

Committee:	EASTLEIGH MUSEUM JOINT MANAGEMENT COMMITTEE
Date of Meeting:	12 th JUNE 2014
Title of Report:	CURATOR'S REPORT
Author:	Annabel Cook

Purpose:

Report on activities at or relating to Eastleigh Museum Covering period January to May 2014
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1 Providing a Welcoming and Well Maintained Museum

1.1 Museum Service Delivery

During the past five months the Area Team have been working with One Community to ensure the museum continues to develop and serve its local community. The visitor figures show a 37% increase in the last year which demonstrates the success of the partnership. We are working hard to improve elements of communications and joint planning with One Community to continue and further develop the successes of the partnership.

The Area Team has been liaising with Winchester School of Art to develop a meaningful partnership between Eastleigh Museum and the University. Winchester School of Art will be delivering an exhibition in the summer of 2014 which will showcase some of their Post-Graduate work at the museum. We hope that the exhibition will be both stimulating and thought-provoking for visitors to the museum and aim to develop this partnership in the coming years.

The Area Team also applied for and successfully gained funding from Hampshire Commemorates for a community project at Eastleigh Museum around WW1. Working with a community group sourced by One Community, an artist will work with local people to create fabric bunting which will be inspired by letters sent from the front to families in Eastleigh during the war. The project will take place in June and July 2014 and the bunting will then be on display at the museum before going on tour in the South East.

1914, Hampshire Big Theme for this year is a major programme of events across the county. In Eastleigh is A Soldier's Journey, which is part of this programme will come to Eastleigh in October 2014. The exhibition is being coordinated by the central Exhibitions team but will also feature a significant section of work which is being created through the ENTrenchedED project. The project, which has £49,450 funding from HLF Young Roots involves five groups of young people from South East Hampshire, including Wildern School, who are exploring what life was like during 1914.



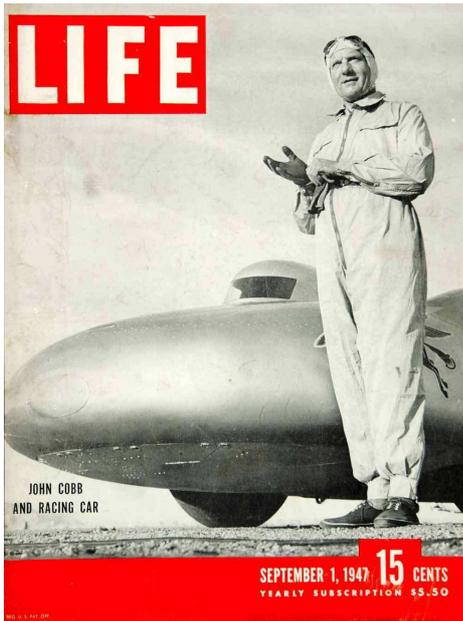
1.2 Visitor Figures

The visitor figures for the financial year 13/14 show a significant increase over the past two years.

Year	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Totals
2009 – 2010	2179	1864	1521	2574	2693	2046	2401	1714	1300	3087	3598	3236	28,213
2010 – 2011	2372	1567	1780	2493	3205	2091	2349	1881	1151	1236	2109	1759	24,041
2011 – 2012	1713	1408	1516	2022	2322	1805	1542	1351	1297	1140	1550	1321	18,987
2012 – 2013	923	163	1153	1131	1640	1213	1153	2018	962	1094	1576	1236	14,252
2013 – 2014	1470	1523	1279	1405	2461	1571	1910	1788	1139	1538	1692	1738	19,514
2014 – 2015	1926												

2 Hosting Special Temporary Exhibitions and Related Events

2.1 SPEED!



Having hosted Stuffed and MOUNTed, the Area Team followed up with another locally produced exhibition, SPEED! This exhibition told the story of Hampshire's contribution to the development of high-speed transport. At Eastleigh, the exhibition featured information and exhibits about the Gordon Keeble Company. Visitors were able to see original Gordon Keeble badges featuring the ironic tortoise symbol which was chosen by John Gordon and Jim Keeble to represent their cars, as well as replica models of some of the cars produced in Eastleigh during the 1960s. The exhibition also featured elements of the Spitfire story, which made its maiden flight from Eastleigh Airport and included contributions from local people as well as exhibits loaned from Tangmere Aviation Museum. The exhibition proved to be popular both with local people and the press who gave significant coverage to the exhibition.

Exhibition focuses on quest for speed



Pictured, left to right, are Jacqui Rowley (One Community trustee); Jean Roberts-Jones (One Community chief executive); Mayor of Eastleigh, Cllr Malcolm Cross, Lady Mayoress, Sue Cross, and Dennis Rowley

THE story of our quest for speed is the focus of a new exhibition.

Eastleigh Museum has launched its SPEED! display, which will run until April 19, and will look at the history of speed in the Solent area, in and around Eastleigh.

This will include the ambitions and achievements of figures including Donald and Sir Malcolm Campbell, John Cobb and Sir Richard Branson.

Titchfield resident Peter Twiss, the world air speed record-breaker, will also feature. He travelled faster than the earth spins as he flew over Fareham at more than 1,000mph.

The free exhibition will tell how he went on to build powerboats in the Eastleigh area that would feature in a James Bond movie.

It will also include the story of the legendary Second World War plane the

Spitfire, which was designed by Portswood engineer R J Mitchell, and made its maiden flight from an Eastleigh airfield.

The story of the Gordon Keeble, Eastleigh's 1960s supercar, which is celebrating its 50th anniversary this year, will also feature.

The exhibition was officially opened by the Mayor of Eastleigh, Cllr Malcolm Cross.

(Hampshire Chronicle February 20th 2014)

2.2 Lost World Zoo Tour



Currently, the museum is host to the Lost World Zoo Tour. Designed and curated by the central Exhibitions team, the show features a range of extinct animals created entirely from LEGO, including a large Sabre-Toothed Cat made from 160,000 bricks, a flock of 6 LEGO dodos and a life-sized Neanderthal man. Alongside the LEGO models are specimens from Hampshire's Natural Sciences and Archaeology collections. Teeth from Ice Age mammals, Neanderthal hand axes, fossilised prehistoric sea creatures and a selection of the world's largest beetles and butterflies are some of the more impressive objects on display. The exhibition also contains LEGO and Duplo play tables and dressing up activities.

3 Caring for Collections, Promoting Access, and Providing Specialist Knowledge and Advice

3.1 Caring for collections

We were delighted to have the opportunity to show the Mayor and Mayoress of Eastleigh around the collections centre at Chilcomb House in Winchester in April as part of the Civic Day hosted by Councillor Thornber as Chairman of Hampshire County Council. They were able to see 'behind-the-scenes' in both stores and conservation workshops where objects from Eastleigh are cared for and kept so that they can be enjoyed by present and future generations. The Gordon Keeble sports car, the third one of 99 built on Eastleigh Airport in the 1960s, featured amongst the vehicles in store that the visitors were able to see, as well as maps of the railways.

All the objects relating to the Borough of Eastleigh that are kept in the Winchester stores have been monitored regularly throughout this period.

3.2 Promoting access to collections

The Collections Team has arranged for Pirellis to borrow back a fascinating selection of objects that we look after for its Open Day on Saturday 7 June. We are preparing the company's Land Rover fire engine, original bronze sign, a bicycle that workers used to use around the site to speed up trips to the toilets and examples of the cables they used to make, all for display on the day.

The team is also making it possible for the Gordon Keeble car to be back in Eastleigh for the 50th anniversary celebrations being organised by the Gordon Keeble Owners Club over the last weekend in June. Although she is not in full running order at the moment, the car

will be brought along on Sunday 28 June to the grand finale and event celebratory photograph.

The Collections Team continues to find interesting objects from the collections stored at Chilcomb House to feature in the Hampshire Hidden Treasure's case. Bronze Age weapons from a hoard found in Selborne in the late 19th century were put on display recently replacing fossils of Tywford Down. Many of the pieces were deliberately broken or bent before they were cast into a lake about 3500 years ago in a ritual act. This type of display serves to illustrate the diversity of the collections cared for by Hampshire County Council and that are available for exhibition at Eastleigh Museum.

A Lost World Zoo Explorers day took place in May that provided lots of activities based on the biology and geology collections, including an ice age table-top safari, a fossil matching game and a chance to get up close to giant moths.

3.3 Providing specialist knowledge and advice

Specimens from the Natural Sciences and Archaeology collections were selected by our keepers to enhance the LEGO based Lost World Zoo exhibition, including a 'bout coupe' handaxe found at Highbridge, Eastleigh and a selection of the world's largest beetles and butterflies. Additional information about fossil plants and more aquarium fossils were provided to supplement the material put together for the first version of the exhibition that was at Milestones.



Exotic moths and butterflies



Fossil trilobites recreated in Lego

Other work undertaken by the collections team has been driven by the '1914' Big Theme project. A great deal of effort has gone in to researching and supplying text and images for the website and for the exhibition which will feature online and in all the community museums, including Eastleigh Museum, in October. Objects are being selected from all of our historic collections and conservation work has started, which will continue throughout the summer. These include historic costume and textiles from the decorative art collection because all the venues for 'Soldiers' Journey' will feature a case of costume.

One of the most significant tasks undertaken so far has been the restoration to running order of the Thornycroft 'J' type military general service lorry, which recently featured on BBC South Today and on Radio Berkshire. The lorry was one of 5,000 built in Basingstoke for the War Office. It was delivered in March 1916 and is one of very few

survivors still in military livery. It will be touring the county throughout the summer. Full details are available on our website.



At Chilcomb before being put through its paces for the BBC South team



Collections Officer and engineer, Nigel Spender, rebuilt the engine

4 Inspiring Learning and Community Engagement

4.1 Formal Education Provision

Over the 4 month period January to April 2014 (school Spring Term), the museum has had **11** school groups visiting and the CEL Team has worked with a further **9** as outreach, a total of **327 pupils** in school groups. For the year 1 April 2013 to 31 March 2014, the museum worked with 750 pupils in school groups, exceeding the target of 500. Where sessions are self led the CEL Team still liaise with the school and provide resources for them to use. All other sessions are fully planned and led by the CEL staff. The CEL Team have also just finished planning and launching a revised offer to primary schools based on the New National Curriculum, with a brochure being produced and sent out to all schools in Hampshire and the neighbouring authorities.

Date	School	Key Stage & Year Group	No. of children	Type of workshop
15 & 29 Jan 5 Feb	Wildern Secondary	KS3, Yr 9	7	3 X Outreach workshops in school for Entrenched Project
16 Jan	Oak Lodge School	KS2, Yr 5	14	Self led general visit
3, 4, 5 & 6 Feb	Hiltingbury Junior	KS2, Yr 4	74	4 X self led general visits
5 Feb	Focus School	KS2, Yr 5/6	11	Our Town in the Past
26 Feb 4 Mar	Shakespeare Junior	KS2, Yr 3	85	3 X Our Town in the Past
26 Feb 5, 19 & 26 Mar	Wildern Secondary	KS3, Yr 7/8	18	4 X Outreach workshops in school for Entrenched Project
18 Mar	Knightwood Primary	KS2, Yr 5	61	2 X Our Town in the Past
3 Apr	Knightwood Primary	KS2, Yr 5	57	2 X Outreach local history workshops

Impact evidence and general feedback is collected from all school sessions, to aid evaluation and service planning. All feedback was very positive. Examples:

“We had a fantastic trip and the children learnt such a lot from your input at the museum. They are definitely 'hooked' in now for the rest of the topic.” KS2 teacher, Our Town in the Past session.

“Excellent range of activities which kept the children engaged. The pace was good. Small presentations at the end focused the children.” KS2 Teacher, Our Town in the Past session.

“The visit was excellent all round... exactly the correct pitch for the children... I would recommend it to others.” KS2 Teacher, Our Town in the Past session.

“The children realised that the roads were not always there! They enjoyed looking at the maps and comparing them through the ages and identifying changes.” KS2 Teacher, Our Town in the Past session.

The Our Town in the Past sessions have been greatly enhanced by the CEL Team adding their “Eastleigh’s Victorian Journey” interactive steam train panel to the permanent displays. All six feedback forms scored all elements in the top two grades.

One highlight of the schools’ programme has been the Spring Term element of the Entrenched WW1 project with Wildern School which the two CEL Officers have led on and has involved much behind the scenes work with the microfiche reader in the library! The students have been researching newspaper stories from the home front in Eastleigh 1914-18 and thinking about what the articles tell them about life in the town during the war. Participants have been fascinated by stories about entertaining the troops, requisitioning schools as hospitals, labour shortages, new opportunities for women, fundraising efforts, bereavement, food shortages and more! The young people have dramatized how the stories would look on a TV news programme today and are currently creating a newsreel style film which will be shown in the Soldiers’ Journey exhibition in the autumn. The CEL Officers also went on the 12 Hour Trench Experience with Wildern students during the Easter Holiday as part of the same project (which is an Ashcroft Arts Centre HLF Young Roots funded project which the SE CEL Team are delivering a part of).



Wildern students at the 12 Hour Trench Experience

4.2 Community Engagement and Learning

In line with the Service Plan aim of widening participation, a programme of activities for a range of audiences was offered over the 5 month period. **231** people (does not include 30 May event) took part in the **led activities**. The CEL Team also provided **self-led drop-in activities** for children for the school holidays. The figures below are for led activities and

do not include participants in the self-led offer. The self-led activities in Stuffed & Mounted were especially popular and there was also a Lego Mini-figure Trail for May Half Term, in partnership with Eastleigh Library.

Activity/Event	Target Audience	Date	No. of participants
Birds in Winter workshop (linked to Stuffed & Mounted exhibition)	Families	2 Jan	32
Fly or Flop workshop (linked to Speed exhibition)	Families	20 Feb	88
Home Front workshop for 2 nd Eastleigh Brownies	Children in the community	10 Mar	14
Peg People craft workshop	Families	10 Apr	42
Local History workshop for 8 th Chandlers Ford Brownies	Children in the community	13 May	27
Local History workshop for 8 th Chandlers Ford Rainbows	Children in the community	14 May	28
Lost World Explorers workshop	Families	30 May	Not known at time of reporting

The highlight of the programme was the led activity offer for families in the 4 school holidays. The CEL Team try to stick for Thursdays for these events and families are beginning to anticipate them. They are usually linked to the temporary exhibition and in the absence of a suitable theme they are used to renew interest in the permanent displays, as for the Peg People activity which got participants to look at the dolly pegs on display before making their own old fashioned peg doll.

Peg doll family created by an Eastleigh family in the museum at the Easter holiday activity



5 Marketing and Management

5.1 Publicity and Promotion

In May 2014 a south-east area What's On leaflet, with an increased print run of 12,500 was produced. This covers the period from June to September and features Westbury Manor Museum, Eastleigh Museum, Bursledon Windmill, Gosport Discovery Centre and Gosport Gallery. It is being professionally distributed throughout the region.

5.2 Online Marketing

Events at Eastleigh Museum and Bursledon Windmill were promoted on a monthly basis via the Hampshire County Council cultural e-newsletter, Showcase. With new people signing up regularly, Showcase is now reaching over 30,000 subscribers. It regularly features both an exhibition and an object of the month as well as signposting recipients to events in their local area. In addition, the monthly e-newsletter Museums Monthly is sent to nearly 12,000 subscribers who have asked to receive museums specific information.

5.3 Research

Postcodes are now routinely collected from visitors at key sites over two 3 monthly periods - January to March and June to August. Postcodes are profiled using Mosaic software and provide ongoing information on which groups of people are using and not using our services and how individual visitor profiles compare to the local area. This feeds into the service and marketing planning processes. Profiles are currently being created for the most recent postcodes, collected between January and March 2014.

5.4 Social Media

The face book page and twitter feed set up by the exhibitions team at Chilcomb House to promote exhibitions and events at Museums Service sites are now well established. Facebook now has 1300 “likes” and twitter over 2100 followers.

5.5 Promotions undertaken centrally for Lost World Zoo at Eastleigh Museum

- A4 posters designed and printed
- A5 flyers designed and printed (sent to Eastleigh Museum and Eastleigh Library)
- Social media coverage including a prominent banner on our Facebook page, Facebook posts and twitter posts
- Direct email – featured in email to database, c. 12,000 subscribers

Annabel Cook, May 2014