

Museum Development Yorkshire Case Study

Calderdale Industrial Museum Association – Education

What was the issue?

The Calderdale Industrial Museum Association (CIMA) identified engagement with and development of their audiences as a key issue. They wanted to create financial income so as to sustainably open the museum to the public. Additionally, they wanted to create a learning offer for STEM (Science, Technology, Engineering, and Maths) education for schools. To do this, they required assistance from MDY.

How did Museum Development Yorkshire help?

CIMA worked with a retail consultant to develop a new reception area and shop, which would contribute to the success and sustainability of the business. In addition, 10 members of museum staff, volunteers or trustees received training in museum governance or management (including volunteer management). Furthermore, MDY assistance enabled CIMA's 10 person education team to learn from the experience of working with an expert. CIMA worked alongside a learning consultant to develop material for STEM education via the creation of two different learning offers.

What happened?

The museum was opened to the public on Saturdays from 9 September 2017. It was also opened for private groups such as U3A and Cubs. The resulting new approach was of benefit to 140 volunteers, with 80 new volunteers being recruited, allowing an additional 10 volunteer days. STEM education material was developed with assistance from MDY and CIMA are continuing to liaise with schools having consulted 80 teachers/group leaders to develop the learning offer for Key Stage 2 children.

“The 2 major projects helping the museum with accreditation and education have been invaluable but equally useful have been the many pieces of advice on problems we have encountered as we have worked first to save the collection and then make it

into a vibrant visitor attraction. We are seeking Heritage Lottery Fund funding to help to further develop our educational offer to include interactive use of the web. The meetings organised with other museums are very helpful giving the chance to learn from each other how to improve the service we can provide to the public”.

Find out more

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