

**The role of communications
in the development of the
University of Cambridge Museums Consortium**

Liz Hide

University of Cambridge Museums Officer



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

8 Accredited museums

The Fitzwilliam Museum

Kettle's Yard

University Museum of Zoology

The Sedgwick Museum of Earth Sciences

Museum of Archaeology and Anthropology

The Polar Museum

Museum of Classical Archaeology

The Whipple Museum of the History of Science

Connecting Collections: our ACE Major Partner Museum programme

Three outcomes:

- An outstanding, joined-up cultural offer
- Wider, more diverse audiences, increased participation
- Deeper engagement with our collections, research and researchers

Timescale

- 1.25 years into a 3 year programme
- Aiming for substantial UCM presence and impacts on audiences by the end of 3 years

Resources

ACE funding has enabled us to support communications through:

- Secondment of head of marketing 2 days/week
- Recruiting UCM Marketing and Press Coordinator
- UCM Programme Coordinator leading on social media and blog
- independent audience research

Who are our audiences? and what do we want to tell them about UCM?

- Internal UCM
- Internal University
- External museum and cultural sector
- External public audiences

Formal communication structures

- General Board Museums committee
- Cambridge Museums Steering Group
- Consultation groups and networks

Key marker documents

- Funding bid (!)
- Connecting Collections Core document
- Organisation Chart
- UCM Strategic Plan

Our Museums

Connecting Collections:
Our role as a Major
Partner Museum

Our Blogs

Contact Us

News

Behind the Scenes

Events

Learning Spaces

Get Involved

Research



Summer at the Museums is here!

Fun stuff for families in Cambridge & beyond 20 July –
7 September Take your family on an adventure with
Summer at the Museums! Explore, enjoy and discover 7
weeks ...

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FEATURED - [LEAVE A COMMENT](#)



Arts Award

The University of
Cambridge Museums are
proud to deliver and
support the Arts Award,
a national qualification
for young people
between the ages of 7-25
who enjoy the arts, and
...

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JULY 10, 2013 - [LEAVE A
COMMENT](#)



Work experience

The Fitzwilliam
Museum offers work
experience placements
for school-aged
participants, providing
the opportunity to spend
a week learning new
skills and developing
their self-confidence,
timekeeping and
communication. During
their placement work ...

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House Guests at
Kettle's Yard



Bringing ancient
Pompeii to



Realise events for
young people in care




Rachel Gardner,
Learning Administrator



Svalbard Archives at
the Sedgwick Museum

Tweets

 **Cambridge Museums** @CamUnivMuseums 31m
The wonders of nature & art with @FitzMuseum_UK Conservator of Manuscripts & Printed Books Kristine Rose wp.me/p2XlJV-o9
[View photo](#)

 **MAA Cambridge** @MAACambridge 18h
Check out the range of events that accompany the current Origins of the Afro Comb exhibition, here and @FitzMuseum_UK bit.ly/1diNNdv
Retweeted by Cambridge Museums
Expand

 **Alice Saunders** @acds1906 18h
On my way home after giving a presentation for @SHAREmuseums about my exp as an intern at @CamUnivMuseums. Such a gd day & brill experience!
Retweeted by Cambridge Museums
Expand

 **Katy Barrett** @SpoonsOnTrays 21h
We spent this morning at @CamUnivMuseums Whipple doing a complicated dance with ladders. Made me think of Ian Starsmore show at @theUL!
Retweeted by Cambridge Museums
Expand

 **Cambridge Museums** @CamUnivMuseums 10 Jul
[@ArtsAward](#) in the museums offers creative opportunities for children & young people wp.me/p2XlJV-o2
[View photo](#)

 **Cambridge Museums** @CamUnivMuseums 10 Jul
[@ArtsAward](#) in the museums offers opportunities for children & young people wp.me/p2XlJV-o2
[View photo](#)

 **Cambridge Museums** @CamUnivMuseums 9 Jul
Work experience students explore Alexander the Great
[@FitzMuseum_UK](#) wp.me/p2XlJV-nV
[View photo](#)



CAMBRIDGEMUSEUMS



cambridgemuseums

2w



20 likes

 **cambridgemuseums** 'Off with your head' 🤯
#cambridge #museum #fitzwilliam #nohead
#statue
aghisilaos @cambridgemuseums PAN
ellyrosewright Nice legs!
cambridgemuseums @ellyrosewright ...for a half man/half goat!





UNIVERSITY OF CAMBRIDGE
MUSEUMS

CAMBRIDGE MUSEUMS & COLLECTIONS
Who will you meet in Cambridge today?

GUIDE 8 MAY 2013

UNIVERSITY OF CAMBRIDGE

Supported by ARTS COUNCIL ENGLAND

Thresholds
 Poets in residence
 at the University of
 Cambridge museums
 and collections.
thresholds.org.uk

UNIVERSITY OF CAMBRIDGE MUSEUMS

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Summer at the Museums

Fun stuff for families in Cambridge + beyond

20 July – 7 Sept

www.cam.ac.uk/museums/summer

Twitter: @cam.ac.uk / #sum2013
 Facebook: Cambridge Museums
 Instagram: cambridge_museums

UNIVERSITY OF CAMBRIDGE MUSEUMS

ARTS COUNCIL ENGLAND

TWILIGHT AT THE MUSEUMS

WEDNESDAY 13 FEBRUARY 2013, 4.30 TO 7.30PM

Step into Cambridge's wonderful world of museums after dark, drawing with light, firefly trails, optical illusions and more.

Admission FREE

DROP-IN EVENTS AT:
 Museum of Archaeology and Anthropology
 Cambridge University Botanic Garden
 Museum of Classical Archaeology
 Fitzwilliam Museum and Deane Library
 Indian Museum of Earth Sciences
 Cambridge Science Centre
 Whipple Museum of the History of Science
 Frostonian Museum
 Museum of Zoology
 The Paper Museum

BOOKABLE EVENTS AT:
 Cambridge and County Park Museum
 Cambridge Museum of Technology
 Kettle's Yard

www.cam.ac.uk/museums/twilight

ARTS COUNCIL ENGLAND

UNIVERSITY OF CAMBRIDGE MUSEUMS

MUSEUMS AT NIGHT

16-18 May 2013
 Museums at Night
 music, art, performance
cam.ac.uk/museums

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Museums at Night

IGNITE
 UNIVERSITY OF CAMBRIDGE MUSEUMS
 YOUTH FORUM

ARTS COUNCIL ENGLAND

UNIVERSITY OF CAMBRIDGE MUSEUMS

NORFOLK & NORWICH FESTIVAL BRIDGE

Audience research and development work

- The Audience Agency surveys
- Studies on quality of visitor experience
- Learning and outreach programme evaluation
- Mystery shoppers

Branding

- Professional branding consultants
- Research phase as important as end product
- Clarify and reinforce consortium
- Retain individual identities

Now, and looking forward

Branding process
Audience research
will inform....

- High impact campaigns across platforms
- Unified approach to our communications

Not forgetting....

- informal communications
- Improving staff skills and confidence in communications

Thank you

Liz Hide

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@theMuseumofLiz