

**FAREHAM BOROUGH COUNCIL / HAMPSHIRE
COUNTY COUNCIL**

**AGENDA
FAREHAM MUSEUM JOINT MANAGEMENT
COMMITTEE**

PLEASE NOTE THAT THE MEETING WILL BE HELD AT WESTBURY
MANOR MUSEUM AND NOT AT THE CIVIC OFFICES, FAREHAM

Date: Monday, 4 February 2013

Time: 10.00 am

Venue: Westbury Manor Museum - Westbury Manor

Members: Councillor Mrs C L A Hockley (Fareham)
(Chairman)
Councillor J V Bryant
(Vice-Chairman)
Councillors B Bayford, Fareham
R H Price, JP, Hampshire

Other Representatives Mrs A Baxandall, Friends of Fareham Museum
Mrs B Clapperton, Friends of Fareham Museum

**For further information please contact:
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Tel: 01329 236100
democraticservices@fareham.gov.uk**

1. Apologies for Absence

2. Minutes (Pages 1 - 4)

To confirm as a correct record the minutes of the meeting of the Joint Management Committee held on 25 October 2012.

3. Westbury Manor Museum - Curator's Report (Pages 5 - 12)

To consider a report by the Community Curator regarding general progress and performance for the period October to December 2012.

4. Financial Report and Proposed Revenue Budget 2013-14 (Pages 13 - 14)

To consider a report by the Strategic Manager Visitor Services which outlines progress with the current year's budget and proposed revenue budget 2013/14.

5. Annual Audit Returns (Pages 15 - 16)

To consider a report by the Strategic Manager Visitor Services regarding annual audit returns.

6. Museums Accreditation 2013 (Pages 17 - 18)

To consider a report by the Strategic Manager Visitor Services regarding the Arts Council Museums Accreditation Scheme.

7. Proposals for a new Trust - Update (Pages 19 - 20)

To consider the updated information regarding the proposal for a Hampshire Solent cultural trust (FIM project).

8. Service Plan 2013-2014 (Pages 21 - 38)

To consider a report by the Community Curator regarding the outline draft Service Plan for 2013-2014.

9. Date of Next Meeting

P GRIMWOOD
Chief Executive Officer

Civic Offices
Civic Way
Fareham
PO16 7AZ
www.fareham.gov.uk
25 January 2013

**FAREHAM BOROUGH COUNCIL/HAMPSHIRE
COUNTY COUNCIL**

**Minutes of the
Fareham Museum Joint Management
Committee**

*Minutes of a meeting held on 25 October 2012
at Westbury Manor Museum, Fareham*

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

Councillors: B Bayford (Fareham) and R H Price, JP (Hampshire).

**Friends of Fareham
Museum:** Mrs B Clapperton.

1. ALDERMAN MIKE GODRICH

The Chairman paid tribute to the contribution made to the work of the Museum Joint Management Committee by the late Alderman Mike Godrich. Over many years Alderman Godrich had served on the Committee both as a Council member and as a representative of the Friends of Fareham Museum. The tribute was endorsed by all those present.

2. APOLOGY FOR ABSENCE

An apology for absence was received from the Vice-Chairman, Councillor J V Bryant.

3. MINUTES

RESOLVED that, subject to an amendment to minute 7, Phase 2 of the Arts and Museums Service Review, to note that the figure of number of volunteers recruited across all museums in the county should have read 120 and not 120,000, the minutes of the meeting of the Fareham Museum Joint Management Committee held on 6 July 2012 be confirmed and signed as a correct record ([fm-120706-m](#)).

4. WESTBURY MANOR MUSEUM - CURATOR'S REPORT

The Joint Management Committee considered a report by the Community Curator, Tom de Wit, which provided an update on general progress and performance of the Museum over the period July to September 2012 (copy of report fm-121025-curator's report circulated with agenda).

Reference was made to the success of Sunday opening on 15 July 2012, when the Museum hosted a number of activities and events in support of the Olympic Torch relay procession through the town. It was noted that over 3,000 people visited the museum on that day and members expressed their appreciation to the Curator and his team for their input into a very successful community festival. Mention was also made of the "How I Got Here - My Journey to Fareham" project which was celebrated at an opening event on 25 September 2012 attended by Councillor Mrs Susan Bayford, Deputy Mayor.

Members noted the impact the above event had had on visitor figures particularly for July, and that the overall general trend was showing an increase to reasonable numbers for each month.

It was RESOLVED that:-

- (i) Tom be thanked for his informative report; and
- (ii) the Committee extend its thanks to Tom and his team for all their hard work in putting on the events and activities detailed in the report.

5. SCHOOL SERVICE REVIEW

The Joint Management Committee considered a report by the Community Curator on the School Service Review (copy of report [fm-121025-Schools Service Review](#) circulated with agenda).

Members were informed that the aim of the review was to look at the use made of the museum by its local schools at the height of Renaissance funding (2009/10) and during the transition years, and to propose an action plan to ensure that a valued service is offered to regular visitors, to re-engage any who have not visited recently, and increase visits from non-visiting schools.

Section 1 of the report provided a summary of schools' use of the museum service for 2009/10, the types of sessions delivered and details of the schools which used Westbury Manor. Section 2 described the proposed campaign to achieve an increase in schools' use of the museum. It was emphasised that with Museums and Arts services now working together, there was greater opportunity for a wider range of people to be involved in the delivery of services to schools.

It was RESOLVED that the information provided in the report be noted.

6. PRESENTATION ON ASHCROFT ARTS CENTRE

The Joint Management Committee received a presentation from Annabel Cook, (Director/Programmer of the Ashcroft Arts Centre).

The Joint Committee received a presentation from Annabel Cook (Area Arts and Museums Manager) on her role as the Ashcroft Arts Centre Director and the services provided by the Centre. She described her work with local secondary schools in both the Fareham and Gosport areas and gave details of various projects that had been undertaken.

It was RESOLVED that Ms Cook be thanked for her very informative presentation.

7. BUDGETS 2012/13 AND INITIAL PROPOSALS FOR 2013/14

The Joint Management Committee considered a report by the Strategic Manager Visitor Services on the budgets for 2012/13 and the initial proposals for 2013/14 (copy of report [fm-121025-Budgets](#) circulated with agenda).

Members were informed that the report showed initial budget proposals and proposed contributions from Fareham Borough Council and Hampshire County Council for 2013/14. It was noted that the contribution from Fareham BC was proposed to remain the same as for the current year, that is, £71,700. The Chairman requested that the report include a breakdown of additional contributions made by Fareham BC i.e. towards central costs, cost of premises, grounds maintenance, in addition to the required contribution. The Joint Committee was advised that a further report on the proposed 2013/14 budget, to include a breakdown of the additional contributions referred to above, would be presented to the next meeting of the Joint Committee for approval.

It was RESOLVED that the information be noted.

8. A NEW TRUST FOR ARTS, MUSEUMS, AND HERITAGE IN THE HAMPSHIRE/SOLENT AREA

The Joint Management Committee considered a report by the Head of Museums and Arts (Dr Janet Owen), on proposals for a new trust for arts, museums and heritage in the Solent area (copy of report - [fm-121025-Fareham.doc](#) and [fm-121025-General Briefing note](#) circulated with the agenda).

Dr Owen reminded members of the work that had already been done regarding the Fully Integrated Merger (FIM) project which was considering the proposal that Hampshire County Council, Southampton City Council and Winchester City Council work together to create a Hampshire Solent Cultural Trust that would support the delivery of arts, heritage and museums services across the area. The proposed new trust would take the form of a Charitable Company limited by guarantee. The report outlined how the proposed new trust might look for arts and museums services provided by Hampshire County Council in Fareham at Westbury Manor and Ashcroft Arts Centre. It was noted that the three authorities would be making a decision as to whether to proceed with the setting up of a proposed new trust in December 2012/January 2013.

One of the key issues detailed in the report concerned funding partnership arrangements. From 2014/15 onwards it is proposed that a 3 year funding agreement be put in place between Fareham Borough Council (FBC) and Hampshire County Council (HCC) with the new trust delivering services on behalf of HCC. Similar joint management arrangements would continue and the new Trust would report to FBC and HCC on a quarterly or six monthly basis.

It was proposed that FBC be requested to commit to current levels of funding for Westbury Manor Museum for the period 2013/14 to 2016/17. It was anticipated that the new trust would have the potential to attract new funding and thereby be in a position to support future developments, which would be of benefit to FBC in the

long-term. The Joint Committee was advised that the current lease on Westbury Manor Museum would terminate in November 2012, although provision for an extension until 31 March 2014 was currently under discussion. A 3 year tenancy agreement between FBC, HCC and the new trust was proposed for the period 2014/15 - 2016/17 to reflect future occupancy arrangements.

Dr Owen advised members that any comments or feedback on the proposals was welcome and the deadline for comments was 16 November 2012. Any comments were considered to be very helpful in shaping the proposals and highlighting areas of concern.

Concern was expressed about the impact of the proposed new trust on district councils such as Fareham and whether this might mean a reduction in the influence district councils would have on future business decisions made by the trust. Concern was also raised whether the new trust would be too large a body. Dr Owen put forward the view that a larger body would have greater potential to attract funding, particularly strategic national funding.

Mark Bowler, Head of Leisure and Community, FBC stated that it was proposed that, in consultation with the Chairman, a letter would be sent to HCC expressing the comments/views/concerns of the Joint Committee as discussed at the meeting.

It was RESOLVED that the Head of Leisure and Community, in consultation with the Chairman, write to HCC to advise of the Joint Committee's views/comments/concerns on the proposal for a New Trust and on the key issues detailed in the report.

It was NOTED that the current agreement between Fareham Borough Council and Hampshire County Council would expire on 25 November 2012. A Deed of Variation had been drafted to continue with the existing arrangements with an annual review and 12 months notice of termination.

9. DATE OF NEXT MEETING

RESOLVED that the next meeting of the Fareham Museum Joint Committee take place on Monday 4 February 2013, commencing at 10.00am in Westbury Manor Museum.

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

Curator's Report Westbury Manor Museum Joint Management Committee Meeting 04 February 2013 Covering The Period October – December 2012

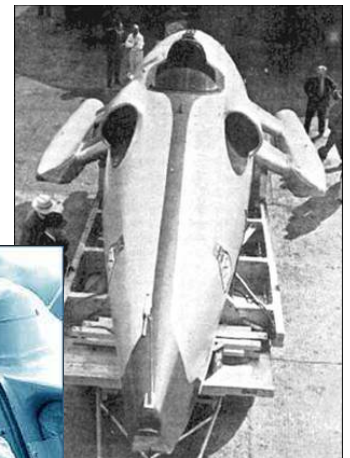
1. Providing a welcoming and well maintained Museum

An important development at Westbury Manor Museum during the months leading up to Christmas has been the way the new volunteer team has begun to become better established. As individuals within the new team are becoming much more confident with the everyday activities needed to keep the service operating on a daily basis, they are also developing their understanding of the Fareham community and the way the Museum delivers the service to local people.

This means volunteers are now better placed to take on their own projects which will push the service forward and make a difference to what we can deliver. This promises to be the start of a new period as the new team starts to make their own mark and influence the things that the museum does.

Some current volunteer projects include cataloguing the reference map collection and creating an index, with the aim of identifying gaps which will be filled. Another project will create an index of publications in the local history study resource that can be accessed online – alongside this a programme of displays entirely created by the volunteer team is being developed for the Resource Room cases to showcase the books and archive resources available within the Resource Room and encourage local people to make best use of this resource.

A volunteer project team has also been established to work on research and content development for a forthcoming local exhibition scheduled for September and October, "Speed", which will explore the stories of some of the people and the local companies who have been involved in the quest to be the fastest in the air and on the water. Not only will this be the first time that this inspiring story has been told in an exhibition, it will also be the first time that the new team will see the results of their own efforts forming part of such a local display.



Visitor Figures Table:

	2005	2006	2007	2008	2009	2010	2011	2012
January	1729	Closed	2858	2374	2964	1762	1946	1870
February	2936	1990	2557	3499	3182	2367	2402	1799
March	2342	1850	2511	1943	3368	3347	2659	1872
April	2423	2396	2173	3222	3118	3367	2605	1816
May	2153	2690	2546	2782	2138	2687	1971	449 (Closed except 7days)
June	2448	2470	2887	2671	2615	2696	1797	1,852
July	3126	2576	2574	2654	3065	2935	2175	4,992
August	3090	3632	3171	3437	3781	3333	2266	2,449
Sept.	1601	3174	2553	2813	2206	2124	1648	1,414
October	949	3219	3019	2921	3514	2471	1950	2,416
November	CLOSE D	2459	2546	2491	2496	2530	1951	1,566
December	CLOSE D	2079	2134	2162	1808	1563	1813	1,070
Total Calendar Year	22,797	28,535	29,269	32969	34,255	31,221	25,183	23,565

Visitor figures

Visitor figures for 2012 have been a little lower than in 2011 but we have also seen some periods of high attendance during the year to date linked to specific exhibitions and community engagement projects.

Through these, the service is connecting strongly with the local community and in particular is able to enhance the community's ability to come together in ways that will build a sense of identity and pride.

2012 has been a year of challenges as the way the service is delivered has changed. In this section, we have described the development of the volunteer team which will enhance service delivery during the coming year as the breadth of skills that volunteers have to offer expands further. In the light of this, the strong participation with certain activities may be seen as a positive platform that can be built upon.

2. Hosting special temporary exhibitions and related events

LAND SEA SKY 15th Nov 2012 to 19 Jan 2013

The exhibition focused on artists fascinated by re-interpreting and Re-presenting the landscape. Highlights included artists Nick Schlee and David Atkins and Hampshire landscapes by Annabel Gault.

The exhibitions team liaised with the Arts Service to select artworks from the Contemporary Art Collection. These are artworks of both regional and national significance assembled over the last 20 years by Hampshire County Council. We collected and returned the 28 artworks from County Council offices and other locations around Winchester and Eastleigh. We installed them (again in liaison with the Arts Service) at Westbury Manor Museum. We provided marketing materials to promote the exhibition and it formed part of our ongoing social media marketing campaign.

The exhibitions team are currently working on 'Then and Now' a photography exhibition combining period and modern pictures of the area to open in April and 'Meet the Victorians' an exhibitions aimed at Schools and Families to open in 2013.

3. Caring for collections, promoting access, and providing specialist knowledge and advice

3.1 Caring for collections

The Collections Team undertook its major series of biennial collections reviews in Autumn 2012 reaching Westbury Manor Museum in November. The condition of the objects and the displays were checked, as well as environmental controls, security measures and the disaster plans, leading to a new plan for improvement and general maintenance. Some of the work was carried out on the spot, such as repairs to graphics panels and displays. The Team also provided further advice and packaging for when objects are transferred to Chilcomb House for identification or donation.

A major review of the Chilcomb stores containing objects from Fareham Borough was also completed during this period, in addition to the regular six monthly review of environmental data relating to the collections on display at Westbury Manor.

The plans that result from these reviews demonstrate to the Museums Accreditation Scheme that the Arts and Museums Service is achieving the national standard for museums, which strengthens applications for public and private funding, gives investors confidence in the organisation, as well as ensuring continuous improvement in the way that collections are preserved for future generations.

3.2 Promoting access to collections, specialist knowledge and advice

The Collections Team continued to introduce some intriguing and topical objects through the Hampshire Hidden Treasure's case which is situated on the 1st Floor. In October 'Austerity Britain' was installed, which was a tribute to the many women who turned to home knitting and dressmaking to make clothes and household linens for their families during the Second World War. Magazines gave away free patterns for embroidery for example, that could be used to decorate a cloth cover for a ration book. Other small items, like purses and slippers, were made in an effort to make life more comfortable or to cheer up the family home. These objects themselves were produced in accordance with government regulations and are therefore exhibited only very rarely as the materials are rather fragile.

The Keeper of Art and two collections volunteers, working with the Exhibitions Team, installed a temporary high quality showcase in the Ashcroft Arts Centre in which to display objects relating to the Dazzle exhibition at Gosport Gallery from November 2012 to January 2013.

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The exhibition, of 1920s beaded dresses, requires very specific security and environmental conditions for display and can therefore go only into the Government Indemnity Scheme galleries at Gosport, Winchester and the Sainsbury Gallery in Basingstoke. In order to make the exhibition accessible to as many Hampshire residents as possible, and to demonstrate the quality of the objects on display, satellite cases were installed in Gosport Discovery Centre and at the Ashcroft Arts Centre..

The case in Fareham had two dresses and an evening coat, all of the most sumptuous quality and fine condition, together with a contemporary fashion magazine and appropriate accessories. The comments book at the Gosport Gallery revealed that individuals who saw the case in Fareham were moved to travel Gosport just to see the exhibition. Informal feedback from the Arts Centre suggests that the showcase was generally well received by visitors even though not all of them would have been able to go to Gosport.

The team also continued to provide an enquiry service which allows members of the public to leave objects with us for identification, processing four identifications and five gifts during the October to December period. In addition further requests from members of the public for various photographic images have been met.

Volunteers from the Fareham area attended one of the Behind-the-Scenes Days at Chilcomb House, Winchester this Autumn to see the full extent of the collections cared for by Hampshire County Council and witness the great range of activities that are carried out to make the collections accessible to all.

4. Inspiring Learning and Community Engagement

4.1 Formal Education Provision:

Over the 3 month period October to December 2012, the Learning and Community Engagement Team have worked with **9** school groups in the museum and as outreach. That is a total of **204 pupils** in school groups. All sessions involve planning, preparation and liaising with teachers prior to the visit.

No. of sessions in the museum	No. of children in school groups	No. of outreach sessions/ events	No. of children as outreach
6 3 X Our Town in the Past local history sessions for Harrison Primary Year 4. 3 X Mini Museum sessions for Northern Infants Yr 1&2	156	3 2 X Mini Museum sessions for Wicor Primary Yr 5&6. 1 Our Town in the Past session for Harrison Primary Yr 4	48

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 with mainly 4 out of 4 scores for the different elements of their experience.

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The Year 4 Head from Harrison Primary School said, "The visit changed a lot of perceptions about what a museum is about. Some that have been before said they had learnt new things. So thank you!" A further comment was that the sessions "inspired the class to further learning as they went straight back and wrote blogs of their visit as well as a self made story."

As part of their school blog, pupils from Harrison Primary Year 4 were asked to use their school website to comment on their visit and what they learnt at Westbury Manor Museum. The comments below show enjoyment of their visit and evidence of their learning through object handling, census records, maps and photographs.

"Today I learnt that Fareham was famous for making red bricks and clay chimney pots. I now also know that a lady called Ann White (a servant) used to live at Westbury Manor. Another something I learnt today is that our school was once only fields" – Year 4 pupil.

"I had a great time, I learnt things that I would never have known without Westbury Manor Museum's help! The three things I have learnt are: Anne White lived in Westbury Manor, in the olden days you had a tin bowl under your bed for the toilet, and last but not least, I learnt that there are lots and lots of buildings that were not there years ago" – Year 4 pupil.

A Year 1&2 teacher from Northern Infant School said the learning impact of their session was demonstrated by "the children's questioning, vocabulary and reasoning, and by the children showing respect of and care for historical and special artefacts."

The Assistant Community Engagement and Learning Officer has been working with the head teacher of Red Barn Primary School on an 'All Our Stories' bid to HLF to fund a local heritage project for the school community working with Westbury Manor Museum. We have just heard that the bid has succeeded and this project will begin early in 2013 with some local history and research skills workshops for the children. It will culminate with an exhibition at the museum later in the year.

Other projects with local schools have been planned this quarter for delivery after Christmas, including one to involve Harrison Primary School in putting together elements of the Victorians exhibition coming next Autumn, and one to work with Ranvilles Junior School on interpreting local history through animation. Cams Hill School will be working with us on another exhibition this Spring, building on the successful Cams Creatives exhibition last year. All these projects will be detailed in the next report.

4.2 Community Engagement and Learning:

In line with the Service Plan aim of widening participation, a programme of activities aimed at different audiences was offered over the last quarter. 127 people took part in community activities. Many more benefitted from the self-led Christmas Trail provided by the CEL Team.

Activity/Event	Target Audience	Date	No. of participants
2 woodcarving workshops linked to exhibition	Children & families	27 Oct	22
Spooky Spells workshop	Children &	31 Oct	49

linked to Roman Curse artefact in main displays	families		
Visit by Fareham Day Services	Adults with Learning Disabilities	6 Nov	5
Visit by Havant Day Services	Adults with Learning Disabilities	20 Nov	8
Tailored Tour for Ashcroft Book Group	Adult Community Group	4 Dec	8
Christmas Trail for 1 st Fareham Brownies & 2 nd Fareham Rainbows	Children Community Group	5 Dec	35

The CEL Team are now working on a new set of family friendly games and activities linked to the permanent collections, to launch at the start of the Easter Holiday, and are starting to work with the volunteers and school and community groups on the local elements of the Victorians exhibition planned for the autumn.

5. Marketing and Management

Renaissance Bid

November saw the submission of a major application to the Arts Council Strategic Fund as part of the Hampshire Solent partnership. The application is for £630,000 over 2 years in support of a 2014 exhibition programme and to develop digital marketing projects. Westbury Manor will be a beneficiary of this programme if the bid is successful.

Accreditation

In the run up to an application to the Arts Council for re-accreditation of Westbury Manor Museum in April 2013, a team of Arts & Museums Service staff has been working hard to gather the evidence for this important process. Further details are given in Jo Bailey's accompanying report to the JMC.

Marketing

15,000 copies of 'What's On in Hampshire Museums and Archives', covering the period October to December, were distributed in September, which included events at museums across Hampshire. Distribution covered TICs, local museums, libraries and visitor attractions throughout the county.

Posters were circulated locally for each new exhibition and press releases are produced and circulated to the local media for each show.

Online marketing

Events at Westbury Manor were promoted on a monthly basis via the Hampshire County Council cultural e-newsletter, Showcase. With new people signing up all the time, Showcase

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is now reaching over 27,000 subscribers. It regularly features both an exhibition and an object of the month as well as signposting recipients to events in the their local area.

Social Media

The facebook page and twitter feed set up by the exhibitions team at Chilcomb House to promote exhibitions and events at Museums Service sites is becoming well established. Facebook now has over 570 “likes” and twitter over 700 followers.

Research

Postcodes were being collected from visitors to Westbury Manor Museum were collected between June to August 2012 and again are being collected during January. These are being profiled in mosaic giving us an up-to-date picture of the types of people using the museum and where they come from. This information will feed into our latest service and marketing plans.

SE Hampshire Delivery Team

Arts & Museums Service

Westbury Manor Museum

Fareham

January 2012

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WESTBURY MANOR MUSEUM JOINT MANAGEMENT COMMITTEE

4 FEBRUARY 2013

FINANCIAL REPORT AND PROPOSED REVENUE BUDGET 2013-14

Introduction

In accordance with the agreement between Hampshire County Council, Dorset County Council and Fareham Borough Council the net cost of running Westbury Manor Museum is shared between the two partner authorities.

This report briefly outlines progress with the current year's budget and makes proposals regarding the forward estimate for 2013/14 (Appendix 1).

The proposed 2013/14 revenue budget (Appendix 1) has been prepared within the framework of the Arts and Museums Strategic Plan 2012-2016 and Westbury Manor Museum Service Plan.

Description of Proposed 2013/14 Budget

The draft 2013/14 budget for Westbury Manor Museum provided in Appendix 1 reflects proposed partner contributions as follows:

1. Staffing

Venue management and curatorship: £21,338 (2012/2013), £21,338 (2013/14 draft budget)
Front of House staff: £27,000 (2012/2013), £27,388 (2013/14 draft budget). The slight increase in budget for 2013/14 is due to staff salary increments.

2. Essential Maintenance & Museum Venue Costs

£32,100 (2012/2013), £32,100 (2013/2014 draft budget)
The Museum Venue costs cover the costs of running the building (electric, rates, water, cleaning etc.), basic housekeeping materials and general equipment as well as regular maintenance work carried out by Hampshire County Council.

3. Centralised Specialist Museums Support Services

The charge has been split in to four separate elements which are described below.

3.1. Exhibitions - £28,699 (2012/2013), £28,699 (2013/2014), draft budget)

This charge contributes towards the cost of the Exhibitions team and provides for a minimum of four exhibitions per annum which includes display development, transport, setting up and taking down, cases for local exhibitions, insurance, marketing and research relating to new exhibitions.

3.2. Collections - £42,991 (2012/2013), £42,991 (2013/2014 draft budget)

This charge contributes to the care, curatorship and management of all collections relating to Fareham, organised within the disciplines of Archaeology, The Arts, Natural Sciences and Social & Industrial History. The Service will continue to store, manage and provide public access to these important collections and make them available to the local community in support of exhibitions, displays and activities.

3.3. Community Engagement & Learning - £34,475 (2012/2013), £34,475 (2013/14 draft budget)

The Community Engagement and Learning team are responsible for the design, creation, marketing and delivery of participatory learning sessions for young people in school and family groups, as well as other collections learning activity in both informal and formal settings, both within the museum and beyond in to the community.

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3.4. Management & Marketing - £ 11,050 (2012/2013), £11,050 draft budget)

Business development and marketing functions form the bulk of this cost. Marketing functions include visitor research, targeted marketing campaigns, museum and What's On leaflets, posters, website development, email marketing, advertising and media relations leading to free editorial and promotions. Business development provides strategic guidance and direction, monitors performance, levers funding from external sources including Renaissance and Arts Council, and liaises closely with senior councillors and officers where appropriate.

Recommendation

Hampshire Museums and Arts Service seeks the views of the JMC members regarding the proposed 2013/14 budget as outlined in this report and that the proposal for the draft budget attached be approved by the JMC and that the constituent authorities are notified of their requested contribution.

Appendix 1

Westbury Manor Museum JMC - 2012/13 Budget Report and Proposed Revenue Budget 2013/14

	Budget 2012/13	Actuals Q1 + Q2 +Q3 2012/13	Proposed Budget 2013/14
	£	£	£
Venue Management	7,138	5,354	7,138
Area Community Curator (33%)	14,200	10,365	14,200
Front of House Staff	27,000	21,636	27,388
Essential Maintenance and Venue Costs	32,100	27,949	32,100
Exhibitions	28,699	21,524	28,699
Collections	42,991	32,243	42,991
Learning & Community Engagement	34,475	25,856	34,475
Management & Marketing	11,050	8,288	11,050
Total Expenditure	197,653	153,215	198,041
Income	15,200	10,832	15,200
Net Expenditure	182,453	142,383	182,841

Fareham BC contribution	71,700	0	71,700
HCC Contribution	110,753	110,753	111,141
Total Income	182,453	110,753	182,841

In addition to the above, it is recognised that Fareham BC makes the following additional contributions:

Employees	6,200
Premises (maintenance of grounds)	5,000
Commercial rent value of Westbury Manor Museum	40,000
Central Costs (including Committee Section)	7,800
Total	59,000

When added to FBC's contribution the figures are as follows:

FBC	130,700
HCC*	110,753
Total	241,453

* Excludes all HCC Central Costs such as Finance, HR, IT, Administration and Legal Services which are £36,431

Westbury Manor Museum Joint Management Committee – 4 February 2013

Annual Audit Returns Report

Background

Small relevant bodies with an annual turnover of £6.5m or less must complete an annual return summarising their annual activities at the end of each financial year.

The annual return comprises summary accounting statements for the year, the annual governance statement and the internal auditor's report. Once the return has been submitted to and approved by external audit it also includes their certificate and opinion.

The JMC is required to note the content of the external auditor's report and to take action as required on any matters arising.

A notice also needs to be displayed on site to announce the conclusion of the audit and to allow local members of the public to exercise their right to view the completed return.

Appointment of auditors for 2012/13

BDO LLP have been appointed by the Audit Commission to audit the annual return of the JMC for five years from 2012/13. This appointment has been made under section 3 of the Audit Commission Act 1998.

The Audit Commission will monitor the performance of BDO LLP and will annually assess the quality of the audit work carried out and compliance with the statutory terms of the appointment.

Completion of 2012/13 annual returns

In order to meet statutory deadlines, the annual return for 2012/13 will need to be approved by the JMC on or before 30 June 2013.

The accounting statements and internal audit report sections of the annual return will be completed by Hampshire County Council Treasurers during May 2013.

In order to meet the statutory timeframe either a JMC meeting needs to take place in June or a mechanism needs to be established for the committee to approve the accounting statements and complete and approve the governance statement.

Recommendations

It is recommended that:

- the information in this report is noted
- a meeting date is set for June 2013 to allow the JMC to approve the accounting and governance statements before the statutory deadline.

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Committee:	Westbury Manor Museum Joint Management Committee
Date:	4 February 2013
Title:	Museums Accreditation 2013
Report from:	Jo Bailey, Collections Team Manager Hampshire County Council Arts and Museums Service
Contact details:	jo.bailey@hants.gov.uk 01962 826708

1. Purpose of Report

1.1 The purpose of this paper is to inform the members of the Westbury Manor Museum Joint Management Committee (JMC) that Hampshire County Council Arts and Museums Service has been invited to submit a Museum Accreditation Return for Westbury Manor Museum (Acc. No. 1175) by 29 April 2013. The paper summarises the aims and benefits of the scheme to the museum, outlines the progress that has been made so far and the implications for the JMC. If the JMC would like further details, Jo Bailey, Project Sponsor and Collections Team Manager would be available to provide a presentation at the next JMC meeting.

2. Background information

2.1 Accreditation is the UK standard for museums and galleries and is managed by the Arts Council in England. It defines good practice and identifies agreed standards, thereby encouraging development. It helps guide museums towards being the best they can be for current and future users.

2.2 The aims of the Accreditation scheme are:

1. To encourage all museums and galleries to achieve agreed standards in
 - how they are run (Organisational Health)
 - how they manage their collections and
 - the experience of users.
2. To encourage confidence in museums as organisations that manage collections for the benefit of society and manage public funds appropriately.
3. To reinforce a shared ethical and professional basis for all museums.

2.3 The benefits of taking part in the Accreditation Scheme are:

Patronage - demonstrates that the museum has met a national standard, which strengthens applications for public and private funding and gives investors confidence in the organisation.

Performance - serves as an authoritative benchmark for assessing performance, rewarding achievement and driving improvement

Profile - raises awareness and understanding of museums, so building confidence and credibility both within the governing body and among the public

People - helps museums to improve their focus on meeting users' needs and interests and developing their workforce

Partnerships - helps museums to examine their services and to encourage joint working within and between organisations

Planning - helps with forward planning by formalising procedures and policies

2.4 The national Accreditation Panel requires the following types of evidence to be submitted for each museum:

1. **Organisational health** – clear statement of purpose, acceptable constitution, appropriate management arrangements, effective forward planning, secure financial arrangements, appropriate workforce, emergency plan and an environmental sustainability policy statement
2. **Collections** – satisfactory arrangements for ownership of collections, policies approved by the governing body (Hampshire County Council) for Collections Development, Documentation and Care & Conservation supported by appropriate plans and procedures for their implementation
3. **Users and their experiences** – an Access Policy Statement approved by the governing body, evidence of consultation, evaluation, customer care, effective learning and communication with visitors through exhibitions, access to stores, research and activities based on collections.

2.5 The museums managed by Hampshire County Council were last required to provide evidence that they all met the Accreditation Standard in 2009. All the museums met the standard but a small number of 'Areas for Improvement' were identified by the national Accreditation Panel, none of which related specifically to Westbury Manor Museum.

3. Progress to date and implications for the Westbury Manor Museum JMC

- 3.1 An internal working group has been formed and the Collections Management Policies, including a new Acquisitions and Disposals Policy (now known as a Collections Development Policy), have to been drafted and will be going to the HCC Executive Member for Culture and Recreation for approval in March 2013. Copies of the draft policies can be provided on request to JMC members.
- 3.2 The Westbury Manor Museum Joint Management Committee will need to consider and approve the budget and Service Plan for the Museum for 2013/14 so that both pieces of evidence can be included in the submission along with equivalent documentation for 2012/13.

Recommendation

That the Westbury Manor Museum Joint Management Committee:

1. Notes the information provided on the Arts Council [Museums Accreditation Scheme](#), the aims and benefits of the Scheme, progress made against the preparing the Accreditation Return and the implications for the JMC.
2. Considers the offer of a presentation at the next JMC meeting and copies of the Collections Management Policies for information.



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Enquiries to Janet Owen

My reference JO/an

Direct Line 01962 826700

Date 11 January 2013

janet.owen@hants.gov.uk

Dear Mark,

Update: Proposal for a Hampshire Solent cultural trust (FIM project)

Thank you for your patience on the above project; as promised I am now writing to briefly update you on progress. An Update Report will be presented to the Hampshire County Council Executive Member for Culture and Recreation at his Decision Day on 21st January 2013, a copy of which can be found at the following link from 5pm Friday 11th January: http://www3.hants.gov.uk/councilmeetings/meetingssummary.htm?date_ID=888

This report will also seek approval from the Executive Member to consult with Fareham Borough Council as a key strategic and funding partner on the available options currently under consideration during Spring 2013. It is anticipated that a decision will be made regarding how to proceed in Summer 2013, informed by feedback from key strategic and funding partners.

A further communication will therefore be issued after 21st January, if appropriate, to commence this consultation. However, in the meantime Tim Kelly, Visitor Services Manager, will be in touch with you to discuss the best way of ensuring appropriate consultation during the Spring period.

With all best wishes

Janet Owen
Head of Arts and Museums
cc: Tim Kelly

ATTACHED - [Hampshire County Council - Report to Executive Member for Culture and Recreation 21 January 2013](#)



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Westbury Manor Museum
Outline Draft Service Plan 2013-2014

January 2013

Supporting Hampshire County Council's corporate/departmental Priorities

Corporate Priority	Key Activity	Action No.
1 Hampshire safer and more secure for all	Maintenance and Health and Safety Volunteering opportunities Community Engagement	
2 Maximising well-being	Volunteering opportunities Special events Local Exhibitions	
3 Enhancing our quality of place	Public access Volunteering opportunities Local and Special exhibitions Collections management School programme Family Learning Income generation	
Arts & Museums Service Objectives		
i) Creating Destination Hampshire – a place where people want to visit, live and invest		
ii) Engaging young people in the education process and supporting skills development for employment		
iii) Improving the health and wellbeing of older residents by enabling opportunities for social and intellectual participation		
iv) Supporting the Hampshire creative economy and nurturing home-grown talent		
v) Developing a resilient and cost-effective sector capable of delivering quality outcomes with measurable social and economic benefit		

Supporting Fareham Borough Council's Corporate Vision, Values and Objectives

Fareham Borough Council Objectives	Key Activity	Action No.
1.To protect and enhance the environment		
2. To maintain and extend prosperity		
3. To ensure that Fareham remains a safe and healthy place to live and work		
4. To provide a reasonable range of leisure opportunities for health and fun		
5. To work with our key partners to enable and support a balanced housing market		
6. To build strong and inclusive communities		
7. To be a dynamic, prudent and progressive council		

Service Area 1: Providing a welcoming and well maintained Museum

No	Key Activity	Budget	Lead Officer	Target 2013/14	HCC/CCRA Theme	FBC Priority
1.1	Maintain and improve Front of House provision.	Devolved HCCAMS Budget, sponsorship & partnership funding opportunities	Area Curator		All Themes	Objective 1, 2, 3 &4.
	Ensure the museum is welcome and safe place for visitors and staff, and is open 5 days a week 10 to 5 (Tuesdays to Fridays and 10 to 4 on Saturdays)		Curator / VSA & Volunteers	All volunteers receive guidance & motivation in excellent visitor care. All staff		
	Ensure appropriate training provided for Front of House staff and volunteers at Westbury Manor in both customer service and Health and Safety. (implement through IPP system and Volunteer Induction programme & review)	HCCAMS training budget	Area Curator	All Volunteers receive ½ day Fire Evacuation & H&S training prior to start, and referesher training every 12 months.		Objective 1& 3
	Maintain volunteer rota and recruit volunteers as required to fulfil requirements to operate the museum.	Devolved budget	Curator / VSA	2 Front of House volunteers are		

				on site during opening hours		
	Provide at least one volunteer acknowledgement & networking event for Westbury Manor Museum volunteers and facilitate additional off site training and development	core budget	Curator and Arts & Museums Manager	December celebration and one away day event		
	Ensure regime of daily and weekly cleaning of museum areas is maintained in order to provide a safe, clean and inviting environment for visitors, and ensure displays, equipment and interactives all in working order	HCCAMS	Area Curator			Objective 1
	Carry out quarterly building check for maintenance & Health & safety issues.	HCCAMS	Area Curator			Objective 3

1.2	Continue to provide events & activities for young people, adults and family groups – holidays, weekends and integrated with local community and town centre event dates	Devolved HCCAMS budget, donations or charges, & sponsorship	Curator / VSA Community Engagement & Learning Team (CE&L) Volunteers		Theme 2,3,4	Objective 1,3,4
	A series of high quality activities will be organised every school holiday period aimed at families and young people. These will either be linked to the current main exhibition or to the regular gallery displays and will include craft activities, quizzes, museum trails and other family friendly activities that encourage further exploration of objects on display.	Event charges & supported by HCCAMS	CE&LO ACE&LO Curator VSA & Volunteers	400 participants per quarter.	2 Theme,3,4	Objective 1
	Engage with Fareham Borough Council & Town Centre Management framework to deliver linked events and activities to promote prosperity & community engagement	Devolved budget, sponsorship & partnership support	Curator VSA Volunteers ACE&LO	4 partnership events per year		
1.3	Continue to work with Friends of Museum and other local organisations such as Fareham Local History Group and Fareham Society	Income generation	Curator / VSAs /	Ongoing		
	Attend Friends meetings and ensure	Devolved	Curator			

	their activities and resources are able to compliment the museum programme	budget/ Friends				
	Engage with Friends and Local History Society to contribute to Arts & Museum service exhibitions and other projects (e.g. contribution to Victorians project)		Curator CE&LO ACE&LO VSA	2 outcome events during 2013 with direct, input from Friends / Local History groups		
	Encourage links between Westbury Manor Volunteer team and Friends of Fareham Museum – volunteers encouraged to join Friends and have role in steering future of service via this route		Curator/ VSA	3 volunteers to join Friends during 2013 /14		
	Work with Friends to initiate recruitment drive for Friends of Fareham Museum – invigorate Friends & increase capacity to fundraise & deliver projects with new Friends membership.		Curator	2 new Friends from outside service during 2013 /14		
1.4	Local Community Exhibitions. Working with local groups/ artists/ schools / colleges and with Westbury Manor volunteer team to create/provide space for temporary exhibitions.	All Self-funded – some Income generation – supported where necessary by devolved budget	Curator With support from Community Engagement & Learning team and Arts & Museums Service Area Manager			

	<u>Community Exhibitions</u>					
	6 July – 3 August Red Barn Local History Project (working title Portchester People)		Assistant Community Engagement & Learning Officer, VSA, Curator	Project with Red Barn School – HLF funded.		
	17 August – 26 October Speed! (Local people, companies and events in the quest for ultimate speed)		Curator Volunteers	Volunteer driven project - Research & content development with input fro Volunteer Exhibition Project Team.		

1.3	Financial efficiency and effectiveness					
	Continue to develop retail provision to provide new ranges, frequently changing displays and seasonal offers	Income generation	Visitor Services Assistant/ Volunteers and Curator		Income Generation Plan	Objective 3
	Develop Volunteer Retail Task Force to examine retail & Income Generation Performance and discuss within the team stock lines and new IG opportunities		Area Curator, VSA & Volunteer Retail Group		Income Generation Plan	Objective 3
	Diversify retail lines to link with	Income	Area		Income	Objective 3

	exhibition programming and seasonal themes in order to drive forward sales and provide interest and changing themes.	Generation	Curator, VSA & Volunteer Retail Group		Generation Plan	
	Maximise use of venue for events, meetings, parties etc	Income generation	Area Curator VSA		Income Generation Plan	Objective 3

Service Area 2: Hosting Special temporary exhibitions & related events

No	Key Activity	Budget	Lead Officer	Target 2013/2014	HCC/CCRA Theme	FBC Priority
2.1	Providing temporary exhibitions for Westbury Manor Museum which can be used to inspire adult learning opportunities, family activities & school sessions.	HCCAMS Exhibition Budget, Project Specific Partnership Funding and grants	Exhibitions Manager Area Curator		Theme 2,3,4	Objective 3,4
	Lego Mania 28 March – 9 June (Major Project to run concurrently with other exhibitions – to include major Lego build of Portchester Castle, 2 metres across)	Centrally sourced funding	Community Engagement & Learning Officer, (North Hants)			
2.2	Then & Now Exhibition a photography exhibition combining period and modern pictures of the area 6 April - 28 June	Core budget	Exhibition Team, Curator and volunteers			

	Red Barn Local History Project (Working title Portchester People) 6 July – 3 August		Assistant Community Engagement & Learning Officer, VSA, Curator	Project with Red Barn School – HLF funded		
	Speed! (Local people, companies and events in the quest for ultimate speed) 17 August – 26 October		Curator Volunteers ACE&LO	Volunteer driven project - Research & content development with input fro Volunteer Exhibition Project Team.		
2.3	Meet the Victorians , an exhibition aimed at schools and families with strong local element November 2013 – January 2014		Exhibitions Team , CE&L Team Friends, Curator			

Service Area 3: Caring for collections & providing specialist knowledge & advice

No	Key Activity	Budget	Lead Officer	Target 2013/14	HCC/CCBS Theme	FBC priority
3.1	Caring for collections	HCCAMS				
	Implement Collections Review 2012 action plan: - Undertake specialist cleaning of cased objects - Audit social history objects	HCCAMS	Collections Team Manager	March 2014		
	Continue six monthly monitoring of environmental information (light, temperature, humidity) and pest management	HCCAMS	Principal Conservator	2 x monitoring/ Analysis a year		
	Provide, interpret and care for the collections on display at the Red House Museum, including annual condition checks/audit; the continuous collection and interpretation of environmental information (light, temperature, humidity); and the implementation of a pest management strategy. All to ensure that the objects are not put at avoidable risk of deterioration and to comply with Museums Accreditation standards.	Core budget	Collections Team			
	Undertake any specialist cleaning or remedial conservation work on objects necessary before they can be put on display at Westbury Manor Museum or	Core budget	Collections Team			

	used for learning and engagement activities or loaned for approved purposes.					
	Advise on the appropriate security of the objects on display	HCCAMS	Principal Conservator	Ongoing		
	Provide an emergency conservation service to the collections on display in the event of flood, fire or other disaster	HCCAMS	Principal Conservator	Ongoing		
	Manage storage, documentation, digitisation, conservation of and access to collections associated with Fareham Borough and all related information at Chilcomb House.	HCCAMS	Principal Conservator	Ongoing		
3.2	Providing access to collections for public and specialist researchers					
	Provide an identification and enquiry service across a range of disciplines including archaeology, the arts, natural sciences, social/ industrial history and object care, as well as local history	HCCAMS	Keepers Registrar	Ongoing		
	Continue to provide Hampshire Hidden Treasures mini displays	HCCAMS	Keepers	6 displays a year		
	Work with volunteer team to continue digitisation of images in collection	Nil	Curator, Collections Officer Collections Volunteer	400 more images digitised & documented by March 2014		
	Support production and installation of	HCCAMS	Keepers	As required		

	special exhibitions through the supply of specialist knowledge and objects/specimens from the collections					
	Support events programme through the supply of specialist knowledge and objects/specimens from the collections	HCCAMS	Keepers	As required		
	Maintain and add to Handling Collection for use by schools/reminiscence/events		Collections Team, Community Engagement and Learning Officer & Curator			

Service Area 4: Inspiring Learning and Community Engagement.

No	Key Activity	Budget	Lead Officer	Target	HCC priority	FBC priority
4.1	Continue to build relationships with schools in order to maintain their use of the museum and further outreach.	HCCAMS & Charging	Community Engagement & Learning Team	900 children in school groups through visits and outreach		
	Implement the actions from the 2012 review of the school service: Consult with users and lapsed/non users to ensure increase in uptake by local schools		CE&L Team	All 5 lapsed & non using schools in easy travel distance to have been personally contacted and 40% to have engaged with the museum by July 2013.		
	Implement actions from review of school service and act on teacher feedback: Review and develop workshop offer, adapting and improving to meet curriculum needs. Provide led and/or self led sessions for all exhibitions with a curriculum link.		CE&L Team	All permanent sessions to have been reviewed and paperwork and web pages		

				updated by July.		
	Work with Harrison Primary School on local elements of Meet the Victorians exhibition, develop school sessions linked to the exhibition, and promote existing Workhouse @ Westbury session		CE&L Team	Achieve 15 school bookings on Victorian themes Nov-Jan		
	Work with Ashcroft Arts Centre, Exhibitions Team and countywide CE&L Team to develop WW1 activities and projects aimed at KS2, 3 & 4 - programme in development. Includes Young Roots HLF bid for major project.		CE&L Team Exhibitions Team Arts Officers			
	Carry out effective marketing to schools of a permanent offer and opportunities linked to temporary exhibitions, using a variety of media – flyers, website, schools’ on-line bulletin boards, personal contact.		CE&L Team Marketing Officer HCC Web Team	All 30 primary schools in the borough to have strong targeted offer communicated 3 times a year		
	Maintain collections of handling material, images, maps and documents to support effective learning outside the classroom.		CE&L Team Collections Team			
	Continue ongoing training for staff & casual staff to ensure quality of delivery is maintained, monitored and evaluated. To include development of training programme for volunteers to support learning and engagement work.		CE&L Team			

4.2	Provide opportunities for local schools and community groups to become involved in more in-depth projects with the Arts & Museums Service	HCCAMS	CE&L Officer			
	'Portchester People' (working title) Project funded from HLF All Our Stories, with Red Barn School and Community – local history, oral history & exhibition		ACE&LO			
	Harrison Primary School to work with CEL Team on some local elements of Victorian exhibition		CE&L Team			
	Local History Society, Friends Group and Museum Volunteers to work with CEL Team on some local elements of Victorian exhibition		CE&L Team			
	Ranvilles Junior School to work on local history project with CEL Team and artist to produce an animation outcome		CE&L Team Arts Development Officer			
	Local schools to work on in-depth major project for 2014 (subject to Young Roots bid)		Arts Officers with CE&L Team			
	Provide opportunities for project outputs to be made available as web based resources or small local exhibitions, as appropriate.	HCCAMS	CE&LO Community Curator Web Manager			
	Ensure high quality of all engagement	HCCAMS	CE&LO			

	and project-based activity through development of focussed objectives and regular monitoring and evaluation.					
4.3	Engaging target audiences	HCCAMS & charging	CE&L Team			
	All learning opportunities will be focussed on one or more of our target audiences: schools, families, young people, and adults and older learners.		CE&L team			
	Deliver a creative and varied programme of weekend and holiday activities for families and young people as in section 1.2 above. To include an offer for under 5's with parents/carers		CE&L team Curator, VSA and Area Team	5 led workshops 3 self led opportunities from CE&L Team over the year		
	Provide talks and other opportunities for adults and adult groups, e.g. by working with the Friends and volunteers.		Curator			
	Provide workshops and project opportunities for children and young people's community groups.		CE&L Team	3 over the year		
	Make museum services accessible to older people in care, e.g. through outreach reminiscence workshops for day centres and care homes.		CE&LO	3 over the year		

Service area 5: Marketing and strategic management

No	Key Activity	Budget £11,050	Lead Officer	Target	HCC/ CCBS Theme	FBC Priority
5.1	Maintain Marketing activities	Devolved budget	Marketing Officer	Ongoing		
	Annalyse data from 2012 MOSAIC and produce plan to target groups highlighted by this. Continue to monitor impact of this targeted marketing.	Core budget	Senior Business Developmen t Officer and Curator	Analysis April 2013 implement throughout year		
	Undertake visitor postcode collections as required. Normally twice yearly, Summer and Winter/early Spring.	Core budget	Senior Business Developmen t Officer and Curator	Normally twice yearly, Summer and Winter/early Spring.		
	Produce and distribute annual 'Enjoy Hampshire Museums and Archives' county-wide.	Core budget	Senior Business Developmen t Officer and Curator			

	Continue to update website 'What's on' using events database. Leading to regular email alerts to mailing list.	Core budget	Senior Business Development Officer and Curator			
	Produce and distribute biannual 'Red House Museum What's on'	Friend/ Core budget	Curator	Bi annual		
	Continue to maintain profile of museum and its activities in the local press and media.	Core budget	Senior Business Development Officer and Curator	Press release etc for new exhibitions and events.		
	Continue to work with Marketing Officer and Web Manager to update and improve websites to appeal to target audiences.	Core budget	Senior Business Development Officer and Curator			
	Feed information to Exhibitions Team Facebook page and Twitter account.	Core budget	Exhibitions Officer , Senior Business Development Officer and Curator	ongoing		
	Support marketing to schools, potential volunteers, room hirers and for other income generation schemes	Core budget	Senior Business Dev. Officer and Curator			