

# **Alternative Management Team**

## Approaches & Suggestions

Monday 21 July 2014

Discovery Museum

# The process

- Four topics suggested by members of the Senior Management Team
- Are suggested topics the right topics to think about?  
→ invite community members to discuss
- Two topics identified:
  - charging for activities/exhibitions at TWAM venues
  - communication between museums and communities
- Two meetings per topic, guests at first meetings

Outcomes of AMT work should be concrete, strategic and actionable, rather than simply more discussion

# Research

Undertake research into the impact of charging for activities/exhibitions:

- research undertaken by students / through a university
- summer holidays are a good time to find out more about the impact of charging for family fun and adult learning
- research funded through Our Museum programme?

# Use of TWAM venues

Venue hire:

- use by groups (Rotary, Women's Institute e.g.)
  - contact and show around
- use for summer schools
  - benefit both schools and TWAM venues, as school buildings do not have to stay open and museums get more visitors
- create cost packages for hire on specific days / of specific venues, to make it easier for museum staff to answer enquiries and promote hire

# Visitor donations

- Actively promote what values are of paying for activities/exhibitions:
  - on general notice boards
  - on tv screens at Discovery Museum
- Regularly updated posters at top of donation boxes that show visitors what their money has been spent on (per quarter/6-months)
- Suggest small/bigger/big donation amounts to visitors that will pay for very specific things

# Accessibility for all - 1

- Individuals can 'sponsor' a Box of Delight to go to a group/organisation that is not able to pay for one
- 'Pay-it-forward' scheme – pay for yourself and for someone else to take part in an activity
- 'Make a difference in your community' - companies sponsor specific activities so that they can be free for everyone (like at the Santa Cruz Museum of Art and History)

# Accessibility for all - 2

- Vouchers for free entry to Family Fun sessions at food banks (wristbands?)
  - think about format of information provided
- Loyalty scheme - learn from school swipe cards:
  - school meals
  - gather data

# Communicate with communities

Trial project:

- focus on older people – isolated from information
- make contact with residents of specific street
- invite everyone ‘personally’ (leaflets through door, knock on door) to meeting in a community space nearby to look at museum objects and have a chat
- Similar approach on bigger scale: block of flats