

Sudbury Hall and the Museum of Childhood Children's Country House

Sudbury Hall and The Museum of Childhood is on an exciting journey to reimagine, reinvent and reinvigorate our programme, our approach and most importantly our relationship with our visitors. Over the past few years our family audience has grown substantially and children are vitally important not only to how we run day-to-day, but also to the future of Sudbury Hall and The Museum of Childhood.

Over the coming years, Sudbury will become: The Children's Country House. This will involve working and operating differently to achieve the best possible outcomes for children and their families.

What are we hoping to achieve?

Our ambition for the future is to create a place where children feel empowered, important, engaged and that they matter in all aspects of their visit. Our outcomes are:

- Sudbury looks, feels and acts different, putting children first in all aspects of the visit
- Sudbury is a place that children want to come; it is on the map as a fun, engaging and inspiring place for children and families
- Strong growth in our family audience segments, leading to stronger visitor numbers and a sustainable visitor business focussed primarily on children and their families
- More local families from under-represented socio-economic groups visiting, enjoying their visit and becoming members
- Processes and approaches are in place to work collaboratively with children and their families across everything we do
- An environmentally, financially and socially responsible operating model is established to deliver the Children's Country House
- We have a clear way of sharing our child-centred approach across the National Trust and wider sector in order to disseminate best practice

Throughout 2020 and 2021 we are in Phase One of our Children's Country House Project. To develop visibly, iteratively and incrementally, through a series of experiments and disruptions, focussing all available budgets and interventions on the vision. This phase of the project involves trialling, testing, innovating and 'failing fast' to allow us to develop a robust business case for Phase Two of the project.

Benefits

- 1) **For Sudbury:** Sudbury has a unique, strong and exciting proposition for the future, delivering operational success and a growing visitor business
- 2) **For the National Trust:** The Children's Country House is a unique and powerful visitor offer within the National Trust's wider portfolio, within the Midlands region and develops a national profile and reach
- 3) **For society:** Sudbury plays an important role in the lives of children who might not otherwise have the opportunity to experience a place like Sudbury; The Children's Country House is a gateway to wider engagement with heritage and culture
- 4) **For the sector:** The process of transforming Sudbury into The Children's Country House is a learning opportunity, directing best practice approaches to working with children and families back into the organisation and the wider sector