

Eastleigh Museum – School Service Review, September 2012

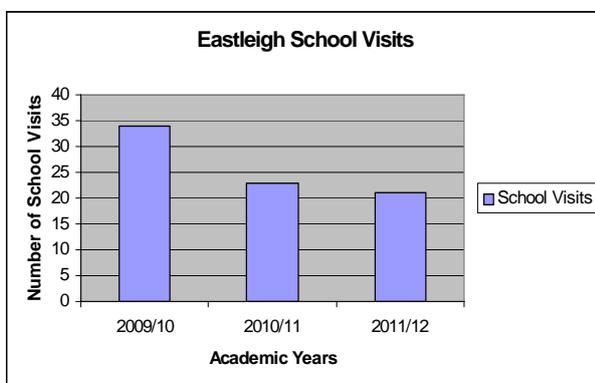
Introduction – Background and Context

With the implementation of Hampshire County Council Arts and Museums Service’s Phase 1 and 2 Restructures from June 2011, the scope and range of the Community Engagement and Learning Team (CEL) has broadened out considerably. At the peak of Renaissance funding in 2009/10 these roles were targeted towards schools programmes, and benefitted from Renaissance funding to support delivery of school services. During the subsequent transition years other priority audiences have been targeted as well as schools, with the aim of delivering a more balanced programme for local communities. The offer to schools has itself evolved over the last two years as our relationship with local schools has matured and resulted in a new emphasis on closer working partnerships and depth of engagement.

This review aims to look at the use made of the museum by its local schools at the height of Renaissance funding (2009/10) and during the transition years, and to suggest an action plan to ensure that we continue to offer a valued service to the regular visitors, re-engage any who have not visited recently, and increase visits from non-visiting schools. There are great opportunities to be gained from Museums and Arts now working together and it is timely to open a new dialogue with schools as the new National Curriculum is developed over the next two years and as the museum develops its new partnership operation model.

Section 1 – Summary of Schools’ Use of the Museum (last three academic years)

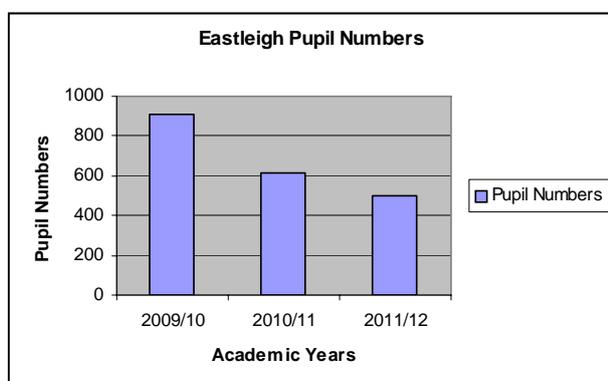
1.1 Number of School Sessions Run and Number of Participating Pupils



In 2009/10, 34 school sessions were run, boosted by 11 'Tudors' sessions linked to a temporary exhibition.

2010/11 had 23 sessions.

2011/12 had 21 sessions.



In 2009/10, 912 pupils participated in museum education sessions, again boosted by the Tudor sessions.

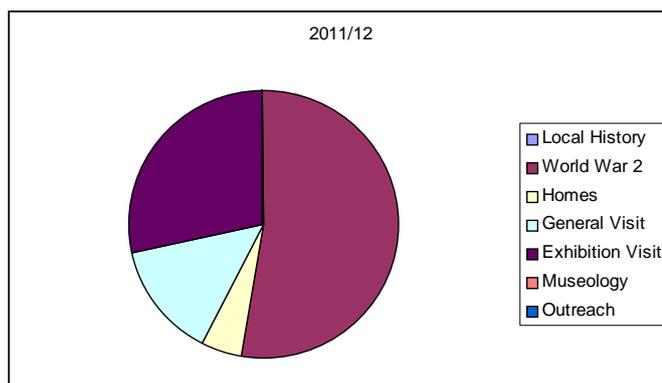
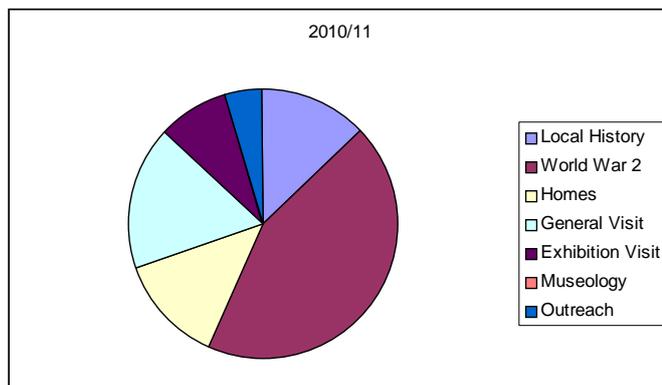
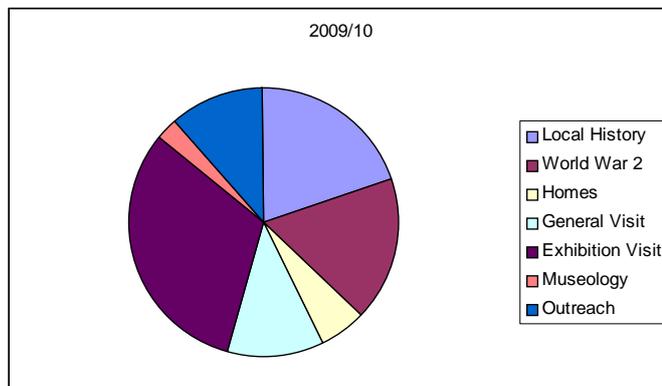
2010/11 had 611 pupils.

2011/12 had 504 pupils

These figures are slightly higher than the headline 'pupil numbers' on Hampshire's database, as these include outreach workshops. The figures are very similar to other similar size community museums in Hampshire such as The Curtis Museum in Alton and Westbury Manor Museum in Fareham. Looking at the figures without the Tudor exhibition sessions, there has been only a very slight drop in session and pupil numbers since the Renaissance peak of 2009/10 despite a general national trend towards less school visits in the recession and the re-balancing of the CEL Team's work programme towards meeting the needs of local priority audiences and local initiatives.

1.2 Types of Session Delivered

Eastleigh Museum offers local history and national social history (World War 2 and Homes in the Past) sessions, and also museological workshops in the museum or as outreach workshops in schools. There are also sessions linked to any temporary exhibition with a strong curriculum link (such as Tudors in 09/10 and the Forgotten Emperor exhibition in 2011/12). Sessions led by the CEL Officers or casual facilitator are charged at £26 per hour. Self-led visits, mainly showing up as General Visits on the charts below, are free.



Apart from the large percentage of exhibitions sessions in 2009/10, World War 2 sessions are taking over from Our Town in the Past sessions as the most popular service. The menu of sessions offered will be reviewed as part of the service planning process.

1.3 Schools Using Eastleigh Museum

As a local community museum, Eastleigh Museum aims to work with schools within Eastleigh Borough and would expect to get most visits from those town centre schools within walking distance. From outside the borough, the museum has worked with Twyford School (independent) and Owslebury Primary School from Winchester district which are nearer to the museum geographically than some schools in the borough; and 6 Southampton schools (3 for the Tudors exhibition, 1 for the Home Front session, and 2 for general self-led drop-in visits probably whilst they were on a geography locality study in the town centre). From further afield, schools from Andover and Reading came for the Tudors exhibition and St Francis Special School in Fareham made a general drop-in visit.

Of the 31 mainstream local authority primary schools in the borough, Eastleigh Museum has worked with 13 over the last 3 years (42%) and 5 out of the 6 within walking distance (83%). Schools beyond walking distance have to pay for transport, and the cost of a coach to go a few miles is not much less than the cost of a coach to go further afield. Of the 18 non-visiting local schools, 9 have visited other HCCMAS museums. 9 out of the 31 schools are not using HCCMAS museum services at all but may be engaging with our Arts services (research not yet done).

None of the 7 secondary schools in the borough are using the museum currently, which needs addressing in the service planning process. Wildern School has participated in two in-depth projects with the CEL Team, but using SEARCH at Gosport rather than Eastleigh Museum. Hamble College contributed to the Inspire! Exhibition. Two independent schools in the borough have used the museum. Lakeside Special School has not used our services to date.

The table below shows the schools in the borough who have used the museum for more than 2 sessions in the last 3 years (Shaded = schools within walking distance):

School	Number of sessions in 09/10	Number of sessions in 10/11	Number of sessions in 11/12	Total number of sessions in 3 years
Cherbourg Primary	4	7	6	17
Crescent Primary	0	7	0	7
Norwood Primary	2	2	2	6
Shakespeare Junior	5	0	1	6
Stoke Park Junior	0	0	6	6
Nightingale Primary	2	0	2	4
Fryern Junior	3	0	0	3
Hamble Primary	0	3	0	3

Section 2 – Planned Campaign to Increase Schools' Use of Eastleigh Museum

In the current economic climate, and with changes to the National Curriculum approaching, the challenge is to maintain the visits of the schools that have been using the museum, re-engage ones who used to visit and have lapsed, and to attract visits from the non-users.

2.1 Actions for Autumn Term 2012 and the rest of the Academic Year

- Conduct an interim review of the local workshop/session offer to schools based on the findings of the detailed 3 year analysis summarised above and the findings of a county wide review being undertaken. Begin to refine the programme of sessions and activities on offer, rebranding/refocusing in line with successful programmes at this site and elsewhere, and building in the findings from survey work with schools.
- Ensure web pages are current and are updated as changes are made, and use is made of teachers' web pages and bulletin boards.
- Concentrate initial action on the Primary Phase schools as our core audience, aiming to work with secondary schools on an individual project basis.
- By March, following the service planning process, finalise the revitalised schools offer to include:
 - A core of popular 'bread and butter' workshops, re-branded with clear new titles where appropriate (and casual session leaders fully trained to lead the revamped versions)
 - An offer for tailored work on school priority projects (led by ACELO)
 - Sessions linked to up-coming exhibitions with strong curriculum links
 - Sessions linked to national, regional and local themes such as National Science & Engineering Week and special events
 - An outreach offer for schools less able to come to the museum – with accompanying 'homework' tasks that encourage families to come into the museum
- Continue to involve schools in special in-depth projects such as local exhibitions and community initiatives
- Explore and develop cross-service opportunities for schools by working in partnership with Arts colleagues

2.2 Targets

Targets will be set for 2013/14 as part of the service planning process.

Janet Wildman, September 2012