

AGENDA ITEM NO. x

Committee:	EASTLEIGH MUSEUM JOINT MANAGEMENT COMMITTEE
Date of Meeting:	THURSDAY 18 March
Title of Report:	COMMUNITY MANAGER'S REPORT
Author:	EMMA BANKS

Purpose:

Report on activities at or relating to Eastleigh Museum
Covering period December 2020-February 2021

1. Providing a Welcoming and Well Maintained Museum

1.1 Museum Service Delivery

The museum reopened on Friday 4th December following the second lockdown and was then closed again from 19th December as we entered the third lockdown.

Despite the operational constraints visitor figures for December were good, with interest in the ever popular One Community led Christmas Tree Festival giving footfall to the museum a boost.

Looking forwards, in line with the other Hampshire Cultural Trust venues, we plan to reopen on 28 May.

1.2 Visitor Figures

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	1477	1124	808	1102	1113	14,608
2019-2020	955	761	1179	951	1440	1202	757	1614	1051	861	1072	635	12,248
2020-2021	Closed	Closed	Closed	Closed	294	491	423	175	417	Closed	Closed	Closed	1,800

2. Hosting Special Temporary Exhibitions and Family Events

2.1 Community Christmas Tree Festival, 4-21 December 2020



In 2020 this popular event, delivered by One Community, had the theme of the community response to Covid-19. This was the fourth annual Christmas Tree Festival, which provides a platform for local groups to create a “Christmas tree” to promote themselves and their

current message. The event opened later than planned due to the November lockdown and closed early as HCT closed all their venues from 22 December.

Despite the lockdown One Community asked participants to go ahead and create their trees and to send photographs, so the festival opened with a digital version in the form of a short YouTube film. A big thank you to One Community for making this exhibition happen despite the difficult circumstances!

Comments from the public included:

“Very interesting and a lot of effort put in”

“Beautiful layout of Christmas Trees”

“It’s nice that lots of different people helped to make this place a really special place in Eastleigh”

“Most enjoyable. It is marvellous that this building is a Museum and offers a much needed outreach service.”

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

3.1 Collections Care

The Community Experience Manager and Community Manager have been carrying out an audit of collections relating to Eastleigh in the Hampshire Cultural Trust Collections. This work has been carried out to support the options appraisal process being led by Oxford Cultural Associates.

4. Inspiring Learning and Community Engagement

4.1 Community Engagement

One Community

From the Information Centre at Eastleigh Museum, One Community provides information, support and signposting to local agencies, to meet the needs of all comers. In addition to information about local support agencies, local activities, such as clubs, fetes and all manner of events that contribute to a flourishing community life are also promoted.

Horizon 20:20

The Horizon programme has continued to support vulnerable young people in The Bridge Education Centre.

The following face to face sessions have been delivered December-February;

- 5 full days x artist-led painting sessions at The Bridge Education Centre

The following activities have been delivered remotely;

12 Creative boxes and resources were provided for students at The Bridge Education Centre along with online Fashion Design workshops with artist Roz Shabazz

A Teacher Wellbeing whole staff CPD session at The Bridge Education Centre – Ceramics with artist Jill Maguire via Zoom to support teachers in school classrooms or isolating at home.



Figure 1 Ceramics by artist Jill Maguire

5. Marketing and Management

Venues have been largely closed throughout Dec 20 – Jan 2021. During this time we have continued with online marketing and also our digital blog, Culture on Call. During the time period, this received 15.9k unique site views, and an article entitled “Life in Eastleigh through the Lens” developed by Community Manager, Emma Banks and Cultural Experience Manager, Mark Barden received 1.2k unique views.

<https://www.cultureoncall.com/life-in-eastleigh-through-the-lens/>

4.2 Online marketing

The HCT monthly e-newsletter featuring exhibitions and events from Eastleigh Museum, has been sent to sign ups on the HCT database. Subscribers now number over 66,445. We have promoted features such as the Xmas Tree exhibition at Eastleigh Museum.

4.3 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 and will be available in March.

Eastleigh is also taking part in the Visitor Survey project, this involves taking questionnaires from a cross section of visitors to provide feedback from those who visit which we can then use to improve both our marketing and the service the Windmill provides. This project is currently on hold and will restart when the venue reopens.

4.4 Social Media

HCT Facebook now has over 5160 “likes” and twitter 6500 followers. Events at Eastleigh are promoted on both social media sites on an ongoing basis.

5. Other Projects

6.1 Industrious Minds

Industrious Minds is an 18-month project working with up to 40 young people to engage them with the industrial heritage of Eastleigh. Utilising Hampshire Cultural Trust’s local collections, the local studies area at Eastleigh Museum and built heritage of Eastleigh, young people will investigate how past industry has shaped present day, and how current industry will shape our future. There will also be a focus on the impact of industry on the environment in response to Eastleigh Borough Council declaring a climate emergency.

The project will provide young people with a voice, responding to these topics through a collaborative exhibition, digital interpretation and artist response which will go on to tour around the borough. The outcomes created by young people during Industrious Minds will also inform Eastleigh Museum’s new venue and interpretation plan, embedding their voices into the future development of the museum. Our main aims are to inspire young people to engage with Eastleigh’s heritage and to help inspire pride of place among Eastleigh Borough residents.

An online consultation meeting was held with with partners in early December with feedback given in order to adapt our project plan in the light of the Covid-19 pandemic.

We advertised for two freelance roles Community Engagement Specialist and Digital Engagement Professional to support the project delivery. Unfortunately, just as we were about to interview the news of the third lockdown broke.

We reevaluated and decided to pause the project. We currently plan to start the project again in May/June 2021.

5.2 The Eastleigh Connection, Eastleigh Museum – Options Appraisal

Consultants Oxford Cultural Associates have been commissioned to carry out an options appraisal for Eastleigh Museum and began work in October 2020.

Thankfully the project has been able to continue throughout the latest lockdown period and public consultation was carried out in December 2020-January 2021.

The next two meetings in held in March involved further in-depth discussion with the Story Group and the HCC architect. Enabling the development of favoured future options to take forward and include in the Options Appraisal and Design Brief.

The Trust will continue to work with the story group as ideas are progressed. The process has really been an agent for change, bringing together organisations from across the Borough who want to see Eastleigh flourish and the history of the town celebrated.

The final Options Appraisal and Design Brief will be delivered to Hampshire Cultural Trust in March 2021.

The Options Appraisal project has been funded by the South Western Railways Customer and Communities Improvement Fund.

7. Future Activity

Upcoming exhibitions for 2020 include an exhibition from local photographer Antony Lowe and an internal Hampshire Cultural Trust family friendly Exhibition in the summer months 'Surviving The Stone Age'.



Figure 3 Surviving The Stone Age Exhibition Image

Emma Banks
March 2020