



TAKEOVER DAY 2013 REPORT ENGLAND



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HIGHLIGHTS FROM TAKEOVER DAY 2013

On 22nd November museums, art galleries, historic homes, science centres and heritage sites invited children to take charge, offering them the opportunity to contribute to the work of the museum and be meaningfully involved. Here's a snapshot of what happened:

ACHIEVEMENTS

114 MUSEUMS TOOK PART

(up by 35% from 2012)

3,550 CHILDREN AND YOUNG PEOPLE TAKING OVER

(almost double the number taking part in 2012)

More and more organisations are choosing to take part in this national event and venues are organising bigger and better events. **43% of the museums supported by Kids in Museums were new to Takeover Day.** Kids in Museums supports museums to take part through their Takeover Day Team and a series of downloadable resources, including case studies, on their website. They also produce free 'We're taking over' materials for venues and participants.

79% of Takeover Day events were public-facing, which means it's visitors as well as the young people themselves who have a great experience. Museums said one of their biggest reasons for taking part was to attract new audiences, particularly young visitors. This year Kids in Museums worked with Culture24 to list all public-facing events on their website.

'Both Takeover Days we have taken part in have offered us enormous benefits. This day in particular proved that if given the opportunity teenagers will visit the museum in volume, something we were unsure about.'

Media coverage for Takeover Day 2013 was immense and Kids in Museums has collected a large press file of articles. Our new @takeovermuseums Twitter account was very active and #Takeoverday trended on the day. The press tips factsheet was one of the most used downloadable resources.

For the first time in 2013, a **Takeover Day Ambassador** was appointed – celebrity children's author Damian Dibben. Damian went to several museums for Takeover Day, publicising and supporting their work. He also gained Takeover Day considerable additional publicity. He wrote a full page in *First News*, the children's newspaper distributed to every school in England.

WHAT HAPPENED?

Children replaced adults in their roles and worked on particular challenges. They:

- Greeted visitors, led guided tours, gave performances and interviewed visitors about their experiences
- Put on events, designed exhibitions, researched themes and created new interpretations
- Interacted with online audiences, updated webpages and sent out press information
- Cleaned artefacts, looked after gallery spaces and chose items to stock in the shop
- Generated ideas for events and redisplays, consulted on museum plans

At the Roald Dahl Museum and Story Centre a group of students gave 'living waxworks' performances throughout the museum, standing on plinths dressed as one of his characters and 'coming to life' when a museum visitor 'pressed' them.

Students at the Kings Weston Roman Villa designed and created a new range of merchandise inspired by the villa to sell in the museum shop.

Nine members of Ignite, Thinktank Birmingham Science Centre's youth team, were given free rein to plan and run the museum for Takeover Day. They were challenged to put on an event that would encourage other teenagers to visit the museum, controlling every aspect of the project from developing activities to marketing to monitoring the budget to greeting visitors on the day. To help, entry was free for all 13-19 year olds for the day and they attracted 233 young visitors.

In most cases, the children's involvement started way in advance of Takeover Day with planning and familiarisation meetings. Months later museums are still talking on social media about the legacy of their Takeover Day and how their young people are continuing to be involved.

'My best thing was answering the phones, drawing trails, choosing for the exhibition in the gallery, filling the case with things from the gallery, sticking labels on shop items, putting things in order.' YEAR 4 PUPIL

'I told them about needing better access for wheelchair users. Now they have an extra ramp and better signs so I feel I helped to make an improvement to the museum.'

YOUNG PERSON

participants SAID

TAKING IT FORWARD

The young people's contribution is huge and varied, bringing about changes and improvements in museums by giving staff an insight into their needs and interests.

79% said they were using the young people's input in their future plans

54% have found a new model or event for young people that they will use in future

42% have benefited from new resources or an exhibition created by the young people

Museums are extending the reach of their Takeover Day programme, using the opportunity to work with new schools and partners. In 2013 artists, universities, libraries and archives, dance groups, sports development teams and residential homes were all involved, as well as national organisations such as NADFAS, Arts Award and the Reading Agency.

71% of museums said they were now planning future work with their partner school or young people's group.

'The biggest benefit for us was changing perceptions of children in museums. Reaction of staff members who do not normally work with children and lovely comments from the general public.'

'We gained young people's input and expertise in planning an event and seeing how we can link all this together with our family programme and Arts Award.'

'We would love to take part again next year and hope to involve many more children. This has also given us lots of inspiration for future events and we are even planning our own exhibition based on the ideas that the children came up with on this day.'

'This was a massive success and we have great plans for 2014.'

museums SAID

WHAT'S NEXT?

Kids in Museums will continue to develop Takeover Day in Museums, not just on Takeover Day itself, but as a regular feature of museums' work.

The Takeover Day 2014 team will help museums to overcome their individual challenges to hosting great Takeover Days through the creation of further online resources, new Takeover Day case studies, sharing workshops and a dedicated Schools Liaison Consultant.

The focus of Takeover Day will be on delivering quality experiences for young people which are meaningful, powerful and involve participants in making decisions. Kids in Museums will investigate and report on the long-term effects of embedding Takeover Day principles within individual organisations over a period of time.

YOUTH PANEL

Many museums see Takeover Day as the first step to setting up a youth panel. Kids in Museums has responded to that need and is producing a new resource for museums – Ten top tips for setting up a youth panel – funded by The Geffrye Museum.

ARTS AWARD

A leaflet and case studies, funded by Arts Award and produced by Kids in Museums, will be available to show how Takeover Day and Arts Award can work together.

CROSS-ARTS

2014 will also see Kids in Museums pilot cross-arts Takeover Day, exploring how theatre, dance and music organisations can be supported to achieve the Takeover Day objectives.

LIST OF MUSEUMS TAKING PART IN 2013

Abbot Hall Art Gallery
Ancient House Museum of Thetford Life
Architecture Centre
Bolton Central Library and Museum
The Bowes Museum
Bristol Museum and Art Gallery
Brixham Heritage Museum
Burgh House & Hampstead Museum
Bursledon Windmill
The Canal Museum
Cartwright Hall Art Gallery
Chelmsford Museum
Chiltern Open Air Museum
Coalbrookdale Museum of Iron
Combe Martin Museum
Corinium Museum
Council for British Archaeology
Cutty Sark
Dancefest
Derby Museum and Art Gallery
The Design Museum
DH Lawrence Heritage Centre
Discover Children's Story Centre
Discovery Museum
EDGE Project – Whitchurch Silk Mill
Egnuity
Essex Fire Museum
Eton College Natural History Museum
Eureka! The National Children's Museum
Experience Barnsley
Falmouth Art Gallery
Fordingbridge Museum
Forty Hall and Estate
Fulham Palace
The Galleries of Justice Museum
The Geffrye Museum
Gloucester Watersways Museum
Gordon Russell Design Museum
Grosvenor Museum
Gunnersbury Park and Gunnersbury Park Museum
Harris Museum and Art Gallery
Haslemere Educational Museum
Havering Museum
The Holocaust Centre
The Horniman Museum & Gardens
Hove Museum & Art Gallery
Howsham Water Mill
Imperial War Museums
Imperial War Museums North
International Slavery Museum
Jerwood Gallery
Jewish Museum London
The John Dyer Gallery
Kenwood House
Lewes Priory Trust
Manchester Art Gallery
Manchester Museum
Manx National Heritage
Mary Rose Museum
Museum of Brands
Museum of East Anglian Life
Museum of English Rural Life
Museum of London
The Museum of Somerset
National Football Museum
National Maritime Museum
National Motor Museum
National Portrait Gallery
National Watersways Museum, Ellesmere Port
New Walk Museum & Art Gallery
Normanby Hall Country Park
North Lincolnshire Museum
Norwich Castle Museum and Art Gallery
Nottingham Contemporary
Novium
Orleans House Gallery
Pegasus Theatre
Penlee House Gallery and Museum
People's History Museum
PM House and Gallery
Poole Museum Service
Red House Museum & Gardens
River and Rowing Museum
Roald Dahl Museum and Story Centre
Rochdale Pioneers Museum
Royal Academy of Arts
Royal Albert Memorial Museum
Royal Collection
Royal Navy Submarine Museum
Sewerby Hall
Shakespeare's Birthplace Trust
Slough Museum
Snibston Museum
Soldiers of Gloucestershire Museum
Somerset Heritage Centre
South Shields Museum & Art Gallery
St Albans Museum
Tate Liverpool
Thackray Medical Museum
The National Gallery
Thinktank Birmingham Science Museum
Time and Tide Museum
Tolson Memorial Museum
Towner Contemporary Art Museum
V&A Museum
Vivacity Peterborough Heritage
The Wallace Collection
Watts Gallery
Wedgwood Museum
The Wellington Trust
Whitworth Art Gallery
Widnes Library
Wolverhampton Art Gallery
Worcester City Art Gallery and Museum



www.kidsinmuseums.org.uk

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