



# Uttlesford District Council

Chief Executive: Peter Holt

## Museum Management Working Group

**Date:** Wednesday, 26th January, 2022

**Time:** 6.00 pm

**Venue:** Zoom - <https://zoom.us/>

**Chairman:** Councillor G Sell

**Members:** Councillors A Armstrong, R Freeman, N Gregory and B Light  
K Eden, R Priestley, P Salvidge, C Sharpe and T Watson (Museum Society)

### AGENDA PART 1

**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 - 6

To consider the minutes of the previous meeting.

**3 Museum Society Chairman's report (verbal)**

To consider the Museum Society Chairman's report (verbal).

**4 Museum Curator's report for Q3 October to December 2021**

7 - 21

To consider the Curator's quarterly report.

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

To receive any items that the Chairman considers to be urgent.

**6 Museum Development Committee Update**

To receive a verbal update of the Museum Development Committee.

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

The next meeting is scheduled for Wednesday 27<sup>th</sup> April 2022 at 6pm.

**For information about this meeting please contact Democratic Services**

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**MUSEUM MANAGEMENT WORKING GROUP held at ZOOM, on  
WEDNESDAY, 1 DECEMBER 2021 at 6.00 pm**

Present: Councillor G Sell (Chair)  
Councillors R Freeman, N Gregory and B Light

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

Also present: K Eden, R Priestley, C Sharpe and T Watson (Museum Society).

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

There were no apologies for absence received.

**2 MINUTES OF THE PREVIOUS MEETING**

The minutes of the previous meeting held on 20<sup>th</sup> October 2021 were approved as an accurate record.

**3 REPORT TO APPROVE A NEW FORWARD PLAN 2021/22 – 2025/26 FOR SAFFRON WALDEN MUSEUM**

The Curator presented the report. She said it was necessary to gain approval for the new Forward Plan before further applications were made for the National Lottery Heritage funding and the Arts Council England's accreditation review.

She said it did not commit the Council to any expenditure or a particular course of action. There would be a contract to sign with the National Lottery if funding was approved at a later date.

The report set out the key aims for the Museum which were:-

- A museum which everyone knows and where everyone is welcome.
- A museum where people are excited and inspired by outstanding collections.
- A museum which treasures learning and reaches beyond the building.
- A museum which conserves its architectural heritage, as one of the oldest purpose-built local museums, while meeting modern requirements in a manner compatible with its historic environment on the Walden Castle site.
- A museum which is sustainable and with an enhanced diversity of income streams and community support.

She said the document would evolve and change over time, however this report was a first step for the Museum's development plans over the next 4 years. She asked that the Working Group approved the report to be taken onto Cabinet on 11<sup>th</sup> January 2022.

In response to a question from the Chair, the Curator said that she was satisfied with the Strengths, Weaknesses, Opportunities and Threats analysis carried out by an external body and said it was an accurate reflection of the Museum's current position. She said it did not fully reflect the nuances and the particular knowledge of the facilities and infrastructure that were held by her and the Museum staff which was why some brief comments had been added at the end.

The Museum Society Chair said that the Curator had captured everything that needed to be included in the report. He said there were a number of different stakeholders and that there would need to be fine tuning along the way as it was not a definitive document.

Councillor Freeman said that the Museum would benefit from money raised through the use of its facilities as a venue for receptions etc. He said it was important to maximise this type of revenue opportunity.

The Chair said the document showed synergy between the Museum and the Castle and hoped this would extend to other attractions like the Fry Gallery and Bridge End Gardens in the future.

In response to a question from the Chair about funding, the Curator said that it was likely that the highest amount of funding granted would be 70% of the total costs. She said the National Lottery Heritage Fund no longer supported projects over £5m.

The Chair asked how difficult it would be to raise the £807,000 required.

The Museum Society Chair said it would not be easy to raise the money but they had received professional advice training for fundraising and there were approximately 150 different places to apply for the funding. He said there was a 2 year period in which to raise the funds. He was confident this could be achieved.

The Chair said he agreed to recommend the report to Cabinet and the Working Group unanimously supported the Forward Plan.

AGREED: To recommend the report to Cabinet.

#### 4 **DATE AND TIME OF NEXT MEETING**

The next meeting was agreed for Wednesday 26<sup>th</sup> January at 6.00pm.

*The meeting ended at 6.25pm*

## 1 Museum Management and Staff

### 1.1 Management

#### **Museum Service: re-opening**

From October half-term the Museum extended its public opening to pre-Covid hours (10 – 5 Tue – Sat and 2- 5 Sun and Bank Holidays, with 4.30 closing Nov – Feb) with the exception of Tuesdays, which are now reserved for pre-booked taught sessions for school groups and any other large pre-booked groups or activities. This is partly pre-cautionary, reducing risk of Covid transmission between large visiting groups and the general public, and partly to enhance the quality of the visit for all concerned, given the lack of dedicated learning and activity space in the Museum. So far this arrangement has been well-received by visitors and schools, and has aided planning and programming.

Our experiences of re-opening after Covid lockdowns appear to be typical of local museums generally: visitor numbers are still below pre-Covid levels, though 'spend per head' has risen, making up a little for the loss of income from admissions. The Museum appears to be more successful than many in learning and outreach, not only through developing a mix of digital, click 'n' collect activities and new loan boxes, but also by attracting some schools back to booked visits. Details are presented in sections 4 and 5 of this report.

#### **Museum Development: *Transforming Saffron Walden Museum for the 21<sup>st</sup> Century***

Following the submission to the National Lottery Heritage Fund (NLHF) of our Expression of Interest in major project funding, and an advisory visit from NLHF officers on 6 December, the Museum has permission to proceed with a Stage 1 Development Grant application, to be completed by 26 May 2022. Staff time will need to be prioritised to this application from January to May 2022. More information is set out in the Museum's Forward Plan 2022-26. The total redevelopment project is currently costed at around £4.36 million (including 10% contingency) and we will be asking for 70% from the NLHF.

### 1.2 Staff, Volunteers and Work Experience

#### **Staff**

We congratulate David Holmes on his long service award from the Council for 20 years as Saturday Assistant (appointed 14 April 2001). The Council's new Chief Executive Peter Holt visited the Museum and Shirehill Store and met staff on 9 November. Special thanks go to Tony Watson who retired as Chairman of Saffron Walden Museum Society after 50 years of dedicated service on the former management committee of the Society and then on the Board of Directors. A 'photoshoot' was held at the Museum to mark Tony's retirement, and when Covid restrictions have eased, it is hoped to hold an appropriate event with the wider Society membership.

**Volunteers**

Volunteer Mary Adams retired on 17 November after 21 years. Three new Welcome Desk volunteers have been recruited. We are grateful to an existing collections volunteer who has taken on additional Welcome Desk duties and to those who supported the Halloween evening activity and Bank Holiday opening after Christmas. Another Welcome Desk volunteer has begun assisting the Front of House and Admin Officer with the Museum shop stock records. Otherwise precautions against the wave of Omicron Covid and the general demands of the Christmas season have limited the possibilities for volunteers working in the Museum this quarter.

<b>Volunteers – remote / outdoors support</b>	<b>Est Hours</b>
<b>Natural Sciences Volunteers</b> Checking winter full width cut of 46 Special Roadside Verges 5 volunteers 20 hours.	20
Documentation volunteer digitizing handwritten register of photographic archive	28
<b>Welcome Desk volunteers</b> operating the Welcome Desk, shop stock and display, conducting and undertaking induction and till training	281.5
<b>Human History Volunteers</b> Collections work including archaeology	48
Documentation, to latest Accession register	3.5
<b>TOTAL volunteer hours</b>	<b>381</b>

**1.3 Training and Seminars Attended (online & in person)**

<b>Date</b>	<b>Course and Staff</b>
7 Oct	Lone Worker Device training (Curator; Natural Sciences Officer SK; Collections Officer Human History)
7 Oct	Social History Curator's Group Conference (Collections Officer, Human History)
8 Oct	Follow up discussion from SHARE Research & Retell training with Paddy McNulty on developing a research agenda (Natural Sciences Officer, JL; Learning and Outreach Officer)
12 Nov	Legacies of Colonialism seminar (Collections Officer, Human History)
18 Nov	'All things shop: onsite retail' (Front of House and Admin Officer)
22-23 Nov	SHARE Conference (Collections Officer, Human History)
23 Nov	SHARE conference, Museum professional wellbeing session (Natural Sciences Officer, JL)
26 Nov	SHARE Rising Leader's Programme at the Museum of East Anglian Rural Life (Collections Officer, Human History)

### **1.4 Health & Safety**

Maintenance of Covid safety measures continues. Our policy of encouraging visitors to continue wearing face coverings has now been superseded by government regulations making face coverings compulsory for indoor venues again.

A Fire Safety inspection of the Museum was undertaken by Norse in late October and a final report is awaited.

## **2 Buildings and Site**

### **2.1 Museum Building**

Boilers, Heating and Plumbing emergencies this quarter

- The Museum's gas boilers failed in November causing a cooling of temperatures and a rise in humidity levels which triggered a break out of mould in one sensitive storage area. Some firearms, weapons and historic bird taxidermy in glass domes were adversely affected by this. The Council's contractors have provided temporary plug-in heaters as a back-up while they see if a repair can be made to the main boiler, meanwhile an electrician and the Security & Premises officer managed to restart the smaller auxiliary boiler which is so far maintaining reasonable levels of heat. The Property Surveyor is pursuing the repair and/or replacement of the boilers with contractors.
- 2 separate leaks and floods from burst pipes in Ladies toilet and Ethnography Store caused by corrosion of copper pipes. Both were discovered and rectified quickly, before any damage was done.
- An insurance inspection of the Museum lift revealed what was thought to be a fault with the platform levelling system, which could create a potential trip hazard. Engineers were called in and found that it only occurred under unrealistic test conditions. Both parties agreed that it was safe to continue to use.
- Checks and repairs to the roof guttering were carried out after damp patches were discovered in the Local History Gallery and Natural Sciences Office. It was found that one of the hoppers was not aligning with its downpipe, causing water to run down the walls. This and other minor repairs were rectified.

Problems with the utilities (heating, plumbing, lighting etc) of the Museum building are occurring at an increasing rate and emphasise the need for a complete refurbishment and redevelopment of the Museum. The disruption to staff time in dealing with these issues is also causing some concern. Air conditioning unit serviced in Museum Natural History store.

## **2.2 Castle and Museum Site**

The Castle is opened for visitors in line with Musuem opening hours. In December it was lit with green floodlights to support awareness of mental health issues (as featured in the Council newsletter). The Museum received one enquiry for hire of the site for a wedding, and although this booking did not materialize for other logistical reasons, the enquirers were very enthusiastic about the Castle site and expressed an interest in using it for an outdoor party at a later date. The enquiry prompted useful work on drafting information, conditions, fees and forms to address the variety of private and public events for which the Castle and surrounding grass area could potentially be hired. This will be further promoted through the Fees & Charges 2022/23 and the Musuem's marketing strategy in 2022.

One incident of vandalism in the grounds: a sign was ripped off display for glacial erratic boulders and coffins.

## **2.3 Shirehill Store**

The Lift in the Shirehill store failed and was the subject of several visits by different engineers before it was restored to working order. It has since failed a second time (10 January 2022) and is again proving difficult for the lift contracors to resolve. This impacts on work efficiency at the Store due to the frequent movement of collections and equipment between floors.

# **3 Collections and Research**

## **3.1 Acquisitions and Disposals**

**38 new acquisitions received this quarter** (Human History 37; Archaeology 1; Natural Sciences: 0)

These included:

- Items for the CV Walden archive
- Watercolour of the Swan Inn, Saffron Walden showing the property c.1910
- Document archive of Whitehead & Day Stonemason's, Saffron Walden
- Incomplete human skeleton found during building works at the Joyce Franklin Academy, Newport in February 2021 (from Essex Police)

## **3.2 Collections Projects, Care & Conservation**

- **Lost Language of Nature project.** Natural Sciences Officer James Lumbard submitted a draft brief to Essex Cultural Diversity Project for an artist commission ready for advertising in spring 2022. In a separate initiative, County Councillor Paul Gadd invited Saffron Walden Musuem Society Ltd to apply for £1,000 from County Council community funds to employ a freelance researcher into local and historical names for birds commonly found in Essex and East Anglia. Several birds now conserved to a finished state and several more ongoing pieces.

- **Snapping the Stiletto.** The Collections Officer (Human History) is summarising the content of the *Radical Women of Saffron Walden* walk so that it can be turned into a self-guided leaflet. The Learning & Outreach Officer has devised a schools session and brief as part of the project which will culminate in an exhibition of pupils work in March 2022. The schools will receive free travel to the Museum funded by the project as well as a materials box and instructional booklet. The Snapping the Stiletto Project and the Museum will submit an application in March 2022 to be considered by the Arts Council as a Creative Case for Diversity.
- **CV Walden Archive Project.** Permission forms have been completed by people who have donated diary entries and items for the archive. A selection of the archive material collected is now online on the museum's website and where appropriate some items have been accessioned into the museum's collections.
- **Epping Forest District Museum Anglo-Ethiopian co-curated collections project** (Collections Officer, Human History and Learning & Outreach Officer). The project application has been successful in receiving grant funding from the Arts Council. More details to follow when it has formally been announced. Project meetings continue.
- **Remedial Conservation necessitated by humidity problems after failure of Museum's heating.** Staff time taken to clean affected items is 1.5 days so far: firearms half day equivalent 21/12 (SS and CW), bird domes 1 day to clean and move 4 domes to Natural History Store (16/12 CP/SK, 29/12 SK/FT) with 8 objects remaining to conserve and move.
- **Archaeological human remains and ancient DNA project with The Francis Crick Institute.** The Museum is participating in a medical research project to develop a database of ancient DNA (aDNA) samples from prehistoric, Roman and mediaval burials. This will give scientists a greater understanding of ancestry change, migration and natural selection through time, and particularly how these relate to medically-relevant genetic variants we see in populations today. Two visits were made by scientists from the Crick Institute in October and December, working with the Curator and a collections volunteer to select appropriate burials for aDNA sampling. A total of 63 burials were sampled from excavations in Great Chesterford, Stansted Airport, Saffron Walden and Wicken Bonhunt and the results are keenly awaited. If well-preserved aDNA is present, the Museum will be able to use the information to learn more about the people represented and past populations of Uttlesford district. There has also been further work on sorting and storing archaeological human remains from Saffron Walden, following the deposition of additional skeletal remains from a 1982 rescue excavation in Gibson Close and the recent acquisition from Newport reported under acquisitions.

- **Environmental monitoring and digital dataloggers.** The update to the wifi provision at the Museum in 2021 has meant that the data loggers can no longer be used as intended in the Museum building. They are still compatible with the wifi provision at the Shirehill store, and a scheme is proposed to monitor all areas of the store using data loggers. The data loggers could still be used in the Museum to record baseline conditions with minimal staff input to contribute ‘evidence of need’ for NLHF redevelopment, but would not be able to provide live alerts to extremes of temperature or relative humidity.
- **Insect pest traps** were monitored in November 2021 at the Museum and Shirehill store. As a result, insecticide was sprayed in the Museum Natural History Store and the fire exit vestibule in the Discovery Centre.

**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	50	200	200
Archaeology	0	0	0
Natural Sciences	0	0	177
<b>Total</b>	<b>50</b>	<b>200</b>	<b>377</b>

<b>Other collection records</b>	<b>Excel records</b>
Document Archive (New acquisitions) (Human History Volunteer)	50
Birds’ Eggs (Natural Sciences Support Worker)	113
Projector Slides (Natural Sciences Volunteer)	
Accession register transcribing (Collections Volunteer)	50
<b>Total</b>	<b>213</b>

**3.4 Loans In**

At the end of October we returned an historic Loan In to the Museum, a Chinese robe, back to Time & Tide Museum in Great Yarmouth.

Visits to condition check items historically loaned in to the Museum from English Heritage (stonework) and from the Cambridge Museum of Archaeology & Anthropology (world cultures collection) are due in the next quarter, subject to changes in Covid guidance.

The Museum has agreed to a loan in from the Horniman Museum’s *Objects in Focus* initiative of some tattoo design models in the summer of 2022 for a display in the *Your Stories* community showcase about the history of tattooing.

**3.5 Loans Out**

The Museum Society Board have agreed to a loan request from the Landesmuseum, Bonn for the gold Anglo-Saxon signet ring, known as the North-West Essex ring, in 2023. The exhibition is centred on a Frankish warrior burial of c. AD 600 and will feature a number of high status gold signet rings of the same period, so presents a wonderful opportunity to appreciate our ring in its European context.

**3.6 Object Identification and Enquiries**

**Object identifications this quarter: 1** (Human History 0; Archaeology 1; Natural Sciences 1 SK)

- Fossils and flint nodules from Windmill Hill, Saffron Walden
- Medieval seal matrix impression

**Collections Enquiries this quarter: 63** (Human History: 41; Archaeology : 11 ; Natural Sciences 11)

Topics included:

- Saffron Crocus information: Documents and *Crocus sativus* specimens in the herbarium
- Several regarding the history of saffron cultivation in Saffron Walden
- Diorama display of the Nature of North West Essex: snake, frog and worm are casts
- Birds: Grey Partridge specimens
- Special roadside verges biological records
- Archive references to Robert Southey's *Thalaba the Destroyer*
- Indigenous North American artefacts
- History of Carver Barracks
- Egyptian wooden funerary items
- Several student projects re. the ethics around the Repatriation & Restitution of artefacts back to source communities from UK museums
- History of cheese making
- Boys British School, East Street, Saffron Walden - Roll of Honour WW1
- History of Saffron Walden Convent
- History of Dorset House / Church Street garden
- Weston cabinet in the Furniture Gallery
- Mid-Saxon manorial settlement at Wicken Bonhunt
- Roman glass urn from Upchurch, Kent
- Display of human remains in museums research for dissertation
- North-west Essex ring – images for publication on history of falconry

**3.6 Researchers**

**7 research visitors:** (Human History: 2 ; Archaeology: 4; Natural Sciences: 0)

- Tokens collection
- Agricultural ploughs
- Saffron Walden Regional Survey - PhD student at the University of Cambridge researching popular 'autoethnography' (Postponed due to covid precautions)
- Samantha Bilton, food writer regarding saffron cultivation (Postponed due to covid precautions)
- Identifying and dating medieval and post-medieval horseshoes

**4 Displays and Visitor Services**

**4.1 Permanent Galleries**

No significant changes this quarter.

**4.2 Temporary Exhibitions**

**Fossilisation: a slice of the Anthropocene** an artistic collaboration featuring original bronze sculptures from artist Kabir Hussain, continues until March 2022 (as reported in Q2). Images were provided for Mass magazine a contemporary art magazine for promotion of the exhibition.

**Object of the Month** has continued online and in the Saffron Walden Flyer:

October	Fossilised plant material	Natural Sciences Officer, JL
November	Iron Age chariot lynch pin, Radwinter	Curator
December	Princess Mary WW1 tin for troops	Collections Officer, Human History

**Curiosity Corner** : (Learning & Outreach Officer)

October – December

November – Fossilised plant material: flower; fern frond, wood.

December – “The Twelve Days of Christmas” Taxidermy birds and festive backdrops relating to the carol. A red-legged partridge, in front of an image of a pear tree, was featured in the Museum’s e-Christmas card.

**Your Stories:** (Collections Officer, Human History)

Currently on display is artwork produced by our artist in residence over the Summer, which formed part of the Snapping the Stiletto project.

**4.3 Visitor Services**

**4.3.1 Visitors**

**Visitor Figures**

Category	Walk-up Visitors	Art Tickets* On-line	School visits from	TOTAL
Adult ( <i>inc</i> Admission	935	53	18	1,006
Child Admission	365	1	150	516
Free Admission ( <i>e.g. Season Ticket / SWMS / Pass holders</i> )	94	-		94
<b>TOTAL</b>	<b>1,394</b>	<b>54</b>	<b>168</b>	<b>1,616</b>

\*Special Events, prebooked via ART Tickets:

- Museum Shop Sunday (10)
- History Walks (53)

**4.3.2 Income from Admissions, Shop Sales and Donations Box**

Income Category	October	November	December	Totals £
Admissions	1,012.55	655.25	471.75	2,139.55
Shop - Books	42.31	97.43	94.86	234.60
Shop - Souvenirs	544.04	307.14	295.51	1,146.69
Donations	1.02	(left in box till 31 Dec)	63.86	64.88
<b>Total £</b>	<b>1,599.92</b>	<b>1,059.82</b>	<b>925.98</b>	<b>3,585.72</b>

With the addition of £1,053 income from Learning & Outreach (itemised in 5.1 below), **total gross income this quarter = £4,638.72**

Saffron Walden Museum took part in Museum Shop Sunday on 28 November, an international event celebrating the unique shops and products which play a vital role in helping arts, culture and heritage attractions to survive and thrive. It was very well attended. Author Rachel Morris gave a talk and signed copies of her book, *The Museum Makers*.

**Shop Showcase:**

- October: Halloween/Museums at Night - Witches Cats, Museum Branded Torches and Slime
- November: Remembrance - Victor Heroes Book and other war related shop products
- December: Alternative Christmas gifts - Annual Season Ticket Gift Cards and Museum Jigsaws

**4.4 Publicity, Marketing**

**Published Articles (in print and online)**

<b>Date</b>	<b>Publication</b>	<b>Subject</b>	<b>Photo</b>
Oct	SW Flyer	Object of the Month and Museum update	Y
7 Oct	Saffron Walden Reporter	Write up of Volunteer Thank You event	Y
13 Oct	Walden Local	Quaker archive Gibson Library & October Half Term activities	Y
20 Oct	Walden Local	Fossilisation Exhibition	Y
20 Oct	Walden Local	Retirement of Chairman of Saffron Walden Museum Society Ltd after 50 years	Y
27 Oct	Walden Local	October half term & Moorcroft vase	Y
Nov	SW Flyer	Object of the Month and Museum update	Y
7 Nov	Bishop's Stortford Independent	Fossilisation Exhibition <a href="https://www.bishopsstortfordindependent.co.uk/whats-on/new-exhibition-builds-a-bridge-between-art-gallery-and-museum-9223956/">https://www.bishopsstortfordindependent.co.uk/whats-on/new-exhibition-builds-a-bridge-between-art-gallery-and-museum-9223956/</a>	Y
9 Nov	Walden Local	Radical Women of SW walks (Snapping the Stilleto project)	Y
10 Nov	Walden Local	Rachel Morris talk Museum Shop Sunday	Y
Nov	SW reporter	Local News: Museum Shop Sunday <a href="https://www.saffronwaldenreporter.co.uk/news/local-council/saffron-walden-christmas-lights-switch-on-2021-8509548">https://www.saffronwaldenreporter.co.uk/news/local-council/saffron-walden-christmas-lights-switch-on-2021-8509548</a>	
Nov	UDC Website	Museum Shop Sunday <a href="https://www.uttlesford.gov.uk/article/7397/Meet-the-author-on-Museum-Shop-Sunday">https://www.uttlesford.gov.uk/article/7397/Meet-the-author-on-Museum-Shop-Sunday</a>	
Nov	Cultural Enterprises	Museum Shop Sunday <a href="https://culturalenterprises.org.uk/museum-shop-sunday-whats-on/south-east/">https://culturalenterprises.org.uk/museum-shop-sunday-whats-on/south-east/</a>	Y
Nov	Visit SW	Museum Shop Sunday <a href="https://www.visitsaffronwalden.gov.uk/event/saffron-walden-museum-museum-shop-sunday/">https://www.visitsaffronwalden.gov.uk/event/saffron-walden-museum-museum-shop-sunday/</a>	
Nov	Tourist Information	Museum Shop Sunday What's on Listings: Bishop's Stortford and Saffron Walden	

<b>Date</b>	<b>Publication</b>	<b>Subject</b>	<b>Photo</b>
Dec	SW Flyer	Object of the Month and Museum update	Y
4 Dec	Saffron Walden Reporter	Castle ruin lit up in green as part of the Creating Light Through Hope campaign to prevent suicide	N
9 Dec	Saffron Walden Reporter	Q&A section (Museum referenced)	Y
22 Dec	Walden Local	Bronze and Baubles workshops at Museum	Y
Dec	Bishop's Stortford Independent	Print advert by Hazel End Care Home, nr Bishops Stortford, plus online blog article on their website <a href="https://hazelendcarehome.co.uk/news/a-day-at-the-museum">https://hazelendcarehome.co.uk/news/a-day-at-the-museum</a>	Y
Dec	Journal of the Guild of Taxidermists Vol 44	"The Lost Language of Nature, taxidermy conservation and outreach project at Saffron Walden Museum" pages 27 and 28	
Oct - Dec	Saffron Walden Town Council Official Guide	Museum Advert <a href="http://www.visitsaffronwalden.gov.uk">www.visitsaffronwalden.gov.uk</a>	Y
Oct - Dec	East of England Visitor guide	Museum Advert	Y

Museum Shop Sunday was also advertised via posters on the parish council noticeboards, including Newport where the author lived, and via targeted emails to interested groups for example, the U3A Literary Group.

**4.5 Online, Website and Social Media**

**Social Media and Email Newsletter**

Twitter	Followers: 2269
Facebook	Followers: 1537
Instagram	Followers : 1075
Email Newsletter	Followers: 1440

**Saffron Walden Museum Website**

	<b>Visits</b>	<b>Unique Visitors</b>
October	5,330	4,033
November	5,353	3,767
December	4,884	3,088
<b>TOTAL for Q3</b>	<b>15,567</b>	<b>10,888</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 3 out of 17 things to do in Saffron Walden on this Travel and Tourism review website; of the 142 reviews, 98 rate us as ‘Excellent’. Management of the Trip Advisor listing contributed to our success in the recent VAQAS assessment; extract from the report *“It is good to see the link to Trip Advisor on the Museum Website and that reviews are responded to.”*

**The Visitor Attraction Quality Assurance Scheme [VAQAS]**

On Wednesday 15 December the Museum received the latest ‘mystery shopper’ visit by an assessor from VisitEngland (the national tourism body) to assess the Museum for accreditation under the Visitor Attraction Quality Assurance Scheme [VAQAS]. The Museum retained its VAQAS accreditation and a useful debrief was held after the inspections with the Curator and Front-of-House & Admin Officer. It was especially pleasing to record the high score achieved by the welcome and service at the Welcome Desk, our volunteer Glenys being unaware of the identity of the ‘mystery shopper’.

**5 Education, Events and Outreach**

**5.1 Learning**

**Learning and outreach figures for this quarter**

Learning Activity	Details	Users		Income £
		Children	Adults	
Click and collect pack	October half term	42	27	135
Loan box	Egypt loan box for home education	1	2	18
Outreach session	Fossils session Debden school	30	6	120
Museum Session	Egypt – Katherine Semar	60	8	180
Loan box	Prehistory	60	6	18
Loan box	Toys and Games (extension of original loan in September)	30	2	18
Loan box	Egypt – Extension of original loan in September (used in an assembly)	30	60	18
Loan box	New early years prehistory loan box	Figures not available yet	Figures not available yet	18

Learning Activity	Details	Users		Income £
Loan box	New early years archaeology loan box	30	2	18
Outreach session	Vikings session at RAB	90	3	120
Museum Session	Egypt	90	10	270
Outreach session	Toys and games Katherine Semar	60	4	120
<b>Total</b>		<b>563</b>	<b>164</b>	<b>£1,053</b>
		<b>Children</b>	<b>Adults</b>	

**Learning Services qualitative feedback**

In order to gain a more qualitative feedback about our learning services a new digital survey has been created on the learning website in order to catch this data. All users of our learning services are asked to complete the survey and whilst not everyone completes it, we are gradually collecting data which can be used to improve our service and support our funding applications.

Overall people were all very satisfied with the booking experience of our learning services with 5 out of 5 entries 'very satisfied' with the information they received prior to booking, communication during booking and the ease of making a booking.

Very favourable comments were made on the service provided and the attentiveness, organisation, knowledge and support of the Learning Officer, the swiftness of response to enquiries and the usefulness of the Museum as a place for learning.

"Making our daughter feel enthusiastic about history and happy to answer any questions we have. I can't thank the museum enough. The loan box really supported our project. The education sheets inside were very useful."

Loan boxes are equally well received receiving similar feedback.

3 respondents stated that they felt the Museum would benefit from a dedicated learning space. One also suggesting more opportunities for pupils to get involved in the Museum.

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

Date	Event	No. Attending
30 Oct	Evening event: half-term Spooky Forest 40 children + 34 adults	74
10 Nov	Radical Women of SW walk (Snapping the Stiletto Project)	25
13 Nov	Radical Women of SW walk (Snapping the Stiletto Project)	25
17 Nov	Retirement presentation for Mary Adams	4
28 Nov	Museum Shop Sunday – author talk	15
	<b>Total</b>	<b>143</b>

**5.3 Outreach** (Museum activities, talks and lectures at other venues or remotely via Zoom)

None this quarter. One planned talk (to a Breakfast Club in Saffron Walden, 21 December) was postponed due to Covid safety guidelines.

**Museums and Local Groups: support and liaison (Uttlesford)** 8 local groups supported, 3 meetings

- Dunmow Museum, Sunday evening social 21 Nov and liaison - (Curator)
- Gibson Library – (Collections Officer, Human History)
- Archive Access Point, Essex Record Office/SW Library (Collections Officer, Human History)
- Heritage Development Group, Saffron Story project (all collections staff and 1 meeting, Curator)
- Special Roadside Verges – 4 annual reports, 10 planning application comments, 3 emails about problems with marking verges for Saffron Walden Town Council member to raise with Essex County Council, checking December cut (Natural Sciences Officers SK, JL).
- Ashdon Parish – comments on biodiversity in neighbourhood plan (Natural Sciences Officer SK)
- Saffron Walden Town Council – advice about badger spoil affecting road to Essex County Council member
- Carver Barracks – history of site, potential for outreach work (Collections Officer, Human History)

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

- Museums Essex (Curator)
- Epping Forest Museum – Anglo-Ethiopian co-curated collections project (Collections Officer, Human History & Learning & Outreach Officer)
- SHARE & Marketing Consultant Christina Lister – VIE Project (Collections Officer, Human History)
- MEE (Museums East of England) regional meeting at Ely Museum and advice for our museum re-development project (Curator & Collections Officer, Human History)
- SPAB – working with them on a student placement project in 2022 researching local pargetting (Collections Officer, Human History).
- SHARE Natural History Network, online meeting. Four-monthly exchange with regional Natural Sciences colleagues with ideas and advice. Natural Sciences Officer, JL.
- Cultural Engine/Uttlesford Cultural Heritage baselining survey. SWM was host venue for invited guests, 13 total.

**Local Performance Indicator**

<b>Performance Indicator PI 49</b>	<b>Q3 Actual</b>	<b>Q3 Target</b>	<b>Annual (Cumulative)</b>	<b>Annual Target 2021-22</b>
<b>Users of the Museum Service</b>	2,102	2,000	5,471	6,000

**Notes on Performance Indicators**

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

- those visiting the Museum site and Museum outdoor events on site (visitors, table 4.3)
- those attending off-site events or benefitting from outreach services (e.g. learning and reminiscence work in schools and care homes; children and adults using loan boxes or activity packs; audience for a talk, store tour or other off-site activity by Museum staff)
- those using the Museum service 'remotely' (enquiries, research and services by phone, email, post)

This definition of Users excludes website visits and social media followers, but these figures are reported separately in 4.4 above as a measure of the Museum's on-line profile

**Comments on this quarter's figures:** target figures met and exceeded by 5%. Despite the rise of Omicron Covid in December, visitor figures are being maintained with strong contributions from such events, activities and learning sessions as the Museum has been able to run in the circumstances.