

## **The National Media Museum and Bradford Confederations**

The National Media Museum in Bradford is part of the National Museum of Science and Industry (NMSI) and is the most popular museum in the United Kingdom outside London. From its outset the Museum has set new standards in display and interactivity, and their goal is to "engage, inspire and educate by promoting an understanding and appreciation of photography, film, television, radio and the web; using our collection and knowledge to deliver a cultural programme accessibly and authoritatively."

The Museum has been working with Bradford Confederations since the consortium was formed, to support the planning and delivery of work-related learning for the Diploma in Creative and Media. This successful partnership has informed the National Media Museum's development of a menu of support for Creative and Media Diploma staff and students, including a range of workshops, taster days, project ideas and one to one planning of bespoke activities.

In 2006 Dixons City Academy approached the Media Museum's Learning Manager Sarah Mumford, to work with them on their bid to deliver the Diploma in Creative and Media, looking at how the Museum could contribute to the delivery.

Having been successful in their bid to start delivering the Diploma in Creative and Media in September 2008, Bradford Confederations set up an Employer Forum to bring together those employers who had agreed to support the Diploma.

As part of the consortium's preparation, Bradford Education Business Partnership organised a breakfast meeting for employers. Teachers from the consortium presented their ideas for projects and assignments to the employers, and worked together to plan when and how the employers would support these projects.

### **Learner Visits to the Media Museum**

One of the first activities planned for some of Bradford's new Diploma students was a series of visits and workshops at the National Media Museum.

The first session focused on the Museum itself, giving students an opportunity to explore the exhibitions and resources in the Museum's collections, as well as the business side of running the Museum. The students took photos around the Museum and produced collages and then presented what they had found out about the museum to their classmates back in school.

The second session took learners further behind the scenes, introducing them to various job roles across the organisation and giving them the opportunity to interview different members of staff. The students prepared crib sheets of questions they wanted to ask and moved in groups around the Museum, interviewing a projectionist, a web designer, the Bradford Animation Film Festival Director, a curator and the Learning Manager. These interviews were recorded, giving students both a written and audio outcome to the session, providing a potential online resource for both the consortium and the Museum.

## **Expanding the Offer**

The collaboration with Bradford Confederations sparked Sarah Mumford's enthusiasm for work-related learning, and she began working with departments across the museum to develop a list of potential projects, ways of engaging with different departments and general support for schools and consortia. Sarah approached different teams within the organisation with the Work-related Learning [Menu of Engagement](#) to explain the different ways they could become involved and identify what they're interested in doing. She has since delegated the development and the establishment of the Museum's Creative and Media diploma offer to Ceri Pitches, the Learning Programmes Coordinator for Schools and Colleges in the Learning Team. Sarah went on to revive the museum's Work Experience team, a cross-organisation working group, chaired by HR, that will design focused bespoke work experience placements in various departments throughout the museum.

The National Media Museum has started working with other consortia in the North of England, presenting and contributing at taster days for Rochdale Consortium's students and speaking at events for Rochdale's career's staff. The Museum has also worked with McAuley Catholic High School in Doncaster providing staff 'talking head' interviews for a BECTA funded project, 'Exploring Creative and Media Industries', which aims to create an online resource for Diploma teachers on media industry careers.

On top of all of this, Sarah has become an active advocate for the Diploma in Creative and Media, joining the Diploma Employer Champions Network and giving talks to staff from regional museums with the Museums, Libraries and Archives Council to raise awareness of the Diplomas and offer suggestions for how they might also get involved. Sarah sees museums and galleries playing a key role in supporting the new Diplomas; in particular Creative and Media, Travel and Tourism and Hospitality.

## **Mutual Benefits**

The relationship between the National Media Museum and Bradford Confederations has been beneficial to both sides. The Museum have lent their industry perspective to the consortium's plans for the Diploma in Creative and Media, and their experience in supporting education has helped to bridge the gap between teachers and employers.

For the National Media Museum, working with Bradford Confederations on the Diploma has led to the creation of an additional element in their learning programme offer. They continue to use media industry practitioners as teachers and workshops leaders, and to offer galleries, exhibitions, and events to develop people's media literacy, notably their understanding of the media and their acquisition of new media production skills. The Diploma's emphasis on work-related learning and understanding how the creative industries operate, however, has meant that the Museum is now developing an offer that helps explain what goes on behind the scenes at the Museum as well.

Consequently, museum staff who haven't traditionally been involved in the museum's learning programmes have had the opportunity to work with young people and engage with them in a new way. Sarah feels this has given many members of staff new insight and changed their perception of young people.

## **The Future**

The National Media Museum's partnership with Bradford Confederations continues to flourish, alongside the new partnerships the museum is forming with other consortia. Sarah has said that she would like to see the planning meeting for teachers and employers repeated, but this time using the employers' current projects as the starting point for planning assignments for Diploma students.

<http://www.nationalmediamuseum.org.uk/>