

The Peace Museum, Bradford

What was the issue?

The Peace Museum wanted to look at making their museum more diverse across the board and in turn attract more diverse audiences. The museum highlighted the need to engage with local people that they perhaps have done little or no work with previously but wish to build long term relationships and partnerships with. These address three protected characteristics specifically; race, religion and sexual orientation.

How did Museum Development Yorkshire help?

MDY funded support from a consultant, Verity Smith, to help the museum achieve their aims. She worked with curator Charlotte Hall and trustee Aisling Serrant and set up consultation sessions, held virtually, with the following groups:

- Touchstone – virtual session
- LGBTQ+ History Month – virtual session
- Bradford Cathedral – potential virtual session with inter-faith trail group
- Biasan – a group that works with Asylum Seekers

The consultation sessions helped The Peace Museum to discover how it could better engage with the groups through the content of exhibitions, projects, and events, how to reach them through advertising, how it could encourage them to engage digitally and to volunteer.

Verity Smith helped The Peace Museum to develop and distribute a survey to these groups and build an Equality Action Plan to guide their work going forward.

What happened?

The museum is feeding the results of the consultations into their work for 2021-22. In particular, they are developing ways to engage with audiences as they move forward with a site move. The project also uncovered that they had better contacts than they initially thought, thanks to a project in 2018.

Find out more

Peace Museum, Bradford – Charlotte Hall charlotte.hall@peacemuseum.org.uk

Museum Development Yorkshire – Alan Bentley alan.bentley@ymt.org.uk

Museum Development Yorkshire Case Study
September 2021



Supported using public funding by

**ARTS COUNCIL
ENGLAND**