

AGENDA ITEM NO. x

Committee:	EASTLEIGH MUSEUM JOINT MANAGEMENT COMMITTEE
Date of Meeting:	THURSDAY 15 JULY
Title of Report:	COMMUNITY MANAGER'S REPORT
Author:	EMMA BANKS

Purpose:

Report on activities at or relating to Eastleigh Museum Covering period March 2021- June 2021
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1. Providing a Welcoming and Well Maintained Museum**1.1 Museum Service Delivery**

Following changes to the government Covid-19 guidance the site opened again to the public on 17 May 2021.

1.2 Visitor Figures

The museum has had steady visitor figures since reopening in late May. June saw a total of 547 visitors, the budgeted total for the month was 422.

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

2021-2022	Closed	92	547										
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2. Hosting Special Temporary Exhibitions and Family Events

2.1 Reflections: Hampshire and beyond, images of nature and landscape - 17 May to 3 July



Figure 1 Bursledon Windmill

We were pleased to open the museum with Antony's Lowe's photographic exhibition sharing his images of nature and landscape. Antony is a local photographer and this was his first exhibition. He was delighted to have the opportunity to display his work at Eastleigh Museum.

2.2 Half Term Trail 29 May 2021- 5 June

One Community delivered a Spring half term trail. There were 10 pictures were hidden around the Museum with clues provided to find the pictures.

2.3 Mug Painting Activity, 2 June

10 families enjoyed a mug painting activity delivered at the museum over half term week.



Figure 2 Mug Painting Activity

3. Inspiring Learning and Community Engagement

3.1 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.

The following services were delivered from the museum over the over the period of the report.

- 12 Food bank referrals
- Emergency food – provided from Shop mobility and supplies at Eastleigh Museum
- 7 instances of Hate Crime, including reports, follow up work, referral to victim support, general questions about the service from other orgs/ clients/ police-
- Benefit work: 5 instances, including a blue badge application and bus pass
- 2 referrals to Get it on scheme from college students
- General information 27 instances, information includes access to other services, how One Community can help, directions etc.

Horizon 20:20

Horizon 20:20 programme continued connecting young people and supporting access to high quality art and culture

The Bridge Education Centre

Artist sessions have continued at The Bridge. Up to 25 young people took part in each session.

5 sessions of x Clay Portraiture Sculpture led by Artist Kezia Hoffman
1 session x Willow Making Outside
4 sessions x Model Casting



Figure 3 Outdoor Willow Activity Session

Additional **Creativity Boxes** were sent to individuals for homebased learning for young people unable to attend the centre or to support online sessions.

Teacher Continued Professional Development

40 x teachers took part in a cross curricular arts and outdoor learning CPD to inspire and re-energise and support wellbeing. Activities included Macramé, Willow Making, Introducing Hampshire Cultural Trust Collections, Active outdoor and Bushcraft.

Chat and a Change

With a successful fundraising bid to Tesco Bags for Help an additional £1500 was raised to deliver a project that supported the transformation of the unused outdoor space at The Bridge Education Centre into a calm space for young people to relax, opportunity to talk with peers or to talk with a staff member whenever they need to. Further cross curricular activities continued to improve the outdoor space for cross curricular learning.

4 Marketing and Communications

4.1 Print material

Due to the ongoing pandemic, no print material was published during the period March – June 2021.

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 60,000. We have promoted features such as Reflections at Eastleigh Museum.

4.3 Research

Eastleigh is 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 was on hold whilst venues were closed and will recommence in July 2021.

4.4 Social Media

HCT Facebook now has over 5000 “likes” and twitter 6600 followers. Events at Eastleigh are promoted on both social media sites on an ongoing basis. Those we have promoted during the period include Reflections at Eastleigh Museum.

Other Projects

The Eastleigh venue leaflet continues to be produced and distributed across the region. It is at every HCT venue as well as Eastleigh itself.

5. Other Projects

5.1 Industrious Minds

Industrious Minds is an 18-month project working with 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.

The project has been on hold since January 2021 due to the Covid-19 pandemic.

I am pleased to announce that Alexandra Walker began the position of Community Engagement Coordinator on 1 July and has begun working on the Industrious Minds project. She has started to contact programme partners and following feedback from project partners will be revising the programme plan.



Figure 4 Community Engagement Coordinator - Alexandra Walker

5.2 The Eastleigh Connection, Eastleigh Museum – Options Appraisal

The final Options Appraisal and Design Brief from Oxford Cultural Associates was delivered to Hampshire Cultural Trust in March 2021. The project has been funded by the South Western Railways Customer and Communities Improvement Fund.

Alexandra Walker began the position of Community Engagement Coordinator on 1 July and will be initially working with the story group on the museum development project.

HCT have engaged Oxford Cultural Associates to deliver a further piece of work to continue to work with the museum story group on embedding community engagement into the heart of any future plans and developments.

7. Future Activity

Upcoming exhibitions for 2021 include an exhibition in collaboration with Hampshire Police on the topic of modern day slavery and the popular Christmas Tree Exhibition.

Emma Banks
June 2021