



Broxtowe
Borough
COUNCIL



Report of the Overview and Scrutiny
Committee

Review of D.H. Lawrence Museum

November 2023



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Summary

1. Broxtowe Borough Council's Overview and Scrutiny Committee established a review of the D.H. Lawrence Museum to review the marketing of the venue and potential improvements following the visitor figures reported to the budget scrutiny meeting of January 2023. It was decided that the review would be carried out by the Overview and Scrutiny Working Group at its meeting on 22 June 2023. The review was requested by Councillor P J Owen.
2. The review is in accordance with the Council's values of innovation and readiness for change, valuing employees and enabling the active involvement of everyone, continuous improvement and delivering value for money and integrity and professional competency.
3. The Working Group met on 19 September 2023 after receiving information from the Communications, Cultural and Civic Services Manager, to assist the Working Group in relation to the specific points on the scoping report.
4. The purpose of the review was to achieve the outcomes outlined in the scoping report¹. The review sought the following outcomes:
 - To understand the role of Heritage for Broxtowe Borough Council
 - To review the marketing of the venue and potential improvements
5. This report sets out the review process that was adopted and the recommendations to be made.



¹ The scoping report is attached at appendix 1.

Members of the Overview and Scrutiny Committee Working Group

1. The Working Group was chaired by Councillor K Woodhead, with Councillor A W G A Stockwell Owen as the Vice Chair.
2. Councillor W Mee was also part of the Working Group.
3. The Working Group was assisted by Sarah Tidy, Communications, Cultural and Civic Services Manager, Alex Khan, Cultural Services Manager, Carolyn Melbourne Museum and Collections Officer and Lisa Evans, Democratic Services Manager.



Recommendations

It is proposed to the Overview and Scrutiny Committee to recommend to Cabinet that:

1. To produce new leaflets to advertise the D.H. Lawrence Museum in Nottinghamshire Places of Interest and Tourist Centres.
2. To request that Eastwood Town Council add an item on their agenda for updates from the Museum and events.
3. To identify external funding opportunities to support appropriate projects within the D.H. Lawrence Museum.
4. To consider the feasibility of Sunday opening hours and the associated costs.
5. To review the current entrance prices to the D.H. Lawrence Museum, including the consideration of subsidies for those on low incomes.
6. To identify funding to support re-establishment of the Blue Line Trail and consider options for enhancing the offer digitally.
7. To liaise with partners such as Nottinghamshire County Council and Eastwood Town Council to improve signage around Eastwood to promote the D.H. Lawrence Museum.
8. To suggest to Trent Barton that the Museum be added as a departure point at the bus stop for Alexandra Street, Eastwood within their communications to passengers.
9. To review the D.H. Lawrence action plan and financial data in 6 to 12 months' time to allow for a full twelve months of data and for recommendations from the Arts Council to be made available as part of the Museum re-accreditation process.
10. To consider obtaining a blue plaque.
11. To carry out a review of costs six months after any implementation of the recommendations.

Background

1. The topic was suggested by Councillor P J Owen to consider the marketing of the venue and potential improvements following the visitor figures reported to the budget scrutiny meeting of January 2023.
2. The review was scoped at the meeting of Overview and Scrutiny Committee Working Group on 11 July 2023, which sought to provide explanatory data on the D.H. Lawrence Museum and marketing of the venue.

Considerations at the Working Group Meetings

1. At the meeting of the Working Group on 19 September 2023, The Communications, Cultural and Civic Manager provided a verbal presentation to the Group of the background of the Museum, actions arising from the Council's Cultural Strategy, operational information, local community, education, tourism and economic growth and marketing as requested from the scoping form.
2. There were a number of lines of enquiry which included:
 - What does the Museum provide to the Community of Broxtowe?
 - What is the situation with school visits?
 - Is there a plan to encourage visits to the Museum in large numbers?
 - Where is the publicity for the venue?
 - Is the blue line trail something that could be promoted?
 - Is there a Business Plan/Strategy for the Museum?
3. The lack of leaflets advertising the Museum in places of interest across Nottinghamshire and Tourist Information Centres was discussed. Members suggested looking at venues in neighbouring counties to display leaflets. It was not clear where the admission charges were advertised and the opportunity to visit the Museum for free if you were a resident of the Borough.
4. Members were concerned with the lack of advertising to the Museum from the streets around Eastwood. An update was provided at the meeting from Officers that work was underway to install a promotional advert on the Town Centre monolith. Brown road signage would be reviewed with Nottinghamshire County Council and be subject to funding. There had been an increase in social media and press releases relating to the recent D.H. Lawrence Festival.

5. Members suggested that the local bus service Trent Barton be contacted for the Museum destination be added as a departure point at the bus stop for Alexander Street, Eastwood within its communications to passengers.
6. The blue line trail connecting the heritage sites of D.H. Lawrence had become quite worn on the pavements. Members would like to see this being re-established with options to be considered for enhancing the experience digitally. Wellbeing walks had continued since COVID-19 and the Group considered that these walks should continue whilst work on the blue line was being organised.
7. Members suggested having additional support from volunteers to assist in the Museum. An explanation was provided to Members that volunteers can be labour intensive with limited staff to support them. Support can vary in the length time and commitment. All volunteers were interviewed prior to working at the Museum. The Museum had received valuable support from volunteers when it was project led. Recently, volunteers had helped preserve the building by learning new skills to help keep traditional craftsmanship alive by undertaking remedial works to the plasterwork at the D.H. Lawrence Museum. The volunteers took part in a training day then used the skills learnt to remove and apply new plaster to the walls of the Museum. Another project recently was undertaken by a student from the University of Nottingham who had helped to look at communications and marketing of festivals and worked on the campaign, Reminiscence. There are four registered volunteers working at the Museum, who deliver on average 300 hours per year, undertaking tasks such as assisting in front of house duties, events and collection specific projects.
8. Eastwood Town Council Members were keen to engage with the Museum and events to support initiatives and ideas together. It was suggested that an item be added to the Eastwood Town Council agenda on a regular basis to ask for updates from the Museum and upcoming events.
9. Members discussed opportunities of external funding that could be used to support the Museum. Officers explained that projects would need to be created to be able to then apply for funding. The Council had recognised the potential of the Kimberley Levelling Up Fund for the Museum and links with the Bennerley Viaduct with the importance of local history being celebrated as part of the wider historical context of 'Lawrence Country'.
10. Members of the Group recognised that providing events such as D.H. Lawrence Museum Prize Winning Competition that was at a relatively low cost to organise and reached worldwide interest, provided a new platform of engagement to schools and individuals wider than the Borough. This could further catapult interest in actual visitor attendance to the Museum in the future. Members were impressed with the loan boxes, being able to hold objects and dress up was seen as a brilliant way to

engage with the community. Digital tours had recently taken place including, an Arts Award Day with a digital tour for Hollyhill Primary School, two digital tours with 60 pupils from Nottingham High School, a digital tour for a Portuguese Group studying English Language and a presentation and digital tour as part of a Sardinian cultural conference had also taken place. A digital tour had also been provided to a paid customer to enable them to be part of the guided Group tour but remain on ground level due to the accessibility of the Museum. Opportunities of funding could be explored to promote the digital experience of the Museum and increase income.

12. The Group queried whether engagement with businesses within the area could be pursued to provide a wider experience of visiting the Museum. Afternoon teas were provided previously, but the business has since closed. The Museum holds events such as gin evenings.
13. The opening hours of the Museum are currently Thursdays, Fridays and Saturdays, 10.00am until 4.00pm. Where possible, the Museum would accommodate Group tours on other days. Members asked if the Museum could open on a Sunday in addition to the days already open. Currently the Museum employs 2.27 FTE paid employees and opening an extra day would require additional resources to manage this. Members were keen for this to be explored as Sunday was considered more of a leisure, family day that offered opportunity to visit the Museum. Opening Sunday could in addition, support local businesses in additional footfall to the area.
14. Currently the costs to enter the Museum are as follows:
 - Adults £5.00 (Self-guided) or £6.50 (Guided)
 - Concessions £4.25 (Self-guided) or £5.75 (Guided) Available for over 60's, disabled visitors and one carer, full time students and unemployed.
 - Free admission for Children (Any Tour) LLeisure Gym Members (Self-guided only) and all Broxtowe residents (Self-guided Only)
 - Free to Historic Houses Association members (self-guided only)
*This cost is reclaimed from Historic Houses Association.

**Guided tours must be booked in advance

The costs had not been reviewed since 2019. The Group was informed that all residents of the Borough could visit the Museum free of charge along with LLeisure gym members. School engagement had reduced since the closure of D.H. Lawrence Heritage Centre, along with changes to school budgets and the curriculum. The total visitors on 19 September 2023 for 2023/24 was 2441. Visitor figures was heading back to pre-pandemic. No school costs for income were provided. Admission charges were for guided tours or residents living outside of the Borough. Finding the right balance between free admission that supported greater engagement between the Museum and the local community with potential support with donations, sponsorship and funding opportunities to help offset the free admission or to

reintroduce charges for admission to all visitors to support improvements, create a value of exclusivity and extra value, improve visitor experience and raise income. The free admission to Borough residents was advertised on the Broxtowe Borough Council website but as the Group could not see this advertised elsewhere. Finding the balance between reducing the subsidy per head, increasing footfall and providing an experience to the paying customer in the future years was considered especially with ongoing increases in expenditure to balance the books. The D.H Lawrence Museum was considered an important historic building for the Heritage within the Borough. Members discussed the admittance charges and how to generate footfall with paid admission. Outside the Borough outreach projects, schools and the appetite for D.H. Lawrence on School curriculums was discussed.

15. Members appreciated that it has only been less than a year since the Museum and Events teams were brought back in house. Since the move, there had been a renewed focus on marketing the Museum and re engaging existing and new audiences. The activity had contributed to an 88% increase in visitors/engagement reached between January and July 2023 (2,931) compared to January to July 2022 (1,559). A programme of 11 press releases, as of 19 September 2023 had received 750 views and had been included in BBC News. A new suit of promotional videos, events listed in the Council's events calendar, and a new portfolio of professional photographs amongst many. The Action Plan had many outcomes and it was unrealistic to expect the targets to be met in a short timescale. Members discussed having a full year of activity to review the D.H. Lawrence action plan and financial data in 6 to 12 months' time to allow for a full twelve months of data. The Museum and Collections Manager provided an update that the Arts Council would be providing recommendations as part of the Museum re-accreditation process next year.



Scoping Form Information

Financial data supporting evidence

Financial data was provided at the meeting with overall income reported for the last five years. It was noted that in 2020/21 and 2021/22 grant funding was received as part of the COVID-19 support measures of £4,945 in 2020/21 and £8,723 in 2021/22. Post pandemic, there had been a number of changes, including an additional employee resource working at the Museum, reduced opening times and reduced budgets for retail and events. There had been an increase in income and visitors in 2019/20 partly due to the introduction of self-led admission. Members appreciated that as the service had been under a year since it was brought back in house the financial data provided was not reflective of a full year for 2023/24 and a request to provide this detail in 6-12 months' time to allow for a full year of financial data.

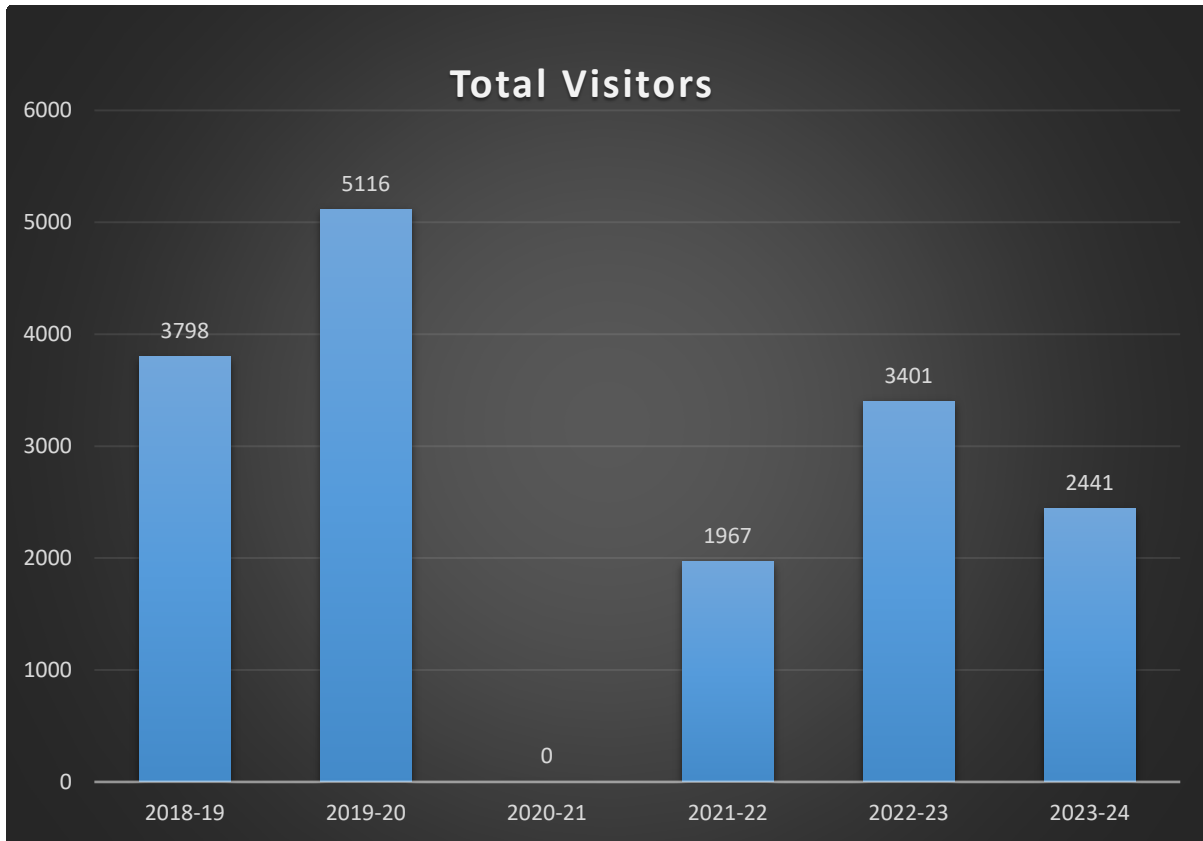
Following the COVID-19 pandemic, recovery was showing to be difficult with income considerably lower. The pay award and fuel costs had contributed to higher expenditure

costs. Members discussed the admittance charges and how to generate footfall with paid admission. Outside the Borough outreach projects, schools, and the appetite for D.H. Lawrence on School curriculums was discussed. Free entry for all Broxtowe residents was trialled in 2019-20 and has been in place since. The Museum holds events and walking tours as part of the Museum experience.



Finance and Visitor Analysis D. H. Lawrence Birthplace Museum 2018-2023

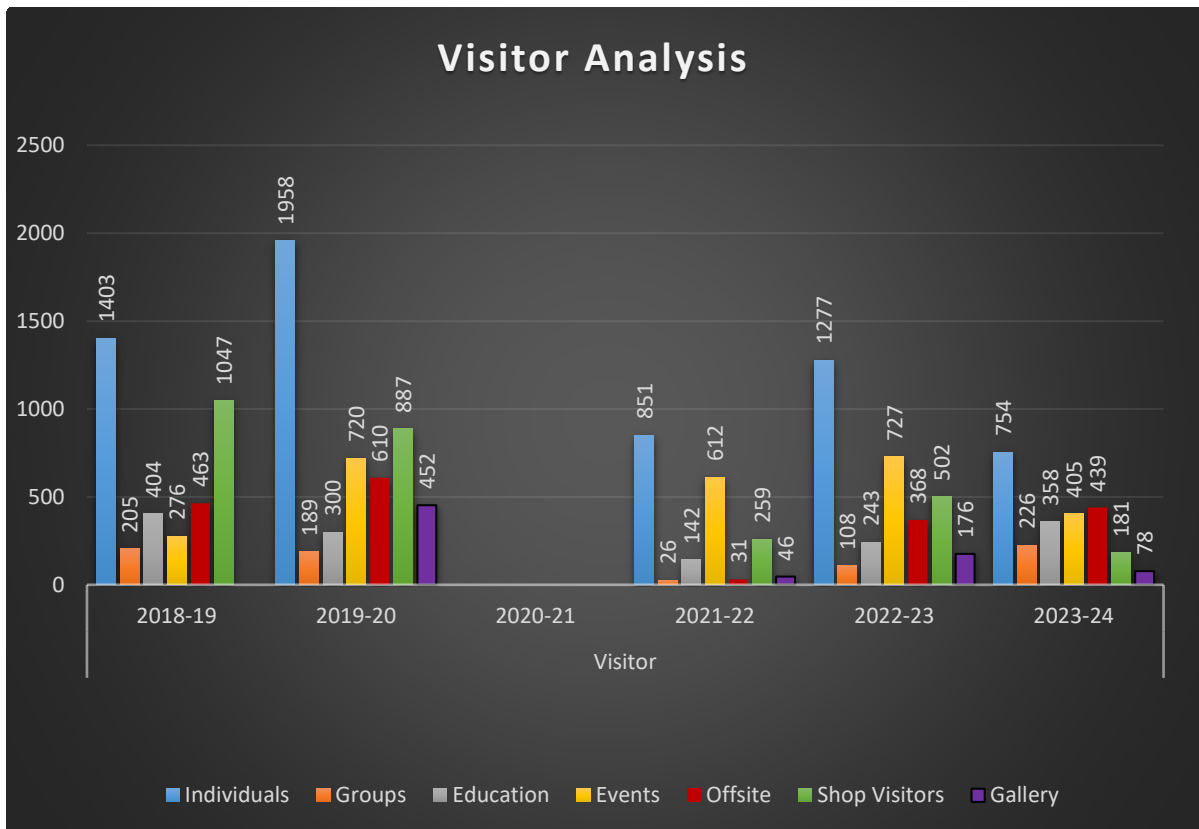
Visitors



Notes:

- Museum was closed to the public during 2020-21 due to the COVID 19 Pandemic.
- Pre-Pandemic visitors included international visitors. International visitor numbers have dropped significantly since the Museum reopened; currently the majority of visitors are national or local. This reflects trends across the whole UK heritage sector.
- Museum transferred back into local authority control from Liberty Leisure Limited in 2022.
- 2023-24 figures - partial year (Apr-Aug 2023)

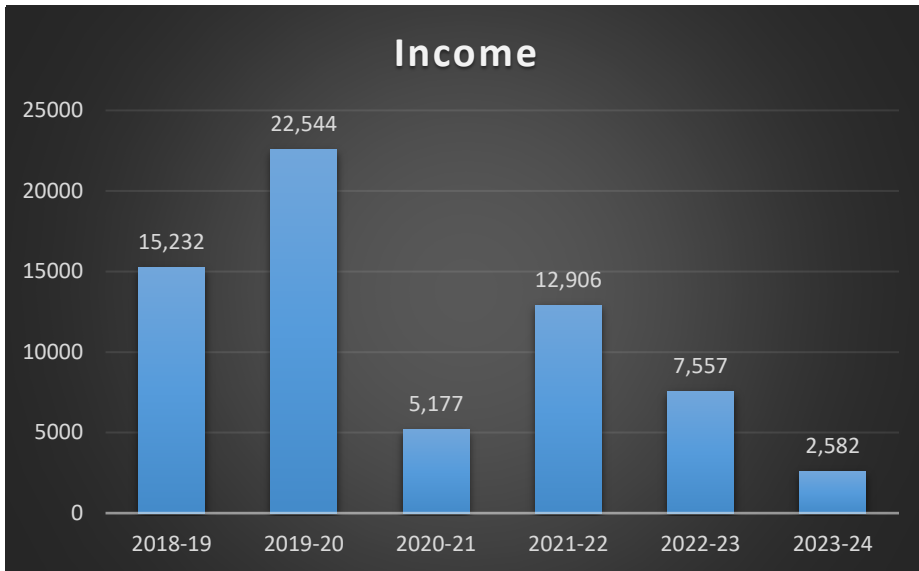
Visitor Analysis



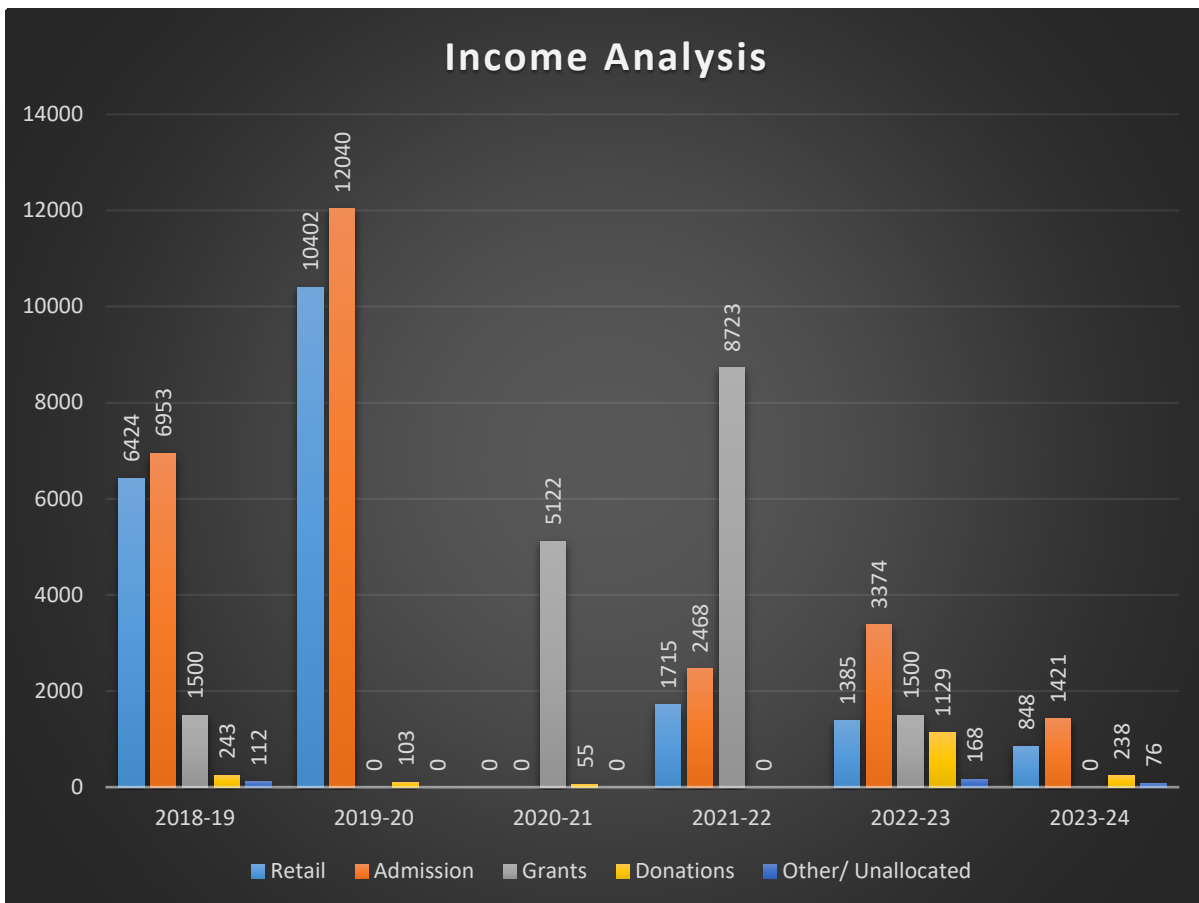
Notes:

- Museum opening times in 2018-19 / 2019-20 – Tuesday-Saturday 10am-4pm
- Museum opening times post-pandemic – Thursday-Saturday 10am-4pm
- Schools engagement has been limited since 2016 closure of D.H. Lawrence Heritage Centre. This is due to limited coach parking, increased transports costs, reduction in school budgets and changes to the curriculum.
- The lack of coach parking as a result of the closure of the Heritage Centre has reduced the numbers of Group tours visiting the Museum. Negotiations have taken place in 2023 and access to coach parking at Durban House has now been agreed.
- Pre-2019 there was no gallery space.
- A larger pre-pandemic staff team and budget enabled the Museum & Collection Officer the time to produce more engaging exhibitions and therefore saw a significant increase in exhibition visitors.
- Museum has begun recording ‘reach’ as a metric in 2023. This includes events such as the D.H. Lawrence Music Festival and engagement with the writing competition.

Finance



- Increased income and visitors in 2019-20 due to the introduction of self-led admission.
- Figures for 2023-24 – Apr-Aug 23 only.



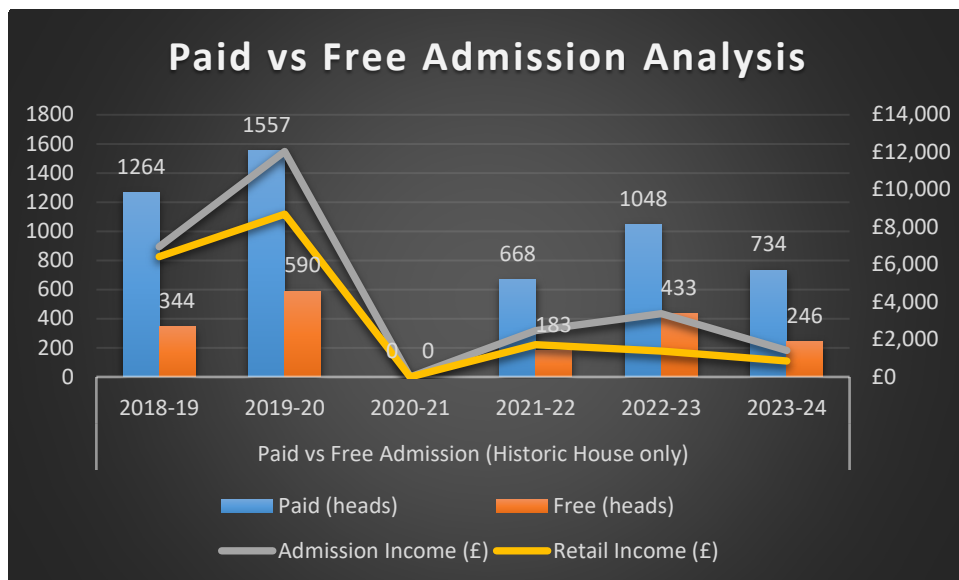
Notes:

Grant income for 2021-22 includes Coronavirus Job Retention Scheme (CJRS).

Donations income from 2022-23 is unspent. Proposal is being developed to utilise this to subsidise school transport costs within the wards with the highest levels of relative deprivation.

Retail budgets were reduced significantly after the pandemic and staff resource to manage this has also been reduced. This is reflected in the reduction in retail sales.

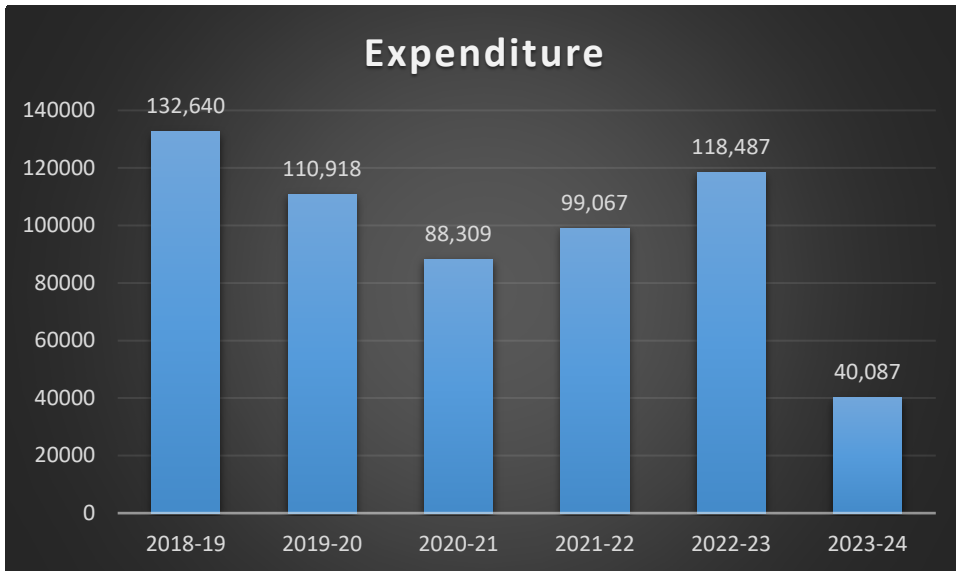
Impact of Free Entry



Notes:

- Free entry for all Broxtowe residents trialled in 2019-20
- The admissions are for Museum visits only.

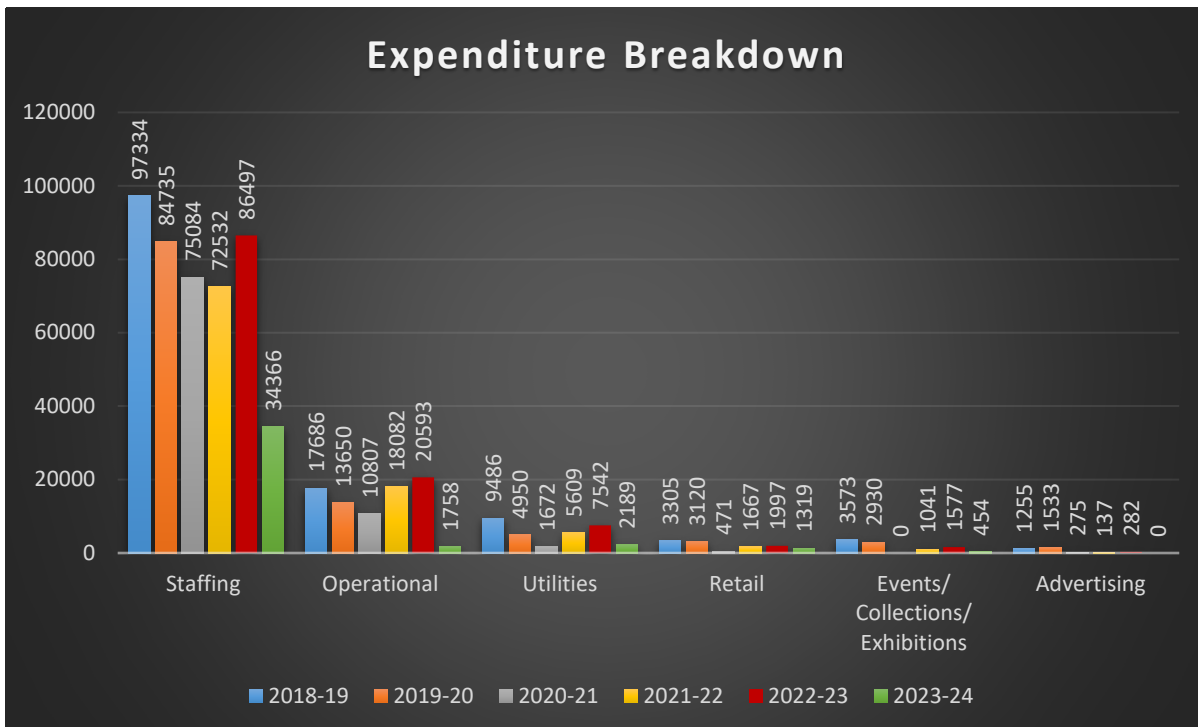
Expenditure



Notes:

The Museum closed in 2020-21 due to the pandemic – reduction in costs (utilities, events, retail and exhibition expenditure)

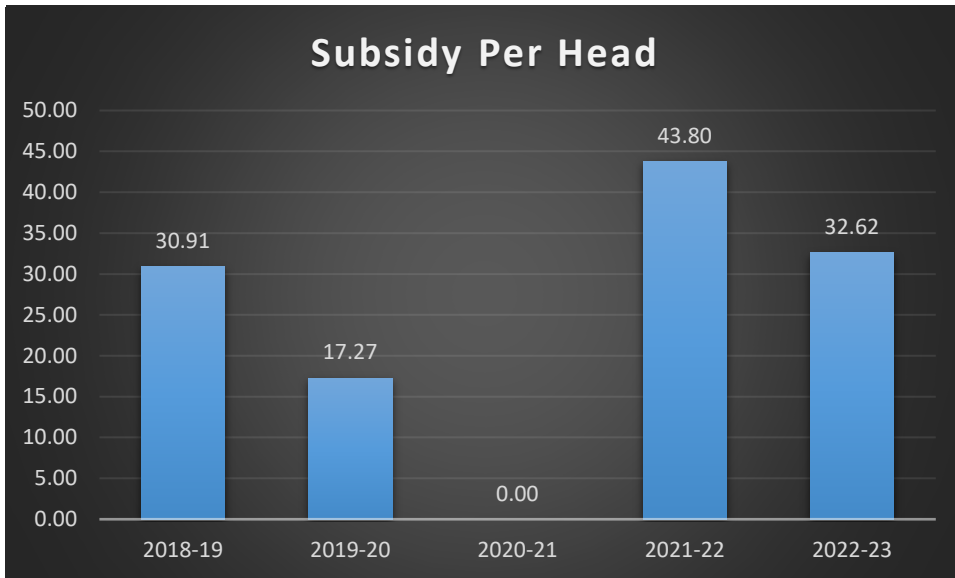
Expenditure Breakdown



Notes:

- Staffing and operational costs make up the majority of expenditure.
- Budget for events, collections and exhibitions has reduced steadily since 2018
- Marketing activity has increased since the Museum has been brought back in-house at the end of 2022. Expenditure on advertising to promote the Museum has reduced steadily since 2019.

Subsidy Per Head



Notes:

- No data for 2020-21 as the Museum was closed to the public
- Subsidy per head was lower when more staff and budget resource was available for service development
- There is not a figure for 2023-24 until all year-end figures have been received. It is envisaged that the subsidy will be similar to 2022-23.

Scoping Form Information

The Cultural Team provided the following information to assist the Working Group in relation to the specific points on the scoping form.

1. **Background**

The D.H. Lawrence Birthplace Museum is where this literary legend was born on 11 September 1885. Only 30 minutes from Nottingham City Centre, the Museum is a must see for fans of literature, and for those wanting to delve deeper into Nottingham's literary heritage.

Growing up in late Victorian industrial England, in the mining community of Eastwood, Lawrence surpassed all expectations of a miner's son and went on to become one of the greatest writers of the 20th century.

To some he is simply the infamous author of *Lady Chatterley's Lover*, but to many others he is a powerful and challenging creative voice, from the changing world of the early 20th century.

The Museum was founded in 1976 by local enthusiasts and has grown into a high quality tourist destination, attracting visitors from all over the world.

Owned and managed by Broxtowe Borough Council, the Museum is open to the public via guided and self-guided tours to discover the stories of this not-so-average son of a miner, as well as the wider local history of the area.

Due to the length of time that has passed since then, current employees are not able to comment on original aims of setting up a Museum over a blue plaque.

2. **Strategic Documents**

The Council's Cultural Strategy is an important strategic document in managing the development of the Museum service. A copy can be viewed at:

www.broxtowe.gov.uk/media/10791/cultural-strategy-2023-26-page.pdf

The Museum has a five-year Strategic Plan which would be reviewed annually and includes an action plan. The plan is also part of the Museum accreditation process.

Actions update from Museum Strategic Plan

Aim	Actions	Outcomes	Responsibility	Target Date	Progress
Community Access Tourism	Review approach for gathering visitor feedback and audit responses to inform future development and improvements.	Better understanding of audience experience and how these needs can be met through future developments.	Cultural Services Manager Museum and Collections Officer	Ongoing	Team has begun collecting postcode data
Community Learning	Identify new community Groups to work with in a way which offers an enjoyable and inspiring experience for attendees, and which is appropriate for the Museum space and employee resource available.	Diversification of audience.	Cultural Services Manager	Aug-23	Relationship established with: Hopkins court (Independent Living) and Elderberries
Community	Build stronger relationships with subject specialist networks, local Groups, partners and advocates.	To develop a network of advocates and promote the service to a wider audience.	Cultural Services Manager Museum and Collections Officer	Ongoing	Developed a partnership with Nottinghamshire Carers Association. Broxtowe Women's Project – investigating the possibility of more

Aim	Actions	Outcomes	Responsibility	Target Date	Progress
					events and a new exhibition at the Museum. Exhibition planned with Painting With Mr P support Group
Community	Develop a programme of community exhibitions.	Local Groups to curate own exhibitions on site in order to embed the Museum in the local community	Museum and Collections Officer	Sep-23	Completed – Booked until late 2024
Community	Deliver a marketing campaign around the idea of nostalgia and family connection to attract people who may not normally consider visiting by tapping in to memories and emotion.	Diversification of audience. Increased press coverage and advocacy from members of the local community	Communications, Cultural and Civic Services Manager Senior Communications Officer Cultural Services Manager	Jun-23	In progress – NTU Marketing Intern has begun compiling information.
Community Learning Tourism	Establish a Museum newsletter as a marketing tool to keep existing audiences engaged and attract new ones.	Increased awareness of Museum brand	Communications, Cultural and Civic Services Manager Senior Communications Officer	Apr-23	Planned for early 2023.

Aim	Actions	Outcomes	Responsibility	Target Date	Progress
			Heritage Assistant		
Community Tourism	Deliver D.H. Lawrence Festival.	Diversification of audience.	Cultural Services Manager Heritage Assistant	Sep-23	Completed.
Learning	Develop an education programme to deliver outreach work to schools in a way which offers an enjoyable and inspiring experience for attendees and which is appropriate for the Museum space and employee resource available.	Re-engagement with schools	Cultural Services Manager Museum and Collections Officer	Apr-23	Outreach to schools has been put on hold for now. The plan is to engage with schools on site
Learning	Develop a school writing competition to launch on World Book Day (4 th March 2023).	Re-engagement with schools	Museum & Collections Officer Heritage Assistant	Mar-23	Completed.
Access	Monitor opening times	Assess efficacy of current opening times in increasing visitor numbers	Cultural Services Manager Museum and Collections Officer	Apr-24	Ongoing. Some user data available.

Aim	Actions	Outcomes	Responsibility	Target Date	Progress
Access Tourism	Review website content to ensure the Museum is positioned as a valuable attraction to tourists and local people alike. Ensure website information remains up to date and fit for purpose.	Website reflects the high standards of the physical Museum service Strong online presence Visitors are able to easily access information about the Museum	Cultural Services Manager Heritage Assistant	Sep-23	Completed – to be updated when required.
Community Tourism	Develop a programme of marketing activity including growth of the Museums Facebook page to raise brand awareness and attract new audiences, as well as keeping existing audiences engaged.	Increased admissions and retail incomes.	Communications, Cultural and Civic Services Manager Senior Communications Officer Heritage Assistant	Apr-23	Complete
Collections	Ensure appropriate collection policies and approaches are in place to provide a relevant and engaging collection for visitors.	Ensuring Collections Development Policy is up to date Ensuring legal and security requirements are in place for loans.	Museum and Collections Officer	Aug-23	Completed: Loans Policy, Collection Information Policy, Collections Development In Progress: Access Policy

Aim	Actions	Outcomes	Responsibility	Target Date	Progress
		Ensure artefacts are relevant.			
Management Community	Increase volunteering opportunities to attract new volunteers to provide better resilience, as well as support the development of skills and training within the local community.	Identifying roles and recruiting volunteers to support existing workforce	Museum and Collections Officer	Ongoing	University of Nottingham and NTU placements. School leaver work placement. Work experience. Volunteers for the deep clean.

3. Operational Information

Opening times

Thursdays, Fridays and Saturdays, 10.00am until 4.00pm. Where possible, the Museum accommodates Group tours on other days.

Booking

There is no need to book in advance for Self Led Admission, Guided Tours must be booked in advance (see below).

Admission

Adults - £5 (Self-Guided) or £6.50 (Guided, see below)

Concessions - £4.25 (Self-Guided) or £5.75 (Guided) Available for over 60s, disabled visitors and one carer, full time students and those who are unemployed.

Free admission for Children (Any Tour), LLeisure Gym Members (Self-Guided Only) and Broxtowe residents (Self-Guided Only).

We also are free to visit for Historic Houses Association members with a valid ID card on your visit (self-Guided tours only. Guided Tours will be charged at a concession rate).

Staffing

The Museum employs 2.27 FTE paid employees made up of:

- Cultural Services Manager – approximately 50% of their responsibilities, alongside managing Culture and Events (37hrs).
- Museum and Collections Officer – Site Manager and Curator (37hrs).
- Duty Officer – Education programme development, retail and marketing (18.5hrs). This post is currently vacant with consideration being made it could be developed to support the Museum and wider Communications, Cultural and Civic Services Team moving forward.
- Heritage Assistant – Event and operational support, guided tours, front of house duties and social media (18.5hrs).
- Museum Cleaner (10 hrs).
- Colleagues from across Communications, Cultural and Civic Services also assist the Museum in a range of areas such as workshops, events and marketing.

There are 4 registered volunteers working at the Museum, who deliver on average 300 hours per year, undertaking tasks such as assisting in front of house duties, events, collection specific projects and the annual deep clean.

4. Community

Maintaining a strong link to the local community is an important part of the Museum's operations, not only to promote the Museum and attract new visitors, but also to help realise some of the benefits that heritage and culture can have on community cohesion and physical and mental wellbeing.

Some examples include:

Gallery Space

A programme of changing exhibitions is hosted in the Gallery Space of the Museum, promoting local artists and community Groups. Recent exhibitions have included a photography exhibition from The Beauvale Photography Group featuring portraits to celebrate more than 30 local organisations who volunteer in Eastwood to help improve the lives of the local community. An average of five exhibitions have been showcased each year and many of the visitors also visit the Museum whilst on site.

Wellbeing Walks

Worked in partnership with LLeisure Ltd to deliver wellbeing walks which, following a successful pilot, now take place monthly and have been attended by 357 people since they began in 2022. The walks are focused on getting an hour of fresh air, exploring the local area and meeting people, whilst bringing in local history and details of Lawrence's links to the landscape. Feedback from participants has included comments about the benefits getting gentle exercise and socialising with others.

The walks have also enabled the Museum to recruit a new volunteer to assist with the annual deep clean.

Volunteer opportunities

Volunteer opportunities support young people gain important/transferable skills and self-confidence through student and work experience placements. Many volunteers are seeking something meaningful to do with their time and find it rewarding to be supporting a local heritage asset, enjoy interacting with visitors and value the sense of community the Museum brings.

The annual deep-clean in January provides hands-on, practical skills and training in collections care. Volunteers find it very satisfying and a fun, team activity. Many students trying to begin a career in heritage find this kind of experience the most useful for professional development. Volunteer help is invaluable in completing the deep-clean, which is an essential part of collections care.

Recently, volunteers took part in a training day, ran by Historic Buildings Expert, Jason Mordan, to remove plaster which had been damaged by an excess of salts,

causing the areas to dry out. They then applied new lime plaster, a type of plaster which allows building to breathe by allowing moisture to evaporate, learning application techniques which have been used for centuries.

Community and Voluntary Groups

The Museum regularly works with local Groups to support their members to experience what the Museum has to offer, as well as help support important causes.

This has included:

- Outreach activities with older people including a guided tour of the Museum and guided walk with Eastwood Memory Café for those with dementia and their carers, sessions at Hopkins Court, one of the Council's Independent Living complexes and Elderberries older people's social Group.
- Running a 'pop up' Museum at some of the Council's Play Day events giving families a chance to discover some Victoria items and learn about Lawrence.
- A specialised tour and activity day at the Museum with Bipolar Life Group, a carer friendly initiative with Notts Carers Association.
- A Cream Team fundraising event at the Museum for Broxtowe Women's Project, as well as an awareness raising exhibition in the gallery space, a guided walk and rose planting activity in the Museum garden.
- A book launch to support a Parkinson's Charity.
- Guided walks with Netwalk, a business networking event for charity.

Community Events

A programme of community events takes place at the Museum each year to develop new audiences who may not have ordinarily engaged with the Museum. Events in the 2023/24 programme have included:

D.H. Lawrence Festival

This year's D.H. Lawrence Festival, which took place from 1-10 September was marketed to showcase not just the Lawrence and literature themed events on offer, but also other cultural activities including music, arts and community events. This refreshed approach was aimed to attract people who may not ordinarily engage with the Museum to take part in the festival activities, as well as increasing footfall in Eastwood town centre. Subject to Cabinet approval of the 2024/25 event programme, next year's festival will continue to promote a wider range of cultural activities and marketing will be broadened to a wider audience across the Borough through other cultural Groups and organisations. Visitor figures will be provided once available.

Gin and Gaslight Events

Offering a unique opportunity to enjoy the Museum at night, by gas-light, and learn about the Victorian way of life in an engaging way. Around 60 people attend each year, attracting a new audience to explore the Museum and generating a small profit of around £240 per event.

Eastwood Christmas Light Switch On

The Museum hosts a Santa's Grotto as part of the annual town centre light switch on event, with many visitors also purchasing gifts from the gift shops. The light switch on events attract over 2,000 people and this number grows year on year.

Each event is evaluated to help inform plans for the next year's event programme.

5. Education

The Museum has a range of options for Key Stage 1 up to Key Stage 4 pupils.

For Key Stage 1 and 2, tours of the Museum are complemented with a range of interactive experiences like wash day, rag-rug making, a Victorian Tea Party and History Detectives, all of which link with the subjects of social and local history, English, Citizenship and Art on the curriculum.

For Key Stage 3 and 4 children, educational visits give an insight into what life was like in a typical late Victorian working-class home, with guided tours discussing Lawrence's formative years and introducing children to literature in context. For older students, a tour of the Museum can be complemented by taking them into the local countryside and visiting Brinsley Headstocks, or walking the Blue Line Trail.

Arrangements have now been made for coach parking to take place at Durban House.

Whilst the site does have some limitations, this has not prevented ongoing engagement with many different local and international schools and other education providers over the years.

Some examples include:

Loan boxes

Nothing quite beats handling an original artefact so our loan boxes are a great way for schools to extend learning about local history within the classroom. We currently have loan boxes on three topic areas – mining, schooldays and leisure. Each loan box contains artefacts and resources, and comes with activities that are suitable for the classroom. The activities are cross-curricular, so as well as offering interactive engagement with local history they also cover, English, Art, PSHE, Music, Science, Biology, Drama and Technology. Since April 2022, four schools have used the boxes as part of learning activities delivered to 243 children. Refreshed promotion of the loan

boxes to schools will take place now that the new academic year has commenced. The boxes are also used at other events such as the Pop Up Museum at the Council's Play Days and other outreach events with a further 413 people engaging with Victorian history and Lawrence in this way.

International students

International Groups and education visitors were significantly impacted by the pandemic but are starting to return. One example is a French Exchange Group who first visited in 2022 and will be undertaking their sixth visit of 2023 in October.

D.H. Lawrence Children's Prize Writing Competition

To mark world book day in 2023 and thanks to Broxtowe's UKSPF funding, the Museum launched the D.H. Lawrence Children's Prize writing competition asking for short stories, poems and non-fiction pieces about the local area, just as Lawrence was inspired by the sights and sounds of Broxtowe. The marketing of the competition reached a teaching resource website which resulted in participation from schools across the country. A total of 240 entries were submitted including from Broxtowe and as far afield as Iceland and Mexico and it is estimated that a further 500 young people were engaged about Lawrence, his legacy and creative writing through the competition.

Digital Tours

Recently, digital tours have taken place engaging including:

- Arts Award Day with digital tour for Hollyhill Primary School.
- Two digital tour sessions with 60 pupils from Nottingham High School, who wish to develop further activities with the Museum.
- A digital tour ahead of an outreach visit for 60 pupils at Claremont Primary School.
- A digital tour for a Portuguese Group studying English Language.

Feedback has been positive, with comments including:

"Thank you so much for this morning – it was so valuable. Lots of the students said that it has given them ideas that they wouldn't have considered before. A couple of students were quite shocked that all of the other classes weren't going to have the benefit of the virtual tour. Most students wrote a side of A4 of notes too. A success, I would say."

"I just wanted to get in contact to say a very big (and belated!) 'thank you' for your roles in arranging the virtual trip to the Lawrence Museum for our Year 9 students this term. I had brilliant feedback from both teachers and their students and we would love to organise this again next year and hopefully run it with all of the year Group. Both teachers said how much it brought Lawrence and how inspiring it was for the

students. The students go on to produce some creative writing, inspired by Lawrence and the examples of his writing that they study. I've attached an example for you to read."

"I would like to thank you both for a wonderful day. The children were hooked from the start and continued to enjoy the day as we went on. The Museum tour was so informative, and this was proven by the children's questions after. The children continued to enjoy the day and created some fabulous natural art. Amy, thank you for engaging the children and keeping them interested. The dressing up was particularly fun."

Home school Network

In 2022, the Museum delivered a series of education sessions on local history for 110 home schooled children through a local home education network.

Arts Award Training Site

Following a successful application for external funding from Museum Development East Midlands (MDEM) and The Mighty Creatives, the Museum became an Arts Award Training site in 2022, which means that the Museum can now offer the nationally recognised and accredited Arts Award scheme at Discover level. It is a scheme which enables participants to take ownership of and further their professional progression in the arts.

Comic Project

In 2019, the Museum worked with The United Nations Educational, Scientific and Cultural Organisation (UNESCO), University of Nottingham and Nottinghamshire schools to host creative workshops for secondary school students to design self-published comics on Lawrentian themes such as censorship, conflict, non-conformity etc. The students completed a series of workshops at the Museum, using the historic rooms and the Lawrence family story as inspiration. They worked with professional artists to design their own comics which were professionally published.

Higher education

The Museum has a long-standing relationship of collaboration with the University of Nottingham and with Dr Andrew Harrison, Director of the D.H. Lawrence Research Centre. Dr Harrison has supported at education tours and events and the Museum have loaned objects and exhibitions from Manuscripts and Special Collections at the University of Nottingham. Officers are currently working with the University on running workshops as part of the Festival of Science and Curiosity which will take place during February half-term.

The Museum has also recently collaborated with Newstead Abbey, who have launched an online learning resource on D.H. Lawrence, to accompany the Lawrence portrait by Joep Nicolas, which is currently on loan to the Museum for one year.

Access has been secured to the Durban House car park for coach parking until any new lease arrangements are made and it is anticipated that these will be incorporated as part of any ongoing use of the site.

6. Tourism and Economic Growth

Tourist/Visitor Economy Organisations

The Museum has links with Visit Nottinghamshire, UNESCO City of Literature, Museums Development East Midlands and Nottinghamshire Heritage Forum. The Strategic Plan Action Plan and Culture Strategy both include work to strengthen these connections to enhance and broaden the promotion of the Museum across the county and surrounding areas.

As part of the Museum's membership to Experience Nottinghamshire, they promote the Museum across a variety of online channels as Nottinghamshire's main tourism organisation.

Outreach events also take place in partnership with other Museums and heritage sites including in Mansfield and Erewash.

An up to date leaflet needs to be developed to be distributed to tourist locations such as hotels.

Work is underway to install a promotional advert on the town centre monolith near Wellington Street. Brown road signage could be reviewed in conjunction with the County Council as the highway authority and subject to funding.

There are some limitations to the Museum space which make it difficult to hire out the space for Groups of more than 15 people.

D.H. Lawrence Festival

The Festival is an important event in bringing visitors to Eastwood Town Centre.

Blue Line Trail

The Blue Line Trail is an important part of the Museum experience, as well as encouraging visitors to visit other parts of Eastwood and the surrounding areas, supporting local businesses. The Trail is in need of repair and work is underway to determine the costs of this so funding options can be considered, as detailed in the Strategic Plan action plan.

CCity Project

Broxtowe has signed a C-City Charter along with Gütersloh (Germany), Falun (Sweden), Châteauroux (France) and Grudziądz (Poland). The C-City concept is focused around the idea that sharing culture is key to European cooperation. The project provides a platform with which to showcase Broxtowe's existing cultural offer and for those in the community to exchange ideas and practices with the other cities involved. The project is focused on the themes of cinema, visual arts, music: classic, music: jazz and rock, theatre, sport, food and lifestyle, literature and history and custom.

The Museum has played a key role in the literature and history and custom project strands with few lines about work undertaken in this area. It has also enabled the Council to promote the Museum to new audiences in the other countries involved in C-City, with an exchange visit from Gütersloh taking place earlier this year.

Digital Tours

Following the success of the digital school tours, there is huge potential to tap into this technology to support the international interest in D.H. Lawrence. A presentation and digital tour as part of a Sardinian cultural conference has already taken place.

Levelling Up Fund

The Council has recognised the potential of the Kimberley Levelling Up Fund for the Museum, particularly the improvement works at Bennerley Viaduct. A strong working relationship has been cultivated with the Friends of Bennerley Viaduct to ensure that this important part of local history is celebrated as part of the wider historical context of Lawrence country. This has included a popular pop up exhibition in the Museum gallery space and series of workshops, which received significant local press attention, including a feature on BBC East Midlands Today. The Museum and Collections Officer will provide further updates about future work planned with the Friends Group.

Business Partnerships

The Museum is an important part of Eastwood town centre and continues to engage and publicise its activities with local businesses. The D.H. Lawrence Festival is an important annual event which brings visitors to the town, supporting the local economy.

Partnerships have also been developed, including an Afternoon Tea package with a local café for Museum visitors. Unfortunately, the business has recently closed and the Museum is seeking a new partner to offer a similar offer for Museum visitors and Group tours.

7. Marketing

In November 2022, The D.H. Lawrence Birthplace Museum, along with the rest of the Cultural Services section was transferred back in house to operate as part of Communications, Cultural and Civic Services.

This enables the Museum to sit alongside other mutually supportive services such as culture and events, the civic office, and communications and marketing, all sharing in the broad objectives of attracting visitors to the Borough and promoting the cultural offer to both visitors and residents.

Since the move, there has been a renewed focus on marketing the Museum and re-engaging existing and new audiences, supported by the expertise of the Communications Officers in the team.

Since January 2023 there has been:

- A programme of 11 press releases which have received 750 views and have been included in multiple news outlets including BBC News.
- 17 articles included in the Council's weekly Latest News email bulletin, which is sent to more than 12,500 people.
- New portfolio of professional photographs for use in publicity material to showcase the site at its best
- New suite of webpages which have received 2,759 page views to date.
- Regular programme of Facebook messages which has helped increase Facebook page visits to 3,609 compared to 1,411 in the previous six months. There has also been an 11% increase in the reach of the Museum Facebook posts to 25,768 with 1,647 people engaging with the content in some way (like, share, comment, react).
- Refreshed branding.
- Internal campaign to promote the Museum to employees, many of whom are local residents.
- Direct upselling to local media including the Eastwood and Kimberley Advertiser to include features and regular articles on the Museum as part of the fabric of Eastwood.
- Special feature in Broxtowe Matters
- New suite of promotional videos which are currently in the final editing stages.
- All Museum events listed on the Council's events calendar.

This activity has contributed to an 88% increase in visitors/engagements reached between January and July 2023 (2,931), compared to January to July 2022 (1,559).

There has also been increased opportunities to network and collaborate with other Council departments, community and interest Groups as part of the Council's wider approach to culture. This has included:

- Presence on the Community Committee which is supporting the CCity programme. This has provided opportunities to work with other local people involved in cultural activities and promote the Museum in new networks, as well as amongst international contacts in Germany, Sweden, France and Poland.
- New outreach events delivered at the Council's Independent Living schemes

Scoping Report

Scoping Report D. H. Lawrence Museum

To review the marketing of the venue and potential improvements following the visitor figures reported to the budget scrutiny meeting of January 2023

Title of review	D.H. Lawrence Museum
Expected outcomes	To understand the role of Heritage for Broxtowe Borough Council. To review the marketing of the venue and potential improvements.
Terms of reference/Key lines of enquiry	<p>What does the Museum provide to the Community of Broxtowe?</p> <p>What is the situation with school visits?</p> <p>Lack of Coach Parking. Car parking impacts transport to get there.</p> <p>Is there a plan to encourage visits to the Museum in large numbers?</p> <p>What are the opening times of the Museum?</p> <p>Are visits pre bookable or can you just turn up?</p> <p>How do you integrate D.H. Lawrence Museum with schools/college?</p> <p>Links with University?</p> <p>Are staff paid/unpaid/ What are the costs to run the Museum?</p> <p>Income/expenditure what are the costs of entering the Museum?</p> <p>What marketing/advertising is organised for the Museum?</p> <p>Where is the Publicity at venues such as tourist centres, hotels including leaflets, advertising and transport links to Eastwood?</p> <p>Is the Museum part of an integrated plan with Nottinghamshire and Derbyshire Councils for tourism within the East Midlands?</p> <p>Can Visitor figure data be provided for the last five years to include pre COVID-19 years?</p> <p>What is the link and plans for D.H. Lawrence Museum and Bennerley Viaduct?</p> <p>Is the blue line trail something that could be promoted?</p> <p>Road signage is currently not sufficient; could improvements be made to advertise the Museum on brown road signs?</p> <p>What links do the Museum have with other locations?</p> <p>Are they promoted?</p>

	<p>What were the aims of creating the Museum over a blue plaque? Is there a business Plan/Strategy for the Museum? Are they plans to do anything different from how LLeisure was running the Museum? How can the Council emphasise the importance of the Heritage of the DHL Museum? Is the Museum viable for schools? Is the Museum part of a school curriculum that brings footfall benefits to the Museum? Do the Museum host events, hire the rooms for additional income? Do these event count as footfall to the Museum?</p>		
Possible sources of information	<p>Comms team and Manager of D.H. Lawrence Museum. Website/Press Release of events Data for visitor figures for last five years and costs. Budget information of income and expenditure of the Museum last five years Survey to selection of public in Eastwood their opinion of Museum. Budget Consultation survey check any information on Museum. Questionnaires/evaluation forms Town Council do they engage with the Museum. Benchmark against other Museums in area Visitor figures and costs. Local Authority link pass to Museums in area.</p>		
How review could be publicised	<p>Website Comms Email me Broxtowe Newsletter</p>		
Specify site visits	<p>Site Visit to the Museum Check Opening times.</p>		
Possible witnesses	<p>Comms Manager of D. H. Lawrence Museum employees Public Staff questions</p>		
Resource requirements	<p>Democratic Services Comms Team</p>		
Projected start date	11 July 2023	Draft report deadline	23 November 2023
Projected completion date	19 September 2023		