

**UTTLESFORD MUSEUM SERVICE RESOURCE CENTRE PROJECT TEAM
held at 2.00pm in the MUSEUM SCHOOL ROOM on 1 DECEMBER 2004**

Present: Councillors D J Morson, B M Hughes and A R Row and Diane Burrige, David Demery, Sarah Kenyon, Lynn Morrison, Mick Purkiss and Carolyn Wingfield (Uttlesford District Council), David Haylock, David Laing and Tony Watson (Saffron Walden Museum Society).

1 APOLOGIES

Apologies for absence were received from Councillors M A Hibbs and S C Jones.

2 MINUTES

The Minutes of the meeting held on 11 November 2004 were approved as a correct record and signed by the Chairman.

3 ABL CULTURAL CONSULTING - DISCUSSION ON AUDIENCE DEVELOPMENT

Haidee Bell and Julia Holberry from ABL Cultural Consulting attended the meeting to discuss their approach to the audience development survey work and to hear from the group their views about the Museum and its future.

Haidee Bell explained that the company would concentrate on three target audiences; young people (aged 16-29), family groups and rural communities. The work would start with a situation analysis followed by profiling and survey work, which would include work with focus groups and user panels. It was suggested that the user panel could be maintained in place to provide feedback in the future.

The Consultants would then prepare an action plan and would provide a presentation to Members.

Haidee Bell said before the detailed work began they would welcome an overall vision from the group of what was wanted from a Resource Centre, its views on the Museum Service and its future. The group provided their views on the strengths and weaknesses of the Museum Service and the benefit that would accrue from a Resource Centre which the Group stated would provide a "power house" for the Museum Service.

4 WAY FORWARD AND TIMETABLE

Councillor Morson said that the brief submitted by ABL fitted in well with the brief which had been given from the Community and Leisure Committee. It

was agreed that ABL would provide an interim report to the project team at its next meeting at 2.00pm on Friday 28 January 2005.

It was felt that the final report should be the subject of a presentation to all Councillors and representatives of the Museum Society and it was agreed that the presentation would be made at the Council Offices on Monday 28 February 2005 starting at 7.00pm.

5 **FUND RAISING**

Tony Watson reported that it was hoped that the Museum Society would appoint a volunteer next week to lead the fund raising group. He referred to the Society's commitment to support the Ceramics Gallery. He also said that if the Curator's House became available the Society would be minded to review whether or not it should be retained. He also referred to the investments which the Society maintained and said that whilst the Society could not invest in a Council owned building, it could invest in the Museum site which could provide the Council with the opportunity to invest in a Resource Centre facility.

It was agreed that these issues could be discussed with the volunteer once an appointment had been confirmed.

6 **PUBLICITY**

Carolyn Wingfield agreed to produce a draft of the Publicity Leaflet for the next meeting and to forward a copy to ABL. It was also suggested that there should be some Museum publicity material in The Swan Meadow Coach Park and this suggestion would be investigated further.

Reference was also made to an offer to lease a building in the Clavering area although this had already been assessed by the Curator during previous investigations into possible sites. It was possible that the site may now qualify for DEFRA funds for conversion. However the question of lease costs and remoteness of the location (with implications for staff lone working) still raised questions about this site. Officers undertook to re-investigate the feasibility of this building being used.

The meeting ended at 4.50pm.