



# Uttlesford District Council

Chief Executive: Peter Holt

## Museum Management Working Group

**Date:** Wednesday, 27th April, 2022

**Time:** 6.00 pm

**Venue:** Zoom

**Chairman:** Councillor G Sell

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

### AGENDA PART 1

#### Open to Public and Press

**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 - 9

To consider the minutes of the previous meeting.

**3 Museum Society Chair's report**

10

To consider the Museum Society Chair's report.

**4 Museum Curator's report for quarter 4 - January to March 2022**

11 - 24

To consider the Curator's quarterly report.

**5 Museum Development Committee Update**

To receive a verbal update of the Museum Development Committee.

**6 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 on ZOOM,  
on WEDNESDAY, 26 JANUARY 2022 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**

Apologies for absence were received from Councillor Armstrong.

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

The minutes of the previous meeting held on 1<sup>st</sup> December 2021 were approved as an accurate record.

## 3 **MUSEUM SOCIETY CHAIRMAN'S REPORT (VERBAL)**

The Museum Society Chairman gave a verbal update, he said that although the pandemic had been difficult for the Museum it had coped well.

He made the following points:-

- At the recent Museum Society Board Meeting the treasurer had said that the Museum Society was in a good financial position which was beneficial in the light of the upcoming National Heritage Lottery Fund application.
- His mission for 2022 was to attract young people to the Museum and to the Museum Society, he said it was important for the future of the Museum.

The Chair suggested contacting County High, Joyce Franklin, Dunmow and Felsted schools to see if there would be any interest amongst sixth form students.

Councillor Freeman suggested inviting sixth form students to the talks run by the Museum.

Richard Priestley thought that it was important to have a specific contact in the school to ensure any correspondence got to the right person and was followed up.

The Chair agreed and said that it would be a good idea to invite someone from each of the school's history departments to the next Museum event to help develop the relationship.

The Curator said that the Museum was not able to offer work placements to students as there were not the projects or staff time to monitor and supervise them. She said that there were a series of digital projects that had been devised for students to do at home having visited the Museum and she would consider using sixth formers as tour guides. She said unfortunately the Museum could not take on under 16s due to safeguarding issues.

She said there was a free seminar coming up soon organised through the Regional Museum Organisation called 'Share' to specifically engage young people.

The Chairman of the Museum Society said it was important to relate to students and young people in a way that they were comfortable with and the digital project was therefore a good strategy.

In response to a question from the Chair the Assistant Director – Corporate Services said to contact Fiona Gardiner with regards to the Youth Council.

He thought that the idea raised by the Chair to try and get undergraduate history students involved was good but suggested that unless the project was closely linked to their studies, they might not have the time to be involved.

The Chairman of the Museum Society said that all events and talks would be on zoom until the spring these had been successful and there needed to be some thought on how these would be run in the future.

#### 4 **MUSEUM CURATOR'S REPORT FOR Q3 OCTOBER TO DECEMBER 2021**

The Curator presented her report and highlighted the following:-

Since October 2021 the Museum had extended its public opening to pre-Covid opening hours, Wednesday to Sunday with Tuesdays reserved for sessions for school groups and any other large groups or activities.

There were ongoing problems with the building and utilities particularly the heating, this underlined the need to move forward with development plans. She said that some work would need to be carried out in the interim.

The Castle was open but there had not been any events over the winter. Unfortunately, the wedding booking had fallen through but this had nothing to do with the suitability of the Castle as a venue.

There was a minor correction in the list of acquisitions, the watercolour should be named the 'Sun Inn' not the 'Swan Inn'

Snaping the Stiletto continued to be successful in raising awareness of women’s role in the district. The ‘Radical Women of Saffron Walden’ guided walk had been turned into a self-guided leaflet.

Other projects including the CV Walden and Lost Language of Nature were progressing, with the possibility of extra money from the Essex Cultural Diversity project for an artist commission to be the subject of an exhibition later in the year.

For income and visitor numbers Carolyn talked through the following information.

### Museum recovery from Covid pandemic

#### Income and Visitor comparison for Q3 before and after

Income Figures are gross and shown rounded to the nearest £

	<b>Re-opening after Covid Q3 2021/22 October – December 2021</b>	<b>Same quarter pre- pandemic Q3 2019/20 October – December 2019</b>
<b>Total Visitor numbers</b>	<b>1,616</b>	<b>2,334</b>
Admissions income (tickets)	£ 2,140	£ 2,550
Shop (souvenirs and books)	£ 1,381	£ 1,072
Donations Box	£ 65	£ 115
Learning & Outreach (schools, activities, events, booked groups)	£ 1,053	£ 825
<b>Total gross income for Q3</b>	<b>£ 4,639</b>	<b>£ 4,562</b>
Spend per head (shop + donations income / total no. of visitor)	89p	47p

For Q4 2021/22, a ‘donation by card payment’ option is now available on the till and card reader at the Welcome Desk.

The Curator noted the following:-

Although the visitor numbers were lower the total gross income was slightly higher than pre-pandemic. She said this was down to a number of factors including the Museum taking card payments, the re-display and marketing of the stock, the loan boxes and the activities programme including the popular 'Halloween at Night' event and in the last quarter there had been a talk at Museum Shop Sunday by the local author Rachel Morris regarding her book called 'The Museum Makers'.

A donation can now be made by card at the point of sale.

The number of users for the last quarter had slightly exceeded the set target.

The Chair said that the magazine published in Stansted called 'The Link' had started to digitalise its content, he wondered if there would be some interest in the history of that magazine.

In response to a question from the Chair the Curator said that there would be meetings about the Queens Platinum Jubilee set up by Saffron Walden Town Council. The Museum would be involved with a small display of royal associated items and an activity pack. Two items were of particular interest, a sample embroidery from the Coronation dress worn by the Queen which belonged to a local resident who had been employed by Norman Hartnell. The embroidery featured emblems of the commonwealth countries and a signed book by the author was also included. Secondly a local family from Wimbish had donated a straw plait crown, made by a member of their family who had been a local thatcher at the start of the Queens reign.

The Chair thought that the regional press would be interested in these items.

The Chair asked whether the Curator would consider doing something on education in the district, particularly between the wars as he said it could be of interest to residents and was a way of linking into the schools.

## 5 **MUSEUM DEVELOPMENT COMMITTEE UPDATE**

The Chairman of the Museum Society said that the work to prepare for the application to the National Lottery Heritage Fund would start in approximately 4 weeks.

He said the application was online and was a very comprehensive document. He said he wanted to ensure that the Curator got all the help she needed from the Museum Society. He said the deadline date for the application was 26th May 2022.

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

The next meeting was agreed for Wednesday 27<sup>th</sup> April at 6.00pm.

*The meeting ended at 7.15pm*



# Agenda Item 3

## **Museum Management Working Group**

### **Q4 2022 Museum Society Chairman's Report**

The Curator's Quarterly Report highlights the two key issues of the Quarter, the move away from the worst effects of Covid and the planning and preparation for the submission of the NHLF Development Grant Application.

The Society would wish to take this opportunity to thank the Curator, her staff and volunteers for the work undertaken to manage our way out of Covid and for the intense activity to meet the end May submission of the Grant Application.

The Society has a new director Douglas Kent, an Historical Buildings professional who would augment the Board at a most propitious moment. The search is on for a new Treasurer to allow Christine Sharpe to retire and subject only to the September NHLF agreement of the Development grant would then be seeking a director to support the very significant fundraising required in 2023/24.

Keith L. Eden 16<sup>th</sup> April 2022

## **1 Museum Management and Staff**

### **1.1 Management**

The recovery from the Covid pandemic has continued; use of hand sanitiser, face coverings and distancing have continued to be promoted, although towards the end of the quarter, national restrictions have been lifted and not all visitors are continuing with use of face coverings. Museum opening hours have been established as Wednesday – Saturday 10 – 5 and Sundays and Bank Holidays 2 – 5 (4.30 closing Nov – Feb) with Tuesdays reserved for schools, other pre-booked groups and activities. This has made it much easier and less stressful (for visitors, volunteers and staff) to run activities and school visits when the Museum is closed, as well as providing staff with gallery working space for projects that cannot be accommodated in small and cramped offices and stores.

Work has started on the Stage 1 Development Grant Application for the National Heritage Lottery Fund, to be submitted by 26 May. This requires much time, especially from the Curator, Collections Officer (Human History) and Museum Development Committee. Pre-application planning advice has been requested from the Council, given the sensitive historic nature of the Museum building, site and the conservation and residential area within which it sits. Staff have also been working on an environmental sustainability statement and ways in which development proposals could contribute to reduction of harmful emissions and local targets, in consultation with the Climate Change Officer.

### **1.2 Staff, Volunteers and Work Experience**

#### **Weekend Team**

The vacant Visitor Services Assistant post has been offered to Eve-Marie Downey.

#### **Welcome Desk volunteers:**

We have welcomed one new recruit this quarter and a second is currently being interviewed. Three Welcome Desk volunteers helped with the annual Museum shop stock take and four volunteers undertook 'Dementia Friends' training.

<b>Volunteers – remote / outdoors support</b>	<b>Est Hours</b>
<b>Natural Sciences Volunteers</b>	
Lost Language making wooden taxidermy bases	4
Geology ID	0.75
<b>Welcome Desk volunteers</b> operating the Welcome Desk, shop stock and display, conducting and undertaking induction and till training, and Dementia Friends training	402
<b>Human History Volunteers</b>	
Documentation, to latest Accession register	21
Evelyn Coleman diaries research project	72
Painting gallery for exhibition changeover	3
Archaeology at Shirehill store	3
<b>TOTAL volunteer hours</b>	<b>505.75</b>

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

<b>Date</b>	<b>Course and Staff</b>
9 Jan	Rising Leader Programme, Action Learning Set (Collections Officer, Human History)
9 Jan	Webinar Collections content calendar. Social media strategy (Collections Officer, Human History)
13 Jan	Uttlesford Norse, Fire Marshall Training for all staff, online from 13 Jn onwards
26 Jan	Dementia Friends Training (Front-of-House & Admin Officer and 4 Welcome Volunteers)
27-28 Jan	Share Collections Care Conference via Zoom (2 days) (Collections Officer, Human History)
1 Feb	Hazards in Collections Training, Museum of Cambridge (Zoom) (Collections Officer, Human History)
2 Feb	Social Media Strategy Training, Digital Culture Network (Collections Officer, Human History)
21 Feb	Health and Safety Training (Zoom training & online test)– British Safety Council Certificate in Risk Assessment (Collections Officer, Human History)
March	EPoS Now till 'back office stock take' training (Front-of-House & Admin Officer)
16 March	Uttlesford Norse, Fire Marshall Training (Front of House & Admin Officer)
17 March	Data Protection Training Course for 2022, ULearn (Collections Officer, Human History)
17, 24 March	Carbon Literacy for Museums on-line training course SHARE (Curator)

### **1.4 Health & Safety**

No specific issues to report this quarter.

## **2 Buildings and Site**

### **2.1 Museum Building**

The main boiler failed in the latter part of last year and in spite of numerous attempts to locate a replacement valve or find a suitable substitute, it remains out of service. Fortunately, the smaller back-up boiler has so far proved a reliable substitute, but should this equally elderly unit require new parts in the near future, the Museum would have no central heating. It is likely that new boilers will be installed later this year; the Council's Property Surveyor is seeking a solution which is compatible with the restrictions presented by the historic building and scheduled status of the site.

In February, the Museum roof fall arrest system had its annual service and as usual, the engineers were asked to check and remove any debris in the hoppers. They were unable to reach hoppers over the Great Hall bay window, which subsequently suffered from water penetration following a heavy downpour which overwhelmed the gutters. The downpipes have now been rodded, but it will take another heavy storm to confirm its effectiveness.

The dehumidifier in the Natural History store has been serviced by Munters and a new belt and rotor fitted. A saving in use of water has been made in the Gents WC where a sensor has been fitted so that the urinals will now only be flushed when the wash basin tap is activated.

In March, due to a resident in Castle Street replacing a fence, underground electrical cables were damaged and the Museum suffered a power cut affecting roughly 50% of the building, as well as putting the lift and fire alarm out of action. An electrician was able to re-route the existing power to enough parts of the Museum to avoid it having to close and a few days later, Power Network UK engineers were able to repair the damaged cable.

### **2.2 Castle and Museum Site**

Castle Hill Club approached the Museum about access for their contractor who were replacing a fence round a tennis courts. The Museum accommodated a skip for them at the far end of the car park.

### **2.3 Shirehill Store**

The lift at Shirehill originally broke down towards the end of last year and was fixed, but in early January it broke down again in the middle of transporting items between floors. It took the contractors and engineers some weeks to resolve. In early March the control panel was replaced and the lift worked, only to break down a few days later. It is now operating well, but there is a design weakness and staff feel that it should only be used for transporting unaccompanied objects between floors.

In late March our monitoring station informed us that they were not receiving any signals from the fire and security alarms, in spite of the fact that we have a 'dualcom' system that uses both landline and radio communication, theoretically making such a situation very unlikely. Engineers were called out to check both the landline cables and radio transmission. It seems that the landline link may have been disrupted by BT doing cabling work, whilst the radio problem may have occurred due to a satellite

malfunction. The radio link would normally tap into the landline in this situation, but as this was also offline, it went into fault mode and shut down. Both systems are now up and running again.

On February 28, a storm dislodged the Shirehill Wi-Fi aerial causing communications problems. It was finally re-aligned on March 29. This meant that the computer network was virtually unusable for several weeks at the Shirehill store, disrupting work plans for some staff, and requiring IT to chase up the contractors responsible for maintaining the local aerial.

The Munters dehumidifier in the Natural Sciences store was serviced and an extra filter added to reduce dust, though a more efficient in-line filter may replace the present arrangement.

### **3 Collections and Research**

#### **3.1 Acquisitions and Disposals**

25 new acquisitions received this quarter (16 Human history, 9 Archaeology and Nat Sci: 0)

- 19<sup>th</sup> century clay tobacco pipe found by pupils of Year 5, St Mary's C of E Primary School, in Castle Street and featured in *Object of the Month* for March
- Straw plait crown made by a thatcher from Wimbish for the harvest festival following the Queen's coronation in 1953
- Five 17<sup>th</sup> century tradesmen's tokens from Newport, Great Chesterford and Saffron Walden
- Worl War II stirrup pump
- Land girl's hoe
- 3 A4 prints for the LGBTQIA+ archive
- St Agnes medallion presented to William J Everett, Saffron Walden Auxilliary Fire Service

Museums Essex has issued a revised edition of the countywide *Archaeological Archives in Essex: Guidelines for preparation and deposition* which govern the way in which finds and records from excavations are prepared for deposition with Safron Walden and other musues in Essex.

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

##### **Lost Language of Nature project.**

The conservation strand is progressing well, with 25 items either completed or near completion. Many only require mounting on a new base as appropriate, made for us by volunteer Peter Morrissey. The conservation focus now is on ensuring that exhibition specimens are conserved for display starting in July. Conservation work continues with Charlotte Pratt, Learning & Outreach Officer also contributing 1 day per week to this strand. The opportunity for a freelance researcher was advertised, with £1000 funding from the Essex Locality Fund, with thanks to County Councillor Paul Gadd and to the Museum Society Board for processing the application. 13 applications were received and shortlisted to 4. Professional storyteller Dominic Kelly was appointed from 15 Feb to 28 Mar to research folk associations of birds common in Britain. The work has now been completed and makes for rich and interesting reading. Dominic produced full reports for 33 species and has passed on his initial research

which takes in 52 species. His work is a very valuable contribution to exhibition material and will enrich Museum documentation to help with later strands of the outreach project.

Essex Cultural Development Project have confirmed a partnership for a community-based art commission with a budget of £5000 provided to Essex CDP by Arts Council England, as one of the ACE National Portfolio Organisations. We look forward to working with ECDP to finalise the brief and timings in April, ready for the commission to run alongside the Lost Language of Nature exhibition in the school summer holidays.

### **Snapping the Stiletto**

This regional project in Essex funded by the National Lottery Heritage Fund is now drawing to a close following 2 years of activities including at Saffron Walden, an artist in residence, schools art project, establishing an LGBTQ+ history archive and the Radical Women of Saffron Walden creative writing walks. The evaluation stage of the project is now underway.

### **Greater in Spirit, Larger in Outlook**

Hot off the press is the announcement of a new grant funded project, a joint partnership with Epping Forest Museum, which will focus on reinterpreting, reinvestigating both museums' world culture collections. The project has been successful in securing a National Lottery Project Grant from the Arts Council England (ACE). The project will focus on collaborating with diaspora communities in Essex and Greater London, such as the Ethiopian History Society UK and the Pacific Islands Society of the UK and Ireland (PISUKI), we aim to reinterpret and redisplay the collections, as well as use the objects as vehicles to bring out stories significant to communities. Central aims of this project include increasing social inclusion, encouraging an appreciation of diversity in all its forms, and pioneering how small to medium sized local museums can implement community led co-curation projects and address anti-racism. The funding covers two part-time, 18-month project posts, one with a collection and one with a community engagement focus for which we aim to recruit people from diverse backgrounds.

### **Archaeological human remains and ancient DNA project with The Francis Crick Institute**

Results from the sampling reported in Q3 are still awaited. Meanwhile, the processing and storage of human remains from a 1987 rescue excavation in Gibson Close, Saffron Walden, has been completed.

### **Low-humidity store at Shirehill for archaeological Metals and Ferrous Geology**

This small store, which has hitherto been used mainly as a holding area for archaeological documentary archives, plans and drawings, has now been cleared and a new Munters MK40 Green dehumidifier was purchased and installed in February, funded by archaeological deposition grants which the Museum has been able to levy from contractors depositing archives with the Museum. This is maintaining a Relative Humidity of 38 – 40 % in the store and it is now ready for the phased removal of archaeological metalwork from the Museum to Shirehill.

### **Environmental monitoring and digital dataloggers.**

Changes in WiFi provision at the Museum in 2021 have rendered the WiFi incompatible with the digital dataloggers. Several attempts to find a workaround using the trial device proved unsatisfactory, requiring further technical solutions and not serving the purpose of being more efficient or providing

live warnings of conditions which may need further attention. It is hoped that further discussions with IT may resolve the wifi provision issue. The devices still work at Shirehill, and the purchase of a further 3 devices will allow complete monitoring of the storage areas there. Further testing at the Museum may result in a use for the devices in recording baseline conditions with minimal staff input, which could be used to inform funding applications to support collections care work.

**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 Dec (SS and CW), birds 8.35 hours to clean and move 5 domes to Natural History store (SK/FT Jan-Mar 2022) with 3 large cases remaining to conserve and move to Shirehill store. Further work is still required on some firearms and large iron objects such as the bicycle and scales.

**Insect pest traps** were monitored in January 2022 at the Museum and Shirehill store. As a result, further insecticide was sprayed in the Museum Natural History Store.

**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	20	500	500
Archaeology	11	0	1
Natural Sciences		1	1,796 birds/insects 104 display and movement control
<b>Total</b>	<b>31</b>	<b>501</b>	<b>2,401</b>

<b>Other collection records</b>	<b>Excel records</b>
Birds’ Eggs (Natural Sciences Support Worker)	112
Projector Slides (Natural Sciences Volunteer)	N/A
Accession register transcribing (Collections Volunteer)	150
<b>Total</b>	<b>272</b>

**3.4 Loans In**

We are still in the process of negotiating with the Horniman Museum regarding loaning tattoo models from their world cultures collections for a display in the Your Stories area of the Museum in the Summer.

**3.5 Loans Out**

The replica Mazer Bowl on display in the local history gallery has been loaned out to Saffron Walden Library for an exhibition on the King Edward VI Almshouses in April.

**3.6 Object Identification and Enquiries**

**Object identifications this quarter: 1** (Human History: 0; Archaeology: 1 (Amphora); Nat Sci: 0)

**Collections Enquiries this quarter: 22** (Human History: 10; Archaeology: 4 ; Natural Sciences: 8 )

- Fireplaces with geological interest in the Museum
- Saffron, *Crocus sativus*
- Special roadside verges site and biological records
- Woolly mammoth remains at Little Walden pit
- Queen's visit to Saffron Walden in 1988
- Holocaust Memorial Day, local connections
- 2/4th London Field Ambulance in Saffron Walden
- Indigenous American leggings (PhD student, Institute of Anthropology and Ethnography in Moscow)
- Suffragette document transcription (for book research)
- John Chapman and Peter Andre map of Essex
- WW2 roll of honour, soldier names research (for book research)
- History of the Museum Society
- National Survey of Pre-Columbian ceramic collections (PhD student, University of Sussex)
- Ancient Egyptian stele
- Wicken Bonhumt burials (early medieval cemetery)

**3.7 Researchers**

7 researcher visits this quarter

- Saffron, *Crocus sativus*, documents and specimens for a book
- Clavering collections at Museum Store Clavering Local History Group x? JO, SK, CW?
- Birds ID for *Lost Language of Nature*. Dr Daniel Field, Strickland Curator of Ornithology at University of Cambridge Museum of Zoology. Hope to welcome back to view SWM study skins for his research interests, and to improve SWM records
- Photography Degree student from University of Essex, photographing Natural Science collections as part of his degree work
- Lost Walden photograph book project (ongoing Mondays January-March & ongoing)
- Peter Moore & Sally Johnson from English Heritage re. historic loan renewal and condition checking of Walden Abbey stonework on display.  
Saffron Walden Regional Survey - PhD student at Cambridge researching popular 'autoethnography' in the interwar period.
- Identification of medieval pot sherds from fieldwork in Wendens Ambo

**4 Displays and Visitor Services**

**4.1 Permanent Galleries**

Outside, the signs for coffins and glacial erratic rocks were replaced after destruction by 3 named storms. Display boards were added to the bay window of the furniture gallery to make additional display space and used for the Snapping the Stiletto schools art project and a display case about the Radical Women Creative Writing Walks, which are becoming a self-guided walk leaflet as a legacy of the STS project.

## **4.2 Temporary Exhibitions**

### **Fossilisation: a slice of the Anthropocene.**

'Bronze & Bubbles' workshops in conjunction with Kabir & Vicky Hussain at Walnut Works proved very popular with paying visitors. 21 tickets were sold over 3 sessions where visitors enjoyed an exhibition tour from Natural Sciences Officer James Lumbard with refreshments, then carved a wax master under direction from Learning & Outreach Officer Charlotte Pratt, with Museum objects as inspiration, to be cast in bronze at Walnut Works. We look forward to receiving the finished items to pass on to attendees.

The special exhibition was changed over to the new exhibition, *All Fired Up: a history of firefighting in Essex* with the Essex Fire Museum, in the last 2 weeks of March.

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

January	Ptarmigan in white winter plumage	Natural Sciences SK
February	Romantic minerals for Valentine's Day	Natural Sciences JL
March	Three Clay Tobacco Pipes from Castle Street	Curator

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

February	Dedicated to Lost Language of Nature project, showing birds after conservation: Lesser Black-Backed Gull, Nightjars and Crossbills. Describing the aims of the project and asking for contributions from visitors.
March	Dedicated to Lost Language of Nature project, showing birds after conservation: Lesser Black-Backed Gull, Nightjars and Crossbills. Describing the aims of the project and asking for contributions from visitors.

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

January	Snapping the Stiletto Project, Artist in Residence (Learning and Outreach Officer & Collections Officer (Human History))
February	February was dedicated to Lost Language of Nature, displaying worldwide birds awaiting conservation work, describing the aims of the project and asking for contributions from visitors. (Natural Sciences Officer JL and Learning & Outreach Officer)
March	Snapping the stiletto schools project exhibition, in your stories cases + new mini exhibition space in furniture gallery (Learning and Outreach Officer & Collections Officer (Human History))

## 4.3 Visitor Services

### 4.3.1 Visitors total this quarter : 1,877

Category	January	February	March	Total
Child Admission	107	244	130	481
Adult Admission	250	448	347	1,045
Free Admission	24	30	10	64
<b>Sub Total:</b>	<b>381</b>	<b>722</b>	<b>487</b>	<b>1,590</b>
Schools - Children	63	36	154	253
Schools - Adults	13	4	17	34
<b>Total</b>	<b>457</b>	<b>762</b>	<b>658</b>	<b>1,877</b>

### 4.3.2 Income from Admissions, Shop and Donations

Income Category	January	February	March	Total (£)
Admission	621.50	966.00	768.75	2356.25
Shop - Books	48.91	46.95	31.41	127.27
Shop - Souvenirs	289.27	699.61	409.29	1398.17
Donations <sup>1</sup>	15.60	6.28	86.17	108.05
Sub Total:	1023.28	1759.84	1295.62	4078.74

<sup>1</sup> The donations figure for February is only that taken via the till; the March figure includes monies from the donations boxes for the month of February and March.

### Shop Showcase:

Month	Topic	Product(s)
January	-	Annual Season Tickets
February	Valentines	Rose Quartz, Healing Power of Crystals information cards
	Harry Potter Book Night	Snowy Owls
	Exhibition (Fossils)	Assorted Real Fossils, Pocket Guide To Fossils, Fossils in Essex & Beyond Poster
March	Mother's Day	Vintage Soaps

## 4.4 Publicity, Marketing

### Published Articles (in print and online)

Date	Publication	Subject	Photo
Jan	SW Flyer	Object of the Month and Museum update	Y
19 Jan	Walden Local	Radwinter School Visit, Victorian Outfit	Y
20 Jan	SW Reporter	Radwinter School Visit, Victorian Outfit	Y
26 Jan	Walden Local	<a href="#">Ann Holloway (Long-standing Museum Volunteer) appointed Volunteer Uttlesford ambassador</a>	Y

26 Jan / 27 Jan	SW Reporter	Radical Women Walks (Print & Online) <a href="https://www.saffronwaldenreporter.co.uk/things-to-do/saffron-walden-walking-tour-resumes-8645008">https://www.saffronwaldenreporter.co.uk/things-to-do/saffron-walden-walking-tour-resumes-8645008</a>	Y
Feb	SW Flyer	Object of the Month and Museum update	Y
Feb issue	SW Flyer	Object of the Month and Museum update	Y
Feb issue	Group Leisure and Travel Magazine	Museum Advert	Y
3 Feb	SW Reporter	DNA testing Crick Institute & half term activities	Y
2 Feb	Walden Local	Radical Women Walks	Y
2 Feb	Walden Local	February Half Term activities	Y
17 Feb	SW Reporter	LGBTQ+ History Month (February) Snapping the Stiletto project – online archive launch	Y
23 Feb	Walden Local	February Half Term Activities	Y
23 Feb	Walden Local	New date for radical women walking tour	Y
23 Feb	Walden Local	What Put the Saffron in to Saffron Walden (SW Heritage Development Group)	Y
23 Feb	Walden Local	Where Is It? Stone Age woman	Y
23 Feb	SW Reporter (online)	New date for walking tour celebrating history's radical women (re-issue of earlier article) <a href="https://www.saffronwaldenreporter.co.uk/news/saffron-walden-radical-women-walk-8711946">https://www.saffronwaldenreporter.co.uk/news/saffron-walden-radical-women-walk-8711946</a>	Online URL
Feb edition (LGBTQ+ History Month)	UDC Staff Newsletter	Snapping the Stiletto online archive	N
Mar	SW Flyer	Object of the Month and Museum update	Y
March issue	Eastlife Magazine	Pg. 124 Museum advert <a href="https://www.eastlife.co.uk/article/eastlife-spring-edition/">https://www.eastlife.co.uk/article/eastlife-spring-edition/</a>	Online URL
March issue	Essex WI News Magazine (plus targeted emails re. Radical Women Walks to WI members)	Page 4 Museum advert <a href="https://www.flipsnack.com/5b7d5f6bdc9/essex-wi-news-march-22-1907815hp8/full-view.html">https://www.flipsnack.com/5b7d5f6bdc9/essex-wi-news-march-22-1907815hp8/full-view.html</a>	Online URL
March issue	Craft Days Newsletter	Bronze & Bubbles workshops	N
3 Mar	SW Reporter	Radical Women Walks	Y
23 Mar	Walden Local	All Fired Up - – new temporary exhibition with Essex Fire Museum	Y
24 Mar	SW Reporter	All Fired Up – new temporary exhibition with Essex Fire Museum	Y
30 Mar	Walden Local	Easter Holiday Activities & All Fired Up! exhibition (colour advert)	Y

30 Mar	Walden Local	Easter Holiday Activities & All Fired Up! article	Y
March 2022	Primary Times Magazine	on page 13 of the Easter Edition of Primary Times (the copy was included wrong by the magazine)	Y
Jan – Mar 2022	Saffron Walden Town Council Official Guide	Museum Advert <a href="http://www.visitsaffronwalden.gov.uk">www.visitsaffronwalden.gov.uk</a>	Y
Jan – Mar 2022	East of England Visitor Guide	Museum Advert	Y

Targeted emails regarding Group Bookings and Stiletto Project walks sent to the local WI, U3A and Rotary groups.

#### **4.5 Online, Website and Social Media**

Social Media and Email Newsletter

Twitter	Followers: 2,281
Facebook	Followers: 1,500
Instagram	Followers: 1,092
Email Newsletter	Followers: 1,423

#### **Saffron Walden Museum Website**

	Visits	Unique Visitors
January	5,337	3,652
February	7,046	4,786
March	6,761	4,344
<b>TOTAL for Q4</b>	<b>19,144</b>	<b>12,782</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 144 reviews, 100 rate us as 'Excellent'.

## 5 Education, Events and Outreach

### 5.1 Learning & Outreach

Learning Activity	Details	Users		Income £
		Children	Adults	
Click & collect activity packs	February half term online 280.50 till 41.00	90	60	321.50
Loan Boxes 8	Romans: Katherine Semar Castles : St Marys Romans: Rickling Toys and Games: St Thomas More Anglo Saxons: Birchanger School Local history: Together in sound Local history: Dame Bradbury St Mary's : Ancient Greece	148	18	144.00
School 7 other group sessions in Museum  How many?	10 Jan: Victorians, Radwinter 11Jan : Castles, St Marys 11 Jan: Egypt, home school 08 Feb: S.T.S School workshop, Birchanger 01 Mar: kid curators, Bishop's Stortford scouts 01 Mar: Egypt, Debden 29 Mar: local history, Katherine Semar 08 Mar: Greece – self-guided, St Thomas More	253	34	492.00
School outreach sessions	24 Jan: Teacher network talk with Royal Opera House 10 Mar: toys and games RA Butler	90	40 6	120.00
	User figures include unreported figures from December (loan boxes)	581	134	
<b>Total</b>		<b>1,162</b>	<b>292</b>	<b>1,077.50</b>

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

Date	Event	Users		Income £
		Children	Adults	
14 Jan 25 Jan 15 Mar	Bronze and Bubbles (Learning & Outreach Officer, Natural Sciences Officer JL)		22	1,449.00
19 Feb	Radical Women of Saffron Walden Walk –Snapping the Stiletto project (Collections Officer, Human History) Free but standard admission applied		20 10	Art Tickets 16.25

05 Mar	Radical Women of Saffron Walden Walk –Snapping the Stiletto project (Collections Officer, Human History) Free but standard admission applied		20	Art Tickets 30.00
07 Mar	Clavering Local History Society & Jacky Cooper (Local History Recorders) – Shire Hill Store Tour (Collections Officer, Human History)		10	42.00
08 Mar	Snapping the Stiletto schools project private view (CP & JO)	2	3	n/a
	<b>Total</b>	<b>2</b>	<b>98</b>	<b>1,537.25</b>

The income generated by the Radical Women walks will also include some 'on-the-door' admissions taken through the till and not booked via Art Tickets

Two events were cancelled due to unavoidable circumstances: one Radical Women walk (17 Feb) and one Diversity event, UDC (Online) Stiletto project (22 Mar)

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

Date	Event	Users		Income £
		Children	Adults	
3 March	Stansted Local History Society, talk on the Bishop's Castle Coin Hoard (Piano Hoard) (Collections Officer, Human History)		45	72.00
22 March	Talk Anglo-Saxons & Vikings in NW Essex, Great Dunmow Historical & Literary Society, Dunmow Maltings (Curator)		38	72.00
	<b>Total</b>		<b>83</b>	<b>144.00</b>

#### **5.3.1 Museums and Local Groups: support and liaison (Uttlesford) 8 Groups, 3 meetings**

- Special Roadside Verges – checking December 2021 cut, order March 2022 cut, liaise with Rangers re Audley End verge cut / nesting bird, broadband & water works, 5 planning application comments, update list of missing posts and plaques (Natural Sciences Officer, SK).
- Saffron Walden Camera Club with Kabir Hussain to photograph sculptures in *Fossilisation: A Slice of the Anthropocene*. SWM and KH to receive selected photographs of each original bronze as chosen by Kabir Hussain to serve as archive images of the exhibition pieces.
- Meeting 26 Jan with Saffron Hall, Together in Sound "Unlocked" Project. Learning & Outreach Officer gave practical support to how this project could be delivered including art work concepts and exhibit concepts. To plan and write the activity bag for the project for a fee.
- Gibson Library & Essex Record Office, research enquiries (Collections Officer, Human History)
- Lost Walden Book project support – digitising photographic collections (Collections Office)
- Saffron Walden Library, loan out of Mazer bowl replica (Collections Officer, Human History)
- Saffron Walden Fire Brigade, Essex County Fire & Rescue Service (Collections Officer)
- Newport News, information on local archaeological sites (Curator)

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

- Zoom meeting 11 March with Mikayla from Southend Museum to support her in setting up Southend Museum learning and outreach program. (Learning & Outreach Officer)
- Migration Network (decolonising museum collections) (Collections Officer, Human History)
- Social History Curators Group (Collections Officer, Human History)
- Cumming Collection, Southwark, London re. historic loan renewal (Collections Officer)
- English Heritage, Audley End re. historic loan renewal (Collections Officer, Human History)
- Horniman Museum – future temporary exhibition loan (Collections Officer, Human History)
- Essex Fire Museum, Essex County Fire & Rescue Service (Collections Officer, Human History)

### 5.4 Local Performance Indicator

Performance Indicator PI 49	Q4 Actual	Q4 Target	Annual (Cumulative)	Annual Target 2021-22
Service Users	3,156	2,000	8,627	6,000

**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:

Q4 target has been exceeded significantly (by 58%) due to continuing strong engagement with schools and other groups through Learning & Outreach services, and a return to on-site events and off-site talks. Easing of Covid restrictions contribute to the slow but steady return of visitors.

User figures for Loan Boxes this quarter have included 715 users of loan boxes taken out in Q3, however the schools did not report the figures till Q4.

The Annual users target has been exceeded by about 44% for similar reasons.