

AGENDA ITEM NO. 3

Committee:	EASTLEIGH MUSEUM JOINT MANAGEMENT COMMITTEE
Date of Meeting:	15 th Nov 2018
Title of Report:	COMMUNITY MANAGER'S REPORT
Author:	Cerian Gale

Purpose:

Report on activities at or relating to Eastleigh Museum
Covering period July – Sept 18

1. Providing a Welcoming and Well Maintained Museum

1.1 Museum Service Delivery

Eastleigh Museum has enjoyed a successful summer and early autumn period. Once again an exhibition themed around the local railway industry proved popular this summer and it was a great opportunity to put on display some railway related objects that are normally not on display from the HCT collections. With such a wide network of local contacts One Community's exhibition celebrating their 40th year has also seen excellent numbers attending and some fabulous comments about the vital work they do in the local area.

One Community have run and attended some excellent events over the last few months on behalf of the museum including the Eastleigh Remembers event; putting on a new Local Produce event and building on their popular family activity sessions over the summer holidays.

The Eastleigh Good Neighbours group continues to meeting fortnightly on a Monday morning, arriving by One Community minibus. These are clients of the Good Neighbours scheme identified as particularly socially isolated. Other groups, particularly of people with learning disabilities, frequent the museum café. They come with their support workers on a casual basis. One is a Mencap group, as they are interested in local history, and often have questions for Dan Molloy, our archives volunteer.

A local Employment and Training officer from Vivid Homes has been bringing clients into the museum to meet with Naomi Stock One Community's Volunteer Sector Support Worker to discuss volunteering and to apply for benefits online in the Information Centre for some time. Our partnership with Vivid has been formalised with the launch of Get Back on Track, a fortnightly drop-in 10am-3pm, from Wednesday 7 November. People can drop in to get help and guidance with employment and training, benefits, volunteering and well-being support signposting.

On Thursday 8 November, NHS Southern Health is starting a new smoking cessation drop-in at the Museum on Thursdays 12-2pm – Quit4Life.

We were delighted to hear that One Community were to be presented with the Queen's Award for Services to Volunteering – the highest level of award available in this sector. The presentation of the Queen's Award was made to One Community by The Lord Lieutenant of Hampshire, Nigel Atkinson, at a reception held at Eastleigh Museum on

Monday 17 September. Among the dignitaries and special guests in attendance were Deputy Lieutenant Joan Ferrer JP; Deputy Lieutenant The Hon Mrs Lovell JP; the Mayor of Eastleigh, Cllr Bruce Tennent; The Mayor of Fareham, Cllr Susan Bayford; Cllr Charles Choudhary, Vice Chairman of Hampshire County Council; and Paul Sapwell, Chief Operating Officer of Hampshire Cultural Trust; along with trustees, senior managers and representatives from among One Community's 170 volunteers.



Figure 1: One Community's Queen's Award proudly on display at the Museum

Looking forwards we continue to have a diverse programme of exhibitions planned which will be supplemented with events and activities. Following the current exhibition, and back by popular demand, is the Community Christmas Trees exhibition and then in the new year Locksheath and Sarisbury Photography Club will be display their talents and photographs. The museum will once again be hosting the Santa's grotto as part of the town centre's light switch on event and there will be plenty of other fun family activities planned!

1.2 Visitor Figures

Eastleigh has had good visitor figures this reporting period. Although July's figures look considerably down on last year, 17/18 figures include the attendees at the big Southern Steam Commemoration event which had over 1500 people visit in two days, and there was no comparative event this summer. Numbers in both Aug and Sept were an improvement on last year and are a reflection on the popular exhibitions in those months, but also a very successful programme of holiday activities in Aug and the Eastleigh Remembers event in Sept.

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	17,171
2016-2017	1367	1236	1807	1331	1520	1232	1241	1641	966	796	1295	1097	16,006
2017-2018	1204	1490	1265	3094	1551	1508	1399	2151	1303	1048	1354	1262	18,629
2018 - 2019	1193	1029	1194	1303	1742	1596	1031						

2. Hosting Special Temporary Exhibitions and Related Events

2.1 Southern Steam in the 1960's: Photos by Tim Carbury (14th July – 8th Sept)

Mid Hants Railway very kindly lent us their beautiful collection of photographs taken by Tim Carbury across the Hampshire network right at the end of the time when steam services were running. The photographs were supplemented by railway related items from the HCT collection and children's activities including dressing up and a model railway.



Figure 2: Photos and children's activities from the exhibition



Figure 3: The entrance to the exhibition including photos and a network map, plus objects from HCT's collections

2.2 Summer Holiday Activities (Weds throughout holidays)

One Community's Summer Holiday Activities were very well attended. The six craft sessions attracted a total of 154 participants and numbers of both adults and children in particular were higher than the average on these days. Events included a steam engine themed Museum Trail – linked to the Southern Steam in the 1960s, wand making and lava lamp making.



Figure 4: Mug painting activity



Figure 5: Peg doll making activity

2.3 Local Produce and Craft Days (24th and 25th Aug)

One Community organised a Local Produce and Craft event with stalls selling high quality preserves, hive products, wood turning, textiles and prints all made by local producers. A total of 96 people visited the museum over the two days.

2.4 One Community – The first 40 years (15th Sept – 10th Nov)

One Community put together its own exhibition – The First 40 Years – to celebrate the charity's 40th anniversary and 40 years of providing support to the voluntary and community sector, care services and transport. A feature of the exhibition is One Community's Queen's Award for Voluntary Service, a beautiful cut glass piece, plus the award citation signed by Her Majesty the Queen.



Figure 6: One Community exhibition



Figure 7: Panel focusing on the work of One Community through Eastleigh Museum

2.5 Eastleigh Remembers (15th Sept)

One Community ran an Eastleigh Museum stall at the WWI Eastleigh Remembers event, 11am-5pm on Saturday 15 September. The stand, manned by One Community staff and volunteers, attracted 282 people to its offer of a raffle, museum stock for sale and dressing up and make and take activities supplied by HCT.



Figure 8: Child enjoying the dressing up at Eastleigh Remembers

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

3.1 Caring for Collections

To complement the railway exhibition put on by Mid Hants Railway Volunteers and supported by Mark Barden, the Cultural Experience Manager, the programme team at Chilcomb have cleaned, restored and helped transport objects from our stores to tell the stories of railways in Hampshire. Probably, the biggest challenge was the model of the first signal station at Christchurch, which needed quite a lot of work before it could go on display.

We continue to publish images from our collections on our popular 'Images of Old Hampshire' Facebook page to make them more accessible. For example, we recently published an image of Eastleigh Railway Station that was seen by thousands and attracted 103 likes.

3.2 Accreditation

As mentioned in the previous report, we have submitted our application to the Arts Council England for Re-accreditation based on the new structure of our organisation.

In July, we received the good news that our application has been successful and Eastleigh Museum is once more accredited. However, we were awarded 'provisional status' for 12 months. This means that the Arts Council England (ACE) is confident that all standards are met with the only exception being the lack of an updated management agreement between HCT and One Community. Because ACE is confident that we are progressing this appropriately, we retain Accredited status but must report back within 12 months.

Over the last few months we have been working with One Community to update the management agreement. This is now at the very final stage where we are in the process of getting it signed by both organisations and it can then be sent to the Arts Council for Eastleigh Museum to be awarded fully accredited status again.

3.3 New ways of working

We are continuing to embed the new ways of working within our new structure. Deborah Neubauer as Head of Community, and Mark Barden as your Cultural Experience Manager, both attend programming meetings to help us set out new policies and procedures designed to help us work better together across the new teams.

Updates and improvements we already agreed on are:

- Establishing a single point of contact for all collections related enquiries to collections@hampshireculturaltrust.org.uk
- New object entry process to better manage how we look after potential donations and loans
- New training opportunities for the use of the MODES collections database for the team

Looking forward, we will discuss training for volunteers and venue teams in collections care tasks and priorities for collections development.

4. Inspiring Learning and Community Engagement

4.1 Community Engagement

Horizon 20:20 is a four-year arts intervention programme run by Hampshire Cultural Trust, funded by Paul Hamlyn Foundation. During the autumn term 10 students at The Bridge Education Centre in Eastleigh (excluded from mainstream education) have taken part in 5 weeks of screen-printing workshops led by professional artist Sarah Gaiger. The young people also experienced a cultural trip to John Hansard Gallery in Southampton, visiting the 'Time after time' exhibition, with a talk and tour from Vanessa at the gallery. Professional photographer Faye Philips led them in creative response activities.

The ICE Project is a partnership between Hampshire Cultural Trust and Hampshire CAMHS, to use arts and culture to promote positive mental health. We ran a three day film-making course in Eastleigh over the summer for young people with lived experience of Eating Disorders. The film hopes to inform, inspire and educate, it will be shared on NHS websites.

5. Marketing and Management

5.1 Print material

A new edition of "What's On for Families" for the summer period (covering the period July - Sept) and featuring Eastleigh Museum (summer holiday activities) was delivered at the beginning of July. 15,000 copies were printed and it was circulated via our distributors, Culture Calling, to TICs, libraries, museums, accommodation providers, educational establishments, attractions, arts centres, theatres etc. As this features many events especially for the summer holidays, we also sent this to over 600 schools in the region for distribution in ParentMail and Book Bags.

5.2 Online marketing

The HCT monthly e-newsletter featuring exhibitions and events from Eastleigh, has been sent to sign ups on the HCT database. Subscribers now number over 6420. We have promoted features such as One Community 40 at Eastleigh as well as talks and children's activities in the newsletter and on the website.

5.3 Research

Postcodes are now routinely collected from visitors at Eastleigh 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.

Eastleigh is now taking part in the Visitor Survey project, this involves taking questionnaires from a cross section of visitors to provide insights into our visitors which we can then use to improve both our marketing and the service that Eastleigh Museum provides. This survey ended on 30 Sept and the data is being reviewed. The new survey begins 1 October.

5.4 Social Media

HCT Facebook now has over 3750 "likes" and twitter 5600 followers. Events at Eastleigh are promoted on both social media sites on an ongoing basis. Those we have promoted during the period include One Community 40, talks and children's activities.

Other Projects

The Eastleigh venue leaflet was delivered at the beginning of the period in Sept. Featuring new photography and information about the venue and exhibits, this new 6 sided leaflet replaces the current cross-venue What's On guide as a generic and informative piece all about the permanent features of the museum. These leaflets will be available in the museum itself, at other HCT venues and at local tourist offices, etc. to promote Eastleigh Museum.

Cerian Gale
Oct 2018