

FAREHAM BOROUGH COUNCIL/HAMPSHIRE COUNTY COUNCIL

Minutes of the Fareham Museum Joint Management Committee

*Minutes of a meeting held on 14 September 2009
at Westbury Manor, Fareham*

PRESENT: Councillor Mrs C L A Hockley (Fareham)
(Chairman)

Other representatives: Councillor M F Godrich (Friends of Fareham Museum)

1. APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillor R H Price, JP (Hampshire), J V Bryant (Hampshire), D C S Swanbrow (Fareham) and Mrs B Clapperton (Friends of Fareham Museum).

2. MINUTES

RESOLVED that, the minutes of the meeting of the Fareham Museum Joint Management Committee held on 22 June, be confirmed and signed as a correct record ([fm-090622-m](#)).

3. WESTBURY MANOR MUSEUM - PROGRESS AND DEVELOPMENT REPORT AND EDUCATION UPDATE

The Joint Management Committee considered a report by Thomas de Wit, Community Curator providing an update on the general progress and performance of the Museum and an additional report by Emma Hart, Education Officer which provided a summary of Schools Education to date (copy of report [fm-090914-progress report](#) and [fm-090914-education update](#) appended to signed minutes).

(a) Events Programme

It was reported that since the last meeting of the Committee the Museum had held numerous events, as listed below:-

- Dragon Quest and Mythical Makes;

- Knights and Princesses;
- Stories of Myths and Legends;
- Create your own Myths and Legends: Storytelling Workshop;
- Create your own Myths and Legends: Drama Workshop; and
- Festival of British Archaeology.

As the majority of the events listed above occurred during the summer holiday period this contributed to the successive increase in visitor numbers of 15% for July and 10% for August respectively, together with the additional exhibition and education programme and successful marketing and promotion of these events.

(b) Forthcoming Events

Forthcoming events at Westbury Manor Museum over the coming months included:-

- Family History Event organised with Staunton Park Group to accompany the Discover ASWE exhibition, which will also include stands from;
 - Fareham Local History Group;
 - Fareham Library;
 - Gosport Library;
 - Hampshire Record Office;
 - Portsmouth Record Office;
 - Portsmouth Local Studies Library;
 - Hampshire Genealogy Society;
 - Staunton Park Genealogy Group;
- Children's Woodcarving Workshop;
- Vintage Provincial Bus Trip along Portsdown Hill and Admiralty Surface Weapons Establishment (ASWE);
- Arrrgh! Halloween!; and
- Christmas Crackers.

(c) Exhibitions Programme

It was reported that since the last meeting of the Committee, exhibitions had taken place at the Museum, as follows:-

- Myths and Legends - This exhibition was family based held throughout the summer holiday season featuring myths and monsters which attracted a large quantity of visitors and provided a basis for an exciting range of activities.

(d) Forthcoming Exhibitions

Forthcoming exhibitions over the coming months included:-

- Lord Lee, Chequers and the Fareham Brooches;
- Discover ASWE, Discover your Family History;
- Fareham Woodcarvers; and
- Ladybird Make and Do.

(e) Pride of Place

It was noted that during the summer the Pride of Place case had seen displays by the Fareham Model Engineering Society (including a steam engine built by a local 14 year old) and the Bursledon Brickworks.

The Pride of Place was currently showcasing a display celebrating 200 years since the birth of Charles Darwin.

(f) Visitor Figures

It was reported that the summer visitor figures showed a 7% increase to that received in June 2008. It was felt that the family focus and use of posters on notice-boards throughout the Borough had contributed to this rise and officers were thanked for their efforts in achieving this result.

A table of visitor numbers is shown below:-

Visitor Figures Table Below:

	2003	2004	2005	2006	2007	2008	2009
January	2192	2183	1729	CLOSED	2858	2374	2964
February	3291	2848	2936	1990	2557	3499	3182
March	2182	2164	2342	1850	2511	1943	3368
April	2551	2268	2423	2396	2173	3222	3118
May	2833	2926	2153	2690	2546	2782	2138
June	4015	3523	2448	2470	2887	2671	2615
July	2992	2926	3126	2576	2574	2654	3065 (+15 %)
August	2612	3534	3090	3632	3171	3437	3781 (+10 %)
Total Calendar Year	22,668	22,372	20,247	17,604	19,017	22,582	24,231 (+7.3 % on 2008)
Sept.	2351	3549	1601	3174	2553	2813	

October	3132	3537	949	3219	3019	2921	
November	2765	2851	CLOSED	2459	2546	2491	
December	2144	2017	CLOSED	2079	2134	2162	

(g) Education Report

The Community Curator provided the Committee with an update on the provision of the Education Service for the Summer Term until the end of August 2009.

It was noted that for School Visits it has been a quiet season with 151 school children taking part in led sessions during June and July covering a wide range of topics such as Local History, Curator Training, Myths and Legends and Key Stage 2 self led resource trials. Two Museum sessions and several in-school visits were also held with the Education Officer working with a group of gifted and talented children from Redbarn School as part of a Key Stage 2 Gifted and Talented Case Study.

Summer Activities were held over the summer holiday period and included everyday drop in make an take activities such as Dragon Trail, Lollystick Legends, Chinese Dragon Puppets and Colouring sheets and activity days such as Totally Totems and Knights and Princesses. These sessions were extremely popular, attracted high levels of children and adults and positive feedback was received.

New Developments for the coming months included the redevelopment of the Key Stage 2 local history sessions.

It was reported that 7 assemblies were attended at local schools in this period, reaching a total of 759 children and that it was anticipated that further assemblies would be hosted later on in the school year.

RESOLVED that:-

- (a) the reports be received and noted; and
- (b) the Community Curator and the Education Officer be thanked for their work undertaken.

4. PRESENTATION ON NEW MARKETING STRATEGIES AND AUDIENCE DEVELOPMENTS

The Committee received a presentation by Wendy Newton, Marketing Officer for the Museum Service regarding new marketing strategies and the way forward in appealing to new audiences to use the facilities available at Westbury Manor Museum.

The Committee were advised of the implementation of a robust profiling software system used to create and analyse statistical data taken from the postcodes of the visitors from the various Museums across the Borough in order to assess the groups of people who are and are not using the facilities.

It was noted that the process of capturing visitors data would be on-going and that with the statistics already available from the postcodes provided by visitors to date officers were able to distinguish which groups of people needed to be targeted on future marketing and promotional material to ensure all areas of people are being reached regarding the services available to them.

RESOLVED that:-

- (a) the informative data contained within the statistics provided be received and noted; and
- (b) the officers be thanked for their efforts on the promotion of Westbury Manor Museum Service.

5. DATE OF NEXT MEETING

RESOLVED that the date of the next meeting of the Fareham Museum Joint Management Committee will be held on Monday, 11 January 2010 at 10am in Westbury Manor Museum.

*(The meeting started at 10.00am
and ended at 10.45am)*