

Report to: Museums Committee

Date of Meeting: 19 June 2017

Report Title: Update on Museum Resilience project

Report By: Cathy Walling
Museum Curator

Purpose of Report

To update members on progress with the Arts Council England funded Museum Resilience project

Recommendation(s)

- 1. That the Committee accepts the report and are satisfied with the contents of the report**

Reasons for Recommendations

Introduction

1. The Museum was successful in the application to the Arts Council England Museum Resilience Fund and has been awarded £85,000 for a project to be delivered in the period 1 October 2016 to 31 March 2018.

Finding our Place 2: Delivering the Vision will work on four areas for improvement identified in the Part 1 review:

- Improving visibility of the Museum through marketing and promotion
- Audience Development and engagement
- Collections review to ensure effective working practices
- Business and project development expertise

2. The Collections Review site assessment and initial start-up meeting was followed by training for staff in the updated MODES (Museum Object Data Entry System) catalogue software, and in the updated SPECTRUM UK collection management standard. The Collection review guidance framework and template has been developed and is being trialled in the review pilot, working on First World War collections. Once the pilot is completed, it will be reviewed and the framework changed if necessary, before a start is made on looking at other social history collections. A Documentation intern post is working with the Curator on the pilot.

3. The Business Development Consultants have met with senior HBC staff and have produced a draft outline proposal on developing the case for support, for discussion and feedback. Further meetings are planned before this is worked up into a final document by the end of July.

4. Museum staff completed a self-assessment framework to develop a shared vision for a sustainable future. The following organisational goals were agreed:

Goal 1: Establish a shared vision and values for the museum

Goal 2: Grow the museum's profile both within the local authority and the regional cultural and tourism sector

Goal 3: Increase the museum's visitor base through a deeper understanding of its audience and non-users

Goal 4: Strengthen the museum's participation in tourism economy activity

Goal 5: Improve facilities management and planned maintenance

These will be incorporated into the Business Development Plan and will be the subject of future training and mentoring for staff, from the Sustainability consultant.

5. The Marketing intern has also started in her role and is auditing the Museum's current marketing outputs; she will be delivering new initiatives for forthcoming events and refreshing the use of social media.

Wards Affected

None

Policy Implications

Please identify if this report contains any implications for the following:

Equalities and Community Cohesiveness	No
Crime and Fear of Crime (Section 17)	No
Risk Management	No
Environmental Issues	No
Economic/Financial Implications	No
Human Rights Act	No
Organisational Consequences	No
Local People's Views	No
Anti-Poverty	No

Additional Information

Officer to Contact

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