



Derby Museums

Takeover Day – More than a day, 2-year Case Study 2014-15

Derby Museums have taken part in Takeover Day since 2014. Here's how they have used their experiences to develop and deepen the involvement of young people in their organisation.

2014

What they did

The museum handed over creative control of their Instagram, Twitter and Vine accounts to 15 young people from a local school. During the social media takeover, the young people were given the brief of marketing the museum to different audiences using each of the platforms and creating content to allow visitors to explore the collections through their eyes. Armed with tablets, a list of prompts and useful Twitter handles the young people went out into the collections, creating 'Twitter tours', question and answer sessions with staff and a behind-the-scenes look at some of the collections.

Taking it forward

- Takeover Day allowed the museum access to the school's Art department which was a department they had not worked with before. The experience was found to be very positive by both museum and school staff and this led to planning further Takeover Days with the Art Department.
- Involving all staff in the question and answer sessions on Twitter meant that there was exposure to Takeover Day across the organisation. The way the young people handled the responsibility they had been given gave them the confidence and willingness to create these kind of opportunities again. When planning other events and projects, staff started to think about how to incorporate elements of social media takeovers in activities such as family learning activities.
- The young people selected artworks, objects and stories that interested them most to share on social media, allowing staff to gain an insight into areas of the museum and collections that appeal to this age group. This knowledge has helped them when developing new visitor trails, uncovering objects that might otherwise have been hidden for example.

'It definitely provided an alternative tone of voice on social media on the day, it was playful and the high profile showed we were serious about involving young people.'

'Everyone knew it was Takeover Day, we made sure that everyone was aware at every level so that people could be on board with it as much as they wanted to be.'

Chris Keady, Lifelong Learning Programmer

2015

What they did

Tying in with the museum's new Matisse exhibition, 12 Year 9 pupils created an exhibition in a day, racing against the clock to make and install the exhibition before the Head of Museums arrived back at the museum to see what they had achieved. Inspired by a sneak preview tour of the Matisse exhibition the young curators selected objects from the galleries to 'Matissefy'. They created cut-outs of their restyled objects for their exhibition, framing them and adding labels. The young people tweeted about their project throughout the day and talked to visitors about what they were doing.

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Taking it forward

- Building on the previous year's positive experience, this Takeover Day added to an organisation-wide interest and commitment to involving young people. All staff were invited to come and view the exhibition at the end of the day and a large number did so, some even gave impromptu support to the young people with specific aspects of their project.
- One of the museum service's other sites will be undergoing a complete redevelopment in the near future and the museum wants to ensure that the participation of young people is integral in this. There are plans to involve young people in the creative programming at the new venue and co-produce activities and events.
- The achievements of the museum's Takeover Days have filtered through to other programmes. Having found the 'exhibition in a day' format to work well at the gallery, staff have since successfully applied this to other programmes such as a family workshop to make a giant self-triggering machine in a day.

'What we took from that was that young people can achieve a lot in a short space of time, and sometimes that time pressure and sense of things happening quickly, it really helps bring out creativity in people and creates interesting results.'

'The Takeover Day brand and the guidance from the [Kids in Museums] team really gave us that confidence to take on something, push us outside of our comfort zone and do something a bit bigger than we probably would have done independently.' Chris Keady, Lifelong Learning Programmer