



Uttlesford District Council

Chief Executive: Peter Holt

Museum Management Working Group

Date: Wednesday, 20th March, 2024

Time: 6.00 pm

Venue: Museum Great Hall

Chair: Councillor M Sutton

Members: Councillors M Lemon, J Moran, A Reeve (Vice-Chair) and G Sell
K Eden, D Kent, R Priestley, C Sharpe and T Watson (Museum Society)

AGENDA

1 Apologies for Absence and Declarations of Interest

To receive any apologies for absence and declarations of interest.

2 Minutes of the Previous Meeting

3 - 6

To consider the minutes of the previous meeting.

3 Museum Society Chair's report (verbal)

To consider the Museum Society Chair's report.

4 Museum Curator's report

7 - 23

To consider the Curator's written quarterly report and to receive a verbal update for the period from January 2024.

5 Blueprint Uttlesford (verbal)

To receive an update on Blueprint Uttlesford.

6 Any other items which the Chair considers to be urgent

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

7 Date and time of next meeting

To consider the date and time of the next meeting.

Agenda Item 2

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.

4 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

Staffing

At the end of October, Curator, Carolyn Wingfield retired after working at the Museum for 23 years. Jenny Oxley, Collections Officer (Human History) is acting up as Interim Curator until March 2025.

Blueprint Uttlesford

The Council has started a service review of the Museum, the service review process is known across the council as Blueprint Uttlesford.

IT

Staff work and efficiency continue to be affected by ongoing maintenance and computer issues. Much time has been spent by Museum and IT staff again this quarter working to resolve continual issues. Network speeds improved but there were issues with cyber security council wide. Introducing higher levels of authentication procedures is of course expected, but it causes difficulties for the museum team, because of the number of casual workers and volunteers, working infrequently.

Heating

The heating came back into operation in November, following a few weeks use of temporary oil filled electric heaters around the building. The heating work, which had been expected to have been completed in October, was delayed by the need to install a new flue lining and pressurising the system up slowly due to the age of the pipework (see more in the Heating section).

Accreditation

The Interim Curator will be submitting the museum's Accreditation Renewal for the 12th January deadline. This review was originally expected in 2020 so much of the preparatory work reviewing policies was undertaken in 2019-20 and is still current. A new Interim Forward Plan 2024-25 has been prepared by the Interim Curator and was presented to MMWG for consultation. It progressed through council committees and went to Cabinet for approval in mid-December in time for the 12th January deadline.

1.2 Staff, Volunteers & Work Experience

Welcome Desk volunteers:

We welcome to the Welcome desk team, Thomas Powell and Sue Lloyd.

Collections volunteers:

Sarah Copping has joined the team as a collections volunteer, helping with documenting the costume and textile collections on Mondays, as well as the Lepidoptera (butterflies) section of the Natural Sciences collections on Fridays. Tracey Black has just joined the museum team as a collections volunteer to help audit the world cultures collections on Thursdays.

Volunteers – remote / outdoors support	Est Hours
Natural Sciences Volunteers	
Verge volunteers: checking winter cut and posts at 46 special roadside verge sites.	25
Geologist assisted with object identifications (Geologist assisted with object IDs - omitted from previous report)	0.5 (2)
Geology cataloguing (Geology cataloguing Jul-Sep omitted from previous report)	8.25 (13.75)
Lepidoptera cataloguing	9
Welcome Desk Volunteers	
Operating the Welcome Desk, shop stock and display	372.5
Administrative support; conducting and undertaking induction and till training	22
Assisting with exhibition changeover	35.0
Assisting at Museums at Night event	3.0
Website review	3.0
Assisting at Private View event (book sales)	2.5
Human History Volunteers	
Costume & Textiles collections	30
World Cultures collection	30
Ceramics collection	30
TOTAL volunteer hours	555

1.3 Training and Seminars Attended (online & in person)

Date	Course and Staff
12-19 Sep	(Omitted from previous report due to staff absence) Carbon Literacy SHARE / (Manchester Roots & Branches scheme). 3 sessions delivered across 12 th and 19 th September - (JL, Natural Sciences)
5 Oct	Collections Trust Conference, online (Interim Curator)
10 Oct	Google Analytics 4 (Interim Curator)
5-6 Oct	DATS – Dress & Textile Society Conference, online (Interim Curator)
7 Nov	Museums Association Conference (online) (Interim Curator)

8 Nov	Pentana training, KPI - performance management software, UDC training 1-2-1 (Interim Curator)
14 Nov	An Eco Lens on Collections, SHARE external speaker – (JL, Natural Sciences)
15 Nov	DiSSCo (Distributed System of Scientific Collections) UK National Digitisation Programme Update Meeting – (JL, Natural Sciences)
16 Nov	SHARE – Care of Paper & Parchment collections (Interim Curator)
15 Dec	UDC Staff Conference (all staff)

1.4 Health & Safety

Work continues on updating the museum’s risk assessments for all activities within the museum and its grounds, as well as risk assessments and data sheets for the chemicals used on site, as per COSHH guidelines.

2 Buildings and Site

2.1 Museum Building

Heating

The heating came back into operation in November, following a few weeks use of temporary oil filled electric heaters around the building. The heating work, which had been expected to have been completed in October, was delayed by the need to install a new flue lining and pressurising the system up slowly due to the age of the pipework. Work is still needed to fit an updated control panel and to fit a replacement part for the backup boiler. We are told there should be a 30% reduction in the heating bill, as a result of switching to these more efficient boilers and they have a great deal of spare capacity, which could cope with an extension to the building should this ever be considered in the future.

IT

Staff work and efficiency continue to be affected by ongoing computer issues. Much time has been spent by Museum and IT staff again this quarter working to resolve continual issues. Network speeds improved but there were issues with cyber security. Introducing higher levels of authentication procedures, is difficult for the museum because of the number of casual workers and volunteers, working infrequently, so system issues seem to disproportionately affect our section of the council more when there are issues. Unexpected Issues with the Modes collections database are currently being worked through, following the switchover by IT to a new server in Spring 2023.

Alarms and Equipment

Several fire alarm activations occurred in the roof space, due to a faulty sensor. This unit has now been replaced. Alarm system serviced by Saffron Security and several CCTV cameras need to be replaced. Fire Extinguishers serviced December 2023. Air conditioning unit in Museum Natural Sciences Store had its annual service in early December.

Dehumidifiers

Another dehumidifier is required for the Local History Gallery extension, funding has been sought from the Museum Society. The Station Master's uniform in the local history gallery was affected by mould due to the damp environment and has now been conservation cleaned.

2.2 Castle & Museum Site

The castle remains continue to be closed. Counts of the fallen flints will help make a decision on the feasibility of once again allowing public access to the keep.

2.3 Shire Hill Store

Problems with false alarms from the Loading Bay area continued intermittently in this quarter. Repositioning the plastic curtain between the loading bay and the store (to avoid high winds causing movement) appeared to have resolved the problem. Recently however, the issue returned (possibly due to several storms) and we will be discussing the situation with our service engineers, to see if further measures can be taken.

A new phone line is needed to enable the emergency call button on the lift to work, but it can't be a copper PSTN line anymore, so digital options are being sought with UDC IT and Precision Lifts.

3 Collections and Research

3.1 Acquisitions and Disposals

128 new acquisitions received this quarter (Archaeology: 57; Human History: 71 Nat Sci: 0)

- Local transport themed documents and photographs
- Metal detector finds originating from White Roding and Great Dunmow
- Dried pea, with bone stopper, containing miniature carved bone animals.
- First World War era archive material related to Radwinter.
- Original artwork by Brian Sanders, Evacuee: A Wartime Childhood book and exhibition.

3.2 Collections Projects, Care & Conservation

Lost Language of Nature project

Staff have finalised a design for a bespoke travelling display with manufacturers and expect to complete purchase in the following quarter thanks to 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.

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, and are expected back at the Museum in January.

Conservation and Collections audits

Following the visit last quarter by Senior Curator Mark Murray-Flutter from the National Firearms Centre, at the Royal Armouries in Leeds, to audit our firearms collections, this quarter Essex Police came to make a review visit as we are renewing our Home Office Firearms Licence for the Museum, 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 October 2023. Insecticide was applied and sprayed at Shire Hill Store to kill flies and other insects in first floor store and kitchen, stairs, and ground floor entrance area.

3.3 Documentation

Backlog / updates	New Acquisitions	Backlog (existing collections not previously catalogued on Modes)	Edits and Updates to existing records
Human history collections (JO)	20	150	500 (firearms and ceramics store audits)
Archaeology (JL & JO)	10	73 (includes 58 omitted from previous report)	30 (includes 28 omitted from previous report)
Natural Sciences (JL & SK)	0 SK 0 JL	13 SK Non-flowering plants SK 24 D Davey volunteer Fossil (includes 12 omitted from previous report) 102 S Copping vol - Lepidoptera	5 SK (birds, minerals, invertebrates) 11 D Davey vol (includes 4 omitted from previous report)
Total	30	362	546

Other collection records	Excel records
Birds' Eggs (Natural Sciences Support Worker)	0 - Handwritten list of eggs at store.
Fungi (Natural Sciences Support Worker)	123 – Printed lists of fungi specimens mounted in books at store.
Projector Slides (Natural Sciences Volunteer)	0

Accession register D transcription (Weekend team)	11
Accession register R transcription	50
Total	184

3.4 Loans In

None to report

3.5 Loans Out

We continue to get regular requests to loan material to a range of museum and heritage organisations. The most recent being from The Sainsbury Centre, University of East Anglia (UEA) for Autumn 2024, for their exhibition exploring the use of stimulants and intoxicants within Indigenous cultures, titled 'Power Plants' it will explore the social and ceremonial use of plant-based substances. We have a number of items in the museum's world cultures collections, which they are interested in borrowing, which relate to the use of Kava and Betel nut in the Pacific and Palm wine and snuff in Africa.

The Fitzwilliam Museum, Cambridge has changed the dates of the exhibition for which we have already agreed to loan the Abolitionist Reticule (purse). It has now been reprogrammed as *Black Atlantic: Power, People, Resistance* to run from February to go on display in 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. Cambridge University Museum of Archaeology and Anthropology will help with the couriering logistics.

Essex Rock and Mineral Society loaned out the Ashdon Meteorite SAFWM : Sc. 165 education cast again for events in November 2023 to celebrate the centenary of the meteorite fall, with a display at the Festival of Geology in London and talk at Stanway in Essex.

Hertford Museum loaned SAFWM : 165510 European grey wolf and SAFWM : LAB4332 Scorpion for their exhibition A is for Armadillo. It showcases natural history specimens, explores themes such as local wildlife and conservation and runs until January 2024. (Omitted from previous report, due to staff absence).

3.6 Object Identification and Enquiries

Object identifications this quarter: **7** (Human History: 2; Archaeology: 2; Natural Sciences: SK 2, JL 1) These have been mainly archaeological or geological (stones / flints and metal objects found locally)

- Pebble of jasper

- Large trumpet shell
- Nodule thought to be a meteorite

Collections Enquiries this quarter: **39** (Human History: 25 Archaeology: 7; Natural Sciences: SK 7; JL 0)

- Ashdon Meteorite cast image reproduction for family history book
- Biological records of special roadside verge sites
- Bartlow Hills
- Henham archaeological finds
- Handwriting on G.S. Gibson herbarium plant specimens at Natural History Museum in London
- Sir John St. Aubyn mineral collection for Museum of Wales
- Tudor bed research
- Cherokee Headdress and tomahawk
- Niccolò Arcangeli, Roman Gladiators book - frieze in Archaeology gallery
- Ann Hull Grundy Jewellery collection
- Saffron Walden Train Station
- WW1 local history
- PhD research - Institute for Sustainable Heritage, University College London
- Straw-plaiting examples in Essex
- 17th century women in art
- Beaven & Mothersole (n.b. Piano hoard)
- Plant Narcotics for Sainsbury Centre exhibition
- Egyptian collections

3 researcher visits this quarter (Human History: 3; Archaeology 0; Natural Sciences: 0)

- North American Collections
- Carbon dating and professional photography of the Tudor Bed (funded by the Furniture Research Society, V&A Museum)
- Saffron Walden Almshouses Trustees, research project / potential museum display

4 Displays and Visitor Services

4.1 Permanent Galleries

Nothing to report.

4.2 Temporary Exhibitions

Evacuee: A Wartime Childhood (Sat 11 November – Sunday 17 March 2024). The Museum is exhibiting 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 feature in the exhibition.

Object of the Month:

October	Iguanodon bone from Braybrooke collection	James Lumbar, Natural Sciences Officer
November	Three recent treasure acquisitions: Bronze Age gold ornament, early medieval silver ingot, medieval gold ring	Carolyn Wingfield, Museum Curator
December	Example from the Museum’s Shoe collection (costume and textile audit)- Princess Charlotte’s shoe (Sarah Copping volunteer)	Jenny Oxley, Interim Museum Curator

Curiosity Corner: (Learning & Outreach Officer)

Oct - Dec	Pargeting
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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.

Due to reductions in staffing, these displays are changing less frequently as the Interim Curator is doing two full-time roles, and is focussed on Accreditation, operational and staff management responsibilities.

Oct-Dec	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

We had a mystery shop as part of the Visitor Attraction Quality Assurance Scheme (VAQAS) they scored the museum 80%, up on the museum’s previous score, 3 years ago. They praised the Welcome desk volunteer on duty and the museum’s re-designed website for its layout, usability and search engine optimisation (SEO).

4.3.1 Visitors total this quarter:

Category	October	November	December	Total
Child Admission	167	62	131	360
Adult Admission	562	291	322	1175
Free Admission	55	38	28	121
Sub Total:	784	391	481	1656
Schools – Children (Table 5.1)	371	62	179	612
Schools – Adults (Table 5.1)	20	7	16	43
Total	1175	460	676	2311

4.3.2 Income from Admissions, Shop and Donations

(see section 5 for additional income from learning, outreach and other activities)

Income Category	October	November	December	Total (£)	Notes
Admission	1134.50	553.25	710.25	2398.00	Free entry on Second Hand Book Sale day
Shop – Books	33.48	438.98	102.37	574.83	Increased book sales resulted from tie-in with the shop and special exhibition, Private View and 'Meet the Author' event at Museum Shop Sunday
Shop - Souvenirs	359.48	220.86	388.47	968.81	
Donations	23.25	10.92	83.19	117.36	
Miscellaneous	255	0	0	255.00	Art sales from <i>Uttlesford Open</i> exhibition: 2 in Sept totalling £225. We retained 25% commission. Group Event Refreshments £30
Total (Gross)				4314.00	

Shop Showcase:

Month	Topic	Product(s)
October	Museums at Night	Museum branded torches
	Halloween	Goopy slime powder and <i>Nature Buddies</i> cats and owls
November	Remembrance	Books: Victor Heroes; WW colour heroes and colouring cards
	Museum Shop Sunday	Book: <i>Evacuee a wartime childhood</i> (<i>meet the author book signing event</i>)
December	Christmas	Annual Season Ticket

October: Saffron Walden Museum hosted a **Museums at Night** event on 26 October.

November: Saffron Walden Museum participated in the **Museum Shop Sunday** event on 26 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. Author and artist, Brian Sanders, met visitors and signed copies of his book, *Evacuee a Wartime Childhood*.

4.4 Publicity, Marketing

Including Published Articles (in print and online)

Date	Publication	Subject	Photo
Oct	Stansted & District Flyer	Object of the Month (October)	Y
4 Oct	Saffron Walden Reporter	Lost Walden Photo Research project, partnership project with Gibson Library resulted in book publication. Rare photos in both collections uncovered	Y
4 Oct	Walden Local	Lost Walden Book Project	Y
11 Oct	Walden Local	Lost Walden Book project	Y
18 Oct	Walden Local	October half-term events - Evacuee exhibition - Brian Sanders	Y
19 Oct	SW Reporter	Evacuee exhibition - Brian Sanders - Lost Walden Book	Y
25 Oct	Walden Local	Curator Retiring	Y
Nov	Stansted & District Flyer	Object of the Month (November)	Y
1 Nov	Walden Local	October half-term write up	Y
8 Nov	Walden Local	SWMS monthly talk: Roman Gaul	Y
16 Nov	SW Reporter	Online article – new exhibition Evacuee: A Wartime Childhood: https://www.saffronwaldenreporter.co.uk/news/23926392.saffron-walden-museum-welcomes-former-evacuee-brian-sanders/	Y
23 Nov	Walden Local	Evacuee Exhibition and Museum Shop Sunday	Y
23 Nov	SW Reporter	Evacuee Exhibition and Museum Shop Sunday Saffron Walden Museum welcomes former evacuee Brian Sanders Saffron Walden Reporter	Y
23 Nov	Essex Tourist Guide	Museum Shop Sunday https://www.essextouristguide.co.uk/essex-events-calendar/evacuee-a-wartime-childhood	Y
23 Nov	Where Can We Go	Museum Shop Sunday https://www.wherecanwego.com/item/e1531011/meet-the-author-museum-shop-sunday-event	Y
23 Nov	SWTIC	Museum Shop Sunday Museum Shop Sunday - Saffron Walden Tourist Information Centre (visitsaffronwalden.gov.uk)	Y
29 Nov	Walden Local	Saffron Day - when's the next one	Y
Autumn / Winter Season	East of England Group Visitor Guide	East of England Group Visitor Guide - Autumn Winter 2023 - half page ad.pdf	Y
Dec	Stansted & District Flyer	Object of the Month (December) Stansted Flyer December 2, 2023 (flyeronline.co.uk)	Y

6 Dec	Primary Times (online)	Second Hand Book Sale, poster added online	Y
6 Dec	Where we can go (events listing)	Events listing for Second Hand Book Sale, 9 th December	Y
6 Dec	Association of Cultural Enterprises	Online E-Newsletter – Saffron Walden Museum, Museum Shop Sunday (featured as a case study for the Organising body)	Y
7 Dec	SW Reporter	Saffron Day Team planning return	Y

4.5 Online, Website and Social Media

Social Media and Email Newsletter

Twitter (X)	Followers: 2,293 (Same)
Facebook	Followers: 1,700 (Growth)
Instagram	Followers: 1,293 (Growth)
Email Newsletter	Followers: 1,599 (Growth)

Saffron Walden Museum Website www.saffronwaldenmuseum.org

The museum is now receiving website data from Google Analytics 4.

We are working through why the data results are so different. We will continue to present both sets of data until this is resolved.

	Website Users
Oct 2023	1,400
Nov 2023	1,100
Dec 2023	1,000
TOTAL for Q3	3,500

Data for the Museum website provided by the Museum Society:

Month	Unique visitors	Number of visits
Oct 2023	4,565	5,957
Nov 2023	4,077	5,985
Dec 2023	4,278	6,335
Total for Q3:	12,920	18,277

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 has maintained its ranking at Number 2 out of 20 things to do in Saffron Walden.
 Link: [SAFFRON WALDEN MUSEUM: All You Need to Know BEFORE You Go \(with Photos\) \(tripadvisor.co.uk\)](https://www.tripadvisor.co.uk/Attractions-g186377-Activities-SaffronWalden.html)

5 Education, Events and Outreach

5.1 Learning & Outreach

Learning Activity	Details	Users		Income £
		adults	children	
Schools sessions				
10 Oct	Home education SEN group visit, Stone Age	2	5	£18.00
11 Oct	SWCHS Year 7 history Introduction- Outreach	7	180	£210.00
17 Oct	Debden, Rocks and Fossils outreach	2	27	£120.00
18 Oct	Brownies Visit, Mini Museum	3	12	£98.00
19 Oct	Debden, rocks and Fossils - Outreach	2	27	£120.00
20 Oct	SWCHS Outreach, Year 7 history introduction	4	120	£160.00
03 Nov	Pirton School, Outreach, Stone Age	3	31	£120.00
14 Nov	St Thomas Moore School, Egypt	4	31	£111.60
12 Dec	St Lawrence school, Egypt	10	88	£309.60
15 Dec	Katherine Semar school, Toys and Games Outreach	3	60	£120.00
19 Dec	Churchgate School Harlow	3	31	£111.60
	Sub-total school visits (reported by month in 4.3.1) = 655 users	43	612	£1,498.80
Craft activities				
24 Oct	Bat Puppet		36	£86.40
26 Oct	Museums at Night		34	£81.60
5 Dec	Print Workshop	5		£300.00

6 Dec	Print Workshop	4		£250.00
Craft Activity user figures = 79 Income £718.00				
Loan Boxes				
<i>Boxes below are from previous quarter but user figures not included in Q2 report</i>				
one term	Egypt Writing, Rickling School	60	126	Income reported in last quarter
one term from sept	Egypt Gods, Rickling School	30	35	
Sept Half term	Greece Downfield school	2	32	
13th -20 th Sep	Skulls, Walden Countryside	1	8	
12 Sept	Toys and Games Debden School	3	60	
One week loan 26th Sep- 3rd Oct	Local history, Romans, Archaeology, Saxons loan boxes, SWCHS	200	200	
<i>Loan boxes from this quarter</i>				
½ term from October	Local History – Exceptional Ideas Schools	1	10	£30
½ term from October	Toys and Games – Dame Bradbury School	2	24	£30
½ term from October	Romans – Dame Bradbury	2	24	£30
½ term from October	Pre History Stories - St Marys School Hadleigh	2	25	£30
½ term from October	Romans – Ickworth Primary School	2	30	£30

Total Learning figures	Income for this quarter is up 113% on the same quarter in 2022. This is mainly due to a large increase in the number of school sessions with only 3 bookings for this quarter in 2022, increasing to 10 this year. There were 4 loan box hires in 2022 compared to 5 this quarter. Income has also been bolstered by the printing workshops.	354	1256	2366.80
Totals for Q3 last yr	User figures for the 2022 q3 were inflated by the hire of the medical loan box to the medieval festival, which gave 800 users.	583	1212	£1111

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

Date	Event	Users		Income £
		Children	Adults	
27 Oct	Curator's retirement party		(46)	N/A
10 Nov	Private View for Evacuee Exhibition		123	N/A
26 Nov	Museum Shop Sunday		40	N/A
28 Nov	Ambitious Women in Uttlesford – Xmas Market (UDC event)		30	N/A
9 Dec	Second Hand Book Sale		35	N/A (Museum Society funds)
	Total Additional users for On-site events = 228 users (not included retirement party in user figures)	0	228	£0

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

Date	Event	Users		Income £
		Children	Adults	
9 Oct	Evening Talk to Museum Society		40	N/A
16 Oct	Talk to Colchester Archaeological Group		40	72.00

18 Oct	Ugley WI – Talk & Mystery Object session, Ugley Parish Hall (Interim Curator)		40	72.00
4 Nov	Ashdon meteorite education cast loaned for display at the Festival of Geology, London	50	350	N/A
	Ashdon meteorite education cast loaned for talk by Essex Rock and Mineral Society at Stanway, Essex		30	N/A
	Total Additional outreach = 550 users	50	500	72.00

5.3.1 Museums and Local Groups: support and liaison (Uttlesford)

- Saffron Walden Library, research enquiries
- Essex Record Office, Saffron Walden Archive Access Point, Saffron Walden – research enquiries
- Gibson Library – research enquiries
- Thaxted Festival, Family Concert – organising event in July 2024
- Saffron Walden Town Council – Town events meeting (Collections Officer, Human History / Interim Curator)
- Lost Walden Photograph Research Project (with Gibson Library)
- Special Roadside Verges – 2 meetings, 4 planning application comments, list of post / plaque problems, Winter verge cut (S Kenyon, Natural Sciences Officer)

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

- Museums Essex – museum meetings
- Collections Trust, User Consultation Group, Collections Officer (Human History / Interim Curator)
- Epping Forest District Museum, *Greater in Spirit Larger in Outlook* Project (exhibition & archaeological collections transfer)
- Place Services at ECC (archaeological storage and depositions)
- National Firearm Centre, Royal Armouries, Leeds – Firearms audit, specialist advice and guidance
- Ambitious Women in Essex, Business Network (regional International Women's Day events) – Christmas Event
- SHARE East of England
- The Fitzwilliam Museum, Cambridge (loan)
- Vanuatu Cultural Centre, Pacific (loan)
- English Touring Opera, Saffron Hall (cross-marketing)
- Sarah Sinka, Museum Development Officer (Essex)
- Robert Rose, Braintree Museums

- Museums Association – Mentoring for All programme
- Sainsbury Centre, UEA – re. loaning world cultures material in Autumn 2024.
- Cambridge Museum of Archaeology & Anthropology re. loan couriering.
- GeoEssex regarding clearing and interpreting Gibson Boulders geological site in Saffron Walden.

5.4 Local Performance Indicator

PI No	Performance Indicator Name	Q1 2023/24 Actual (Target)	Q2 2023/24 Actual (Target)	Q3 2023/24 Actual (Target)	Q4 2023/24 Actual (Target)	Cumulative Annual 2023/24 (Target)
PI 49	Users of the Museum Service (Max) # excl. website users	3,221 (3,100)	3,830 (3,100)	4,047 (2,800)	(3,000)	Cumulative figure to date: 11,098 (12,000)

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 online profile.

Comments on this quarter's figures:

User figures significantly up this quarter, as the remaining staff (1 FTE down due to manager retiring, Interim Curator is covering the equivalent of 2 FTE roles, with 20 direct reports), continue to focus on increasing users and generating more income for the museum. Schools/Learning income for this quarter is up 113% on the same quarter in 2022. This is mainly due to a large increase in the number of school sessions with only 3 bookings for this quarter in 2022, increasing to 10 this year. Income has been bolstered by offering bespoke printing workshops. The loan out of the Ashdon Meteorite also significantly bolstered outreach figures this quarter and loans box user data was provided for the previous quarter (where it wasn't available to include last quarter).

Additional notes:

It is important to note that User figures for the same 2022 quarter were inflated by the hire of the medical loan box to the medieval festival, which gave 800 users.

The museum has the potential to generate additional income if it had sufficient staffing to be able to focus more on income generating activities. The Interim Curator is now being expected to deliver two full-time roles (Collections Officer and Interim Curator), and so is more focussed on operational, strategy and policy work, which in this quarter has included significant work for Arts Council Accreditation Renewal, Museum Service plan and budget setting, Blueprint Uttlesford, as well as the day-to-day staff management of 20 direct reports, troubleshooting IT and maintenance issues, and the care and management of all human history, now including archaeology, both treasure cases and archaeological depositions from contractors. With one full-time role down we are therefore curtailed in our ability to generate increased income for the museum.