



## Case Study 3

Chelmsford Museum, Essex

### WHO TOOK PART ?

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30 pupils from a local primary school and secondary school, ranging from Year 6 to Year 12. For the event the pupils were arranged into two 'boardrooms', each working independently with an intentional mix of ages in each to provide a broad perspective.

### WHAT DID THEY DO ?

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The museum was very aware that children above primary age were not visiting the museum so they posed the questions 'Why don't young people visit museums more?' and 'How do we make the museum more attractive for young people?'. The young people made a plan of action and were then invited back to make a presentation in front of parents, museum staff and Councillor Chris Kingsley, who is responsible for the Museums Service.

### HOW DID THEY SPEND THEIR TIME ON THE DAY ?

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The groups were briefed with the challenge at 10am and told they would be reporting back at 2pm. The groups were given basic equipment – pens, paper, computers, but no other structure was provided for the day, which was a scary thought for museum staff to begin with.

'The two groups initially struggled to find their feet, and I was happy to let them struggle for a bit, because part of the aim was to encourage them to work out how to work together as a team, but after a while we suggested the teams elect leaders and after that they really got going. Two of the sixth formers took over the leadership role and one group in particular were absolutely on a roll.'

### WHAT HAPPENED NEXT ?

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The pupils had got so stuck into the challenge of the day that the museum was then able to offer the chance to come back and work in more detail on their reports and recommendations on a second day. They came up with a number of credible suggestions and several of their recommendations are being implemented at the museum.

'One group suggested an I-Spy booklet in a different format, which we really liked, and another group suggested displaying more contemporary art, which was good timing as we now have a new curator of art and have just accepted a new contemporary sculpture featuring busts of local people for display, which we might not have done before.'