



# Uttlesford District Council

Chief Executive: Dawn French

## Museum Management Working Group

**Date:** Wednesday, 24th April, 2019

**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 Priestley, P Salvidge, P Walker and T Watson (Museum Society)

### AGENDA

**1 Apologies for Absence and Declarations of Interest**

To receive any apologies for absence and declarations of interest.

**2 Minutes of the Previous Meeting**

5 - 8

To consider the minutes of the previous meeting.

**3 Museum Society Chairman's report**

9 - 10

To consider the Museum Society Chairman's report.

**4 Museum Quarterly Report Q4 2018/19**

11 - 24

To receive the Curator's report for Quarter 4 2018-19.

**5 Lottery Grant, Museum Development Plan and Heritage Fund Grant - Verbal update**

To receive verbal updates on the Museum's Lottery Grant, Development Plan and Heritage Fund Grant.

**6 Museum programme May to August- Verbal update**

To receive a verbal update on the Museum's proposed programme for May to August 2019.

**7 Any other items which the Chairman considers to be urgent**

To receive any items that the Chairman considers to be urgent

**8 Date & time of next meeting.**

To consider the date and time 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 COMMITTEE ROOM - COUNCIL OFFICES, LONDON ROAD, SAFFRON WALDEN, ESSEX CB11 4ER, on MONDAY, 14 JANUARY 2019 at 6.00 pm**

Present: Councillor R Chambers (Chairman)  
Councillors B Light and G Sell

Officers in attendance: R Auty (Assistant Director - Corporate Services), A Mawson (Democratic Services Officer), A Webb (Director - Finance and Corporate Services) and C Wingfield (Curator - Saffron Walden Museum)

## 1 **APOLOGIES FOR ABSENCE AND DECLARATIONS OF INTEREST**

Apologies were received from Councillor Wells and Paul Salvidge.

## 2 **MINUTES OF THE PREVIOUS MEETING**

The minutes of the previous meeting were approved as an accurate record.

## 3 **MUSEUM SOCIETY CHAIRMAN'S REPORT**

The Museum Society Chairman delivered his report.

Councillor Sell said that he had attended the evening event for The Piano Hoard (913 gold sovereign and half-sovereign coins were discovered in Shropshire, hidden inside a piano which was originally supplied by Beaven & Mothersole Piano Tuners, who were based in 27 West Road, Saffron Walden). He said that it was a good event.

The Museum Society Chairman said that the last two meetings had had a good attendance.

## 4 **MUSEUM CURATOR'S REPORT**

The Museum Curator delivered her quarterly report (appended to the minutes) and drew the group's attention to the following points;

The museum has benefitted from having a full staff team for the last quarter; the weekend staffing changes have been made. The Museum now has permanent weekend staff to stabilise weekends and bank holidays.

The Museum had had upgrades to their connectivity as they had been suffering long term problems that were out of the control of UDC. Connectivity for an external site being of extreme importance; thanks were passed on to the IT department. The installation however left the museum with no connection for a

week before the Christmas break which had had an impact on productivity; however with the new connection and speeds the Curator was confident that a new era had begun.

The Museum is waiting for the completion of the window works, the Curator is pressing for completion as the scaffolding is still up.

The Curator said that the ceramics gallery redecoration is due to start this week.

A substantial quote for a new fire alarm system that would call the emergency services if two of the site's detectors were triggered has been received and will be discussed with Assistant Director of Corporate Services and the Director of Finance and Corporate Services. A good fire report was received for the Shire Hill store.

The Curator discussed the new exhibitions and events.

The Curator said that the last quarter figures were disappointing and upon informal consultation with other museums it seems that they had also experienced a downturn. The Curator said that they need to find out why people aren't visiting, engage with more schools, off site visits and reconsider how the statistics are collected as there were 90 children that were engaged in an off-site visit which would help with the numbers.

Despite the disappointing visitor figures, shop income had held up and the Curator felt that this was due to marketing and selling initiatives.

The Curator advised that the museum would be investing in a card reader and till to enable the museum to take card payments in the shop and for entry. She said that this would be implemented towards the end of the year to enable sufficient training of the staff and volunteers. In response to a member's question the Curator said that the costs were not high enough to raise concern and that with an improvement in the stock offered in the shop, bespoke items for example, that the cost would be mitigated against.

In response to Councillor Sell the curator advised of the upcoming events and exhibitions advising that the schedule is often planned 18 months in advance. The curator took on ideas from the working group including references to airfields, national services and oral history.

5

## **HERITAGE LOTTERY FUND RESILIENT HERITAGE APPLICATION**

The Curator updated the group on the progress of the Heritage Lottery Fund application (Gantt chart appended to the minutes). The application is on target to be submitted on Wednesday 16 January in time for the closure of the scheme on 18 January. If the Museum is unsuccessful then the new funding project can be applied for. The Curator said that there was no financial commitment from UDC, the Museum Society had match funded £10k towards the project and that this had been appreciated and recognised by the group.

The Curator said that she had no idea what the chances of success were, results were expected in March or April, and that further questions were expected before that time.

Thanks were exchanged all round. In response to a Member's question the Curator advised that the application was probably of a medium size for the Heritage Lottery Fund.

In response to a question from Councillor Sell the Curator gave the group a summary of the current staffing team at the museum, and a team structure chart was requested to follow after the meeting.

**6 DATE & TIME OF NEXT MEETING.**

Democratic Services to liaise with the group to arrange future meetings.

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**Museum Management Working Group  
Meeting 24<sup>th</sup> April 2019  
Museum Society Chairman's Report**

The Resilient Heritage Application was duly agreed by the Heritage Lottery Fund in March. The notice of the award came as some surprise as we had expected the process to take longer. The Societies' Development Committee meet on the 16<sup>th</sup> April.

Keith Eden was co-opted by the Board as a Director until the Societies next AGM when he will be proposed to serve for a term of three years. He will replace Paul Salvidge at the next MMWG. We have also been able through the Uttlesford Recorders to find a Minute Secretary, Alice Winter, who will be appointed at the next Board Meeting on the 30<sup>th</sup> April.

You may already be aware that Brian Newman, MBE, died on Saturday 9<sup>th</sup> March, aged 86. Brian joined the Management Committee of the Society in 1963 having been appointed by the Saffron Walden Borough Council. A new constitution was agreed in 1976 following the creation of Uttlesford District Council and Brian became a Society appointee on the revised Management Committee. Brian became Vice-Chairman in July 1975 and chaired his first meeting in June 1976 following which he became Chairman in January 1977. His role as Chairman came to an end in October 2004, a period of 27 years. Brian remained a member of the Management Committee until this was dissolved in August 2013 after which he was appointed an Honorary Vice-President of the Society in recognition of his long service.

The preview of the latest exhibition "Living with History" held on the 15<sup>th</sup> February was well attended. This exhibition invites you to take a step back in time and look at the ancient origins of the Uttlesford district's main centres, and the influences on their rise or decline, from Roman to Tudor times. Chesterford was the main Roman town at that time, while Dunmow developed because of its convenient location on a main road. Newport and Walden vied for supremacy as the local market centre in the Norman period, and Hatfield Broad Oak was a thriving medieval market town. Carolyn Wingfield was thanked for the creation of this project in a very short space of time, although well supported both by Museum staff and Society volunteers.

*Tony Watson*

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## 1 Museum Management and Staff

### 1.1 Management

#### **Museum Service**

The new broadband, the installation of which caused disruption before and after Christmas, is now working well, but the Wi-Fi in the Museum is unusable due to connectivity problems, which IT and contractors have been investigating. A till for the shop has been purchased from EPOS Now, selected after discussions and with support of colleagues in IT, Audit / GDPR and Finance. Initially this will be installed in the Museum Admin Officer's office for testing and training of volunteers. It will be transferred to the Welcome Desk and go 'live' later in 2019 when volunteers and staff are confident in operating the new system. A card reader will be added later in 2019-20. This opens the way for improved efficiency in reconciliation of sales and stock-taking, as well as improving sales of tickets and souvenirs to visitors who do not carry cash.

#### **Forward Plan**

In early March we were delighted to hear that the Museum's application to the National Lottery Heritage Fund (formerly the Heritage Lottery Fund) under the final round of the Resilient Heritage programme has been successful and a grant of £51,200 has been awarded, with £10,000 matching funding coming from Saffron Walden Museum Society Ltd. Following a meeting with a senior Heritage Fund grants officer, preparations are in hand to make an official start in April.

### 1.2 Staff, Volunteers and Work Experience

#### **Staff**

Congratulations to Sarah Kenyon, who was presented with her 20 years Long Service award from Uttlesford District Council on 22 January. Sarah joined the Museum in 1998 as Natural Sciences Officer and her knowledge of the natural sciences collections and ecology of the district is an asset to the Museum service and community.

#### **Volunteers**

We extend a warm welcome to Alexa Morgan, who joined our team of Welcome Desk volunteers in March.

Grateful thanks to:

- Vic and Christine Lelliott and Mary Adams who conducted the Museum Shop Annual Stock Take
- Melanie Lopez-Welch who is assisting with the labelling and storage of shop stock
- June Baker for her help with the Welcome Desk Volunteer rota and induction
- Christine Housden for designing and implementing the new shop 'topical items display'
- Ann Holloway for her help establishing the new Annual Season Ticket process.

<b>Volunteers</b>	<b>Estimated Hours</b>
<b>Collections volunteers and exhibition work</b>	
Hamish McIlwrick - inventory of the photograph collection (4hrs p. week)	48
Paula – ceramics store inventory (5 hours fortnightly)	30
Ian adding accession register entries to Excel spreadsheet (6 hrs per week)	72
Len Pole adding detail to Modes records for World Cultures collection (3 hrs per wk)	36

Jane and David Laing have continued working on the Evelyn Coleman diaries (2 people)	8
Jane and David Laing inventorying the Document Archive (3 hours per week x 2 people)	72
Archaeology volunteers Joanne Pegrum, Peter Morrissey and Peter Stribling have assisted the Curator with archaeological collections work at the Shirehill store	27
<b>Natural Sciences volunteers</b>	
Heather Douglas updating location records in Modes Complete	15.5
Julia Wentworth assisting with identification of specimens	2.5
Cali Holberry assisting with deep clean of Geology Gallery	6
<b>Learning &amp; Outreach Volunteers</b>	
Jane Evans supports the Learning Officer, regularly contributing 2.5hrs a week. Support by all learning and outreach volunteers regularly given to help with activities and events.	47
<b>Admin volunteers</b>	
Mary Adams provides invaluable support with the financial administration.	65
<b>Welcome Desk volunteers</b>	
The Welcome Desk volunteers are the 'Face of the Museum', providing friendly welcome for visitors; selling tickets and merchandise, and providing information about the Museum.	377.5
Vic and Christine Lelliott and Mary Adams assisted with the Annual Museum Shop Stock Take	12
June Baker conducted induction and refresher training	8
Melanie Lopez-Welch assisted with the labelling and storage of shop stock.	2
Ann Holloway assisted with establishing the new Annual Season Ticket Process	2
<b>Total hours contributed by all volunteers for this quarter</b>	<b>830.5</b>

**1.3 Training and Seminars Attended**

<b>Date</b>	<b>Course and Staff</b>
29 Jan	SHARE Front of House Forum: <i>Understanding your Visitors Perspective</i> , Museum of London (Wendy-Jo Atter, Visitor Services and Admin Officer)
30 Jan	NatSCA funding seminar, <i>Finding Funds for Fossils Ferns and Flamingos: How to secure money for museum collections</i> , World Museum Liverpool (James Lumbard, Natural Sciences Officer)
6 Feb	Council general finance training, Council Offices (Curator)
8 Feb	SHARE volunteer coordinators forum: <i>Empowerment and Resistance</i> , Royston Museum (Wendy-Jo Atter, Visitor Services and Admin Officer)
6 March	SHARE seminar, <i>Museum Futures – Developing a Vision</i> , Letchworth (Curator)
12 March	Mental Health Training, Council Offices (Curator)
29 March	SHARE Retail Forum: <i>Finance</i> , Fitzwilliam Museum Cambridge (Wendy-Jo Atter, Visitor Services and Admin Officer)

**1.4 Health & Safety**

A comprehensive tour of the Museum and Shirehill store was provided for the new Corporate Health & Safety Officer, Annette Smith by the Security Officer and Curator. As a result of discussions, an enquiry has been made to Link51 about the potential and cost of a maintenance contract for the mobile racking system at the Shirehill store (response from Link51 awaited).

## **2 Buildings and Site**

### **2.1 Museum Building**

#### **External works**

Following the completion of the exterior decoration and repair/replacement of some window frames, Property Surveyor Lewis Merle has brought forward plans to replace a section of flat roof at the rear of the Museum and repair pointing to brickwork at upper levels. This has resulted in the scaffolding being left in place for longer than originally intended; current expectations are that the pointing will take place in May.

#### **Internal work**

An additional quote was obtained by Chris Smith (Council Facilities Manager) for the Museum's hearing loop system in the Foyer, Special Exhibitions and Great Hall galleries. A decision is to be made on the best options (hard-wiring for the three galleries or wireless to cover the whole building).

The air conditioning unit for Natural History store was serviced.

The Ceramics Gallery was redecorated, and displays re-installed. A large number of ladybirds were discovered and so the gallery had to be treated with an appropriate spray to prevent infestation.

### **2.2 Museum Site**

In connection with the upcoming exhibition *Take Away the Walls* and its associated activity programme, James Lumbard, Natural Sciences Officer, is in contact with Historic England regarding plans to encourage more wildlife into the Museum grounds. The plans involve replacing a small area of amenity grass sward with a wildflower 'meadow' area, infilling gaps along existing planted borders along the museum frontage with pollinator-friendly plant species and installing three pollinator friendly and 'sensory' planted tubs for use in Learning sessions. The meadow area and tubs have been approved in principle by the Tennis Club, as they would sit adjacent to their border fence, opposite the Museum building. The tubs would be made and donated to the Museum by the Saffron Walden / Audley End group of Essex Shed Network volunteers, using materials donated by Ridgeons and Homebase local branches. Also in the Historic England application is a raised pond and surrounding woodland planting, proposed for the area to the west of the Museum building, which would provide valuable habitat for amphibians and invertebrates. Investigation with Essex Wildlife Trust's Barn Owl Conservation Project into installing a barn owl box has determined that the Museum grounds are an unlikely host site for barn owls due to a lack of line-of-sight hunting opportunities.

As a security precaution, consultation has been taking place with other regular users of the Museum site and local emergency services about padlocking the Museum's main gates overnight, as a deterrent to criminal activity (pedestrian access would not be affected). We expect to start padlocking the gates in April.

### **2.3 Shirehill Store**

Natural Sciences store humidifier unit cleaned and water tank sterilized.

### **2.4 Grounds and Castle Site**

In anticipation of groundworks to run an electricity cable from the Museum to the Castle, details of the Museum's outdoor summer activities have been passed to the Council's Property Surveyor so that works can be planned to avoid clashing with main events.

### 3 Collections and Research

#### 3.1 Acquisitions and Disposals

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

- Two Wombwell Menagerie Staffordshire Figurines – a bequest collected from Pinner (associated with Wallace the Lion)
- 1940's Wedding Dress with local provenance
- Oil Lamp, Grand Tour Souvenir, Byzantine 4<sup>th</sup>-6<sup>th</sup> centuries AD
- Maps and Plans to archive from UDC Contract Services.
- Future Archaeological depositions logged regarding Hatfield Broad Oak, Takeley and Thaxted.
- The deposition of backlog archaeological excavation archives continued on 11<sup>th</sup> March with the arrival of the first of three consignments from Stansted Airport excavations undertaken since 1999 by Framework Archaeology. This delivery of 165 boxes was from development of the Long Term Car Park and was very well organised by Oxford Archaeology (partners in the original Framework consortium with Wessex Archaeology). Two further depositions are planned for May and September.

#### 3.2 Collections Care and Conservation

Conservation cleaning has taken place of the furniture gallery and items on open display in the World Cultures Gallery, and of specimens on display in the Geology Gallery. Insect pest traps in Museum stores, galleries and work areas were checked in March. There has been an improvement in areas where insect pests were detected last year after fumigation and cleaning.

#### 3.3 Documentation

<b>Backlog / updates</b>	<b>New Acquisitions</b>	<b>Backlog (existing collections not previously catalogued on Modes)</b>	<b>Edits and Updates to existing records</b>
Human history collections	18	65 (photos, documents and ceramics store/ceramics gallery)	600 (photos, document archive and ceramics store & gallery)
Natural sciences collections	0	0	400
<b>Total</b>	<b>18</b>	<b>65</b>	<b>1,000</b>

#### **Effective Collections (World Cultures project)**

Following a discussion on websites with Tony Morton, and a renewed look at the design by Tony Morton, the Collections Officer and Curator are to re-visit this soon to get it out on-line.

#### 3.4 Loans In

The loan of studio pottery from The John Keatley Trust returned to them for photography, condition checking and valuation. The cases which housed these items have been re-displayed to take account of their removal.

Historic loans in paperwork has all been reviewed and renewals issued.

#### 3.5 Loans Out

Historic loans out paperwork has all been reviewed and renewals issued.

The ceremonial mace has gone out on loan for official duties, including the recent German town

twinning visit by the Burgermeister of Bad Wildungen..

A long-term renewable loan out of a will probate to Worcestershire Archives Service has been converted to gift by the Museum Society , as it lay more appropriately in Worcestershire Archives' collecting area.

### **3.6 Object Identification and Enquiries**

**Object identifications** this quarter: **3** (all Human History)

**Collections Enquiries this quarter: 74** (61 human history +13 natural sciences)

### **3.7 Research**

**36 researchers** this quarter, including:

- Still in Stitches Textile group from Harlow plus individual textile student researchers to view ERTF textile exhibition and stored textile collections.
- Town Library Society's pageant research for event on 9 January
- Holloway Brooch and the activities of the local suffragette movement (former Object of the Month, March 2018 and linked to International Women's Day).
- 18<sup>th</sup> century Lantern clocks
- 18<sup>th</sup> century fashion and textiles.
- English Heritage regarding Restormel Castle in Cornwall (painting in PWD collection).
- Multiple requests from Australia regarding the Helder Wedge and Cuming collections.
- Concealment of genitalia in anthropomorphic Pacific carvings (Warwick University)
- Tattoo implements (world cultures collection)
- Saffron Walden Carmelite Convent
- Rook specimen: anatomical measurements taken by researcher who makes models in wood (birds)
- Two staff from Saffron Grange vineyard visited to research and view fossils of ice age mammals found in gravel deposits on Little Walden Road (fossils).
- Kabir Hussain, sculptor began visits to the Geology Gallery to research original work for a joint exhibition with the Museum

## **4 Displays and Visitor Services**

### **4.1 Permanent Galleries**

Following its time as *Object of the Month* in December, the Piano Coin Hoard display moved to the Local History Gallery. The display about the history of saffron was amalgamated with information in another area of the gallery to make way for it.

In January, work was completed on carefully removing and packing up all the collections from the Ceramics and Glassware gallery for re-decorating work to be undertaken. Following re-decoration work, the items are now being re-installed back into the gallery, with new additions and additional labelling.

*Object of the Month* featured:

- January: Holly & Ivy herbarium specimens.
- February: Polecat mounted skin and skull
- March: Oil Lamp, 4<sup>th</sup>-6<sup>th</sup> centuries AD, Byzantine, Grand Tour Souvenir, found in Newport area.

*Curiosity Corner*, an initiative by the Learning & Outreach Officer, has featured:

- Jan – Feb: Snails, different species of snails that can be found in your garden plus live snails
- March: Nomenclature of Colour, selection of objects from across the breadth of the learning collection themed by colour

**4.2 Temporary Exhibitions**

January saw the *Your Stories* community showcase display change from a display about Saffron Walden Football Club to a special co-curated display by the Saffron Walden Horticultural Society to celebrate their Bicentenary, which will run until August.

The temporary exhibitions gallery was changed in early February: *Collections Re-Crafted* by the Eastern Region Textile Forum was replaced by an in-house social history and archaeology exhibition *Living with History*, which explored the diverse early origins of towns and other important settlements in Uttlesford. The ERTF exhibition generated art sales, positive feedback from the artists and members of the public, and a donation to the Museum Society. *Living with History* runs until May 2019.

**4.3 Visitor Services**

	Public		Schools incl. adults		Total	
	2019	2018	2019	2018	2019	2018
<b>January</b>	<b>726</b>	757	<b>35</b>	118	<b>761</b>	875
<b>February</b>	<b>934</b>	1,194	<b>29</b>	71	<b>963</b>	1,265
<b>March</b>	<b>739</b>	723	<b>68</b>	156	<b>807</b>	879
<b>Total</b>	<b>2,399</b>	2,674	<b>132</b>	345	<b>2,531</b>	3,019

**Shop**

	2019	2018
<b>January</b>	<b>326.82</b>	306.85
<b>February</b>	<b>525.37</b>	754.73
<b>March</b>	<b>244.07</b>	411.46
<b>Total £</b>	<b>1,096.26</b>	1,473.04

**Tickets**

	2019	2018
<b>January</b>	<b>903.75</b>	842.50
<b>February</b>	<b>1,186.00</b>	1,430.50
<b>March</b>	<b>1,013.25</b>	924.00
<b>Total £</b>	<b>3,103.00</b>	3,197.00

**Donations**

	2019	2018
<b>January</b>	<b>39.23</b>	53.47*
<b>February</b>	<b>32.03</b>	
<b>March</b>	<b>43.42</b>	27.83
<b>Total £</b>	<b>114.68</b>	81.30

**Shop**

A possible explanation for the difference in Shop takings during March could be that in 2018 Easter fell on 1 April and so the school half term was in March. In 2019 Easter will fall on 21 April and so the school half term will be in April.

**Donations**

\*In 2018, January and February 2018 donations totalled £53.47 and Easter fell on 1 April.

The figure recorded in February 2019 is for the period mid February to mid March.

The figure recorded in March 2019 includes £21.22 being monies donated into the 'Post Box' in the Local History gallery, which is only emptied once per year.

**Income from Learning & Outreach Services: total £982.50 this quarter**

	<b>Schools Sessions &amp; outreach</b>	<b>Activities &amp; Events</b>	<b>School Loan &amp; Reminiscence Boxes</b>
<b>January</b>	£300	-	£48
<b>February</b>	£96	£155.50	£36
<b>March</b>	£293	-	£54
<b>Total £</b>	<b>£689</b>	<b>£155.50</b>	<b>£138</b>

**4.4 Publicity, Marketing, Social Media and New Website**

**Publicity and Marketing:**

<b>Publication</b>	<b>Advert</b>	<b>Date</b>
East of England GROUP visitor guide	Museum Advert	2019 issue
East of England Visitor guide	Museum Advert	2019 issue
SW Town Council Official Guide and Map	Museum Advert and full page editorial	2018-19 issue
<a href="http://www.visitsaffronwalden.gov.uk">www.visitsaffronwalden.gov.uk</a>	Museum information and what's on listing	ongoing
Saffron Screen	<i>Mary Queen of Scots Glove – advert on screen before film</i>	Feb
SW Tourist Information Centre	<i>What's On – April &amp; May 2019 (June outdoor events)</i>	Mar

**Published Articles (in print and on-line)**

<b>Date</b>	<b>Publication</b>	<b>Subject</b>	<b>Additional Information</b>	<b>Photo</b>
March Issue	Saffron Walden Flyer	Exhibitions and Events	Museum news, object of the month, what's on listing	Y
01.03.2019	Uttlesford Life	Staff	Council Tax Breakdown	N
01.03.2019	Uttlesford Life	Staff	Museum Exhibition	N
27.03.2019	Walden Local	Local History	Twin Town Visitors	Y
27.03.2019	Walden Local	Projects	Lottery Money	N
27.03.2019	Walden Local	Local History	Wendens Ambo English Heritage	N
27.03.2019	Saffron Walden Reporter	Projects	Museum Attracting New Visitors	N
28.03.2019	Saffron Walden Reporter	Children's activities	Museum Activity	N

06.03.2019	Walden Local	Events	Museum Talk	N
Feb Issue	Saffron Walden Flyer	Exhibitions and Events	Museum news, object of the month, what's on listing	Y
Feb	Saffron Screen	Mary Queen of Scots Glove	Online article	
Feb	Walden Local	Events	SWMS Talk	
27.02.2019	Walden Local	Children's activities	Living With History	Y
01.02.2018	Walden Flyer	Exhibition	Hazely Brick Earth	Y
14.02.2019	Saffron Walden Reporter	Events	New exhibition "Living with History..." and half term activities	N
13.02.2019	Walden Local	Events	Half Term Activities	Y
27.02.2019	Walden Local	Local History	Clayden Family	Y
Jan Issue	Saffron Walden Flyer	Exhibitions and Events	Museum news, object of the month, what's on listing	Y

**Exhibition and Events listings**

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

- Saffron Walden TIC
- Bishops Stortford TIC
- Saffron Walden Flyer Online
- Net Mums
- Salad Days

**Social Media and Email Newsletter**

Twitter	Followers: 1976
Facebook	Followers: 1128
Instagram	Followers : 429
Email Newsletter	Followers: 984

**Saffron Walden Museum Website – Statistics for this quarter**

	Visits	Unique Visitors
<b>January</b>	2,054	1,589
<b>February</b>	2,167	1,727
<b>March</b>	2,890	2,172
<b>TOTAL for Q4</b>	<b>7,111</b>	<b>5,488</b>

**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.

**Trip Advisor**

The Museum ranks number 1 out of 19 things to do in Saffron Walden on this travel and tourism review website and, of the 128 reviews, 70% rate the Museum as 'Excellent'.

**5 Education, Events and Outreach****5.1 Education****Loan and Reminiscence boxes:**

Box	Borrowers	Purpose	Users		
			Children	Adults	Total
Toys and Games	Castle Camps Primary	To support school curriculum	60	5	65
Victorians	Castle Camps Primary	To support school curriculum	60	5	65
Pre History	Rickling Primary school	To support school curriculum	Still on loan	Still on loan	Still on loan
Snowy Owl	Saffron Walden Library	Harry Potter Night			665
Victorians	Saint Marys Primary Stanstead	To support school curriculum	Still on loan	Still on loan	Still on loan
Tawny Owl	Leventhorpe School	Primary drawing for art class	Still on loan	Still on loan	Still on loan
Kestrel	Leventhorpe School	Primary drawing for art class	Still on loan	Still on loan	Still on loan
Magic Lantern	Norris Museum	For event	Still on loan	Still on loan	Still on loan
		<b>Totals</b>	<b>120</b>	<b>10</b>	<b>795</b>

**Analysis of use of Learning Services and Pupil Numbers**

	Children	Adults
St Marys Saffron Walden	29	4
Dame Bradbury's – Saffron Walden	31	4
<b>Outreach visit:</b> Castle Camps Primary	60	4
English Martyrs School – Tower Hamlets	26	3
MENCAP Braintree- Happy Snappers group	-	9
Heritage School - Cambridge	14	2
<b>Outreach visit:</b> Care Home: Falcon House, Bishops Stortford	-	25
Harlow College	30	2
<b>Total users of Museum Learning Services = 243</b>	<b>190</b>	<b>53</b>

**5.2 Events on-site (in Museum and grounds and at Shire Hill Store**

<b>Date</b>	<b>Event</b>	<b>Visitors</b>
24 Jan	Still in Stitches – Textile group from Harlow (ERTF exhibition & stored textile collections)	18
26 Jan	RSPB Big Garden Birdwatch	10
15 Feb	Private View of Living with History exhibition	53
20 Feb	Half-term Activities: Match box Builds + Snail Trail	147
21 Feb	Half-term Activities: Mini Museums + Snail Trail	107
22 Feb	Half-term Activities: Upcycled Saffron Walden + Snail trail	93
9 March	Archaeology Workshops for the Wendens Ambo Society at the Shirehill store (Curator, casual staff and volunteer Richard Priestley)	24
19 March	Visit by local Trefoil Guild members, introductory talk by Curator and tour by Collections Officer	15
21 March	Visit by Mayor and Mayoress of Bad Wildungen, with interpreter and TIC manager: tea and tour of Museum, 'mystery objects' to handle	4
27 March	Visit by Stanley Wilson Lodge – Care home To use reminiscence boxes	21
	<b>Total</b>	<b>492</b>

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

<b>Date</b>	<b>Event</b>	<b>Visitors</b>
	See above: Learning Outreach to Castle Camps and Falcon House	96
9 Jan	Collections material utilised for the Town Library's Pageant event	50
	<b>Total</b>	<b>146</b>

**Other Museums and Local Groups: support and liaison (Uttlesford) 16** groups supported, 6 meetings  
Museum staff have attended meetings, site visits, undertaken work or given advice to:

- Butterfly Conservation – letter of support for HLF bid (Natural Sciences Officer, S Kenyon)
- Essex Field Club – secretary details, liaison for event (Natural Sciences Officers, S Kenyon, J Lumbard)
- Essex Shed Network – contacts and materials (Natural Sciences Officer, J Lumbard)
- Essex Wildlife Trust (Uttlesford) – 1 meeting (Natural Sciences Officer, S Kenyon)
- Special Roadside Verges project – Ridgeons mitigation, broadband cabling work, spring cut, missing posts, 2019 ecological survey programme (Natural Sciences Officer, S Kenyon)
- Sustainable Uttlesford -1 meeting and report (Natural Sciences Officers, S Kenyon, J Lumbard)
- Dunmow Museum – 1 committee meeting (Curator)
- Hadstock Church 2020 Millennium – meeting to discuss Museum involvement (Curator and Collections Officer)
- Fry Art Gallery – 2020 project
- Saffron Screen - meetings to plan cross-marketing in February and outdoor cinema event in June
- Saffron Hall – cross marketing of Dr David Starkey visit to the town and publicising the Museum's Tudor & Stuart collections
- Saffron Walden TIC – German Town Twinning visit. TIC planning publication re. references to dogs in our collections supplied collections material.
- Saffron Walden BID – meeting on 8 March to explore potential for collaboration, with Cllr Dr Barbara Light
- Local History Recorders and groups – bookings and planning for local history fair in June

- ERO Archive point at Saffron Walden Library – liaise re research enquiries.
- The Town Library Society's evening "Scenes from Old Walden" on 9 January in Saffron Walden Library drew on material in the Museum collections to recreate and explore an historic pageant written and performed in the town around 100 years ago.

Meetings, Support and Involvement in professional and other organisations outside Uttlesford

- Collections Officer is Museum Mentor for two volunteer-run museums one in Bedfordshire and one in Hertfordshire.

**Local Performance Indicators**

Definition	Q4 Actual	Q4 Target	Annual (Cumulative)	Annual Target 2018-19
<b>Visitors</b> PI 22 SI 12c	2,531	3,500	11,132	14,000
<b>Users</b> PC 01 CI 39	10,693	10,500	40,919	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:** 28% below target, reasons unclear but award of NLHF grant for Audience Development Study should assist long-term picture. Lack of space for larger groups deters some school visits. Compensatory rise in outreach engagement means that a further 1,051 people engaged with the Museum off-site but cannot be counted as Visitors.

**Users:** 2% above target this quarter, due mainly to rise in outreach engagement as noted under Visitors while website visits continue to hold.

For comparison, **total users in person of the service are 3,582 this quarter.** This excludes website visits, but includes all visitors and those who have engaged directly with the Museum through outreach, collections enquiries, research visits and loans boxes used at other venues.

**Comments on annual figures 2018/19:**

**Visitors:** 20% under target overall. The long hot summer and fine autumn led to low visitor numbers in many museums, and schools are finding it harder to take pupils out on visits. Lack of space in the museum has led to loss of some potential visits by larger groups. By contract outreach services, especially school loan boxes, are gradually increasing. Audience Development Study to be commissioned in 2019 with NLHF grant.

**Users:** 2% above target. Website visits, encouraged by active social media, have continued to hold their own, while increased use of outreach services has helped to meet and slightly exceed the target.

**Main Museum activities and items to note for Q1 (April-June) 2019-20****1 Museum Management and Staff**

The National Lottery Heritage Fund project will get under way with procurement of consultants to undertake Audience Development and other studies.

**2 Buildings and Site**

Work on pointing expected in May, after which it is anticipated the scaffolding will be removed. Work on taking an electricity supply from the Museum to the Castle will take place at some stage over the summer, but it has been requested that this avoids the Museum's outdoor programme in May-early June and the 'Bake Off' event on 9 August, when the Museum will be using the grass between the Museum and Castle.

**3 Collections and Research**

Natural Sciences Volunteers continue to update storage location changes with NSO Sarah Kenyon. A further intake of archaeological archives from Stansted Airport excavations is due in May.

**4 Displays and Visitor Services**

**Temporary Exhibition:** *Take away the Walls Exhibition* – May 25th onwards, with activity programme to engage local communities in exploring the wildlife around them – 'an exhibition for health, happiness and wildlife'.

**Permanent Galleries:** Completion of the Ceramics and Glassware gallery, following redecoration. Removal from display of some archaeological treasure finds for loan to a major exhibition at Colchester Castle. The opportunity will be taken to feature recently-acquired coins and coin hoards in the Treasure Case in the archaeology gallery in place of exhibits on loan.

**Object of the Month:**

April: Napoleonic Prisoner of War Craft items

May: Leopard moth

**Curiosity Corner displays:**

1. April -Eggs – Display of different kinds of egg (reptile, fish bird) plus live frogs spawn
2. May - Butterfly's - Live caterpillars to show life cycle of butterfly's
3. June- Volunteer voices

**5 Education, Events and Outreach****Events and activities**

April: Easter Holidays 8 - 22 April

- Wed 10: Froggy Fingerprint cards
- Thu 11: Paper Butterfly Displays
- Wed 17: Paper plant pot sunflowers

May

- May Celebration: Saturday 11th

- Museums at Night: Fri 17 May

May Half Term: 27 May - 2 June

- Wed 29: Build a bug hotel
- Thu 30: Build a birdhouse
- Fri 31: Help plant our nature gardens

June

- 12th Century Live! Saturday 1 June, 10-3.30pm
- Saffron Screen at the Museum, Sunday 2 June, outdoor screening of *The Princess Bride*

### **Schools**

April 4 – Katherine Semar – Local History

25 and 26 April – Katherine Semar – Vikings

May 3<sup>rd</sup> – Hutton All saints – Fantastic Fossils

7<sup>th</sup> of May – Chrishall Primary – Romans "Going Potty"

23<sup>rd</sup> May- La Salette School

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