

FAREHAM BOROUGH COUNCIL / HAMPSHIRE COUNTY COUNCIL

Minutes of the Fareham Museum Joint Management Committee

*Minutes of a meeting held on 19 September 2011
at Westbury Manor Museum, Fareham*

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

Other representatives: Mrs B M Clapperton (Friends of Fareham Museum)

1. APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors B Bayford (Fareham), J V Bryant (Hampshire), R H Price, JP (Hampshire) and from Mr M F Godrich (Friends of Fareham Museum).

2. MINUTES

RESOLVED that the minutes of the meeting of the Fareham Museum Joint Management Committee held on 23 May 2011 be confirmed and signed as a correct record ([fm-110523-m](#))

3. WESTBURY MANOR MUSEUM - CURATOR'S REPORT 2011/12

The Joint Management Committee considered a report by the Community Curator regarding general progress and performance for the period May - August 2011 (copy of report [fm-110919-curator's report](#) circulated with agenda and appended to signed minutes). An updated version of the report was circulated at the meeting (copy of report [fm-110919-REVISEDcurator's report](#) circulated at the meeting and appended to signed minutes).

1. Providing a welcoming and well maintained Museum

The Committee was informed that, during the summer of 2011, the Museum had been operating to the new museums management structure, in place from 1 July 2011. This new way of working kicked off to a very positive start, with the opening of "A Game of Two Halves" which was managed in partnership with Fareham Borough Council's Leisure & Community Team to form part of the activity for the Olympic Open Weekend – which saw inclusive events aimed at increasing participation as well as celebrating one year to the 2012 Olympics.

During a very successful weekend throughout the whole town centre, visitors to Westbury Manor included the Leader of the Council, Cllr. Sean Woodward, the

Mayor of Fareham, Cllr. Trevor Cartwright MBE, along with former players from Pompey and Southampton, and the Official Replica FA Cup presented to Portsmouth FC in 2008, secured for the weekend by Martina Heath, Fareham's Football Development Officer.

The Mayor and the Leader were joined on Saturday 23 July by Ray Crawford and David Reid, both Pompey legends who, in 1979, as manager and captain and with a squad entirely of former Pompey and Saints players, took Fareham Town FC into the 1st round of the FA Cup for the first time.

After this exciting beginning the new management arrangements and new members of the team have been successfully bedding in and the museum continues to deliver a good service to the people of Fareham.

Events Activities

A Game of Two halves provided the platform for a range of family activities in addition to the games and interactives within the exhibition (including Subbuteo and Playstation FIFA World Cup computer game).

Pitch Invasion! 16 July – 8 October

Free daily family activities, including trails, quizzes and colouring.

Also make your mark with **Whose Side are You On?** – our interactive map of the Borough of Fareham. Will it turn Red or Blue? You decide!

3 August 10am - 12pm & 1pm - 3pm

Mini Football

Football crazy? Come and create your own tabletop mini football game, complete with goal and football.

Family Drop In Activity Day.

Cost £2 per person including materials.

17 August 10am – 12pm & 1pm – 3pm

Puppet Sports Stars

Create your own finger puppet sports star or your favourite footballer in miniature!

Family Drop In Activity Day.

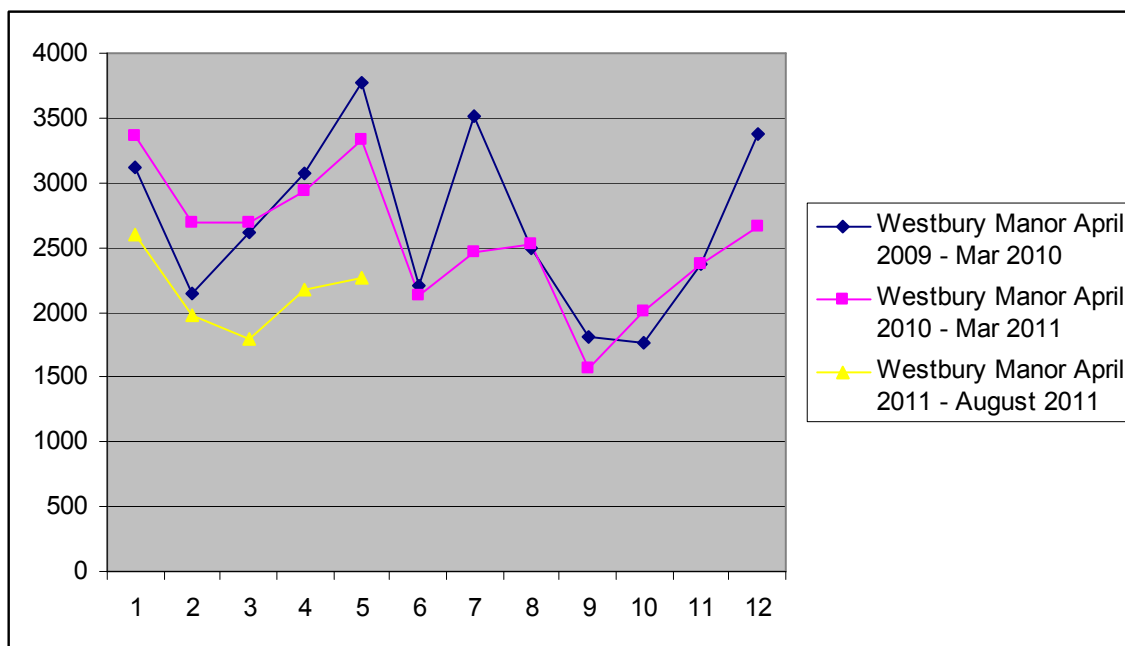
Cost £2 per person including materials.

Visitor figures

The Committee considered the details of the total number of visitor figures for the period January - August 2011. It was noted that visitor figures have not been as strong as hoped, but that this was not unique to this site; figures were down nationally for all sites. However, the Football exhibition had brought in significant new audiences who might not normally have visited the museum and used this service.

Visitor Figures Table:

	2005	2006	2007	2008	2009	2010	2011
January	1729	CLOSE D	2858	2374	2964	1762	2008
February	2936	1990	2557	3499	3182	2367	2367
March	2342	1850	2511	1943	3368	3347	2659
April	2423	2396	2173	3222	3118	3367	2605
May	2153	2690	2546	2782	2138	2687	1971
June	2448	2470	2887	2671	2615	2696	1797
July	3126	2576	2574	2654	3065	2935	2175
August	3090	3632	3171	3437	3781	3333	2266
Total for Calendar year to August – 17,821							
Sept.	1601	3174	2553	2813	2206	2124	
October	949	3219	3019	2921	3514	2471	
November	CLOSE D	2459	2546	2491	2496	2530	
December	CLOSE D	2079	2134	2162	1808	1563	
Total Calendar Year	22,797	28,535	29,269	32,969	34,255	31,221	



**Community Exhibitions:
15 January – 26 February
Local Heroes**

The Committee was informed that this was a locally-developed exhibition in partnership with Gosport Gallery, completely paid for by external Renaissance funding secured by the Museums Service.

This had been a fantastic project which had involved full community participation in selection of the people featured in the exhibition. This had raised the profile of some notable characters, including Fareham's Olympic Gold Medallist Tommy Greene,
fm-110919-m

Nobel Peace Prize winner Randal Cremer, Industrialist and Inventor, Henry Cort, and holder of the World Ultimate Speed Record, Peter Twiss. The exhibition also paid tribute to some contemporary Local Heroes such as Fareham's Patricia Kelly Blythe, Foster Carer and Foster Care Support Worker for HCC, and Tony Alexander, local Lollipop Man nominated by children and parents from Castle Primary School in Portchester.

Visitors to the exhibition also had the opportunity to vote for their favourite Hero.

This exhibition secured three significant articles in The News, and was featured on local TV and radio. In addition to this, and as a result of this exhibition, the new Bus Rapid Transit route between Fareham and Gosport is to be named after Henry Cort, with links to both Fareham and Gosport, and a new coastal cycle path in Gosport is to be named to honour local round-the-world cyclist, Ray Reece.

A further positive legacy of this project has been significant, re-usable display & exhibition equipment funded entirely by external funding which will help the museum to deliver quality services to the community on limited financial resources during the present period of financial pressure.

Pride of Place displays

Members noted that these had included a significant display of carved miniature and full size figureheads by a collector who has worked on the restoration of several figureheads in major collections and in the Royal Navy. This secured a half-page piece in The News.

2. Hosting special temporary exhibitions and related events

The Committee was informed that, following on from the hugely successful exhibition, "**The Forgotten Emperor**" which ran up to 9 July, the Exhibitions team had provided a breakdown of statistics relating to this show:

Cost approx £15,000 not including time.

Principle activities:

- Development of exhibition concept. Research and collections searching.
- Commissioning graphic novel artist to produce bespoke images and animated videos
- Text writing, image licensing and design of graphic panels.
- Custom Unit and case design and manufacture in Museums HQ workshops
- Design and construction of false walls.
- Purchasing of video equipment, and HD AV equipment
- Sourcing theatrical wigs and purchasing. Costumes etc.
- Design and creation of family interactives including costume and magnetic interactives.
- Arranging loans from private collectors.
- Installation of exhibition with 4 person team over 4 days, 170 individual objects. De-installation as per installation.
- Link with education program for schools. Poster design print and distribution, press release.

3. Caring for collections and providing specialist knowledge/advice

Members were informed that the collections team had been working closely with the local team to ensure that the Identifications service continued and to provide information related to objects to be used in education, outreach and exhibitions.

The collections team continued to support exhibition and event programmes, notably in relation to the Forgotten Emperor exhibition and a dedicated Collections Officer project managing A Game of Two Halves community exhibition.

A Game of Two Halves – Saints vs. Pompey (23 July to 8 October)

This exhibition was taken from a base concept and was developed in partnership with the local Fareham team by staff from the collections team and support from Exhibitions colleagues, as follows:

£2000 production (costs shared between Fareham and Eastleigh, where the exhibition will tour in the new year 2012)

Support of 1 Officer in development including:

- Graphics and design (including Fareham Map);
- Text writing;
- Loan of objects from private collections and clubs;
- Location and clearance of TV archive material;
- Contact with current and former players at both clubs;
- Development of interactive activities for all ages;
- Loan of Cases; and
- 1 Officer install over 4 days working with local Museum team.

In addition, the Fareham team has been working closely with the collections team to arrange the display at Westbury Manor Museum of the Wickham Silver collection, a local archaeological hoard of great value and great local and national historical importance. This will be on display in Fareham late in 2011 or in 2012 – this will depend on arrangements for an appropriate display case to be fixed into the building to provide adequate security for this collection. This will be funded externally from the Renaissance transition fund and will leave Fareham with the legacy of a highly secure display facility, in excess of anything it has had to date. This will mean that more important items can be displayed in future and be seen by local people in their local museum.

4. Inspiring learning and community engagement

4.1 Formal Education Provision:

The Committee was informed that, over the last 5 month period, the Assistant Learning and Community Engagement Officer had worked with 6 school groups (mainly primary, one secondary) in the museum and run 2 outreach events with schools. That is a total of 171 pupils/students in school groups.

April to August 2011	No. of sessions in the museum	No. of children in school groups	No. of outreach sessions/ events	No. of children as outreach
	6	76	2	95

It was noted that impact evidence and general feedback is collected from all school sessions, to aid evaluation and service planning, and summaries are available on request. All feedback was very positive.

Plans for Autumn Term 2011

Members were informed that intense marketing was under way for the schools sessions for the next term. The Workhouse Session has been re-marketed. Early Years sessions were being offered for 4/5 year olds with the next temporary exhibition 'Spot The Dog' during November and December.

4.2 Community Engagement and Learning:

The Committee was informed that, in line with the Service Plan aim of widening participation, a diverse programme of activities and events was offered over the 5 month period. 844 people took part in community events or activities at the site.

Activity/Event	Venue	Target Audience	Date	No. of participants
Fareham Local History Group	Museum	Community adults	12 April 2011	27
Roman Shield Drop In Craft	Museum	Families	13 April 2011	18
Roman Helmet/ Crown Craft	Museum	Families	19 April 2011	19
Retro Royal Wedding Garden Party	Museum and Garden, with FBC	Families	21 April 2011	434
Fareham Local History Group	Museum	Community adults	10 May 2011	25
Roman Standards Craft	Museum	Families	31 May 2011	7
Fareham Local History Group	Museum	Community adults	14 June 2011	27
Netley Vitalise Group	Museum	Community adults	7 July 2011	14
Brownie Pack Self Led Visit	Museum	Community children	9 July 2011	5
Game of Two Halves Open Day	Museum And Garden	Community	23 July 2011	253
Blow Football Drop-in Craft	Museum	Families	3 Aug 2011	15
			TOTAL	844

Added to the above events and activities, during each school holiday period the ALCE Officer had designed and resourced a different range of free simple craft activities, trails, quizzes and games linked to the temporary exhibition. These had been available on a daily basis in the resource room and were very popular with the everyday family visitors.

Future Plans for Community Events & Activities

Members were informed that, for the Autumn period, the range of family drop-in craft activity sessions had been extended to offer some Saturday drop-in sessions, which would be developed and resourced by one of the Visitor Service Assistants. These would be in addition to those that would be running during the school holidays. Linked to the 'Spot The Dog' temporary exhibition, the ALCE Officer would be running a set of Spot Storytime activities, targeted at Under 5s and their carers.

It was noted that several community projects were currently in development for the next quarter and would include a potential community exhibition of the 'Wickham Silver'. Further details would follow at a later date. Enquiries were being made about the possibility of a potential exhibition to do with the awards and green flags received by Fareham in regional and national competitions.

The Committee was informed that further information on any of these projects or schools sessions could be obtained from Emma Hart, the Se Hampshire Education Officer at Westbury. E-mail: Emma.Hart@hants.gov.uk. Tel: 01329 822063.

5. Marketing and management

Marketing:

It was noted that the Marketing Manager, Wendy Newton, had been working closely with Westbury Manor to promote the service and to understand and analyse its visitors in order to feed into continuous improvement.

Publicity and promotion:

The Committee was informed that 20,000 copies of Enjoy Hampshire's Museums and Archives were printed in March 2011 and were distributed on an ongoing basis throughout the year to TICs, local museums, libraries, visitor attractions and supermarkets throughout the county.

It was noted that 25,000 copies of What's On in Hampshire Museums and Archives, covering the period April to September 2011, were printed in March 2011 and distributed to TICs, local museums, libraries and visitor attractions throughout the county.

Members were informed that posters were circulated locally for each new exhibition and press releases were produced and circulated to the local media for each show.

Online marketing:

The Committee was informed that each month the CCBS department's e-newsletter, Showcase, is sent to over 22,000 subscribers on the database, though this figure was set to reach 30,000 in the Autumn. It regularly featured both an exhibition and an object of the month as well as signposting recipients to events in their local area. In addition, the monthly e-newsletter, Museums Monthly, was sent to over 7,000 subscribers who had asked to receive museums specific information.

Research:

Members were informed that postcodes were now routinely collected from visitors at key, which were profiled using Mosaic software. These provided ongoing information on which groups of people were using and not using the services and how individual visitor profiles compared to the local area. This was fed into the service and marketing planning processes.

RESOLVED that:-

- (a) the report be noted;
- (b) the Committee was sad to learn of the death of Peter Twiss, who had been such a local hero; and
- (c) Mrs Clapperton would arrange to discuss with the Community Curator the availability of information at the museum.

4. PHASE 2 ARTS AND MUSEUMS STRATEGIC REVIEW

The Committee received a verbal update from Stephen Lowy, Community Museums Manager, Hampshire Arts & Museums Service, on behalf of Dr Janet Owen, Head of Museums and Arts, regarding Phase 2 of the Arts and Museums Strategic Review.

Members were informed that Phase 2 had been delayed by a month and would now happen in early October 2011. Phase 1 went live on 1 July 2011. Proposals for Phase 2 had been submitted to the Executive Member for Culture and Recreation and had subsequently gone out for informal consultation, which was ongoing.

From early October there would be formal consultation with staff and trade unions on the strategic plan for 2012-16 for a three month period. In January 2012 the matter would go back to the Executive Member for decision and proposed implementation of Phase 2 from May 2012.

There were three main areas affecting the future direction of the museum service:

- discussions with other museum providers in the County about developing the alliance partnership and joint working;
- Arts Council England strategic framework for museums

- An application would be submitted at the end of October by Hampshire Arts & Museums and partners to the Arts Council for the new Renaissance in the regions major grants programme with an expected decision at the end of January 2012.

The Arts Council England is offering 3 year funding grants to museums of between £500,000 and £2 million per annum to successful applicants from 2012/13. The Chairman indicated that she felt it was important for the Committee to consider the County Council financial position in relation to the museum before the Fareham Borough Council budget setting process was too advanced. She therefore felt that the next meeting of the Committee should be held in October.

RESOLVED that the next meeting of the Committee be arranged in October in order that the financial position of the museum could be established prior to and taken into account by the Fareham Borough Council budget setting process.

5. DATE OF NEXT MEETING

The next meeting will take place, provisionally, on Monday 10 October 2011 commencing at 10.00am in Westbury Manor Museum, to consider the financial position for 2012/13.

(The meeting started at 10.00am and ended at 10.43am).