



Black Country Living Museum Trust

26 September 2019

Directors' Bi-monthly Report

Report of the Museum's Leadership & Management Teams

1 Purpose of Report

- 1.1 The purpose of this report is to brief the Board on notable progress under the Museum's six Strategic Aims.

2 Strategic Aim One – Develop Our Distinctiveness and Brand

- 2.1 The Museum's social media profile continues to grow. Instagram remains the fastest growing platform with 25,123 followers as of 31 August 2019 (+85% YoY). The number of people who are actively engaging with the Museum's Facebook page (comments/likes/shares) is growing at pace; 8m engaged with BCLM on Facebook in August 2019 vs. 5.6m people at the same point last year (+44% YoY). Our top performing post on Facebook in August, a film to celebrate the launch of Peaky Blinders season 5, reached more than 2m people and achieved almost 130k engagements (comments/likes/shares).
- 2.2 The summer programme on the theme of Black Country Heroes, has been received very positively by visitors. It was the product of excellent collaboration between the different staff and teams within the new organisational structure. The contribution by Black Country Touring also gave some exciting insights into how immersive theatre and dramatic interventions can be developed to enhance the visitors' 'living' experience at the Museum.

3 Strategic Aim Two – Safeguard, Enrich and Use Our Collections

- 3.1 The Museum has been confirmed as a partner in a National Lottery Heritage Fund project led by Open Theatre Company entitled 'Whodunnits!' which is based on Cluedo. The project, which takes place during the autumn, will see young people with learning disabilities visit the Museum, research our collections and work with young film makers to produce a silent film in response to their heritage experiences. Museum staff have also benefited from accessibility training as part of the work.

- 3.2 The Museum's lifelong learning programme, IgnitEd, continued to run throughout the summer. To-date a total of 410 participants have been engaged in 43 activities, comprising three *Heritage Explorer* study days, 12 *Heritage Skills* courses and 28 *Hands-On Heritage* activities. The Young Archaeologists' and Curators' Club (for young people aged 8-16 years) has seen a huge increase in interest, and has been booked to capacity throughout the summer holidays.
- 3.3 The development of new STEAM programmes has also continued during this period with the delivery and development of the following activities:
- The start of the new Sunbeam Club.
 - Completing the final details for the Enterprise Project, which will commence in October. We are delighted to have the support of the Princes Trust who will be helping deliver workshops and offering a qualification for participants.
 - Hosting the celebration event for the partnership Bostin' Fittle project with Ormiston Academy Trust.
 - Hosting a Dudley Corporate Parenting Board Event.
 - The delivery of a series of training sessions for the Mining Team to enable them to deliver the Mining Madness Show as an alternative to the underground mine tour.
 - Collaboration with the Audiences & Communications Team, to develop a digital outreach offer. This will replace/rejuvenate the Museum's main YouTube Channel. The STEAM Learning Programmer will work with the Communications & Marketing Co-ordinators to deliver content.
 - Finalising the programme for the annual Chemistry at Work event, exploring partnerships with Wolverhampton University through the Skills Centre.
 - Extending the reach of the new Maker's Holiday Club.
- 3.4 As a result of the links made through the STEAM programme, the Museum has been shortlisted for the Black Country Chamber of Commerce Business and Education Partnership Award.
- 3.5 The Collections Care & Management Team received 225 offers and enquiries over July and August. These resulted in 25 new entries to the Museum including a Pam 710 transistor radio, which is believed to have been the first transistor radio in Wolverhampton.
- 3.6 New acquisitions received by the Archivist & Librarian include early images of BCLM (1970s – 1980s), material on trap making in Wednesfield, brick making by Rufford & Co., Stourbridge, and miners' court depositions, Netherton. Recently catalogued material includes a significant photographic collection (80+ items) on Phoenix Steel Company Ltd, West Bromwich (1920s to 1960s), which fills a significant gap of archival material held on this company.

4 Strategic Aim Three – Transform the Visitor Journey

- 4.1 Nottingham Deaf People Society visited BCLM and took part in our new touch tour created collaboratively by Community Engagement and Collections Care.

5 Strategic Aim Four – Increase Visitor Attendance

5.1 Visitor attendance over summer proved to be strong despite often adverse weather conditions. The 'Historic Heroes' theme and a compelling Summer Lates programme attracted a total of 72,077 visitors (Sat 20 Jul – Sun 1 Sep). Total attendance for Summer Lates grew by 46% YoY, with 'record-breaking' results of more than 1,500 visitors arriving after for each late night on the last two Fridays of August. As of w/e 15 Sep 2019, total visitor attendance is 2% ahead YoY and 7% ahead of budget.

5.2 Our annual Community Roadshow, which sees our Community Engagement Team take elements of BCLM out in to the community, continued its schedule. The Community Roadshow raises awareness of the Museum's current programme and supports the *Real Lives, Real Stories* oral history collection. Engagement levels and memory slip responses at the below events were high.

- 8 June, Willenhall Carnival
- 28 June, Celebrate Sandwell
- 29 June, Upper Gornal Fun Day
- 30 June, Armed Forces Day
- 6 July, Halesowen Carnival and Music Festival
- 7 July, Stourbridge Carnival
- 13 July, Dudley Fun Day
- 14 July, Black Country Musicom Festival, Himley Hall
- 21 July, Simmer Down Festival

6 Strategic Aim Five – Achieve National and International Impact

6.1 With the launch of series five of *Peaky Blinders* on 25 August, the Museum has gained an enhanced media profile; not just through its appearance in the show, but as a result of heightened press interest as the drama becomes further embedded in popular culture. The Museum was mentioned in 348 separate pieces of media (press and social media) across July and August, equivalent to an earned media value of £1.2m (vs. £0.5m in Jul/Aug 2018). The association with *Peaky Blinders* was the dominant theme.

6.2 Notable examples from broadcast media are the Museum featuring in a national report on BBC Breakfast on 25 August in a *Peaky Blinders* related story as well as being a contributor to BBC Radio WM's *Peaky Blinders* themed evening show on 27 August. The Museum also featured on Sky Sports as detailed below.

6.3 Outside of *Peaky Blinders*, the Museum was featured as a location in 'Drag SOS', a Channel 4 documentary featuring Dudley-born drag artist and performer Cheddar Gorgeous.

6.4 Filming in July included Sky Sports, which recorded an introductory film for its cricket coverage of the Ashes, airing on 3 August to an audience of 209k. The Museum was also mentioned by the commentators on-air and via social media. David 'Bumble' Lloyd mentioned BCLM as a 'brilliant place to visit' on Twitter to

his 551.5k followers. The film was posted on Sky Cricket's Twitter and has earned 159.9k views. On the same day, popular daytime programme 'Homes Under the Hammer' recorded a segment for a forthcoming programme. Income from filming year-to-date is £4,313 with a profit of £3,237 against an annual target of £26,000

- 6.5 Talks have commenced with the location managers and producers of Peaky Blinders regarding filming for series 6 in 2020.
- 6.6 As part of their research to broaden and extend the reach of the Museum's programmes, the Programme Development Team have attended the following external meetings and training sessions: HELG (Heritage Education Leaders Group) West Midlands; Dudley Cultural Education Partnership; Dudley Corporate Parenting Operations Group; the Princes Trust; information sharing with ACE Relationship Manager.
- 6.7 The Collections Manager attended the Social History Curators Group conference, thanks to the John Hughes award. Topics covered at the conference included the future of social history collecting, representing difficult histories and disposals. The Collections Manager was selected to sit on the SHCG Committee as Seminar Organiser.
- 6.8 The Archivist & Librarian represented the Museum at a drinks reception at the House of Lords to commemorate the 150th anniversary of the founding of the Historical Manuscripts Commission (the forerunner of the National Archives).
- 6.9 One of the Researchers took part in the recording of BBC Radio 4's 'The Kitchen Cabinet' in the Workers' Institute in July, speaking about typical Black Country food amongst working classes and producing 'nettle pop', from a traditional recipe, for the panel to taste.

7 Strategic Aim Six – Grow and Diversify Our Income

- 7.1 Membership continues to perform well with income for the year-to-date of £49,000 against a budget of £38,000 (year-to-date).
- 7.2 Three Members Events were held during summer – Get Closer: Gin Tasting (5 July), Get Closer: Toys (24 July), and Get Closer: Fashion (15 August). All events were well attended and feedback from follow-up event surveys was very positive with all participants rating the events as 'excellent'.
- 7.3 £2,153,994 has been raised so far against the £2.3m fundraising target in support of BCLM: Forging Ahead (94% of target). This total has been made up of the following fundraising income:
 - Trusts & Foundations – £2,084,500
 - Individuals – £45,102
 - Collection boxes & online donations (including the donation prompt) – £17,710

- Corporate donations – £125
 - Gift Aid (on Individuals and online donations) – £6,557
- 7.4 Work is continuing on approaches to numerous smaller trusts. A decision from Fidelity UK Foundation (likely to be around £75k) has been delayed until October.
- 7.5 A Summer Networking Event was trialled at the 1930's Summer Late on 9 August with Business Partners, Patrons and contacts from local businesses invited. It was attended by Prosperity Wealth, Black Country Chamber, ARK Media, Barclays Bank, Progressive Employers Group and ZF Lemforder UK. Although attendance was fairly low, the event and the networking opportunity it offered was well received. Discussions regarding future networking events with Prosperity and the Black Country Chamber are underway.
- 7.6 A successful Guest Evening was held in the 1920's Cinema at the Peaky Blinders Night on 6 September. Guests included representatives from Tarmac, Brand Jam Ltd, Canal & River Trust, Arts Council England, West Midlands Police, Screen Central, Dudley MBC and Sandwell & Birmingham NHS Trust. Feedback from guests has been extremely positive and follow-up meetings are being arranged with potential partners.
- 7.7 Current Business Partnerships are x17 Coal, x1 Iron and x1 Brass. Swallow Drinks became a new Business Partner following a meeting with them to discuss a new supply agreement and Higgs have verbally confirmed renewal of their Brass partnership. Promotion of the new packages and other business opportunities, including a feature in Black Country Chamber's Prosper magazine (September) are taking place throughout autumn.
- 7.8 Venue hire has been quiet over the summer months, as expected. The Oil and Colour Chemists Association held a successful AGM and The Bishop of Dudley also held his leaving service at the Museum, which was well attended and extremely well received.
- 7.9 Lucy Brown joined the Team as Development Coordinator on 19 August. Lucy was previously Fundraising Administrator at Children's Liver Disease Foundation.
- 7.10 The Museum is a finalist in this year's Black Country Chamber Awards in the Education and Business Partnership category for its work with Foundry Training Services Ltd – the training arm for the Institute of Cast Metal Engineers (ICME). The awards take place on 15 November at Wolverhampton Racecourse.
- 7.11 The Museum is one of the host organisations for this year's Tessitura European Conference taking place in Birmingham in November. Tessitura is the Museum's Customer Relationship Management system and several staff are involved in planning and presenting the conference.

8 Annex

None.