

D.H. Lawrence Birthplace Museum – Overview and Scrutiny Review Recommendations Progress

In December 2023, Cabinet approved the recommendations of an Overview and Scrutiny Review on the D.H. Lawrence Birthplace Museum. The table below provides an update on the progress of these recommendations.

Overview and Scrutiny Recommendation	Action	Progress
1	Produce new leaflets to advertise the D.H. Lawrence Museum in Nottinghamshire Places of Interest and Tourist Centres.	Completed. Leaflets were sent to locations including Inspire Libraries in Broxtowe and the wider Nottinghamshire area, Nottingham Tourist Information Centre, local businesses around Eastwood and hotels in Nottinghamshire. They are also given out at outreach events.
2	Request that Eastwood Town Council add an item on their agenda for updates from the Museum.	Officers have attended meetings of the Arts and Events Committee regularly and this has also enabled an additional £500 of funding being secured to support the D.H. Lawrence Festival.

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3	Identify external funding opportunities to support appropriate projects within the D.H. Lawrence Museum.	<p>£98,500 UKSPF funding was secured for a project to create an augmented reality and audio trail about D.H. Lawrence and Eastwood heritage. This project has been managed by the Economic Development Team and launched during summer 2025.</p> <p>The Economic Development Team are also working on a funding bid to support the development of The Breach House.</p> <p>Work is ongoing in conjunction with the Asset Management and Development Team to identify external funding for works to support the ongoing maintenance and improvement of the museum building. This has included an application to the Arts Council's Museum Estate and Development (MEND) Fund in June 2025, which was unfortunately unsuccessful. Work is underway to assess the museum's eligibility for the Government's new Creative Foundations Fund, as well as Heritage Lottery Funding.</p> <p>Further details on funded projects can be found under item 6.</p>
4	Consider the feasibility of Sunday opening hours and the associated costs	<p>A business case has been completed to assess the viability of Sunday opening hours. The business case has determined that based on footfall and staffing resources at the museum, it would not be feasible at this time. The Museum opens annually for the National Heritage Open Days which falls on a Sunday and the team also attend ad hoc outreach events on Sundays. Consideration will be given as to any other local events in Eastwood which take place on Sundays when the Museum could open to take advantage of enhanced numbers of visitors to the town.</p>

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5	Review the current entrance prices to the D.H. Lawrence Museum, including the consideration of subsidies for those on low incomes	Completed. New admission charges were agreed as part of the Council budget for 2024/25. In 2024/25 an additional £1,833 income was generated as a result.
6	Identify funding to support re-establishment of the Blue Line Trail and consider options for enhancing the offer digitally.	A bid to refresh the Blue Line Trail was successful in securing £10,000 of UKSPF funding. A further £500 was secured from the D.H. Lawrence Society to support the project. Due to the condition of the pavements along the trail and the potential for any investment to be lost as a result of ongoing maintenance of the pavements, it was decided not to re-institute the Blue Line Trail. As an alternative, the trail has been adapted and reinterpreted (in consultation with the Leader). The trail includes QR codes which visitors can scan to access online resources such as videos and images about the sites and their significance to Lawrence. It was launched as part of the D.H. Lawrence Festival in August.

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7	Liaise with partners such as Nottinghamshire County Council and Eastwood Town Council to improve signage around Eastwood to promote the D.H. Lawrence Museum.	<p>A new town centre monolith has been installed to promote the museum and provide directional signage.</p> <p>Discussions have taken place with Nottinghamshire County Council and the Museum is continuing to follow this up as no progress has been made.</p>
8	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.	<p>Promotions about the D.H. Lawrence Festival have taken place through Trent Barton social media channels and in their summer 'what's on' leaflet. Amended announcements to add the museum as a departure point have been agreed in principle but no date has been given yet as to when this will be completed, as the recordings are updated on an ad hoc basis. The Museum Team are asking for updates regularly.</p>

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9	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	The museum has not yet been selected for re-accreditation so there have been no further recommendations to take on board from the Arts Council. Re-accreditation is expected during 2025/26. The Museum Strategic Plan and Action Plan will also be reviewed during 2025/26. A dashboard has been developed to provide monthly performance and financial data on the Museum.
10	Consider obtaining a blue plaque	An application was submitted in May 2024 but has been rejected on grounds of the large numbers of applications received. Further feedback is not provided as part of the rejection. A new proposal will be developed and submitted in 2026.
11	Carry out a review of costs six months after any implementation of the recommendations.	A review of performance and financial data has been completed and is available in Appendix 2 .