## Best Value Review of Leisure & Cultural Services - Museum Service

Progress report to Scrutiny 1 – 17 September 2003

Action Plan considered by the Museum Society (24 October 2002) and Museum Joint Working Party (31 October 2002). An addendum to the Best Value Review of Leisure & Cultural Services Improvement Plan.

MMJC = Museum Management Joint Committee C&L Committee = Community & Leisure Committee

Areas where Museum needs support	Outcomes requested of Museum Society to achieve this	Achievements	Comments
Generating Project and Capital Finances	Contributing to Project and Capital costs		
Aid projects and capital developments e.g. provision of new Resource Centre to replace off-site store, extension to Museum building, or gallery redisplays, by building a fund to be used for projects as advised by the Curator and agreed by the Joint Working Party.	As a charitable organisation, maximise fund- raising potential and contribute to a Museum capital development fund from monies generated by fund-raising activities.	Progress being made	<ul> <li>Preparatory work re- organising Society being undertaken, Museum working on potential capital projects</li> </ul>
	Continue using Acquisition & Display Fund for purchases and one-off projects on collections (e.g. assisting with documentation of backlog)	> Achieved	<ul> <li>Purchases made 2003 (tokens, ring and pendant) and documentation of botanical collections</li> </ul>
	Identify and approach organisations which give grants to charities, applying for grants towards specific projects where appropriate.	<ul><li>Progress being made</li></ul>	<ul> <li>Needs potential projects to be confirmed (Ceramics Gallery, Resource Centre, extension to</li> </ul>
	Contributing to Revenue costs		Museum)
	Consider with Council making an annual contribution from funds raised towards maintenance and repair of the Museum buildings.	Subsequently agreed Museum Society could not undertake this	

	5.	<ul> <li>Encourage increase in income from visits by maximising revenue from season ticket sales by:</li> <li>Sending out renewal notices and reminders to season ticket holders, and compiling a mailing list to achieve this</li> <li>Linking season tickets more closely to membership of the Society</li> <li>Obtaining gift-aid contributions to fund-raising</li> <li>Holding membership drive in or before April 2003, and annually thereafter</li> </ul>	<i>A</i>	Mostly achieved	À	Mailing list database compiled, Gift-aid promoted and membership drive initiated - much work by officers and Committee of Society to encourage and reorganise membership. Season Ticket work partially dependent on future UDC decision over admission charges
	6.	Seek and encourage members of the local business community to become involved with the Museum and Museum Society by introducing a corporate membership scheme. To be run in conjunction with the Museum's Corporate Hospitality initiative.	A	Achieved	A	Launch of new Corporate Membership scheduled for 30 Oct linked with Museum's promotion within the local business community
Human Resources Volunteer workforce to maintain current public opening hours, to assist with security and visitor services at specific events, and to assist occasionally with other tasks around the Museum, as directed by the Curator.			>	Progress being made	<b>A</b>	Start made by promoting opportunities for volunteering amongst membership.

Marketing Raising the profile of the Society (and hence the profile of the Museum Service and income from visitors)	> In progress	<ul> <li>Volunteer Marketing         Officer is redesigning         forms, newsletter,         logo for Society and         advising Committee</li> </ul>
Agreement Between Parties To confirm responsibilities and roles		New MMJC Terms of Reference approved by Museum Society at AGM June 2003. Now awaiting revised joint Management Agreement from UDC

NB it is noted that the Museum Society may be required to make changes to its constitution to facilitate some of the above actions and that the AGM of the Society is to be held in June 2003.