

FAREHAM BOROUGH COUNCIL / HAMPSHIRE COUNTY COUNCIL

Minutes of the Fareham Museum Joint Management Committee

(to be confirmed at the next meeting)

*Minutes of a meeting held on Monday, 14 September 2015
in the Westbury Manor Museum - Westbury Manor*

PRESENT:

County Councillor George Ringrow (Hampshire County Council)
(Chairman)

Councillor Susan Bell
(Vice-Chairman)

Councillors: Latham (Hampshire County Council)

**Other
Representatives** Brenda Clapperton MBE (Friends of Fareham Museum)

1. APOLOGIES FOR ABSENCE

Apologies of absence were received from Mrs Anne Baxandall and Councillor Mrs K Mandry.

2. MINUTES

RESOLVED that the minutes of the meeting of the Joint Management Committee held on 1 June 2015 be confirmed and signed as a correct record.

3. WESTBURY MANOR MUSEUM JMC (CURATOR'S) REPORT FOR JUNE TO AUGUST 2015

The Committee received a report by Erica Munro who is the curator for the Museum.

It was report that over the past few months the Hampshire Cultural Trust has contributed more to the collections in the museum. In addition to this the museum recently held a bicycle exhibition where a local collector contributed some of his own collection for display at the exhibition. The bicycle exhibition was successful

however it was felt that it could have been done better. One of the things learnt from this exhibition is that the timing of these events needs to be better planned in the future.

The Committee noted that the next big exhibition to come to the museum is the Dinosaur exhibition; this will include a dinosaur themed Christmas event with a Santasaurus Grotto.

Erica Munro explained to the Committee that the refurbished shop is coming along nicely and that it now has local produce on sale. Councillor Miss Bell noted that there were not any cards for sale and suggested that especially at Christmas time it would be ideal for the shop to sell cards by local artists. Erica Munro confirmed that this would be looked into.

Hannah Ashwell addressed the Committee to explain about the progress made with the marketing of the museum. She explained that they have been trialling the use of Facebook and Twitter and it was agreed that social media was definitely something to invest in, with the focus moving to a digital approach towards marketing. Although leaflets would still be available to ensure all people are catered for. Tim Kelly also confirmed that there is a new marketing team at the Hampshire Cultural Trust led by Jane Baker.

Hannah also advised of an A5 leaflet listing just the Fareham Museum events, Brenda Clapperton asked if where this would be distributed and it was confirmed that it would be circulated to households as the leaflet will be specific to the Fareham area. She also asked that it be made available to hotels and B&B's, Hannah confirmed that it was already circulated to pubs and restaurants.

The Committee noted that paid activities were less popular than 'make and take' activities and that there was a drop off in visitors during the summer and that the August attendance figure is down on last year.

4. WESTBURY MUSEUM BUDGET REPORT 2015/16

Tim Kelly presented a update report on the Museum budget for 2015/16, stating that the figures do not include the August Salaries.

The committee were asked to note that there had been a change in their financial system which only took place in August, so as yet there is no variation from last year to note as it is not yet known if there is one.

Peter Latham noted the management and marketing figure had increased a lot this year, Tim Kelly confirmed that this is due to a recalculation of costs and that the figures are virtually the same, though distributed differently.

RESOLVED that the budget is accepted and agreed.

5. DATE OF NEXT MEETING

RESOLVED that the next meeting of the Fareham Museum Joint Management Committee will take place on Monday 1 February 2016.

(The meeting started at 9.30 am
and ended at 10.14 am).

