

**Report to:** Museums Committee

**Date of Meeting:** 11 September 2017

**Report Title:** Update on Resilience Project

**Report By:** Cathy Walling  
Museum Curator

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### **Purpose of Report**

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

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### **Recommendation(s)**

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

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### **Reasons for Recommendations**

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## Introduction

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

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

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

2. The interim report was submitted to ACE in early July, releasing the second payment.

3. The Collections Review pilot has been 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 key element of that project was to showcase the museum's WWI artefacts and draw in new stories and artefacts. The pilot has so far highlighted the need for a more sophisticated scoring system for the review of the objects and highlighted that 40% of objects are missing their accession number.

The next stage is to move on to other areas of the social history collections using the review framework and template which has been developed by staff and consultant.

4. A revised draft of the Business Development Plan has now been produced. This will be closely linked to the Museum's Forward plan which is also in draft form, and will cover the period 2018 -2021.

5. Training has been given to museum staff on data collection and audience development to support a deeper understanding of the audience and increase the visitor base. A visitor questionnaire was trialled at the 125th birthday event. An external facilitator will undertake a consultation with visitors over access to collections in store; this will take place in November.

6. A freelance consultant with extensive experience of Accreditation and writing policy documents was appointed to work closely with all members of staff to update and review the museum's policies and procedures. This will not only ensure that the relevant documents are ready for Accreditation but will also take into account the work currently being undertaken on the collections review and the business development plan.

7. The marketing intern has been refreshing the museum's social media profile and auditing marketing materials and outputs. The postholder has now decided to leave the museum to train as a teacher. Staff and the Project Manager are considering the best use of the remaining part of the budget allocated to marketing.

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**Wards 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	No
Environmental Issues	No
Economic/Financial Implications	No
Human Rights Act	No
Organisational Consequences	No
Local People's Views	No
Anti-Poverty	No

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**Additional Information**

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**Officer to Contact**

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