



**Category:** Arts, Culture or Sport Campaign

**Company:** Capital B Media and Barnsley Museums

**Entry title:** National search for a 21st century miller

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**Brief and objectives:**

Barnsley Museums selected Capital B Media to launch a nationwide search to find a new miller for Worsbrough Mill Museum & Country Park.

The 17th century mill is one of England's most picturesque working watermills and one of just 40 working mills in the country. Set in 240 acres of tranquil country park, it is an amazing place to visit and see history come to life for all the family.

The mill has milled flour since 1865. It's estimated that there are approximately 300 traditional millers still employed in the ancient profession in the UK.

Campaign objectives:

- To attract at least five applicants for the role with relevant experience or a keen interest in milling and heritage.
- To showcase Worsbrough Mill Museum & Country Park as a hidden 'gem' in Yorkshire to increase visitor numbers.

**Rationale behind campaign, including research and planning:**

With so few trained millers in the country, Worsbrough Mill needed to attract attention to fill the role of 'miller' if it was going to continue an ancient tradition and thrive as a viable, independent business. The current miller was retiring after over 20 years and a targeted PR campaign would help find his replacement.

We worked closely with Barnsley Museums, and a consultant and master miller from Fosters Mill in Cambridgeshire, to research the history of working flour mills and gather statistics around flour production for the media release. We worked with Barnsley Archives to find photos of the mill dating as far back as 1904.

### **Strategy and tactics, including creativity and innovation:**

We worked with Barnsley Museums to establish the target audience based on their knowledge of the milling process and the engineering experience and interests in heritage, milling or breadmaking which were desired for the role.

It was likely that the job would appeal to someone looking for a 'lifestyle' role in the Yorkshire countryside. There was an option to rent a cottage next to the mill which meant that the job had national appeal for people willing to relocate to Barnsley. It was therefore important for us to position Barnsley as a desirable place to live, work and visit.

A media release launched the nationwide search and captured the imagination of journalists, regionally and nationally. A separate media briefing document targeted national TV with high-quality photographs of possible filming locations and a brief history of the mill and surrounding area.

A press photocall invited reporters and press photographers to interview the retiring miller. We acted as the mill's external press office, handling all media enquiries.

Our copywriting services provided a 'twist' on the usual job advert issued by the council, including the title 'Could you be our 21st century miller?'.

We created and implemented a social media content plan and filmed and edited seven short videos to use on the mill's Facebook and Twitter channels.

### **Implementation of tactics:**

The job advert was open for six weeks from Friday 20th April to Friday 1st June.

- w/c 19th March - planning meeting with Barnsley Museums to discuss campaign objectives.
- w/c 26th March – developed strategy and campaign plan.
- w/c 2nd April - drafted media release and job advert.
- w/c 9th April - planned logistics e.g. staff to take part in press launch and briefing for press interviews.
- w/c 16th April - issued release with photocall to media.
- 19th April - set up media interviews at press launch. Also used as an opportunity to capture footage for short social media videos.
- 20th April - vacancy went live / commenced social media activity plan.
- w/c 23 April to 23rd May - liaised with BBC One's Countryfile Diaries for filming at the mill.
- w/c 23rd April – organised opportunity for the mill to appear on BBC Radio Sheffield's Rob Rouse Roadshow

- w/c 29th May – attended filming day with Countryfile Diaries at the mill

### **Measurement and evaluation:**

There were 23 applicants for the role, with eight selected for interviews which took place in late June. Applicants came from across the UK, and even one from Greece.

Visitor figures to Worsbrough Mill increased by 53% in May compared to the same month last year.

National coverage was achieved on BBC One's Countryfile Diaries which has 1.14 million viewers. This was repeated on BBC Two the following day and was available to watch on iPlayer for one month after airing.

Regional broadcasts included ITV Calendar News (300,000 daily viewers) and two separate appearances on BBC Radio Sheffield (weekly reach of 206,000 listeners). This included a two-hour slot on the station's Rob Rouse Roadshow broadcast from the mill.

A three-page trade industry profile was featured in Milling & Grain magazine. Regional and local print coverage was achieved in Yorkshire Life, Yorkshire Post, Sheffield Star, Barnsley Chronicle and BBC Sheffield and South Yorkshire online.

In May, users to the website were up 25.98% and sessions were up 30.63% compared to the previous month.

Facebook video views were up 2,481% in May. Post reach was also up 179%.

Tweet impressions from the press launch to the job deadline were 39,500 compared to just 1,800 impressions in the previous 44-day period.

Lynn Dunning, head of museums and heritage for Barnsley Metropolitan Council, said: "We were extremely pleased with the response for such a specialist job role. The campaign by Capital B Media helped us reach people who wouldn't have heard of us otherwise, and the knock-on effects to visitor numbers to the museum and country park, and online visits to the website has been amazing."

### **Budget and cost effectiveness:**

The total budget for this campaign was just £2,070. We dedicated six days to this project (staff time – 45 hours), this covered:

- Media relations including drafting, issuing and monitoring coverage of the media release, dealing with media enquiries, and coordinating media interviews.
- Social media content planning and implementation.
- Copywriting for the job advert.
- Filming and editing seven short videos (around 40 secs), plus one longer version video taken from the filming (around 2 mins) for the mill's website.