



Your local tourist office has asked you to write a report on a museum because it is not very popular. You should briefly describe what is wrong with the museum and suggest how to make it more appealing to visitors.

Write your report.

Wademouth Museum

1.

The aim of this report is to outline what can be seen in this museum and to make some recommendations on how the museum could attract more visitors.

2.

The museum mainly contains items connected with the pottery industry. Generally, objects are shown in glass cabinets with explanations on small bits of card. These are difficult to read and some are placed too high for small children. The lighting inside the building is also poor.

3.

This permanent exhibition will remain unappealing to visitors unless it is updated. It is therefore recommended that video animation is developed to illustrate the process. In addition, the museum could run regular afternoon workshops, where experts demonstrate how the pots are produced.

4.

Most visitors take it for granted nowadays that a museum will include a gift shop and a café. Wademouth has neither of these, which could partly explain the low attendance figures.

5.

To sum up, Wademouth Museum would have a brighter future if its displays were improved. Furthermore, it needs to create a more welcoming atmosphere.

Lack of facilities

Conclusion

Educational improvements

Negative aspects of the display

Temporary exhibitions

Introduction

Evening events

