

**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:** Friday, 22 July 2016

**Time:** 2.30 pm

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

**Members:** Councillor To be appointed (Chairman)  
Councillor Miss S M Bell (Vice-Chairman)

Councillors C Matthews, Hampshire County Council  
P Latham, Hampshire County Council  
Mrs K Mandry

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

**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 16 May 2016, the Joint Committee is invited to confirm the arrangements for the appointment of the Chairman and Vice-Chairman for the municipal year 2016/17.

**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 01 February 2016.

**4. Westbury Manor Manor Re-Modelling - Presentation**

To receive a presentation from the Leisure and Community Manager on the proposed Westbury Manor Re-Modelling

**5. Financial Report and Revenue Budget Report 2016/17 (Pages 5 - 10)**

A report providing an update on the 2016/17 budget.

**6. Westbury Manor Museum JMC Curator's Report (Pages 11 - 22)**

A report on activities at or relating to Westbury Manor Museum covering period February 2016 – May 2016.

**7. Date of Next Meeting**

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

P GRIMWOOD  
Chief Executive Officer  
Civic Offices  
Civic Way  
Fareham  
PO16 7AZ  
[www.fareham.gov.uk](http://www.fareham.gov.uk)  
14 July 2016

**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, 1 February 2016  
in the Westbury Manor Museum - Westbury Manor*

**PRESENT:**

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

Councillor Susan Bell  
(Vice-Chairman)

**Councillors:** Latham (Hampshire County Council) and Mrs K Mandry

**Other  
Representatives** Brenda Clapperton MBE (Friends of Fareham Museum)

**1. APOLOGIES FOR ABSENCE**

Apologies of absence were received from Mrs Anne Baxandall.

**2. MINUTES**

RESOLVED that the minutes of the meeting of the Joint Management Committee held on the 14 September 2015 be confirmed and signed as a correct record.

**3. WESTBURY MANOR MUSEUM JMC (CURATOR'S) REPORT FOR  
SEPTEMBER 2015 TO JANUARY 2016**

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

Erica asked members to note that there had been a more coordinated way of working between Hampshire Cultural Trust, the museum's collections and

exhibition teams who have all been working closer together. This has contributed to the success of events and exhibitions over the past few months.

The report highlighted areas for the Committee to note including the incredible success of the Christmas lights switch on in December and the window illuminations which had received some great feedback from the public. The newly refurbished shop also continues to do well.

Looking forward, Erica confirmed she would be working closely with Fareham Borough Council's Leisure Events Manager to help find effective ways to promote events over the coming year.

#### **4. WESTBURY MUSEUM BUDGET REPORT 2015/16**

Tim Kelly presented an update report on the Museum budget for 2015/16. Tim went through the figures in Appendix 1 of the report to give a forecast to members. Tim asked members to note that actual figures at end of year may differ due to variables and a change in financial systems during the current financial year.

Members were also informed that now the Museum is a Charitable Trust they were not required to undergo an external audit which had been a burden on resources and funds in the past. Tim confirmed that an internal audit by the Hampshire Cultural Trust would still be carried out.

The Chairman asked Officers to confirm the amount of money currently held in the Winifred Cox bequest and if there are any plans for using the fund in the near future.

RESOLVED that;

- a) at the request of the Chairman, Officers confirm details with regards to the Winifred Cox bequest at the next meeting; and
- b) that the budget is noted and agreed.

#### **5. VERBAL UPDATE FROM ASHCROFT ARTS CENTRE**

Hannah Ashwell Assistant Head of Venues and Learning addressed the Committee, with a verbal update about successful events and activities over the past few months. She advised how they had worked with the museum to develop activities and thanked the Fareham Borough Council Leisure Events Manager on the excellent support with the Christmas lights switch on.

The Committee was also provided with samples of leaflets and the new Ashcroft Arts Centre brochure which had been very successful. A great deal of time had been put into making sure the literature, once produced, was distributed to major visitor attractions to maximise circulation, as this had been a concern to members in the past. Hannah also confirmed that work was continuing on digital media.

The Chairman thanked Hannah for her informative update.

**6. DATE OF NEXT MEETING**

RESOLVED that the next meeting of the Fareham Museum Joint Committee will take place on 06 June 2016 at 09:30am.

(The meeting started at 9.30 am  
and ended at 10.20 am).



## WESTBURY MANOR MUSEUM JOINT MANAGEMENT COMMITTEE

6 June 2016

### FINANCIAL REPORT AND REVENUE BUDGET 2016/17

#### **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. Hampshire Cultural Trust runs Fareham Borough Council on behalf of the partners. This report provides an update on the budget for 2015/16 and 2016/17 (Appendix 1) and asks the committee to note the contents of the update, approve the 2016/17 budget and respond to the BDO letter advertising financial review services..

#### **Description of 2016/17 Budget**

The 2016/17 budget for Westbury Manor Museum provided in Appendix 1 reflects proposed partner contributions as follows:

**1. Venue Management - salaries**

Includes venue management and curator 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 Westbury Manor Museum, 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. Better Life Chances**

The Better Life Chances team is 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. The team will place greater

emphasis on work with hard to reach people in the specialism of Older People, Young People, Schools and 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 a 1% pay award. They also include financial activity within the trading arm and projected income from gift aid (where applicable).

Figures show for 2015/16 are not closed end of year figures. Actual figures shown for 2016/17 are for April only.

### **Letter from BDO to the Committee**

A letter from BDO is attached. This is advertising a limited assurance financial review service to the committee. The audits that BDO carried out in the past on behalf of the Audit Commission, for small bodies are no longer necessary. Audits used to cost the committee several hundred pounds per annum. Hampshire Cultural trust, as a charitable body, will submit audited accounts for the trust to the Charity Commission on an annual basis. It is not clear what benefit there would be to the committee of such a review.

### **Recommendations**

It is recommended that the committee

- 1) notes the 2016/17 budget update.
- 2) does not take up BDO's advertisement of financial review services
- 3) approves the 2016/17 budget



## Appendix 1

### Westbury Manor Museum Joint Management Committee Budget 2016/17

| Expenditure                 | Actuals<br>2014/15 | Budget<br>2015/16 | Actuals 31<br>Mar<br>2016** | Budget<br>2016/17 | Actuals<br>30 April<br>2016/17 |
|-----------------------------|--------------------|-------------------|-----------------------------|-------------------|--------------------------------|
| Venue Management – Salaries | 47,040             | 47,430            | 46,544                      | 47,904            | 2,122                          |
| Venue Management – costs*   | 27,183             | 18,474            | 12,420                      | 27,183            | 230                            |
| Public Programmes           | 23,504             | 18,433            | 18,433                      | 18,433            | 1,537                          |
| Collections                 | 43,941             | 45,421            | 45,421                      | 45,421            | 3,785                          |
| Better Life Chances         | 33,214             | 32,574            | 33,574                      | 32,574            | 2,035                          |
| Business Development        | 16,605             | 22,577            | 22,577                      | 22,577            | 1,881                          |
| <b>Total Expenditure</b>    | <b>191,486</b>     | <b>184,909</b>    | <b>178,969</b>              | <b>194,092</b>    | <b>11,590</b>                  |
| Income                      | 16,471             | 17,175            | 14,575                      | 17,175            | 1,494                          |
| <b>Net Expenditure</b>      | <b>175,016</b>     | <b>167,734</b>    | <b>164,394</b>              | <b>176,917</b>    | <b>10,096</b>                  |

| Income                       | Actuals<br>2014/15 | Budget<br>2015/16 | Actuals 31<br>Mar 2016 | Budget<br>2016/17 | Actuals<br>30 April<br>2016/17 |
|------------------------------|--------------------|-------------------|------------------------|-------------------|--------------------------------|
| Hampshire Cultural Trust/HCC | 110,486            | 103,204           | 99,864                 | 112,387           | 12,705                         |
| Fareham Borough Council      | 64,530             | 64,530            | 64,530                 | 64,530            | 0                              |
| <b>Total Income</b>          | <b>175,016</b>     | <b>167,734</b>    | <b>164,394</b>         | <b>176,917</b>    | <b>12,705</b>                  |

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

| Expenditure   | £             |
|---|---------------|
| Employees   | 6,200         |
| Premises (maintenance of grounds)                     | 5,000         |
| Commercial rental value (including Committee Section) | 40,000        |
| Central Costs (including Committee Section)           | 7,800         |
| <b>Total</b>  | <b>59,000</b> |

Excludes all central costs provided within HCT/HCC such as Finance, HR, IT, Administration and Legal Services which equates to an estimated cost of £36,431.

\*This includes expenditure on rates, supplies and services and an estimated utilities and maintenance costs 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/HCC will continue to pick up any overspend in years when the work needs to be done.

\*\* Figures are not closed for 2015/16.



**Private and Confidential**

Mr R Sarfas  
Fareham Museum Joint Management Committee  
Hampshire County Council  
CCBS DFU, Room 204  
Castle Avenue  
WINCHESTER  
Hampshire  
SO23 8UG

Date 14 March 2016

Our ref: 2016/H4/FARE01

Ext: 023 8088 + ext (1911)

E-mail: councilaudits@bdo.co.uk

Dear Mr Sarfas

**Limited Assurance Review for year ending 31 March 2016 and 31 March 2017**

The statutory requirement for joint committees to have an annual review of the annual return, ceased with the passing of the Local Audit and Accountability Act 2014. Instead of the joint committee requiring an audit it was envisaged that the transactions of the joint committee would be reflected in the host authority's accounts.

A number of joint committees have approached us and would like to continue with an annual review. We have therefore decided to explore this and we can provide a service which would be similar to what you have experienced in previous years.

- We would be offering an annual review based on agreed upon procedures.
- We would provide you with a form similar to the annual return that you are used to and request supporting documentation to enable us to complete the work.
- We would provide you with a report at the end.
- The service would operate under the same basic fee scales\* as the Limited Assurance Regime, except for the joint committees that were previously charged a £nil fee, and these would be charged £100 plus VAT.

\*The fee scales would apply providing all information was provided. If we are missing information, there would be a small fee for any additional work undertaken, similar to the Limited Assurance Regime.

If you would like to continue to have a review of your accounts then we will need confirmation from your host authority that they are in agreement with this. Please note the transactions of the joint committee must also be incorporated into the host authority's accounts. If you would like further information, please contact Louise Caplen on 023 8088 1911 or email councilaudits@bdo.co.uk.

Yours sincerely



For and on behalf of BDO LLP





# Agenda Item 6

## AGENDA ITEM NO. 6

|                         |  |
|-------------------------|--|
| <b>Committee:</b>       | WESTBURY MANOR MUSEUM, FAREHAM<br>JOINT MANAGEMENT COMMITTEE |
| <b>Date of Meeting:</b> | 6 June 2016  |
| <b>Title of Report:</b> | CURATOR'S REPORT   |
| <b>Author:</b>          | CHRISTINE TAYLOR   |

**Purpose:**

Report on activities at or relating to Westbury Manor Museum  
Covering period Feb – May 2016

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

**1.1 Museum Service Delivery**

The Curator, Erica Munro, left the Hampshire Cultural Trust for a new position at the end of March. The role has been covered in the interim by Christine Taylor, Curator of Natural Sciences for the trust. Following a recruitment process, Cerian Trevan has been appointed and will take over as Curator. Cerian is currently working at Stonehenge and will begin with the trust in mid-June..

Front-of-house quality remains a key focus and staff and volunteers participated in Principals of Customer Service training in May.

The Tearoom continues to bring visitors in to Westbury Manor; many are repeat visitors.

**1.2 Visitor Figures**

| 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 | <b>32,217</b> |
| 2010 – 2011 | 3367  | 2687 | 2696 | 2935 | 3333 | 2124 | 2471 | 2530 | 1563 | 1870 | 1799 | 1872 | <b>29,247</b> |
| 2011 – 2012 | 2605  | 1971 | 1797 | 2175 | 2266 | 1648 | 1950 | 1951 | 1813 | 1870 | 1799 | 1872 | <b>23,717</b> |
| 2012 – 2013 | 1816  | 449  | 1852 | 4992 | 2449 | 1414 | 2416 | 1566 | 1070 | 1300 | 2046 | 1555 | <b>22,925</b> |
| 2013 – 2014 | 4463  | 3235 | 2281 | 1545 | 1823 | 1472 | 2600 | 1569 | 1547 | 1463 | 2775 | 1743 | <b>26,516</b> |
| 2014 – 2015 | 1904  | 1391 | 1105 | 1554 | 2605 | 1588 | 1757 | 1342 | 1270 | 1183 | 1710 | 1312 | <b>18,721</b> |
| 2015-2016   | 1161  | 1157 | 1254 | 1784 | 1708 | 1076 | 1398 | 2265 | 1152 | 974  | 1268 | 1110 | <b>16307</b>  |
| 2015-2016   | 1190  |      |      |      |      |      |      |      |      |      |      |      |               |

## 2 Hosting Special Temporary Exhibitions and Related Events

### 2.1 Found in the Fields (16 January to 12 March)

This exhibition of lithographs by Carry Akroyd incorporates text from poems by John Clare, bringing the 19<sup>th</sup> century poet's words into the contemporary landscape. An events programme has been developed for Westbury Manor to complement both the artistic and literacy elements of this exhibition and will be reported in the next period's report.



### 2.2 Ripping Yarns (19 March – 7 May)

This exhibition about the life and works of Portsmouth author, Percy F. Westerman, was curated by Nigel Gossop. Percy F. Westerman was a prolific writer of children's adventure books.



Some of the book titles by Portsmouth author, Percy F. Westerman.

(14 May – 18 July)

### 2.3 Big Theme 2016 - Heads and Tails



Part of the Hampshire Cultural Trust's Big Theme 2016 on Royal Blood, 'Heads and Tails' focusses on the past 2000 years of English Royalty through objects, interactives. It features a special Royal Blood horrible history trail for families. Visitors can delve deeper into their local history at this Westbury Manor Museum exhibition, through a special focus on the Tudor period, the English Civil War in the reign of Charles I and the remarkable Wriothesleys. Supporters of Henry VIII, patrons of Shakespeare, at odds with Elizabeth and friends of King Charles I, the Wriothesley family lies at rest in Titchfield Church.



Titchfield Abbey, which features in the Royal Blood exhibition

To mark the opening of the new Heads and Tales exhibition and the Queen's 90th birthday pageant, Right Royal Revels - collections of commemorative artefacts, make-and-take crafts and mug painting took place on 14<sup>th</sup> May.

A special event by local Anglo-Saxon specialists Weorod will be taking place in the garden behind Westbury Manor on 4<sup>th</sup> June. Visitors will be able to find out about the history and archaeology of the sixth and seventh centuries, a time when the Kingdoms of Kent, Wessex and Mercia fought for control of Hampshire. There will be timed presentations throughout the day which will include the weaponry of the time - and even how it may have been used!



## 2.4 Summer Exhibitions and Events at Westbury Manor

### Summer Shorts Exhibition

A season of visual art exhibitions by local artists and artisans at Westbury Manor Museum

SOLENT EMBROIDERS GUILD 22 July – 9 August

Stitching the Solent Shore from Sea to Sky and More

SOLENT ART SOCIETY 13 August – 30 August

Hampshire Open Studios Exhibition”

CATHY LAWRENCE 3 September – 20 September

FAREHAM WOODCARVERS 15 -25 October



Artwork by Solent Art Society



Piece by Fareham Woodcarvers.

### National Picnic Week 11 – 19 June

A week of activities to celebrate National Picnic Week. Visitors will be able to enjoy a strawberry tea in the tearoom overlooking the beautiful garden throughout the week. Younger visitors (under 5's with their parents and carers) can take part in a Teddy's Bear's Picnic on 17 June. To keep with the theme the Pride of Place cases will have displays of 'Everything Strawberry' and a 'Teddy Bear's Picnic' in the Pride of Place cases.

### Funday Fridays

The ever popular 'Funday Fridays' will be back every Friday in August. Lots of crafty activities to keep families entertained.

### All Manor of Arts – 22 July

Family art activities.



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

### 3.1 Caring for collections

A security review took place at Westbury Manor Museum in April. Using funding and expertise provided through the South East Museums Development Programme, three staff from the collections team spent a day with Museums Security Consultant, John Minary, to update their knowledge of collections security issues using the Museum as a case study. Recommendations for further improvements to the museum itself are being prepared.

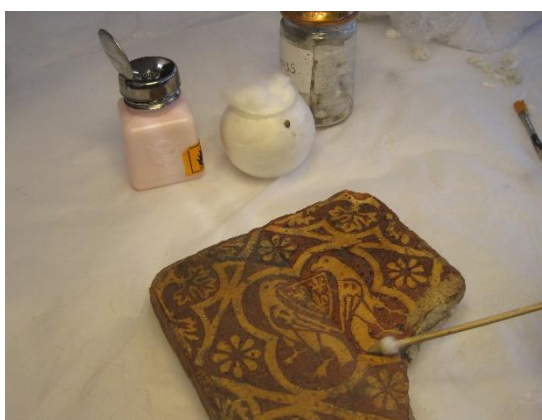
The Collections Manager visited the museum to audit both the collections on display and those held behind-the-scenes. Current policy is for any objects not on display to be stored at Chilcomb House or, if they are on long-term loan, to be returned to their owners. This way we can ensure that the objects are kept in the best condition possible within our resources.

The conservation staff continued to monitor the environment at Westbury Manor to make sure it remained stable enough for the great diversity of objects on display with a visit in March to download the temperature and humidity readings for the last six months. They also made some progress towards solving the problems the museum has been experiencing with the lighting in some of the display cases.

### 3.2 Promoting access to collections

Preparations for the Royal Blood Big Theme exhibitions have dominated this period. The Wickham Silver, an extremely rare set of Communion silver made during the Commonwealth and that is normally on display at the museum, has been brought back to Chilcomb for cleaning by the conservation team before going on tour to the flagship galleries in the autumn. This will give members of the public who cannot get to Fareham the chance to view some of the finest Cromwellian church silverware in the country.

The exhibition will give us the opportunity to exhibit objects at Westbury Manor that are unsuitable for long term display, including some extremely fine Stuart lace, a fragment of Tudor embroidery recently added to the collection and a 1650 'snaphaunce' pistol, which is an early form of a flintlock pistol. They will all be on display in Fareham for the first time.





A call for objects to enhance the 40<sup>th</sup> anniversary celebrations at Fareham Shopping Centre in April lead to some wonderful examples of 1970s fashion being brought out on display, not seen since the Museums Service did an exhibition on the Decade that Taste Forgot a few years ago! Over 31,800 people saw the display alongside some classic vehicles that were borrowed for the occasion.



An Iron Age tankard replaced the fossils from Whitby in the Hampshire's Hidden Treasure case in March. This type of display serves to illustrate the diversity of the collections cared for by Hampshire Cultural Trust that are available for exhibition at Westbury Manor Museum.

The prototype 'K3' three-wheeled car that was designed by Jim Keeble (of Gordon Keeble fame) in Titchfield in the 1990s benefitted from some significant conservation work this spring. Our Conservation Engineer worked with volunteers to stabilise the car's suspension so that it can be moved safely without causing it any damage. It was last seen in Fareham in 2009 outside the museum. We hope to take it to Carfest, South at Laverstoke Park this summer to publicise the county's transport collection.

### 3.3 Providing specialist knowledge and advice

It has been the turn of our specialists in archaeology and history to work on the Big Theme during this period. The Royal Blood exhibition that was installed at Westbury Manor in May

was written by the Curator of Hampshire Archaeology. Our Curator of Natural Sciences started covering the role of South East Area Museums Manager in April. For four days a week she will continue to manage the four sites in the area, including Westbury Manor Museum, until the new area manager starts work.

Our collections staff contributed to the development of outline proposals for the permanent exhibitions at Westbury Manor Museum. Ideas were discussed for ways in which they could be refurbished to tell its story in a modern, accessible, fun, and family-friendly way.

The Hampshire Finds Liaison Officer, funded by the national Portable Antiquities Scheme, recorded three significant finds made by metal detectorists in Fareham Borough during this period - an unusual 15<sup>th</sup> century coin from Spain that had been pierced and twisted to become a love token, a 17th century farthing trade token from Berkshire and an Iron Age gold quarter-stater of the Atrebates. They were all found in Titchfield. The Finds Liaison Officer will continue to be part of the Collections Team in 2016/17 as the British Museum has agreed to fund the post for another year.

## **4 Inspiring Learning and Community Engagement**

### **4.1 Formal Education Provision**

On 12 February the Community Engagement and Learning Officer (CELO) did an outreach session at Wallisdean Junior, working with Year 3 & 4 on the museum they were setting up for their families as a culmination of their prehistory topic which began with 4 workshops in the museum in January. The learning they undertook at Westbury Manor was clearly reflected in the activities they devised for their own school museum.



Wallisdean Junior  
School recording flints

### **4.2 Community Engagement and Learning**

The CELO ran a booked, led family workshop for half term on 19 February. Entitled Fun in the Fields, it was linked to the Found in the Fields exhibition and involved visitors making their own Carry Ackroyd style prints and undertaking natural science activities with real specimens of the animals featured in the exhibition. 34 people attended and feedback received was really good, including the following:  
“The printing and laid out games were fantastic”

“It was informative and fun. The children loved the practical hands-on stuff, especially the printing activity.”



Pretending to be.....a bee. A young visitor to Fun in the Fields.

On 10 March the curator gave a presentation at a conference of the Hants and IoW branch of NADFAS (fine arts society), on the new Fareham Workhouse interactive in the museum

| Activity/Event                 | Target Audience | Date                  | No. of participants |
|--------------------------------|-----------------|-----------------------|---------------------|
| Fun in the Fields              | Families        | 19 Feb                | 34                  |
| Natural Worlds Poetry Workshop | Adults          | 7 March               | 11                  |
| Easter Egg trail               | Families        | 26 March –<br>2 April | 21                  |
| Right Royal Revels             | Families        | 14 May                |                     |

The CELO ran two reminiscence workshops for Fareham Day Care Centres in April. On 11 April, a group of 19 people from Lockwood Day Care Centre went to SEARCH Hands-on Centre in Gosport where the CELO worked with them in the 1950s room set. On 13 April, the CELO went to Kershaw Day Care Centre with a collection of artefacts and worked with 14 people on an ‘Old Corner Shop’ reminiscence workshop. Both sessions were funded through Hampshire Futures and both got great feedback from participants including:

“I enjoyed all of the morning. Lots to chat about.”

“Loved looking at the old times items and talking about them.”

“Loved dressing up. Thought the clothes were lovely.”

“Promoted conversation and brought back lots of memories.”

Lockwood have another session booked for May, for a different group.



## 5. Marketing and Management

### Marketing Communication



#### Marketing Communication:

A new edition of What's On covering the period May to August and featuring Westbury Manor Museum was delivered at the beginning of April. 12,500 copies were printed and it is now in circulation via our distributors, Brochure Connect, to TICs, libraries, museums, accommodation providers, educational establishments, attractions, arts centres, theatres etc.

#### Online marketing:

The e-newsletter Museums Monthly, featuring exhibitions and events from Westbury Manor, is sent to sign ups on a new database. Subscribers now number over 2,500.

#### Research:

Postcodes are now routinely collected from visitors at on an ongoing basis. These are profiled annually 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.

#### Social Media:

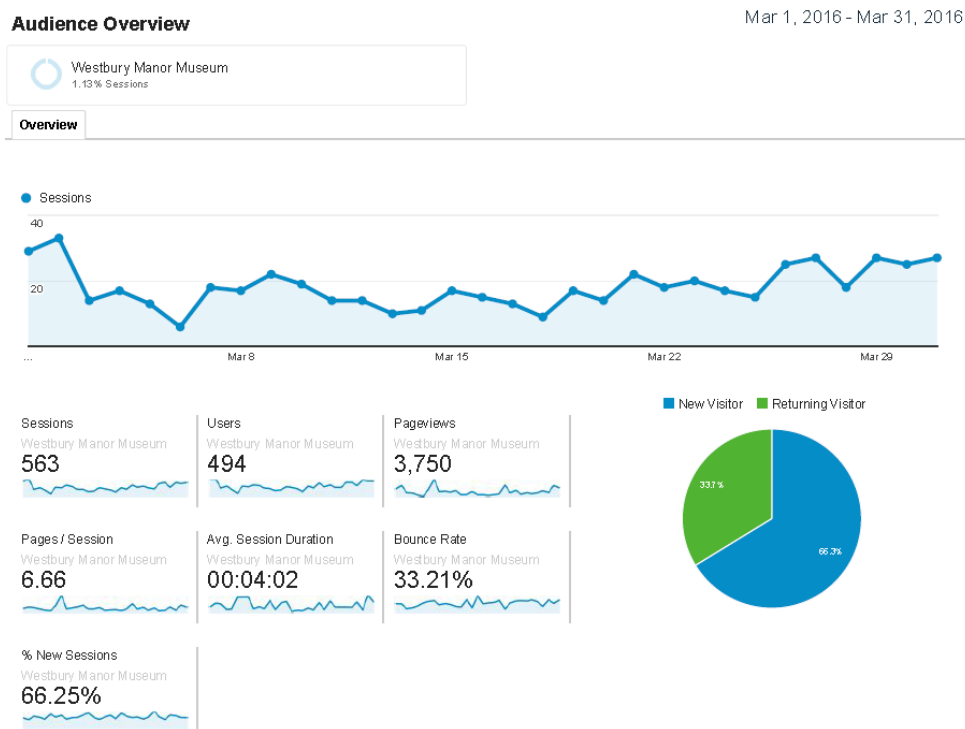
HCT Facebook now has over 2,600 "likes" and twitter over 3,800 followers. Events at Westbury Manor Museum are promoted on both social media sites on an ongoing basis. The events promoted recently include the following:

|                  |  |                |
|------------------|--|----------------|
| 07-Mar           | Natural Words Poetry Workshop          | Westbury Manor |
| 26-Mar           | Easter Adventure (26 Mar - 2 Apr)      | Westbury Manor |
| 08-Apr           | Gadget Kids                            | Westbury Manor |
| 14-May           | Right Royal Revels - Family activities | Westbury Manor |
| 14 May - 16 July | Heads and Tales Exhibition             | Westbury Manor |
| 28 May - 4 June  | Museum May-kers - Family activities    | Westbury Manor |

This is not an exhaustive list and doesn't include generic HCT or over-arching theme supported posts, posts added which weren't on the plan, re-Tweets or Tags and Shares. We have Tweeted and created at least one Facebook post for every event listed above.

The heads and Tales exhibition, and any other Royal Blood themed events, have also been shared on our Royal Blood Facebook and Twitter, both averaging an audience of around 100 each.

Visitors to the museums webpages are now being collected each month and interpreted using Google Analytics. An example of how these are presented can be seen here.



## Big Theme: Royal Blood 2016

The Royal Blood website including sign up area and What's Ons for all upcoming events is now live. The Westbury Manor Heads and Tales exhibition has now opened is featured on the homepage <http://www.royalbloodhants.co.uk/node/2558>

Royal Blood Facebook and Twitter accounts are posting and tweeting interesting facts in addition to promoting each individual event at each venue.

75,000 DL RB leaflets have been produced promoting all key exhibitions. 48,000 of these are being professionally distributed by Brochure Connect across Hampshire and the bordering counties (Berkshire, West Sussex, East Dorset, Wiltshire and Surrey) including date specific "blitzing" in key areas prior to regional events (including in Fareham for Heads and Tales at Westbury Manor.) Westbury Manor received its pack last week ready for launch, including leaflets and posters.

A PR campaign has been embarked upon with our agency Carswell Gould. This includes Releases at the launch of major exhibitions (Heads and Tales for Westbury Manor) and also a co-ordinated Press event at the Stephen & Matilda re-enactment on 9 July alongside our partners Winchester Cathedral and The Great Hall.

We have taken out Press adverts in the Basingstoke Gazette, including a feature wrap and strip, (we should also receive some editorial support alongside this paid advertising space) in Schools Out (May half term), Primary Times (back page summer half term), Defence of the Realm magazine and The View.

For the first time this year our big theme has a media partnership with Wave FM. This includes On Air mentions of our events during round ups of what's on locally (at least 3 mentions per week for each of our 4 featured events), 2 features in e-shots to their customer database, a webpage on wave105.com (over 330,000 visitors per week), and specific targeted messaging via their Social Media channels throughout the partnership. We will ensure that Westbury Manor gets a mention on air in one of the earlier slots as Head and Tales has now opened.

Finally, Royal Blood signs have been created for use around several key sites as well as pull ups for permanent use in some sites and some for loans/to be moved around to different locations necessary.

Christine Taylor, May 2016

