



ENTERPRISE & PHILANTHROPY

BUILDING RELATIONSHIPS TO FUND MUSEUMS



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CULTURAL
TRUST**



**South East Museum
DEVELOPMENT PROGRAMME**



**Norfolk
Museums
Service**

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Norfolk County Council

- A regional Museum Service consisting of 10 museums across Norfolk

- Norwich Castle Museum & Art Gallery
- Strangers Hall
- Museum of Norwich
- Gressenhall Farm & Workhouse
- Lynn Museum (Kings Lynn)
- Ancient House (Thetford)
- Time & Tide Museum (Great Yarmouth)
- Cromer Museum
- Elizabethan House (Great Yarmouth)
- The TolHouse



Weddings at Norwich Museums



STRANGERS'
& HALL



Why weddings?

- Funding pressures – the need for looking at additional funding streams for the Service.
- Utilise our beautiful historic buildings, collections and assets in different ways
- Expand upon our existing and growing venue hire offer
- The ability to offer something unique
- Personal connection with the buildings and collections



What did we do

- Identified the Museums and areas within them that we could hold weddings (Strangers Hall & Norwich Castle)
- Viability of weddings within the Museums
- Assessed the impacts it would have on our general museum visitor
- We are a museum first and a wedding venue second
- Looked at when we could accommodate weddings
- Applied for wedding licenses



What did we do

- Started work on a Profit & Loss study for weddings to determine what we should charge and expected realistic profits
- Decided that we could only cater for simple ceremonies in the absence of specific internal wedding expertise
- Finally decided to outsource full wedding packages to an external provider



Event House



Benefits of using a 3rd party provider?

- They have the expertise
- They have all of the wedding associated equipment and resources
- They do all of the liaising with Couples surrounding meeting their expectation
- They take all of the Risk (bookings are subject to a deposit)
- They do their own marketing which includes upselling our venues



The risks of using a 3rd party provider

- Our reputation is at stake
- Lots of initial work setting up contracts and agreeing the limitations of the use of the buildings
- Risk to the buildings
- Risk to collections
- Less profit margin for Norfolk Museum Service, but the cost of sale remains minimal



In summary

- Choose your venue and rooms carefully
- Consider when you can cater for weddings
- Assess the risks to your collections, buildings and visitor experience
- Consider whether or not you have the capacity to not only cater for the wedding, but also for the lengthy 'to and fro' planning stage with the couple
- Using 3rd party providers can mean you limit the profit made from a wedding by approximately 50%, but you also eliminate 90% of the work whilst still building a steady increase in business





#EPmuseums