

**MUSEUM MANAGEMENT WORKING GROUP held at the Museum Great Hall
on WEDNESDAY, 15 NOVEMBER 2023 at 6.00 pm**

Present: Councillor A Reeve (Chair)
Councillors J Davey, J Moran and G Sell.

Museum Society: K Eden, D Kent and T Watson.

Officers in attendance: R Auty (Director of Corporate Services), C Edwards (Democratic Services Officer), J Oxley (Interim Curator) and A Webb (Strategic Director of Finance, Commercialisation and Corporate Services).

1 APOLOGIES FOR ABSENCE AND DECLARATIONS OF INTEREST

Apologies were received from Councillor Sutton, Richard Priestley and Christine Sharpe from the Museum Society.

Councillor Moran declared that he was a trustee of the Ashdon Windmill Trust.

2 MINUTES OF THE PREVIOUS MEETING

The minutes of the previous meeting held on 20th September 2023 were approved as an accurate record.

The Chair of the Museum Society said that further to his report at the last meeting, minute 3, it had since been decided that rather than a pause, the survey would not go ahead. He said that there was currently not enough clarity on the future development plans.

The Interim Curator said that in the Museum Curator's report at the last meeting it stated in minute 4, that recruitment of Volunteers was difficult, she wanted to clarify that there were lots of people coming forward to volunteer but it was the administration of organising training and supervision that was proving more difficult.

3 MUSEUM SOCIETY CHAIR'S REPORT

The Museum Society Chair said that there was not much to report since the last meeting but they were discussing how to move forward with the development plan in the absence of Carolyn Wingfield who was the driving force behind the previous plans. He said that they were also taking into account Jenny Oxley's workload when considering how to move forward.

Tony Watson said that they hoped that Carolyn Wingfield would become a Museum Society member.

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MUSEUM CURATOR'S REPORT

The quarterly report from July-September 2023 was completed before Carolyn Wingfield left as Curator. The Interim Curator highlighted the key points and gave an update on the situation since the end of September, the full report has been appended to the minutes. The following was highlighted:-

- User statistics were up 24% this quarter. They had a busy summer programme including the Lion Trail and Art Exhibition.
- They were pursuing larger school groups of between 60 to 120 children to drive income and be more commercial.
- The interim forward plan set out a vision for the Museum to be fit for the future. There needed to be a culture shift and the Museum needed to be more digital and commercial as well as working on improving communication amongst the staff and volunteers.
- There needed to be a rationalisation of all the hard copy paperwork and books to streamline the Museum and make it easier to work in.
- One of the boilers was up and running, so the museum has working heating, but it was only operating at 20% capacity and the second boiler was not up and running yet. The capital project was not yet complete.
- There were a number of ongoing IT issues which included problems with the high data security levels required at Uttlesford District Council (UDC), which was made more complicated due to the number of casual staff and volunteers at the Museum.
- The Strategic Director of Finance, Commercialisation and Corporate Services said that there was strict government protocol that needed to be followed but hoped that a number of these problems would be resolved in the review, he added that it was a unique service in a very old building.
- A new exhibition opened on Friday for a private view which was attended by 123 people.
- October half term had been successful with a bat making craft activity and popular spooky trail evening for families.
- Work was taking place to build a new marketing strategy including the use of a digital display screen in the Market Square to display the exhibition posters and looking at signage throughout the Museum. The aim was to diversify the audience and raise the museum's profile.
- Work on collections had been more difficult due to operational priorities as Jenny Oxley was doing both key roles, however loans were still on going and the Museum continued to receive research enquiries and loan requests as the collection was very extensive.
- There were several collection audits taking place, including firearms and world culture collections.
- There was a need to rationalise the Museum's collection but in order to do this there would need to be more collection staff.
- The archaeology depositions brought in income as the Museum charged a box fee, it had been agreed that this money would go direct to the Museum Society going forward.

- There had been a new handset for contactless payments due to a change in company, this had caused extra work.
- The Visitor Attraction Quality Assurance Scheme (VAQAS) had recently scored the Museum at 80% which was an improvement from the last 77% score. They had suggested a number of improvements including better commercial photographs, marketing and general aesthetics, all known issues which were in hand. They praised the new website for its layout and its improved SEO.
- An accessibility guide was being produced.

In response to Members questions the following comments were made by Officers:-

- Due to the Blueprint Uttlesford programme Jenny Oxley had been taken on as the Interim Curator and continued in her job as the Collections Officer for Human History until 31st March 2025. All options for the future of the Museum were being explored within the review. Additional support would be brought in to help the Interim Curator in the short term.
- Some money had already been spent on the Development Project in the form of a grant (Resilient Heritage) and in-kind contribution from Uttlesford District Council in the form of Officer's time. This had produced a lot of useful consultant's reports including the Audience Development Plan and Fundraising advice, that was informing the museum's current and future development.
- The outcome of the review would become clear by the autumn of 2024, the Museum Society was already involved and the role of Members would be in reviewing and making decisions on the way forward.

There were ongoing discussions about hiring out the Schoolroom but there needed to be some building fabric works carried out first. The main downside was the lack of car parking and this would need to be addressed if the income was to be maximised.

The Castle was still closed due to the recent repairs that were carried out on the advice of Historic England. Unfortunately, the mortar had failed due to an exceptionally hot summer and a number of flints were falling every day. There was no current solution and so the Castle remained closed.

Councillor Sell left the meeting at 7:15pm

5 MUSEUM ACCREDITATION

The Curator said that nationally the Arts Council had been postponing submission deadlines due to Covid and a lack of assessors. It had originally been due in 2020, and many of the policies and procedures had been updated and officially approved.

The deadline date for submission was now 12th January 2024. This consisted of an online submission including all the updated policies and procedures as well as minuted Council approvals. The advice was to put in an interim plan due to

the review and current uncertainty around the future of the Museum. This would be most likely to result in the Museum being given provisional status. This should not affect the Museum's ability to apply for funding.

The Strategic Director of Finance, Commercialisation and Corporate Services said that the interim plan would go to Cabinet on 14th December 2023 for approval.

Tony Watson said that the Museum Society cannot raise income only capital.

There was discussion about the hiring out of the Museum for weddings and other events but due to a number of issues including the current closure of the Castle this was not currently possible.

It was unanimously agreed that the report should go forward to Cabinet.

Resolved: That the Interim Plan would go forward to Cabinet for approval on the 14th December 2023.

6 **DATE AND TIME OF NEXT MEETING**

To be arranged for February 2024.

The meeting ended at 7:26pm

1 Museum Management and Staff

1.1 Management

The summer quarter has been exceptionally busy this year, with a greater range and variety of activities and events offered, and opportunities for outreach. The success of the Uttlesford Open art exhibition and Wild About Walden town trail (Learning & Outreach Officer) brought more and wider audiences to the Museum, and as a selling exhibition, promoted local artists while providing some additional income for the Museum. Off-site engagement with audiences around north-west Essex was boosted by a number of outreach events (Collections Officer). However the programme stretched the team's capacity to its limits.

Staff work and efficiency continue to be affected by ongoing premises and computer issues. Much time has been spent by Museum and IT staff this quarter monitoring and working to resolve continual issues with drop-out of internet speed at the Museum, and other matters. Work by IT staff and network engineers in September appears to have improved the network speed but it is still being monitored for occasional problems. Natural Sciences Officer Sarah Kenyon had two new computers replaced this quarter and issues with log-in procedures for volunteers and casual staff are gradually being resolved.

Significant progress has been made towards reviving the Museum's aged heating system (see 2.1 below). Work is now expected to be completed by the end of October, Meanwhile the Museum is without heating, so contingency measures are being considered.

Accreditation

As anticipated, the Museum received its invitation in July from Arts Council Engand (ACE) to apply for a review of its Accredited status and the deadline for submission is 18 January 2024. This review was originally expected in 2020 so much of the preparatory work reviewing policies was undertaken in 2019-20 and is still current. The Curator and Collections Officer have been working on the on-line submission and documents to be uploaded, so that most of the work will be in place by November. A new Interim Forward Plan 2024-25 will need to be approved by the Council before 18 January deadline.

Development project

Three written quotations were obtained for a comprehensive metric and orthophotography survey of the Museum (inside and outside), the grounds and Castle, to a detailed specification provided by Historic England. The Council has decided against funding the Castle and Council-owned part of the grounds. The greater part of the work and cost is for the Museum and its immediate area. A decision from the Museum Society on expenditure is awaited. The recommended quotation is for £37,900. Until the Museum has a survey to provide accurate plans and elevations, the programme of Historic Impact Assessments required by Historic England is on hold.

Service Review

The Council has started a service review of the Museum (Blueprint Uttlesford).

1.2 Staff, Volunteers and Work Experience

Weekend Team

Over the Summer, we welcomed two new casuals to the weekend team, Charles Stalker and Julie Kendall, who have been busy work shadowing the team and doing their induction training.

Welcome Desk volunteers:

We welcome Glennys B to the Welcome desk team.

Volunteers – remote / outdoors support	Est Hours
Natural Sciences Volunteers Verge volunteers: 31 ecological surveys at 18 special roadside verge sites & check posts. Geologist assisted with object identifications.	65 2
Welcome Desk volunteers operating the Welcome Desk, shop stock and display, conducting and undertaking induction and till training, and Dementia Friends training	426.5
Human History Volunteers Costume collections Accession register typing up / inventory of large photo/ archive collection Ceramics collection Archaeology collections	12 30 30 12
TOTAL volunteer hours	577.5

1.3 Training and Seminars Attended (online & in person)

Date	Course and Staff
25 Jul	New website training , will cascade the training on the new website and google analytics 4 to the rest of the team once the new website is live (Collections Officer, Human History)
7 Aug	Eventbrite talk: Jamaican Diaspora & Heritage (Collections Officer, Human History)
6 Sept	Marketing - Limited Resources? Do less and achieve more, (originally presented at the 2023 Arts Marketing Association Conference), Digital Culture Network (Collections Officer, Human History)
13 Sept	Alarm Fob training (online) (Collections Officer, Human History)
22 Sept	UDC Safeguarding Training (Francesco Maione, Museum Casual & James Lombard, Natural Sciences Officer)

1.4 Health & Safety

Following an incident in June, when a heavily painted door panel was found to be hiding an asbestos sheet, it was decided to commission a full asbestos survey of the Museum, to take place in July but we

are still awaiting the survey. We are aware of asbestos in the ceilings of both cellars, the roofs of the rear lean-to and workshop and almost certainly some of the old fan assisted radiators. In the meantime, these areas are managed to avoid the release of harmful dust, but a survey may recommend additional safety measures including removal where practical. An up-to-date survey may also need to be made available to other contractors working in the building (e.g. for metric survey). The Estates Manager has been alerted to this.

A meeting between the UDC Corporate Health and Safety Officer and some staff took place in the Museum on July 13 to discuss relevant issues and guidelines on risk assessment formatting.

2 Buildings and Site

2.1 Museum Building

Boilers

Considerable progress has been made between July and September in regard to the installation of the new boilers. Due mainly to technical problems with fitting a new flue liner in an existing chimney, the boilers are not yet operational, but it is hoped they will be functioning by early November at the latest.

Broadband

In early August, a new BT broadband hub was fitted in the Museum workroom, but inevitably, there have been issues with speeds and signal strength. Some improvements have been made and relevant staff are closely monitoring the situation.

Dehumidifiers

In August a dehumidifier in the Natural History Store leaked, causing a flood of water over the roof space platform and store floor which had gone mouldy. Damage was cleared up, the store dried out and the dehumidifier placed in a drainage tray. No objects were affected. New instructions for emptying the dehumidifiers and a list of regular tasks for weekend Museum Assistants have been produced. Small new dehumidifiers were purchased for the Archaeology Metals Store and Local History Gallery where high Relative Humidity levels are a particular problem for the collections.

2.2 Castle and Museum Site

There has been further strimming of grass areas surrounding the Castle, followed by a counting and collection of fallen flints has continued during this quarter. It is hoped these counts will help make a decision on the feasibility of once again allowing public access to the keep.

During August, the damage to the brick borders lining the Museum drive, were made good.

2.3 Shire Hill Store

Problems with false alarms from the Loading Bay area have continued intermittently, despite a visit from an alarm engineer and through cleaning of the area round the sensor. It is now behaving

normally again but will be monitored closely as it is possible the sensor itself is faulty.

3 Collections and Research

3.1 Acquisitions and Disposals

24 new acquisitions received this quarter (9 Human history, 15 Archaeology and 0 Nat Sci)

- Traditional clay lump bricks from Park Cottage, Elsenham
- Brass Rubbing activity equipment including brass plates, from St. Marks College via the Community Shed for the Learning collection (to be used as an outreach activity with schools and community groups).
- Archaeological archive depositions from Colchester Archaeological Trust (multiple sites from across Uttlesford, 40 boxes of finds and records)
- Archaeological finds acquired under the Treasure Act: a gold Bronze Age ribbon ornament from High Easter; a silver Viking ingot from Leaden Roding; and a medieval gold ring set with an amethyst from Wimbish. All these were part- or wholly donated due to the finders and landowners kindly waiving their right to a financial award.

3.2 Collections Projects, Care & Conservation

Lost Language of Nature project

Staff expect to finalise the design for a bespoke traveling display with the manufacturers shortly (funded by grants from the Gibson Walden Trust and Museum Society).

Greater in Spirit, Larger in Outlook

Our Arts Council-funded joint project with Epping Forest District Museum (EFDM) entered the final stage as the project exhibition opened at EFDM on the 23 September and runs until late December.

Alice Lodge, Collections Connector project assistant, has been researching for the exhibition working here and at EFDM on both world cultures collections and liaising with source community and diaspora groups to interpret the items and better understand their cultural significance.

Around a dozen items from Saffron Walden Museum's world cultures collections have gone on loan for the exhibition to EFDM, including items from Australia, Oceania, the Pacific Islands and Africa.

Conservation and Collections audits

The Museum welcomed senior Curator Mark Murray-Flutter from the National Firearms Centre, at the Royal Armouries in Leeds, to visit us for two days (20-21 September) to provide specialist advice and guidance on our antique firearms. The majority of the collection are guns which were used on the local farms and estates associated with sport or game-keeping. There are also a small number of guns which are associated with the world cultures collections, including a Turkish Miquelet rifle, inlaid with brass and bone. This work is part of renewing the Museum's firearm licence, which relates to 7 items in

the Museum’s collections, the remaining 100 items are all antique firearms. The collection includes many rare and early examples, due to the age of the Museum.

Insect pest traps

Traps in the Museum and Museum Store were monitored in July 2023.

3.3 Documentation

Backlog / updates	New Acquisitions	Backlog (existing collections not previously catalogued on Modes)	Edits and Updates to existing records
Human history collections	20	150	500 (firearms and ceramics store audits)
Archaeology	8	40	
Natural Sciences		20 SK Non-flowering plants	49 SK (birds, fish, invertebrates, plants)
Total	28	210	549

Other collection records	Excel records
Birds’ Eggs (Natural Sciences Support Worker)	0 - Handwritten list of eggs at store.
Projector Slides (Natural Sciences Volunteer)	0
Accession register transcribing (Collections Volunteer)	100
Total	100

3.4 Loans In

Having taken down the *Feeding the Family* exhibition, the Second World War recipe booklet has been returned to the Gibson Library. The Roman Gladiator frieze was collected by Constantine art handlers for the exhibition at Colchester Museum *Gladiators - a Day at the Games*. A dozen world cultures collection items have gone on loan to Epping Forest Museum for our joint project exhibition, *Greater in Spirit, Larger in Outlook*. The exhibition is being co-curated with community and diaspora groups, which broadens and deepens the interpretation of the collections items.

3.5 Loans Out

The Fitzwilliam Museum, Cambridge has changed the dates of the exhibition for which we have already agreed to loan the Abolitionist Reticule. The original exhibition, titled *Enslavement and Resistance: Cambridge’s World History* was scheduled for July 2023 – January 2024, but has now been reprogrammed as *Black Atlantic: Power, People, Resistance* to run from February 2025 to June 2025.

Director of the Vanuatu Cultural Centre/Kaljoral Senta, Mr Richard Japuneyo Shing has requested to loan for their COOK250 Exhibition June to November 2024, the Malakula Island flute collected on Cook's visit to Vanuatu (then the New Hebrides) in 1774. This item has been on display in the world cultures gallery for many years, but is on long term renewable loan from the Cuming Collection, Southwark Heritage Centre, London. The Cuming have given their permission for the loan to be made.

3.6 Object Identification and Enquiries

Object identifications this quarter: 6

These have been mainly archaeological or geological (stones / flints and metal objects found locally)

Collections Enquiries this quarter: 41 (Human History: 30 Archaeology: 4 ; Natural Sciences: 7)

- Ring Hill, Littlebury (iron Age hill fort)
- Joseph Lecand Taylor, former SW Mayor, 1847-1848
- POW Napoleonic war material, French research team
- Dutch Cheese Press, Geography Department, Durham University
- Reproduction Rights for Publication of Steeve Buckridge Chapter; Book titled: "The Precariousness of Freedom: Slave Resistance as Experience, Process, and Representation" Broken Chains, Broken Promises: Fashioning the Black Body & Rethinking Freedom in Colonial Jamaica
- Yard of ale glass, Schloss Museum, Germany
- Audit of Human remains in the collections
- Stephanie Kalen ceramics
- Medical collections discovered at London Road offices
- Book, Ramus' *Dispositio Regularum*, ed. 1570
- Author of the poem The Lion and Albert and Wallace the Lion
- Ashdon Meteorite image
- Biological records of special roadside verge sites
- Elk specimens *Alces alces* from Joshua's Bridge, Wendens Ambo
- G.S. Gibson herbarium plant specimens sold to the Natural History Museum in London
- Natural history collections from Robert Dunn, South Africa
- The late Roman shrine excavated at Great Dunmow (finds on display)

8 researcher visits this quarter (Human History: 3 ; Archaeology 2; Natural Sciences: 3)

- Tudor Bed, furniture gallery
- Eastern Plains, Indigenous American collections
- In September, Jayne Christian visited us. Jayne is a Baramadagal woman of the Dharug Nation. Her people traditionally came from Dharug Country, which is now known as Sydney, Australia. Jayne is a specialist in weaving and has been doing a Galang Residency centred around her craft in Paris at the Cite Internationale de Arts. She came to see the museum's collections of material from Australia, which were collected in the 19th century. Jayne commented on the museum's Facebook page about her visit: "Didjurigur (Thank you) for having me visit and for your care, interest and support of decolonisation practices." 🙏
- Geology collections at Museum Store visited by geologist and secondary school student + 1 interested in routes into a career in museums
- 'Billy's and Charley's' 19th century antiquarian forgeries
- Roman pottery from Great Dunmow excavations (Shirehill store)

4 Displays and Visitor Services

4.1 Permanent Galleries

Spencer & Fry Conservators did a one-day conservation audit of the Museum’s world cultures collections in storage and on display on Tuesday 22 August, this work is being funded by a SHARE Collections Care Grant and will result in a report and action plan for collections care improvements.

4.2 Temporary Exhibitions

Uttlesford Open 2023 runs until 29 October, it has been very well received as the Museum’s first open-call, judged art exhibition. Artists, aged over 18 who are living, working, or studying in Uttlesford or within 20 miles of Saffron Walden Museum submitted artworks on the theme of “A Sense of Place: The people, places and landscape of Uttlesford”. The entries submitted were judged and selected by artists Ian Wolter and Heath Kane. The exhibition features artworks by over 50 local artists and makers, both amateur and professional.

Preparations are being made for the next exhibition **Evacuee: A Wartime Childhood** (Sat 11 November – Sunday 17 March 2024). The Museum will exhibit the original artwork of artist and author Brian Sanders His career spans decades working on books, magazines, stamp and coin designs, editorial and advertising projects. High profile work such as Mad Men and Stanley Kubrick, examples of which will feature in the exhibition. The exhibition will also reflect on the experiences of those who have come to Saffron Walden and Uttlesford as modern-day refugees and will be accompanied by a Community Town Trail capturing moments and places from around the town from the books.

Object of the Month:

July	‘Billys and Charleys’ (or ‘Shadwell shams’); appear to be medieval in age, but actually produced in the 19 th century	Chosen by Joanne Pegrum, Museum Volunteer (project with the Curator)
August	Ceramic jar set, Dr Henry Steer collection	Ceramics store audit volunteer & student Eleanor Bennett (on behalf of the Collections Officer, Human History)
September	Spiny Seahorse	Natural Sciences Officer

Curiosity Corner : (Learning & Outreach Officer)

July	Volunteers week
August-	Targeting

Sept	
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Your Stories: (Collections Officer, Human History)

"Your Stories" is our display space for co-curated displays by local and regional community groups and organisations. It was begun as a new initiative in 2016 and has since successfully been used to present material from a wide range of community organisations and clubs, including badged groups, theatre groups, schools, home education groups, sports clubs, craft groups and many more. These displays change during the year.

July -Sept	The Art of Pargeting (Anna Kettle, Pargeter, joint placement between the Museum & SPAB – the society for the protection of ancient buildings)
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4.3 Visitor Services

4.3.1 Visitors total this quarter :

Category	July	August	September	Total
Child Admission	205	362	159	726
Adult Admission	528	806	480	1,814
Free Admission	63	100	127	290
Sub Total:	796	1,268	766	2,830
Schools – Children (Table 5.1)	207	-	-	207
Schools – Adults (Table 5.1)	35	-	-	35
Total	1,038	1,268	766	3,072

4.3.2 Income from Admissions, Shop and Donations

Income Category	July	Aug	Sept	Total (£)
Admission ¹	1,104.50	1,612.75	921.00	3,638.25
Shop - Books	162.70	125.78	55.88	344.36
Shop - Souvenirs	424.05	773.96	320.03	1,518.04
Donations	0.71	26.01	117.67	144.39
Miscellaneous ²	250.00	735.00	300.00	1,285.00
Total (Gross)	1,941.96	3,273.50	1,714.58	6,930.04

1 Free entry on 16 Sept (*Heritage Open day and SWMS Book Sale*)

2 Art sales from *Uttlesford Open* exhibition, 1 in July, 7 in August, 2 in Sept. We retain 25% commission and will pass the other 75% on to the artists after the exhibition closes.

Shop Showcase:

Month	Topic	Product(s)
July	Geology Rocks! activities	For adults - "The Ashdon Meteorite" For children – "The Study of Fossils"
August	Summer art and craft activities	Egyptian Activity & Game Pack
September	'A Sense of Place" exhibition	Saffron Walden Pictorial Guide

4.4 Publicity, Marketing

Including Published Articles (in print and online)

Date	Publication	Subject	Photo
July	Stansted Flyer	Object of the Month (July)	Y
5 July	Walden Local	SW Initiative celebrating 20 years - museum listening bench	Y
13 July	SW Reporter (online)	Free pargeting craft workshops for 18-30 year olds https://www.saffronwaldenreporter.co.uk/news/23652669.saffron-walden-museum-offers-free-pargetting-workshops/	Y
20 July	Walden Local	Pargeting courses and Lion Trail Launch	Y
20 July	SW Reporter	Pargeting courses and Lion Trail Launch	Y
20 July	BBC Radio Essex	Trading Places Quiz - Lion Trail launch (Charlotte)	Y
27 July	tandfonline.com	Online article referencing our early indigenous Australian collections on display in the World Cultures gallery Daniel Simpson and Dr Gaye Sculthorpe, Full article: Will my boomerang come back? New insights into Aboriginal material culture of early Sydney and affiliated coastal zone from British collections (tandfonline.com) Gaye Sculthorpe, Research Professor, Cultural Heritage and Museum Studies, Alfred Deakin Institute for Citizenship and Globalisation (ADI), Deakin University, Burwood, Victoria, Australia. Studied our collections as a Curator at the British Museum	Y
August	Stansted Flyer	Object of the Month (August)	Y
17 August	BBC Radio Essex	Trading Places quiz – Heritage Craft Day, 24 th August 2023 (Jenny)	Y
17 August	Walden Local	German Town Twinning visit, 11 th August 2023 Heritage Crafts Day, 24 th August 2023	Y
17 August	SW Reporter (online)	Heritage Craft Day, 24 th August 2023 https://www.saffronwaldenreporter.co.uk/news/23727781.saffron-walden-museum-explore-range-historic-crafts/	Y
17 August	SW Reporter	German Town Twinning visit, 11 th August 2023, front cover & page 2 (museum visit, plus use of the ceremonial mace)	Y
August	Book publication	Professor Steeve Buckridge, "The Precariousness of Freedom: Slave Resistance as Experience, Process, and Representation" – chapter 10: Broken Chains, Broken Promises: Fashioning the Black Body and Rethinking Freedom in Colonial Jamaica, Captus Press, Concord, Ontario, Canada, 2023 (features 2 lace-bark items from the museum's world cultures collections which were donated to	Y

		the museum in 1833, by the Marchioness Cornwallis (Audley End)	
31 August	SW Reporter	Clavering Church Heritage Day 9th September	Y
31 August	SW Reporter	Online article: https://www.saffronwaldenreporter.co.uk/news/23756985.saffron-walden-museum-celebrates-heritage-craft-day/	Y
31 August	Walden Local	Heritage Craft Day, 24 th August Clavering Church Heritage Day 9th September	Y
September	Stansted Flyer	Object of the Month (September)	Y
6 Sept	Walden Local	Bruce Munro talk to SWMS	Y
7 Sept	SW Reporter	Ex museum volunteer story Heritage Craft Day write up – 24 th August Police research culminated in book	Y
13 Sept	Walden Local	Free Admission Saturday and Book Sale event	Y
14 Sept	SW Reporter	Free Admission and Book Sale	Y
20 Sept	Walden Local	Clavering Church Event; Old Sun Inn n.b. pargeting project	Y

4.5 Online, Website and Social Media

Social Media and Email Newsletter

Twitter	Followers: 2,293
Facebook	Followers: 1,600
Instagram	Followers: 1,215
Email Newsletter	Followers: 1,597

Saffron Walden Museum Website

	Visits	Unique Visitors
July	4,861	2,379
August	3,493	1,351
September	6,882	5,219
TOTAL for Q2	15,236	8,949

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.

Google Analytics 4

Next quarter the museum will be providing website data from Google Analytics 4 for the newly re-designed museum website, still at the URL www.saffronwaldenmuseum.org

Trip Advisor

The Museum ranks Number 2 out of 19 things to do in Saffron Walden.

5 Education, Events and Outreach

5.1 Learning & Outreach

Learning Activity	Details	Users		Income £
		adults	children	
Schools sessions				
04-Jul	Babraham Primary Mixed Reception & Yr 1 Time travel	6	26	93.00
05-Jul	Self Guided - Jaywick	5	11	
06-Jul	Self Guided - Jaywick	5	12	
19-Jul	self guided - SWCHS	8	60	
20-Jul	self guided - SWCHS	8	60	
06-Jul	Photography - Language school	3	31	105.40
05-06 Jul	IT project, self guided - SWCHS		7	
Outreach				
30-Aug	Archaeology Outreach "Thames through time" Thurrock play network	10	30	210.00
Craft activities				
25-Jul	Clay tile		39	93.60
01-Aug	Fossil event		38	91.20
02-Aug	Sea shell self portrait		44	105.60
08-Aug	Relief Painting		24	57.60
22-Aug	Flower collage		10	24.00
24-Aug	Heritage crafts		44	195.00
July-Sept	Wild about Walden Art trail	40	60	
Loan Boxes				
July	1970's loan box Chrishall School	6	40	18.00
one term	Egypt Writing, Rickling School	Yet to report – figures will be included in		60.00
one term from sept	Egypt Gods, Rickling School		60.00	
Sept Half term	Greece Downfield school		30.00	

13th -20 th sept	Skulls, Walden Countryside	next quarter		18.00
12th Septembe r - 24th Oct	Toys and Games Debden School			30.00
One week loan 26th sept - 3rd Oct	Local history, Romans, Archaeology, Saxons loan boxes, SWCHS			72.00
Total	627 users in total	91	536	1263.40
Totals for Q2 last yr	Income from Learning & Outreach is 75% up on the same quarter last year Q2 2021/22	130	299	718.00

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

Date	Event	Users		Income £
		Children	Adults	
7 Jul	Cambridge Guild of Spinners and Weavers – group tour & research visit		12	73.00
12 Jul	A Taste of History: Historic Salads event demo and tasting with Monica Askay		7	280.00
22 Jul	Uttlesford Open, Exhibition private view			N/A
26-27 Jul	Pargetting courses with The Pargetting Company funded by New Homes Bonus and Paul Fairhurst		6	N/A
11 Aug	Bad Wildungen, Town Twinning Museum Tour (Saffron Walden Town Council)		15	N/A
24 Aug	Heritage Craft Day – craft activities (general visitors included in Admissions 4.2)		44	195.00
16 Sept	Free Admission Day (annual heritage event) SWMS 2 nd Hand Book Sale and Guided Tour event			N/A
23 Sept	Archaeological Finds Liaison Surgery (Portable Antiquities Scheme) finders to see FLO by apointment		6	N/A
Through holidays	5 x craft sessions – child admission + income for the activities only recorded in 5,1; general admission income including adult included in Admissions 4.2	155		372.00
	Total		245	£ 920.00

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

Date	Event	Users		Income £
		Children	Adults	
16 Jul	Gardens of Easton Lodge, Time to Remember, First & Second World War reminiscence event. (UKSPF project)	70	348	N/A
July-Sept	Summer Wild About Walden Lion Trail			N/A
30 Aug	Thames Through Time - Saffron Walden Museum, ECC Place Services, Thurrock Museum and the Thurrock Play Network (Pyramid Resource Centre) project, funded by the Lower Thames Crossing Legacy Fund	25		
9 Sept	Church History Day, Clavering Parish Church, Clavering Landscape History Group (UKSPF project)	10	50	N/A
23 Sept	<i>Greater in Spirit, Larger in Outlook</i> exhibition at Epping Forest District Museum, Sept-Dec 2023. Launch event.	50	150	N/A
	Total 703 off-site users	155	548	

5.3.1 Museums and Local Groups: support and liaison (Uttlesford) ? Groups, ? meetings

- Saffron Walden Library, ongoing partnership working
- Lodge/Cabin home education group, Saffron Walden – Lion Trail project
- Uttlesford Foodbank – discount code for visiting over the Summer holidays (reimbursed admission charges)
- Fry Art Gallery, committee meeting and AGM (Curator)
- Essex Record Office, Saffron Walden Archive Access Point, Saffron Walden – research enquiries
- Gibson Library – research enquiries and ongoing partnership working
- Thaxted Festival, Family Concert – organising event in July 2024
- Saffron Walden Town Council – Town events meeting (Collections Officer, Human History)
- Special Roadside Verges – 5 ecological surveys, 2 planning application comments, new list of post / plaque problems, site list for autumn verge cut (S Kenyon, Natural Sciences Officer)

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

- Collections Trust, User Consultation Group, Collections Officer (Human History)
- Epping Forest District Museum, *Greater in Spirit Larger in Outlook* Project (exhibition)
- Place Services at ECC to support a community archaeology outreach programme; meeting with ECC Place Services archaeologist and Thurrock Play network re outreach project, Lower Thames project (Learning & Outreach Officer)
- Society for the Protection of Ancient Buildings (SPAB), joint pargetting research project placement
- National Firearm Centre, Royal Armouries, Leeds – Firearms audit, specialist advice and guidance
- Museums Essex – trustee and general museum meetings
- Ambitious Women in Essex, Business Network (regional International Women’s Day events) – Autumn event
- SHARE East of England

5.4 Local Performance Indicator

Performance Indicator PI 49	Q1 Actual	Q1 Target	Annual (Cumulative)	Annual Target 2022-23
Service Users	3,830	3,100	7,051	13,000

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:

User figures exceeded the target by 24% this quarter due to the number and variety of activities and events offered. This has been an exceptionally busy summer programme, partly planned and partly reacting to opportunities arising, but has stretched the team’s capacity.