

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 17 January 2011
at Westbury Manor, Fareham*

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

Councillor J V Bryant (Hampshire)
(Vice-Chairman)

Councillors: D C S Swanbrow (Fareham) and R H Price, JP (Hampshire).

Other representatives: Mrs B M Clapperton and Mr M F Godrich (Friends of
Fareham Museum)

1. APPOINTMENT OF AREA COMMUNITY CURATOR FOR SOUTH EAST HANTS

It was reported that Tom De Wit had recently been appointed as Area Community Curator for South East Hampshire. Whilst undertaking his new role, it was confirmed that Tom would still continue to manage Westbury Manor Museum.

RESOLVED that Tom De Wit be congratulated on his new appointment.

2. APPOINTMENT OF CHAIRMAN

RESOLVED that Councillor Mrs C L A Hockley be appointed Chairman of the Joint Management Committee for the coming year.

3. APPOINTMENT OF VICE-CHAIRMAN

RESOLVED that Councillor J V Bryant be appointed Vice-Chairman of the Joint Management Committee for the coming year.

4. MINUTES

RESOLVED that, the minutes of the meeting of the Fareham Museum Joint Management Committee held on 23 September 2010, be confirmed and signed as a correct record ([fm-100923-m](#)).

5. CURATOR'S REPORT 2010/11

The Joint Management Committee considered a report by the Community Curator which provided an update on the performance of the Museum, including details of the events and activities since the last Committee meeting in September 2010 (copy of

report [fm-110117](#)-circulated with agenda and appended to signed minutes).

(a) Events/ Activities/Exhibitions

The events/activities were as follows:-

- Fareham Olympic Torch Parade - it was reported that this event had been extremely successful and gained wide media coverage. The event was attended by both the Leader of the Council and the Mayor and attracted a significant number of visitors. The Curator acknowledged the contribution made by Martina Heath, the Council's Community Football Development Officer to the success of the project.
- Bad Hair Day - this was an October half -term event of family activities inspired by the *Cutting Edge* exhibition.
- During December 2010 the Museum provided a range of Christmas activities for all the family and particularly well attended was the Traditional Christmas Crafts workshops held from 20 to 23 December.
- Community Exhibitions in 2010 included the 09 Textile Group exhibition (working in partnership with Fareham college); Six Days that Rocked the World (1970's Isle of Wight Festival exhibition), Cutting- Edge - A History of Human Hair - a hands-on family exhibition provided by the Museum Service's exhibition team and a locally developed exhibition entitled Treasures from the Archives (in partnership with the Hampshire Record Office and Wessex Film and Sound Archive in Winchester). Local individuals and groups also put on a range of interesting "Pride of Place" displays over the autumn.

It was noted that although the number of visitors to the exhibitions were not the highest, the level of interest from and engagement with visitors, (especially for the Six Days that Rocked the World exhibition) was particularly strong.

(b) Visitor Figures

The Committee considered the various factors which had led to a reduction in the total overall visitor figures for 2010 (31,221) as compared to 2009 (34,255). It was explained that the extreme winter weather conditions during January and again in December 2010 had clearly impacted on the number of visitors for those months and the same effect had been felt by other museums in the County. Members were informed that the Museum had been closed for one week during October 2010 in order to allow for a changeover of exhibitions. This would therefore have contributed to the fairly considerable reduction in visitor numbers for that month. A table of the Visitor Figures for the year is shown below:-

Visitor Figures Table

	2003	2004	2005	2006	2007	2008	2009	2010
January	2192	2183	1729	CLOSED	2858	2374	2964	1762
February	3291	2848	2936	1990	2557	3499	3182	2367
March	2182	2164	2342	1850	2511	1943	3368	3347
April	2551	2268	2423	2396	2173	3222	3118	3367
May	2833	2926	2153	2690	2546	2782	2138	2687
June	4015	3523	2448	2470	2887	2671	2615	2696
July	2992	2926	3126	2576	2574	2654	3065	2935
August	2612	3534	3090	3632	3171	3437	3781	3333
Sept.	2351	3549	1601	3174	2553	2813	2206	2124
October	3132	3537	949	3219	3019	2921	3514	2471
November	2765	2851	CLOSED	2459	2546	2491	2496	2530
December	2144	2017	CLOSED	2079	2134	2162	1808	1563
Total Calendar Year	33,060	34,306	22,797	28,535	29,269	32,969	34,255	31,221

(c) Caring for collections and providing specialist knowledge/advice

The Committee was advised that the Westbury Manor Museum Conservation Review had just been completed by the Principle Conservator. The Review had included an action plan to be carried out by the Conservation team over the coming months. Work continued on digitising the large collection of historic images held .

(d) Inspiring learning and community engagement / Schools/Further Education College visits

Members were informed of the work undertaken with local schools and Fareham College during the period October to December 2010. It was reported that the total number of student/pupil visitors during this period was 181 students and 28 accompanying adults. In addition the Community Curator and the Education Officer had been invited to get involved in a Key Stage 3/4 Heritage Film project with the Ashcroft Arts Centre and it was anticipated that members would receive an update on this project at the next committee meeting. Information was also given about the Key Stage 2 Mini Museum resources/workshop (written, developed and resourced by the Education Officer at Westbury Manor Museum) which had been rolled out across Hampshire and already used by 2 other areas.

(e) Marketing and management

- Shop sales:- it was reported that the Museum's retail had continued to grow month-on-month despite the difficult trading conditions.

- Marketing: - Special Promotions: - it was reported that by using information gathered about the Museum's visitors and the local population Mosaic profile, this had helped to develop targeted marketing for the winter and Christmas activities. A flyer which had been distributed in appropriate areas included a voucher for use in the Coffee Shop. It was calculated that approximately 40% of visitors to the workshops had attended the event as a result of the flyer.
- Visitor research:- it was noted that Phase Two of the visitor survey was conducted in August . The information gathered, together with that derived from the postcode surveys, had been useful in recording the characteristics of the people using the museum, their satisfaction with the services, and as a means to improve the Museum's promotional techniques.
- Other promotional activity:- reference was made to the "What's On in Hampshire Museums and Archives" brochures which are distributed widely to local museums, libraries and visitor attractions. Copies of the latest brochure covering the period January 2011 to March 2011 were circulated at the meeting for members' information. As well as making information available through the website, press releases were also sent to local media for each exhibition and major event.

(f) Maintenance and Health & Safety

The Committee was advised that a Health and Safety Audit had been carried out on 14 October by Nick Howell, Risk Advisor for HCC, after which an action plan was produced to cover 12 months. The plan would inform staff training and development.

RESOLVED that :-

- (a) the report be received and noted; and
- (b) the Community Curator be thanked for the hard work undertaken.

6. 2011 - 2012 TRANSITION YEAR

The Committee received reports from the Head of Hampshire Museums and Arts Service on the matters shown below. Members were referred to the relevant reports ([fm-110117-financial report](#)) and ([fm-110117-service plan 11-12](#)) which had been circulated with the agenda and informed that the Draft Service Plan 2011-12 had now been revised. A copy of the revised plan ([fm-110117-service plan 11-12 - version 2](#)) was circulated to members of the Committee at the meeting.

(i) Financial report (including Joint Management Arrangements)

The report was presented by Ian Douth, Museums Resources Manager, (HCC). Reference was made in particular to paragraphs 3.3, 3.4 and 3.5 of the report concerning the implications arising from Renaissance programme funding changes from 2011/12 onwards and the current transition funding arrangements.

During the course of discussion it was requested that within the draft budget report there should be a clear statement identifying all the additional associated costs incurred by Fareham Borough Council ie maintenance of Westbury Manor Museum garden; building rental costs; secretarial support for JMC meetings etc. Also, it was agreed that the new format for presenting the budget should reflect the separation between Museum Venue Costs and Museum Service costs. This is to ensure that the Hampshire County Council Executive Member for Culture and Recreation is aware of the full costs involved. It was proposed that officers, in consultation with the Chairman and Vice-Chairman, agree an appropriate form of wording to be added to the report and an amended format for presenting the budget. Members also expressed concern that as from July 2011, the Museum would be closed on Mondays and the weekly opening hours therefore reduced from 41 to 34 hours per week.

RESOLVED that:-

- (a) the information contained in the Finance Report 2011/12 be noted;
- (b) the report be amended to include a clear statement identifying all the additional associated costs incurred by Fareham Borough Council as referred to above;
- (c) the Head of Leisure and Community, in consultation with the Chairman and Vice-Chairman, agree an appropriate form of wording for the statement and an amended budget presentation as mentioned in (b) above; and
- (d) it be noted that committee members regret the closure of the Museum on Mondays.

(ii) Outline Draft Service Plan - 2011/12

The report was presented by Stephen Lowy, Deputy Head of Collections and Principal Community Curator (HCC). During the course of discussion it was proposed that one of the aims included in the service plan should be to encourage more engagement/partnership working with Fareham library and it was agreed that this proposal be taken into account when the service plan was further updated. Following an enquiry about the contribution made by members of the Friends of Fareham Museum Group, Mrs Clapperton offered to provide the Committee with a report on contributions made by the Group to the Museum over previous years.

RESOLVED that:-

- (a) the Outline Draft Service Plan - 2011/12 be received and noted; and
- (b) the Committee receive an information report from the Friends of Fareham Museum outlining the contribution made to the Museum by the Group over previous years.

7. NEXT STEPS: TOWARDS A LONG-TERM SUSTAINABLE VISION

The Committee received a verbal update from Dr Janet Owen, Head of Museums,

Arts and South East Hub regarding measures to ensure a long-term and sustainable Vision for the museum service in Fareham. Members were advised of the Phase 1 strategic organisational changes which had arisen in response to changes in Renaissance funding from 1 April 2011. It was reported that the internal reorganisation processes are ongoing and it was expected that a new team would be in place by 1 July 2011. It was anticipated that details of all postholders would be known by the end of February 2011 and agreed that Committee members be kept informed. Phase 2 of the Museums and Arts Service strategic review was intended to identify ways of achieving budget reductions whilst maintaining an agreed level of museum service delivery. It was indicated that from 2012/13 likely reductions were in the region of 10% to 13%.

Hampshire County Council key milestones were stated as:-

- (i) 8 March 2011 - HCC Executive Member decision day to reaffirm the overall principles for Phase 2;
- (ii) July 2011 - referred to HCC Executive Member for consultation on detail of the preferred options to effect savings and develop the service;
- (iii) November 2011 - HCC Executive decision to be made to implement chosen options and approve agreed savings;
- (iv) April 2012 - Process to be completed.

Members were invited to consider how they would like to be involved in the process. It was proposed by the Chairman that in the initial stages, (March to July 2011), informal discussions take place between HCC and Fareham Borough Council officers regarding preferred options and the outcomes be reported back to the Joint Management Committee at a future meeting.

RESOLVED that:-

- (a) the information provided regarding future developments in the museum service be noted; and
- (b) the Head of Leisure and Community make arrangements to hold informal discussions with appropriate officers at Hampshire County Council on the preferred options and that the outcomes be reported back to the Committee in due course.

8. DATES OF FUTURE MEETINGS

RESOLVED that:-

- (a) the date of the next meeting of the Fareham Museum Joint Management Committee would be **Wednesday 6 April 2011 at 10am in Westbury Manor Museum**; and
- (b) the date of the following meeting of the Fareham Museum Joint Management Committee would be **Monday 23 May 2011 at 10am in Westbury Manor Museum**.

(The meeting started at 10.00am and ended at 11.35am)