

**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, 1 June 2015

**Time:** 9.30 am

**Venue:** Westbury Manor Museum - Westbury Manor

**Members:** Councillor Miss S Bell, Fareham Borough Council  
Councillor Mrs K Mandry, Fareham Borough Council

Councillors G Ringrow, Hampshire County Council  
P Latham, Hampshire County Council

Other Representatives Mrs A Baxandall, Friends of Fareham Museum  
Mrs B Clapperton, Friends of Fareham Museum  
Mr J Gregory (Westbury Manor Museum  
Volunteers)

**For further information please contact:  
Democratic Services, Civic Offices, Fareham, PO16 7AZ  
Tel: 01329 236100  
democraticservices@fareham.gov.uk**

**1. Confirmation of Chairman and Vice-Chairman**

Following the appointment of Fareham Borough Council representatives at the Executive Meeting on 18 May 2015, the joint Committee is invited to confirm the arrangements for the appointment of the Chairman and Vice-Chairman for the municipal year 2015/16.

**2. Apologies for Absence**

**3. Minutes (Pages 1 - 4)**

To confirm as a correct record the minutes of the meeting of the Joint Management Committee held on 23 February 2015.

**4. Cultural Facilities Transformation - 18 May Executive Report**

A verbal update on Cultural Facilities Transformation.

**5. Westbury Manor Museum JMC (Curator's) Report for Jan - Mar 2015 (Pages 5 - 20)**

A report on activities at or relating to Westbury Manor Museum covering period January to May 2015.

**6. Westbury Manor Budget Report 2015/16 (Pages 21 - 24)**

A report providing an update on the 2015/16 budget.

**7. Annual Audit Return (Pages 25 - 32)**

A report on the Annual Audit Return for 2014/15.

**8. Strategic Plan and Culture Conversation Update (Pages 33 - 36)**

An update on Hampshire Cultural Trust's Strategic Planning and the Cultural Conversation.

**9. Future JMA/Funding Agreement**

A verbal update on the future JMA/Funding Agreement.

**10. Date of Next Meeting**

To agree a date for the next meeting of the Fareham Museum Joint Management Committee.

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Chief Executive Officer  
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22 May 2015

**FAREHAM BOROUGH COUNCIL / HAMPSHIRE  
COUNTY COUNCIL**

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

***(to be confirmed at the next meeting)***

*Minutes of a meeting held on Monday, 23 February 2015  
in the Westbury Manor Museum - Westbury Manor*

**PRESENT:**

Councillor Connie Hockley (Fareham)  
(Chairman)

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

**Councillors:** B Bayford (Fareham) and P Latham (Hampshire County Council)

**Other Representatives** Mrs Anne Baxandall (Friends of Fareham Museum) and  
Brenda Clapperton MBE (Friends of Fareham Museum)

**1. APOLOGIES FOR ABSENCE**

There were no apologies of absence.

**2. MINUTES**

RESOLVED that the minutes of the meeting of the Joint Management Committee held on 9 20 October 2014 be confirmed and signed as a correct record.

**3. WESTBURY MANOR MUSEUM JMC (CURATOR'S) REPORT FOR OCT TO DEC 2014**

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

It was reported that the Soldier's Journey exhibition that ran from October 2014-Jan 2015, was a big success, as was the Edwardian Christmas Festival that was held alongside the Town Centre Christmas Light Switch On Event.

The Museum is working much closer with the Council for their future programming to incorporate exhibitions with events that are being held in the town.

The School visits to the museum have produced healthy figures and the new Dinosaur Lego display has been proving to be extremely popular, especially during the February half term break.

With the Tourist Information Centre moving out of the Museum in March there has been some internal layout changes, which has improved the tea room, and reception area.

#### **4. DRAFT WESTBURY MANOR MUSEUM VENUE PLAN 2015-16**

Annabel Cook presented a report on the draft Westbury Manor Museum Venue Plan 2015-16.

The plan whilst full and varied is flexible enough that it can be adapted to fit around any topics that may come up throughout the year.

RESOLVED that the draft Westbury Manor Museum Venue Plan 2015-16 be accepted.

#### **5. WESTBURY MANOR BUDGET REPORT 2015-16**

Annabel Cook presented a report on the Westbury Manor JMC Budget for 2015/16.

The Committee were informed that there have been no budget reductions but that there has been a re-apportioning of costs, the most significant one being the increase in the marketing budget. It was explained that this is very important as it the one thing that is currently not successful, and as such a new role of Head of Communication and Marketing has been created.

RESOLVED that the budget is accepted and agreed.

#### **6. RISK REGISTER WESTBURY MANOR MUSEUM FEB 2015**

Annabel Cook presented a report on the Risk Register for Westbury Manor Museum.

RESOLVED that the Committee accept the revised Risk Register until its next review in April 2016.

#### **7. WESTBURY MANOR MUSEUM PARTNERSHIP AGREEMENT**

The Committee considered a report by Annabel Cook on the Heads of Terms for Partnership Funding Agreement.

Councillor Latham stated that he found the document hard to comment on as it lacked any substance and there were big gaps within the document.

Annabel Cook addressed the Committee to explain that the heads of terms are merely relating to the management of the Committee and that there will be further terms to be agreed at a later date.

Councillor Mrs Hockley proposed that the terms be provisionally approved until full details are brought to the Committee.

RESOLVED that the Committee provisionally approves the Heads of Terms for Partnership Funding Agreement, subject to further details being provided within the next 6 months.

## **8. CULTURE CONVERSATION**

The Committee received a verbal update from Annabel Cook on Culture Conversations.

She informed the Committee that every Borough will be having a culture conversation, and that Fareham's will be in April 2015. Local people and local businesses will be invited to attend the meeting to have a conversation in ideas and concerns for culture in Fareham for a 10 year plan.

Councillor Mrs Hockley informed the Committee that PUSH (Partnership for Urban South Hampshire) are going to be looking at closer working with Ferneham Hall, Ashcroft Arts Centre and Westbury Manor Museum.

Annabel Cook also informed the Committee that she will be leaving her position in the South East patch shortly as her job has changed. They are currently advertising for her vacancy.

RESOLVED that Annabel Cook be thanked for her verbal update and they wished her well for the future in her new role.

## **9. DATE OF NEXT MEETING**

RESOLVED that the next meeting of the Fareham Museum Joint Management Committee will take place on Monday 1 June 2015 at 10am.

(The meeting started at 10.00 am  
and ended at 10.53 am).



## AGENDA ITEM NO. 4

<b>Committee:</b>	WESTBURY MANOR MUSEUM, FAREHAM JOINT MANAGEMENT COMMITTEE
<b>Date of Meeting:</b>	1 <sup>st</sup> June 2015
<b>Title of Report:</b>	CURATOR'S REPORT
<b>Author:</b>	Erica Munro

### Purpose:

Report on activities at or relating to Westbury Manor Museum  
Covering period January 2015 to May 2015

## **1 Providing a Welcoming and Well Maintained Museum**

### **1.1 Museum Service Delivery**

The start of 2015 has seen a good deal of change both behind the scenes and front of house. The museum has taken part in the county-wide Culture Conversation and Hampshire Cultural Trust has been engaging in strategic planning work throughout the region. At Westbury Manor, a display in the Resources Room has informed visitors of the Trust and its ambitions, and a visitor survey and 'Culture Conversation' event has been gathering their feedback.



The Culture Conversation display in the Resources Room

The Tourist Information Centre closed at the end of March and work began immediately to prepare the space as a reception area for the museum. New carpet is being laid, and redecoration of the walls and shelving units is now taking place, following consultation with HCC's Listed Building specialists in the Architect's team. The work is being done by a team of volunteers and staff, and it is hoped to be completed in June. Relocating and increasing the retail space will allow for more tables in a dedicated Tearoom and a more welcoming and spacious reception area.

New outdoor furniture has been obtained for the Tearoom so that refreshments can be served on the patio on sunny days. If this proves popular, we hope to expand the number of outdoor covers, locating some tables on the forecourt, if possible, and getting picnic blankets for Tearoom customers.

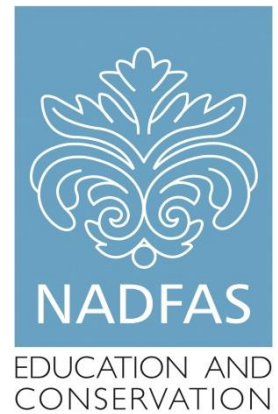
Many of Westbury Manor's volunteers took part in a volunteer training day in March. The focus was on customer service, fire safety and food hygiene. They have also been involved in the production of the 'Memories of Fareham' exhibition and in the preparation of the new museum reception/retail area. In addition to their sterling work in the Tearoom and shop, they have assisted with preparing flyers and delivering posters and they have taken part in several of our events throughout this period. In recognition of this, they were nominated by the Curator for a Fareham Volunteer Award which will be presented at the start of June to some representatives of the volunteer team.



Jim, a volunteer, helping with the Lost World Explorers event in February



We are excited that our display in the permanent galleries about the Fareham Workhouse Scandal is being improved due to a generous grant from Sarisbury Green NADFAS. The Ashcroft Youth Theatre, working with the CEL team, have been learning about the story during workshops at the museum, and their resulting monologues will be recorded in June and incorporated into the display to bring to life those historic events. These workshops will also feed into the redesign of the text panel about this story, with the complete display finished by the summer. We hope this reinterpretation will appeal to a broader audience, adding a valuable audio element to our displays, and provide a more engaging way for our visitors to learn about this episode in Fareham's history.



The Ashcroft Youth Theatre group learning about the Fareham Workhouse Scandal

The museum team have also been working with an HLF-sponsored Young Roots project to prepare for an exhibition they will open at the museum later this year. Entitled '*No Facebook? OMG!*' the exhibition will explore technology and video games over the last five decades. Following initial workshops in exhibition skills and research that have already taken place (see Sections 3.3 and 4.2 for more information), the exhibition will run September – November 2015 in the museum gallery.

Museum staff have also been concentrating on management processes over the last few months, streamlining our facilities management processes, improving our water temperature documentation and initiating quarterly full building inspections. Staff have undergone training related to asbestos, legionella and fire safety. A successful funding bid for training by a consultant in Lean Systems Thinking has produced a staff training day which will take place in June, to support our efforts in expanding our retail space.

## 1.2 Visitor Figures

These figures show a decrease in visitors to Westbury Manor Museum over the last year. This is due to a combination of factors. These include:

- a lack of a 'blockbuster' exhibition to consistently draw in visitors (such as previous LEGO shows);
- less interest in adult and family events (including an unpopular Fareham Music Month);
- difficulty with continuity of programming as a result of the gap between the previous curator leaving and recruitment of the current one;
- the change in the National Curriculum which now favours pre-1066 history in the primary phase has had an impact on school visits;
- fewer town centre-wide events which specifically attracted visitors to the museum;
- the closure of the TIC has inevitably caused a further drop in April 2015, and it is likely this will be reflected for some months into 2015.

Year	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Totals
2009 – 2010	3118	2138	2615	3065	3781	2206	3514	2496	1808	1762	2367	3347	32,217
2010 – 2011	3367	2687	2696	2935	3333	2124	2471	2530	1563	1870	1799	1872	29,247
2011 – 2012	2605	1971	1797	2175	2266	1648	1950	1951	1813	1870	1799	1872	23,717
2012 – 2013	1816	449	1852	4992	2449	1414	2416	1566	1070	1300	2046	1555	22,925
2013 – 2014	4463	3235	2281	1545	1823	1472	2600	1569	1547	1463	2775	1743	26,516
2014 – 2015	1904	1391	1105	1554	2605	1588	1757	1342	1270	1183	1710	1312	18,721
2015-2016	1161												

The future looks more promising. We plan to, among other things, increase activity on the museum forecourt to counter the 'closed' look caused by the TIC closure; improve local marketing efforts by changing how we programme and advertise events; have regular meetings with the FBC Town Centre team to renew partnership working on events and ensure their promotion includes the museum; utilise our volunteers to spread the word about exhibitions and events; increase engagement through social media over 2015-16 and join existing campaigns (Hampshire Open Studios, Fareham Art Festival) to maximise awareness of the museum and its offer. Centrally, there are improvements planned to the visitor figures database which has suffered technical difficulties. On-site, volunteers based in the new reception space will be more able to accurately count visitors, whom they currently sometimes miss due to concentrating on their Tearoom duties.

## **2 Hosting Special Temporary Exhibitions and Related Events**

### **2.1 Soldiers Journey** (until 18 January)

The 'Big Theme' *Soldier's Journey* exhibition that was part of Hampshire's county-wide commemoration of the First World War ran until 18 January. The Fareham exhibition, included sections on the POW ships in Fareham Creek that held German prisoners during the war and on local women knitting to provide equipment to the armed forces. The exhibition appealed to all ages, with objects, illustrations, photographs, games and a specially commissioned film about the impact of the First World War in Hampshire.

### **2.2 The Lost World Zoo** (7 February to 28 March)

The *Lost World Zoo* came to Fareham! The exhibition featured a menagerie of extinct animals made from LEGO bricks by the UK's only professional LEGO artists, mixed with natural science specimens from Hampshire County Council's collections. The successful Lost World Explorers event (see section 4.2 for more information) was linked to this family-friendly exhibition.



A life-sized LEGO Dodo in the *Lost World Zoo* exhibition

### **2.3 Memories of Fareham** (4 April to 19 May)

This photographic exhibition included images from the museum's collection but also featured photos submitted by members of the public after an appeal in the Portsmouth News. Large format copies of the photographs were displayed with clipboards under each image to allow visitors to add their own memories. Oral history recordings with memories from Fareham residents were provided by Hampshire Record Office. Museum volunteers participated in several ways – they helped write the labels, they scanned the photographs, researched the audio material and contributed their own photographs and memories.



The temporary exhibition gallery during Memories of Fareham

An adult education course, Developing Room, also took place during the exhibition. 7 adults attended an evening workshop on digital photography techniques led by a professional photography tutor.

### **3 Caring for Collections, Promoting Access, and Providing Specialist Knowledge and Advice**

#### **3.1 Caring for collections**

The Accreditation Return for Hampshire Cultural Trust was submitted to Arts Council England on 30 April 2015 making them formally aware of the changes in governance and management resulting from the transition from local authority management to Trust status. The return included a suite of revised collections management policies and plans for the Trust that had been updated in the light of the new partnership with Winchester City Museums and approved by the Board of Trustees prior to their submission. Having these policies will ensure that Westbury Manor Museum continues to be an Accredited Museum benefiting from membership of the national scheme in many ways, including access to a greater range of funding opportunities.

Following preparatory work for improving the storage and documentation of objects not on display at Westbury in December, the Collections Team returned in force in February to finish off the task. The backlog of donations made over recent years was sorted out and objects used for educational activities were separated from non-collections material to improve access.



Some of the stored objects at the museum after being sorted by the Collections Team

Frequent checks were undertaken in the stores at Chilcomb House in Winchester where objects relating to the Borough of Fareham are kept when they are not on display to ensure that the winter weather was not affecting the environmental conditions in which they are kept.

### **3.2 Promoting access to collections**

Four bicycles were selected from our reserve transport collection for inclusion in the forthcoming *Bespoke* exhibition at Westbury Manor. In April they were given a thorough preparation before going to Fareham by one of our conservators, helped by our team of volunteers.



Our solid tyred safety bicycle c.1888 - the oldest bicycle going on display

The selection of Roman ceramics from the Archaeology Collection, samian pottery with makers' stamps and repairs using lead rivets discovered near Alton, remained on display until February. In its place was installed a large ceramic model of a bear advertising Atkinson's Bear Grease. This unusual object was used to promote the business of James Atkinson, an 18<sup>th</sup> century London merchant specialising in the product which was allegedly a cure for baldness. These types of display serve to illustrate the diversity of the collections cared for by Hampshire Cultural Trust and that are available for exhibition at Westbury Manor Museum.

### **3.3 Providing specialist knowledge and advice**

The Collections Team have been devoted to preparing the 2015 Hampshire Big Theme project - *Dinofest 2015* – during this period. The exhibition that is being developed for Westbury Manor Museum is called *Drawn to Dinosaurs* because it features the work of artist John Sibbick, well known for his reconstructions of prehistoric life. Our Curator of Natural Sciences collected the paintings from the artist, who lives on the Isle of Wight, and completed the research needed to write the labels for his work, which will also include preparatory sketches and models of dinosaurs.

The team has also been supporting the students taking part in the *No Facebook? OMG!* project. The students spent an afternoon at Chilcomb House in April learning about museum collecting policies, documentation and conservation, as well as visiting behind-the-scenes. There are particularly interested in developing exhibitions that draw on our more contemporary home entertainment and digital technology collections, such as telephones, TVs, sound systems and games consoles. We are also hoping the students will be able to help us bring these collections up-to-date by making some new acquisitions.

## 4 Inspiring Learning and Community Engagement

### 4.1 Formal Education Provision

Over the 5 months January to April 2015, the CEL Team worked with **18** school groups in the museum or as outreach, a total of **470 pupils** in school groups. The figures for May are pleasing as traditionally this is a poor month for school sessions due to schools having SATs tests.

Date	School	Key Stage & Year Group	No. of children	Type of workshop
9 Jan	St Jude's Primary	KS2 Yr6	21	Hampshire's War
26 Jan	Orchard Lea Junior	KS2 Yr6	32	Our Town in the Past
26 Jan	Orchard Lea Junior	KS2 Yr6	32	Our Town in the Past
23 Feb	St Jude's Primary staff meeting at museum	Teachers	School staff	Project planning
18 Mar	St Jude's Primary	Whole School	194	Assembly and 7 class workshops on local history
24 Mar	Fareham College	KS5 6 <sup>th</sup> form Yr 12 & 13	11	Outreach workshop on questioning skills for OMG project
6 May	Fareham College	KS5 6 <sup>th</sup> form Yr 12 & 13	10	Outreach workshop on exhibition skills for OMG project
7 May	Meoncross School	KS2 Yr 3	19	Our Town in the Past
15 May	Redlands Primary	KS2 Yr 3&4	87	3 X Local Study self-led class visits (CELO devised trail)
19 May	Wicor Primary	KS2 Yr 6	32	Outreach prehistory workshop
19 May	Wicor Primary	KS2 Yr 6	32	Outreach prehistory workshop

Feedback is sought from all school groups in the form of a teacher's evaluation form. Unfortunately, no forms for the Spring Term were returned to us. However, we know from comments made verbally that schools do value the workshops and get a lot out of them.

The CELO worked with the head and staff of St Jude's Primary to help them with their local history project for their school's 50th anniversary. The whole school assembly and the hands-on history workshops for all classes led by the CELO were very well received and the school are delighted to have been able to book our Pride of Place Case for May and June to display work and artefacts resulting from the project.

The bookings from Wicor are another example of local schools wanting in-depth engagement with the Cultural Trust. They are looking at farming history and wanted an input from the museum on the start of farming in the Stone Age, so the CELO is taking artefacts from the collections to the school to start the project off. Further work is planned

for later in the term. After the first sessions the teacher emailed to say:

*“Thanks again for today - the children got a lot from being able to handle the artefacts”.*  
Teacher, Wicor Primary School

## 4.2 Community Engagement and Learning

In line with the Venue Plan aim of widening participation, a programme of activities for a range of audiences was offered over the 5 month period January to May. **288** people took part in the **led activities**.

The CEL Team also provide **self-led drop-in activities** for families in special exhibitions and for the permanent displays. The figures below are for led activities and do not include participants in the self-led offer which included two trails in the *Memories of Fareham* exhibition and an ambitious all-week family drop-in activity (*Role Up*) for May half term to be reported on next time.

Activity/Event	Target Audience	Date	No. of participants
Old & New – Market Day Drop-in reminiscence workshop	Older Adults	5 Jan	20
Lost World Explorers half term holiday workshop	Families	20 Feb	202
Outreach Reminiscence Workshop on Spring Cleaning in the Past for Kershaw day Care Centre	Older people	27 Feb	11
Gallery Explorers Workshop (Lost World Explorers)	Adults with Learning Difficulties	25 March	10
Photo Phun Easter holiday workshop	Families	10 April	12
Developing Room Adult leisure learning photography course	Adults	21 April	7
Project work with Ashcroft Youth Theatre group - Workhouse re-display	Young People	28 April	9
Project work with Ashcroft Youth Theatre group - Workhouse re-display	Young People	5 May	8
Gallery Explorers Workshop (Photo Explorers)	Adults with Learning Difficulties	13 May	9

The highlight of the programme was the Half Term holiday family workshop in the *Lost World Zoo* exhibition which attracted 202 visitors. The CELO planned a range of science and art activities linked to the subject of extinction and evolution. People were queuing down the road to get in and despite the crowds the evaluation forms showed that people had really enjoyed the activities:



*“Absolutely great. Both children loved it. Thank you.”*

*“Fantastic place, great volunteers. Well done guys, great morning.”*

*“No improvement necessary. We learnt a lot and £2 is a very good price.”*

*“It was all fantastic. More please!”*

Comments from the Lost World Explorers workshop



Visitors queue for the Lost World Explorers workshop on 20 February

The same promotional activity and the same format of workshop resulted in only 12 visitors at Easter so we need to review when to offer the led workshops – perhaps they are better suited to the winter months.

The reminiscence work in the *Museums for Seniors* programme offered by the CELO to local day care centres using Hampshire Futures funding continues to be popular, with Kershaw Day Centre benefitting in the spring term and Lockwood Day Centre already booked in for the summer term.

Another Hampshire Futures funded project has been *Get More Out of Galleries* for adults with learning difficulties. A group who attend a skills for life course at Southampton City College have been working with the CELO at Eastleigh Museum and Westbury Manor Museum to gain confidence in museum and gallery visits. At Westbury they had one session in the *Lost World Zoo* exhibition and one in the photographic exhibition, each session highlighting a different kind of exhibition and giving the participants different ideas for how to access an exhibition, critique it, respond to it and gain new skills or knowledge from it. Each time they also did a bit of linked art work as a response to the exhibition.



The *Get More Out of Galleries* project at Westbury Manor Museum

The workshops have been very successful in achieving their aims. Their group leader sent some excellent feedback:

*“Thank you for the sessions you have organised and run for my group over the past few months. The students have learnt a lot from them and have all expressed how much they have enjoyed working with you and how much they have enjoyed the sessions. The exhibitions have been varied and interesting as have the art activities. You set out to teach new and different ways to look at and access museums and galleries and it has been a success. The sessions have had a good balance of looking at pictures/exhibits, learning new knowledge, discussing ideas, expressing opinions, hands on discovery and making responses in art form. The fossils at Westbury were particularly interesting and the similarities and differences matching activity was a great interactive way for the students to gain new knowledge.”*

Group leader, Southampton City College

The CELO has also been involved in the Workhouse re-display project funded by a grant from NADFAS. She organised two out-of-hours workshops at the museum for the young people from the Ashcroft Youth Theatre group. In the first they had a hands-on history session using documents and artefacts to find out more about life in the workhouse. In the second they were introduced to the Fareham Workhouse Scandal story and worked with one of our casual tutors (who is also an actor) to develop their characters and practise performing their audio presentation monologues using the words from the original enquiry. They are currently rehearsing it at the regular meetings and the CELO will join their group next month with a sound recordist to record the audio content.



Members of the Ashcroft Youth Theatre group during a workshop

## 5 Marketing and Management

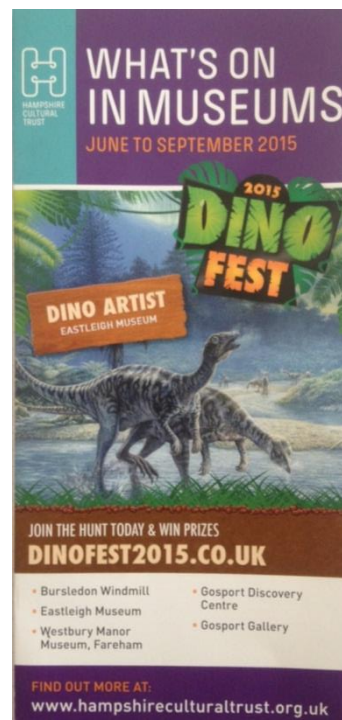
### 5.1 Printed material

In May 2015 a new South East area What's On leaflet with a print run of 12,500 was produced. This covers the period from June to September 2015 and is being professionally distributed throughout the region to TICs, libraries, museums, accommodation providers, educational establishments, attractions, arts centres, theatres etc. Posters for the temporary exhibitions and events were also produced and distributed.

### 5.2 Online marketing

Events at Westbury Manor Museum feature on a monthly basis via the Hampshire County Council cultural e-newsletter, Showcase. Showcase is now reaching over 30,000 subscribers and regularly features both an exhibition and an object of the month as well as signposting recipients to events in their local area.

The e-newsletter Museums Monthly, recently rebranded as HCT, is sent to sign ups on a new database created for use by Hampshire Cultural Trust. The first issue was sent out on 5 May to 2,500 people.



### 5.3 Research

Postcodes are now routinely collected from visitors at key sites over two three-monthly periods - January to March and June to August. These are profiled using Mosaic software and provide ongoing information on which groups of people are using and not using our services and how individual visitor profiles compare to the local area. This feeds into the service and marketing planning processes. Postcodes are collected for the January to March period are in the process of being profiled.

### 5.4 Local marketing in Fareham

Site staff met with the Fareham Town Centre team in February to explore further ways of working together, to cross-promote cultural events and to integrate the Museum's programme with larger events organised in the Town Centre.

### 5.5 Social Media

The Facebook page and Twitter feed set up to promote exhibitions and events at HCC Museums Service have now been rebranded as Hampshire Cultural Trust. Facebook now has nearly 2,000 "likes" and twitter over 3,000 followers. Content has been scheduled in until June and and planning is taking place for the next few months. Westbury Manor also has its own Facebook page which staff use to speak directly with enquirers and to promote events and activities in the museum.

### 5.6 The Ambassador Scheme

Launched at the HCT launch event, this central project has created over 40 Founding Ambassadors who have pledged their support to the Trust and donated vital funds. Whilst we will offer these Ambassadors one or two special invitations in return for their generosity, this income will help support venues across the Trust.

## 5.7 The Culture Card

The card is now available and will shortly be on offer in all sites and online. This annual pass scheme for all the Trust's sites includes some partners (Itchen Valley/Portsmouth Historic Dockyards) and includes free entry for a family of four to all HCT venues.



HCT's CEO Janet Owen and Chair of Trustees Alan Lovell launching the Culture Card in April 2015

## 5.8 *DinoFest* round up from the Trust marketing team

Staff from the venue were trained and briefed on *Dinofest* – the 2015 Big Theme which has begun at some locations in the county and opens at Westbury Manor Museum in November 2015. Marketing instructions were delivered for all public-facing and front of house staff and all venues received relevant *Dinofest* print. The *Dinofest* website and social media sites are up and running with 500 followers on social media sites. King/following so far. Press ads have been booked in Daily Echo, Primary Times etc. General ads elsewhere (lifts in Basingstoke's Festival Place, bus sides, poster sites in Southampton etc). Leaflets are also being distributed (38,000 around the county).

Erica Munro, May 2015



## WESTBURY MANOR JOINT MANAGEMENT COMMITTEE

01 JUNE 2015

### FINANCIAL REPORT AND REVENUE BUDGET 2015/16

#### **Introduction**

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

This report provides an update on the 2015/16 budget. Please note that the 2014/15 actuals span the periods when venues were run by HCC (April – Oct) and Hampshire Cultural Trust (Nov to Mar).

#### **Description of Proposed 2015/16 Budget**

The draft 2015/16 budget for Westbury Manor Museum provided in Appendix 1 reflects proposed partner contributions as follows:

##### **1. Venue Management - salaries**

Includes venue management and curatorship salaries and on costs.

##### **2. Venue Management - costs**

This includes expenditure on rates, supplies and services and an estimated utilities and maintenance cost based on the average costs during 11/12, 12/13 and 13/14. Due to annual fluctuations in property and maintenance costs, some years the actual cost of maintenance will be higher as works need to be carried out and in other years the burden will be lighter. Hampshire County Council will continue to pick up any such overspend in years where more work needs to be done.

##### **3. Public Programmes (exhibitions)**

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

##### **4. Collections**

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.

##### **5. Area Learning and Engagement**

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.

##### **6. Business Development**

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.

These budget headings reflect the headings in the draft Venue Plans, making it easier to understand where money is being spent and how Westbury Manor Museum directly benefits. The budget has been modelled to include staff increments and the 1% pay award. They also include more accurate

projections in relation to VAT costs, the financial activity which will be included in the trading arm and projected income from gift aid (where applicable).

The Trust strategy takes a more business-focused approach. Key aims include:

- a) The centrally provided exhibition programmes will be increasingly cost-effective and commercial with the objective of increasing visitors and income. Stronger connections will be made between the community museum and flagship venue programmes: for example, Hampshire's Big Theme 2014 (1914 – Commemorating World War 1); Lego Lost Worlds Zoo
- b) Expenditure in marketing (both print-based and digital) will increase in support of these programmes and their income/ visitor targets
- c) Expenditure in fundraising will increase in support of meeting revenue external investment targets
- d) Expenditure in business development expertise will be maintained and strengthened to support long-term development plans, revenue and capital investment for culture across Hampshire, including Fareham
- e) Levering additional investment for public programming across all venues, including Westbury Manor Museum. It will be allocated across arts and museums public programmes on an annual basis or in relation to specific projects which have secured external investment, with priority given to partners demonstrating most strategic commitment.

In addition, we intend to report from time to time on external investment secured and/applied for, and in kind support generously received from volunteers, trustees, businesses and other individuals and/or organisations.

An example of this external benefit is the recently secured Heritage Lottery Funded programme - Inspiring a Culture of Philanthropy in the Hampshire Solent Area. This project will create opportunities for the Hampshire Cultural Trust and other Museums in the area to develop their fundraising networks and skills. This three-year programme aims to create a culture of philanthropy, and inspire a real step change for both the sector and the philanthropic community in the Hampshire Solent area.

### **Recommendation**

That the 2015/16 budget update is noted by the committee.



**Westbury JMC Budget 2015/16**

	<b>Budget</b>	<b>Actuals</b>	<b>Budget</b>	<b>Actuals</b>
		31 Mar 2015		18 May 2015
	<b>2014/15</b>	<b>2014/15</b>	<b>2015/16</b>	<b>2015/16</b>
	£	£	£	£
Venue Management - salaries	47,678	47,040	47,430	3,632
Venue Management - costs*	25,287	27,183	18,474	1,130
Exhibitions	23,504	23,504	18,433	1,959
Collections	43,941	43,941	45,421	3,662
Comm Engagement/Learning	33,214	33,214	32,574	2,768
Management & Marketing	16,605	16,605	22,577	1,384
<b>Total Expenditure</b>	<b>190,228</b>	<b>191,486</b>	<b>184,909</b>	<b>14,535</b>
Income	16,188	16,471	17,175	2,898
<b>Net Expenditure</b>	<b>174,040</b>	<b>175,016</b>	<b>167,734</b>	<b>11,637</b>

	<b>Budget</b>	<b>Actuals</b>	<b>Budget</b>	<b>Actuals</b>
	<b>2014/15</b>	<b>2014/15</b>	<b>2015/16</b>	<b>2015/16</b>
<b>INCOME</b>				
Hampshire County Council /				
Hampshire Cultural Trust	109,510	110,486	103,204	0
Fareham Borough Council	64,530	64,530	64,530	64,530
<b>TOTAL INCOME</b>	<b>174,040</b>	<b>175,016</b>	<b>167,734</b>	<b>64,530</b>

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
<b>Total</b>	<b>59,000</b>

Excludes all HCC Central Costs provided to HCT such as Finance, HR, IT, Administration and Legal Services which equate to an estimated cost of £36,431

\* This includes expenditure on rates, supplies and services and an estimated utilities and maintenance cost based on the average actual costs during 11/12, 12/13 and 13/14 (due to annual fluctuations in property and maintenance costs, some years the actual cost of maintenance will be higher as works need to be carried out and in other years the burden will be lighter. HCT will continue to pick up any such overspend in years when more work needs to be done).



# Agenda Item 7

Agenda Item: 6

<b>Committee</b>	Fareham Museum JMC
<b>Date of meeting</b>	1 June 2015
<b>Title of report</b>	Annual small bodies return 2014/15
<b>Author</b>	Rob Sarfas
<b>Purpose of report:</b> To present the annual small bodies return for 2014/15 for approval by the JMC and submission to external audit	

## 1. Introduction

1.1. Fareham Museum JMC is required to submit an annual return by 30 June 2015 summarising its financial activities for the financial year 1 April 2014 to 31 March 2015. This return comprises four sections:

- accounting statements
- annual governance statement
- external auditor's certificate and opinion
- internal auditor's report

## 2. Annual governance statement

2.1. Members of the JMC are asked to confirm, to the best of their knowledge and belief, whether they agree with eight statements in respect of the accounting statements for the year ended 31 March 2015.

2.2. A copy of the annual governance statement for 2014/15 is attached at Appendix B. Committee is requested to consider and approve the annual governance statement, so it can be signed by the Chair and the Committee Clerk and submitted for audit.

2.3. The hard copy of the return for completion will be brought to the meeting.

2.4. Appendices A contains some notes to aid discussion of the annual governance statement, split to reflect the periods before and after transfer to the Hampshire Cultural Trust.

## 3. Accounting statements 2014/15

3.1. The accounting statements provide a high level summary of the 2014/15 financial activity of Fareham JMC and are attached at Appendix C.

- 3.2. The Committee is requested to approve the accounting statements, so they can be signed by the Chair and submitted for audit.

#### **4. External auditor's certificate and opinion**

- 4.1. BDO LLP are the appointed external auditors for Fareham Museum JMC and will complete this section of the return following the conclusion of their audit.

#### **5. Internal auditor's report**

- 5.1. An internal audit of Fareham Museum JMC is carried out once every three years as part of a risk assessed cyclical programme. Under this programme, the last audit was carried out in 2011/12, and an audit is therefore being carried out to cover 2014/15.
- 5.2. Where appropriate, reliance is placed on assurance work carried out on HCC corporate systems used by the museum to avoid duplication and additional cost to the body.
- 5.3. The internal auditor's report is attached to the hard copy of the annual return.

#### **6. Recommendations**

- 6.1. That the annual governance statement for 2014/15 is agreed by the Committee and signed by the Chair and Clerk.
- 6.2. That the accounting statement for 2014/15 is approved by the Committee and signed by the Chair.
- 6.3. That the internal audit report is noted and any action agreed as appropriate (internal audit report to be tabled on the day of the meeting).

## Appendix A

### Fareham Museum JMC – Annual Governance Statement

For the period 1 April 2014 to 31 October 2014:

1. The Fareham Museum JMC budgets are governed by the financial standing orders and procedures of Hampshire County Council (HCC), with accounts prepared in accordance with the Code of Practice on Local Authority Accounting in the United Kingdom.
2. HCC's financial systems and procedures ensure segregation of duties, including financial limits of responsibility.

Fraud and irregularity prevention, detection and investigation is covered by HCC's internal auditors, including the assessment of the effectiveness of controls and detection processes.

3. The accounts are prepared in accordance with the Code of Practice on Local Authority Accounting in the United Kingdom.
4. A "Notice of Public Rights" is displayed at the museum each year, inviting anyone to arrange a time to inspect the accounts between specific dates (20 working days).
5. The museum is not owned by the Joint Management Committee and therefore all associated risks and liabilities arising from the land and built assets remain with the owners. The JMC is therefore only responsible for the financial risks associated with the running of Fareham Museum JMC.

Funding is provided to cover all costs on an annual basis by Fareham Borough Council, HCC and income generation. The museum does not therefore carry deficits or accrue reserves.

Risk is covered through reporting to the JMC, including the regular reports of the Curator.

The Fareham Museum staff are currently employed by Hampshire County Council. The staff work under the operational procedures, including financial and health and safety, of Hampshire County Council.

Budgets and updates are produced for the Joint Management Committee by officers from HCC's Arts & Museums Service. Financial support is provided by Hampshire County Council, as is the internal audit service.

6. Fareham Museum uses HCC's financial systems and procedures.

Internal audit of Fareham Museum is carried out on a cyclical basis (currently once every three years) with reliance placed on assurance work carried out on HCC's corporate systems to avoid duplication and additional costs for the JMC. This is considered an appropriate, proportionate and risk based approach to the internal audit requirements of the museum.

7. Officers have responded to matters brought to their attention via internal and external audits.
8. The annual financial accounts take into account everything relating to each financial year regardless of when the activity took place.

For the period 1 November 2014 to 31 March 2015:

1. The Fareham Museum JMC budgets are governed by the financial standing orders and procedures of Hampshire Cultural Trust (HCT) with accounts prepared in accordance with the Charity Commission Statement of Recommended Practice.
2. HCT's financial systems and procedures ensure segregation of duties, including financial limits of responsibility.

Fraud and irregularity prevention, detection and investigation is covered by Hampshire County Council's internal auditors, including the assessment of the effectiveness of controls and detection processes.

3. The accounts are prepared in accordance with the Charity Commission Statement of Recommended Practice.
4. A "Notice of Public Rights" is displayed at the museum each year, inviting anyone to arrange a time to inspect the accounts between specific dates (20 working days).
5. The museum is not owned by the Joint Management Committee and therefore all associated risks and liabilities arising from the land and built assets remain with the owners. The JMC is therefore only responsible for the financial risks associated with the running of Fareham Museum JMC.

Funding is provided to cover all costs on an annual basis by HCT through grants from Fareham Borough Council and Hampshire County Council (HCC) and income generation. The museum does not therefore carry deficits or accrue reserves.

Risk is covered through reporting to the JMC, including the regular reports of the Curator.

The Fareham Museum staff are currently employed by Hampshire Cultural Trust. The staff work under the operational procedures, including financial and health and safety, of HCT.

Budgets and updates are produced for the Joint Management Committee by officers from HCT. Financial support is provided by Hampshire County Council, as is the internal audit service.

6. Fareham Museum uses HCT's financial systems and procedures, which are operated through HCC.

Internal audit of Fareham Museum is carried out on a cyclical basis (currently once every three years) with reliance placed on assurance work carried out on HCC's corporate systems to avoid duplication and additional costs for the JMC. This is considered an appropriate, proportionate and risk based approach to the internal audit requirements of the museum.

7. Officers have responded to matters brought to their attention via internal and external audits.
8. The annual financial accounts take into account everything relating to each financial year regardless of when the activity took place.





# Section 1 – Accounting statements 2014/15 for:

Enter name of reporting body here:

FAREHAM MUSEUM JMC

	Year ending		Notes and guidance
	31 March 2014 £	31 March 2015 £	
1 Balances brought forward	—	—	Total balances and reserves at the beginning of the year as recorded in the body's financial records. Value must agree to Box 7 of previous year.
2 (+) Income from local taxation and/or levy	—	—	Total amount of local tax and/or levy received or receivable in the year including funding from a sponsoring body.
3 (+) Total other receipts	197,380	191,486	Total income or receipts as recorded in the cashbook less the taxation and/or levy (line 2). Include any grants received here.
4 (-) Staff costs	44,835	47,040	Total expenditure or payments made to and on behalf of all employees. Include salaries and wages, PAYE and NI (employees and employers), pension contributions and employment expenses.
5 (-) Loan interest/capital repayments	—	—	Total expenditure or payments of capital and interest made during the year on the body's borrowings (if any).
6 (-) All other payments	152,545	144,447	Total expenditure or payments as recorded in the cashbook less staff costs (line 4) and loan interest/capital repayments (line 5).
7 (=) Balances carried forward	—	—	Total balances and reserves at the end of the year. Must equal (1+2+3) – (4+5+6)
8 Total cash and short term investments	—	—	The sum of all current and deposit bank accounts, cash holdings and short term investments held as at 31 March – <b>to agree with bank reconciliation.</b>
9 Total fixed assets plus other long term investments and assets	—	—	The original Asset and Investment Register value of all fixed assets, plus other long term assets owned by the body as at 31 March
10 Total borrowings	—	—	The outstanding capital balance as at 31 March of all loans from third parties (including PWLB).

I certify that for the year ended 31 March 2015 the accounting statements in this annual return present fairly the financial position of the body and its income and expenditure, or properly present receipts and payments, as the case may be.

Signed by Responsible Financial Officer:



Date

I confirm that these accounting statements were approved by the body on:

and recorded as minute reference:

Signed by Chair of meeting approving these accounting statements:

Date

## Section 2 – Annual governance statement 2014/15

We acknowledge as the members of **FAREHAM MUSEUM JMC** our responsibility for ensuring that there is a sound system of internal control, including the preparation of the accounting statements. We confirm, to the best of our knowledge and belief, with respect to the accounting statements for the year ended 31 March 2015, that:

	Agreed –		'Yes' means that the body:
	Yes	No*	
1 We approved the accounting statements prepared in accordance with the requirements of the Accounts and Audit Regulations and proper practices.			prepared its accounting statements in the way prescribed by law.
2 We maintained an adequate system of internal control, including measures designed to prevent and detect fraud and corruption and reviewed its effectiveness.			made proper arrangements and accepted responsibility for safeguarding the public money and resources in its charge.
3 We took all reasonable steps to assure ourselves that there are no matters of actual or potential non-compliance with laws, regulations and proper practices that could have a significant financial effect on the ability of the body to conduct its business or on its finances.			has only done what it has the legal power to do and has complied with proper practices in doing so.
4 We provided proper opportunity during the year for the exercise of electors' rights in accordance with the requirements of the Accounts and Audit Regulations.			during the year has given all persons interested the opportunity to inspect and ask questions about the body's accounts.
5 We carried out an assessment of the risks facing the body and took appropriate steps to manage those risks, including the introduction of internal controls and/or external insurance cover where required.			considered the financial and other risks it faces and has dealt with them properly.
6 We maintained throughout the year an adequate and effective system of internal audit of the body's accounting records and control systems.			arranged for a competent person, independent of the financial controls and procedures, to give an objective view on whether internal controls meet the needs of the body.
7 We took appropriate action on all matters raised in reports from internal and external audit.			responded to matters brought to its attention by internal and external audit.
8 We considered whether any litigation, liabilities or commitments, events or transactions, occurring either during or after the year-end, have a financial impact on the body and where appropriate have included them in the accounting statements.			disclosed everything it should have about its business activity during the year including events taking place after the year-end if relevant.

This annual governance statement is approved by the body and recorded as minute reference

dated

Signed by:

Chair

dated

Signed by:

Clerk

dated

\*Note: Please provide explanations to the external auditor on a separate sheet for each 'No' response. Describe how the council will address the weaknesses identified.

# Agenda Item 8

## AGENDA ITEM NO. 7

<b>Committee:</b>	WESTBURY MANOR MUSEUM, FAREHAM JOINT MANAGEMENT COMMITTEE
<b>Date of Meeting:</b>	1 <sup>st</sup> June 2015
<b>Title of Report:</b>	Strategic Planning and Culture Conversation
<b>Author:</b>	ERICA MUNRO

### Purpose:

An update on Hampshire Cultural Trust's strategic planning and the 'Culture Conversation'

a)

### Strategic Planning and the Culture Conversation

Having recently taken responsibility for the operation of over 20 arts and museums attractions across the county, including Westbury Manor Museum and the Ashcroft Arts Centre in Fareham, Hampshire Cultural Trust wanted to share with the public our plans for a vibrant culture in Fareham. A 'Culture Conversation' roadshow took place in March and April 2015, which was an opportunity for Trust staff to meet with residents, businesses and community groups to discover their ambitions for Fareham and how our work should be helping them all.

A series of information panels and a short film were displayed in prominent places at Westbury Manor Museum and the Ashcroft Arts Centre throughout March, April and May, and a survey invited visitors to share their thoughts and comments.

Hampshire Cultural Trust will launch its Strategic Plan at the first AGM/Core Partner meeting on 15<sup>th</sup> July 2015 which will reflect the ambitions of the Trust for the next five years and beyond. Feedback from the roadshow and survey will influence the development of the strategic plan.

b)

### Culture Conversation information panels

#### Panel 1: Hampshire Cultural Trust

We are a new independent charity that operates and funds over 20 arts and museums venues across Hampshire.

We want to deliver great cultural experiences on your doorstep, with the power to change lives.

Our vision is to champion world-class culture in Hampshire.

We exist to showcase, connect and empower Hampshire's culture and creative economy. Working in partnership with a variety of organisations we help culture support economic regeneration, nurture local talent and inspire happiness and fulfilment.

### Panel 2: In Fareham: Now

Hampshire Cultural Trust runs Westbury Manor Museum and Ashcroft Arts Centre.

Fareham 2013/14

No of visitors – 56,609

Live performances – 70

No of exhibitions – 26

No of volunteers – 41

Young people – 8,000

### Panel 3: In Fareham: Future Plans

Within 2 years:

We will deliver a more vibrant offer from our venues, creating exciting 'culture stops' with:

- Improved café and retail experiences, including free Wi-Fi
- Assortment of arts and history events in both our venues, daytime and evening
- Mini town centre festival events in partnership with local business and culture partners

We will continue to develop our work with vulnerable people from all ages and backgrounds to help provide better life chances.

Within 5 years:

We aim to modernise our sites so Fareham residents and visitors get a truly inspirational and memorable cultural experience. Options include:

- Modernise facilities to create an attractive cultural offer that supports town centre regeneration.

### Panel 4: Your Views and Support

We are interested in your views and ideas about how we can support your cultural, social and economic needs.

Please complete the short survey provided and you will be entered into our competition to win a fantastic prize.

We would love you to get involved in our work so please consider making a pledge to Hampshire Cultural Trust.

c)

### Feedback from the Culture Conversation in Fareham

The Culture Conversation roadshow was attended by a variety of people from the community including volunteers, audience members and businesses in the local area. The feedback from the event included the need to improve the websites, a desire for more evening events and those which run later than 10pm and the need for better marketing, particularly cross-marketing of the museum and arts centre.

Feedback from the survey reinforced the need for improved marketing. The idea of more events with a festival feel was welcomed along with more activities for young people, particularly linked to education, and the over 60s. The plans for a more dynamic, integrated museum and arts offer were also welcomed and an improved café and retail offer. There was a desire for more information about the plans and a willingness to engage with the issues around culture in Fareham.

d)

#### Next steps

The new Director of Communications and Development, Jane Baker, is now in post and will start conversations with the Fareham Borough Council team about marketing.

The Culture Stops project is beginning in Fareham. 'Culture Stops' is an initiative to transform Hampshire Cultural Trust's community museums into vibrant cultural spaces, with exciting potential for both daytime and evening cultural activity. Westbury Manor Museum has been selected to pilot this scheme.

Investigations are taking place into a mini festivals project which may impact various locations around the county.

A recent decision taken by Fareham Borough Council to further explore the development potential of Ferneham Hall and the Ashcroft Arts Centre will provide vision for a long term way forward for a redefining of the cultural offer in Fareham. All these initiatives will combine to create a framework for long term cultural development in the borough.

