

AGENDA ITEM NO. X

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

Purpose:

Report on activities at or relating to Eastleigh Museum
Covering period November 2021- January 2022

1. Providing a Welcoming and Well-Maintained Museum

1.1 Museum Service Delivery

Emma Banks, Community Manager will be moving into another role at Hampshire Cultural Trust as Collections Programme Manager. A new Community Manager, Jess Vincent has been appointed and will start in post ON 22nd February.

Hampshire Cultural Trust are in discussion with One Community regarding ending their partnership and taking back the operations of the museum in 22/23 – the timeline for this has yet to be finalised.

Hampshire Cultural Trust are also talking to Eastleigh Borough Council about how to take forward a programme of phased redevelopment plans as outlined in the options appraisal. HCT believe there is real scope to develop the opportunity for income at the museum through a much-improved visitor offer and redeveloping the front of the museum, to include the café and shop, alongside the programme development that is happening in relation to the story group and co-creation of exhibitions and interpretation. However, for this to happen there needs to be a level of investment from partners which is currently being discussed.

1.2 Visitor Figures

The museum saw a strong growth in visitor numbers in November and December followed by a slight dip in January.

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	1210	1228	526			

2. Hosting Special Temporary Exhibitions and Family Events

2.1 Christmas Tree Festival – 20th November 2021 to 8 January 2022

The Community Christmas Tree Festival, delivered By One Community, saw a magical spectacle of multiple Christmas trees designed by local community groups to reflect their organisations.

Here are a selection of visitor comments.

Here are some comments received from the public as a response to the Christmas tree festival;

Such a lovely idea wonderful selection of trees that show the huge importance of all organisations and their work

Great effort, can see a lot of love and effort that has gone into this

Great, all the Christmas trees decorations are wonderful

2.2 Modern Day Slavery – 15th January to 26th February

The Hampshire and Isle of Wight Modern Slavery Partnership, in conjunction with Hampshire Cultural Trust, are proud to present the emotive and thought-provoking exhibition 'The real faces of Modern Slavery: unmasking the truth'.

This new exhibition is a journey through the compelling stories of survivors identified and supported within our surrounding area, with visual and audio content depicting their experiences past and present and their future aspirations as they start to attempt to rebuild their lives.

Exploitation types found within Hampshire include sexual exploitation of both adults and children, criminal exploitation including that within county lines and cannabis factories, labour exploitation such as that taking place in nail bars and car washes and financial exploitation in the form of benefit fraud.

This exhibition has been developed as a partnership initiative to raise awareness of Modern Slavery and it is hoped that visitors will leave with an understanding of how this can manifest in different scenarios within our everyday lives.

If you would like further information, then please visit:

www.modernslaverypartnership.org.uk



Figure 1 Artwork featured in the Modern-Day Slavery Exhibition

3. Inspiring Learning and Community Engagement

3.1 Community Engagement

Horizon 20:20

The Horizon programme activity in this final year has been in the planning phase in the autumn term.

In January the Horizon 20:20 programme continued after Autumn of planning with a new Art teacher working with artists on workshops designed to re-engage students in learning and build in opportunities for professional development at The Bridge Education Centre.

16 students took part in 2 x full day artist led sessions with Printmaker Sarah Gaiger



Figure 2 Printmaking artwork produced by a student

4 Marketing and Communications

4.1 Print material

Eastleigh Museum was featured in the What's On for Families Winter 2021 leaflet (Community Christmas Tree Festival 2021). This leaflet was printed and distributed to HCT venues during October Half Term and was available for visitors across all venues over the winter/Christmas period.

4.2 Online marketing

The HCT monthly e-newsletter featuring exhibitions and events from Eastleigh, has been sent to sign ups on the HCT database on a fortnightly basis. This period's newsletters have included the Modern Slavery touring exhibition.

4.3 Social Media

The HCT Facebook now has over 5,600 likes and the HCT twitter has over 6,770 followers. Events at the museum are promoted on both channels, including the Modern Slavery touring exhibition. The Eastleigh Museum Facebook page has 670 likes.

Other Projects

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

MOSAIC Data has been attached to this report as requested by the JMC.

5. Other Projects

Eastleigh Connections

5.1 Industrious Minds

A heritage specialist has now been appointed to work with the groups of young people to lead them through exploring the history of Eastleigh and to support them in collection oral histories. We are hoping to work with Hampshire and Isle of Wight Wildlife Trust (HIWWT) for the environmental aspect of the project and are currently recruiting an exhibition design specialist, digital specialist, and an artist to work with the young people. We are making strong inroads with recruiting young people to participate and plan to make a start with the delivery of group activity in February.

5.2 The Eastleigh Connection, Eastleigh Museum – Options Appraisal

The Story Group are underway with beginning to think about how we progress our first intervention at Eastleigh Museum. The group have chosen “We Are Eastleigh” which will be a celebration of Eastleigh today, and will feature information about Eastleigh individuals, festivals and groups that help make the town and borough great.

As part of this we are collaborating with Eastleigh Borough Council to put on an exhibition in the temporary exhibition space that is inspired by the Eastleigh Heroes and Borough Gems initiatives, as well as including an open call for community members to share their stories with us, that will ultimately feature in the new redisplay at the front of the museum. We will also be undertaking an access audit of the Museum to ascertain ways in which we can improve access for all people living with a disability. This audit will be carried out by Disabled People’s Voices.

6. Future Activity

Upcoming exhibitions for 2021 include the collaborative exhibition with Eastleigh Borough Council and the Industrious Minds exhibition.

Emma Banks
February 2022