



Uttlesford District Council

Chief Executive: Dawn French

Museum Management Working Group

Date: Tuesday, 23rd January, 2018

Time: 6.00 pm

Venue: Chairman's Office - Council Offices, London Road, Saffron Walden,
Essex CB11 4ER

Chairman: Councillor R Chambers

Members: Councillors B Light, V Ranger, G Sell and L Wells
R Priestly, P Salvidge, P Walker and T Watson (Museum Society)

AGENDA PART 1

Open to Public and Press

1 Apologies for Absence and Declarations of Interest

To receive apologies for absence and declarations of interest.

2 Minutes of the Previous Meeting 5 - 10

To consider the minutes of the meeting on 4 October 2017.

3 Museum Society Chairman's Report 11 - 12

To consider the Museum Society Chairman's report.

4 Museum Quarterly Report: July - September 13 - 22

To consider the quarterly report from July to September.

5 Museum Quarterly Report: October - December (to follow)

To consider the quarterly report for October to December.

6 Mendoza Review of Museums in England (to follow)

To consider the Mendoza Review of museums in England.

7 Timetable for HLF Project Applications and Forward Plan Review (to follow)

To consider the timetable for HLF project applications and review the Forward Plan.

8 Draft Project Enquiry for Resilient Heritage Grant (to follow)

To consider the draft project enquiry for a Resilient Heritage grant.

9 Any Other Items the Chairman Considers to be Urgent

To consider any other urgent items.

10 Date of Next Meeting

To consider the date of the next meeting.

For information about this meeting please contact Democratic Services

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Agenda Item 2

MUSEUM MANAGEMENT WORKING GROUP held at COUNCIL OFFICES LONDON ROAD SAFFRON WALDEN at 6pm on 4 OCTOBER 2017

Present: Councillor R Chambers (Chairman)
Councillors B Light, G Sell and L Wells.

Also present: R Priestley, P Walker and T Watson (Museum Society
Representatives)

Officers in attendance: R Auty (Assistant Director Corporate Services), B
Ferguson (Democratic Services Officer) and C Wingfield (Curator).

MMWG9 APOLOGIES FOR ABSENCE

Apologies were received from Councillor Ranger and P Salvidge.

MMWG10 MINUTES

The minutes of the meeting held on 28 June 2017 were received and signed by
the Chairman as a correct record subject to the following amendment:

MMWG1 - APOLOGIES FOR ABSENCE

Apologies were received from Councillors *Light* and Sell, P Salvidge, R Auty
and R Priestly.

MMWG11 CURATOR'S QUARTERLY REPORT JULY – SEPTEMBER 2017

The Curator presented her quarterly report for July to September 2017.

Learning and Outreach Officer

The Learning and Outreach Officer had begun her term of employment on 11
September and the appointment had already made a positive impact on the
number of school bookings made with the Museum. The Curator was pleased
with the appointment and more would be said under Items 5 and 6.

Health & Safety

The faulty security shutter had been replaced, thanks to the help provided by
the housing repairs service.

The asbestos assessment of the museum's collection had progressed following
completion of the procurement process.

A museum specific firearms license had been acquired, replacing the system
whereby the Curator held a personal license which was deemed inappropriate.

Collections

The Museum had acquired four items of treasure in the quarter which had been used for the 'Treasure 20 project', a celebration of the twenty year anniversary of the Treasure Act. To mark the celebration the Museum would be utilising social media and one item of treasure a week would be 'tweeted' for twenty weeks, as well as being posted on the museum's website. The Curator said the project had been greatly helped by an intern who had boosted the museum's social media presence. Councillor Light said the work that the intern had accomplished was important and asked how the Museum was going to approach social media now she had left. Mr Watson said the Museum Society would discuss this at their next meeting and perhaps there was some funding available for internship expenses, due to the income generated through renting the old school room. The Curator added that there were ways to utilise the skills of interns all year round, such as running projects during holiday times or weekends. The Chairman said the Museum was doing the right thing by focusing on social media, which was particularly important if the Museum wanted to engage with young people.

The conservation of a silk reticule, produced to commemorate the abolition of slavery, would be going ahead. Financial support had come in the form of grants and private donations.

With the help of volunteers, the Natural Science items of bird eggs and molluscs had been transferred to the Shire Hill storage facility.

The Museum was considering the procurement of twelve gold coins found hidden in a piano which had been made in Saffron Walden. The Museum would also like to acquire the piano and were looking into fundraising options, including crowd funding through social media. In response to a question from Councillor Sell, the Curator said the coins were of the Victorian and Edwardian eras, and the Museum would like to acquire samples from both periods. The Chairman asked how much the piano and coins were likely to cost. The Curator said the coins would cost around £5,000 whilst the piano, and associated costs, could be anywhere in between £5,000 and £10,000. Councillor Sell said the story was particularly interesting due to the local connection, and thought an article in the Uttlesford Life magazine would be a good way to generate publicity.

Recent Events and Visitor Figures

The 'Life in the Ice Age' Exhibition which had opened in August had been a success. The Stone Age day, where visitors could engage with a re-enacted prehistoric man, had been well attended.

Museum visitor figures were an improvement on the same quarter last year and had exceeded the quarterly target of 4,000. The takings at the shop, ticket sales and website visits had also increased, although there had been a slight fall in donations compared to the same quarter last year.

Upcoming Events

1 November – Saffron Walden Art Society - Afternoon Reception

The Saffron Walden Art Society had funded the purchase of a medieval silver seal matrix which had been found in Great Hallingbury. A reception had been organised to display the piece to its members.

26 November – Ice Age Day

An event had been planned in partnership with Saffron Screen cinema. The family film Ice Age would be shown to coincide with the museum's Ice Age exhibition, and a promotion would be on offer for those families who also had cinema tickets. The Curator was pleased that the Museum was still finding new ways to attract broader audiences.

8 March – Chairman's Charity Event

With the help of Councillor Sell, Chairman of Uttlesford District Council, the Museum was hosting an event with the Chairman's chosen charities; Support for Sight and the Essex Wildlife Trust. Councillor Sell said he hoped the event would raise the profile of the Museum and the charities involved.

The Chairman thanked the Curator for the update.

MMWG11 APPROACH TO THE HERIATGE LOTTERY FUND (HLF) APPLICATION

The Assistant Director - Corporate Services updated Members on the museum's approach to the HLF application.

The Assistant Director - Corporate Services and the Curator had met with a representative from the HLF to discuss the two applications the Museum was considering. She had provided useful feedback on both bids and the Museum was now considering three bids, having received further information relating to a resilience fund the Museum could apply for.

The two projects discussed in relation to the resilience bid were a skills gap analysis; and an appraisal of development plans.

The Heritage Stories of North West Essex bid would have to be revisited. The regional pot was not particularly large and fundraising would have to be considered as an option. Cuts to the project and compromises would have to be made, such as not employing a project designer. The Curator added that there was still hope funding could be secured due to the high quality of learning experience provided, which offered the fund good value for money. The Assistant Director – Corporate Services said the North West Essex bid was at the high end of the HLF scale, and if a lower bid was submitted it would be more likely to succeed. In response to a question from Councillor Sell, the Assistant Director – Corporate Services said the current bid amounted to 45% of the total regional fund. Mr Watson said there was much preparation work to be done before the bid could be submitted. The Curator added that a dialogue

had now been established with the HLF and if they had any questions they could now run them past their contact at the HLF.

In response to a question from Councillor Sell, the Curator said the next step would be to ascertain if the Museum would put in one or two bids, and then to carry out the preparation work for the North West Essex bid. She hoped this would be accomplished by the early stages of next year. The Assistant Director – Corporate Services said if the bids were unsuccessful then the Museum could reapply, utilising the advice gained from the failed bids to ensure at least some funding was attained. Mr Watson added that it was a complicated process but each bid secured would provide the foundations for the next stage in the museum's development.

MMWG12 LEARNING AND OUTREACH OFFICER

The Curator said she was pleased that a new Learning and Outreach Officer had been appointed. The appointee was full of energy and ideas, and there had already been an increase in the number of school bookings for the last quarter.

MMWG13 REVISION TO MUSEUM FEES AND CHARGES

The Assistant Director – Corporate Services presented the Museum Fees and Charges report to Members.

In light of the recent appointment of a Learning and Outreach Officer, the Museum had decided to revise its fees and charges, specifically with regards to the new service of delivering taught learning sessions in schools, Loan Boxes and promotional events.

The taught sessions would be a new service by which the Learning and Outreach Officer would attend schools in the district with items from the education and handling collection. The rates charged would be competitive in comparison to similar services and there would be no change to the fee charged for sessions taught in the Museum.

There would also be a revised charge for the Schools 'Loan Boxes' scheme, which would include significant improvements to the contents, presentation and packaging. This would be rolled out during the autumn of 2017.

To allow the Museum to determine its participation in promotional events, where the ticket pricing fell outside of published fees and charges, it would be necessary to approve the delegation of authority to the Section 151 Officer. By doing so the Museum could take advantage of promotional events to gain publicity and broaden the Museum's audience, without having to gain approval from Cabinet on each occasion.

The Chairman said this was a good idea but asked if the MMWG would be consulted on one-off promotional events. The Assistant Director of Corporate Services said that this was possible.

Councillor Sell said being involved in promotional events would be positive for the Museum. The Essex Pass, whereby members paid an annual fee to gain access to various institutions in Essex, was a particularly good idea as it encouraged people to visit heritage sites across the district.

RESOLVED that the Museum Management Working Group recommends to Cabinet:

- The fees for taught sessions in schools are set at £120 (£100 + £20 VAT) for a morning and £210 (£175 + £35 VAT) for a full day.
- The revised loan box charge to be set at £18 (£15 + £3 VAT).
- That delegated authority be given to the Section 151 Officer to approve variations to published entrance fees, in consultation with the Curator.

MMWG14 DATE OF NEXT MEETING

It was agreed the next meeting would take place on 23 January 2018.

The meeting ended at 6.55pm.

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**Museum Management Working Group
Meeting 23rd January 2018
Museum Society Chairman's Report**

The last Museum Society report was given to the Group at the meeting on the 28th June last. No report was prepared for the last meeting on the 4th October for which I apologise.

In preparation for the redevelopment of the Museum the Society has re-structured its sub-committees. The former Support and Administration Committees have been merged into an Organisation Committee with some responsibilities of the old Support Committee being taken on by the Development Committee. In preparation for the retirement of our Secretary, Sue Hollingworth, next year Tony Morton has taken on the role of Newsletter Editor.

The Chairman, Curator and Treasurer continue to support the Heritage Development Team (HDT) which has recently decided to promote the redisplay and promotion of the "Battle Ditches". The HDT is to formalise its status as an unincorporated association.

The Development Committee has discussed the information given to the Chairman, Curator and Richard Auty by the Lottery officer whom we all met last autumn. The Committee will meet later this month.

The Board have awarded Honorary Membership to Carol Law following her retirement as Talks Organiser and she was presented with a Certificate as her last organised talk in November last. The Society are currently searching for a replacement and meanwhile the Organisation Committee are responsible for arranging talks. The first four months of this year have been fixed and the first of these, a talk by former MP Sir Alan Haselhurst, was held on the 8th January. His talk on the "Buildings of the Houses of Parliament" was well received by members and visitors present. The Society will have a preview of the new Exhibition on the 31st January.

Tony Watson.
12th January 2018.

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CURATOR'S QUARTERLY REPORT
July - September 2017

1 Museum Management and Staff

1.1 Management

Museum Service

The arrival of our new Learning & Outreach Officer, Charlotte Pratt, in mid-September brought the welcome return of learning services and school bookings, which we anticipate will build through the autumn term. It also helps resolve some staff cover issues and pressure on curatorial staff who have been organising the holiday activity programme in the interim in addition to their existing workloads. Without the Schoolroom building, only single classes (30 pupils) can be accommodated in the Museum, so the Learning & Outreach Officer will also offer sessions in schools. Charges for this new service (£210 for a day, £120 for a half-day inc. VAT) have been referred to MMWG for recommendation to Cabinet.

Forward Plan 2013-2018

'Project Enquiry Forms' outlining our two proposed schemes (access to collections – 'Stories of North-West Essex' and the main project to redevelop the Museum, 'Heritage Hub for north-west Essex') were submitted to the Heritage Lottery Fund in August to open a dialog with HLF officers and seek an advisory meeting to test our proposals. An on-site meeting with an HLF officer has been arranged for 4 October.

1.2 Staff, Volunteers and Work Experience

Staff

Museum Admin Officer Wendy-Jo Atter passed her Institute of Leadership and Management Level 3 (*equivalent of an A Level*) Award in Management of Volunteers with distinction.

Charlotte Pratt took up her post of Learning & Outreach Officer on 11 September, and in the first two weeks has already brought much energy and new ideas to the service, plus the welcome return of schools.

Some members of the Museum Assistants (casuals contracts) team received refresher training (in general procedures and fire evacuation) from the Collections Officer (Human History) at the end of September. The rest of the team will receive training on 2 or 7 October. The Museum Assistants have begun taking a more active front-of-house role, delivering object handling sessions in the galleries, which have been well-received by visitors.

Volunteers

Michael Swindlehurst was a valued volunteer at the Museum for many years and it is with great sadness that we report news of his passing, on Monday 7th August. Due to staff unavailability, Christine Sharpe kindly represented the Museum at his Funeral.

A Volunteers Tea Party took place at the end of June, as well as updates from the Curatorial staff; volunteers contributed to focus group exercises and enjoyed behind the scenes tours of the Museum.

Reece Thear, a music graduate and grandson of our Sunday Volunteer, David, volunteered on the Welcome Desk over the summer prior to taking up his new role as a teacher at Felsted School.

The team of human history collections volunteers continue their work in cataloguing the local history archive, repacking the collections, and transcribing the Museum's early documentation, under the

supervision of the Collections Officer (Human History). In total, this quarter, the team contributed approximately 450 hours of their time to the Museum. The archaeology collections volunteers (Joanne Pegrum, Peter Stribling, Peter Morrissey and Peter Rooley) have assisted the Curator at the Shirehill store and Museum with collections work and activities, contributing 36 hours.

Natural science collection volunteers helped to pack and move 55 drawers of birds' eggs and mollusc shells from the museum to Shirehill and a giant antler from the store to the Museum exhibition. 36 hours of time. Other volunteers helped to prepare the exhibition area and paint a life sized woolly mammoth on a wall. Donating 4.5 days of time and painting materials. The verge survey team carried out ecological surveys at 22 special roadside verges in Uttlesford. Approximately 50 hours of time.

Work Experience

Vicky Geddes completed her 30-day internship in Digital Engagement. She contributed to the Museum's social media presence, website, and collections database, as well as carrying out research on potential future digital projects, and gave an excellent presentation on her work to the Museum Society's AGM.

1.3 Training and Seminars Attended

Date	Course and Staff
8 Sep 2017	<i>Changemakers</i> , leadership development course (Collections Officer, Human History)
30 Sep 2017	Refresher training – general and fire procedures (Casual Museum Assistants)
Sept 2017	Refresher training – Front of House desk duties (Welcome Desk Volunteers)

1.5 Health & Safety

The Security & Premises Officer attended the SAT meeting at the Council Offices on 12 September.

Asbestos in Collections

The Museum has now been given permission to proceed with the quotation received from Kadec and arrangements are being made for them to undertake the necessary work to manage this risk.

2 Buildings and Site

2.1 Museum Building

Security Shutter in Great Hall

The old and broken shutter has been replaced with a similar metal shutter thanks to Eric Payne.

Fire Alarm

A Fire Risk Assessment has been undertaken with the Emergency Planning Officer. Some additions to signage have been made as a result, and the other recommendation (establishing regular annual service for the air-conditioning unit in the natural history store) is in hand.

On September 1st at around 10pm, we received a call from the monitoring station, informing us that the Museum Fire alarm had been activated and that they had called the Fire Service but they refused to attend unless a fire was confirmed by key holders. Two members of staff attended, but the alarm had just reset itself. The building was thoroughly checked and there was no fire, but it did coincide with a heavy electrical storm and a power cut, which no doubt caused the activation.

It caused consternation that the Fire Service refused to attend and the Security & Premises Officer has since been told that they are obliged to respond when a building is an important heritage asset, irrespective of whether lives are at risk. Museum staff are looking into this situation further and will be liaising with the

Council Fire Team. The Curator has also raised concerns with the Emergency Planning Officer about the access for fire engines since parking has been imposed along Museum Street and the need for a 'familiarisation' training visit by the Fire Service to the Museum (the last one was over 5 years ago).

Museum boilers

The Council is intending to change the Museum boilers before the winter sets in. There are practical problems with the installation as most new boilers are supplied fully assembled and access to the boiler room cellar is very restricted. However, several contractors have visited the premises and hopefully a solution has been found.

Ivy on the north-west corner of the Museum

This is in the hands of Grounds Maintenance and is likely to be dealt with at the end of the season, when they have less work to do cutting grass and trimming vegetation.

External repairs

The Security & Premises Officer compiled a list of repairs and maintenance issues which was sent to Bill Golbourn. Hopefully, a surveyor will visit the Museum to assess the situation this year, although it may not be possible to undertake much before next financial year.

2.3 Shirehill Store

Storage heater – Natural Sciences Store

The faulty night storage heater in this store was replaced, though the process generated dust necessitating a thorough clean of the storeroom.

Flood Rainwater from thunderstorms in July overwhelmed the drainage system and caused flooding in the entrance lobby and loading bay.

2.4 Grounds and Castle Site

The Museum is exploring with Saffron Screen the possibility of an outdoor film screening early next summer. There are however some health & safety issues which need addressing in respect of the site's capacity and potential hazards affecting emergency evacuation. A site meeting is planned for October with the Corporate Health & Safety Officer, Curator and Saffron Screen staff to examine the options.

3 Collections and Research

3.1 Acquisitions and Disposals

28 new acquisitions have been recorded in the accessions register this quarter, including:

4 archaeological finds purchased by the Museum Society through the Treasure Act (1996):

- medieval silver matrix, Great Hallingbury (purchased with a grant from the Saffron Walden Arts Society formerly NADFAS)
- gold 'memento mori' ring dated AD 1680, Stansted (the landowner kindly waived his share of the award, reducing the purchase price by 50%)
- silver-gilt medieval ring-brooch of two inter-twined animals, High Roothing (the finder kindly waived his share of the award, reducing the purchase price by 50%)
- hoard of 3 gold coins, quarter-nobles of Edward II, Great Dunmow

24 other acquisitions, including:

- Hat, gloves and jewellery, previously loaned to the museum for the *Completing the Look* fashion

accessories exhibition and now acquired as gifts.

- Large, framed photograph of pupils of the Boys' British School, Saffron Walden
- Metronome, napkin ring and photographs belonging to Ruby Hurn, renowned violinist from Audley End. These are welcome additions to the Museum's existing collection of Ruby Hurn items.

Disposals:

- Archaeological finds of pottery, tile, worked flint from Cambridgeshire are awaiting collection by Cambridgeshire County Council Heritage Service and Ely Museum, following recent decision to dispose by the Board of Saffron Walden Museum Society Ltd and MMWG's recommendation to Cabinet (Disposal D11)

3.2 Collections Care and Conservation

Insurance Valuations

James Glennie, Arts & Antiques Appraisals Ltd, has made numerous visits to the Museum checking and finalising valuations on specific exhibits. A summary of new valuations was supplied in September so that the insurance policy for the Museum's collections could be renewed, while we await the full final report.

Firearms Licence

The new Home Office Museum Firearms Licence has been received and will be due for renewal in 2022. At present this licence is free of charge. It replaces the previous practice of the Curator holding personal Firearms and Shotgun Licences, and is more appropriate and administratively simpler for the Museum.

Social History Conservation

Having secured funding through grants and private donations, the Collections Officer (Human History) couriered a silk reticule (made in 1825 to support the abolition of slavery campaign) to Poppy Singer, textiles conservator, for vital conservation work. It is hoped this work will be complete by spring 2018.

The Collections Officer (Human History) is supervising volunteers in the repacking of the world cultures collection. Storage is being improved and rationalised and a full audit of locations is being carried out.

Natural Sciences Collections Care

Pest trapping took place in the Museum and at Shirehill store.

Move of drawers of birds' eggs and mollusc shells from the Museum to their cabinets at Shirehill Store was completed with Collections Volunteers and Support Worker assisting the Natural Sciences Officer.

3.3 Documentation

Backlog / updates are as follows:

	New Acquisitions	Backlog (existing collections not previously catalogued on Modes)	Edits and Updates to existing records
Human history collections	24	698	2019
Natural sciences collections	0	0	218
Total	24	698	2237

Effective Collections (World Cultures project)

Still on hold awaiting for the Curator to have time to dedicate to moving this project on.

3.4 Loans In

All objects loaned to the Museum for *Completing the Look: 300 Years of Fashion Accessories* have either

been returned to the lenders or acquired by the Museum as gifts. The Travelling Natural History Museum loaned specimens, models and sundry items for *Life in the Ice Age* exhibition.

3.5 Loans Out

Staff from Stevenage Museum have come to view *Life in the Ice Age* exhibition and may request a loan of some prehistoric flint tools and specimens from the Museum for an exhibition in 2018 (to be confirmed).

3.6 Object Identification and Enquiries

Object identifications this quarter: **4** identifications (**121** objects)

Collections Enquiries this quarter: **35** in total (16 human history, 10 natural sciences, 9 archaeology)

3.7 Research

5 researchers this quarter, including

- Three friends of the Dix family, to see Violet Dix's trunk and its contents.
- Archaeologists from Cambridgeshire CC Heritage Services to check finds on offer via disposal

4 Displays and Visitor Services

4.1 Permanent Galleries

Object of the Month continues to be a popular addition to the permanent galleries. In July, the Curator chose a 500,000-year-old flint handaxe from Warren Hill, Suffolk; in August, the Collections Officer, Human History chose a Punch puppet, made by Joyce Sturge of Saffron Walden; and in September, she chose a photograph of pupils from the Boys British School, Saffron Walden.

Two Natural Sciences interactives were repaired. Materials in the Discovery Centre and Sedimentation in Geology. However little fingers have damaged the Materials interactive again.

4.2 Temporary Exhibitions

Completing the Look: 300 Years of Fashion Accessories closed on 30 July 2017. In total, around 6,150 visitors viewed the exhibition, including a number of special-interest groups.

Life in the Ice Age, a collaboration between the Travelling Natural History Museum and Saffron Walden Museum, opened on 12 August 2017. It features specimens and models from the TNHM and specimens and artefacts from the Museum's collections, mostly items which are otherwise in store. It runs until 14 January 2018.

4.3 Visitor Services

	Public		Schools incl. adults		Total	
	2017	2016	2017	2016	2017	2016
July	1281	783	49	225	1330	1008
August	1770	1365	0	17	1770	1382
September	823	589	189	0	1012	589
Total	3874	2737	238	242	4112	2979

Shop

	2017	2016
July	546.02	699.40
August	783.01	417.07
September	331.46	248.48
Total £	1660.49	1364.95

Tickets

	2017	2016
July	1460.50	768.00
August	1994.50	624.50
September	864.25	694.75
Total	4319.25	2087.25

Donations

	2017	2016
July	<i>See comments below</i>	82.60
August		20.00
September		165.31
Total	197.27	267.91

Comments

Donations - due to holiday commitments and availability of access to donations boxes, one sum for the 3 month period has been calculated.

Museum Shop

The museum Admin Officer has completed a re-branding exercise, making the labels consistent and simpler for both visitors and Welcome Desk volunteers. She continues to introduce new lines, which link shop stock to the current exhibitions and children's activities; with the Polished Tumble Stones, crystal growing kits and small boxed minerals and fossils proving particularly popular. Product range and Sales continue to be restricted by the lack of credit card payment facilities and we have received a few comments from visitors about lack of a card payment facility.

4.4 Publicity, Marketing, Social Media and New Website

Publicity and Marketing

Adverts

- Walden Local – advert for Ice Age exhibition and Holiday Activities - 19 July (schools out edition)
- East Life Magazine – generic museum advert - July and August issues
- Essex Mums – generic museum advert - July, August, September
- Essex Wildlife Trust – advert for Ice Age exhibition and activities in Summer 2017 issue

Radio Broadcast

- BBC Essex - Tony Fisher's show Saffron Walden Museum for visiting over summer holidays.

Press / Magazine articles:

- Saffron Walden Reporter – “Museum Award” re Trip Advisor Certificate – 6 July
- Walden Local – Ice Age exhibition, Stone Age day, SWMS talk - 19 July, 2 Aug, 23 Aug, 31 Aug, 6 Sept, 13 Sept
- Walden Local – Summer Holiday Activities – 19 July, 2 Aug, 6 Sept
- Uttlesford Resident' magazine - article about Ice Age Exhibition – August
- Saffron Walden Reporter – Ice Age exhibition, activities and Stone Age day – 27 July, 24 August
- Saffron Walden Flyer – Museum article in each monthly edition (July, August and September)
- Uttlesford Life – article about Ice Age Exhibition and activities in Autumn 2017 magazine
- Collections Officer (Human History) gave a tour of the museum and history of the collections to Land Love Magazine, for a special feature on Saffron Walden

Collections

- A selection of images from the museum's local history photograph archive appear in a new book by Malcolm White, entitled *Saffron Walden, 1945-2000*
- An image of the painting *View of the Thames, Pool of London, from Billingsgate to London Bridge* by

Henry Pether appears in a new book published by Tate, entitled *Impressionists in London: French Artists in Exile*

Exhibition and Events listings

Exhibition and Events advertised on the following 'What's On' listings (in print and on-line):

- The AA (events pages)
- Saffron Walden Reporter
- Visit Cambridge Website
- Tourist Information Centres: Saffron Walden, Bishop's Stortford, Great Dunmow
- Salad Days
- Primary Times
- East Life
- Essex Mums
- Net Mums
- EastLife also published two links to the Museum website: <https://www.eastlife.co.uk/article/top-historical-attractions-for-the-summer-holidays-2017/>

Awards:

- Shortlisted in the Essex Mum's Loves 'Museum Category'

Trip Advisor:

In this quarter we made it to triple figure reviews, currently the number stands at 101 reviews and we are rated 4.5 / 5 stars.

Social Media and Email Newsletter

The Museum currently has 1,775 followers on Twitter and 854 likes on Facebook. There are currently 612 subscribers to the email newsletter.

Treasure 20

Saffron Walden Museum has participated in Treasure 20, a project of the British Museum's Portable Antiquities Scheme, to celebrate the 20th anniversary of the Treasure Act and the range of archaeological finds which have been acquired for public benefit by museums as a result, Saffron Walden Museum has acquired over 50 items of treasure since 1997, and has been tweeting one treasure find per week for 20 weeks over the summer and into the autumn, with further information on our website. Vicky Geddes' social media internship has been invaluable in this project.

Saffron Walden Museum Website – Statistics for this quarter

	Visits	Unique Visitors
July	4,282	3,708
August	4,934	4,297
September	2,621	2,173
TOTAL for Q2	11,837	10,178

Visits: the number of visits made by all visitors. (This could be described as the number of "sessions", implying the possibility of multiple pages per visit and multiple visits per unique visitor).

Unique Visitor: the number of persons or computers (hosts) that have made at least 1 hit on 1 page of the website during the current period. If a user makes several visits during this period, it is counted only once. Visitors are tracked by IP address, so if multiple users are accessing the website from the same IP (such as a home or office network), they will be counted as a single unique visitor.

5 Education, Events and Outreach

5.1 Education

Figures this quarter reflect the fact that most of the quarter falls in the school holidays, and the new Learning & Outreach Officer only started in mid-September.

Analysis of School Visits and Pupil Numbers (No Learning Officer in post)

No. of pupils in sessions taught by Learning Officer in Museum *	0
No. of pupils taught in visits out to schools by Learning Officer	0
No. of pupils in independent visits to Museum *	210
No. of pupils benefiting from schools loan boxes in classroom	298
Total no. of pupils benefiting educationally from Museum Service	508

* These figures plus 28 teachers/adults accompanying paying school and independent groups provide total 238 school visits in Visitor table in 4.3

Loan and reminiscence boxes: 4 boxes used by a total of 298 pupils / adults

Fox loan box to The Icknield Primary School, Sawston

Toys and Games loan box to Thaxted Primary School

Ancient Egypt and Fossils loan boxes to RA Butler Primary School, Saffron Walden

5.2 Events on-sites (in Museum and grounds and at Shire Hill Store)

Date	Event	No. Attending
8 July	Eastern Regional Textile Forum workshop	16
12 July	Moat Park Care Home visit to exhibition	12
13 July	Ashdon Women's Institute evening event	23
25 July	Stanley Wilson Lodge visit to exhibition	15
26 July	Summer Holiday activity: Seaside Holidays	254
27 July	Treasure Roadshow with Sophie Flynn, Finds Liaison Officer for Essex and celebrating Treasure 20 (20 years of the Treasure Act)	101
11 August	Private View for <i>Life in the Ice Age</i> exhibition	64
16 August	Stone Age Day with 'Stone Age Man' (James Dilley, Ancient Crafts)	210
23 August	Summer Holiday activity: Super Shell Creatures	105
8 Sept	Museum Society AGM	24
	Total	824

5.3 Outreach (Museum activities, talks and lectures at other venues)

No talks or activities by staff at other venues in this quarter.

Other Museums and Local Groups supported (Uttlesford) 4 groups supported, 3 meetings

Museum staff have attended meetings, site visits, undertaken work or given advice to:

- Essex Field Club - forwarding invoices to new Treasurer (Natural Sciences Officer)
- Special Roadside Verges project – 1 meeting, list of missing posts, 1 planning application response, 2 ecological surveys, October cut (Natural Sciences Officer)
- Searchers metal-detecting club – 1 meeting (Curator)
- Saffron Walden Heritage Development Forum – 1 meeting (Curator)

Attendance of meetings, advice, support or involvement in organisations outside Uttlesford

- MEE (Museums East of England) regional meeting at Gressenhall, Norfolk (Curator)
- Social History Curators' Group Trustee Meeting at M Shed, Bristol (Collections Officer)
- Presentation to the SHARE Volunteer Coordinator event at Gressenhall (Museum Admin Officer)

Local Performance Indicators

Definition	Q2 Actual	Q2 Target	Cumulative 2017-18	Annual Target 2017-18
Visitors PI 22 SI 12c	4,112	4,000	7,015	14,000
Users PC 01 CI 39	16,286	10,500	33,115	40,000

Notes on Performance Indicators

Visitors are all those visiting the Museum in person, including activities and events in the grounds.

Users are all those engaging with the Museum Service in person or through other media, and include:

- those visiting the site (visitors, as above)
- those attending off-site events (e.g. talk or other off-site activity by Museum staff)
- those using the Museum ‘remotely’ (enquiries, research and services by phone, email, fax and letter and website visits using ‘Visits’)

Comments on this quarter’s figures:

Visitors: have exceeded target by nearly 3%, contributing factors are a combination of new exhibition in August; summer activity and events programme and website and social media generating interest.

Users: are 55% above target. The Museum’s website continues to maintain high visit figures aided by social media internship, and people searching on-line for places to visit in the summer holidays, plus the range of local and regional publicity opportunities which the museum has taken up.

Main Museum activities and items to note for the next quarter (Oct-Dec 2017)

1 Museum Management and Staff

Induction of new volunteer to help Natural Sciences Officer update storage locations for objects now at Shirehill Store on the Modes database.

Curator's time prioritised to pursuing HLF development projects and also tranche of SMT work from the Council and its implications (data protection, risk management, communications).

2 Buildings and Site

Work on replacing boilers anticipated.

3 Collections and Research

Continuing work to improve Herbarium records in Modes (Natural Sciences Officer, Support Worker).
Continuing work on recent archaeological deposition at Shirehill (Curator and volunteers, most Mondays)

4 Displays and Visitor Services

Treasure case due for re-display to incorporate latest acquisition and special preview from the committee of The Arts Society of Saffron Walden (formerly NADFAS) which has generously sponsored the purchase of a silver seal die, with have a special preview event on 1 November

5 Education, Events and Outreach

Wed 25 and Thurs 26 October Woolly Mammoth Fun Days

Learn about these enormous creatures and take part in craft activities. Sessions 11am – 1pm & 2pm – 4 pm with time-tickets for places at activity tables. Children must bring an adult, usual entry fees apply

Friday 27 October Museums at Night

Explore the museum by torchlight and follow a trail.

Drop in 6-8pm. Children must bring an adult, usual entry fees apply

Sunday 26 November Special screening of the family film *Ice Age* at Saffron Screen, with link to the *Life in the Ice Age* exhibition at Saffron Walden Museum and a special Ice Age trail for families to enjoy. Free admission offered to adults with a cinema ticket.

Saturday 9 December Decorate our Christmas Tree

Make festive decorations – one for our tree and one to take home.

Drop in sessions 11am – 1pm & 2pm – 4 pm. Children must bring an adult, usual entry fees apply