

## DRAFT Westbury Manor Museum Venue Plan, 2015–16



### ABOUT HAMPSHIRE CULTURAL TRUST

Hampshire arts and museums are now operated and funded by Hampshire Cultural Trust. The Trust champions world-class culture and exists to showcase, connect and empower Hampshire's creative economy. This independent charity works collaboratively to bring organisations, people and ideas together for greater impact. It's an exciting time for culture in our county. To find out more and get involved visit: [www.hampshireculturaltrust.org.uk](http://www.hampshireculturaltrust.org.uk)

### OUR VISION

We will all strive to be the **champion** of world-class culture in Hampshire

### OUR MISSION

We will showcase, connect and empower Hampshire's culture and creative economy

### Westbury Manor Museum Venue Plan in context:

Delivering against the key objectives above will ensure that Hampshire Cultural Trust and individual venues like Westbury Manor Museum continue to contribute to the overarching strategic frameworks of their primary funders.

## DRAFT Venue Plan, 2015–2016

	Key actions	Lead	Target	Outcome	Resource	Link to HCT goals	Link to Fareham Borough Council outcomes
<b>1.</b>	<b>Public programmes (exhibitions)</b>						
1.1	Contribute to centrally generated exhibitions	ACC	2000 visits per month	Visitors are actively engaged with the subject matter		HCT1 HCT2	FBC2 FBC4
1.2	Provide 3 locally delivered exhibitions including at least one showcasing a local artist/craftsperson	ACC	2000 visits per month	Increase in repeat visits, especially local people		HCT1	FBC2 FBC4
1.3	Provide Drawn To Dinosaurs Dinosaur Art exhibition with the	HPP	2500 visits per month	Increase new visits from		HCT1	FBC2 FBC4

	Key actions	Lead	Target	Outcome	Resource	Link to HCT goals	Link to Fareham Borough Council outcomes
	illustrations of Artist John Sibbeck as part of the <i>Dinofest 2015</i> Big Theme Programme			families			
1.4	Provide Exhibition TBC	HPP	2000 Visits per Month			HCT1	FBC2 FBC4
<b>2.</b>	<b>Area Learning and Engagement –</b>						
2.1	Offer a programme of led curriculum-based workshops for schools, especially Key Stages 1 & 2	CELO	500 pupil interactions £1200 income	Pupils display an increased knowledge of the subject matter. Pupils are more actively engaged in the subject matter at school		HCT1 HCT2	FBC2
2.2	Offer a group visit and outreach service for organised groups within the community (e.g.	CELO	80 participants.	Profile of the windmill raised as an engaging		HCT2	FBC3 FBC4

	Key actions	Lead	Target	Outcome	Resource	Link to HCT goals	Link to Fareham Borough Council outcomes
	Scouts, special interest groups, day Centres) 4 per year		£150 income	and educational place for group visits			
2.3	Promote and develop a range of workshops for adults on the site eg: craft workshops	ACC	20 participants £100	Raise profile of the windmill as a venue for adults		HCT2	FBC3 FBC4 FBC6
<b>3.</b>	<b>Big Theme and Events</b>						
3.1	Develop and promote a varied and accessible family learning and children's activity programmed linked to Dino Fest 2015 2 x led family workshops 1 x self led activities 1 x special event	ACC & CELO	1500 visitors £750 income generated	Families report high levels of satisfactions with the offer. Families are actively engaged and have fun whilst in the museum		HCT 2	FBC2 FBC3
3.2	Develop and promote a varied programme of adult talks,	CELO &	20 participants £200 income	Increase in learning		HCT2	FBC2 FBC3

	Key actions	Lead	Target	Outcome	Resource	Link to HCT goals	Link to Fareham Borough Council outcomes
	workshops and events linked to Dino Fest 2015 1 x Meet the Expert 1 x workshops	ACC		opportunities for adults in the area. Adults more actively engaged with the collections			
<b>4.</b>	<b>Collections</b>						
4.1	Manage storage, documentation, digitisation, conservation of and access to collections associated with the Borough of Fareham and all related information at Chilcomb House, including: <ul style="list-style-type: none"> <li>- review of window film</li> <li>- support collections storage review and resolve deposits backlog</li> </ul>	HC  PC MR	Ongoing  April 2015 June 2015	Objects remain in good condition and easy access provided		HCT1, HCT2	FBC 4

	Key actions	Lead	Target	Outcome	Resource	Link to HCT goals	Link to Fareham Borough Council outcomes
4.2	Provide an emergency conservation service for collections on display in event of flood, fire or other disaster	PC	As required	Appropriate level of response provided		HCT2	FBC4
4.3	Continue six monthly monitoring of environmental information (light, temperature, humidity) and pest management	PC	2 x data download and analysis	Stable environment maintained		HCT2	FBC4
4.4	Continue to monitor and improve security of the objects on display	PC	Ongoing	No losses		HCT2	FBC4
4.5	Provide an identification and enquiry service for objects relating to archaeology, the arts, natural sciences, social/industrial history and object care, as well as local history.	CK, MR	Meet public demand	Enquiries answered and objects returned in reasonable time		HCT2	FBC 4

	Key actions	Lead	Target	Outcome	Resource	Link to HCT goals	Link to Fareham Borough Council outcomes
4.6	Dino Fest 2015 – undertake research, select artwork, write captions and make window mounts for <i>paintings</i> for Drawn to Dinosaurs.	HC	July 2015	Increase in visits to museum		HCT1, HCT2	FBC4
4.7	Royal Blood Big Theme – undertake research and secure loans for exhibitions and events programme	HC	March 2016	Programme agreed		HCT1, HCT2	FBC4
4.8	Continue to provide Hampshire’s Hidden Treasures mini displays	CK	3 x mini displays	Increase in number of objects from stores on display		HCT1, HCT2	FBC4
4.9	Support other exhibitions and events through the supply of specialist knowledge and objects/specimens from the collections	CK	As required	Increase in visits to museum		HCT1	FBC4

	Key actions	Lead	Target	Outcome	Resource	Link to HCT goals	Link to Fareham Borough Council outcomes
4.10	Ensure museum retains Accreditation as part of the Hampshire Cultural Trust resubmission.	HC	September 2015	Museum continues to meet national standard		HCT1, HCT2	FBC4
4.11	Develop concept and apply for funding for The Engine Room project – Collections Centre for Hampshire Cultural Trust	HC	March 2016	Funding secured for next stage of development		HCT1	FBC4
<b>5.</b>	<b>Local Priorities</b>						
5.1	Develop or contribute to partnership events, with FBC	ACC	3 per year 300 visitors	Maximising resources to ensure events are high profile. Increase in visitor numbers.		HCT1 HCT2	FBC2 FBC3 FBC4 FBC6
5.2	Provide opportunities for in depth engagement funded through external sources 1 x project planned and	CELO	20 participants worked with over 10 week period	20 participants demonstrate positive impact of project		HCT1 HCT2	FBC6



	Key actions	Lead	Target	Outcome	Resource	Link to HCT goals	Link to Fareham Borough Council outcomes
	delivered			through evaluation			
5.3	Develop and promote a group visit and outreach service for organised groups within the community (ie: Brownies, Day Centres) linked to community priorities	CELO	6 groups worked with  60 new participants	Increase awareness of museum as an engaging and educational place for group visits		HCT2	FBC2 FBC4
	Develop and promote a varied and accessible programme of family activities and events linked to the exhibitions, programme or events  4 x led activities 2 x self-led activities 1 x special event	CELO	1 500 visitors per year £750 income generated	Families report high levels of satisfaction with the offer. Families are actively engaged and have fun whilst in the museums		HCT2	FBC4
<b>6.</b>	<b>Business Development</b>						

	Key actions	Lead	Target	Outcome	Resource	Link to HCT goals	Link to Fareham Borough Council outcomes
6.1	Strategic management of Westbury Manor Museum focusing on increasing visitors, generating investment and increasing trading income.		Minimum 3% increase in audiences from 13/14 baseline	More local visitors from target groups visiting more often.		HCT2	FBC2
6.2	Develop annual Venue Plans and manage relationships and processes with JMC.					HCT2	FBC2
6.3	Collect postcode data twice a year and use Mosaic profiles and maps to target groups and local cold spots with specific campaigns.		Minimum 3% increase in audiences from 13/14 baseline Target Groups F, B, G.	More local visitors from target groups visiting more often.		HCT2	FBC2
6.4	Market the annual Big Theme programme: 2015/16 Big Theme (Dinosaurs)		Minimum 3% increase in audiences from 13/14	Increased local, regional and family visits		HCT2	FBC2

	Key actions	Lead	Target	Outcome	Resource	Link to HCT goals	Link to Fareham Borough Council outcomes
			baseline  Minimum 3% increase in earned income from 13/14 baseline				
6.5	Produce and distribute 'What's On' guides three times per year as means of marketing public programme (exhibitions and events)		Dates Print quantities Distribution reach	Strong local awareness of museum's programme leading to more local visitors visiting more often		HCT2	FBC2
<b>7.</b>	<b>Venue management</b>						
	Continue to improve customer service through the	ACC	24000 visitors	90% of customers		HCT1	FBC2

	<b>Key actions</b>	<b>Lead</b>	<b>Target</b>	<b>Outcome</b>	<b>Resource</b>	<b>Link to HCT goals</b>	<b>Link to Fareham Borough Council outcomes</b>
	<p>staff/volunteer Front of House team to ensure a warm and friendly welcome at all times</p> <p>2 x visitor surveys completed per year</p> <p>Staff/Volunteer Development programme designed and implemented</p>			<p>surveyed said the museum was good or excellent</p>			
	<p>Building is safe and adequately maintained at all times through regular H&amp;S reviews, cleaning schedules, pest control etc.</p> <p>All building issues reported to relevant contractors within 4 hours</p>	ACC	Venue open & safe when scheduled and as advertised	Visitors report satisfaction with the standard of the building		HCT1	FBC2 FBC3

**Date/Meeting where Plan was approved:**

**Date of next review:**

**Glossary of Positions and post holders:**

<b>Initials</b>	<b>Position</b>	<b>Lead Officer Name</b>
ACC	Area Community Curator	Erica Munro
CELO	Community Engagement and Learning Officer	Janet Wildman
AM	Area Manager	Annabel Cook
HPP	Head of Public Programmes	Nick Suffolk

**Appendix 1: Hampshire Cultural Trust Goal and Local Authority Priorities**

Hampshire Cultural Trust Goals	Fareham Borough Council's Corporate Strategy identifies seven priorities
In order to achieve our vision, in the first five years (2015-2020) we will, 1. Re-focus our own business to deliver excellence and build a world class arts and museums portfolio	FBC1. To protect and enhance the environment FBC2. To maintain and extend prosperity FBC3. To ensure that Fareham remains a safe and healthy place to work

<p>which has the power to transform people's lives</p> <ol style="list-style-type: none"> <li>2. Ensure the Trust grows as a successful and resilient not for profit business</li> <li>3. Inspire a dynamic partnership to achieve the shared cultural vision for Hampshire</li> </ol>	<p>FBC4. To provide a reasonable range of leisure opportunities for health and fun</p> <p>FBC5. A balanced housing market</p> <p>FBC6. To build strong inclusive communities</p> <p>FBC7. To be a dynamic, prudent, progressive council</p>
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