

Colchester and Ipswich Museums Launch a New Customer Focused Website

Colchester and Ipswich Museums has launched www.cimuseums.org.uk a brand new customer-focused, interactive website today.

Cllr. Bryony Rudkin, Culture Portfolio Holder for Ipswich Borough Council said, "I hope this new and exciting website will attract even more visitors to our museums in both centres and become a useful tool for residents, visitors and schools. We have such a lot to offer and this will help more people know about it."

The new website reinforces the merger of the two towns and seven sites, being interactive and user-friendly. It gives customers detailed information of each venue and what they can see and do, upcoming events and exhibitions, close-up photographs of our highlight objects and you can delve into the collections pages to find out more!

Marie Taylor, Business Partner for Colchester and Ipswich Museums said, "Our visitors will be able to see information on all areas of the Museum Service in one place for the first time! From collections, events and exhibitions to what projects the Outreach Team are working on – you'll be amazed at what you can discover beyond opening the doors on our amazing museums and galleries and also find out what goes on behind the scenes. With the successful launch of the website, it will now continue to grow alongside the museum service as it continues to develop and expand."

The new website also includes a new area for schools, with increased access to download for visits, details on a wide range of activities for the permanent and temporary exhibitions and a gallery to show children's work connected to our school resources that we provide for the community.

www.cimuseums.org.uk/schools

The service has continued to expand and grow since the merger between the museums in Colchester and Ipswich on 1st April 2007 combining thousands of years of history.

Since then the service has opened a new venue 'Ipswich Art School', showing exhibitions of international importance of contemporary art and providing a unique stage for local artists to show their work. Then looking forward to January 2013 when Colchester Castle will close for one year to undergo a £5 million

re-development, opening with a fresh new look in Spring 2014!

Marie Taylor added, "We are in a competitive market and customers have increasing expectations of the services and experiences we offer in our museums and galleries and also virtually through our website. At Colchester and Ipswich Museums we pride ourselves in listening to our customers and www.cimuseums.org.uk will give more opportunity to engage with us via social media.

Cllr. Nick Barlow, Colchester Borough Council portfolio holder for Economic Development and Sustainability says, "Customers are at the heart of our organisation and we continue to strive to improve, meet and exceed our services. There are many ambitious projects and developments for Colchester and Ipswich Museums current and planned for the future, the website will mean that customers will be able to follow all these many dimensions to our service on the new website"