

**SAFFRON WALDEN MUSEUM/UTTLESFORD MUSEUM SERVICE  
RESOURCE CENTRE PROJECT TEAM held at 2.00pm in the MUSEUM  
SCHOOL ROOM on 24 MARCH 2005**

Present:- Councillors D J Morson, B M Hughes, S C Jones, J P Murphy and A R Row and Diane Burrige, David Demery, Maureen Evens, Sarah Kenyon, 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 Councillor M A Hibbs. Councillor S C Jones had given his apologies for arriving late at the meeting.

**2 MINUTES**

The Minutes of the meeting held on 28 January 2005 were approved as a correct record and signed by the Chairman.

**3 ABL CULTURAL CONSULTING DRAFT REPORT ON AUDIENCE DEVELOPMENT**

Haidee Bell from ABL Cultural Consulting attended the meeting to up date Members with progress on the Audience Development Survey.

Haidee also circulated the notes of a Focus Group Meeting which had been held with the Dunmow Scout Explorer Group on 22 March 2005. She said that she was hoping to arrange a similar meeting with students from Newport Free Grammar School shortly.

The draft report on the Audience Development Plan had been circulated to Members of the Project Team and Haidee said that a session would be held with the Museum staff to discuss the report on 7 April 2005. Members of the Project Team suggested that an executive summary should be included at the front of the report and Haidee agreed to include this.

Councillor Row said that it was important to encourage people from outlying rural areas to come to the Museum and asked how this issue would be tackled. Haidee said that this was addressed in chapter 5 of the Action Plan (5.3.1) and would include a programme of outreach work which would appeal to a local audience and help generate interest in the Museum. It was also suggested that opportunities should be taken to tap into the local history potential in the rural areas.

Carolyn Wingfield said that the Archaeology in the Pipeline Exhibition was being taken to a number of parishes and added that a Resource Centre would help support this type of initiative.

Tony Watson pointed out that the independent schools in the district had not been listed and Haidee agreed that these would be included in the report.

Councillor Murphy said that the document had helped bring together much information and would assist in realising the potential of the Museum. He said that it also reaffirmed the good practices of the Museum Service.

Councillor Morson thanked Haidee and Jon Sanwell for all the work they had put in to producing the document and looked forward to seeing the final report.

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## **FUNDRAISING**

Councillor Murphy declared a prejudicial interest as he knew one of the consultants and left the meeting during the discussion of this item.

At the last meeting it had been agreed that part of the £30,000 set aside by the Resources Committee should be used to appoint a Fundraiser for a period of up to 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.

It was reported that discussions with BAA and English Heritage had not been successful in providing assistance and consequently two consultants had been interviewed. The Project Team considered the details submitted by the two consultants and received a summary of the interviews which had been held with them. The Project Team stated that it was essential that regular interim reports were made to the team so that progress could be assessed.

It was then agreed that Martin Shaw of Midas should be appointed to undertake this work subject to satisfactory references and to the terms and conditions of the appointment being agreed with the Council's Legal Section.

David Laing reported that the Museum Society had also been discussing a possible extension to the Museum and stated that the Society might be able to fund this. It was accepted that any extension to the Museum would need to fit in with the requirements of the Museum staff and the starting point should be to establish what was needed so that the proposed extension could accommodate this. Carolyn Wingfield added that the Museum Strategy should be the starting point for the progression of this matter.

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## **SITE OPTIONS**

David Demery reported that on 24 February he had visited a barn at Cooksaldick Farm, Clavering with Councillors Morson and Boland and Carolyn Wingfield. Carolyn Wingfield circulated a summary report which identified problems with the remoteness of this building, problems with access by public transport and additional time for staff and users to get out to other areas of the District.

The remoteness of the Clavering site would hinder access to collections, audience development and delivery of services from a resource centre to other parts of Uttlesford compared to the Newport location. These were important considerations especially for meeting the HLF criteria. The Clavering option was also the subject of a long-term lease and the HLF would need to be convinced of the security of such a long lease and the cost

effectiveness of the Clavering option compared to Newport. David Demery confirmed that the cost of the conversion of the Clavering barn would be roughly equivalent to providing a new building at Newport.

The Project Team asked that possible funding opportunities from DEFRA towards the Clavering option should be clarified before discounting this option.

The Project Team agreed that the Newport site should continue to be progressed and that, subject to clarification of the DEFRA issue, the Clavering option be discounted.

## 6. **NEXT MEETING**

It was agreed that the next meeting would be held at 2pm on Friday 15 April in the Museum School Room.

The meeting ended at 4.00pm.