

## **BBC 100 PUBLIC ENGAGEMENT PARTNERSHIP**

### **Introduction**

2022 is the centenary of the British Broadcasting Corporation (BBC). To mark what will be a major moment in the UK's cultural calendar, the AHRC, is running a public engagement call in which the National Science and Media Museum (NSMM) in Bradford will be seeking interested partners to submit to the call.

This document seeks to give some background to NSMM's Centenary program and to clarify the areas that the museum is particularly interested in researching 'interested in researching and developing public engagement activity around.

### **Science Museum Group Centenary Programme Overview**

2022 will be the 100th anniversary of the BBC, 50<sup>th</sup> Anniversary of Emmerdale and the 40th anniversary of Channel 4. This provides an excellent opportunity for the Science Museum Group (SMG) to collaborate with partners and explore the science of broadcast, the history and development of the technologies we use today, and the potential future of broadcasting. To mark this anniversary SMG led by NSMM will be partnering with a range of broadcasters, institutions, and individuals, to create an offer for our visitors that will manifest physically across our sites and digitally across our web and social media platforms.

The physical displays will be situated at NSMM in Bradford, the Science Museum (SCM) in London and The Science and Industry Museum (SIM) in Manchester.

- NSMM Broadcast Pioneers [working title] will be a major exhibition that will draw on the BBC heritage collections (held by SMG) and look at the technology, innovations possible futures and STEM careers within broadcasting, the last 100 years and the next 100. (Opening July 2022)
- SCM Anniversary Case will focus on the BBC anniversary with some high-profile objects held at SCM in a dedicated display case and through a trail around the museum. (Opening June 2022)
- SIM will stage a display about the history of broadcast, focusing on the significant contributions the city of Manchester has made and is making to Broadcast, (April 2022)

Events will run across the Group where appropriate and will tie in with the theme of broadcasting. This will range from themed Lates, and special activities with our broadcast partners such as Q&A, education activities etc. The project also aims to link to any relevant celebration events run by the major broadcasters where possible as well as a small selection of events that we aim to webcast live to several of our sites.

One of the most significant legacies of this anniversary project at SMG will be the digital offer. The digitisation of the BBC Heritage collection will be a significant part of this project, forming the foundation for other digital activity. The aim is to digitise all 1000+ objects that form part of the BBC Heritage Collection and publish this to Collections Online. This will provide a resource that can be

drawn upon for a range of other activity including: Linking with the BBC 100 Objects web platform; pages across SMG's websites; Blogs and photo stories.

This anniversary provides several opportunities within 2022 but will also act as a major steppingstone in NSMM's ambitions to redevelop its permanent galleries. The Sound and Vision Masterplan Project will work with our core collections to connect our audiences to the profound impact that the science and culture of image and sound technologies have on our lives. We await a funding decision on this in September 2020 but will still be exploring this activity and reimagining this project even if funding is not achieved this time.

Further, Bradford is seeking to become the City of Culture in 2025 and as part of that effort there is a major focus on screen-based technologies and skills. Bradford has the history and talent to build a sustainable screen sector and there is currently a huge opportunity for growth. In Summer 2020 Bradford launched a new Screen Strategy to reimagine its UNESCO City of Film as a dynamic production centre. The Strategy will create a lifelong screen and education skills pathway and form strong partnerships with broadcasters.

## **What we are interested in:**

We are interested in public engagement with research projects that will enhance the visitor offer for the centenary programme or help us in our journey towards the Sound and Vision masterplan project or the Bradford City of Culture bid. This might range from revealing information about our collections, engaging target audiences, producing linkable digital content or hosting events. We can provide venue spaces as detailed below and there may be an opportunity to have outputs that can sit within the event programmes. We can also make digital links to web-based outputs and are keen to host guest blogs on our platforms.

## **Science Museum Group Centenary Programme – Broadcast 100**

As referenced above we have a range of outputs across our sites and digital platforms. Because of the necessity of planning timeframes, it is unlikely we can include any of the public engagement with research projects into the above as the exhibitions and digital platforms will be live by the time the delivery period for this fund begins in May 2022'. However, there are certainly links and connections that can be made with the programme and we are looking to host events that will run alongside the exhibition when it opens in July 2022 through to the end of the fund delivery period in November 2022. We are interested in other ways that we can connect our collections with the communities and audiences we serve and use Science Capital to empower the next generation of broadcast pioneers.

## **Sound and Vision**

Over the course of 2022 we will be developing the foundation of the Sound & Vision project for the museum. This includes a series of activities working with local communities in Bradford to tell better stories about image and sound technologies. As Television and Broadcast technologies – and the BBC Heritage collection in particular - play a significant role in our collections, we will be looking to develop transformative stories around broadcast history in relation to the BBC. We are particularly interested in any collaborative opportunities which help us connect with local, national, or

international audiences and communities with interests in the use and development of television and broadcasting. Public engagement with research projects which have specific emphasis on community-based work, on materials and processes, broadcasting, or digital broadcasting are particularly welcome.

## **What we can offer:**

### **Collections Research**

Opportunities which make use of the Science Museum Group's collections, and particularly the Photography, Film, Television & Broadcasting and Sound Technology collections, are encouraged. However, advanced discussion with curatorial and collections staff at NSMM are essential to ensure that the scope of the project and levels of access are feasible. We also encourage projects which make use of digital assets from our collection's online platform (<https://collection.sciencemuseumgroup.org.uk/>) and any projects which explore novel forms of digital engagement and research with our collections.

### **Hosting events integrated in to NSMM Events Program**

The museum has several events that form part of the public programme over the year. It might be that one of the outputs of your project could integrate into this programme. Some examples are listed below:

Café Scientifique is a monthly events programme run in partnership with University of Bradford. The events are aimed at adults, and they have a wide range of themes. The event format is usually a 30 min talk followed by a 40 min question and answer session. The events are currently run as hybrid events with a live audience in the museum and an online audience on zoom, but we encourage everyone to take part and ask questions.

The Museum has in the past run four Lates events per year aimed at adults. Each late has a theme and includes talks, presentations, comedy, science demonstrations, make and takes and refreshments. The Lates programme is currently under review, and we are looking at how the programme can contribute towards the museums aims of engaging more young adults and teenagers.

### **Hosting Standalone Events**

The Museum can offer bespoke, standalone events for group bookings with advance notice including one-off screenings of films, talks, presentations etc. This will need to go through our events team to ensure the coordination of resources etc.

The below spaces give an indication of what could be possible:

### **Cinema Spaces**

The Museum has three cinemas that showcase a year-round film programme but are also used for events including presentations, panel discussions and awards ceremonies and screenings. Our three cinemas include:

## Pictureville Cinema

- 300 capacity
- Can project most formats including 70mm, 35mm and 4
- Is 1 of only 3 places in the world that can screen Cinerama
- Has lectern and mic facilities for lectures and presentations

## Cubby Broccoli Cinema

- 96 capacity
- Can project digital formats and 35mm
- Has lectern and mic facilities for lectures and presentations

## IMAX

- 211 capacity
- Can project digital formats

These spaces can be used during the daytime and evening. We do advise against weekend use, but this can be discussed along with a fee to cover the use of facilities. Use of the space will come with an usher, a projectionist and cinema events colleague to assist with the delivery of your event.

## **Festivals Programme**

The Yorkshire Games Festival and Widescreen Weekend provide a range of platforms for public engagement including talks, film and television screenings, workshops, and playful media experiences.

## **Digital**

Over the course of 2022, SMG will be publishing several online stories and blog posts in addition to the digitisation of the BBC Heritage collection. If any of the public engagement with research projects have digital outputs that relate to the SMG collection and programme, we could link to these from relevant places on the SMG website. It may also be possible to profile some of the outputs on NSMM's blog where relevant.

Unfortunately, we do not have enough internal resources available to support the development or hosting of any websites or other digital outputs on our online platforms. Any digital outputs would need to be developed, hosted, and maintained externally but we could link to them from SMG's websites where appropriate.