

Museums Committee Agenda

Monday, 25 June 2018 at 2.30 pm

Council Chamber, Muriel Matters House, Breeds Place, Hastings, TN34 3UY.
Please enter the building via the Tourist Information Centre entrance.

If you are attending Muriel Matters House for this meeting, please enter the building via the Tourist Information Centre entrance. Members of public are advised that they will need to sign in to comply with health and safety legislation.

For further information, please contact Emily Horne on 01424 451719 or email:
ehorne@hastings.gov.uk

		Page No.
1.	Apologies for Absence	
2.	Declarations of Interest	
3.	Minutes of the previous meeting held on 12 March 2018	1 - 4
4.	Notification of additional urgent items	
5.	Museums Committee Changes (Polly Gifford, Cultural Regeneration Manager)	5 - 8
6.	Curator's Report (Cathy Walling, Museum Curator)	9 - 12
7.	Resilience Update (Cathy Walling, Museum Curator)	13 - 18
8.	Museum Acquisitions (Cathy Walling, Museum Curator)	19 - 22

This page is intentionally left blank

Agenda Item 3 Public Document Pack

MUSEUMS COMMITTEE

12 MARCH 2018

Present: Councillors Forward (Chair), Bacon (Vice-Chair), Howard, Patmore, Sinden and Street

Museum Association Representatives: Mrs Barrett, Mrs Purdey, Mr Peak, Mr Palfrey-Martin and Mr Geoffrey Dudman.

117. APOLOGIES FOR ABSENCE

Apologies for lateness were noted for Councillor Bacon and absence from Councillors Cartwright and Edwards.

118. DECLARATIONS OF INTEREST

None.

119. MINUTES OF THE PREVIOUS MEETING HELD ON 27 NOVEMBER 2017

RESOLVED – that the minutes of the meeting held on 27 November 2017 be approved and signed by the Chair as a correct record.

120. NOTIFICATION OF ADDITIONAL URGENT ITEMS

None.

121. CHANGES TO MUSEUMS COMMITTEE OPERATION

The Curator explained that the report for this item would not have been ready in time for members to read it prior to the meeting.

The Chair requested this item was withdrawn from the agenda so it can be discussed at the next meeting.

122. CURATOR'S REPORT

Cathy Walling, Museum Curator, presented a report to update members on issues arising from previous meetings and confirmation of curator's actions, with visitor figures and information on exhibitions and events. It had been agreed at the last meeting to condense these reports under one item.

The Curator reported that attendance figures for visitors attending between October and December were down by 1,228 compared to the same period last year. The total number of visitors for 2017 had increased by 2044 compared to 2016. Pupil numbers were down slightly by 88 compared to 2016.

MUSEUMS COMMITTEE

12 MARCH 2018

At the time of the meeting, the number of followers on Twitter had increased to 1,609 and Facebook to 1,883. The ratings on Trip Advisor remain the same.

The number of weddings/ceremonies booked till the end of December compared to the same period last year has increased from 10 to 15.

The Hastings Museum & Art gallery events leaflet for April-October 2018 were sent out this week.

The next event in the art gallery will be the 50th anniversary memorial exhibition celebrating the work of Vincent Lines, Head of Hastings School of Art. From 3rd March there is an exhibition by Evacustes Phipson on topographical water colours. This is followed by an exhibition by students from the School of Art and Design at Sussex Coast College relating to the Vincent Lines exhibition.

Three Family Activity days will be held focusing on print; toys and insects to mark the centenary of Votes for Women. With National Insect day on 23 June, visitors to the museum will be able to handle the insects. There will be a talk and book signing by Ann Kramer and two sessions with Women's Voice on 23 June to make banners, sashes etc. Blooming Green will be providing adult workshops to make foliage crowns for Jack in the Green, and Fiona Pienkowska will be holding a workshop on lino printing. The curator said the adult workshops had proved very popular and were booked out. To celebrate his 90th birthday, the Happy Harold trolley bus will be visiting the museum on 1 April. A day of tours and rides have been arranged. A new series of talks by Edward Preston will begin in June. Details are listed in the events leaflet.

Mrs Purdey encouraged members and their relations to participate in Happy Harold's birthday celebrations on 1 April. Tours and rides will be available from the museum along with refreshments and an easter egg hunt for children.

Mr Peak informed the Committee that Happy Harold will be at the bus depot in Silverhill the week prior to Easter. He asked the curator if picture postcards could be made available of the Evacustes Phipson exhibition. The Curator advised him that there was probably not enough time before the exhibition ends on 6 May, but would consult colleagues. The event will be advertised on the Museums Facebook page.

Councillor Street proposed a motion to recommend the resolution as set out below. This was seconded by Mr Palfrey-Martin.

RESOLVED (unanimously) that the committee accepts and is satisfied with the report

123. RESILIENCE - CURRENT PROJECTS

The Curator presented a report which updated the committee on the progress of the ACE-funded Resilience Project and HLF-funded First World War Project.

A consultation day entitled 'Inside Out' was held at the museum on 25 November 2017, helped by young curators to raise awareness of the museum's collections and

MUSEUMS COMMITTEE

12 MARCH 2018

how to access them. The project runs till 31 March 2018. The conclusions of the consultation will be fed into the final Collections Review report.

During the consultation, 35/40 people attended the museum. Of the 86 young people who filled in an online survey, 42% had not visited the museum previously. 12% of those that had visited attended with their school.

The young people said they were interested in 1066, world wars, fashions and textiles. They enjoyed the staff talking about their favourite objects and what their job entailed.

The Curator said if in future a similar consultation was needed that it could be an idea to provide a pop-up museum session in Priory Meadow to reach a wider audience.

This is the final and 5th year of the HLF funded First World War Anniversary project. Volunteers have been researching names on War Memorial and linking up Hasting's Twin Towns.

During 2017 three community events were held. As part of 125th birthday celebration day in August a 'recruiting station' session was held to handle objects; a talk on Black Poppies by Stephen Bourne and a family activity day in October on the First World War. Another drop in session will be held on 2nd June to collect local stories.

The final exhibition will run from 13 October 2018 to 29 January 2019. The event will reflect on local lives lost and families affected by the conflict and the importance of remembrance.

Councillor Howard referred to his comment minuted at the previous meeting regarding selling items on-line as part of the Income Generation Strategy. The Curator said she was waiting for the business plan to be produced, before advising whether this was feasible.

Councillor Sinden proposed a motion to recommend the resolution as set out below. This was seconded by Mrs Barrett.

RESOLVED (unanimously) that the committee accepts and is satisfied with the report.

124. MUSEUM ACQUISITIONS

The Curator presented a report which provided an overview of the items recently acquired by the museum in the last quarter and the names of donors. The items included: -

1. Oil painting of Thomas Hovenden, Inn-keeper of the Swan Hotel, Hastings, c 1800
Donor: Mr and Mrs B. Purdey
2. Three Hastings Borough Council metal Hackney Carriage Licenses from vehicles.
Donor: Anon
3. Booklets 'Hastings and St Leonards in the Front Line' and 'War in East Sussex'.

MUSEUMS COMMITTEE

12 MARCH 2018

Donor: Mr G. Mounsey

4. Three aerial photographs of Hastings.

Donor: Mr T Scott

5. Collection of photographs, documents and minutes relating to Dordrecht town-twinning.

Donor: Mr C Hyland

6. Postcard of Edwin Bradnam, Mayor of Hastings 1884-1890.

Donor: Mr P Fuller

7. Specifications for tenders for refreshment and indoor bowling pavilion at White Rock, prepared by Sidney Little in 1927.

Donor: Mr J Rawlings

Artist Peter Waldron has donated a painting to the museum.

Members were informed the Tressell archive will be coming to the museum. Mrs Purdey asked for confirmation that the items will not go back to the Keep. The Curator confirmed they would not.

Mr Palfrey-Martin proposed a motion to recommend the resolution as set out below. This was seconded by Councillor Bacon.

RESOLVED (unanimously) that the committee accepts and is satisfied with the report.

125. ADDITIONAL URGENT ITEMS (IF ANY)

It was noted that it was the last meeting for several of the Council Members. The Committee thanked Councillor Street for his unfailing support to the museum and Councillor Howard for his involvement.

(The Chair declared the meeting closed at. 3.02 pm)

Agenda Item 5



Report to: Museum Committee

Date of Meeting: 25 June 2018

Report Title: Museum Committee changes

Report By: Polly Gifford, Cultural Regeneration Manager

Purpose of Report

To outline proposed changes to the format of the Museum Committee to promote greater efficiency and effectiveness.

Recommendation(s)

- 1. That the Committee support the proposed changes.**

Reasons for Recommendations

To help re-focus the Committee so that it can better support and advise the Museum as it continues to develop its programme and capital ambitions.

Introduction

1. The Museum Committee consists of elected Councillors and representatives of the Museum Association.
2. It is an advisory committee only with no decision making powers. Most responsibilities and executive functions are delegated to the Museum Curator, with the remaining authority sitting with Cabinet.
3. The role of the Museum Committee has become somewhat unclear in recent years. The proposed changes are intended to clarify the situation, reduce the burden on the museum Curator and make membership of the Committee a more engaging experience.

Proposed changes

4. Change from four to two meetings per year to be held in the Council Chamber.
5. Introduce two meetings be held at the Museum.

This will be an opportunity to see recent acquisitions, updated displays, meet staff and hear about their projects. It would be possible for example, to invite the museums Young Curators to speak.

It will also be an opportunity for Committee members to share their specialist knowledge about areas of the museum and its collection.

No recommendations will be made at these meetings but any discussions will be noted and reported to the next meeting. Meetings will alternate between the Council Chamber and Museum.

6. Reports will be streamlined and submitted for the meetings in the Council Chamber:
 - Museum Update Report (update on curator's actions, attendance figures, exhibitions and programming).
 - Acquisitions, Loans and Disposals
 - Other reports as required, e.g. Resilience or other major projects
 - Include a regular HBC update and a Museum Association update on the agenda to stimulate wider input.
7. Change name from Museums Committee to Museum Committee as HBC now has only one museum.

Wards Affected

Castle

Implications

Relevant project tools applied? Yes

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

Equalities and Community Cohesiveness
Crime and Fear of Crime (Section 17)
Risk Management
Environmental Issues
Economic/Financial Implications
Human Rights Act
Organisational Consequences
Local People's Views
Anti-Poverty

Additional Information

Insert a list of appendices and/or additional documents. Report writers are encouraged to use links to existing information, rather than appending large documents.

Officer to Contact

Officer Name	Polly Gifford
Officer Email Address	pgifford@hastings.gov.uk
Officer Telephone Number	01424 451785

This page is intentionally left blank

Agenda Item 6



Report to: Museums Committee

Date of Meeting: 26 June 2018

Report Title: Curator's Report

Report By: Cathy Walling
Museum Curator

Purpose of Report

To provide an update on issues arising from previous meetings and confirmation of curator's actions, with visitor figures and information on exhibitions and events

Recommendation(s)

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

Reasons for Recommendations

Curator's Report

1. Museums and School Project: Hastings Museum has been awarded a grant of £62,000 per year for 2 years for the Museums and Schools programme 2018-20. This is funded by the Department of Education and managed by Arts Council England. The aim is to increase the number of visits to museums by schools in locations classified as areas of high deprivation. Hastings will be working in partnership with Bexhill Museum and Oxford University Museums. There is a target of engaging with 40 schools with high pupil premium, with an overall pupil target of 3000.

2. Attendances

The number of visitors attending between January and March 2018 was 8,607. This compares to 11,096 for the same period last year. The total number of visitors for 2017-18 was 43,206 compared to 45,497 for 2016-17. It appears that Quarter 4 2017 had unusually high visitor figures compared to 2018, including 1500 attending a Dinosaur Day, 700 attending a Hospital appeal event and two weddings.

There were 753 pupils in organised groups, including Language Schools, All Saints CE Junior Academy, Claremont School, St Mary Star of the Sea Primary School, Buckswood School, Sussex Coast College, Claverham Community College and New Horizons School. This compares to 850 for the same period last year.

3. Social media: as of 12 June the Museum has 1750 followers on Twitter and 1976 on Facebook. The Museum has a 4.8/5 rating on Facebook and 4.5/5 on TripAdvisor.
4. Weddings and Civil Ceremonies: there were 0 ceremonies in this quarter, compared to 2 in the same period last year.
5. Exhibitions in Quarter 2: the next exhibition in the art gallery will be a selected show from SoCo Artists who have developed new work in response to collections. This runs until 30 September. This will also be in the Upper Walkway.
6. Events: the SoCo Artists will be holding two 'Walk and Talk' tours during their exhibition. On 8 July there is an illustrated talk in support of the National Town Criers competition by Jon Bartholomew. Throughout the school summer holiday there will be weekly storytelling and craft sessions with Kevin Graal, looking at traditional stories for around the world. On 22 August we will be holding a free family activity day on the theme of dinosaurs, which will feature an outdoor theatre performance held inside a 35 foot dinosaur, The Iguanodon Restaurant. This is presented by Emerald Ant theatre company.

In September the Museum Association have arranged a talk by Ken Brooks on palaeontologist and philosopher Pierre Teilhard de Chardin, which will be followed by a guided walk. Local artist Luciana Hail will be bringing the memorial and St Leonards Pier back to life as surreal mobile digital 3D models at a drop-in event on 22 September.

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

Policy Implications

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

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

Additional Information

Officer to Contact

Cathy Walling
cwalling@hastings.gov.uk
01424 451151

This page is intentionally left blank

Agenda Item 7



Report to: Museums Committee

Date of Meeting: 25 June 2018

Report Title: Resilience project update

Report By: Cathy Walling
Museum Curator

Purpose of Report

This report summarises the findings and recommendations so far of the second Museum Resilience project

Recommendation(s)

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

Reasons for Recommendations

Introduction

1. The Museum was successful in an application to the ACE Museum Resilience Fund and was awarded £85,000 for a project to be delivered in the period 1 October 2016 to 31 March 2018.
2. Finding our Place 2 focussed on four main areas for improvement identified in the stage 1 review:
 - Improving visibility of the Museum through marketing and promotion
 - Audience Development and engagement
 - Collections review to ensure effective working practices
 - Business and project development expertise
3. The project has now been completed, and the following report provides an update into progress in each of the areas detailed above. All plans and strategies exist in draft form pending the appointment to the Museum and Cultural Services Manager post.

Marketing, visibility and audience engagement

4. The marketing objectives at HMAG are:
 - Increase the profile of HMAG locally amongst the target audiences
 - Develop a deeper understanding of HMAG audiences and non-visitors
 - Position HMAG as welcoming place for local people

These flow directly from HMAG's two of strategic aims relating to marketing:

- Strategic Aim 1: Promote and establish a shared vision and values for the museum. To grow the museum's profile both within the local authority and the sub-regional cultural and community development sector.
 - Strategic Aim 3: Increase the museum's visitor base through a deeper understanding of its audience and non-users.
5. Based on the marketing audit and visitor research, the marketing actions are recommended to:
 - meet the museum's marketing objectives
 - address some of the barriers to visiting
 - create more opportunities to communicate the key messages
 - encourage first time visitors
 - encourage repeat visitors.

6. The actions have been developed so as to be realistic and deliverable within the HMAG's limited resources. There will not be a step change in marketing or visitor numbers unless a dedicated marketing resource is available to the museum.

Collections Review

7. The Collections Review pilot was completed and a total of 635 First World War items have been catalogued, photographed and reviewed for significance. This pilot area was selected to complement Hastings Remembers, an HLF funded project commemorating WW1. A framework has been provided for staff to assess collections when completing the Collections Review process. The framework is a step by step guide to the documentation, handling, labelling, and photographic processes needed to complete and record the review, along with an explanation of the significance criteria to be used in assessing objects. This document will sit alongside Hastings Museum and Art Gallery (HMAG)'s Documentation Manual. It has been written with reference to the SPECTRUM 5.0 standard consultation draft procedures, and will be amended following any changes to these drafts.

8. The social history collections were identified as the next area to be reviewed. The documentation intern will continue to work on this aspect of the collection review until the end of July 2018. Progress has been made in tackling the documentation backlog.

9. Culture Shift facilitated a public consultation event in November 2017, entitled 'Inside Out: What Goes on in the Museum?' 30+ people attended the consultation event; 22 people filled in the online survey; 86 people filled in a young people's online survey, designed and promoted by one of the Young Curators. Visitors enjoyed greatly the access to a random collection from the store. The display generated wide ranging conversations which touched on the objects, their history and their provenance. Visitors connected through this very tangibly with the objects and the role of the museum.

10. Museum staff have worked with a range of experts to produce significance statements for parts of the collections. Those completed are for the Native North American, Brassey, Geology and Hastings Rarities collections. Others will follow for the Burton and Tressell collections.

Business Planning and Income Generation

11. The Business Development and Action Plan provides a working document detailing how HMAG can immediately put in place a way of working that will enable them to both achieve their strategic objectives and need for financial security.

12. The executive summary states that Hastings Museum & Art Gallery (HMAG) has much to be proud of and has achieved a great deal throughout the museum's history. The work completed during 2017-18 to produce the Finding Our Place: A new vision for Hastings Museum & Art Gallery has demonstrated that there is now strong sense of vision, mission and values and these are integral to everything that the museum does. However increased competition for public funding has led to increased pressure for museums to become less reliant on public funding. This can only be achieved if the museum can attract visitors that will provide an income stream.

13. The Business Plan sets out how HMAG can deliver its services and achieve its aims between 2018 and 2021. There are five strategic aims at the heart of the business and development plan which are all designed to stretch and challenge HMAG to achieve more for their audiences through collaboration with their partners and stakeholders as well as increase the income through trading, room hire, additional events and activities. By investing in its future and building its capacity HMAG will be able to develop and seize new and exciting opportunities.

14. The team is committed to diversifying income streams at the museum, while also lobbying for the local and regional recognition and support that the museum deserves. The staff and wider team at Hastings BC are committed to ensuring that the museum is ambitious, confident and effective enough to make the most of the exciting opportunities and to deliver all the aims in this plan.

15. There are challenges in delivering everything set out in this plan; therefore a set of targets and action plan has been developed alongside this as well as a Fundraising Strategy to set out how HMAG can resource the activities outlined and achieve the aims and objectives detailed. The financial forecast for the coming three years, and the risks associated with the development plan have also been outlined to ensure the plan is current. This should constitute a working document that can be updated and modified as changes are made and implemented.

16. This plan represents an opportunity for HMAG to:

- build and maintain close relationships with existing funders
- develop and build the museum shop as a successful independent gift shop with appropriate links to the museum's collections and stories
- maximise existing resources to secure as much income as possible from venue hire
- increase commercial income from café and bar sales
- become more proactive in selling spaces and services to clients and focusing on the events and bookings that achieve the most income for the museum; to submit grant applications for a range of activities and to focus on different ways of securing income from private and company sponsorships.

Hastings & St Leonards Museum Association

17. A key facet of the museum's operating context is the Hastings & St Leonards Museum Association, the organisation which instituted the museum and now plays a significant role in its governance and fundraising. Therefore any strategic planning for the museum as a whole needs to reflect the current activities of the association and consider the role it could potentially play in the future development of the museum.

18. The Hastings Museum Association are clearly very committed to their representational role on the Museum Committee, strong advocates for the museum

and dedicated to fundraising through social activity and some collaborative programming with the HMAG team at the museum site itself.

19. The Association Committee recognise that they need to increase their profile to ensure that new members are attracted to the association, that the organisation itself needs strengthening, that a fundraising campaign would potentially provide a strong focus and drive and that working in partnership may yield a range of benefits.

20. To this end, a short term action plan has been devised to help start address some of these issues and set development in the right direction. There is potential for this initial work to be built upon over successive years, so that the association grows gradually, over the medium term. Given the current position, this process is likely to be more effective if targeted external support and capacity building were available.

21. In summary it appears that at this point in time, the committee neither have the appetite nor the capacity for major change and development. It would not be suitable for the Association to adopt broader and more diverse programming and fundraising tasks as there would need to be some more fundamental changes for this to occur.

Volunteer Management

22. Arts Council England gave a small grant of £5,000 to do some preliminary investigations into a Volunteer Development Programme, as a bolt-on to the Resilience 2 work. We have been working with consultant Maggie Piazza as a 'critical friend', examining approaches, policies and examples of good practice, including visits to other museums where volunteering programmes are particularly successful. We will submit our progress report to ACE shortly and aim to complete our own framework and policies by the end of August.

Summary

23. Underlying the Resilience Project is an ambitious vision for the Museum, articulated in the draft Forward Plan as;

"HMAG is a museum that is creative, excellent, relevant, visible and viable for the people of Hastings and beyond."

This cannot be achieved solely through efficiencies and short term actions, and the report highlights the need for more significant development in the medium term.

24. Although the Resilience Project is now complete, the recommended actions, targets and future objectives need to be linked together to form the next Forward Plan for the period 2018-2022. This will be based based on the vision, values and strategic objectives of the Resilience work achieved since 2015 with the support of Arts Council England.

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

Policy Implications

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

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

Additional Information

Officer to Contact

Cathy Walling
cwalling@hastings.gov.uk
01424 451151

Agenda Item 8



Report to: Museums Committee

Date of Meeting: 25 June 2018

Report Title: Museum Acquisitions

Report By: Cathy Walling
Museum Curator

Purpose of Report

To inform members of items recently acquired by the Museum

Recommendation(s)

- 1. that the Committee accepts the report and is satisfied with the report**

Reasons for Recommendations

Introduction

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

1. World War II diary of Ena Gasson, Hastings.

Donor: Mrs J Doyle

2. Typed manuscript of 'A Tale of the Beaver People' by Grey Owl.

Donor: Mr J J Waller

3. Wallpaper samples from Charles Crew & Co, Photographs of Charles Crew and Queens Road store.

Donor: Ferguson Group Services

4. First Day Cover of 900th anniversary of Battle of Hastings, 1966

Painting of Happy Harold tram, by Peter G. of Snowflake Trust

Donor: Mr A Gunn

5. Photograph of fishing boats, 1939

Donor: Anon

6. Goss china souvenir model of 'Hastings Kettle'.

Donor: Ms V Williams

7. Estate Agents' property particulars, 1930s to 1970s from various properties in Hastings.

Donor: Mr M Rapley

8. Curtains with Bayeux Tapestry design, produced in 1966

Donor: Mrs M Charlesworth

9. Photographs of Howell family, associated with Wilfred Howell's First World War letters.

Donor: Mrs C White

10. Collection of letters, photographs and ephemera from John and William Harmer relating to First World War.

Donor: Mrs J Edmondson

11. 1965 publicity leaflet for Royal Victoria Hotel

Donor: Mr K Greenslade

12. Wooden plaque commemorating the Ladies Section of the Hastings & St Leonards branch of the Old Contemptibles.

Donor: Anon.

13. Estate particulars for the sale of the Grove Estate, St Leonards, 1911

Donor: Horsham Museum & Art Gallery

Wards Affected

None

Policy Implications

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

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

Additional Information

Officer to Contact

Cathy Walling
cwalling@hastings.gov.uk
01424 451151

