

EASTLEIGH MUSEUM JOINT MANAGEMENT COMMITTEE

Wednesday, 17 October 2012 (10:00 am – 11:28 am)

The meeting was held at the Civic Offices, Eastleigh Borough Council

PRESENT:

Representing Eastleigh Borough Council - Councillors Bicknell and Irish

Representing Hampshire County Council – Councillor Broadhurst

Tom de Witt	- County Arts and Museums Service
Tim Kelly	- County Arts and Museums Service
Janet Owen	- County Arts and Museums Service
Len Purchase	- Friends of Eastleigh Museum
Jean Roberts-Jones	- One Community

Apologies for absence were received from County Councillor Keith House and Guy Riddoch, Area Co-ordinator

1. MINUTES

The Minutes of the meeting held on 16 May 2012 were agreed as a correct record.

2. CURATOR'S REPORT

The Area Curator introduced a report detailing activities and events at the Museum between June and September 2012.

The Exhibitions Team had started updating displays at the Museum with the installation of new panels for the 'Browns' room and the Kitchen. New panels were also in preparation for other areas.

The relationship between One Community and the County Arts and Museums Service had been productive and visitor numbers were increasing, with many compliments to the service. One Community volunteers were bringing knowledge and experience to the service and the Chief Executive, One Community, advised that details of local people and others who had experiences of Eastleigh over the years were being taken with a view to setting up future reminiscence interviews for the history of Eastleigh project. This also tied in with the Then and Now exhibition arranged for November 2012. As part of the induction programme for One Community staff and volunteers, a visit to the County Arts and Museums Service headquarters had taken place in September.

The Inspire! exhibition at the Museum between June and September had featured Hampshire's stories of the Olympic Games. An exhibition on tea had opened on 1 October.

The Learning and Community Engagement Team had worked with five schools between April and September 2012, with a total of 121 pupils. A review of schools' use of the Museum over the last three years formed a separate item on the agenda for this meeting. A diverse programme of activities had also been offered over the six month period, with particular emphasis on activities for local families. The ten sessions had attracted 364 people to take part. Drop-in activities had also been held during all school holidays.

Marketing of the Museums Service was continuing, with on-line marketing increasing, together with a Facebook page of over 400 "likes" and Twitter feed of nearly 550 followers. Postcodes continued to be collected in order to provide a profile of people using the Museum.

During the discussion of the report, reference was made to the 45th anniversary of the end of steam on the southern railway network in July 2013. This would provide an opportunity for events and also link to the Victorian exhibition in 2013, and the reminiscence interviews.

It was AGREED –

That the report be noted.

3. SCHOOLS SERVICE REVIEW

The Area Curator introduced a report detailing the findings of the School Service Review, which had been undertaken by the Community Engagement and Learning (CEL) Team.

The review aimed to look at the use made of the Museum by local schools at the height of the Renaissance funding in 2009/10, when CEL was targeted towards schools programmes, and during the subsequent transition years.

Figures for schools sessions during 2009 – 2012 were provided, together with the schools that had participated, details of types of session delivered and an action plan to ensure that a service was continued for regular visitors and to re-engage those who had not visited recently.

It was AGREED that the report be noted.

4. BUDGETS 2012/13 AND INITIAL PROPOSAL FOR 2013/14

The Visitor Services Manager introduced the budget for the Museum for 2012/13 and proposals for 2013/14.

Actual figures for Quarters 1 and 2 of 2012/13 for expenditure and income were provided and it was proposed that the budget for 2013/14 be rolled forward as per the 2012/13 figures. This involved a total contribution of

£106,753 from Hampshire County Council for both the Museum and Bursledon Windmill, and £30,000 from Eastleigh Borough Council for 2013/14. These figures would be incorporated into each authority's budget setting process.

It was AGREED that the budget for 2012/13 and the initial proposal for 2013/14 be noted.

5. A NEW TRUST FOR ARTS, MUSEUMS AND HERITAGE IN THE HAMPSHIRE-SOLENT AREA

The Head of Museums introduced two reports which outlined the proposal to create a new Trust for Arts, Museums and Heritage in the Hampshire-Solent area, and provided a view of how Arts and Museums services in Eastleigh might be delivered under the new proposals.

The new Trust would be Hampshire's leading cultural organisation and would take the form of a charitable company limited by guarantee and independently governed by a group of trustees from the local community and business world. The founding partners would be Hampshire County Council, Southampton City Council and Winchester City Council. The Trust's mission would be to provide outstanding arts and heritage experiences, working closely with local communities, businesses, schools and organisations.

A five-year strategy would be developed, with a number of objectives, including raising the national and international profile of Hampshire's arts and heritage, increasing access to regional, national and international collections and embedding learning and community engagement across its services.

The business case was currently in the final stages of development and proposals were being finalised with regard to the provision of long-term lease or loan of the properties and collections currently owned by the three partner authorities; grant funding agreements, central support services and transfer of staff.

It was anticipated that the benefit of a charitable trust model would be to improve capacity to harness new sources of money for re-investment in services. These included activities that would increase audiences, develop new potential income and grant-aid strands, maximise tax relief opportunities and improve the efficient use of resources.

Under the proposal, the delivery and development of services at Eastleigh Museum would be transferred to the new Trust. No change to current service levels would take place, although frontline staff would transfer to the Trust under TUPE arrangements. Potential benefits would include promotion of services via a dedicated website and e-marketing strategy, access to the wider fundraising and income generating opportunities and capacity of the new Trust and wider community engagement at all levels of

activity.

The Head of Museums reported that the three partner authorities would decide whether to proceed with the establishment of a new Trust in December 2012-January 2013. With regard to the County Council, the Culture, Communities and Rural Affairs Select Committee would discuss the proposal on 20 November 2012, and the Executive Member for Culture and Recreation would make a decision on 5 December, informed by comments from all partners. If a decision was made to proceed, it was intended that the new Trust would be established during 2013/14 and that services would be transferred from 2014/5 onwards.

In considering the proposal to set up a new Trust, members of the Committee expressed a number of concerns regarding the implications for Eastleigh Museum, including:

- Compared with the three founding partner authorities, Eastleigh Borough Council might be considered a small partner, and Eastleigh Museum sidelined in future, with a much lower level of care;
- Benefits 1 and 2 contained in the report (a website and e-marketing strategy and a market of 850,000 arts lovers) were already in place;
- There was no guarantee that a new Trust would attract funding and partners might decide to reduce funding in years to come;
- It had been a long-standing ambition that a Discovery Centre would be provided in Eastleigh, combining library and museums services. It was likely that this ambition would be lost under a new Trust;
- Financial support would be needed for five years to establish the Trust, which would require more funding from smaller organisations such as Eastleigh Borough Council;
- The future provision of pension schemes for staff who were transferred to the Trust;

It was considered that the timescale for the Executive Member's decision on whether to set up the Trust was very short and no business case or costings were currently available. Eastleigh Local Area Committee (ELAC), the current funding partner for the Museum, needed to look at the proposal in more detail before it could make considered comments.

The Chairman advised that he had received a letter from the Executive Member for Culture and Recreation, inviting comments from this Committee by 16 November 2012. He requested that the Head of Museums provide more details of the proposal for consideration at a team meeting of ELAC members on 8 Nov, and subsequently at a meeting of ELAC on 13 November. If other members of this Committee would forward their comments to him, he would then include all responses in a letter to the

Executive Member for Culture and Recreation.

6. DATE AND VENUE OF NEXT MEETING

It was agreed that the next meeting would take place on Wednesday 15 May 2013, at 11.30am at the Civic Offices.

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