

Westbury Manor Museum
Outline Draft Service Plan 2013-2014

January 2013

Supporting Hampshire County Council's corporate/departmental Priorities

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

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

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

Service Area 1: Providing a welcoming and well maintained Museum

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

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

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

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

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

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

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

Service Area 2: Hosting Special temporary exhibitions & related events

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

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

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

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

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

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

Service Area 4: Inspiring Learning and Community Engagement.

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

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

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

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

Service area 5: Marketing and strategic management

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

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