

Committee:	EASTLEIGH MUSEUM JOINT MANAGEMENT COMMITTEE
Date of Meeting:	14 Feb 2017
Title of Report:	CURATOR'S REPORT
Author:	Cerian Trevan

Purpose:

Report on activities at or relating to Eastleigh Museum Covering period Oct to Dec 2016
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1. Providing a Welcoming and Well Maintained Museum

1.1 Museum Service Delivery

Eastleigh Museum continued to have a good autumn period following a successful summer with two excellent local exhibitions and a great Halloween event and fantastic grotto event during this period which both really helped boost numbers. In addition One Community have continued to welcome a variety of groups and organisations into the museum and run a variety of sessions or drop-in which continue to attract people to the museum who might not otherwise visit.

Right at the beginning of this period the Peter Green exhibition was installed. Designed and curated by Peter's daughter Wendy the exhibition was a fantastic mix of photo/story boards, memorabilia and artwork all telling the story of this local firm and their involvement in the Eastleigh community over the last 60 years. The opening was celebrated with a preview evening very well attended by past and present employees of the firm and one of their longest serving employees came in regularly during the exhibition to share his memories with visitors.

Halloween and half term provided the BLC team with the opportunity to prepare a spooky mask-making activity for children that the volunteers at the museum ran on the day and once again One Community ran the Santa's grotto for the light switch on event in Nov. The team did an amazing job of transforming the temporary exhibition space into a magical grotto and welcomed over 800 people to the museum that day with the queue for the grotto snaking its way right through the building!

And lastly this period we have had the Fleming Art Group install their first ever public exhibition at Eastleigh. The group have produced a wonderful range of works and have over 50 pictures hung filling the gallery and creating a fantastic display.

Eastleigh Museum recently received a Food Hygiene Standards rating of the maximum 5 stars following a routine inspection and have been awarded approved work experience provider status due to their partnership working with Eastleigh College.

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

1.2 Visitor Figures

Eastleigh has a strong Oct with a popular local exhibition and half term Halloween activities, numbers dropped slightly in Nov despite a very popular Christmas event and continued to perform slightly under last year in Dec too even though there was good social media coverage of the local art exhibition.

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	3052	1561	1961	1465	1501	1470	1382	850	905	1188	1078	18,339
2015-2016	1655	1435	1431	1674	1434	1248	1746	1876	1310	1032	1208	1122	17171
2016-2017	1367	1236	1807	1331	1520	1223	1727	1641	966				

2. Hosting Special Temporary Exhibitions and Related Events

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

The first exhibition during this period was ‘Peter Green’. To celebrate their diamond anniversary this local firm has 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 includes storyboards, photographs, artwork, and memorabilia from all 6 decades plus some comfy display furniture to relax and enjoy the exhibition on.



Peter Green warehouse

2.2 Spooky Family Fun (27 October)

This event was developed by the BLC team and then run on site by the dedicated volunteer team. This was a popular event with 27 adults and 9 children attending and visitor numbers that day significantly higher than the rest of the week.

2.3 Christmas in Eastleigh (19 November) One Community event

Once again the One Community team ran an extremely successful Santa's grotto as part of the Eastleigh Christmas light switch on event. The temporary exhibition space was transformed into a magical grotto and over 800 people visited the museum that day.



Christmas Grotto



2.4 Fleming Art Group (29 November – 2 February)

Fleming Art Group had chosen Eastleigh Museum for their first public exhibition; they hung an array of over 50 artworks displaying the talent of local artists in the area.



Artwork by Fleming Art Group

3. Caring for collections, promoting access, providing specialist knowledge & advice

3.1 Caring for collections

The Trust's Conservation Technician visited the museum on a monthly basis. During this period, he fixed and made good an unstable connecting wall in the temporary exhibition

gallery and visually checked the items on display. He also undertook the routine 6-monthly download of environmental data from the Tinytag system so that the conservators can check that the conditions are remaining stable enough for the objects on permanent display and the items that are put on temporary display in the rear gallery.

3.2 Promoting access to collections

The team continues to respond to requests from members of the public for copies of photographs of Eastleigh in the Hampshire County Council collection cared for at Chilcomb House in Winchester. Our 'Hampshire in old photographs' Facebook page continues to be very popular and our more recently established, 'Hidden treasures of Hampshire Cultural Trust' page featuring objects, is growing in popularity.

3.3 Providing specialist knowledge and advice

A very interesting find was made in Eastleigh Borough during this period and reported to the Portable Antiquities Scheme Finds Liaison Officer who is based with the Hampshire Cultural Trust. A 16th or 17th century spoon was found in the River Hamble in Botley Parish by a countryside ranger. This will be added to the national database of archaeological chance finds and metal detectorists' discoveries. This scheme is funded by the British Museum and endeavours to capture information about the past that would otherwise go unrecorded.

4. Inspiring Learning and Community Engagement

4.1 Formal Education Provision

Visitor Figures

120 pupils took part in museum led workshop programmes from October-December 2016, visiting from Awbridge Primary School and Shakespeare Infant School.

Forward Planning

On the 6 & 7 October the BLC schools team attended the Primary NQT Teachers conference in Winchester, promoting the learning programmes available at Eastleigh Museum. We are also in the process of recruiting Museum Learning Facilitators to ensure we have a satisfactory level of casual support to deliver on site. Interviews will be taking place in due course and training will be on-going in the New Year.

We have already received a numbers of enquiries for school workshops and have a confirmed booking from The Crescent Primary School who will be bringing all of their Year R pupils for a self-led visit to the museum. Self-led visits for many schools is seen as a more flexible and cost effective option, so we will be looking into developing a self-led school resource pack to further encourage visits to Eastleigh museum.

4.2 Community Engagement and Learning

Poetry Project for People with Dementia and their Carers

50 people with dementia and carers took part in poetry making sessions at Age Concern day care centres in and around Gosport, Eastleigh and Fareham. These sessions were led

by award winning, Portsmouth poet, Maggie Sawkins. The poems have been brought together into an anthology of 20 new poems. Through the evaluation of the project it was recorded participants had an increased sense of happiness and wellbeing. The project was funded by Healthwatch Hampshire who have also offered further funding to create a short film showcasing several of the poems.

Who Cares! Project

An application has been submitted to the Fawcett Society for a community led research project exploring the gendered history of care. The project will be delivered in partnership with 1 community and will involve young and older carers sharing and recording their stories and researching HCT collection with an artist to create a new exhibition.

5. Marketing and Management



4.1 Print material

A new edition of What's On covering the period Oct – Dec and featuring Eastleigh (Heads and Tales, Peter Green, Spooky Family Fun, Christmas in Eastleigh and Fleming Art Group) was delivered at the beginning of October. 12,500 copies were printed and it is now in circulation via our new distributors, Culture Calling, to TICs, libraries, museums, accommodation providers, educational establishments, attractions, arts centres, theatres etc. We did a review and decided to change distributors, so we hope to see an uplift from this change and more leaflets out and about across the region.

We also created a special "What's On for Families" for the half term period which featured Half Term and Halloween activities. 10,000 of these were professionally distributed across the region, and this featured "Spooky Half Term Fun" at Eastleigh Museum and had a focus on hands on activities to be done at our venues.

4.2 Online marketing

The e-newsletter Museums Monthly, featuring exhibitions and events from Bursledon, has been sent to sign ups on a new database. Subscribers now number over 3500. We have promoted features such as the Craft with Corn and the Spooky Mill activity in the newsletter and on the website.

4.3 Research

Postcodes are now routinely collected from visitors at on an ongoing basis. These are profiled annually 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.

4.4 Social Media

HCT Facebook now has over 2900 "likes" and twitter nearly 4,500 followers. Events at Eastleigh are promoted on both social media sites on an ongoing basis. Those we have promoted during the period include Heads and Tales, Christmas In Eastleigh, Fleming Art Group and Spooky Fun both on Social Media and the website.

Big Theme: Royal Blood 2016/Jane Austen 200 (2017)

The Royal Blood website and project is now coming to a close but during the period that Heads and Tales featured at Eastleigh, this was posted on Facebook and Tweeted, on both the HCT and Royal Blood sites. There was also a Royal Blood flyer and poster featuring Eastleigh Heads and Tales as well as a specific Heads and Tales leaflet and poster with the venue details on it.

We are now working on the 2017 big theme Jane Austen, which will see supporting activity at those venues which will receive the exhibition.

Cerian Trevan
Jan 2017