

**SAFFRON WALDEN MUSEUM/UTTLESFORD MUSEUM SERVICE
RESOURCE CENTRE PROJECT TEAM held at 2.00 pm in the MUSEUM
SCHOOL ROOM on 15 APRIL 2005**

Present:- Councillors D J Morson, J P Murphy and A Row and
Diane Burrige, Maureen Evans, Mick Purkiss and
Carolyn Wingfield (Uttlesford District Council) and Tony Watson
(Saffron Walden Museum Society).

1 APOLOGIES

Apologies for absence were received from Councillors B M Hughes,
M A Hibbs and S C Jones and David Haylock and David Laing.

2 MINUTES

The Minutes of the meeting held on 24 March 2005 were approved as a
correct record and signed by the Chairman.

3 BUSINESS ARISING

Fundraising

At the last meeting, it had been agreed that Martin Shaw of Midas should be
appointed to act as a fundraiser for a period of up to six months, subject to
satisfactory references and to the terms and conditions for the appointment
being agreed with the Council's Legal Section.

It was reported that satisfactory references had been received. Mr Shaw had
previously worked on a hospital project and Councillor Row added that he had
received confirmation that the work had been satisfactory. He also pointed
out that obtaining lottery funding for the hospital project had been extremely
difficult and it was likely that the project for the Resource Centre would be
even more challenging.

4 ABL CULTURAL CONSULTING REPORT ON AUDIENCE DEVELOPMENT

Carolyn Wingfield reported that ABL Cultural Consulting had completed the
final part of the project which involved a training session with the Museum
staff on 7 April 2005. Each member of staff had been provided with training
notes for future reference. She said that the final report had just been
received and further copies would be printed and circulated to all members of
the Project Team.

Maureen Evans said that there were no real surprises in the final report and
drew attention to the high level of satisfaction with the Museum Service.
Carolyn Wingfield added that the report provided more information on non-
visitors and evidence of social life styles and the action plan would help
provide the way forward towards submitting the Heritage Lottery Fund bid.

Action: Mick Purkiss to circulate a copy of the executive summary to all Members of the Council and the Project Team.

Councillor Morson said that he had recently taken a visitor to the Museum and the visitor had been very impressed with the displays at the Museum and the activities which were going on at that time. However, the visitor was surprised at the lack of signage to the Museum. Carolyn Wingfield said that the Museum staff were aware of the problem and it needed to be looked at in conjunction with other agencies, and as part of the Museum's overall marketing strategy. Members of the Project Team particularly felt that signage from The Common car park would be advantageous and access from Castle Street would be more accessible and prominent.

Action: Carolyn Wingfield to submit a draft of a new Marketing Strategy to a future meeting.

5 **FUNDRAISING**

Martin Shaw of Midas attended the meeting and set out an action plan for the fundraising project. He suggested that the work should be carried out in five phases as follows:-

Phase One

Prepare the "Case for Support" in the form of a leaflet – identify what is unique about the proposed resource centre.

Prepare a brief history of the Museum, the rationale behind the proposed centre, an outline of the proposals and a detailed budget of the capital and running costs. Aim to achieve this within the next 3 to 4 weeks.

Phase Two

Agree Appeal Committee – who will "lead" the campaign and make the appeals.

Agree the tasks and responsibilities of the Appeal Committee.

Aim to achieve this by the end of April.

Phase Three

Look at PR and publicity for the appeal any appeal literature – including possible headed notepaper.

Try and set an appeal launch event with well-known TV/Local person – invite all possible donors, local businesses and philanthropists.

Aim to achieve this by the end of May.

Phase Four

Research the possible sources of funding, including:-

- (a) Local wealthy individuals;
- (b) Charitable trusts and foundations;
- (c) Corporate support;
- (d) Community fundraising.

Research and consider all past donors to the Museum – even as far back as the past three decades.

Decide the time line and action for the application to the Heritage Lottery Fund.

All this research should be completed by mid May.

Phase Five

Approach the potential sources – applications by letter, completing application forms, approaching individuals.

A local community fundraising event should also be agreed.

Applications should begin to be made by the end of May and then beyond.

In relation to the first phase, Councillor Murphy said that there were problems with the term Resource Centre and he said that a punchier name was needed. Maureen Evans suggested the name Heritage Resource Centre for Uttlesford might be appropriate and could be supported by the acronym “HERCULES”. The Project Team felt that a competition could be carried out encouraging local schools to come forward with ideas for a name for the Resource Centre and this would have the added benefit of raising awareness for the project. Maureen Evans said that she would discuss this matter with Jenny Gibsone, the Education Officer.

Action: Maureen Evans and Martin Shaw to make arrangements for a competition with local schools.

In relation to phase two, Councillor Morson said that he would contact Lord Braybrooke about becoming a patron of the project and allowing his name to be used on the fundraising letters. It was also suggested that Audley End would be an ideal location to launch the project.

Action: Councillor Morson to contact Lord Braybrooke.

In relation to phase three, it was agreed that the following contacts would be made:-

Action: Carolyn Wingfield to contact Carenza Lewis from the Time Team, television programme.

Maureen Evans to contact Sir David Attenborough who had previously opened the Ethnography Gallery.

Councillor Morson to contact Lord Petre, the Lord Lieutenant of Essex.

Councillor Godwin to contact the High Sheriff of Essex.

It was also agreed that Carolyn Wingfield and John Murphy would look at identifying an eye-catching story which could be used to attract regional publicity.

In relation to phase 4, the following actions were agreed:-

Councillor Murphy to design headed notepaper for the fundraising project.

Mick Purkiss to contact the IT section regarding the setting up of specific e-mail address (heritage@uttlesford.gov.uk).

Finally, in relation to phase five, Carolyn Wingfield would discuss ideas for a fundraising event with the Museum staff.

6 **SITE OPTIONS**

Since the last meeting, Carolyn Wingfield had spoken to DEFRA concerning the possibility of funding. DEFRA had clarified that any application would have to be made by the landowner and as it was a semi commercial project, the maximum grant aid that might be available would be 30-50% of the conversion costs only. Planning consent would also be required. Carolyn Wingfield reiterated that by providing a project-planning grant for audience development work, the Heritage Lottery Fund had already shown interest in the project as planned for the Newport site. However, 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 when meeting the HLF criteria and the Project Team confirmed that Newport remained the preferred option for a Resource Centre.

7 **FUTURE PLANS**

It was agreed that at the next meeting, consideration would be given to a timetable for the project working back from the Resources Committee meeting at the end of the year. It was also emphasised that it was important to keep all councillors informed of progress with the project.

Carolyn Wingfield confirmed that a draft outline of a new Strategic Plan (business or forward plan) for the Museum Service would be submitted to the next meeting of the Museum Management Task Group.

8

NEXT MEETING

It was agreed that the next meeting would be held at 2.00 pm on Friday 27 May 2005 in the Museum School Room.

The meeting ended at 4.00 pm.