

LEISURE AND COMMUNITY SCRUTINY PANEL - SCOPING REPORT

Councillor requesting item: Councillor Mrs Hockley and Cllr Ford

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| Issue | The footfall and vibrancy of Westbury Manor Museum |
| Background | <p>Westbury Manor Museum re-opened in Summer 2017 following a £665,000 project to transform the facility into a vibrant and unique cultural destination in the heart of Fareham town centre.</p> <p>The museum is managed and operated by Hampshire Cultural Trust who have a ten-year management agreement with the Council.</p> |
| Objective & Description | <p>The purpose of inviting Hampshire Cultural Trust to a future meeting of the Leisure and Community Scrutiny Panel is to provide an overview on how the Museum is performing since it reopened.</p> <p>In particular the Panel would like to understand:</p> <ul style="list-style-type: none"> • How is the Museum performing against its visitor targets? • What is the Trust doing to help increase footfall figures? • How is the café and shop performing against its targets? • Is the café offering compatible with the audience the Trust is trying to attract to the museum? • How are the Trust marketing the two studio spaces that are available to rent? • How is the museum and garden being marketed to create a greater awareness of what it has to offer to – <ul style="list-style-type: none"> - Families with children up to 11 years old, including under 5's - Older people from a wider range of socio-economic groups - Local people living within 6 miles of Fareham - People visiting friends and relatives - People from the area immediately outside of the Borough - Primary school pupils visiting in self-led groups • How is the museum managed and supported on a day to day basis? |

Tabled Item 8

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| <i>Please clearly state the final objective. Objectives might include scrutiny of process or issue, or shaping of policy option or special project.</i> | |
| Proposed Way Forward | It is proposed that representatives from Hampshire Cultural Trust are invited to a meeting of the Leisure and Community Scrutiny Panel and requested to address the Panel on the matters outlined above. |
| <i>How is the objective to be achieved? Options might include a report written by officers and considered by Scrutiny Panels; informal working groups; discussion with external bodies; or a combination of several tools. Thought should be given to the process to be followed once the Scrutiny Panel completes its work; a request or comment may be made to the Executive or policy options offered to Council.</i> | |
| Key Dates | Attendance and presentation to the Leisure and Community Scrutiny Panel at their meeting on Wednesday 6 March 2019. |