

# Museums Committee Agenda

Monday, 15 September 2014 at 2.30 pm

Hastings Museum & Art Gallery

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## MUSEUMS COMMITTEE 16 JUNE 2014

Present: Councillors Charlesworth, Charman, Hodges, Howard, Lock, Poole (in the Chair), Street and Webb (duly appointed substitute for Councillor Sinden).

Museum Association Representatives: Mr Adams, Mrs Barrett, Mr Palfrey-Martin, Mr Peak and Mrs Purdey

### **1. APOLOGIES FOR ABSENCE**

Apologies for absence were noted for Councillors Edwards and Sinden and Mrs Hawkins.

The Chair welcomed the new members to the Committee.

### **2. DECLARATIONS OF INTEREST**

Councillors made no declarations of interest at this meeting.

### **3. MINUTES**

**RESOLVED** – that the minutes of the meeting held on 17 March 2014 be approved and signed by the Chair as a true record.

### **4. 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.

It was noted the Members and HBC staff visit to the Keep at Falmer on 11 April was successful. During the tour of the building and its facilities, Members and staff viewed a number of Hastings maps and documents. Another visit to the Keep will be arranged in due course.

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.

A team of volunteers have been appointed to work on the 'Hastings Remembers' WWI project. The volunteers will undergo a programme of training. Work on the exhibition, which opens on 26 July is currently underway. Invitations to an open evening on 25 July will be sent out in due course.

The Museums new Twitter & Facebook accounts are widely used. As of 4 June 2014, 189 there were Twitter followers. Facebook posts have reached

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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.

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. Full details were contained within the report.

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

**5. DRAFT FORWARD PLAN**

Cathy Walling, Museum Curator, presented a report to inform members of the draft Museum Forward Plan. The draft Forward Plan 2014-2019 was appended to the report under Appendix A.

The Museums Forward Plan will replace the version dated 2010-13. The plan covers a three-year period as well as a proposed Action plan for the next five years. A regularly monitored Forward Plan was a requirement of the Accreditation scheme run by the Arts Council. Hastings Museum and Art Gallery and the Old Town Hall Museum have been accredited since 2007. This will enable the Museum to apply for key funding for the Council's strategic review and also from the Arts Council.

Councillor Street enquired if consideration had been given to selling items on the website. The Curator confirmed that it was discussed 5 years ago, when at the time their software was not advanced enough to provide a retail service.

Councillor Hodges, suggested the SWOT Analysis Weakness 'Out of town centre' was incorrect. Virginia Gilbert confirmed it was part of the Corporate Plan and needed to be retained.

Tania Charman, noted the bus times for Bohemia Road were no longer available. The Curator confirmed this would be addressed.

Councillor Howard asked if further consideration had been given to enhance the café facilities at the Museum. He believed it would be beneficial as no where else within the vicinity provided this service and it offered a good destination for visitors. The Curator explained that if the Arts Council were minded to fund the strategic review they may look further into it and fund a strategic study.

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Councillor Charlesworth asked if visitors could sit outside on land behind the museum which was cleared in 2013. Nick Sangster said the land was covered in the strategic study funded by the Arts Council to look at overall space inside and out. Councillor Charlesworth suggested renting the land out to other organisations/charities. Mrs Barrett said any expansion of the café would require additional staffing and cost to make an income.

Steve Peak asked if given the high costs of using the museum and costs of staff could this could be subsidised by the Council. Virginia said it was difficult to make an income and subsidise our services. They would try to keep prices reasonable.

**RESOLVED – that the Committee accepts the report.**

**6. REQUEST FOR A LOAN**

Cathy Walling, Museum Curator, presented a report to update members on a loan from the Museum collection.

The loan of the Hawaiian feather cloak had been requested by The Fine Arts Museum of San Francisco and the Bernice Pauahi Bishop Museum, Honolulu. The exhibition of 'Royal Hawaiian Featherwork: Na Hulu Ali'i' is 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.

This will be the first exhibition of Hawaiian featherwork to be presented on the US mainland. The exhibition of 'Royal Hawaiian Featherwork' will mark the first time many of these items will have returned to Hawaii since the 18th century. The cloak is part of the Brassey gift to Hastings Museum.

Councillor Charlesworth considered that it was a good idea to loan the item to encourage publicity and for foreign visitors to visit the museum and see the large collection of Indian work held in Hastings.

Councillor Street asked if when loaning the item to a private institution, it would be possible to make an income from it. The Curator advised that it was not possible to make a profit on items loaned for the public to view. However, it might be possible to reduce insurance costs whilst the cloak was not in the museum, although this maybe an insignificant amount.

Councillor Hodges asked if the museum was in a position to afford such a range of artefacts and asked the committee to consider if it was time to focus more clearly on a range of local artefacts to release capital. Virginia Gilbert said they were under pressure to find ways to make more income without effecting the collections. She was minded to pursue other options before letting go of any of the museum pieces.

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Councillor Charlesworth recommended that an article in the Observer regarding the Hawaiian feather cloak would give local people a chance to see it before it goes on loan. The Curator said she would look into it.

**RESOLVED – that the Committee accepts the report.**

**7. 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 fourth quarter of 2014-15. Figures for January to March 2013 were submitted for comparison.

It was noted that the attendance figures for Hastings Museum and Art Gallery were consistent with the previous year. The number of pupils in organised groups had increased, this was reflected by the number of visits made by St. Paul's Group. The total number of visits combined had decreased by 979 compared to the previous year.

Attendances to the Old Town Hall Museum had dropped as well as school visits, this was primarily because of the reduction in opening hours from six days a week, to three. The total number of visits combined had decreased by 4,275.

Councillor Hodges suggested the window display at The Old Town Hall was contributing to the loss of visitors because it was dark and unwelcoming. He asked if officers could look at ways to lighten it up, to make it more attractive to visitors.

Councillor Lock asked the Curator if she knew where visitors to the museums were travelling from i.e. Sussex or further afield. The Curator confirmed she would undertake another visitor questionnaire during the course of the summer. This was carried out by way of a rolling programme every couple of years. In the interim period staff maintained data records on visitors.

Councillor Street explained that visits to the website were down from 37,023 for Quarter 4 to 20,793, because the website was being updated. It was expected that the new website would be up and running by the next committee meeting in September.

The Curator said that weddings and civil ceremonies had reduced from 35 to 22 compared to the previous year. Wedding bookings were lower than average everywhere, because of superstition associated with the year 2013. To date, a total of 18 bookings have been made for 2014/15. A Wedding Fair is to be held on 14 September. Entry will be free.

**RESOLVED – that the Committee accepts the report.**

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**8. 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 July to September 2014, for Quarter 2, 2014.

These included:-

**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.

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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 10am to 4pm.

Steve Peak informed the committee of the 50<sup>th</sup> Anniversary of the Mods and Rockers Rights-1964. This is to be attended by the BBC on 3<sup>rd</sup> August. Councillor Street asked if there would be a reception with the Mods & Rockers attending. The Curator explained that this had been arranged by the museum in previous years, but this year staff had been absorbed in organizing WWI events and exhibitions. However, she went on to say they could produce a photo-gallery on Facebook, if approval was given for copyright. To conclude, Steve Peak said the scooter shop would be hosting a rally at the Stade Open Space.

**RESOLVED - that the Committee accepts the report.**

**9. 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. 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



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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

Councillor Lock sought clarification on whether items that were not suitable for the collections could be sold or whether they would go to other museums. The Curator confirmed that items could not be sold. Furthermore, Erica Barratt added that they could not be disposed of. She said items would have to be offered to other museums and carefully investigated for a connection with Hastings, however tenuous.

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

**10. 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>
11(E)	Offer to purchase	Paragraphs 8 & 9

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**11E. OFFER TO PURCHASE**

Cathy Walling, Museum Curator, presented a report for Members to consider an item offered to the Museum for purchase.

Councillor Street proposed a motion to refuse to purchase the item. This was seconded by Councillor Hodges.

**RESOLVED – (unanimously) that the Committee accepts the report and notes the report and that the offer to purchase be declined.**

(The Chair declared the meeting closed at 3.33pm)

**Agenda Item No:** 5

**Report to:** Museums Committee

**Date of Meeting:** 15 September 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 and are satisfied with the comments in 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. Work on dealing with conservation issues in the museum store continues. A quotation has been received from The Keep for dealing with works on paper, and other quotations are awaited.

2. A team of 11 volunteers has now been appointed to the WWI project and have started research and outreach. Four 'pop-up' events have taken place, at the Old Town Hall Museum and Hollington, Rye and Bexhill Libraries.

3. Culture Shift has announced that the Arts Connect programme is being funded by East Sussex County Council for a further 3 years, creating more opportunities for people with learning disabilities to take part in arts activities in their communities. Get Connected events offer a chance for people to get together and find out what is going on for learning disabled people, carers, service managers, artists and cultural organisations. The first event is at Hastings Museum and Art Gallery on Tuesday 21st October 10.30-1.00pm.

4. The Museum is part of the 'Uncovering Ethnography in Kent and Sussex' (Uniques) Project, a regional collections review and community engagement project with 5 partner museums in Kent and Sussex, and funded by ACE. Specialist curators have made their first visit to look at our collections.

5. A start has been made on transferring the Colin Taylor Collection donation to John's Place. This will be an ongoing process over the next six months, allowing time for record photography, basic cataloguing and storage to be completed. An application is being made to the Esmee Fairbairn Collections Fund (administered by the Museums Association) for a grant of around £90,000 to fund in-depth cataloguing, research, dissemination and public engagement with this collection, in partnership with Dr Max Carocci of the Royal Anthropological Society/University of London.

6. Permission has been given for the following items from the collection to be reproduced:

Photographs of 2 firebacks for a chapter 'Seeing Salvation in the Domestic Hearth in Post-Reformation England' in an academic textbook 'Sin and Salvation in Reformation England', by Dr Tara Hamling

Burton images for Burton St Leonards Society information panels.

Images of Fairlight for 'Fairlight: A Sussex Village by the Sea,' publication by Haydon Luke.

Portrait of Decimus Burton for 'Homes and Gardens' magazine.

Copies of painting of West Hill House by John Hornby Maw to Ben Simpson for family research publication in association with Wolfson College, Oxford.

Copy of receipt from local goldsmith John Goodman for University of Plymouth publication on Taunton businesses by Chris Hassel.

Image of Baston Cottage for 'The Idea of the Cottage in English Architecture', by Daniel Maudlin. Published by Routledge in association with the University of Plymouth.

Copy of watercolour of Elizabethan harbour to Fishermens' Museum for exhibition.

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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**

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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.

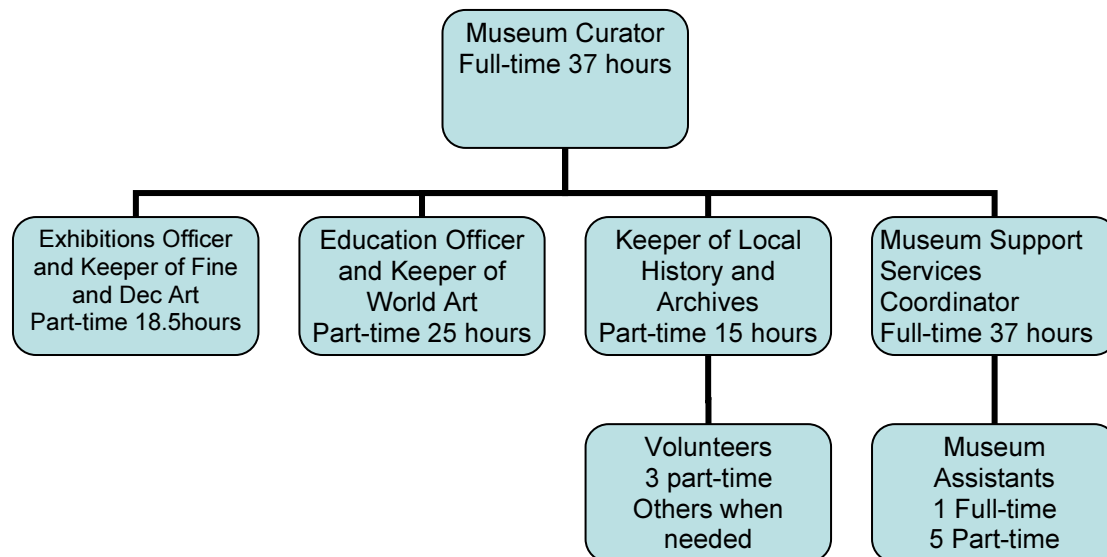
## **3.0 Background to Hastings Museums**

- 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. In 2009 there was a further redisplay of exhibits and a Tourist Information Point introduced.
- 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 6.5 FTE staff.
- 4.3 There are 3 regular volunteers working at the Museum, who collectively contributed over 1000 hours during 2013-14. Other work experience students and volunteers on short-term contracts contributed c800 hours.
- 4.4 During 2013-14 the net revenue cost of the Museum to the Local Authority was £404,990
- 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 £863,500 from the Heritage Lottery Fund for the refurbishment of HMAG in 2006-7, and the most recent was £34,400 from HLF for the 'Hastings remembers...' World War One project.
- 4.6 During 2013-14 the Museum recorded 39,179 visitors at HMAG and visitors 24,891 at OTH.
- 4.7 Organisation Chart



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

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>• <i>Skilled dedicated workforce</i></li> <li>• <i>Significant and varied collections</i></li> <li>• <i>Free entry and parking</i></li> <li>• <i>Support of Hastings &amp; St Leonards Museum Association</i></li> <li>• <i>Good relationships with national funders eg ACE, HLF and Art Fund</i></li> <li>• <i>Scenic green setting</i></li> <li>• <i>Out of town centre!</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Public perception</i></li> <li>• <i>Inadequate marketing and low profile</i></li> <li>• <i>Presentation standards in galleries variable, and some displays static</i></li> <li>• <i>Small number of curatorial staff</i></li> <li>• <i>Small number of Front-of-house staff to maintain building and security</i></li> <li>• <i>Lack of facilities eg kitchen and education space</i></li> <li>• <i>Out of town centre!</i></li> </ul>

	<ul style="list-style-type: none"> <li>• <i>Lack of resources</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>Develop exhibitions of regional and national interest</i></li> <li>• <i>Increase volunteer opportunities</i></li> <li>• <i>Innovative projects and partnerships</i></li> <li>• <i>Develop hire subject to improved facilities</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 inadequate</i></li> <li>• <i>Lack of documentation</i></li> <li>• <i>Repairs and maintenance costs for both sites</i></li> <li>• <i>Exposed site subject to vandalism</i></li> <li>• <i>Increased competition for external funding</i></li> <li>• <i>Environmental conditions</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.

<b>Key Action</b>	<b>Outcome/Status</b>	<b>Comments</b>
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	Removed
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	Not completed	2015?

Detection of Archaeology on Council Land		
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 staff on Social media	Completed 2013	Twitter and Facebook 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	Not considered necessary by Audit. 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 within current layout
Re-evaluation of Education Officer, Exhibitions Officer, Archivist and Admin Officer posts	Completed 2010	
Support relevant training for staff	Ongoing	

5.3 In reviewing the previous Forward Plan a new set of priorities emerge. Quarterly monitoring against targets in the Corporate Plan highlights the following: a) Provide a Museum exhibition and education programme for visitors. b) Develop proposals for the long-term sustainability of the service in light of financial constraints.

5.4 An anticipated lack of growth or possible reduction in financial and human resources during the next five years prompts further new priorities not featured in the previous Plan: attracting and nurturing volunteers, promoting certain parts of the site to external hirers and developing the Museum's retail opportunities all feature in the new Plan.

## 6.0 Consultation and Analysis

6.1 In shaping its current and future service priorities Hastings Museum undertakes a range of consultations. These include:

- Visitor Surveys – usually undertaken because of a special exhibition or event.
- Visitor Questionnaires – a more in-depth survey usually carried out over a season. The Museum will be carrying out its next questionnaire in August-September 2014.

- Visitor Book – a book is available for comments from visitors all year round.
- Workforce Feedback – the least formal method, but often the most useful. Many visitors are prepared to mention things to staff that they are less inclined to record in a survey. This is fed back to the museum's management at team meetings or on an ad-hoc basis.
- Tripadvisor, Facebook, Twitter – the Museum receives comments and reviews through these media.

6.2 We recognise that the gathering of raw data and its analysis is an area for improvement. Visitor exit surveys will provide postcode analysis to plot where the Museum's visitors are travelling from and to aid future marketing.

## 7.0 Education

7.1 We are committed to offering a stimulating and creative programme to excite and inspire learners of all ages, backgrounds and abilities.

7.2 Our aims and objectives are defined in the Access and Learning Policy (2013-18):

- To encourage more schools to use the museum to enhance and support their teaching and learning.
- To attract more families to participate in a range of opportunities, encouraging repeat visits.
- To promote the museum as a centre of lifelong learning for all local communities.

## 8.0 Customer Care

8.1 The key aspects of our customer care programme include:

**Staff are welcoming and friendly, offering visitors information and assistance.**

All Museum Assistants have attended, or will attend training which covers how to meet and greet visitors, equality and diversity awareness and listening and communications skills

**The Museum is a clean and welcoming environment**

The museum floors are cleaned every morning before opening. Showcases are polished on a daily basis.

The fully accessible toilets are cleaned thoroughly before opening and checked regularly throughout the day, replenishing stocks where necessary.

### **All displays are fully accessible to all visitors**

The museum displays are on four different levels which are fully accessible by two main staircases and two lifts.

### **The Museum is a safe environment for visitors**

All Museum Assistants are trained in all aspects of health and safety which include fire warden training, fire evacuation procedures, emergency plan awareness and fire alarm testing.

### **Staff present a professional image**

All Museum Assistants will wear a uniform with the Council logo clearly displayed to identify them to visitors. Other staff and volunteers will wear badges as identification,

## **9.0 Resource Plan**

9.1 This resource plan shows the position of the Museum with regards to its human resources as at September 2014.

9.2 The table below shows the breakdown of weekly annualised staff hours.

<b>Staffing Resource</b>
Curator x 37 hours
Museum Support Services Administrator x 37 hours
Education Officer and Keeper of World Art x 25 hours
Exhibitions Officer and Keeper of Fine Art x 18.5 hours
Archivist and Keeper of Local History x 15 hours
Museum Assistant x 37 hours
Museum Assistant x 21.5 hours
Museum Assistant x 21 hours
Museum Assistant x 15.5 hours
Museum Assistant x 10.5 hours
Museum Assistant x 5.5 hours

9.3 Staff ensure the Museums are open six days a week (OTH 3 days in winter), and that the Museums are both welcoming visitor attractions.

9.4 We recognise that volunteers are a valuable resource to our organisation and are committed to providing voluntary opportunities throughout the Museum.

9.5 In 2013-14 volunteers worked on a regular basis across a number of disciplines in the museum.

9.6 The total number of volunteers hours worked in 2013-4 was approximately 1,860.

## **10.0 Aims and Objectives of the Museum Service**

10.1 The key aims of the Museum Service are:

- To care for, record, research and interpret the Museum's collections
- To increase the number and range of people who use the Museum, both on-site and remotely.
- To enhance the visitor experience through providing the highest standards of customer care.
- To ensure the sustainability of the Museum through improving opportunities for income generation.

10.2. Details of action plans created to deliver these aims through a set of clear objectives and scheduled tasks appears as Appendix 1: Action Plan



# 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 6.5 FTE staff.

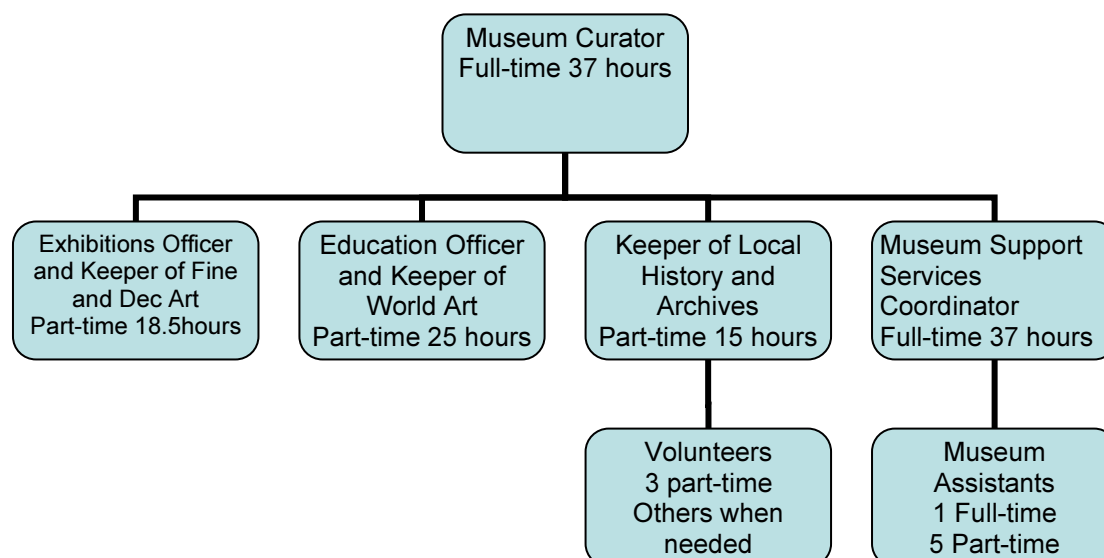
4.3 There are 3 regular volunteers working at the Museum, who collectively contributed over 1000 hours during 2013-14. Other work experience students and volunteers on short-term contracts contributed c800 hours.

4.4 During 2013-14 the net revenue cost of the Museum to the Local Authority was £404,990

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 £863,500 from the Heritage Lottery Fund for the refurbishment of HMAG in 2006-7, and the most recent was £34,400 from HLF for the 'Hastings remembers...' World War One project.

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

### 4.7 Organisation Chart



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

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• <i>Skilled dedicated workforce</i></li> <li>• <i>Significant 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> <li>• <i>Out of town centre!</i></li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• <i>Public perception</i></li> <li>• <i>Inadequate marketing and low profile</i></li> <li>• <i>Presentation standards in galleries variable, and some displays static</i></li> <li>• <i>Small number of curatorial staff</i></li> <li>• <i>Small number of Front-of-house staff to maintain building and security</i></li> <li>• <i>Lack of facilities eg kitchen and education space</i></li> <li>• <i>Out of town centre!</i></li> <li>• <i>Lack of resources</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>Develop exhibitions of regional and national interest</i></li> <li>• <i>Increase volunteer opportunities</i></li> <li>• <i>Innovative projects and partnerships</i></li> <li>• <i>Develop hire subject to improved facilities</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 inadequate</i></li> <li>• <i>Lack of documentation</i></li> <li>• <i>Repairs and maintenance costs for both sites</i></li> <li>• <i>Exposed site subject to vandalism</i></li> <li>• <i>Increased competition for external funding</i></li> <li>• <i>Environmental conditions</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	Not considered necessary by Audit. 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 within current layout
Re-evaluation of Education Officer, Exhibitions Officer, Archivist and Admin Officer posts	Completed 2010	
Support relevant training for staff	Ongoing	

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5.3 In reviewing the previous Forward Plan a new set of priorities emerge. Quarterly monitoring against targets in the Corporate Plan highlights the following: a) Provide a Museum exhibition and education programme for visitors. b) Develop proposals for the long-term sustainability of the service in light of financial constraints.

5.4 An anticipated lack of growth or possible reduction in financial and human resources during the next five years prompts further new priorities not featured in the previous Plan: attracting and nurturing volunteers, promoting certain parts of the site to external hirers and developing the Museum's retail opportunities all feature in the new Plan.

## **6.0 Consultation and Analysis**

6.1 In shaping its current and future service priorities Hastings Museum undertakes a range of consultations. These include:

- Visitor Surveys – usually undertaken because of a special exhibition or event.
- Visitor Questionnaires – a more in-depth survey usually carried out over a season. The Museum will be carrying out its next questionnaire in August-September 2014.
- Visitor Book – a book is available for comments from visitors all year round.
- Workforce Feedback – the least formal method, but often the most useful. Many visitors are prepared to mention things to staff that they are less inclined to record in a survey. This is fed back to the museum's management at team meetings or on an ad-hoc basis.
- Tripadvisor, Facebook, Twitter – the Museum receives comments and reviews through these media.

6.2 We recognise that the gathering of raw data and its analysis is an area for improvement. Visitor exit surveys will provide postcode analysis to plot where the Museum's visitors are travelling from and to aid future marketing.

## **7.0 Education**

7.1 We are committed to offering a stimulating and creative programme to excite and inspire learners of all ages, backgrounds and abilities.

7.2 Our aims and objectives are defined in the Access and Learning Policy (2013-18):

- To encourage more schools to use the museum to enhance and support their teaching and learning.

- To attract more families to participate in a range of opportunities, encouraging repeat visits.
- To promote the museum as a centre of lifelong learning for all local communities.

## **8.0 Customer Care**

8.1 The key aspects of our customer care programme include:

### **Staff are welcoming and friendly, offering visitors information and assistance.**

All Museum Assistants have attended, or will attend training which covers how to meet and greet visitors, equality and diversity awareness and listening and communications skills

### **The Museum is a clean and welcoming environment**

The museum floors are cleaned every morning before opening. Showcases are polished on a daily basis. The fully accessible toilets are cleaned thoroughly before opening and checked regularly throughout the day, replenishing stocks where necessary.

### **All displays are fully accessible to all visitors**

The museum displays are on four different levels which are fully accessible by two main staircases and two lifts.

### **The Museum is a safe environment for visitors**

All Museum Assistants are trained in all aspects of health and safety which include fire warden training, fire evacuation procedures, emergency plan awareness and fire alarm testing.

### **Staff present a professional image**

All Museum Assistants will wear a uniform with the Council logo clearly displayed to identify them to visitors. Other staff and volunteers will wear badges as identification,

## **9.0 Resource Plan**

9.1 This resource plan shows the position of the Museum with regards to its human resources as at September 2014.



9.2 The table below shows the breakdown of weekly annualised staff hours.

<b>Staffing Resource</b>
Curator x 37 hours
Museum Support Services Administrator x 37 hours
Education Officer and Keeper of World Art x 25 hours
Exhibitions Officer and Keeper of Fine Art x 18.5 hours
Archivist and Keeper of Local History x 15 hours
Museum Assistant x 37 hours
Museum Assistant x 21.5 hours
Museum Assistant x 21 hours
Museum Assistant x 15.5 hours
Museum Assistant x 10.5 hours
Museum Assistant x 5.5 hours

9.3 Staff ensure the Museums are open six days a week (OTH 3 days in winter), and that the Museums are both welcoming visitor attractions.

9.4 We recognise that volunteers are a valuable resource to our organisation and are committed to providing voluntary opportunities throughout the Museum.

9.5 In 2013-14 volunteers worked on a regular basis across a number of disciplines in the museum.

9.6 The total number of volunteers hours worked in 2013-4 was approximately 1,860.

## **10.0 Aims and Objectives of the Museum Service**

10.1 The key aims of the Museum Service are:

- To care for, record, research and interpret the Museum's collections
- To increase the number and range of people who use the Museum, both on-site and remotely.
- To enhance the visitor experience through providing the highest standards of customer care.
- To ensure the sustainability of the Museum through improving opportunities for income generation.

10.2. Details of action plans created to deliver these aims through a set of clear objectives and scheduled tasks appears as Appendix 1: Action Plan

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**Museum Forward Plan  
Appendix 1 Action plan  
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>• Quotations obtained for collection areas</li> <li>• Draw up conservation programme for priority exhibits</li> <li>• Training for non-specialist cleaning</li> <li>• Clean objects repacked, stored</li> <li>• Disposal of damaged objects</li> <li>• Improved heating and humidity control in store</li> <li>• MODES updated for locations</li> </ul>	<p>Completion by Dec 2014</p> <p>Collection works required for exhibition by Dec 2014</p> <p>Completion by April 2015</p> <p>Completion by Dec 2016</p> <p>Completion by Dec 2016</p> <p>Completion by Jan 2016</p> <p>Ongoing throughout project</p>	<p>All curatorial staff</p> <p>Exhibitions Officer and Keeper of Fine and Dec Art</p>

<ul style="list-style-type: none"> <li>• <b>Collections Review</b></li>   <li>• <b>Develop and update relevant policies</b></li>   <li>• <b>Deliver Documentation action plan</b></li> </ul>	<ul style="list-style-type: none"> <li>• Identify and assess condition, potential, documentation of collections</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> </ul>	<p>Concurrent with store project</p> <p>All policy updates required by Accreditation deadline of Feb 2015, and then to meet individual review dates</p> <p>Completion by Dec 2016</p> <p>Completion by Dec 2016</p>	<p>Curator</p> <p>All curatorial staff</p> <p>Curator</p>
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<ul style="list-style-type: none"> <li>• <b>Apply to Esmee Fairbairn Trust for funding for collections review and conservation of World Art</b></li> <li>• <b>Ensure the accessibility of collections through improved interpretation</b></li> </ul>	<ul style="list-style-type: none"> <li>• Update plan to deal with backlog</li> </ul>	<p>Accreditation requirement by Feb 2105</p> <p>First round by Sept 2014 Second round by Nov 2014</p>	<p>Education Officer and Keeper of World Art</p>
	<ul style="list-style-type: none"> <li>• Gain as much information as possible about objects at 'Object Entry' stage of collection process</li> </ul>	<p>Introduced from Sept 2014</p>	<p>All staff</p>
	<ul style="list-style-type: none"> <li>• Improve interpretation and signage in galleries</li> </ul>	<p>Rolling programme of improvements</p>	<p>All curatorial staff</p>

### **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</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</li> </ul>	<p>Ongoing</p> <p>Programme for 2015-16 completed by Dec 2014</p>	<p>Exhibitions officer</p>

<p><b>collections and loaned material</b></p> <ul style="list-style-type: none"> <li>• <b>Deliver Museum's 'Hastings Remembers: Local Stories of the First World War' HLF project</b></li> <li>• <b>Deliver a programme of special events and activities</b></li> <li>• <b>Engage with service</b></li> </ul>	<p><b>exhibitions</b></p> <ul style="list-style-type: none"> <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 programme delivery</li> <li>• Research and create events and activities programme for delivery at Museum</li> <li>• Investigate ways to</li> </ul>	<p>Programme for 2015-16 completed by Dec 2014</p> <p>Completion by Dec 2018</p> <p>Ongoing Final report March 2019</p> <p>Ongoing. Events leaflet produced 2x per year Dec and May</p> <p>Completion by Sept 2015</p>	<p>Exhibitions officer and keeper of Fine and Dec Art Education Officer and keeper of World Art</p> <p>Education Officer and Keeper of World Art</p> <p>Exhibitions Officer and Keeper of Fine and Dec Art Education officer and Keeper of World Art</p> <p>Keeper of Local History and Archives</p>
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<p><b>users to research collections</b></p> <ul style="list-style-type: none"> <li>• <b>Improve marketing and promotion of the Museum</b></li> <li>• <b>Improve the Museum's website</b></li> </ul>	<p>facilitate individual research using museum collections</p> <ul style="list-style-type: none"> <li>• Promote research opportunities via website</li> <li>• Create annual marketing plan for Museum including key deadlines</li> <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> </ul>	<p>Completion by Sept 2015</p> <p>Annual plan to be completed by March each year</p> <p>Completion by Dec 2014</p> <p>Completion by Dec 2014</p> <p>Ongoing</p>	<p>All curatorial staff</p> <p>All curatorial staff</p> <p>IT services</p> <p>All staff</p>
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<ul style="list-style-type: none"> <li>• <b>Promote the Museum as an educational resource for formal and informal learning</b></li> </ul>	<ul style="list-style-type: none"> <li>• Monitor and develop condition and content of loan boxes, and promote to schools</li> <li>• Continue with community learning through In2Play and BookBugs programme subject to continued external funding</li> <li>• Continue with outreach to local schools</li> </ul>	<p>Ongoing Annual review in July each year</p> <p>Ongoing</p> <p>Ongoing</p>	<p>Education Officer and Keeper of World Art</p> <p>Education Officer and Keeper of World Art</p> <p>Education Officer and Keeper of World Art</p>
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### Key Aim no. 3 Enhance Visitor Experience

Objectives	Tasks	Timescale/status	Lead Officer/Team
<ul style="list-style-type: none"> <li>• <b>Provide Museum staff with appropriate Customer care training</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</li> </ul>	<p>Ongoing – appraisals scheduled on annual basis</p> <p>Annual schedule of training to be created, informed by individual appraisals</p>	<p>Curator Museum Support Services Co-ordinator</p> <p>Museum Support Services Co-ordinator POD</p>



<ul style="list-style-type: none"> <li>• <b>Ensure all facilities within museums' buildings and grounds maintained</b></li> <li>• <b>Provide opportunities for visitors to comment on the services provided</b></li> </ul>	<p>customer care training</p> <ul style="list-style-type: none"> <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> <li>• Provide visitors book for comments</li> <li>• Carry out annual visitor questionnaire</li> </ul>	<p>Completion by April 2015</p> <p>All staff to deliver as part of daily duties</p> <p>Ongoing. Annual review of agreements adjusted to reflect requirements of Museum and its resources</p> <p>Ongoing – comments are reviewed regularly and used to improve services</p> <p>Ongoing – comments are reviewed regularly and information used to shape future policies and procedures</p>	<p>Museum Support Services Co-ordinator</p> <p>Museum Support Services Co-ordinator Museum Assistants And external contractors as required</p> <p>Museum Support Services Co-ordinator</p> <p>Museum Support Services Co-ordinator Museum Assistants</p> <p>Museum Support Services Co-ordinator Curator</p>
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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> </ul>	<ul style="list-style-type: none"> <li>• Investigate funding opportunities available through HLF, ACE and similar agencies</li> </ul>	Research to be ongoing	All curatorial staff
<ul style="list-style-type: none"> <li>• <b>Apply through Museums Development Service for micro-consultancy for feasibility study</b></li> </ul>		Completion by April 2015	Curator
<ul style="list-style-type: none"> <li>• <b>Increase income generated by private hire of facilities, including weddings</b></li> </ul>	<ul style="list-style-type: none"> <li>• Investigate potential commercial sponsorship opportunities</li> </ul>	April 2015	
	<ul style="list-style-type: none"> <li>• Create special event at Museum and invite potential sponsors</li> </ul>	Event to be held by Sept 2016	
<ul style="list-style-type: none"> <li>• <b>Explore potential of hiring gallery space</b></li> </ul>	<ul style="list-style-type: none"> <li>• Promote and market wedding and other</li> </ul>		Museum Support Services Co-ordinator

<ul style="list-style-type: none"> <li>• <b>Improve commercial potential of Museum shop</b></li> </ul>	<p>ceremony opportunities</p> <ul style="list-style-type: none"> <li>• Review hire charges.</li> <li>• Promote Museum shop to visitors through general museum marketing</li> <li>• Increase sales by identifying trends and researching new products</li> </ul>	<p>Completion by Dec 2015</p> <p>April 2015</p>	<p>Curator</p> <p>Curator Head of Amenities and Leisure</p> <p>Museum Support Services Co-ordinator</p> <p>Museum Support Services Co-ordinator</p>
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**Agenda Item No:** 7

**Report to:** Museums Committee

**Date of Meeting:** 15 September 2014

**Report Title:** Venue for Museums Committee meetings

**Report By:** Cathy Walling  
Museum Curator

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## **Purpose of Report**

To consider whether the Museum is an appropriate venue for future Museums Committee meetings

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## **Recommendation(s)**

- 1. that members give their views on this possible use of Museum**

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## **Reasons for Recommendations**

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## Introduction

1. The meeting of the Museums Committee on 15 September is to be held at Hastings Museum and Art Gallery. This is due to lift work at the Town Hall which means the building is not fully accessible.
2. Staff from Legal and Democratic Services visited the Museum on 18 February 2014 to consider the option and barriers to holding meetings there. The Head of Corporate Services concluded that the museum would be suitable for more informal sessions rather than formal meetings.
3. Committee members have asked to discuss this matter further.

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## Wards Affected

Castle

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## Area(s) Affected

Central 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	No
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:**

**Report to:** Museums Committee

**Date of Meeting:** 15 September 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 first quarter of 2014-15

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## **Recommendation(s)**

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

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## **Reasons for Recommendations**

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## Introduction

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

The figures for April to June 2013 are given for comparison.

	April to June 2014	April to June 2013
Number of visitors	9,486	9,502
Pupils in organised groups	778	572

### 2. Attendances: Old Town Hall Museum

	April to June 2014	April to June 2013
Number of visitors	5,633	6,985
Pupils in organised groups	330	504

### 3. Website Visits

The total number of visits to [hmag.org.uk](http://hmag.org.uk) website for Quarter 1 is 37,621. The comparable measure for Quarter 1, 2013-14, is 26,529.

The Museum Facebook page now has 362 likes, with posts on the 'Hastings Remembers' project regularly reaching over 2,000 people. The Twitter account has 311 followers who receive regular updates on events, exhibitions and collections.

### 4. Weddings and Civil Ceremonies

There were 3 ceremonies held in this quarter. There are 14 ceremonies booked for 2014-2015 so far, and 11 booked for the first 2 quarters of 2015-16. We are hoping to generate more bookings following the Wedding Fair to be held on 14 September.



## 5. Comment

There has been a slight drop in figures at both Museums compared to the same quarter last year.

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, Bexhill College, St Leonards Academy, Vinehall, and Churchwood Primary.

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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:**

**Report to:** Museums Committee

**Date of Meeting:** 15 September 2014

**Report Title:** Museum 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 Q3 2014

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## **Recommendation(s)**

- 1. that the Committee accepts the report and are satisfied with the comments in 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 October to December 2014.

### Exhibitions

- 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'.
- 22 September to 30 November: 'Misogyny is Suicide' by HKB Finn. Photographs and soundtrack, part of AfriKaba Festival.
- 29 November to 22 February: 'The Eyes are Listening', paintings of six contemporary artists based in Sussex.
- 6 December to 1 February 2015: 'Tangible Keepsakes from a Dream', photographs of Hastings by Hans van Erp.

### Events

- Events for AfriKaBa - the Festival of African and Caribbean heritage, arts and culture.
- 4 October: African and Latin Dance Workshop with Shardarae Kasumu
- 5 October: AfriKaBa Adventure Story with Dende the Samba Reggae, Afro-Brazilian storytellers.
- 10 October: HKBFiNN with Amplifier, the world's first spoken word opera.
- 17 October to 28 November: Friday morning Local History talks with Edward Preston.
- 18 October: 'Lady Annie Brassey, Life, Travels and Adventure', with Julian Porter
- 28 October: Jaws and Claws Activity Day
- 15 November: 'We Will Not Kill', talk on conscientious objectors of WWI with Anne Kramer
- 22 November: Museum Association Autumn Concert
- 6 December: Deck the Halls - Christmas Crafts with Rachel Hine
- 7 December: Museum Association AGM

Two weekly term-time preschool drop-ins in partnership with Hastings Children's Centre:  
Wednesdays: Book Bugs  
Thursdays: In2Play

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**Wards Affected**

Castle

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**Area(s) Affected**

Central 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**

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**Agenda Item No:** 4

**Report to:** Museums Committee

**Date of Meeting:** 15 September 2014

**Report Title:** Museum Acquisitions

**Report By:** Cathy Walling  
Museum Curator

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## **Purpose of Report**

To inform members of items acquired by the Museum in Quarter 1 2014-15

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## **Recommendation(s)**

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

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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. Life saving medal awarded to J Beard 1899.

Donor: A. Campbell

2. Eleven Books on Hastings history and street directories

Donor: Mrs M Hutchinson

3. Two WW2 booklets

Donor: Mrs J Wild

4. Copy of Grey Owl's 'The Tree'

Donor: T Kitson

5. Two Telegrams sent to William Cushen re son missing in 1916

Donor: Dr C Williams

6. Six Books on WW2

Donor: R Foster

7. Twenty-one White Rock Pavilion programmes, miscellaneous local ephemera

Donor: A Palfrey-Martin

8. Wooden shield with arms of Royal Regiment of Artillery 114 Field Reg, Hastings, Fire Guard Armband, Royal Sussex Regiment silk handkerchief case, 1920s lightbulb, photo of dinner at Old Hastings House, WWI army prayer book.

Donor: P. Fuller

9. Rule book for rink hockey, Poison gas alert book

Donor: D Holdster

10. Postcard of Fishermens Church, views of Hastings & St Leonards, Views of Battle Abbey

Donor: Mr Williamson

11. Licence for alterations at 36-38 Marina, 1909

Donor: D Campber



12. Collection of items from Hastings Information Bureau, including blouse, former property of Maureen Lane.

Donor: Mrs N Lane

13. Eighty-five local theatre and performance programmes

Donor: P Klijn

14. Hairdryer in original box

Donor: D Carrick

15. GEC TV instruction booklet, F J Parson's 'Rules for Compositors'

Donor; R Mucci

16. Mesolithic flint debitage from Hastings Castle

Donor: C Milkins

17. Glass gas shades

Donor: A McMurtie

18. Watercolour painting of Crowhurst Viaduct by F Fulford

Donor: Ms S Fulford

19. Womens' costume from house in St Leonards, c 1913

Donor: Mrs D Rolls

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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

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