

AGENDA ITEM NO. x

Committee:	EASTLEIGH MUSEUM JOINT MANAGEMENT COMMITTEE
Date of Meeting:	THURSDAY 25 NOVEMBER
Title of Report:	COMMUNITY MANAGER'S REPORT
Author:	EMMA BANKS

Purpose:

Report on activities at or relating to Eastleigh Museum Covering period July 2021- October 2021

1. Providing a Welcoming and Well-Maintained Museum**1.1 Museum Service Delivery**

Following reopening in May visitations grew as the general public and groups began to use the museum again.

1.2 Visitor Figures

The museum has had steady visitor figures over the period, the anticipated budget was exceeded for July & August.

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	599	1077	935	706						

2. Hosting Special Temporary Exhibitions and Family Events

2.1 Surviving the Stone Age, 10 July-25 September

A family friendly summer exhibition, *Surviving the Stone Age* included stone tools made by early people in Hampshire many thousands of years ago, and remains of the creatures they hunted, including woolly mammoth bones. Visitors found out how hunter-gatherer people in Hampshire adapted to survive the extreme climate changes in the Old and Middle Stone Ages.

2.2 Sky High Fashion, 2 October-13 November

The Museum showcased fantastic garments created by people across the UK during lockdown, as part of the Army Flying Museum's Sky-High Fashion Project. All of the garments were inspired by army flying history.



Figure 1 Flier from the Sky-High Fashion Exhibition

2.3 Family Activities

One Community led on the delivery of a number of family activities in the museum during this period. Highlights included a Lava Lamp activity that saw 50 attendees and Magic Wand Making which drew 78 participants.



Figure 2 Magic Wand Making, Summer Holiday Session

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.

- Hate Crime reporting - 54 conversations and reporting
- Enquiries- heritage 24- general enquires including front of house enquiries with the volunteers 106 (directions, general information about Museum.)
- Benefit applications/ advice 14

Horizon 20:20

Students from The Bridge Education Centre contributed to the Horizon 20:20: In the Making exhibition held from 18 September to 3 November. This creative collection has been produced by young people from Hampshire Education Centres and captures the wide range of skills, techniques, and art forms they have used to express themselves and their ideas.

Engaging in a diverse set of projects over five years, so far 800 young people have gained and mastered skills through unique access to high quality artists and inspiring cultural experiences. The resulting artworks are both accomplished and meaningful. This celebratory showcase gives audiences a chance to access and share in the participants' incredible achievements

ICE Project

ICE Heritage - Through access to local heritage and by engaging in high-quality activity, ICE - Inspire, Create, Exchange - Heritage aims to promote positive mental health, provide longer term opportunities for young people by using creativity to build emotional resilience and bring attention to what museums can do to provide positive support for more young people. The ICE Heritage project is a collaboration between Hampshire Cultural Trust and **Hampshire CAMHS**, provided by Sussex Partnership NHS Foundation Trust. ICE Heritage is funded by ICE Heritage Lottery Fund and follows on from **The ICE Project**, a successful project that ran from January 2017 to January 2020 using the arts as a positive way for young people to acquire skills and express themselves, with the resulting positive impact on both their psychological health and emotional wellbeing.

5 Young people referred via CAMHS took part in 3 Creative sessions Printmaking, Photography and Music. The INSPIRE Days encourage young people to sign up for the long-term ICE Heritage 10 week CREATE sessions starting in January 2022.

4 Marketing and Communications

4.1 Online marketing

The HCT monthly e-newsletter featuring exhibitions and events from Eastleigh, has been sent to sign ups on the HCT database. This period's newsletters have included the Reflections exhibition by Antony Lowe. Subscribers now number over 70,000.

4.2 Research

Postcodes continue to be routinely collected from museum visitors. 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.

The visitor survey project has also recommenced after being temporarily suspended during venue closures earlier in the year. 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 museum provides.

4.3 Social Media

The HCT Facebook now has over 5,500 likes and the HCT twitter has over 6,700 followers. Events at the museum are promoted on both channels, including exhibitions Reflections and Surviving the Stone Age. The Eastleigh Museum Facebook page has 652 page likes.

Other Projects

The Eastleigh venue leaflet is still produced and is available at HCT venues as well as Eastleigh itself.

5. Other Projects

5.1 Industrious Minds

In July 2021 a new Community Engagement Coordinator, Alexandra Walker, was appointed to take the lead on the Industrious Minds project, after a hiatus during lockdown 3.

There was an initial review and edit of the project plans and timescales for activities, with a view to completing the project in July 2022 (at the end of the school year).

The work of re-engagement with partners then took place during July and August. Connections were made with local community to assist in the delivery of local history element of the project including walking tours for young people around Eastleigh, working with archive material and collecting oral histories.

We are currently exploring a partnership with Climate Museum UK to support the young people with the environmental aspect of the project.

5.2 The Eastleigh Connection, Eastleigh Museum – Options Appraisal

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

In July and August CAO reconnected with the Story Group members and introduced Alexandra Walker, the HCT Community Engagement Coordinator. The membership of Story Group was reviewed, and CAO supported the recruitment of new members.

CAO supported the Community Engagement Co-ordinator in organising 4 meetings of Story Group with the aim to develop co-curated ideas for programming and develop ideas for reinterpreting and reconfiguring the museum in the short-term. The final meeting was held in person at the museum on 5 November with 12 community members attending a 3-hour session. A proposal for next steps is now being prepared by HCT.

6. Future Activity

Upcoming exhibitions for 2021 include the popular Christmas Tree Exhibition and a collaborative exhibition with the Police Crime Commissioner on Modern Day Slavery.

Emma Banks
November 2021