

**UTTLESFORD MUSEUM SERVICE RESOURCE CENTRE PROJECT TEAM  
held at 2.00 pm in the MUSEUM SCHOOL ROOM on 28 JANUARY 2005**

Present:- Councillors D J Morson, B M Hughes, S C Jones and J P Murphy and David Demery, Maureen Evans, Sarah Kenyon, Lynn Morrison, Mick Purkiss and Carolyn Wingfield (Uttlesford District Council), David Haylock and Tony Watson (Saffron Walden Museum Society).

**1 APOLOGIES**

Apologies for absence were received from Councillors M A Hibbs and A R Row and from Diane Burridge.

**2 MINUTES**

The Minutes of the meeting held on 1 December 2004 were approved as a correct record and signed by the Chairman.

**3 PRESENTATION BY ABL CULTURAL CONSULTING ON AUDIENCE DEVELOPMENT**

Haidee Bell and Jon Sanwell from ABL Cultural Consulting attended the meeting to update Members with progress on the Audience Development Survey work.

They circulated a progress report and draft situation analysis and said that all work was on target. A population profile had been prepared and 95 user questionnaires had been completed together with 270 non-user questionnaires. They then gave details of the next steps to be carried out which would include the recruitment and involvement of focus groups and consultations with stakeholders with a view to the final presentation being made to a Member Workshop on 28 February 2005.

The Project Team gave careful consideration to the progress report and situation analysis and asked that Bridge End Gardens, the gardens at Easton Lodge, Ashdon Museum and Windmill and Aythorpe Roding Windmill and various churches in the district be added to the list of "other heritage attractions in the area".

The Project Team then considered the summary of the initial findings of the visitor survey. In particular, it was noted that there was a high level of satisfaction with the Museum (81.1% of visitors surveyed were very satisfied and 18.9% were fairly satisfied). No one gave a rating lower than fairly satisfied. There was also strong agreement with the statement "Saffron Walden Museum has something for all the family" and there were also positive comments about the variety of exhibits and 88.4% were very or fairly interested in having access to the objects and artefacts held in the Museum's reserve collection.

The Project Team then discussed the key issues and next steps and addressed the following areas:

How do we measure success?  
Managing expectations; Resourcing  
Resource Centre; Power House-v-Visitor Centre

The content of the presentation for the Member Workshop on 28 February was also agreed.

#### 4 **STORAGE FEASIBILITY STUDY AND REVISED COSTS**

Carolyn Wingfield reported that the storage feasibility report was nearing completion and the revised costs were now in the region of £93,000 which was £7,000 below the original estimate.

A return visit would be made to a site near Clavering, in answer to a question from Cllr Boland, although this site had previously been assessed for the site options report. Doubts still remained over its security, especially for lone working, and financial viability, however the option of DEFRA funding (not available previously) required evaluation.

#### 5 **PUBLICITY AND FUNDRAISING**

Carolyn Wingfield circulated a draft of the publicity leaflet.

Councillor Morson said that a meeting had been arranged on 3 February 2005 to look at the wider aspects of funding the Museum. He said that at that meeting he would be suggesting that part of the £30,000 set aside by the Resources Committee to enable a feasibility study into the sustainability of the Museum service should be used to appoint a fundraiser for a period of six months with a brief of attracting funding and investigating other aspects of finance and to act as a link with the Museum Society fundraiser.

#### 6 **THE WAY FORWARD AND TIMETABLE**

The Project Team noted the following important dates:

3 February	-	Finance Meeting
28 February	-	ABL Presentation to District Council and Museum Society representatives.
24 March	-	Next meeting of Project Team (agenda to include item on Museum Society's offer to fund extension to the Museum)
5 April	-	Coffee morning in aid of Crossroads to be held at the Museum.