

TYNE & WEAR
**archives &
museums**

Corporate Membership
Re-imagined

Preface-Membership

We are currently reviewing our Corporate Membership offer at Tyne & Wear Archives & Museums (TWAM). The following document proposes three options, one of which we would like to adopt. We would like you to have in mind the following questions as you review the options, this will help us understand what would appeal to your business and if it is priced effectively:

- Does this particular offer seem good value to your business, if so why?
- Are there areas here that you think your business would/never consider?
- What kind of networking works best in your opinion and experience?
- What is it about the Tyne and Wear Archives & Museums brand that holds the most interest for you?
- Which of the case studies sounds most appealing to you and why?
- Are there any aspects that we have not considered that you would consider desirable in a membership?
- What are the main reasons for supporting a cultural organisation like TWAM?

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Previous-Membership

Over the last 20 years TWAM has successfully engaged with a wide range of North East businesses, one of our most successful being 'Connect through Culture' programme.

This membership programme initially secured many new corporate relationships. Over time and due to increasing competition from other cultural attractions the programme became tired and suffered from a lack of staff resource.

Sadly, these factors resulted in low corporate engagement with events, low uptake of benefits and fractured communications from the Development Team due to high employee turnover and funding constraints.

Aspiration-Membership

We have developed three potential membership options for your review, to help determine the next steps for business engagement at TWAM. These are being presented to you today with one significant change. We are asking members of the business community for your input regarding the three options and your feedback as to whether these could be something your business would commit financial resource to be a part of if there are opportunities that we have not realised and should be exploring to attract business support across the region.

Previously as an organisation this kind of review has not taken place with our business stakeholders. Our hope is that you will share your observations in a focus group we are planning at the end of 2018 to help shape our best practice for the future. This approach is designed to develop a financially robust programme that will help to fulfil your business objectives, offer value, enjoyment and longevity for our corporate partners; while providing financial resilience for Tyne & Wear Archives & Museums.

Proposals

Current Corporate Membership Programme (traditional tiered)

A modular programme that is focused around your specific CSR engagement needs, activities and aspirations, using TWAM’s resources

A simplified programme of exhibition previews for client entertainment and business breakfasts to development networks while enjoying interesting content

Option 1. Membership-Tiered

Corporate Membership Benefits	Bronze £500	Silver £2500	Gold £5000
Branding in TWAM publications – where members are credited			
Digital recognition			
Networking events			
Exhibition previews			
Venue & room hire discounts			
Discounted tickets			
Behind the scenes tours			
Free facility hire			
Access to TWAM specialists			

A balance of benefits against affordability, which is the current style of membership used by TWAM.

Option 2. Membership—Modular packages focused business objectives

Archives: Brand development - utilising the Archives to gain historical insight for creative solutions to marketing campaigns and design inspiration

Providing documents of interest for office and reception area displays

Providing preliminary guidance on company archive storage and management

Guidance on corporate history and advice on using your company history to tell compelling stories to support your business objectives

Volunteering: Fulfilling Corporate Social Responsibility objectives

Bespoke Opportunities – mass participation volunteering projects for your company to develop and refine skills – customer service, communications and team working

Outreach: Corporate Social Responsibility – This offer would benefit corporate members in communicating with a wide range of people, developing understanding and empathy for the breadth of individuals they may have as clients or want to develop as clients for their own organisations

Wellbeing Programme works with people with mental health issues but also works in a preventative way to maintain positive mental wellbeing

Platinum Programme works with a spectrum of people aged over 55 (including people in care homes with specific needs, patients in hospital being assessed for dementia to independent individuals who may be socially isolated)

Recovery RICH Programme works with people in addiction and justice recovery (ex-offenders) supporting them in their recovery journey

Learning: This offer would focus STEAM/STEM offering across TWAM to help develop essential skills and key contacts for CSR outputs including opportunities around:

Great North Museum Family Career Day – providing a company profile raising day to showcase sector skills, knowledge and product development to a family audience

Discovery Museum Career Day - providing a company profile raising day to showcase sector skills, knowledge and product development to a school audience

Science Month incorporating National Science Week – STEM learning activities with the opportunity for Museum based employee placements with the potential to network with teachers to develop long-term placements

Uniformed Groups Day – Science based workshops to assist uniformed young people to secure specific badges

Learning Workshops – Employee professional development to work with and communicate effectively with young people

Events & Previews - Corporate hospitality throughout the year

Business with a cultural focus, interesting content matched with an exceptional exhibition programme from national tours to in-house curated exhibitions, STEM events, career days and much, much more...

Other Benefits: 20% daytime and 10% evening venue hire discount

Digital recognition

Price £2,500 per module including networking + £1000 per additional module

Essential networking: £500 Entry package to engage SME's - networking a lower level package to appeal to all budgets, from micro businesses to multi-nationals to encourage cross sector conversations and collaboration

Option 3. Membership – Streamlined

Previews & Networking

A simple package that has an events and networking focus to increase and influence your business clientele and employees, typically 16 events per year including:

Leonardo da Vinci – Laing Art Gallery

Modern Visionaries: Van Dyck and the Artists Eye – Laing Art Gallery

Shibley Art Gallery Centenary

Bones – Skeleton Secrets of the Animal World – Great North Museum

It's Rocket Science – Discovery Museum

Business Breakfasts – Multiple Venues

Other Benefits included

20% daytime and 10% evening discount

Website logo & links

Price £2,500

Or

Essential networking: £500 Entry package to engage SME's - networking a lower level package to appeal to all budgets, from micro businesses to multi-nationals to encourage cross sector conversations and collaboration

Thank you for agreeing to participate in our Corporate Membership review. We would like to follow-up with you to gain your valuable feedback and insight into the needs of your business.

We intend to hold several focus groups to take place at Discovery Museum at the end of November, with a Corporate Membership launch date in early 2019.

We would be very grateful if you could participate but failing that we are happy to receive your observations and comments by email.

Thank you for your support