

Public Document Pack  
**Museums Committee Agenda**

**Monday, 16 June 2014 at 2.30 pm**

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		<b>Page No.</b>
1.	Apologies for Absence	
2.	Declarations of Interest	
3.	Minutes of the meeting held on 17 March 2014	1 - 6
4.	Notification of additional urgent items	
5.	Curator's Report	7 - 10
6.	Draft Forward Plan	11 - 32
7.	Request for Loan	33 - 36
8.	Museum Attendance Figures	37 - 40
9.	Museum Events and Activities	41 - 44
10.	Museum Acquisitions	45 - 48
	<u>Exclusion of the Public</u>	
	<p>To resolve that the public be excluded from the meeting during the consideration of the items of business listed below because it is likely that, if members of the public were present, there would be disclosure to them of 'exempt' information as defined in the paragraphs of Schedule 12A to the Local Government Act 1972 referred to in the relevant report.</p>	
11.	Offer to Purchase	49 - 52

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## MUSEUMS COMMITTEE 17 MARCH 2014

Present: Councillors Charlesworth, Hodges, Howard, Martin,  
Street and Westley (in the Chair).  
Museum Association Representatives: Mr Adams, Mrs A  
Hawkins, Mr Palfrey-Martin, Mr Peak and Mrs Purdey

### **28. APOLOGIES FOR ABSENCE**

Apologies for absence were noted for Councillor Batsford, Mrs Barrett, Virginia Gilbert, Head of Amenities, Resorts and Leisure and lateness for Councillor Hodges.

The Chair welcomed new member Alison Hawkins to the Committee and Andrew Palfrey-Martin who had returned following a period of sickness.

### **29. DECLARATIONS OF INTEREST**

Councillors made no declarations of interest at this meeting.

### **30. MINUTES**

**RESOLVED** – that the minutes of the meeting held on 16 December 2014 be approved and signed by the Chair as a true record.

### **31. CURATOR'S REPORT**

Cathy Walling, Museum Curator, presented a report to provide an update on issues arising from previous meetings and confirmation of Curator's actions.

The Museum Curator confirmed the Heritage Lottery Fund had agreed a grant of £34,400 for the World War 1 Centenary project.

A free one-day introduction to social media training course has been arranged for April 2014 for HMAG staff and volunteers and other local heritage venues and groups. It has been funded by the Hastings Remembers project, though the lottery fund and will be delivered by an external specialist. It is intended that by increasing the use of social media, it will complement and enhance the new HMAG website. Both Twitter and Facebook accounts have been set up for the museum, so staff can feed in items. The Twitter address is '@Museumhastings'. The Hastings Remembers web pages will be used to provide local stories of the First World War Project as a tool to build followers during the course of the project.

**MUSEUMS COMMITTEE**  
**17 MARCH 2014**

It was noted that Hannah Miles, had replaced Alison Hawkins as Keeper of Local History and Archives. Hannah started on 11 March and has been working two days a week.

The Curator confirmed that she had arranged a visit to the new Keep at Falmer on Friday, 11 April at 11am. Feedback from this visit will be provided at the next meeting.

Marion Purdey offered her congratulations to the museum for obtaining lottery funding and Catherine Harvey for completing the paper work.

**RESOLVED – that the Committee accepts the report and are satisfied with the comments in the report.**

**32. MUSEUM ACCREDITATION UPDATE**

Cathy Walling, Museum Curator, presented a report to update members on the Museums' Accreditation status.

The Accreditation Scheme is administered by the Arts Council for all UK museums and galleries, it forms the baseline for agreed quality standards. Hastings Museum and Art Gallery and the Old Town Hall Museum were fully accredited in 2009-10 under the scheme. Both Museums will re-apply in August 2014 with returns completed on 28 February 2015. The Accreditation Scheme has been updated by the Arts Council and there is a requirement for new documentation which will need governing body approval by Cabinet. Therefore it is intended to discuss these documents along with policies and statements at the next three meetings of the Museums Committee to meet the deadline required.

Councillor Charlesworth raised concern about the amount of paperwork involved to achieve the accreditation. The Curator advised that they were working to a schedule and there were templates they could utilise to assist with the workload.

**RESOLVED – that the Committee accepts the report and are satisfied with the comments in the report.**

**33. MUSEUM ATTENDANCE FIGURES**

Cathy Walling, Museum Curator, presented a report to inform members of figures for attendances, educational activities and use of the Museum's website for the third quarter of 2013-14. Figures for October to December 2012 were submitted for comparison.

The attendance figures for both Hastings Museum & Art Gallery and Johns Place were down compared to the previous year.

**MUSEUMS COMMITTEE  
17 MARCH 2014**

Similarly, attendances to The Old Town Hall Museum were down compared to the previous year, reflected by the impact of the reduction in opening hours to three days a week during the winter period.

It was noted that educational visits had been made in the majority by Language Student Groups and secondly by schools and colleges.

The total visitor numbers for the calendar year in 2013 were 39,157 at Johns Place (38,452 in 2012) and 27,375 at the Old Town Hall (29,271).

The figures for the number of website visits had increased for Quarter 3 by 11,663.

Wedding and Civil Ceremonies held in the last quarter had reduced compared to the previous year. Wedding bookings compared with last year were lower than average everywhere, because of superstition associated with the year 2013. To date, a total of 13 bookings have been made for 2014/15.

The Curator informed the committee that a Wedding Fayre had been arranged to take place on Sunday, 14 September 2014. Entry will be free.

**RESOLVED – that the Committee accepts the report and are satisfied with the comments in the report.**

**34. MUSEUM EVENTS AND ACTIVITIES**

Cathy Walling, Museum Curator, presented a report to inform Members of forthcoming events and educational activities at the Hastings Museum and Art Gallery and the Old Town Hall Museum during April to June 2014, for Quarter 1, 2014.

These included:-

**Exhibitions**

Until 4 January 2015: 'The Four Seasons'. Paintings from the Museum collection.

Until 20 April: 'The Nature of Things: Plants in Art'. Ceramics, sketches, paintings, textiles from the permanent collection.

3 May to 13 July: 'Rainforest of the Sea', a photographic exhibition of the wildlife of the coral reefs, on loan from the Horniman Museum.

Until 27 April: Display of work by students at Saxon Mount School.

3 May to 29 June: 'The Nature of Things', work by St Paul's School inspired by the Museum's exhibition.

**Events**

**MUSEUMS COMMITTEE**  
**17 MARCH 2014**

5-20 April: Easter Egg Hunt.

12 April: 'Deception, Ceramics and limitation', a talk by Catrin Jones from the Victoria and Albert Museum.

27 April: 'The Life and Times of Robert Tressell', a talk by Steve Peak for the Museum Association.

30 April: 'Take One Dissemination Day', showcasing the Take One Project, a practical session for teachers and heritage professionals. This event may be postponed.

27 May: 'Underwater Wonders', craft activities for half-term.

7 June: 'Rainforests of the Sea', talk by Jamie Craggs from Horniman Museum.

13, 20 and 27 June: Local History talks by Edward Preston.

Steve Peak asked if the museum would be contributing to Hastings Week. Councillor Charlesworth added that it would be beneficial to have something specific in the programme. The Curator said they have a number of events listed in the brochure and she would look further into it.

Marion Purdey said two of the museum exhibitions were stunning and would have been of interest to young people which may explain why the numbers had increased.

**RESOLVED - that the Committee accepts the report and are satisfied with the comments in the report.**

**35. MUSEUM ACQUISITIONS**

Cathy Walling, Museum Curator, presented a report informing members of six items acquired by the Museum in the last quarter and the names of donors.

The items included: -

1. 8 programmes from the Regal Theatre, London Road, St Leonards-on-Sea. Donor: Ms L King
2. Family History details and illustrated plates removed from Gasson family Bibles. Donor: Mrs S Novis
3. Two plans of houses in Tower Road West and Charles Road, St Leonards. Donor: Mr G Dudman
4. Two ashtrays from Bayeux Pottery, Ore. Donor: Mr R Mucci

**MUSEUMS COMMITTEE  
17 MARCH 2014**

5. Banking book for Dobell Bros, Hastings and cheque dated 1909. Donor: Mr A King
6. Collection of 16 local guides and leaflets. Donor: Mr J Futrall

**RESOLVED** - that the Committee accepts the report and are satisfied with the comments in the report.

**35. EXCLUSION OF THE PUBLIC**

**RESOLVED** – that the public be excluded from the meeting during the consideration of the items of business listed below because it is likely that, if members of the public were present, there would be disclosure to them of ‘exempt’ information as defined in the paragraphs of Schedule 12A to the Local Government Act 1972.

<b><u>Minute No.</u></b>	<b><u>Subject Matter</u></b>	<b><u>Paragraph No.</u></b>
36(E)	Conservation in Museum Store	Paragraphs 8 & 9
37(E)	Offer of Loan and Gift in Lieu of Tax	Paragraphs 8 & 9

**36E. CONSERVATION IN MUSEUM STORE**

Cathy Walling, Museum Curator, presented a report for Members to consider conservation in the Museum Store.

**RESOLVED** – (unanimously) that the Committee accepts the report and are satisfied with the comments in the report.

**37E. OFFER OF LOAN AND GIFT IN LIEU OF TAX**

Cathy Walling, Museum Curator, gave a verbal report on the offer of loan and gift to the museum in lieu of tax.

**RESOLVED** – (unanimously) that the offer of loan and gift is recommended for acceptance in principle, subject to the outcome of the Arts Council’s decision and further research being undertaken by the Council.

(The Chair declared the meeting closed at 3.30pm)

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**Agenda Item No:** 5

**Report to:** Museums Committee

**Date of Meeting:** 16 June 2014

**Report Title:** Curator's Report

**Report By:** Cathy Walling  
Museum Curator

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## **Purpose of Report**

To provide an update on issues arising from previous meetings and confirmation of Curator's actions

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## **Recommendation(s)**

- 1. that the Committee accepts the report**

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## **Reasons for Recommendations**

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## Introduction

This report updates members on matters carried over from previous meetings and other items not included on the agenda.

1. A visit to the Keep at Falmer took place on 11 April and was attended by 8 Committee and HBC staff members. A tour of the building and its facilities was most interesting and many Hastings maps and documents were available to be seen.
2. The National Trust asked for permission to move a painting of William Lamb currently on loan to Lamb House in Rye to facilitate the BBC filming of 'Mapp and Lucia' currently taking place.
3. The 'Hastings Remembers' WWI project has now gathered a team of volunteers and research is going ahead. A programme of training has also been arranged. Work on the exhibition, which opens on 26 July is currently underway.
4. The Museum now has active Twitter and Facebook accounts. Both are proving popular, with (as of 4 June 2014) 189 Twitter followers. In the current week Facebook posts have reached 3,795 people. The most popular item on Facebook has been an album of photographs of Hastings in the 1950s which has reached 4,168 people.
5. Rediscovering Ethnography in Kent & Sussex.  
HMAG is one of five museums taking part in this project, led by Rachel Heminway-Hurst for Bexhill Museum and 100% funded by the Arts Council England Strategic Commissioning Fund. The project will pay for a three day review by freelance expert Len Pole of our less well-known ethnographic objects, in particular items from Eastern Europe, South America and Africa. We will then work with a freelance education specialist Sam Smith to develop a community project and resources using these collections. The first review day is scheduled for 18 August 2014. Outreach work will start in November 2014. There will be a display about our part of the project on the First Floor Walkway in spring 2015. The other partner museums are the Powell-Cotton Museum and Maidstone Museum & Bentrif Art Gallery (both Kent), Bexhill Museum (East Sussex) and Horsham Museum (West Sussex)

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## Wards Affected

None

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## Area(s) Affected

None

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## 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	Yes
Environmental Issues	No
Economic/Financial Implications	No
Human Rights Act	No
Organisational Consequences	Yes
Local People's Views	No

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## Background Information

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## Officer to Contact

Cathy Walling  
cwalling@hastings.gov.uk  
01424 451151

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**Agenda Item No:** 6

**Report to:** Museums Committee

**Date of Meeting:** 16 June 2014

**Report Title:** Draft Forward Plan

**Report By:** Cathy Walling  
Museum Curator

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## **Purpose of Report**

To consider the draft Museum Forward Plan

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## **Recommendation(s)**

- 1. that the Committee accepts the report**

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## **Reasons for Recommendations**

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## Introduction

1. A Forward plan for the Museum Service is a requirement of the Museum Accreditation scheme, which is run by the Arts Council. Hastings Museum and Art Gallery and the Old Town Hall Museum have been accredited since 2007.
2. This document will replace the Forward Plan 2010-13, and considers the achievements of the last three years as well as the proposed Action plan for the next five years.
3. A final version of the plan will be brought to the Museums Committee meeting in September 2014 for consideration.

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## Wards Affected

Ashdown, Baird, Braybrooke, Castle, Central St. Leonards, Conquest, Gensing, Hollington, Maze Hill, Old Hastings, Ore, Silverhill, St. Helens, Tressell, West St. Leonards, Wishing Tree

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## Area(s) Affected

Central Hastings, East Hastings, North St. Leonards, South St. Leonards

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## 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	Yes
Environmental Issues	No
Economic/Financial Implications	Yes
Human Rights Act	No
Organisational Consequences	Yes
Local People's Views	No

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## Background Information

Appendix A - Draft Forward Plan 2014-2019

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## Officer to Contact

Cathy Walling  
cwalling@hastings.gov.uk  
01424 451151



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# Hastings Borough Council

Hastings Museum and Art Gallery

Old Town Hall Museum

Forward Plan

2014 – 2019



## **1.0 Introduction**

- 1.1 This Forward Plan sets out the strategic objectives of Hastings Museum and Art Gallery and Old Town Hall Museum for the period October 2014 to October 2019.
- 1.2 It will be reviewed annually, with the first review scheduled for October 2015

## **2.0 Statement of Purpose**

- 2.1 Hastings Museum aims to fulfil its core role in the preservation, collection, documentation and interpretation of the collections associated with the history and natural history of the area, the fine arts and from a wider cultural context. Visitors and other users will be at the heart of what we do, and we believe that our collections have the power to educate and inspire people of all ages, backgrounds and abilities, and the local communities we serve.

## **3.0 Background to Hastings Museums**

- 3.1 Hastings Museum (HMAG) was founded in 1890 by the Hastings and St Leonards Museum Association, but in 1905 ownership was transferred to the Borough Council. The constitution of the Museum is embodied in the deed of transfer.
- 3.2 The Museum was first housed in the Brassey Institute, but moved to its current site in 1928. The Durbar Hall, originally constructed as an Indian palace for the Indian and Colonial Exhibition of 1886, and Long Gallery were added in 1930-32.
- 3.3 A major refurbishment took place in 2006-7 funded by the heritage Lottery Fund and Hastings Borough Council, which expanded the floor space by 40%, improved access and facilities and introduced environmental control and monitoring.
- 3.4 The Old Town Hall Museum (OTH) is housed in a listed building, the former Town Hall which was erected in 1823 and converted into a Museum in 1949. A major refurbishment in 1999 involved redisplay, access improvements and environmental control and monitoring, Since 2009, a Tourist Information point has been housed within the Old Town Hall Museum.
- 3.5 The collections of the Museum are large and diverse, and include Fine Art, Ceramics, Local History, Archives, Natural History, Geology, Native American and World Collections. Reserve collections are currently stored on-site and off-site at HBC's Castleham archive.

## 4.0 Current Position

4.1 HMAG and OTH are operated as part of Amenities and Leisure Services within Hastings Borough Council's Environmental Services Directorate. Other services sitting alongside the Museums Service include Seafront services, Theatre, Parks and Open Spaces and Leisure Development.

4.2 The Museum employs 6.8 FTE staff.

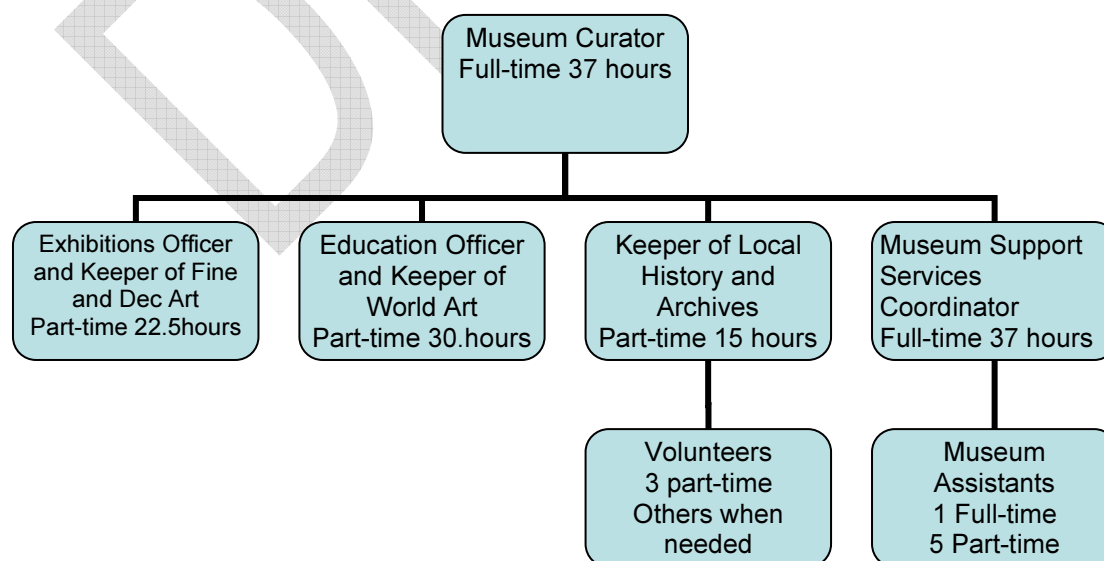
4.3 There are 3 regular volunteers working at the Museum, who collectively contributed xxxxxxxx hours during 2013-14. Other work experience students and volunteers on short-term contracts contributed c. xxxxxxxx hours.

4.4 During 2013-14 the net revenue cost of the Museum to the Local Authority was.....

4.5 The Museums have benefitted from awards from a range of external funding streams over many years for both capital works and revenue projects. The greatest amount was £1.2m...from the Heritage Lottery Fund for the refurbishment of HMAG in 2006-7, and the most recent was £45,000 from HLF for the 'Hastings remembers...' World War One project.

4.6 During 2013-14 the Museum recorded 39,179 visitors at HMAG and 24,891 visitors at OTH.

4.7 Organisation Chart



#### 4.8 Current Position: SWOT Analysis (June 2014)

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• <i>Skilled dedicated workforce</i></li> <li>• <i>Large and varied collections</i></li> <li>• <i>Free entry and parking</i></li> <li>• <i>Good relationships with national funders eg ACE and HLF</i></li> <li>• <i>Scenic green setting</i></li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• <i>Inadequate documentation</i></li> <li>• <i>Presentation standards in galleries variable</i></li> <li>• <i>Small number of Front-of-house staff to cover 6-day opening</i></li> <li>• <i>Limited interpretation</i></li> <li>• <i>Out of town centre!</i></li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• <i>Generate increased income through shop</i></li> <li>• <i>Improve website and social media</i></li> <li>• <i>Use permanent collections to refresh displays</i></li> <li>• <i>Increase number and range of events</i></li> <li>• <i>Develop exhibitions of interest to external funders</i></li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• <i>Non-statutory, could be subject to reduced operational revenue budget</i></li> <li>• <i>Storage space limited</i></li> <li>• <i>Lack of documentation</i></li> <li>• <i>Repairs and maintenance costs for both sites esp. OTH</i></li> <li>• <i>Exposed site subject to vandalism</i></li> <li>• <i>Increased competition for external funding</i></li> </ul>

## 5.0 Review of previous Forward Plan

5.1 The previous Forward plan for Hastings Museum and Art Gallery and Old Town Hall Museum covered the period 2010-2013.

5.2 The table below provides details of scheduled tasks within the previous Forward Plan and their outcomes.

Key Action	Outcome/Status	Comments
Accreditation Biennial returns	Invitation date awaited from ACE	Expect by Feb 15
Attend training on Changes to Accreditation	Completed – March 2014	
Operational Review of OTH	Completed 2011	
Data-mapping and audience Development Plan	Not completed	Remove?
Review of Access and Learning Policy	Completed 2013	
Volunteer Management Policy	Completed 2012	
Policy on care/Display of Human Remains	Completed 2011	
Review of Guidelines for Detection of Archaeology on Council Land	Not completed	2015?
Review of Loans Policy	Partly completed	New agreements
Review of Acquisitions and Disposal Policy	Not completed	New format required for Accreditation
Complete inventory of collections	Partly completed	Ongoing – linked with store conservation
Draw up Conservation programme for priority Exhibits	Not completed	Now linked with store conservation project
Review of storage of arch material from outside Borough	Partly completed	
Actions from Security Review, inc external CCTV	Completed 2011	
Repacking of ceramic collection	Partly completed	Now linked with store project
Update Disaster Plans for OTH and HMAG	Completed 2012	
Redisplay and interpretation of displays	Ongoing	
Provide handrails to steps in ground	Not completed	No longer considered necessary
Complete Collections pages on website	Not completed	Website under review
Reconfigure films at OTH	Completed 2011	
Consult with Communications	Completed 2013	Twitter and Facebook

staff on Social media		accounts now active
Investigate provision of dedicated education space	Completed 2012	To be removed from actions following review
Continue with community learning through Sure Start	Ongoing	
Expand involvement in national initiatives such as Big Draw, National Science & Engineering Week	Ongoing	
Continue with outreach to schools and INSet sessions	Ongoing	
Create new Loan boxes and resource packs	Ongoing	
Develop website' interactive section to include games etc	Not completed	Website under review
To work with national and regional institutions and practitioners to develop exciting programme of exhibitions and events	Ongoing	
Increase shop sales by identifying trends and new products	Ongoing	Shop refitted 2011, new lines at both sites, retails report for OTH, training attended
Provision of Cyber till to improve stock audit and control	Not completed	No longer necessary. Other stock control procedures brought in
Continue to advertise and develop Durbar Hall as wedding venue	ongoing	Wedding Fair booked for Sept 14
Encourage day-time use of Museum for events etc	Ongoing	Day-time hire charges introduced 2014
Increase income generated by copyright etc and review charges	Ongoing	Charges reviewed 2014
Investigate alternative sources of income, funding and governance options	Completed for OTH 2011 Ongoing	
Investigate potential for 'garden land' behind HMAG	Completed 2013	Land cleared 2011 and 2013
Research possibility of café franchise	Completed 2012	Not suitable
Re-evaluation of Education Officer, Exhibitions Officer, Archivist and Admin Officer posts	Completed 2010	
Support relevant training for staff	Ongoing	

5.3 HBC and other priorities

## **6.0 Consultation and Analysis**

6.1 range of consultations

## **7.0 Audience Development**

## **8.0 Education**

## **9.0 Customer care**

## **10.0 Resource Plan**

Staffing  
Utilities and Running costs  
Exhibition costs  
Education

## **11.0 Review Dates**

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# Appendix 1:

## Action plan 2014 - 2019

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**Key Aim no.1 To ensure long-term care of collections**

Objectives	Tasks	Timescale/status	Lead officer/Team
<ul style="list-style-type: none"> <li>• <b>Carry out programme of mould clearance in store</b></li> </ul>	<ul style="list-style-type: none"> <li>• Visit of remedial conservator</li> <li>• Quotes for project (whole/part)</li> <li>• Draw up conservation programme for priority exhibits</li> <li>• Training for non-specialist cleaning</li> <li>• Space for extra temp storage</li> <li>• Clean objects repacked, stored</li> <li>• Disposal of damaged objects</li> <li>• Store shelving cleaned/replaced</li> </ul>		

<ul style="list-style-type: none"><li>• <b>Develop and update relevant policies</b></li><li>• <b>Deliver Documentation action plan</b></li><li>• <b>Review recommendations of</b></li></ul>	<ul style="list-style-type: none"><li>• MODES updated for locations</li><li>• Acquisitions and Disposal</li><li>• Documentation Policy</li><li>• Collections care and Conservation Policy</li><li>• Loans Policy</li><li>• Create inventory of objects in storage that have inadequate documentation</li><li>• Check and clarify extent of backlog</li><li>• Update plan to deal with backlog</li></ul>		
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<b>Security Review and commission new review</b>			
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**Key Aim no. 2 Increase the number and range of the Museum's Service users**

Objectives	Tasks	Timescale/status	Lead Officer/Team
<ul style="list-style-type: none"> <li>• <b>Produce annual programme of displays and exhibitions based upon the Museum's collections and loaned material</b></li>   <li>• <b>Deliver Museum's 'Hastings Remembers: Local Stories of the First World War' HLF project</b></li> </ul>	<ul style="list-style-type: none"> <li>• To continue to work with national and regional institutions and practitioners to develop exciting programme of exhibitions</li>   <li>• Programme to reflect local and national events and celebrations</li>   <li>• Plan, coordinate and deliver programme with volunteers</li>   <li>• Monitor and report on details and progress of</li> </ul>		

<ul style="list-style-type: none"><li>• <b>Deliver a programme of special events and activities</b></li><li>• <b>Engage with users and non-users of the Museum</b></li><li>• <b>Improve marketing and promotion of the Museum</b></li></ul>	<p>programme delivery</p> <ul style="list-style-type: none"><li>• Research and create events and activities programme for delivery at Museum</li><li>• Promote opportunities for personal research of museum's collections</li><li>• Research possibilities for groups to benefit from special presentations and visits</li><li>• Strengthen links with HBCs marketing service to promote Museum as attraction</li><li>• Create annual marketing plan for Museum</li></ul>		
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<ul style="list-style-type: none"><li>• <b>Improve the Museum's website</b></li> <li>• <b>Promote the Museum as an educational resource for formal and informal learning</b></li></ul>	<ul style="list-style-type: none"><li>• Complete updating of design and contents of website</li> <li>• Provide appropriate staff training to enable maintenance and development of website</li> <li>• Increase Museum presence on Social media platforms</li> <li>• Promote schools loan resource collection</li> <li>• Create new Loan boxes and resource packs</li> <li>• Continue with community learning through In2Play programme</li> <li>• Expand involvement in national initiatives such as Big Draw and</li></ul>		
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	<p>National Science and Engineering Week</p> <ul style="list-style-type: none"> <li>• Continue with outreach to local schools, including INSet days</li> </ul>		
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**Key Aim no. 3 Enhance Visitor Experience through Customer Care**

<b>Objectives</b>	<b>Tasks</b>	<b>Timescale/status</b>	<b>Lead Officer/Team</b>
<ul style="list-style-type: none"> <li>• <b>Provide Museum staff with appropriate Customer care training</b></li> <li>• <b>Ensure all facilities within museums' buildings and grounds maintained</b></li> </ul>	<ul style="list-style-type: none"> <li>• All staff to participate in annual personal appraisal</li> <li>• All FOH staff to participate in programme of customer care training</li> <li>• All staff to be issued with uniforms</li> <li>• Checklist detailing Museum's daily cleaning regime created</li> <li>• Record repairs, maintenance and service of buildings and equipment</li> </ul>		

<ul style="list-style-type: none"> <li>• <b>Provide opportunities for visitors to comment on the services provided</b></li> </ul>	<ul style="list-style-type: none"> <li>• Provide visitors book for comments</li> <li>• Carry out annual visitor questionnaire</li> </ul>		
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**Key Aim no. 4 Ensure the Sustainability of the Museum through Improved Income Generation**

<b>Objectives</b>	<b>Tasks</b>	<b>Timescale/Status</b>	<b>Lead officer/team</b>
<ul style="list-style-type: none"> <li>• <b>Attract external funding for Museum projects</b></li> <li>• <b>Increase income generated by private hire of facilities, including weddings</b></li> </ul>	<ul style="list-style-type: none"> <li>• Investigate funding opportunities available through HLF, ACE and similar agencies</li> <li>• Investigate potential commercial sponsorship opportunities</li> <li>• Promote and market wedding and other ceremony opportunities</li> <li>• Review hire charges.</li> </ul>		



<ul style="list-style-type: none"><li>• <b>Improve commercial potential of Museum shop</b></li></ul>	<ul style="list-style-type: none"><li>• Develop 'garden' land behind Museum</li><li>• Promote Museum shop to visitors through general museum marketing</li><li>• Increase sales by identifying trends and researching new products</li></ul>		
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**Agenda Item No:** 7

**Report to:** Museums Committee

**Date of Meeting:** 16 June 2014

**Report Title:** Request for a Loan

**Report By:** Cathy Walling  
Museum Curator

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## **Purpose of Report**

To inform members of the request for a loan from the Museum collections

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## **Recommendation(s)**

- 1. that the Committee agrees the loan**

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## **Reasons for Recommendations**

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## Introduction

1. The Museum has received a request for the loan of the Hawaiian feather cloak. The Fine Arts Museums of San Francisco and the Bernice Pauahi Bishop Museum, Honolulu are co-organising the exhibition 'Royal Hawaiian Featherwork: Na Hulu Ali'i' to be presented at the de Young from 29 August 2015 to 28 February 2016 and at the Bishop Museum from March 19 to 23 July 2016.
2. This will be the first exhibition of Hawaiian featherwork to be presented on the US mainland. While on view in Honolulu, the exhibition will be a focal point of the 125th anniversary celebrations commemorating the public opening of the Bishop Museum in 1891.
3. The exhibition assembles 75 of the finest examples of royal feathers including capes and cloaks, staffs, lei etc as well as related paintings and works on paper. 'Royal Hawaiian Featherwork' will mark the first time many of these important cultural treasures will have returned to Hawaii since the 18th century.
4. The exhibition will be accompanied by a fully-illustrated, scholarly publication and extensive educational and public programmes are being planned for both venues.
5. The Directors of the Fine Arts Museums of San Francisco and the Bishop Museum, Honolulu have requested the loan of Hastings Museum's feather cloak, which is unique in its patterning. The cloak is part of the Brassey gift to Hastings Museum.
6. The San Francisco and Honolulu Museums will be responsible for all expenses relating to the loan, including crating, transportation, courier, insurance and security. All aspects of the installation will be strictly supervised. A full facilities report will be requested in advance.

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## Wards Affected

None

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## Area(s) Affected

None

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## 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	Yes

Environmental Issues	No
Economic/Financial Implications	Yes
Human Rights Act	No
Organisational Consequences	Yes
Local People's Views	No

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## Background Information

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### Officer to Contact

Cathy Walling  
cwalling@hastings.gov.uk  
01424 451151

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**Agenda Item No:** 8

**Report to:** Museums Committee

**Date of Meeting:** 16 June 2014

**Report Title:** Museum Attendance Figures

**Report By:** Cathy Walling  
Museum Curator

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## **Purpose of Report**

to inform members of figures for attendances, educational activities and use of the Museum's website for the fourth quarter of 2013-14

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## **Recommendation(s)**

- 1. that the Committee accepts the report**

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## **Reasons for Recommendations**

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## Introduction

### 1. Attendances: Hastings Museum and Art Gallery

The figures for January to March 2013 are given for comparison.

	Jan to March 2014	2013
Number of visitors	9877	9855
Pupils in organised groups	1413	665

The total number of visitors for the year 2013 -14 was 39,179. This compares to 40158 in 2011-12.

### 2. Attendances: Old Town Hall Museum

	Jan to March 2014	2013
Number of visitors	1749	4233
Pupils in organised groups	24	305

The total number of visitors to the Old Town Hall Museum for the year 2013-14 was 24,891. This compares to 29,166 in 2012-13.

### 3. Website Visits

The total number of visits to hmag.org.uk website for Quarter 4 is 37,023. The comparable measure for Quarter 4, 2012-13 is 20,793. The total for 2013-14 is 133,683 compared to 93,241 for 2011-12.



#### 4. Weddings and Civil Ceremonies

The total number of ceremonies held in 2013-14 was 22, compared to 35 for the previous year. There are 15 ceremonies booked for 2014-15 so far. A Wedding Fair is to be held on 14 September.

#### 5. Comment

Visitor numbers have decreased slightly at HMAG, although educational visits have increased. The Old Town Hall figures reflect the change to 3-day opening for winter since 1 November 2013. Visits to the website have increased.

The majority of educational visits are made by Language Student Groups. Schools and Colleges who have visited in the last quarter include Sussex Coast College, St Mary's, Hastings Academy, Rye College, Elphinstone, St Pauls and Westfield Primary Schools.

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#### Wards Affected

None

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#### Area(s) Affected

None

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#### 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	Yes
Environmental Issues	No
Economic/Financial Implications	No
Human Rights Act	No
Organisational Consequences	Yes
Local People's Views	No

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#### Background Information

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#### Officer to Contact

Cathy Walling  
cwalling@hastings.gov.uk  
01424 451151

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**Agenda Item No:** 9

**Report to:** Museums Committee

**Date of Meeting:** 16 June 2014

**Report Title:** Museums Events and Activities

**Report By:** Cathy Walling  
Museum Curator

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## **Purpose of Report**

To inform members of exhibitions, events and activities planned at the Museums for Q2 2014

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## **Recommendation(s)**

- 1. that the Committee accepts the report**

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## **Reasons for Recommendations**

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## Introduction

1. The following events and activities will be taking place at Hastings Museum and Art Gallery and the Old Town Hall Museum during July to September 2014.

### Exhibitions

Until 13 July: 'Rainforest of the Sea', a photographic exhibition of the coral reef environment off Borneo, on loan from the Horniman Museum.

Until 4 January 2015: 'The Four Seasons', paintings from the Museum collection.

5 July to 15 September: 'White Rock Baths', photographs by Brian Rybolt.

26 July to 13 November: 'Hastings Remembers, Local Stories of the First World War'.

29 July: 'Hastings Remembers' Pop-up exhibition at Old Town Hall Museum

22 September to 30 November: 'Misogyny is Suicide' by HKB Finn. Photographs and soundtrack, part of AfriKaba Festival.

### Events

1 July to 22 July: Weekly Life Writing and Literature Workshops.

2 July and 16 July: 'Book Bugs', Children's Library sessions.

2 July: Oral History training

3 July: Crosspath Theatre presents 'Puff' an entertaining new verse play by poet John Agard, exploring the relationship between Queen Elizabeth I and Sir Walter Raleigh.

3 July to 25 July: Friday morning Local History talks with Edward Preston.

26 July to 31 August: Summer Holiday Fun for families.

12 August: Hastings and St Leonards Seniors Forum Event, re 'Hastings Remembers'.

23 August: Charity daytime concert.

7 September: an illustrated talk on 'Artists and Writers at Fairlight' by Haydon Luke for Museum Association.

13 September: 'The last Edwardian Summer', a talk and memory-collecting session. Part of Hastings and St Leonards Heritage Open Days.

14 September: Wedding Fair

27 September: 'The Quick and the Dead', a talk by Richard van Emden, the story of those who are forgotten when the fallen of WWI are remembered.

Weekly Play and Learn sessions by In2Play are held in term-time.

The Local Studies Room opens every Wednesday from 10 to 4.

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**Wards Affected**

Castle, Old Hastings

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**Area(s) Affected**

Central Hastings, East Hastings

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**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	Yes
Environmental Issues	No
Economic/Financial Implications	No
Human Rights Act	No
Organisational Consequences	Yes
Local People's Views	No

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**Background Information**

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**Officer to Contact**

Cathy Walling  
cwalling@hastings.gov.uk  
01424 451151

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**Agenda Item No:** 10

**Report to:** Museums Committee

**Date of Meeting:** 16 June 2014

**Report Title:** Museum Acquisitions

**Report By:** Cathy Walling  
Museum Curator

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## **Purpose of Report**

to inform members of items recently acquired by the Museum

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## **Recommendation(s)**

- 1. that the Committee accepts the report and the Chair signs the certificates of thanks**

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## **Reasons for Recommendations**

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## Introduction

The following items have been acquired by Hastings Museum in the last Quarter.

1. Hastings Grammar School cap, with yellow trim for 'Parker' house, 1960s.

Donor: Mr J Hibberd

2. Album of photographs of donor's parents' honeymoon in Hastings December 1934.

Donor: Mrs J Wickson

3. Hastings and St Leonards official guidebook and other leaflets 1927.

Donor: Mr B Crisp

4. Copy of 'The Dekhnewala' or 'Fusiliers gazette, 1873

Donor: Mrs J Divall

5. Eight prescription journals and ledgers from local pharmacy, from 1928 onwards.

Donor: Mrs S LeBreuilly

6. 3 glass negatives of Hastings Castle

Donor: Eastbourne Heritage Service

7. Spode Silver Jubilee Loving Cup

Donor: The estate of Mrs P Leach

8. 1920s wedding dress and photographs

Donor: Mrs E Martin



9. LMSR brass railway sign.

Donor: Mrs J Collett

10. Framed needlework of Royal Sussex Regiment crest, WWI

Donor: Mrs P Pont

11. Framed watercolour of Old St Helen's Church by J Oddie.

Donor: St Helen's Church per Mr D Valentine

12. Framed watercolour of Harbour Arm, by E L Badham.

Donor: Brassey Fund

13. 1953 Radio Times and televisor instructions.

Donor: Mr R Mucci

14. Drawing on map by Len Shelley

Donor: Brassey Fund

15. Jigsaw of Battle of Hastings from Tapisserie de Bayeux.

Jigsaw of White Rock Gardens in 1925, made by Ottakars

Donor: Mrs C Georgiou

16. Copy of report from St Leonards Coastal Space Community Planning weekend,  
April 2012

Copy of report from Town Centre Conference, Sept 2011

Donor; Mr A Palfrey-Martin

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**Wards Affected**

None

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**Area(s) Affected**

None

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**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	Yes
Environmental Issues	No
Economic/Financial Implications	Yes
Human Rights Act	No
Organisational Consequences	Yes
Local People's Views	No

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**Background Information**

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**Officer to Contact**

Cathy Walling  
cwalling@hastings.gov.uk  
01424 451151

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# Agenda Item 11

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