



Art Fund



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The Wild Escape: Online workshop for museums

Wednesday 7 December 1 – 2:30pm

If you missed our online workshop, don't worry – it's one in a series that we will be delivering to share updates about The Wild Escape and how you can get involved.

Here's a summary of what we discussed and some of the key takeaways.

Project update with Ella Fallows, The Wild Escape producer at Art Fund

- We would like to acknowledge the amazing applications received through the small grants programme from England, Scotland and Northern Ireland which closed in September and December.
- We're pleased to share that from 7 December if you are an organisation based in Wales you can now apply to the small grants opportunity for up to £3000 to support your Wild Escape activities. We'd like to thank Museum Development UK and The Federation of Museums and Art Galleries of Wales for helping to facilitate this.
- Organisations in Wales please [apply here](#). Grant applications close 6 January 2023.

Museum marketing with Charlotte Wood, senior marketing manager at Art Fund

- Thank you for signing up to our programme and updates, if you haven't already please [sign up here](#). We need to know how you plan to take part/what your public engagement activities are so please complete [this form](#) to tell us about the activities you are planning. Once this is submitted your organisation will be listed as an official partner of The Wild Escape on our [website](#). Teachers can then see what local museums have activities that they can participate in.
- There are two strands of marketing support available and we want you to let us know if there is anything else you'd like to see in addition to the design templates and resources provided for these. The first stage is from now, **marketing to teachers and engaging schools**. The second will be in January when we launch the public campaign and will provide assets for announcing on a wider scale to the **general public**. We want to launch collectively for maximum impact and engagement.
- Brand Guidelines and logos for museums can be downloaded [here](#) using the 'Marketing' filter
- Please make a note of 24 January which is when our public campaign will be launched. This is where the wonderful and exciting Wild Escape branding will come into its own. We'll have templates, branding and logos ready for you to use or to apply to your existing material. Our [next online workshop](#) on Thursday 19 January, will focus on preparing for this.
- **Please hold back on any social media or homepage promotion so we can make most of 24 January moment.**
- We are creating a listings landing page on [artfund.org](#) for family events which will be free for partners to use and upload to – we'll be talking more about this, including how to upload listings, at the next online workshop.
- Please add museums@email.artfund.org to your approved sender list so you can receive our follow up emails.

Case study: The Museum of Gloucester, Ashley Mackenzie-White, Engagement Officer – Museums

- Ashley joined us to talk about the Museum of Gloucester's activity as part of their pilot project using their taxidermy collection from which they brought a selection into a school to discuss with students the role of museums, collections and taxidermy. They used this collection as the basis for a comic making activity and to facilitate discussion on habitats. Ashley is happy to share lesson plans and further details.
- Ashley discussed that their plans for The Wild Escape would utilise the sites and spaces outside of the museum. They will run outreach sessions to schools, travelling in their hybrid car, or schools who can walk to them will visit the museum. They also plan to run The Wild Escape as part of their HAF (Holiday Activities and Food) programme, exhibit the work in the community gallery and measure/offset their carbon footprint.

Marketing to teachers, Sarah Kaye, head of youth marketing at Art Fund

- Over the past year Art Fund carried out research and development by giving 1000 teachers a free Teacher Art Pass in return for participation in workshops and surveys to help us to understand what barriers there are in engaging teachers and their students with museums and galleries today and how we might be able to help. You can read the full research report [here](#).
- Some of the barriers to visiting museums and galleries include lack of time, poor lines of communication with museums/lack of quick and easy signposting and limited funding for school transport particularly in deprived areas.
- Some of the ways museums can help remove barriers include clear signposting in prominent areas of websites, help from museums to evidence the value for pupil learning outcomes and CPD/training.
- In terms of communication, the majority of teachers (72%) rated email newsletters as the marketing channel they use the most when considering engaging with museums and galleries personally and professionally. Looking at local Facebook groups would also be helpful in terms of reach.
- Museums are advised to review websites ensuring that teachers have the info they need, where possible also to have a dedicated area to teachers with more relevant information improving SEO (search engine optimisation).
- Reaching out to teachers during the summer term from May to July when they are planning the next year's curriculum (although September - January are also good, teachers would be less able to change their plans at this time).
- You can download the teacher insights report, email marketing template and museum landing page checklist [here](#) using the 'Marketing' filter.

Next steps and dates for the diary

Please get in touch if you have an idea that you'd like to talk to us about at thewildescape@artfund.org

Our next online workshop will be on **Thursday 19 January 1-2:30pm** – with case studies, guidance on how to prepare for the public campaign and instructions on using our free events listing page. Register for free via Eventbrite [here](#).