



# Uttlesford District Council

Chief Executive: Dawn French

## Museum Management Working Group

**Date:** Wednesday, 28 June 2017  
**Time:** 18:00  
**Venue:** Council Chamber  
**Address:** **COUNCIL OFFICES, London Road, Saffron Walden, Essex CB11 4ER**

**Members:** Councillors R Chambers, B Light, V Ranger, G Sell and L Wells (Uttlesford District Council), R Priestley, P Salvidge, P Walker and A Watson (Museum Society Limited).

## AGENDA

- 1 Apologies for absence and declarations of interest  
To receive any apologies for absence and declarations of interest.
- 2 Minutes of the meeting held on 1 March 2017 5 - 8
- 3 Museum Society Chairman's report 9 - 10
- 4 Quarterly report January - March 2017 11 - 20
- 5 Approach to the Heritage Lottery Fund (HLF) for two applications 21 - 30

- 6 Legal and Accreditation items for information (verbal report):
  - a) Asbestos in collections
  - b) Firearms: change in museum's license
  - c) Disposals agreed and anticipated by the Museum Society Board
  
- 7 Other items for information (verbal report):
  - a) Learning and Outreach Officer recruitment
  - b) Museum building: plans to tackle ivy growth
  - c) Potential closure of the museum for a day: removal of gas boilers
  
- 8 Any other items which the Chairman considers to be urgent
  
- 9 Date of next meeting

**For information about this meeting please contact Democratic Services**

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**MUSEUM MANAGEMENT WORKING GROUP held at COUNCIL OFFICES  
LONDON ROAD SAFFRON WALDEN at 6pm on 1 MARCH 2017**

Present: Councillor R Chambers (Chairman)  
Councillors B Light, G Sell and S Wells.

Also present: \*\*\*\*Tony Watson (Museum Society  
Representatives)

Officers in attendance: R Auty (Assistant Director Corporate Services), R  
Dobson (Principal Democratic Services Officer), A Webb (Director of Finance  
and Corporate Services) and Carolyn Wingfield (Curator).

MMWG **APOLOGIES FOR ABSENCE**

There were no apologies for absence.

MMWG **MINUTES**

The minutes of the meeting held on 12 October 2016 were received and signed  
by the Chairman as a correct record.

MMWG

MMWG **REPORT OF CURATOR**

Members considered the report of the Curator for the quarter October to  
December 2016.

The Curator gave a brief update on activities since the report had been  
prepared. She said archiving of the archaeological collections had now started.  
Applications for grants had been made and were continuing. There would be  
match funding for the first of the Lottery applications which would support a  
fixed term curatorial archaeological post. Regarding two Lottery applications  
underway, the draft application questionnaire for one had been completed and  
the initial round of consultation was taking place, as detailed in the Society  
Chairman's report. Work would start soon on the second application.

The Curator highlighted several areas of her quarterly report. Regarding visitor  
numbers, she said there had been a reduction in school visits because the  
previous Outreach Officer had tried to fit in as many visits as possible before  
she left, which meant the successive period had fewer visits by comparison.  
The intake from the shop was not as good as in the previous quarter, but this  
could be attributed to the fact that season ticket sales had increased and that  
there was a greater proportion of adults paying full price during half term.

*Councillor Light joined the meeting at this point.*

The Curator concluded with reference to the Museum's performance indicators which reflected the challenge of meeting visitor targets whilst there was no Learning Officer in post, but which indicated the engagement with the Museum of users generally was over the notional target. The reason for this could be the new email newsletter and growth of social media followers.

Councillor Sell congratulated the Curator on the half term visitor figures. He said the Lottery funding once achieved would make a considerable difference, and asked how competitive regional grants were. He asked whether there had been any indications of sympathy towards the grant.

The Curator said until the Museum was in a position to send in the two project enquiry forms and had met with Lottery officers, it was difficult to answer this question. In reply to a further question, she said the intention was to submit applications for both projects by Easter. The second would be in outline, but it was important that both should go together, and as soon as possible in the financial year.

Councillor Chambers said the establishment of the store at Shirehill would help demonstrate that the Museum's plans were serious.

The Curator agreed with this point. She said the Museum Society had further agreed to contribute £7,500 as match funding to the first project and the Museum could also use the archaeological deposition grants, so it was in a strong position.

## **MMWG**

### **REPORT OF CHAIRMAN OF THE MUSEUM SOCIETY**

Members considered the report of the Chairman of the Museum Society. The report detailed various events including a celebration to thank the Museum's volunteers, attended by approximately 40 volunteers. A Heritage Development Team had been established to coordinate the approach taken to Saffron Walden's heritage assets, comprising representatives of the Museum Society, Saffron Walden Town Team and the Church, who, with the Curator, intended to meet the Leader of the District Council to discuss the possible inclusion of the Castle within the group.

Councillor Chambers thanked Tony Watson.

## **MMWG**

### **MUSEUM DEVELOPMENT UPDATE/RENTAL OF SCHOOL ROOM**

Members received a verbal update on Museum development from the Assistant Director Corporate Services. Following the conclusion of works at the Fry art gallery, completion had been due to take place yesterday. However due to the contractors having passed the wrong keys to the surveyor, it had not been possible to access the building. Sign off had not yet taken place but would do so at the earliest opportunity. The Fry representatives had seen the interior however, and were very pleased with it. Work on the lease was being finalised

and it was anticipated it would be signed shortly. The start date for opening the gallery would then need to be agreed.

Councillor Sell asked what the term of the lease was.

The Assistant Director Corporate Services said it was four years, with a break clause after two years. In reply to a question from Councillor Light, he said income for the Musuem Society was projected to be £16,000 per year, with utilities paid.

The Director Corporate Services said the cost of preparing the School Room to the necessary standard had been over £50,000, in order to ensure it could be transformed into an asset suitable for letting out.

## **MMWG REPORT ON LEARNING AND OUTREACH OFFICER**

The Assistant Director Corporate Services gave a verbal report on the bid for funding for a learning and outreach post. He said the budget for this post had been approved and money would be available from April. The Curator was preparing a job description.

Councillor Sell asked whether the job would be full time or part time, and what difference it would make.

The Assistant Director Corporate Services said the post would be full time.

The Curator said the post would allow various community groups and schools to engage with the Museum and would facilitate more visits and therefore would increase income. As there was relatively little space for school groups in the building, the emphasis would be on visiting schools and doing other outreach work around the district.

The Assistant Director Corporate Services said the post would also provide resilience for the team and would reduce reliance upon casual staff.

Councillor Sell said this investment in the Museum was good news. As a governor of Foresthall School he was sure children would be very interested in the outreach programme, which would be not just entertaining but educational. He asked how the new post would be publicised once the officer had been recruited.

The Curator said she would communicate this news via the website and local media.

Paul Salvidge said the new post would be a great bonus in supporting the Lottery funding bids as it would show the aim was to provide a benefit to the whole community.

## **MMWG DATE OF NEXT MEETING**

It was agreed the next meeting would take place in early June.  
The date was subsequently agreed to be

The meeting ended at 6.30pm.



**Museum Management Working Group  
Meeting 28<sup>th</sup> June 2017**

**Museum Society Chairman's Report**

At the last Board Meeting of the Society on 23<sup>rd</sup> May, I was pleased to be able to report that the Development Committee of the Society were advised of the future development of the Castle. We understand that following the discussion the Chairman and David Tomlinson (St. Mary's Church) had with the leader, Howard Rolfe, the inclusion of the Castle within this group has been agreed. That the MMWG can now co-ordinate the Castle development with the Museum development will greatly assist with the Phase II bid for Lottery funding.

The Heritage Development Team will meet on 21<sup>st</sup> June to progress the co-ordination of the Heritage assets of the town. The Fry Art Gallery and the Town Library Society are invited to this meeting in addition to the Castle involvement. We are pleased to note that the Town Development plan has acknowledged the future development of the Museum. We were pleased to hear that the UDC budget for the Museum has been increased to enable the re-establishment of the Learning & Outreach officer vacant since the post was vacated by Gemma Tully in October 2015. The Board has approved the draft proposals for the Phase I and II of the Development of the Museum which are to be discussed at this meeting. The Board also authorised the Museum Society representatives on this group to agree both the initial details of the application and the final application form, as required. The matched funding contribution has been agreed in the sum of £7,500.

The Board also recorded that the sum of £1,000 has been paid for the project to digitise the series of 19th century illustrated accession registers. Volunteers have entered these onto spreadsheets so that they are now available to both staff and store volunteers on computer. Volunteers continue to man the visitor desk, and assist in the Shirehill store. Richard Priestley is to assist the interview team for the new Learning officer. Plans are in hand for the preview of the next exhibition in August.

On the 27<sup>th</sup> January, Society members had a private preview of the current exhibition 'Completing the Look: 300 Years of Fashion Accessories'. Leah Mellors who has curated this exhibition was rewarded by a large attendance of members and guests. The Spring series of talks, organised by Carol Law, has continued in March with 'Dressing up - British portraits of the 18th century': in April 'Darwin's Life in Letters': in May 'The history of horseracing in Newmarket' and the talk in June will complement the current exhibition with a talk on 300 years of jewellery design.

*Tony Watson*  
12<sup>th</sup> June 2017

Visit our web site at: [www.swmuseumsoc.org.uk](http://www.swmuseumsoc.org.uk)



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*Directors: S B Hollingworth, Cllr B Light, R Priestley BA, P Salvidge, S C Sharpe,  
P J Walker, E A Watson*

*Regd. in England no. 6469141 : Charity Regd. no. 1123209*



# SAFFRON WALDEN MUSEUM

## CURATOR'S QUARTERLY REPORT January – March 2017

### **1 Museum Management and Staff**

#### **1.1 Management**

##### **Museum Service**

While work on collections continues at Shirehill, a basic activity programme has been maintained at the Museum by curatorial staff with the assistance of casual staff and volunteers, but at the expense of other work and developments. Confirmation of the budget growth item to allow the Learning & Outreach Officer post to be appointed (full-time, permanent) has been most welcome and the Museum Service looks forward to re-instating learning services for schools in particular.

##### **Forward Plan 2013-2018**

The Museum Society Chairman and Curator have completed their initial round of informal consultations with representatives of the Saffron Walden Initiative and Town Library Society, and the inaugural meeting of the Saffron Walden Heritage Development Group, convened by the Rev David Tomlinson (St Mary's Church) to explore the merits of more co-operation between organisations in Saffron Walden which have interests in local heritage and the visitor economy. The Curator and Richard Priestley (Chairman of the Museum Society's Museum Support committee) attended the final meeting at Hertford of SHARE Cohort for developing large-scale grant applications.

Day-to day operational pressures generally inhibit creative discussion of Museum development plans among Museum staff, so the curatorial team made a special 'team visit' to The Higgins, Bedford which underwent a major HLF-funded development a few years ago. This provided a stimulus for ideas and a chance to learn from discussions with colleagues about their experiences of creating new galleries.

#### **1.2 Staff, Volunteers and Work Experience**

Unfortunately a number of Welcome Desk Volunteers have been poorly this quarter; we wish them all a speedy recovery. We welcomed Lynn Howell and Gillian Ram to the Welcome Desk Volunteers team.

The nine members of the human history collections volunteer team continue to make excellent progress on documentation of the social history collections and transcription of the museum's accession registers and early records. A new human history collections volunteer, Paula Armstrong, has recently been recruited and Paula will be working on a repacking project with the world cultures collections. We have had volunteering requests from two Saffron Walden County High Sixth Form students and we hope that they will start soon. Archaeology collections volunteers Joanne Pegrum, Peter Morrissey, Peter Stribling and Peter Rooley have been helping the Curator with a variety of tasks and projects at Shirehill.

Tony Morton has completed months of work making models of tiny trees at different stages of growth for an interactive about coppice woodland management.

#### **1.3 Training and Seminars Attended**

20 Jan	Dementia Friends introductory session, UDC (Curator)
25 Jan	PowerPoint course, Great Shelford (Natural Sciences Officer)
31 Jan	Fire Training (All staff) including Page 11 extinguishers and Evac Chair training

21 Feb	Uttlesford District Council small services focus group (Natural Sciences Officer)
28 Feb	Bedford, The Higgins study trip (Curator, Natural Sciences Officer, Collections Officer)
8 Mar	ILM Course (Admin. Officer)
9 Mar	SHARE Natural Sciences Curators Network, Newmarket (Natural Sciences Officer)
9 Mar	iTrent for managers, UDC (Curator)
10 Mar	<i>Changemakers</i> , leadership development course (Collections Officer)
14 Mar	Volunteers Forum (Admin. Officer)
16 Mar	E-Buy refresher (Natural Sciences Officer)
21 Mar	SEMFED Study Day, Watford Museum (Collections Officer)
21 Mar	E-Buy refresher (Curator)
22 Mar	E-Buy refresher (Admin. Officer)
28 Mar	Pensions seminar (Natural Sciences Officer)

### **1.5 Health & Safety**

The Security & Premises Officer attended the SAT meeting at the Council Offices on 15 March.

## **2 Buildings and Site**

### **2.1 Museum Building**

PAT testing has been undertaken on all portable appliances. Sunfish carried out a service of Emergency Lights at the Museum on 3 March and replaced several faulty ones.

ROALCO cleared out the gutters and hoppers on the Museum roof. A refresher session on accessing the Museum Roof and use of the restraint equipment was held with the Security & Premises Officer and two colleagues from Contract Services (UDC) on 21 February. Total Access carried out their annual safety check of the equipment and anchor points.

Three wooden cabinets were moved out of Natural History store by Schofield Removals.

### **2.3 Shirehill Store**

PAT testing, Fire service by Sunfish on 16 March and Intruder Alarm service by Activ Security. Invalifts repaired a fault on the platform lift. The faulty storage heater in Natural Sciences store has been looked at by an engineer but is still waiting to be repaired. Three cabinets for mollusc shells and birds' eggs moved in to Natural Sciences store by Schofield Removals.

### **2.4 Schoolroom, Grounds and Castle Site**

As final preparations for lease to the Fry Art Gallery have been underway, some of the conservation chemicals remaining in the brick shed in the yard were removed to a fire proof cabinet in the Museum Natural History store. The remainder have been disposed of to a laboratory at Duxford or are awaiting collections by an appropriate contractor. The Corporate Health & Safety Officer has been involved. The Fry Art Gallery now have a full set of keys for the Schoolroom, since signing the lease with the Council.

## **3 Collections and Research**

### **3.1 Acquisitions and Disposals**

17 new acquisitions have been recorded in the accessions register this quarter, including

- Archaeological archives from Takeley, Widdington, Radwinter, Little Canfield and Newport
- Australian Aborigine stone hand-axe, found in North Queensland
- Sony Tri-Nitron colour television, dating from the 1970s
- Bayko Building Set (toy), dating from the 1940s

The archaeological archives were from a large deposition of backlog archives made by Archaeology South-East, which included many sites from the former Essex County Council Field Archaeology Unit. One-off deposition grants, customarily charged by museums to archaeological contractors, have been collected from two contractors who deposited archives in December. This money is retained on a special holding account to use as matching funding for the forthcoming HLF application and so far amounts to over £4,116 with more to follow.

### **3.2 Collections Care and Conservation**

#### **Insurance Valuations**

A further meeting was held in March with valuations consultant James Glennie to discuss and agree the new basis for the insuring the Museum’s collections, while detailed work on valuations of significant items continued. The final report is expected in late April.

#### **Social History Conservation**

Two donations, from a private individual and from the Saffron Walden Quaker Meeting, totalling £250 have been made towards the conservation of a silk reticule made to support the abolition of slavery movement. A quotation of £1,500 for this work has been received by the Collections Officer, who will be approaching charitable trusts to raise the remaining funds needed.

#### **Archaeological Research and Conservation**

A sample of prehistoric cremated human bone and charcoal was collected by a perceptive farmer who has regularly reported archaeological discoveries on his land. The nature and location of the remains make it worthy of further research through Carbon-14 dating. Another recent find of interest from Manuden has also been donated: a small medieval bronze ring-brooch with a piece of textile attached, which needs to be examined by a specialist in conservation of ancient textiles. Both these are to be pursued by the Curator.

Pest traps in museum stores, galleries and work spaces were inspected this quarter.

### **3.3 Documentation**

Backlog / updates are as follows:

	<b>New Acquisitions</b>	<b>Backlog (existing collections not previously catalogued on Modes)</b>	<b>Edits and Updates to existing records</b>
Human history collections	53	839	1422
Natural sciences collections	0	1	492
<b>Total</b>	<b>53</b>	<b>840</b>	<b>1914</b>

#### **Effective Collections (World Cultures project)**

Still on hold awaiting for the Curator to have time to dedicate to moving this project on.

#### **Musical Instrument collection**

The Collections Officer involved the museum in a partnership project, entitled ‘MINIM-UK’, with the Royal College of Music. The project aims to create a national database of historic musical instruments in UK museums. Ana Silva from the Royal College of Music spent three days at the museum in March to photograph and document all the musical instruments in the museum’s collections. This information will be uploaded to the museum’s database in due course, as well as featuring on the MINIM-UK database.

### **3.4 Loans In**

22 items were loaned to the Museum for the *Completing the Look: 300 Years of Fashion Accessories* exhibition, including

- Two hats – one 1920s cloche hat and one Edwardian hat – from Southend Museums Service
- A Victorian guide to etiquette, from Saffron Walden Town Library
- Hats, bags, shoes, sunglasses and jewellery from local individuals

### **3.5 Loans Out**

One set of the archaeological pottery type series boxes were loaned to a local history meeting at Manuden, to help members of a local history project familiarise themselves with the sort of pottery they are likely to find when field-walking sites of interest in their area.

One loan request has been received from the Linden-Museum Stuttgart (an eminent ethnographic museum) for three Hawaiian objects, for an exhibition Hawai'i in Stuttgart to run 14 October 2017 to 13 May 2018.

1880.30 Wooden model canoe

1880.55 Finger bowl

1880.57 Spittoon

1880.66.4 Hawaiian Kapa

The loan request will be considered at the Museum Society Board meeting on 23 May.

### **3.6 Object Identification and Enquiries**

Object identifications this quarter: 7 people (8 objects / groups of objects)

Collections Enquiries this quarter: 46 in total (20 human history, 13 natural sciences, 13 archaeology)

### **3.7 Research**

7 researchers this quarter (total – taken from book), including

- Gaye Sculthorpe from the British Museum to view early Australian objects
- Marco Angelo to view phrenological heads and death masks
- Ali Clarke from Cambridge University Museum of Archaeology & Anthropology to photograph coconut fibre armour from Kiribati
- Serena O'Connor and Cherry, Artist in Residence at Walden School, to view natural sciences loan boxes for art projects at Walden School and Great Chesterford Primary School
- Alan Pickersgill to take anatomical measurements of birds for carving models in wood
- Dr Chris Preston to examine 180 herbarium sheets of mosses for a new book about the Bryophyte Flora of Cambridgeshire and 8 sheets of flowering plants for an article about a site in Cambridge.

## **4 Displays and Visitor Services**

### **4.1 Permanent Galleries**

*Object of the Month*: February's *Object of the Month* was a footprint made by a young Iguanodon dinosaur 145 to 100 million years ago during the early Cretaceous period. March's *Object of the Month* was a pair of clogs worn by a nun in the Carmelite convent in Saffron Walden.

On 10 March, a private view was held to formally open the new *Your Stories* community co-curated display. The display has been co-curated by the Saffron Walden Cricket Club and tells the history of the club from the mid-1700s until the present day. The private view was attended by cricket club members and town councillors including the Mayor of Saffron Walden (at the invitation of the Cricket Club, who lease their grounds from the Town Council).

New models of trees at different stages of the coppice cycle have been installed in an interactive about woodland management on the Natural History gallery. The interactive had been criticised by VAQAS.

### **4.2 Temporary Exhibitions**

In January, our new temporary exhibition *Completing the Look: 300 Years of Fashion Accessories* opened.

The exhibition explores the changes in fashion accessories over the past three centuries and what this can tell us about the way people were living. The exhibition predominately displays items from the Museum's own costume and textiles collection but also features loans from other organisations and individuals. The exhibition has been well-attended since it opened and well-received.

### 4.3 Visitor Services

	Public		Schools incl. adults		Total	
	2017	2016	2017	2016	2017	2016
<b>January</b>	<b>749</b>	770	<b>30</b>	43	<b>779</b>	813
<b>February</b>	<b>1,121</b>	1,702	<b>56</b>	83	<b>1,177</b>	1,785
<b>March</b>	<b>676</b>	1,169	<b>17</b>	26	<b>693</b>	1,195
<b>Total</b>	<b>2,546</b>	3,641	<b>103</b>	152	<b>2,649</b>	3,793

*Easter fell on 27 March in 2016, but will be on 16 April (Q1 April-June 2017) this year. Visitor figures and therefore shop and tickets income vary with Easter holidays accordingly.*

#### **Shop**

	2017	2016
<b>January</b>	<b>352.69</b>	260.74
<b>February</b>	<b>504.63</b>	711.63
<b>March</b>	<b>207.79</b>	531.16
<b>Total £</b>	<b>1,065.11</b>	1,503.53

#### **Tickets**

	2017	2016
<b>January</b>	<b>788.75</b>	555.00
<b>February</b>	<b>1,325.50</b>	1,178.00
<b>March</b>	<b>882.50</b>	973.75
<b>Total £</b>	<b>2,996.75</b>	2,706.75

#### **Donations**

	2017	2016
<b>January</b>	<b>40.50</b>	41.92
<b>February*</b>	<b>100.67</b>	62.98
<b>March</b>	<b>45.22</b>	253.30
<b>Total £</b>	<b>186.39</b>	358.20

\*February's donations include £50.48 from the additional donations box in the Great Hall for contributions towards half-term activities

#### **Comments**

Visitor numbers in February reflect the half-term children's activities.

#### **Museum Shop**

Since taking up her position as Museum Admin Officer with responsibility for the shop, Wendy-Jo Atter has introduced a number of new lines which link shop stock to the current exhibition(s) and children's activities. Product range and Sales continue to be restricted by the lack of credit card payment facilities.

### 4.4 Publicity, Marketing, Social Media and New Website

#### **Publicity and Marketing**

##### Adverts

Bespoke adverts and editorial coverage, appropriate to the readership, have been produced and published in a number of different target market publications, Museum Features, including:

- Walden Local – Exhibition and Event adverts (Feb and Mar) – target market: locals and repeat visitors
- Group Leisure Magazine – Museum advert – target market: tour groups
- Select Traveller Magazine – Museum advert – target market: foreign / non-local visitors
- Essex Mums Website and email newsletter – Museum advert – target market: families
- Primary Times Magazine – Museum advert – target market: families
- Trip Advisor – Museum Listing claimed and updated with information and photographs.

Press articles:

- Saffron Walden Flyer – First issue of this new magazine which is distributed door to door in Saffron Walden and to venues in the town e.g. Tourist Information Centre and Supermarkets – Museum article, what’s on listing and volunteer recruitment  
(<https://www.joomag.com/mag/0799143001490301094?page=14>)
- Salad Days - issue-70 - Completing the Look article
- Walden Local – 22 Feb 2017 – Belt-Up in Style Half Term Activities
- Walden Local – 08 Feb 2017 - Exhibition editorial
- Walden Local – 29 Mar 2017 – Cricket Display article

Exhibition and Events leaflet

Distributed to:

- Tourist Information Centres: Saffron Walden, Bishop’s Stortford, Great Dunmow
- Libraries: Saffron Walden, Bishop’s Stortford, Great Dunmow
- Local schools and all groups visiting the museum
- Hotels at Stansted Airport including: Raddison Blu, Holiday Inn Express and Premier Inn

The Museum Admin Officer is currently arranging for ‘Take One Media’ to distribute 4,000 Exhibition and Events leaflets to 39 outlets and obtain Management Information regarding monthly take-up rates at each over a 6 month period.

Exhibition and Events listings

Listed in on-line and printed versions of ‘What’s On’ publications including:

- Tourist Information Centres: Saffron Walden and Bishop’s Stortford
- Local Papers: Walden Local, Saffron Walden Reporter, Mercury (inc. Herts and Essex Observer), Dunmow Broadcast
- Specialist magazines / e-newsletters / on-line (distributed to Primary Schools): Salad Days, Raring to Go, Primary Times; Essex Mums
- School websites: Summercroft Primary School, Bishop’s Stortford

**Awards:**

- Trip Advisor ‘Certificate of Excellence’ Awarded. The Museum is now ranked in the top four of 18 things to do in Saffron Walden on Trip Advisor (with Audley End House, the miniature railway and Bridge End Gardens)
- A request has been sent to our supporters to nominate Saffron Walden Museum in the ‘Best Museum’ category of the ‘Essex Mum’s Loves’ awards

**Social Media and Email Newsletter**

The Museum currently has 808 ‘Likers’ on **Facebook** and 1642 **Followers** on **Twitter**. There are currently 448 subscribers to the Museum’s email newsletter.

**Saffron Walden Museum Website – Statistics for this quarter**

	Visits	Unique Visitors
<b>January</b>	4,326	3,262
<b>February</b>	3,560	2,617
<b>March</b>	4,709	3,604
<b>TOTAL for Q4</b>	<b>12,595</b>	<b>9,483</b>
<b>TOTAL for Year</b>	37,805	27,791

**Visits:** the number of visits made by all visitors. (This could be described as the number of "sessions", implying the possibility of multiple pages per visit and multiple visits per unique visitor).

**Unique Visitor:** the number of persons or computers (hosts) that have made at least 1 hit on 1 page of the website during the current period. If a user makes several visits during this period, it is counted only once. Visitors are tracked by IP address, so if multiple users are accessing the website from the same IP (such as a home or office network), they will be counted as a single unique visitor.

## **5 Education, Events and Outreach**

### **5.1 Education**

Figures this quarter are affected by the lack of a Learning officer and loss of the Schoolroom

#### **Analysis of School Visits and Pupil Numbers (No Learning Officer in post)**

No. of pupils in sessions taught by Learning Officer in Museum *	0
No. of pupils taught in visits out to schools by Learning Officer	0
No. of pupils in independent visits to Museum *	88
No. of pupils benefiting from schools loan boxes in classroom	60
<b>Total no. of pupils benefiting educationally from Museum Service</b>	<b>148</b>

\* These figures plus 15 teachers/adults accompanying paying school and independent groups provide total 103 school visits in Visitor table in 4.3

**Loan and reminiscence boxes:** 7 loan boxes have gone out this quarter, used by 60 pupils.

Fossil loan box, two birds and a brain coral loaned to Walden School, Saffron Walden for use at the school and at a NADFAS art day at Great Chesterford Primary School. Used by 60 pupils.

Rock loan box used by Dame Bradbury School, Saffron Walden during a museum visit to study geology..

Cow skull used by Farnham Primary School during a museum visit to study skeletons and Egypt.

### **5.2 Events on-sites (in Museum and grounds and at Shire Hill Store)**

<b>Date</b>	<b>Event</b>	<b>No. Attending</b>
29 Jan	Private View: <i>Completing the Look</i> Exhibition	65
2 Feb	Support4Sight pre visit meeting with museum staff	2
15, 16 Feb	Half-term activities: Belt Up in Style 176 children + 145 adults	321
7 Mar	Eastern Region Textile Forum visit and tours of Museum and Shirehill store	4
10 Mar	Private View: <i>Your Stories</i> community display	15
22 Mar	Support4Sight visit with objects to handle	8
	<b>Total</b>	<b>415</b>

### **5.3 Outreach** (Museum activities, talks and lectures at other venues)

None this quarter

**Other Museums and Local Groups supported (Uttlesford)** 7 groups supported, 8 meetings)

Museum staff have attended meetings, site visits, undertaken work or given advice to:

- Essex Field Club - 3 meetings, Treasurer work and training, 2016 accounts (Natural Sciences Officer)
- Essex Wildlife Trust (Uttlesford) – 1 meeting (Natural Sciences Officer)
- Saffron Walden Wildflower Group – identifying verge sites to visit in 2017 (Natural Sciences Officer)
- Special Roadside Verges project – minutes, one planning application comment, 2017 ecological survey programme and forms, March cut, list of sites with missing marker posts (Natural Sciences Officer)
- Sustainable Uttlesford – 1 meeting (Natural Sciences Officer)
- Saffron Walden Searchers Metal-Detecting Club – (2 meetings, Curator)
- Fry Art Gallery - ( 1 committee and 1 social Page 17 Curator)

## Attendance of meetings, advice, support or involvement in organisations outside Uttlesford

- SHARE Advisory Network and Museum Mentors' Meeting (Whipple Museum, Cambridge 28 Mar, Curator)

## Local Performance Indicators

Definition	Q3 Actual	Q3 Target	Annual Actual 2015-16	Annual Target 2015-16
Visitors PI 22 SI 12c	2,649	3,100	11,697	13,000
Users PC 01 CI 39	15,357	6,000	51,306	25,200

### Notes on Performance Indicators

**Visitors** are all those visiting the Museum in person, including activities and events in the grounds.

**Users** are all those engaging with the Museum Service in person or through other media, and include:

- those visiting the site (visitors, as above)
- those attending off-site events (e.g. talk or other off-site activity by Museum staff)
- those using the Museum 'remotely' (enquiries, research and services by phone, email, fax and letter and website visits using 'Visits')

**Comments on this quarter's figures:** meeting visitor targets remains challenging while there is no Learning Officer in post however, a great deal of effort has been devoted to Publicity and Marketing in an effort to drive up the number of visitors over the coming summer season. The Museum website continues to perform above target, no doubt assisted by the steadily growing following on social media and the introduction of the new email newsletter, which drives traffic to the website via links.

**Visitors:** 15% below target, continuing the downward trend in school visits without a Learning Officer. Other contributory factors include the Easter holidays falling in April this year and holding 2 days of activities in February half-term (exceptionally, there were 3 days of half-term activities in 2016).

**Users:** actual figures were about two and a half times (250%) the original notional target, due to an excellent quarter for visits to the Museum's website. Social media and the Museum's new email newsletter, and features such as the 'piano hoard' reported in the national press, continue to bolster website figures.

### Comment on Annual figures 2017-18:

**Visitors:** 10% below target overall, main factors being lack of a Learning Officer and therefore loss of school visits and associated family visits; no Easter holidays falling in the 2017-18 year; staff capacity seriously stretched with move of collections to Shirehill to manage as well as 'normal' Museum operations. Figures expected to improve through 2017-18 with appointment of a new Learning & Outreach Officer in the summer and with new publicity and marketing initiatives to encourage visits from different audiences.

**Users:** at 204%, the actual number of users was more than double the target due to the very large numbers of virtual visitors to the Museum's website. Use of social media, the new email newsletter and more low-cost advertising (in publications and on-line) should help to drive more traffic to the website, and hopefully a proportion of these should result in actual visits over time. The target will be raised in 2017-18 now that we have a better idea of how the website performs.

## **Main activities and items to note for the next quarter:**

### **1 Museum Management and Staff**

Recruitment to the new Learning & Outreach Officer post is expected to start in May once it has cleared the Evaluation Panel.

### **2 Buildings and Site**

Chemicals from the Schoolroom Yard shed removed on 19 April.

The ivy growing up the NW rear corner of the Museum has now reached the roof and gutters and local residents below have requested guidance on how best to cut it back in their gardens. This has been circulated to Contract Services, Grounds Maintenance and Planning Conservation for guidance and possibly a meeting on site with local residents.

Work is anticipated on installing new boilers in the Museum cellar, and completing the installation of wi-fi throughout the Museum.

Castle – Bakers of Danbury are expected to return in late April to remove the last of their equipment and rubble, and leave a new set of castle keys for safekeeping at the Museum.

### **3 Collections and Research**

Moving contents of 3 wooden cabinets from Museum third floor Natural History store to first floor Natural Sciences store at Shirehill Museum Store. 27 drawers of birds' eggs and 28 drawers of mollusc shells. (Natural Sciences Officer, Support Worker, SWMS Support Team).

Wildlife photographic archive bequest - digitising lists of contents of 123 boxes of slides and photographs. (Natural Sciences Officer and Support Workers).

Work continues to improve the Herbarium records on the MODES database (NSO Support Worker).

Work with a specialist contractor will continue to identify asbestos in the Museum collections and take necessary and appropriate action to contain or eliminate any potential risks. Items in need of further investigation include wartime gas masks; historic domestic appliances made between 1850 and 1970; Ancient Egyptian mummy wrappings and a variety of other objects.

### **4 Displays and Visitor Services**

Special exhibition *Completing the Look* and the Cricket Club's display in the Community Case continue. The Treasure Case is due for re-display in late May, to exhibit a few recent acquisitions and also to highlight Treasure 20, a nationwide initiative by the Portable Antiquities Scheme and British Museum to highlight the 20<sup>th</sup> anniversary of the Treasure Act 1996 coming into force (from September 1997)

### **5 Education, Events and Outreach**

**19 May *Museums at Night*.** Bring your torch and follow out night-time trail 6pm-8pm. Children must bring an adult.

**May Half-term holiday activities. Nature Explorers** – craft activities and outdoor trail. Children must bring an adult.

31 May drop-in sessions 11am-1pm and 2pm-4pm

1 June drop-in sessions 11am-1pm and 2pm-4pm



## **Approach to Heritage Lottery Fund (HLF) for two applications Paper for information**

The two 'Project Enquiry' documents attached provide a summary of the Museum's proposals for the two projects on which we intend to open discussions with the Heritage Lottery Fund in July:

- 1) Stories of North-West Essex (Our Heritage grant to transform access to collections)
- 2) Heritage Hub for North-West Essex (2-stage Heritage Grant to extend the Museum))

The HLF Project Enquiry Forms are submitted on-line to provide HLF officers with some basic information on which to open informal discussions with officers.

### **Members are advised that**

- 1) Project Enquiry Forms have no formal status in the application process
- 2) The submission of these forms does not commit the Council or Saffron Walden Museum Society Ltd to any actions or expenditure
- 3) The projects will be developed according to advice from HLF officers so the project summaries represent only a starting point, not a definite or final statement of intent
- 4) No formal decision is required to submit the project enquiry forms, but they have been circulated to MMWG for information and to allow MMWG members to comment and raise questions at this stage.
- 5) At present, the major grant application requests just under the £2 million, the maximum threshold for regional HLF decisions. If we apply for more than £2 million from the HLF, we will be competing at national rather than regional level.
- 6) Uttlesford currently scored 67<sup>th</sup> out of 325 districts) for heritage potential on the Heritage Index, an indication of the scope for development of the district's heritage assets. The Heritage Index is a tool used by the HLF and other organisations and an abstract is attached.

### **Next actions**

- 1) The Curator will submit the project enquiries to HLF and seek a meeting at the earliest opportunity with HLF officers at the Heritage Lottery Fund's East of England regional office in Cambridge, to be attended by the Curator, Assistant Director Corporate Services and Museum Society Chairman.
- 2) Depending on the steer from HLF officers, project proposals will be revised and reported back to MMWG.
- 3) We will then be in a position to start preparatory work on the first application and revise the Museum Service Forward Plan to take into account the timetable for the intended applications.

Carolyn Wingfield, Museum Curator 14 June 2017



## HLF Our Heritage Application

### PROJECT ENQUIRY FORM: HERITAGE HUB FOR NORTH-WEST ESSEX

#### 2a What is the heritage that your project will focus on?

Saffron Walden Museum, its collections and historic site, the former bailey of Walden Castle (Scheduled Ancient Monument 1009307) – **‘a Heritage Hub for North-west Essex and beyond’**

The **Museum building** is grade II listed and was purpose-built as a museum in 1834, opened in 1835.

The **museum collections** today focus on the human and natural history of north-west Essex (Uttlesford district) and their regional context, but retain other important collections as a legacy of its nineteenth-century collecting scope, notably in world cultures and decorative arts, with some non-British natural history of significance and Egyptology.

The walled grounds in which the museum is located, next to the ruined castle keep, was originally the **bailey of Walden Castle** built c.1140. The foundation of the castle and associated Norman-period township gave rise to the medieval market town of Saffron Walden. Thanks to an extensive conservation project funded Uttlesford District Council and Historic England, public access to the keep will be possible again from 2017. A recent geophysical survey has revealed buried remains of the medieval manor house and other structures which offer a significant opportunity for further archaeological research.

#### 3b Describe what your project will do

##### **‘Heritage Hub for North-west Essex and beyond’**

To make the most of the collections and improve public engagement, so that we can improve and extend services and audiences; be more financially independent through income generation; and realise our potential as a local heritage asset and regional visitor destination. Uttlesford currently scores 67<sup>th</sup> (of 325 districts) for Heritage Potential on the Heritage Index, an indication of the scope for development of the district’s heritage assets.

##### **Heritage Outcomes**

- Improved interpretation and information, using digital and traditional media, for the Museum’s collections, displays and the historic Walden Castle bailey site
- Better care of collections through improvements to storage and work areas behind-the-scenes in the Museum, enhancing facilities and storage conditions
- Museum building (grade II listed) and its services and fittings will be improved and extended, making it easier and more efficient to manage

- Walden Castle (ruined keep, recently conserved) and its bailey will be enhanced as a community amenity and heritage site. Greater use of the castle grounds will provide income to keep it well-managed and preserved for future generations.

## **People Outcomes**

- The 'learning and education' offer for schools and audiences of all ages will be enabled and greatly improved by provision of a new learning & activity room in the Museum extension, and by the re-display of galleries.
- A specific 'learning about heritage outcome' will be archaeological research on the castle site, preceding the Museum developments, to elucidate archaeological features of interest and learn more about the castle and subsequent medieval manor house (identified recently through geophysics). This will offer an opportunity for local people to participate, acquire archaeological skills and find out more about the castle and town origins.
- Visitors will learn more about the heritage of the district (Uttlesford = NW Essex) and have more opportunities to engage with local heritage and the collections through the Museum's activity programme.
- The range and quality of visitor experiences on site will be increased, through facilities in the Museum and outside, and more ways to engage with the collections and historic site
- The museum workforce (staff and volunteers) will develop skills and knowledge in display and interpretation, using collections and local stories

## **Community Outcomes**

- Broader audiences and more visitors will come to the Museum and Castle site, engage with the Museum collections and the historic site. Our project aims to present and promote a 'sense of place' for north-west Essex.
- Greater visitor and user numbers, and enhanced facilities and museum shop, will improve income from admissions, sales, activities and hire of premises, and thus improve the sustainability of both the Museum and the Castle
- A more sustainable 'heritage hub' in the town's historic and cultural quarter will be created, attracting more visitors and community uses and thereby benefitting neighbouring heritage attractions and the town's economy.
- The Museum and Castle will present a welcoming site and resource to be a flagship for the district's heritage and a visitor destination in the region.

#### 4a When do you expect your project to start and finish?

Phase I application to be made early in 2018

Phase II application early 2019

Start 2020 – finish 2022

#### 5a How much is your project likely to cost?

*These are very approximate estimates only and will be revised as work progresses*

Activity	£	£
<b>For Stage I Application: Feasibility, Options and Outline Plans</b>		
Museum & Heritage Interpretation – overview & feasibility	10,000	
Public consultation costs – potential audiences	10,000	
Architect for production of RIBA Stage 1 plans	10,000	
Archaeological Consultants	3,000	
Subtotal		33,000
<b>Stage II: Capital programme</b>		
Archaeological excavation and analysis, including opportunities for community involvement, and to fulfil SMC and planning requirements	25,000	
Architect's and other professional fees (engineers, QS, H&S Coordinator etc) for RIBA Stage 3 plans	150,000	
New extension to Museum and overhaul of the 1834 building and its utilities, including fit-out of new extension (new entrance area and shop, special exhibitions gallery, offices, learning & activity room with kitchenette and toilets)	1,300,000	
Outside Museum, improvements to lighting, forecourt parking and construction of secure cart shed for wagon and hearse	75,000	
Design consultants (all aspects of gallery re-displays)	75,000	
Design, construction and fitting out of galleries (two floors) with new displays including new display lighting throughout and digital media	500,000	
Subtotal		2,125,000
<b>Stage II: Project-funded Staff and consultants</b>		
Project Manager (if not combined with architect's role)	80,000	
Extra curatorial member of staff, human history, to work on new displays (2 years)	65,000	
Activity Plan consultants	20,000	
Subtotal		165,000
<b>Stage II: Activity Programme</b>		
Marketing, branding and publicity	10,000	
Special Exhibitions Programme	10,000	
Learning & Outreach programme	10,000	

Shop fitting and commissioning stock	10,000	
Volunteer recruitment, training and support	2,000	
Subtotal		42,000
TOTAL		2,365,000
Plus 10 % Contingency		236,500
<b>FINAL TOTAL</b>		<b>2,601,500</b>

<b>Source of matching funding</b>	<b>£</b>
<b>Saffron Walden Museum Society Ltd</b> (charity no. 1123209)	500,000
Capital in hand from sale of former curator's house	
Additional funding to be raised (target) – 'guesstimate' at this stage	150,000
<b>Total</b>	<b>650,000</b>

**On the basis of the above, we would be asking HLF for £1,951,500 and providing 25% of the matching funding**

## **HLF Our Heritage Application**

### **PROJECT ENQUIRY FORM : STORIES OF NORTH-WEST ESSEX**

#### **2a What is the heritage that your project will focus on?**

Collections of Saffron Walden Museum – heritage of North-West Essex

Specifically, around 150,000 objects and specimens and associated information telling the story of Uttlesford district (north-west Essex) – its geology and landscape, natural environment, ancient and recent human history and culture.

#### **3b Describe what your project will do**

##### **‘Stories of North-West Essex’ – inspiring people by developing the use of our collections**

Following the recent move of the Museum’s collections into our new purpose-built off-site store at Shirehill, Saffron Walden, and development of a Collections Volunteer team, we want to maximise these resources to provide significant and tangible public benefits

##### **Heritage Outcomes**

1. Extensive and varied museum collections (around 150,000 objects and specimens) relating to NW Essex and the wider region will be better managed, and made far more accessible and usable
2. Interpretation of the collections and associated information will be significantly improved and revised, by the development of ‘Stories of NW Essex’ and the outreach programme, leading to production of a display brief for the Museum’s galleries
3. Some particular areas of the collections, e.g. geology and rocks, minerals and fossils, will benefit from specialist identification and assistance with interpretation, opening up new possibilities for future use and research. Agricultural collections represent another important aspect of the district’s history but are in need of research and are under-represented in the museum’s displays. The large collection of documents and ephemera could contribute to many narratives but these will only emerge in the course of cataloguing and research.

##### **People Outcomes**

4. Volunteering opportunities and work experience placements will be created, estimated at 1,280 volunteer days over the 2-year period for the project
5. Skills and interests developed in cataloguing, research, IT and digital imaging

6. Greater engagement and development of knowledge in the collections and the subjects they cover, increasing their enjoyment and 'sense of place'
7. Access to the collections for all potential users will be radically improved through digitisation and piloting of on-line searching, using discrete groups of objects to support the outreach programme. This will require an upgrade to the Modes Complete software, but help the Museum to reach wider audiences.

### **Community Outcomes**

8. Involvement of a wider community of people with the Museum collections and future development of the Museum, through volunteering and the outreach programme
9. Enhancing our offer to schools and more remote areas of our large and mainly rural district through learning and outreach
10. Enabling the Museum to move forward with the next stage of its Forward Plan – to extend and re-display the museum, attract more users and income, making it resilient and more responsive to its community and visitors

### **4a When do you expect your project to start and finish?**

Start: June – Sept 2017

Finish: June 2019

- Year 1:
- Collections –inventory on computer (basic, new locations) for everything
  - Specialist identification work on geology and other selected collections
  - Curatorial staff - start putting together some story lines, oversee project
  - Project Collections Officer (f/t)– providing access and supervision for volunteer and work experience cataloguers, working with curatorial staff (subject specialists), cataloguing large archaeological backlog and incoming excavation archives
  - Digitisation Assistant (p/t) – capturing and processing digital images of collections, training volunteers to assist with digital imaging
  - Assess best options for putting collections on-line and ways of providing access to suit identified target audiences
  - Learning & Outreach Officer - embed programme with schools, plan outreach and pop-up events and evaluation of stories for 2018
- Year 2:
- Collections – continue with inventory on computer

Curatorial staff working with Designer, to select storylines, objects and specimens for further research and more detailed cataloguing

Outreach programme to test ideas and carry out public consultation, delivered by Learning & Outreach Officer with support from curatorial staff

Pilot on-line collections via website, and other activities to make collections accessible (e.g. workshops at Shirehill store, activities at other venues)

Cataloguing book collections: project with Saffron Walden Town Library Society (local studies collection) to co-ordinate cataloguing across both Museum and Town Library Collections and provide on-line access to both collections for local history researchers

Display brief produced – ‘the story of NW Essex’ – and supporting materials for use on-line, in traditional printed form, for schools and general interest, and for re-display of Museum galleries

#### 5a How much is your project likely to cost?

Activity	£
Staff: 1 x Collections Project Officer for 2 years incl. on costs (Sc 6) to document archaeology and other collections supervise volunteers at store, assist with researching stories and providing access	65,000
Staff: part-time 18 hrs pw Digitisation Assistant for 2 years including on-costs (Sc 4) to capture and process digital images of objects and specimens	25,000
Additional IT equipment incl A3 scanner, materials, cameras, software, PC, work station, chairs	5,000
Equipment and materials for pop-up displays, events, learning and consultation	5,000
Specialist support to help identify and research collections, train staff and volunteers (geology; other collections?)	5,000
Designer to work with curatorial staff on developing story lines (Year 2)	10,000
Cost of Volunteer input calculated on HLF formula @ £50 per day	64,000
Volunteer programme expenses (training sessions and materials, refreshments)	£1,000
<b>Total</b> including cost of volunteer input	<b>180,000</b>
Less funds anticipated from other sources*	81,500
<b>Balance requested from HLF</b>	<b>98,500</b>

#### \*Other Sources of Income

Source of matching funding	£
Council (from accrued archaeological deposition charges) minimum*	5,000
Museum Society contribution	7,500
Volunteer contribution calculated @ £50 per day (1,280 days)	64,000
Small grants from various sources, e.g. Curry Fund (geology) and/or others?	5,000
<b>Total</b> including volunteer contribution, <b>45% of total project cost</b>	<b>81,500</b>

\* Hope this may rise to £7,500 but depends on timing and rate of deposition by archaeological contractors which is outside the Museum's control

**In addition, Uttlesford District Council** are providing **an extra £13,630 per year** (growth item) for the Museum budget from 2017-18 to re-establish the Learning & Outreach Officer post (vacant since Oct 2015) as a permanent post. **Saffron Walden Museum Society Ltd** have paid **£1,000** for a project to digitise the Museum's series of 19<sup>th</sup>- century illustrated accession registers, so that the registers can be accessed on computer at the Shirehill store by multiple users. Entries from accession registers 1904- onwards have been entered onto spreadsheets by volunteers so that these are also available and searchable by staff and volunteers on computer.