



FUTURE PROOF MUSEUMS



Image courtesy of the National Justice Museum

National Justice Museum Business Model

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Tim Desmond

CEO, National Justice Museum



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A new way forward: National Justice Museum

The Egalitarian Trust which encompassed the Galleries of Justice Museum, the City of Caves, and the National Centre of Citizenship and the Law (NCCL) has united its various venues, collections and activities under one national brand – the National Justice Museum.



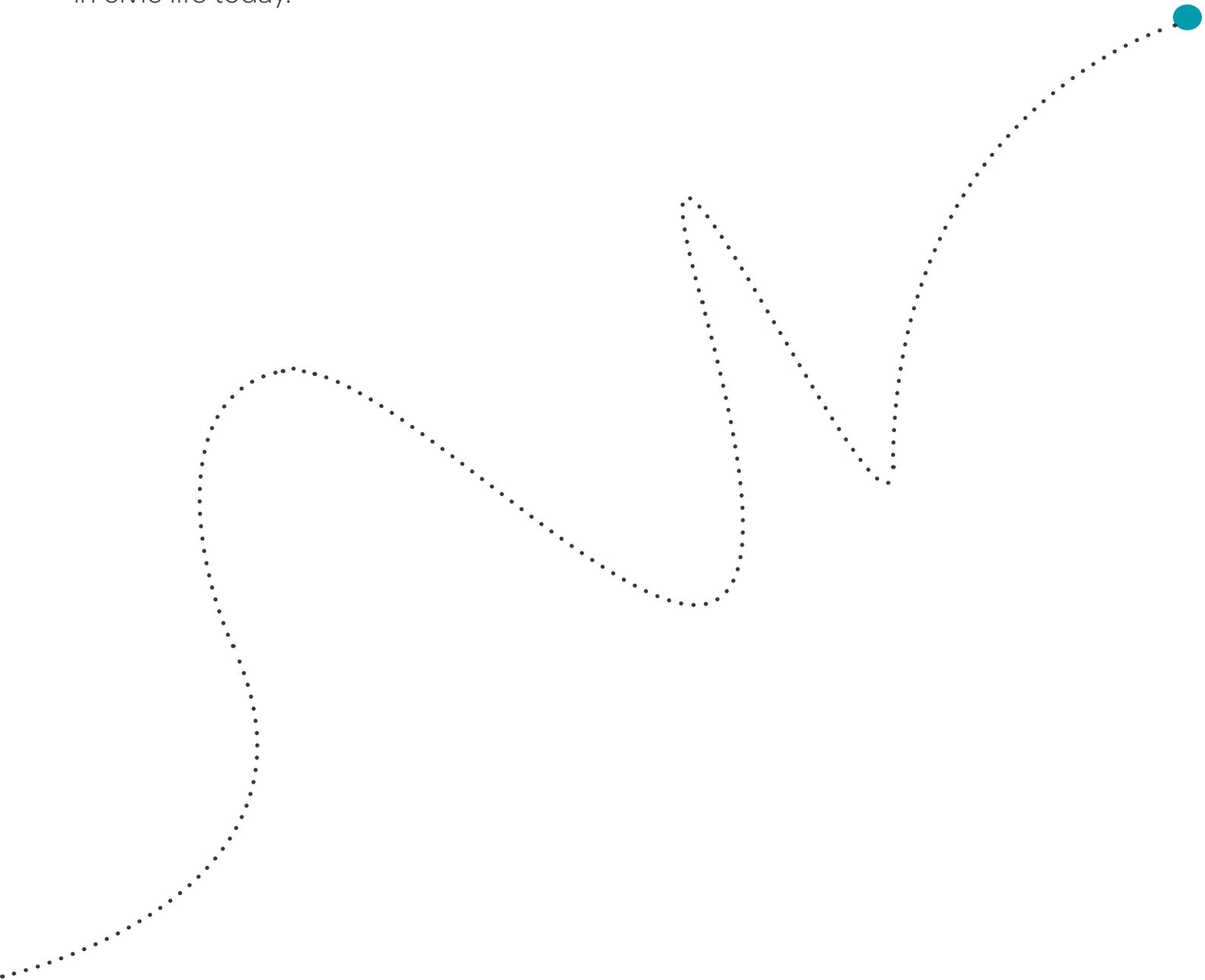
Image courtesy of the National Justice Museum

Creating one national brand

The idea to create one national brand emerged when the CEO, Tim Desmond, took part in the AMA's Future Proof Museums programme.

Future Proof inspired him to undertake a major rethink. Working with a broad mix of people from across the organisation, he redefined the museums' purpose and future direction to engage more people in discussion, debate and action around law and equality today.

Tim realised that by uniting the different collections and activities (education, events, exhibitions etc.) under one brand they could provide a unique opportunity for people across the country to gain practical insights into the law that they can then use in civic life today.



The visitor experience

Visitors are encouraged to discover stories of justice through time and explore items from the UK's largest collection relating to law, justice, crime and punishment.

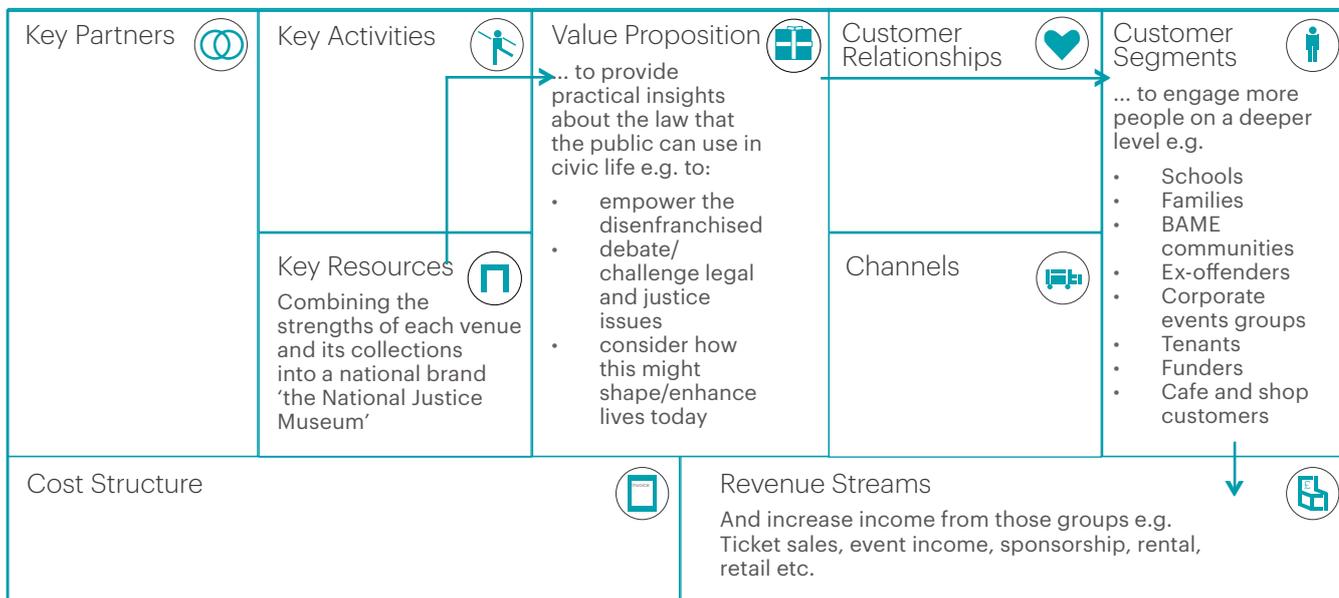
They can:

- meet characters from history in the 'Theatre of Law'
- explore a range of exhibitions e.g. those focusing on protests, riots and terrorism
- consider forensic evidence for themselves from significant historical events such as the Great Train Robbery
- gain insights into human rights movements and activism
- hear local and national stories such as the Nottingham lace manufacturer who fought for the abolition of slavery and pioneered advances in workers' rights
- learn about the evolution of punishment and reform practices etc.

Through this the museum can spark debate, challenge legal thinking, empower the disenfranchised to understand their rights, and enable people to consider how they might influence justice today.

A new business model

The Future Proof programme enabled Tim and his team to rethink their business model:



Based on the Business Model Canvas by [Strategyzer.com](https://www.strategyzer.com)

The new business model not only helps deliver on their vision, inspiring people of all ages to become active citizens, but also enables them to generate greater earned income to provide a successful future for the museum.

Taking time to explore the future business model with peers and facilitators on the Future Proof programme gave Tim the confidence to secure the support of a challenging and powerful set of stakeholders. The change process became less complicated as the new value proposition was so compelling in laying out the cause and ambition of the museum.

The business model canvas provided the means of capturing more fundamental elements of the new business and breaking down opportunities for key funding streams. It allowed him to focus on what will make the biggest difference to the organisation and support the realisation of its ambitions. "It gives a snapshot of where we are and a persuasive trajectory of where we want to be — all on a single sheet".

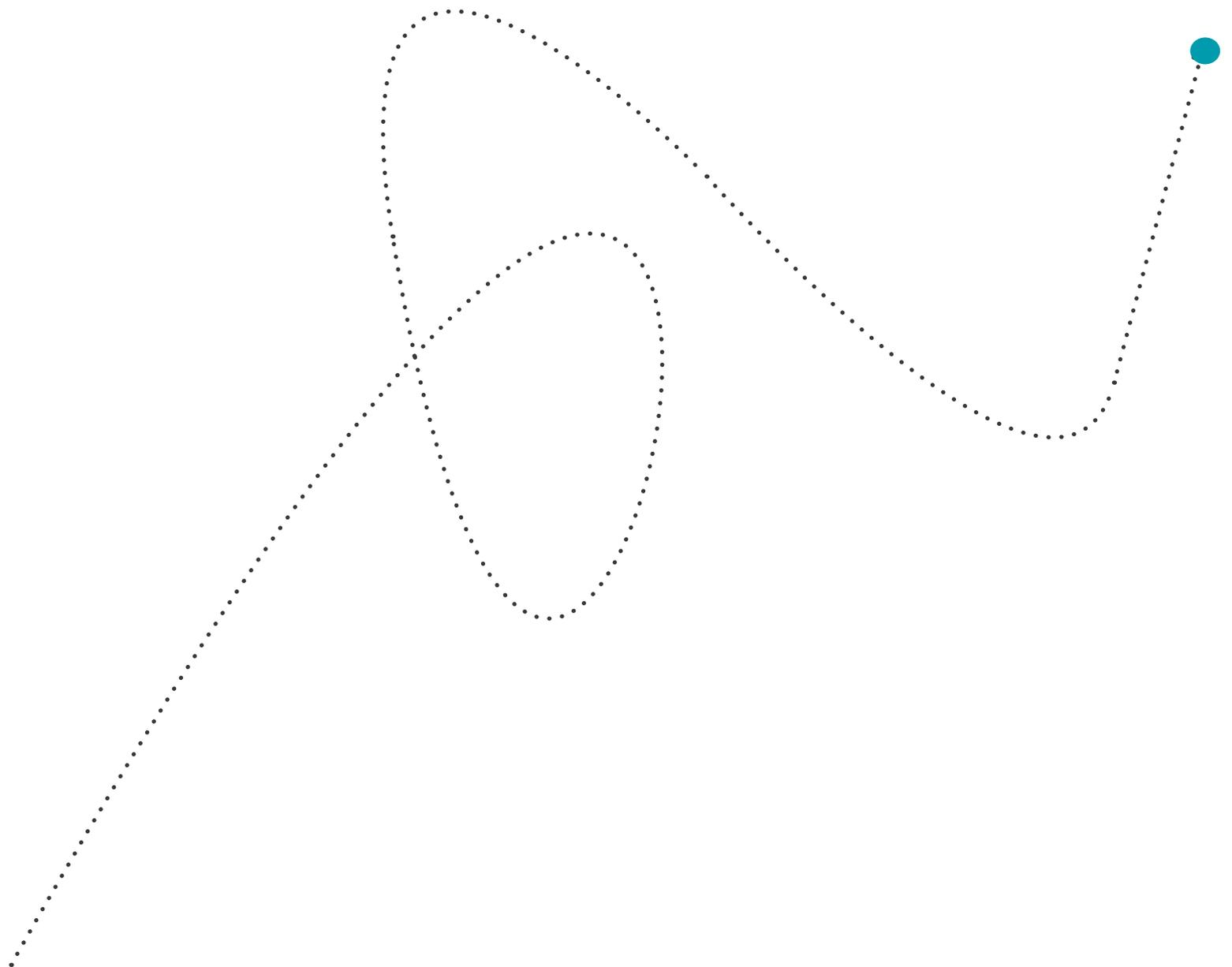
What has been very rewarding was his Chair's acknowledgement when launching the new museum that "he had got it right" and he can see the meaning of the new museum.

Income

The National Justice Museum is independent; it raises income from a mix of sources including ticket sales, retail, sponsorship, corporate events and from individuals, trusts and foundations. It doesn't receive any core funding from government or local authorities.

This new identity has led the museum to seek ACE National Accreditation and has fulfilled Heritage Lottery Fund ambitions. It has also provided a stronger mandate for partnerships and new possibilities for its collections.

The next stage of the review is revisiting the business model canvas to consider how they can support fundraising and development and to further explore who they are for and how best to engage them.



“The canvas provided positive and constructive affirmation in a critical world which can be risk-averse. If we had not been encouraged toward this rebrand the museum would have faced a difficult future. I think that because AMA is a marketing organisation it brings clarity, creativity and direction to business planning — it has left our museum with a considerable legacy and reference point.”

Tim Desmond

CEO, National Justice Museum



Business model generation is a creative, exploratory process. What’s right for one museum, its community, its collections, and its vision, is not necessarily right for another.

For information to spark ideas for the future of your business model, please see: www.culturehive.co.uk/business-models/



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