

EASTLEIGH MUSEUM JOINT MANAGEMENT COMMITTEE

Wednesday, 30 November 2016 (11:00 am – 11:40 am)

PRESENT:

Representing Eastleigh Borough Council – Councillors Bicknell (Chairman) and Sollitt

Guy Riddoch - Area Co-ordinator
Cerian Trevan - Hampshire Cultural Trust

Apologies for absence were received from Councillor Wayne Irish, Councillor Rupert Kyrle, Councillor Judith Grajewski, Tim Kelly and Jean Roberts-Jones

1. MINUTES

The Minutes of the meeting held on 5 July 2016 were agreed as a correct record.

2. CURATOR'S REPORT

Cerian Trevan, Curator of Eastleigh Museum advised that it had been a successful summer with strong visitor numbers, especially in August and September, with a variety of events and exhibitions taking place. During this period the Our Town exhibition finished and was followed by the Big Theme exhibition over the summer holidays which proved popular with families; adults enjoyed the information, developed specifically for Eastleigh, and the children used the various different activities available.

There had also been a number of evening events including a two part talk on the history of Eastleigh's railways and a film showing as part of Eastleigh Film Week.

Following on from the training received from Hampshire Cultural Trust's Conservation Technician Ian Moody the volunteers had continued to clean and provide housekeeping support for the collections at Eastleigh, improving the conditions and ensuring better conservation. The Hampshire Hidden Treasures case had also been swapped from a display of animals to a display of ceramics.

One Community continued to have their regular stall in the market which promoted their activities and those of the museum encouraging visitors and advertising events.

Visitor numbers continued to perform well at Eastleigh over the summer months, July was slightly below last year, but this improved with better figures than last year in August, and similar figures to last year in September. There were several exhibition themes including the following:

Our Town – Historic Photographs of Eastleigh (11 June to 23 July)

This exhibition drew on the extensive photographic archive held by the Hampshire Cultural Trust. Forty images were selected and for interpretation by Eastleigh Museum volunteer, Daniel Malloy. They depicted images of Eastleigh Town Centre and around the Borough over the last 100 years.

Royal Blood - Heads and Tails Exhibition (30 July to 26 September)

The Big Theme for 2016 was 'Royal Blood'. Visitors were able to explore the past 2000 years of English Royalty through objects, interactives and a 'Royal Blood' horrible history style trail for families. The show included royal tales of resolution and revolution, dignity and despair. There was a special focus on the Victorian era and the reign of Queen Victoria for Eastleigh visitors.

supporting HCT staff to deliver peg doll making craft activities.

Film Night (27 Sept) One Community event

At the end of September a film showing was organised as part of the week long Eastleigh Film Festival. The chosen film was, appropriately, 'Night at the Museum', this was shown in the temporary exhibition space which was between exhibitions meaning the walls could act as projector screens with over 30 people arriving to watch it.

Peter Green – Celebrating 60 years of service (29 Sept – 26 Nov)

The final exhibition to be installed right at the end of the period was 'Peter Green'. To celebrate their diamond anniversary this local firm had developed an exhibition exploring their 60 years in business and the connections between the firm and its founder Peter Green and the town. The display included storyboards, photographs, artwork, and memorabilia from all six decades plus some comfy display furniture to relax and enjoy the exhibition on.

The Hampshire's Hidden Treasures case was updated by the curators in September with the exhibition of spring animals being replaced with a ceramic toilet set.

The team continued to respond to requests from members of the public for copies of photographs of Eastleigh. Local history photographs from the collections were also proving very popular on Facebook. The 'Hampshire in old photographs' page, which was set up a year ago, now had over 4,000 followers looking at the photographs every day, with 20,000 people regularly looking at them over the course of a week. One photograph recently had 13,500 'likes'.

The Curator of Arts was currently working with the Big Theme Exhibitions Manager on next year's Big Theme exhibition, which was being created to commemorate the 200th anniversary of the death of Jane Austen. This was

a great opportunity to undertake research, conserve and display many of the items of costume, ceramics and other decorative art pieces belonging to the Regency period.

136 pupils took part in a museum led workshop programme from June-July 2016, visiting from Crescent Primary School and Cherbourg Primary School. In mid-July schools finished for the summer holidays therefore there were no school visits during this period.

More casual members of staff (Interpreter Demonstrators) for the South East region were currently being recruited to ensure capacity to deliver school workshops across the sites. On 6 & 7 October the Better Life Chance Schools team had a stand at the NQT conference in Winchester to promote the schools offer at Eastleigh Museum. It was hoped that a revised HCT Schools Learning guide would be produced to replace the 2014 version, this would be sent to schools and educators across the Hampshire region.

Healthwatch Hampshire was supporting the Better Life Chances team to help improve wellbeing and gather feedback of mental health users with the use of a Community Cash Fund (CCF) of up to £2,500. The feedback collected would be used to influence service providers and improve outcomes for local communities, particularly within mental health services. The project would focus on people with dementia and their carers, holding a series of sessions in care homes and day settings led by a poet who would use poetry to express personal experiences of mental health services. The words and responses would be captured by the artist and brought together into poetry for Healthwatch Hampshire to share with service providers.

A new edition of What's On covering the period Jul to Sept and featuring Eastleigh Museum was delivered at the beginning of Sept. 12,500 copies were printed and it was now in circulation, to TICs, libraries, museums, accommodation providers, educational establishments, attractions, arts centres, theatres etc.

The e-newsletter Museums Monthly, featuring the Heads and Tales exhibition at Eastleigh Museum, had been sent to sign ups on a new database, which now had almost 3000 subscribers.

Postcodes were now routinely collected from visitors on an ongoing basis. These were profiled annually using Mosaic software and provided ongoing information on which groups of people were using and not using services and how individual visitor profiles compared to the local area. This fed into the service and marketing planning processes.

Hampshire Cultural Trust Facebook now had over 2,800 "likes" and nearly 4,000 twitter followers. Events at Eastleigh were promoted on both social media sites on an ongoing basis. The Eastleigh Museum Facebook page was currently being updated by the Marketing Team, with news stories being picked up by and from the Eastleigh Museum twitter feed, operated by the museum's site team, run by One Community.

For the first time this year the big theme had a media partnership with Wave FM. This included On Air mentions of events during round ups of what's on locally (at least 3 mentions per week for each of the 4 featured events), 2 features in e-shots to their customer database, a webpage on Wave105.com (over 330,000 visitors per week), and specific targeted messaging via their Social Media channels throughout the partnership.

Councillor Bicknell suggested that the museum may like to hold an exhibition in Eastleigh to commemorate the 50th anniversary of the last commercial steam service. He suggested that it would be possible to draw on the history of the railways in Eastleigh and obtain a steam engine to be situated in the town centre which would take the exhibition out of the museum and involve the whole town centre. He gave the curator the contact details of relevant people to investigate the possibility of the exhibition.

It was **AGREED** that the report be noted.

3. FINANCE REPORT

Consideration was given to the Financial Report and Revenue Budget 2015/16. Members were advised that there was nothing to add to the report and there had been no changes to the report since the last meeting.

It was **AGREED** that the report be noted.

4. DATE AND VENUE OF NEXT MEETING

The following dates were given for the Meetings taking place in 2017:

14 February 2017 - 11:30 am – 16/17 First Floor, Eastleigh House;
11 July 2017 – 10:30 am – Bursledon Windmill;
14 November 2017 – 11:30 am – 16/17 First Floor, Eastleigh House.