

Museum Development Yorkshire Case Study

Shibden Hall – Preparing for the cameras

What was the issue?

In preparation for filming which was to take place at Shibden Hall, they wanted to prepare a marketing strategy and plan for the site. They identified strengths and weaknesses in their existing procedures and were able to improve on them. Due to the filming, it was expected that visitor numbers were to increase, and Shibden Hall were seeking to capitalise on this by meeting visitor expectations.

How did Museum Development Yorkshire help?

Eight Shibden Hall museum staff, volunteers or trustees received training relating to audiences, including museum learners. Staff at all levels attended the training sessions, thus developing skillsets throughout the service. The training also encouraged staff to buy-in to the project, leading to the whole team being engaged and enthused.

What happened?

Key audiences have been identified for Shibden Hall to target with future promotion of the site to capitalise on the publicity that will be coming from a major BBC/HBO production. As a result of the training, staff had a clearer idea of what would take place and were enthused by the positive aspects of this for the site and for visitor experience and numbers. Furthermore, staff were able to take a lead in the project, promoting the site and improving the offer as opposed to things filtering down from above in the organisational hierarchy. This engaged the people upon whom the visitor experience depends, as they are on the front line of delivery.

“Shibden Hall is dependent on visitor numbers to justify the expense of maintaining it within the Council. It is an expensive site to manage and run and so must return value for money to the Council's investment. As an iconic building of Halifax and Calderdale it represents the Borough and is important to its image. By encouraging more visitors to get to know this site then we will increase public knowledge and support for it helping to ensure it is protected and preserved for the future.

Delivering a quality product and being ready for the increase in publicity are vital to

this goal. The work we have done through this project preparing the service to market this will make a significant difference to the end product.”

Find out more

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