Opportunities for collaboration with other organisations. More spotlighting of various events around London.*
- *The advice was sufficient for this event, everything was covered and simple to follow. The staff were great with any queries we had*
- *With just 3 staff we don't have time to look on your website, Flickr, Facebook, Twitter etc. Need information in the simplest, quickest, most direct way possible.*

Appendix 5 - How could Culture24 better prepare organisations for Museums at Night?

	No. of responses
Completely satisfied with support from Culture24	30
Earlier start date for planning and organisation	10
Additional support with marketing & PR – particularly for small museums	6
More liaison with local and regional cultural attractions	5
Additional support at a regional & local level	5
More time / more staff!	4
Additional support with website and social networking opportunities	2
Merchandise	2
Evaluation from previous events showing what works / benefits for potential funders	2
More email updates from Culture24	2
Clearer information about Nuits des Musees and links	1

- *All fine as you are.*
- *All was ok. No further help required.*
- *As a very small museum staffed entirely by volunteers, it is quite difficult to fit in events like this with our ongoing fund-raisers. It is a brilliant idea but not an easy venture for us.*
- *Suggestions on activities for small museums.*
- *Culture24 were great. I realise this is fundraising issue for you but if Museums at Night was confirmed earlier we could make plan more.*
- *Free stuff - like bookmarks, balloons, badges/stickers any free give-away stuff for children*
- *I actually found the Culture24 website difficult and confusing to use, it wasn't that easy to get through to the section for Museums at Night events and even harder to find the useful information for organisers.*
- *I would've liked more advanced warning. I co-ordinate the publicity for 6 venues and they need time to think about what they will deliver well before.*
- *More publicity - on a local as well as a national level*
- *Perhaps more email updates - to remind us to keep on the case*
- *Some type of regional coordination*
- *There was no mention of our event in easily accessible form on any site*
- *You did a good job - putting me in contact with others, encouraging me - just wish I'd had the time to follow it all properly!*
- *You were brilliant and exceptionally supportive, which was much appreciated*

Appendix 6 - What would you do differently for Museums at Night 2011?

	No. of responses
More PR and promotional activity (planned further in advance)	18
More events over more days	14
Start planning sooner (to improve staff buy-in, and to include in 'season brochures')	10
Something completely different (new theme, different style of event, or new way of using the space)	7
Target a specific audience	3
Change opening times (earlier or later)	3
More volunteers	2
Charge more / make a charge	2
Try to work in partnership with other organisations	2
Source funding to cover costs	1
Centrally co-ordinated event	1
Make more use of social media	1

- *A centrally coordinated event would be good, with all museums trying to do the same thing*
- *Advertise more and use all the resources you have available*
- *Better marketing of the event by internal marketing team*
- *Charge more to make it a viable activity*
- *Decide on a target audience and advertise to them more specifically*
- *Demand exceeded our expectations so we would be keen to expand our offer for next year's event*
- *Depends on budget*
- *Do more events over more days!*
- *Double the number of activities to meet demand*
- *Expand on this year and offer more for general visitors as well as specific, do two nights instead of just one*
- *Don't know yet if we'll take part. Visitor numbers were disappointingly low and we lost money running this.*
- *We may not have the staff to do it (Renaissance in the Regions future is uncertain)*
- *We probably made a loss on the evening as the publicity costs were extremely high and there was no funding. We do not know if we will take part next year - will depend if we get impression of increased returning visitors as a result*
- *I am not sure if we will take part again in 2011*
- *Get the event in the diary much earlier*
- *Hold it on the Sunday conceivably...definitely not hire people to perform given the enormous unlikelihood of pulling in any of our usual range of possible demographics for such an event. Too late and hectic for children, too hectic for elderly visitors...*
- *I want to engage staff earlier to try and get a better buy-in.*

- *Ideally I'd like to have an open evening with programmes for adults. There is a funding cost for this*
- *Include it now in our printed leaflets for 2011*
- *Later opening and closing times; most visitors came later in the evening. Have something more special to attract visitors, e.g. musicians*
- *Perhaps put on an event for which we know there is definite demand so we make the most of the occasion and don't struggle to get people to attend*
- *Plan it earlier...but I say that every year.*
- *Possibly try to obtain other funding to pay for a larger event that could be part of the Festival*
- *Probably won't have sufficient staff resources / publicity budget next year with big cuts pending - don't like to repeat 'success' events too often as they then get predictable/stale*
- *Try to encourage other venues to open so that we can promote York as a city rather than just a handful of venues*
- *Try to find out what else is on in Leeds*
- *Use the Museums at Night logos and toolkits. Try to get more local publicity*
- *Volunteers willing, I think we would try and open for longer*
- *We are limited by budget / staff numbers / resources, so cannot do a lot more*
- *We had such a low turn out compared to last year (half the number) - we would be grateful for any more PR ideas!*
- *We need to develop a database of interested families as despite our best efforts, not many people attended*
- *We will no longer have Hub funding by this point, so I expect it will be a very different experience*
- *We would do more publicity – e.g. leaflets distributed region-wide. Also we'd like to do a Museums at Night event in the autumn/winter so that the House would actually be in the dark! It was a lovely sunny evening in May and didn't get dark until after 9pm...so it was more museums in the evening sun rather than museums at night! We would also like to incorporate some food tastings and/or drinks in the Old Kitchens to make it more atmospheric and more of a draw for visitors...and also do a pre-bookable set menu in our Courtyard Restaurant so people could pre-book to eat here... Lots of ideas! We are very keen to do it again, but not so often that it stops being special!*
- *We would have behind the scene tours for adults only and another for families. We put an owl mask template onto our flyers and turned it into a competition. This was very successful marketing as they went into school book bags. We would send these out to more schools next year including secondary.*
- *We would love to host an all night event, but that will take a great deal of logistical thinking!!*
- *We would need to simplify our event next year. We had a very successful event but the preparation took a lot of staff time. We will also need to look at our marketing - we would have liked to make more use of Facebook but we are banned from using it!*
- *We would run it earlier as more people came earlier than later*
- *We would signal our intent sooner and advertise more thoroughly. Although having not done that this year, our turn out was still very pleasing, perhaps down to the excellent portals maintained by Culture24*

Appendix 7 - What was the best thing for your organisation about being part of Museums at Night?

	No. of responses
Being part of national campaign (inc PR)	22
New audience	9
Additional promotion and profile raising	8
Doing something different (opening late, new types of events for new audiences)	7
Opportunity to develop partnerships and networks	4
Visitor enjoyment/positive feedback	4
High visitor numbers	4
Being part of an international campaign	3
Interacting with visitors	2
Increased awareness	2
Generating word of mouth	1
New role for volunteers	1

- *A chance to do something a bit different.*
- *A different topic, a different time frame and new visitors who would not otherwise have visited.*
- *A strong immediate income and more popularity - the museum is supported by a charity so every successful event is important to keep this wonderful little museum open to the public.*
- *Achieving such a high number of guests. Being part of such a great campaign. Recognition that alternative events can happen at traditional venues.*
- *Additional promotion and profile raising for the offer at the Royal Observatory, Greenwich (planetarium shows, workshops etc)*
- *Adds variety to our events programme.*
- *Association with a national PR campaign*
- *Attracted new audience. Bringing together of a variety of volunteers in a new role*
- *Being a part of this event helped us gain local news and radio coverage as well as helped us get details on Culture24 website. The event was great and the behind the scenes tour was thoroughly enjoyed by guests*
- *Being able to be a part of a national campaign and using the logos, DVD etc from a well known children's TV programme*
- *Being creative in how we put our programme together, forcing us to seek out collaborations, and the outcome being, extending our networks and meeting new contacts as well as connecting with our own audience again.*
- *Being part of a European project*
- *Expands the demographic of our audience, raises the gallery's profile, creates a real sense of an artistic community.*
- *Fantastic feedback from participants who all felt very special and particularly enjoyed stories and exploring*
- *Gave me the inspiration and support to develop and run an evening event that was so successful.*
- *It was a completely new experience for everyone here! It has increased our confidence in hosting extra-ordinary events, and in shepherding large numbers of people through the*

building. In the dark. It was a good experience for us to be part of a national event, and benefit from the national press coverage.

- *It was a pleasant evening, something a bit different for our visitors and there wasn't the added pressure of dealing with grant applications / lengthy evaluation processes*
- *Seeing how many local people were keen to come to an evening event in their museum. Our numbers attending may seem small but given our small local population base, there was a good turnout.*
- *Seeing large numbers of families in Dorchester on Saturday night and the buzz around the town.*
- *Seeing new visitors discover the Museum and Gallery for the very first time. Seeing parents who already know the Museum coming on their own, especially to look around for themselves.*
- *Seeing the building full after hours, and engaging with new audiences*
- *Seeing the museum come to life with costumed interpreters around every corner in the galleries.*
- *Spreading the word about the Museum, particularly to local people (entry was free to local residents) and welcoming new visitors.*
- *The atmosphere was fantastic for both visitors and staff, it improved staff morale and inspired us to do more events in future.*
- *The campaign captures people's imagination and attracts new people to museums. Working in partnership resulted in a fantastic event and campaign. Partners in the event at the Sainsbury Centre included: Norwich Castle Museum and Art Gallery, BBC Norfolk (BBC History of the World), the Norfolk and Norwich Festival and Renaissance East of England.*
- *These events always do well for us because we offer them for free, to give those who have never visited us the opportunity to try us out. It's great to get adults who don't normally have time to visit us to walk through the doors, and they're usually really engaged and raving about the events afterwards. We also try to co-ordinate a main theme in Stockport, so this year it was food. This is a great way of selling the events as a package. Our local press liked that this year!*
- *Unfortunately, Museums at Night has not provided any benefits for our museum ... yet*
- *We did something different to the norm and attracted a younger audience.*
- *We gained lots of evidence that we can successfully arrange activities with a family friendly focus which people enjoy*
- *We hope it encouraged local people to get a taster of our museum*

Appendix 8 - Can you give one suggestion that would improve Museums at Night 2011?

In response to this question organisations requested:

- Improvements to search facility on the Culture24 website
- A single theme for the campaign
- More regional advertising
- Museums at Night stickers for venues
- Publish dates of Museums at Night earlier, contact venues sooner
- Encourage partnership working
- Even more publicity
- Leaflets out earlier
- Make funding available
- Have it when nights are dark
- Local publicity teams
- More profile for smaller museums

Appendix 9 - Visitor Survey – Comments

Visitors were asked for 'any other comments' and this lists details of their key responses. Responses specific to venues have not been included.

- *A great heart-warming event*
- *A lovely experience run by very friendly people, and very informative!*
- *A very interesting experience - we'll be back!*
- *Add some music*
- *Again please!*
- *Ask your local chamber of trade to promote a jewel Bournemouth is proud of!*
- *Better publicity!*
- *Better things for kids*
- *Brilliant. When is the next one?*
- *Can't wait till my next visit*
- *Carry on as you are*
- *Charge*
- *Could be longer*
- *Darker*
- *Develop the theme*
- *Excellent event - I look forward to next year!*
- *Excellent idea, should be done more often*
- *Fun*
- *Good balance of events. Participation next year?*
- *Had a great couple of hours with my daughter and two grand-daughters - excellent!*
- *Have never seen it so busy (I am a regular visitor)*
- *I enjoyed the experience but it would have been nice for it to be interactive as well with guests*
- *I found the website information on Museums at Night very hard to navigate and not easily filterable by city. There was no obvious link on Google.*
- *I really enjoyed the sleepover. It was excellent!*
- *It was brilliant I loved it*
- *It was much more enjoyable to be lead and entertained rather than just wander round looking at things with no explanation*
- *It would be nice to visit during the darker nights (more exciting for the kids)*
- *It's good to experience family life outdoors after 6pm in England - usually only see it abroad*
- *Live music was excellent - do this again in future*
- *Living in Bournemouth it is all too easy to forget what a gem is on my doorstep. Thank you for the reminder!*
- *Maybe put the price up - I'd pay £10! I found the C24 Museums at Night website really hard to navigate.*
- *More open evenings. Congratulations on great new displays especially history of the garden*
- *More publicity*
- *None, but please thank your kitchen staff and tea ladies for looking after us all.*

Appendix 10 – PR Achievements

Press Coverage

Coverage	AVE
Express & Star (City Final - Wolverhampton) {Main}, UK, Wednesday 17 March 2010. p2, Keyword: Museums at Night	649
24Seven (Birmingham) {Main}, UK, 1 May 2010, p61, Keyword: Museums at Night	BRAD info: page rate £1,350.00, scc rate £0.00
Great Yarmouth Mercury {Main}, UK, Friday 19, March 2010, p55, Keyword: Museums at Night	290.4
Attractions Management {Main}, UK, 1 May 2010, p44-45. Keyword: Museums at Night	BRAD info: page rate £1,790.00, scc rate £0.00
Bath Chronicle {Main}, UK, 20 May 2010, p11, Keyword: Museums at Night	419.04
BBC History Magazine {Main}, UK, 1 May 2010, p98, Keyword: Museums at Night	BRAD info: page rate £3,575.00, scc rate £0.00
Beautiful Britain {Main}, UK, 1 May 2010, p9, Keyword: Museums at Night	BRAD info: page rate £2,450.00, scc rate £0.00
Belper News {Main}, UK, 5, May 2010, p12, Keyword: Museums at Night	921.6
Berkhamstead & Tring Gazette {Main}, UK, 5 May 2010, p13, Keyword: Museums at Night	448.5
Best of British {Main}, UK, 1 May 2010, p4, Keyword: Museums at Night	3075
Big Issue in the North {Main}, UK, 10 May 2010, p5, Keyword: Museums at Night	493
Birmingham Mail {Whats On}, UK, 14 May 2010, p46, Keyword: Museums at Night	5020
Blackmore Vale Magazine {Main}, UK, 23 April 2010, p35, Keyword: Museums at Night	1549.6
Blackmore Vale Magazine {Main}, UK, 7 May 2010, p32, Keyword: Museums at Night	3,785.60
Blackmore Vale Magazine {Main}, UK, 14 May 2010, p35, Keyword: Museums at Night	582.4
Blackmore Vale Magazine {Main}, UK, 21 May 2010, p34, Keyword: Museums at Night	473.2
Blackpool Gazette {Life}, UK, 8 May 2010, p16, Keyword: Museums at Night	455.1
Bolton News {Main}, UK, 4 May 2010, p15, Keyword: Museums at Night	357.93
Bolton News {Main}, UK, 6 May 2010, p3, Keyword: Museums at Night	183.33
Bridgnorth Journal {Main}, UK, 7 May 2010, p25, Keyword: Museums at Night	145.2
Bristol Evening Post {Main}, UK, 13 April 2010, p14, Keyword: Museums at Night	1078
Bristol Evening Post {Main}, UK 11 May 2010, p2, Keyword: Museums at Night	644
Buxton Advertiser {Main}, UK, 6 May 2010. p10, Keyword: Museums at Night	1205.75
Cambridge News {Main}, UK, 7 May 2010, p15, Keyword:	551.65

Museums at Night	
Camping {Main}, UK, 1 may 2010, p10, Keyword: Museums at Night	336
Your Home {Main}, UK, 1 May 2010, p8, Keyword: Museums at Night	1320
Canterbury Times {Main}, UK, 13 May 2010, p26, Keyword: Museums at Night	244.8
Chichester Observer {Main}, UK, 29 April 2010, p33, Keyword: Museums at Night	409.53
Choice Magazine {Main}, UK, 1 May 2010, p12-13, Keyword: Museums at Night	2204
Chronicle Extra (Gateshead) {Main}, UK, 17 March 2010, p11, Keyword Museums at Night	998.2
Classic FM - The Magazine {Main}, UK, 1 May 2010, p103, Keyword: Museums at Night	BRAD info: page rate £2,975.00, scc rate £0.00
Cornish Guardian (Newquay) {Main}, UK, 5 May 2010, p68, Keyword: Museums at Night	1922.1
Cornish Guardian (Newquay) {Main}, UK, 12 May 2010, p65, Keyword: Museums at Night	1715.7
Country & Town House {Main}, UK, 1 May 2010, p42, Keyword: Museums at Night	BRAD info: page rate £1,500.00, scc rate £0.00
Cumberland News {Main}, UK, 14 May 2010, p31, Keyword: Museums at Night	3233.01
Daily Express {Main}, UK, 8 May 2010, p54, Keyword: Museums at Night	13095
Daily Telegraph, The {England}, UK, 24 April 2010 p4-5, Keyword: Museums at Night	46000
Daily Telegraph, The {Travel}, UK, 8 May 2010, p7, Keyword: Museums at Night	33384
Dewsbury Reporter {Main}, UK, 30 April 2010, p23, Keyword: Museums at Night	3229.38
Diss Express {Main}, UK, 14 may 2010, p21, Keyword: Museums at Night	98.43
Dorset Echo {Main}, UK, 4 may 2010, p12, Keyword: Museums at Night	1211.55
Dudley Chronicle {Main}, UK, 29 April 2010, p5, Keyword: Museums at Night	239.25
Dudley News & County Express {Main}, UK, 12 May 2010, p10, Keyword: Museums at Night	1176
East Cumbrian Gazette {Main}, UK, 6 May 2010, p6, Keyword: Museums at Night	604.2
Eastend life {Main}, UK, 10 May 2010 p27, Keyword: Museums at Night	532.5
Eastern Daily Press {Event}, UK, 6 May 2010, p22, Keyword: Museums at Night	1788.93
Eastern Daily Press {Event}, UK, 13 may 2010, p19, Keyword: Museums at Night	321.75
Eastern Daily Press {Event}, UK, 13 may 2010, p14, Keyword: Museums at Night	3590.73
Eastern Daily Press {Main}, UK, 8 May 2010 p31, Keyword: Museums at Night	3256.11
Eastern Daily Press {Main}, UK, 10 may 2010, p14, Keyword: Museums at Night	1068.21

Eastern Daily Press {Main}, UK, 14 May 2010, p22, Keyword: Musuems at Night	476.19
Eastwood & Kimberley Advertiser {Main}, UK, 14 May 2010, p13, Keyword: Museums at Night	550.4
Epping Forest Guardian {Main}, UK, 6 may 2010, p57, Keyword: Museums at Night	256.5
Epping Forest Guardian {Main}, UK, 13 May 2010, p49, Keyword: Museums at Night	324
Epworth Bells & Crowle Advertiser {Main}, UK, 13 May 2010, p2, Keyword: Museums at Night	1325.34
Evening Gazette (Teesside) {Main}, UK, 12 May 2010, p5, Keyword: Museums at Night	1557.6
Evening Gazette (Teesside) {Main}, UK, 15 May 2010, p10, Keyword: Museums at Night	5186.1
Evening News (Norwich) {Main}, UK, 29 April 2010, p18, Keyword: Museums at Night	3706.34
Evening News (Norwich) {Main}, UK, 10 April 2010, p3, Keyword: Museums at Night	5519.87
Evening News (Norwich) {Going Out}, UK, 14 May 2010, p10, Keyword: Museums at Night	2546.87
Evening News (Norwich) {Main}, UK, 11 May 2010, p14, Keyword: Museums at Night	1040.55
Evening News (Norwich) {Main}, UK, 19 May 2010, p28, Keyword: Museums at Night	1209.02
Evening Standard (London) {Main}, UK, 5 May 2010, p30-31, Keyword: Museums at Night	13720
Evening Standard (London) {ES Magazine}, UK, 14 May 2010, p5	15000
Exposed Magazine {Main}, UK, 1 May 2010, p14	82 sq.cm - BRAD info: pag £936.00, scc rate £0.00
Express & Star (City Final - Wolverhampton) {Weekend}, 24 April 2010, p5	495
Express & Star (City Final - Wolverhampton) {Main}, UK, 27 April 2010, p12	528
Faversham News {Main}, UK, 13 May 2010, p18	327.25
Faversham Times {Main}, UK, 13 May 2010, p26	177.32
Fosse Way Magazine {Main}, UK, 14 May 2010, p14	37.8
Gloucester Citizen (City Final) {Crackerjack}, UK, 14 May 2010, p7	435.2
Gloucester Citizen (City Final) {Crackerjack}, UK, 14 May 2010, p7	673.2
Gloucester Citizen (City Final) {Main}, UK, 8 May 2010, p19	353.6
Gloucestershire Echo (Final) {Crackerjack}, UK, 14 May 2010, p7	510
Grazia {Main}, UK, 17 May 2010, p129	169sq. Cm - BRAD info: pag £10,800.00, scc rate £0.00
Great Yarmouth Mercury {Main}, UK, 7 May 2010, p44	396
Great Yarmouth Mercury {Main}, UK, 14 May 2010, p64	47.52
Great Yarmouth Mercury {Main}, UK, 14 May 2010, p64	79.2
Greenwich Time, UK, 4 May 2010, p7	129 sq.cm - BRAD info: pag £800.00, scc rate £0.00
Guardian, The {The Guide}, UK, 8 May 2010, p 43	2100
Halesowen Chronicle {Main}, UK, 29 April 2010, p5	241.9

Haringey Independent {Main}, UK, 14 May 2010, p10	126
Hemel Hempstead Gazette {Main}, 5 May 2010, p13	654.62
Herald Express (Torquay) {Main}, UK, 13 May 2010, p3	1414.4
Hereford Times {Main}, UK, 20 May 2010, p11	473.6
Herne Bay Gazette {Main}, UK, 13 May 2010, p18	347.4
Herne Bay Times {Main}, UK, 13 May 2010, p26	75.69
Hertfordshire Mercury {Main}, UK, 6 May 2010, p12	282
Hertfordshire Mercury {Main}, UK, 6 May 2010, p10	493.5
Hertfordshire Mercury {Main}, UK, 6 May 2010, p12	282
Hexham Courant {Main}, UK, 14 May 2010, p9	75
Hitchin, Letchworth & Baldock Advertiser {Main}, UK, 5 May 2010, p21	1856
Hitchin Comet {Main}, UK, 13 May 2010, p40	296.64
Hitchin, Letchworth & Baldock Advertiser {Main}, UK, 12 May 2010, p13	352
Independent, The {Traveller}, UK, 8 May 2010, p6	3192
Independent, The {Traveller}, UK, 8 May 2010, p19	16716
Keighley News {Main}, UK, 13 May 2010, p4	67.5
Kenilworth Weekly News {Main}, UK, 16 April 2010, p60	794.31
Kentish Gazette (Canterbury) {Main}, UK, 13 May 2010, p18	338.25
Latest 7 {Main}, UK, 11 May 2010, p20	91sq. Cm - BRAD info: page rate £450.00, scc rate £0.00
Latest 7 {Main}, UK, 11 May 2010, p20	40sq. Cm - BRAD info: page rate £450.00, scc rate £0.00
Leamington Spa Courier {Main}, UK, 16 April 2010, p60	803.44
Liverpool Echo {Main}, UK, 12 May 2010, p10	14815.04
Lonely Planet Magazine {Main}, UK, 1 May 2010, p33, 36	184 sq. cm - BRAD info: page rate £6,000.00, scc rate £0.00
Lyme Regis News {Main}, UK, 19 May 2010, p2	471.6
Manchester Evening News (Early) {City Life}, UK, 14 May 2010, p2	1893.85
Marie Claire {Main}, UK, 1 June 2010, p267	17.5 sq. cm -
Matlock Mercury {Main}, UK, 6 May 2010, p18	821.5
Mayfair Times {Main}, UK, 1 May 2010, p10	Unavailable
Medway Messenger {Main}, UK, 9 April 2010, p64	225
Medway Messenger {Main}, UK, 29 March 2010, p18	2385
Metro (London) {Main}, UK, 17 May 2010, p8	10527
Middlesbrough Herald & Post {Main}, UK, 20 May 2010, p7	1252.8
Midlands What's on (Staffs) {Main}, UK, 1 May 2010, p61	900
Motorcaravan Motorhome Monthly {Main}, UK, 1 May 2010, p103, 105	2080.5
Newquay Voice {Main}, UK, 5 May 2010, p15	178.5
News & Star (West Cumbria) {Main}, UK, 14 May 2010, p30	2664.96
News & Star (West Cumbria) {Main}, UK, 1 May 2010, p50	514.56
News & Star (West Cumbria) {Main}, UK, 29 April 2010, p20	737.28
North Devon Gazette & Advertiser {Main}, UK, 19 May 2010, p3	291.2
Northampton Chronicle & Echo {Main}, UK, 14 May 2010, p3	427.18
Northern Echo (Tees Valley & N Yorks) {Main}, UK, 15 May 2010, p5	2937.2
Waltham Forest Guardian {Main}, UK, 13 May 2010, p49	315
Northumberland Gazette {Main}, UK, 13 May 2010, p9	299.06

Norwich Advertiser {Main}, UK, 14 May 2010, p16	1019.52
Nottingham Evening Post {Main}, UK, 10 may 2010, p5	642.2
Nottingham Recorder {Main}, UK, 12 May 2010, p1	404.8
Nursery World {Main}, UK, 13 May 2010, p9	1242
Oxford Times {Oxfordshire}, UK, 6 May 2010, p123	490.1
PC Pilot {Main}, UK, 1 April 2010, p6	1620
Prima {Main}, UK, 1 May 2010, p84,85	10880
Prospect {Main}, UK, 1 June 2010, p12	300
Readers Digest {Main}, UK, 1 May 2010, p145	32 sq. cm - BRAD info: page rate £18,000.00, scc rate £0.00
Redditch Standard {Main}, UK, 14 May 2010, p22	667.8
Sainsbury's Magazine {Main}, UK, 1 May 2010, p23	8030
Salisbury Journal {Main}, UK, 22 April 2010, p27	415.4
Salisbury Journal {Main}, UK, 20 May 2010, p68	254.2
Scunthorpe Telegraph {Main}, UK, 3 May 2010, p13	283.2
Scunthorpe Telegraph {Main}, UK, 4 May 2010, p10	212.4
Scunthorpe Telegraph {Main}, UK, 30 April 2010, p3	247.8
Scunthorpe Telegraph {Main}, UK, 31 March 2010, p4	375.76
Scunthorpe Telegraph {Main}, UK, 6 May 2010, p19	389.4
Scunthorpe Telegraph {Main}, UK, 10 May 2010, p12	277.3
South London Press (Friday) {Pulse}, UK, 14 May 2010, p6	4347
South London Press (Friday) {Pulse}, UK, 14 May 2010, p5	3666.6
St Austell Voice {Main}, UK, 12 May 2010, p22	92 sq. cm - BRAD info: page rate £760.00, scc rate
Stevenage Comet {Main}, UK, 13 May 2010, p40	92.7
Stockport Express {City Life}, UK, 12 May 2010, p3	908.8
Stockport Times East {Main}, UK, 6 May 2010, p30	1143.95
Stockport Times East {Main}, UK, 13 May 2010, p33	1589.2
Stour and Avon Magazine, The {Main}, UK, 23 April 2010, p20	371.25
Stratford-upon-Avon Observer {Main}, UK, 13 May 2010, p2	386.9
Streets Ahead {Main}, UK, 1 May 2010, p 92	223 sq. cm - BRAD info: page rate £1,200.00, scc rate £0.00
Stroud Life {Main}, UK, 12 May 2010, p19	285 sq.cm - BRAD info: page rate £1,296.00, scc rate £0.00
Stroud News & Journal {Main}	571.2
Suffolk & Norfolk Life {Main}, UK, 1 May 2010, p64, 65	179.sq cm - BRAD info: page rate £800.00, scc rate £0.00
Sunday Times {Culture}, UK, 4 April 2010, p17	7776
Sussex Life {Main}, UK, 1 May 2010, p234	705
Swindon Advertiser {Main}, UK, 13 May 2010, p5	355.25
Swindon Advertiser {Main}, UK, 14 may 2010, p34	594.5
Telegraph & Argus (Bradford) {Main}, UK, 11 May 2010, p12	210
Telegraph & Argus (Bradford) {Main}, UK, 13 May 2010	450
Artist (The) {Main}, UK, 1 May 2010, p10	83 sq. cm - BRAD info: page rate £670.00, scc rate £0.00
Guardian, The {The Full English}, UK, 24 April 2010, p2	504
Guardian, The {The Full English}, UK, 24 April 2010, p6,7	22,800

The Herald (Plymouth) {Main}, UK, 7 May 2010, p6	425.82
The Journal (Newcastle) {Main}, UK, 15 May 2010, p30,31	12742.8
Western Daily Press {Main}, UK, 14 May 2010, p29	467.5
The News (Portsmouth) {Main}, UK, 14 May 2010, p29	2332.16
The Press (York) {Main}, UK, 14 May 2010, p26	387
Time Out {Main}, UK, 6 May 2010, p36	13261
Times, The {Playlist}, UK, 8 May 2010, p22,23	16645
Travel GBI {Main}, UK, 1 May 2010, p20	775
Travel GBI {Main}, UK, 1 May 2010, p4	1775
Venue {Main}, UK, 7 May 2010, p85	1402.5
Waitrose Weekend {Main}, UK, 13 May 2010, p7	141 sq. cm - no further info
Waltham Forest Guardian {Main}, UK, 6 May 2010, p57	238.5
Wanstead & Woodford Guardian {Main}, UK, 6 May 2010, p57	385
Wanstead & Woodford Guardian {Main}, UK, 13 May 2010, p49	511
Watford Free {Main}, UK, 13 May 2010, p9	223.2
Watford Observer {Main}, 14 May 2010, p42	222
West Briton (Truro) {Main}, 6 May 2010, p69	1110
West Briton (Truro) {Main}, 13 May 2010, p80	1410
West Sussex County Times {Main}, UK, 14 May 2010, p7	1563.25
Western Daily Press {Main}, UK, 13 May 2010, p9	215.05
Western Gazette (Yeovil & District) {Main}, UK, 29 April 2010, p41	499.8
Western Gazette (Yeovil & District) {Main}, UK, 6 May 2010, p42	313.6
Weston Mercury {Main}, UK, 25 March 2010, p9	120
Weston Mercury {Main}, UK, 20 May 2010, p6	373.75
Which? Holiday {Main}, UK, 1 April 2010, p24	22 sq.cm - BRAD info: page rate £0.00, scc rate £0.00
Whitby Gazette (Friday) {Main}, UK, 14 May 2010, p37	545.16
Whitstable Times {Main}, UK, 13 May 2010, p26	86.13
Wilts & Gloucestershire Standard (Cotswolds) {Main}, UK, 13 May 2010, p28	123
Worthing Advertiser {Main}, UK, 12 May 2010, p4	2586.4
Yeovil Times {Main}, UK, 5 May 2010, p17	295.2
Yorkshire Post (West /Leeds) {Culture}, UK, 14 May 2010, p4	6984.1
Yorkshire Post (West /Leeds) {Main}, UK, 6 May 2010, p19	3194.15
Total	420,943.30

Broadcast Coverage

BBC Breakfast TV News

Feature on Museums at Night from Bristol Suspension Bridge. Broadcast May 17th, 2010
http://news.bbc.co.uk/1/hi/entertainment/arts_and_culture/8686009.stm

The One Show

Feature on Museums at Night from Churchill War Rooms. Broadcast May 14th, 2010
Story and listings with link to Culture24.org.uk on The One Show's website.

BBC Wales News

Story on Museums at Night from Bangor Museum. Broadcast Saturday May 15th. Story and listings also on BBC Wales online <http://news.bbc.co.uk/1/hi/wales/8684322.stm>

Radio Two - Claudia Winkleman's Arts Show

Interview with John Newbiggin – May 14th, 2010. The website URL also read out at the end of the show.

Radio Two – Simon Mayo

Interview with Jane Finnis - May 11th, 2010

Radio Two – Jeremy Vine

Discussion of Museums at Night – May 14th, 2010

Radio Four – You and Yours

Feature on Museums at Night and interview with Jane Finnis – May 12th.
We also organised interviews for The Helicopter Museum.

BBC Radio Five Live

Two of the campers for the Guildhall in Norwich interviewed live on Five Live – Saturday May 15th, 2010

Radio 6 Music – Andrew Collins Show

Discussion and recommendation for Museums at Night – 12th May 2010. Andrew also directed people to the website and gave Museums at Night a great plug on his website.
<http://wherediditallgorightblog.wordpress.com/2010/04/30/spoilt-victorian-child/>

Radio 6 Music – Lauren Laverne's Show

Discussion and recommendation by Danny Robbins for Museums at Night on 13th May 2010. Directed people to the website.

LBC – Ken Livingstone Show

Interview with Rosie Clarke about London Museums at Night events on Saturday May 15th 2010

LBC – Robert Elms Show

Interview with Jane Finnis on Tuesday, May 20th 2010 on Museums at Night and also discussion about Culture24's role, as part of their "Museums Special".

BBC Radio Norfolk

Interview in the drive time show with Laura Crossley from Norwich HEART

BBC Radio Lincolnshire

Interview with Rosie Clarke on Friday, May 14th about Museums at Night and Relic

BBC Wiltshire Morning Show

Interview with Jane Finnis on Monday, May 19th, 2010

BBC Radio Solent

Story on Museums at Night on Friday May 14th.

Radio Belgrade

Interview with Rosie Clarke about London Museums at Night events, recorded Wednesday, April 28th.

Online Media

Museums at Night had hundreds of mentions on websites across the UK. These are some of the highlights.

Guardian Travel Section – Museums at Night Guide

<http://www.guardian.co.uk/travel/2010/may/12/museums-at-night-events>

Guardian Food Blog

Museums at Night & discussion of food in museums

<http://www.guardian.co.uk/lifeandstyle/wordofmouth/2010/may/14/museums-at-night>

The Independent – Travel Agenda

<http://www.independent.co.uk/travel/news-and-advice/travel-agenda-national-ferry-fortnight-malaria-awareness-week-czech-beer-festival-museums-at-night-breathe-festival-1965746.html>

The Lady

<http://www.lady.co.uk/?q=node/92450>

Female First

<http://www.femalefirst.co.uk/travel/Museums+at+Night+2010+Highlights+around+the+UK-889.html>

Amelia's Magazine

<http://www.ameliasmagazine.com/listings/e321/exhibitions-culture24-presents-museums-at-night-2010>

TimeOut.Com

Link to Culture24, news story and blog post.

http://www.timeout.com/london/museums-attractions/features/7693/Museums_at_Night.html

Families Online

<http://www.familiesonline.co.uk/Locations/London-North/What-s-On/Museums-at-Night-2010-50-Events-Confirmed-Now-For-London>

Scottish Daily Record

<http://www.dailyrecord.co.uk/news/editors-choice/2010/04/06/spend-your-own-spooky-night-at-the-museum-in-scotland-s-most-popular-attraction-86908-22165375/>

Visit London

<http://www.visitlondon.com/events/detail/7693696>

BBC A History of the World

<http://www.bbc.co.uk/blogs/ahistoryoftheworld/2010/05/museums-at-night.shtml>

TheTravelEditor.com

[http://www.thetraveleditor.com/article/4642/Things to do Museums Other Museums at Night 2010 Visit your favourite museum after hours .html](http://www.thetraveleditor.com/article/4642/Things_to_do_Museums_Other_Museums_at_Night_2010_Visit_your_favourite_museum_after_hours_.html)

BBC News

http://news.bbc.co.uk/1/hi/entertainment/arts_and_culture/8686009.stm

New Statesman

<http://www.newstatesman.com/blogs/cultural-capital/2010/05/heritage-celebration-night>

Wales Online

<http://www.walesonline.co.uk/news/wales-news/2010/05/08/egyptian-evening-kicks-off-welsh-museums-at-night-events-91466-26400900/>

Daily Telegraph

<http://www.telegraph.co.uk/culture/art/art-news/7719361/Museums-open-at-night.html>

Londonist.com

http://londonist.com/2010/05/preview_museums_at_night_14_may.php

bbc.co.uk London

http://news.bbc.co.uk/local/london/hi/things_to_do/newsid_8673000/8673414.stm

Creativeboom.com

<http://www.creativeboom.co.uk/leeds/2010/05/06/experience-harewood-in-a-new-light-with-museums-at-night/>

BBC Surrey

Story and full listings of events in Surrey

http://news.bbc.co.uk/local/surrey/hi/people_and_places/arts_and_culture/newsid_8660000/8660646.stm