

**SAFFRON WALDEN MUSEUM/UTTLESFORD MUSEUM SERVICE
RESOURCE CENTRE PROJECT TEAM held at 2.00 pm in the MUSEUM
SCHOOLROOM on 19 AUGUST 2005**

Present: - Councillors B M Hughes, D J Morson, S C Jones and A R Row.

Officers in attendance: Victoria Borges, Diane Burridge, David Demery,
Sarah Kenyon and Carolyn Wingfield (Uttlesford District
Council), David Haylock and David Laing (Saffron Walden
Museum Society).

Also present:- Martin Shaw of MIDAS.

1 APOLOGIES

Apologies for absence were received from Councillors M A Hibbs and
J P Murphy and Maureen Evans and Tony Watson.

2 MINUTES

The Minutes of the meeting held on 22 July 2005 were approved as a correct
record and signed by the Chairman with the inclusion of the discussion to
possibly move the whole museum site to Thaxted Road. However the Team
rejected this idea.

3 BUSINESS ARISING

(i) Minute 7 - Audience Development and Marketing

Officers explained to Members that the £6,500 funding from Bridge End
Gardens was saved through the prioritisation carried out last year. They said
that the money was budgeted to Bridge End Gardens and the Community and
Leisure Committee in consultation with Resource Committee agreed that
£6,500 be transferred to the museum to raise the profile and improve
marketing. Officers also confirmed that Bridge End Garden would not be
affected as a result of the transfer of funds.

**4 PUBLICITY AND APPEAL LAUNCH AND FUNDRAISING AND GRANT
APPLICATION**

Martin Shaw informed the Team that the Appeal Launch was very successful
and he congratulated everyone involved. He said that it was good to see that
there was a big level of support and even those who were unable to attend
informed the museum that they would be absent.

He said that now the site had been confirmed and as the Launch had taken
place the team would be able to move the project on fairly quickly. He said
that he had drafted the appeal literature in the form of a small booklet, which
would be formal and would express the case for support. He said that the

literature would be sent to all those who were invited to the Appeal Launch. He added that the donation form at the back of the booklet would be subject to gift aid. However this would only be viable through the Museum Society and he would be getting some outside advice on this issue. He made it clear that the appeal would be district wide and Members suggested the possibility of holding a small exhibition at Stansted Airport and other venues.

The costs involved in the Appeal Launch were approximately £550 and the Team proposed that a similar follow up event should take place to ensure that the public's awareness did not go cold.

Martin said that he would now need to concentrate on the larger sums of money. He said that he had identified three different groups, which were local rich and wealthy people, local charitable trusts and foundations and local residents. He added that project would be eligible for a landfill tax credit and more details of this would be reported back to the Team. David Demery informed the Team that remedial work on the site would be needed due to the pollutants currently on the land.

5 FUND RAISING AND GRANT APPLICATION

Carolyn Wingfield informed the Team that they had received a number of small donations from local people and that there had been requests for donation forms. She said that there were a number of people who they would need to contact sooner rather than later. Therefore she had designed a temporary donation form, which she showed the Team and they were happy for the forms to be used. There was also a special donations collection box and temporary display within the Museum for the Heritage Quest Centre. Carolyn suggested that they design and produce a standard display, which could be printed off and used for all exhibitions.

She then handed the Team a copy of the draft text for the Museum Heritage Quest Centre web site. She explained that each page would be bite sized giving an explanation of the project and what the money was needed for, there would also be a downloadable donation form. She said that this section would go live towards the end of August 2005.

Martin Shaw added that Stansted Community Trust had written confirming that they would not be providing the Museum Heritage Quest Centre with any funds. However he explained that it would be worth clarifying with them that the museum was not a statutory service and had not received statutory funding, which was the reason given for declining a grant.

6 SITE OPTIONS

Carolyn Wingfield reported that on 28 July the Resources Committee had considered a report on the site options and she informed the Team that Resources had approved the Thaxted Road site. David Demery said that this option represented the best way forward both in terms of providing a prestige facility at a good location and for attracting funding from the Heritage Lottery Fund.

Carolyn informed the Team that Councillor Wilcock had suggested that residential units be built above the Museum Heritage Quest Centre in order to provide the centre with a form of income. However after a discussion the Team agreed that this proposal would contradict planning policy and therefore would not be something to take any further.

The Team agreed that now the site had been officially selected they were able to proceed with the planning application. David Demery informed the Team that the plan would hopefully be ready for submission in September, which would mean that the Team would know the planning decision by the end of 2005.

7 AUDIENCE DEVELOPMENT AND MARKETING

Carolyn Wingfield reported that she had drafted the Saffron Walden Museum / Uttlesford Museum Service Marketing Strategy 2005, and she provided each Member with a copy of the strategy. She said that the strategy covered 2005-07 in detail and 2007-10 in outline and drew on England's Marketing's 2002 (EM) report on Non-Visitors and an extensive Audience Development report by ABL Ltd in 2005.

She explained information on the local population, actual and potential audiences, situational analysis, strategic options and action plan and costs. She said that there was a danger of funding dropping off and that there was also a need to improve monitoring with performance indicators.

She said that the Marketing Strategy would be going to Museum Management Task Group on 22 August 2005 for a further discussion.

8 ANY OTHER BUSINESS

Carolyn informed the Team that the Resources Committee had requested a forward plan to include the Museum Heritage Quest Centre. She said that a start had been made and that the Plan would become a regular item on the Team's agenda. She briefly explained that the Plan would be integrated taking all aspects of the service into account providing direction, which would be rolling. She added that in order to complete the Plan outside financial advice would be required and the deadline for the final draft would be 13 October 2005 as Community and Leisure Committee would need to see the draft. Administrative support to assist with the production of the forward plan was also requested. Carolyn was advised to prepare a job specification for recruitment of internal applicants from UDC.

9 DATE OF NEXT MEETING

It was agreed that Mick Purkiss would inform the Team of the date of the next meeting, which would possibly be at the end of September 2005.

The meeting ended at 4:10 pm. Page 3