

Hastings Digital Museum 2021



Hastings Digital Museum aimed to give people remote access to meaningful cultural activities using the museum's collections and resources. It was originally rolled out in March 2020 in response to the pandemic. It focused on reducing social isolation through online activities that encouraged people to take part and get involved. The project also supported limited in-person activities with partners working with vulnerable groups. The digital museum was shortlisted by the Museums Association for the Museums Changes Lives Awards 2020.

Thanks to a National Lottery Project Grant from Arts Council England and public funding from Art Fund¹ the digital museum was extended. This funding allowed for activities to be produced throughout 2021.

Over the course of the year we:

- worked with 17 creative organisations and practitioners
- produced more than 70 workshops, sessions, activities, exhibitions and videos
- reached 201,193 unique individual users on the museum's Facebook, Twitter and Instagram accounts
- had 1064 people participate in online activities or attended in-person Covid-secure events.



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

Art Fund

¹ Art Fund Respond and Reimagine Grant to develop a new website and digital learning activities for schools and young people under the digital museum name. Only ACE-funded elements are included in this evaluation.

The programme combined online with in-person activities. The programme was delivered by the museum team, partners and freelance practitioners. Activities were chosen through an open submission process in December 2020 and January 2021 as well as by direct commissioning.

Due to lockdown at the start of 2021, more activities than planned took place in the first half of the year. As the lockdown eased and the museum building reopened digital activities reduced down to one activity a month as originally plan for the year. The onset of digital fatigue did affect us. The number of impressions and reach² figures drop as the year progressed. This resulted in fewer people responding directly to posts and activities. Despite the reduction, our engagement³ levels remained high across all platforms, averaging 4.6%. This suggests the digital museum has an established core audience who enjoy participating in the activities we produce.

Programme summary:

Starlings Music Group	Collections Shorts	Amazing Automata	Shadow Dreams
Arts on Prescription	Digital Quilt	Sticky Spring	Hastings & St Leonards Animation
My Vital Life - Laetitia Yhap at 80	Chinese New Year	Looking at things	Poetry Workshops
Looking at things	Alexandra Park Walk	Epic Poem of Hastings	Anthropozine

² Facebook & Instagram: Reach is the number of people who saw a post once. Twitter: Impressions is the number of people who have seen a tweet.

³ Facebook Engagement: average 0.52% Instagram Engagement: Good 1-3.5%; High 3.5>%. Twitter Engagement: average 0.02-0.09%.

Starlings Music Group					January to December	
Led by	Audience(s)	Description & Delivery	Number of sessions	Reach & Impressions	Engagement	Participants
Crystal Greenfield	Young Families	Weekly session during term time on Facebook from January until July and then in-person until December.	37	14938	610 (4%)	230

Hastings Museum & Art Gallery posted an episode of **Starlings Music Group**.
Published by Hastings Hmag · 23 April 2021 ·

Good morning and welcome to **Starlings Music Group**! This week Crystal sings songs about mice and songs about hats and some songs about both!

#HastingsDigitalMuseum #FamilyFriendlyMuseum #Hastings #EastSussex

14:08 / 30:44

Melissa 'Millie' Rowland
Thank you Crystal, we're loving your videos 🥰

Like Reply 51 w

Chris Metalle
Keep up the good work Crystal Xx
Like Reply 1 y

Melissa 'Millie' Rowland
Brilliant Crystal & Hastings museum, Little man is loving the music sessions we're doing from home with you x
Like Reply 1 y

Starlings Music Group
4 July 2021 ·

Who fancies a sing this Thursday at Hastings Museum? Weather looks hopeful (Sunny with a bit of cloud) so we are aiming for outside... however, we may end up inside if the rain comes. If we are inside, grown ups will need to wear a mask until seated, and children will need to stay in the Durbar Hall. If we are outside you will need to dress in weather appropriate clothing and bring hats/suncream/water etc... Either way, you will need something to sit on (preferably waterproof... [See more](#))

2 6 comments 1 share

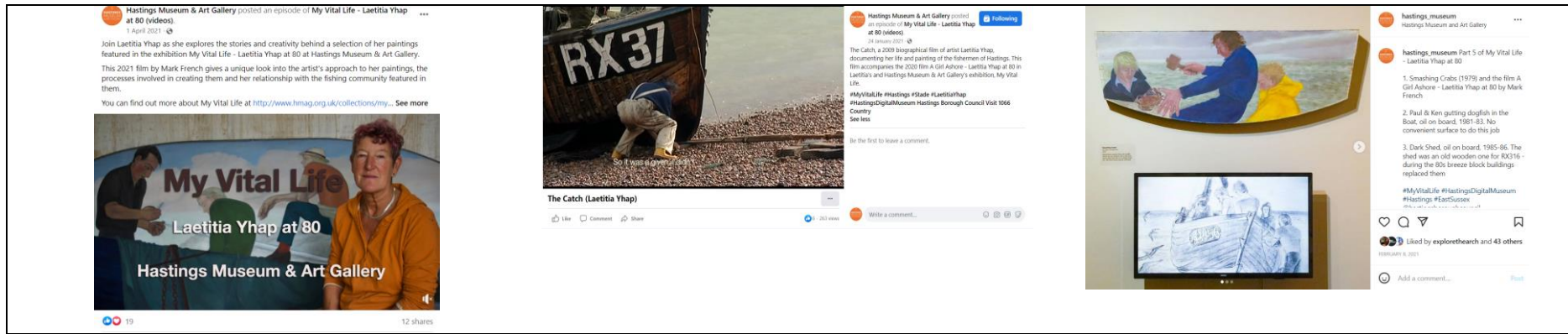
Helen Custerson
Thank you for today Crystal. Even if Barney did do a runner a couple of times, it's nice for him to experience some of those traditional songs he might otherwise not here! Xxx
Like Reply 29 w

Starlings Music Group
You are very welcome - as long as you don't mind hunting him down occasionally, I have no problem with him wandering. They usually get to an age where exploring is important but you often find that the songs go in while they wander, and he certainly joined in with a number xxx
Like Reply 29 w

Arts on Prescription					January to April	
Led by	Audience(s)	Description & Delivery	Number of sessions	Reach & Impressions	Engagement	Participants
Tarry Reddy, Arts on prescription	Vulnerable adults	The funding has provided fifty art packs for use alongside online sessions. Participants are referred from GPs. It also supported a community wall mural project.	21	-	-	50



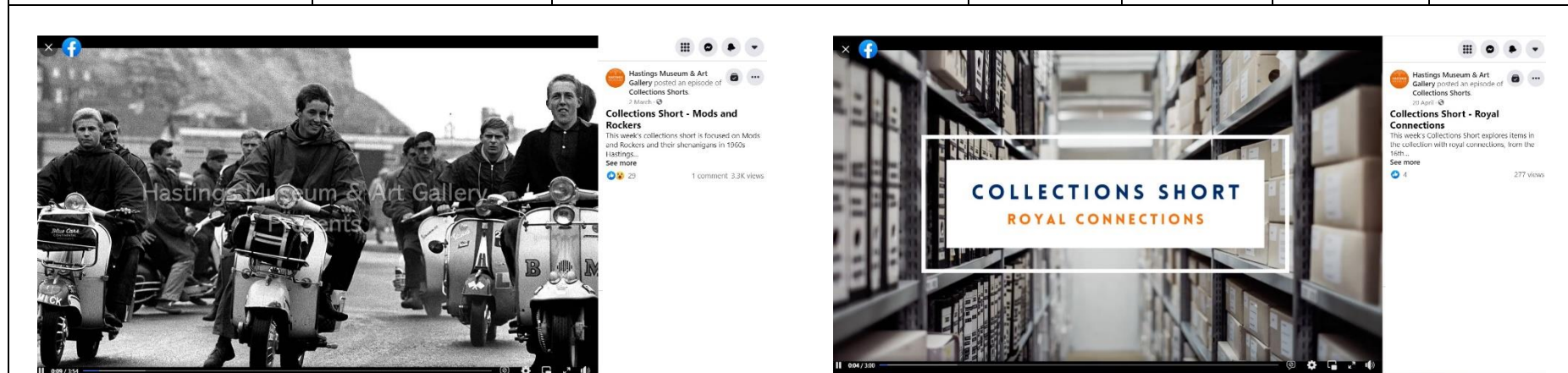
My Vital Life - Laetitia Yhap at 80					January to April	
Led by	Audience(s)	Description & Delivery	Number of sessions	Reach & Impressions	Engagement	Participants
Hastings Museum & Art Gallery	All	A digital exhibition. My Vital Life was switched online due to lockdown. It was a celebration of the life and work of Laetitia Yhap, Hastings resident and acclaimed British painter.	-	47641	2302 (4.8%)	3



Looking at things					January to April	
Led by	Audience(s)	Description & Delivery	Number of sessions	Reach & Impressions	Engagement	Participants
Explore the Arch and Bexhill Mencap's Active Arts	All	An online exhibition. Looking at Things was switched online due to lockdown. It was an investigation into what is ignited when we see something that excites us – the “Wow I LOVE that!”	-	23273	809 (3.5%)	45




Collections Shorts					February to April	
Led by	Audience(s)	Description & Delivery	Number of sessions	Reach & Impressions	Engagement	Participants
Hastings Museum & Art Gallery	Adults	The Collections Shorts are short videos about objects within the museum's collections, and also wider stories relating to them.	11	23005	1831 (7.8%)	-



Digital Quilt					February to March	
Led by	Audience(s)	Description & Delivery	Number of sessions	Reach & Impressions	Engagement	Participants
Kate Hulme and Carissa Tanton	Intergenerational	A community art project combining digital and real world participation. George Graham's painting, <i>The Heavens Rejoice</i> was divided into squares for people to reimagine.	-	29681	1386 (4.7%)	165

"It was such a great project and I was really proud to be a part of it - it was so good to see a museum thinking innovatively and creatively about audiences and engagement, and flexing in digital directions really early into the pandemic too. It significantly raised the bar for how museums can engage remotely" Kate Hulme

Chinese New Year Lantern Making Workshop					February	
Led by	Audience(s)	Description & Delivery	Number of sessions	Reach & Impressions	Engagement	Participants
Luminescence	Families	An online workshop with free resource pack for families to make lanterns to co-inside with the Chinese New Year.	1	5591	144 (2.6%)	50



Luminescence Chinese New Year Workshop- Waiting List

EM To To museum

We removed extra line breaks from this message.

Dear Leanne,

Thanks so much for your interest in our workshop. I'm so sorry that we are at capacity, however I have added you to the waiting list and you are person number 2.

A video of the event will be available very soon after it takes place, along with an easily printable template.

If you'd like to get the relevant materials, you need

- 2 x A5 red card
- 2 x paper fasteners
- 1 x skein of red embroidery thread
- (optional): red or gold tassels for decoration
- (optional): red fringe or any beads or trimming

equipment: Scissors, glue, pencil, pens


Kung Hei Fat Choy!

All the best,

Emma-Lee Moss


Mark Lynn

Many thanks, my girls had fun, here's their (slightly rushed) creations, suspended off light-shade, which I wish was higher 😊



Like Reply 50 w

Photograph mini workshops					February	
Led by	Audience(s)	Description & Delivery	Number of sessions	Reach & Impressions	Engagement	Participants
Hastings Museum & Art Gallery	Younger Adults (Older Adults)	Online workshops on simple, yet highly effective photographic techniques using only your smart phone.	2	1976	105 (5.3%)	-



Photographing Things: Mini Workshop exploring reflective surfaces

Hastings Museum & Art Gallery posted a video to the playlist **Photography Workshops**.

3 February 2021

Inspired by our virtual exhibition, Looking at Things @https://www.artsteps.com/view/Sf8K7343491045... See more

Most relevant

Malc Proud
Fantastic tutorial to help ease the never ending cabin fever of Covid-19, I've downloaded the app, and already brightened up a snow picture of our back yard! Thank you go I'm now waiting for the cooker top to cool down lol 🙏

Like Reply 1 y

"Most relevant" is selected, so some replies may have been filtered out.


Author
Hastings Museum & Art Gallery
Malc Proud thank you very much for your nice comment. We are glad that you enjoyed the mini workshop. Best of success. 🙏

Write a comment...

Hastings Museum & Art Gallery

10 February 2021

Did you catch our #lookingatThings inspired photography workshop last week? We absolutely LOVE this photo by Malc Proud where he puts the workshop into practice. Follow along here, if you'd like to find out more! <https://fb.watd/3wN7Y0PDg/> Visit 1056 Country Hastings Borough Council



2

Alexandra Park Walk					March - May	
Led by	Audience(s)	Description & Delivery	Number of sessions	Reach & Impressions	Engagement	Participants
Jazmine Miles-Long	Young Adults Intergenerational	A community art project inviting people to contribute to a digital walk through Hastings' Alexandra Park.	-	8347	667 (7.9%)	29

The screenshot shows a social media post from 'hastings_museum'. The post text reads: "Get involved with this celebration of spring in the beautiful Alexandra park! Please send in your photos, videos, drawings, artworks of any kind and poetry inspired by Alexandra park by the 5th of April to @jazmine_miles_long at wildhastingsmuseum@gmail.com". It lists hashtags: #HastingsDigitalMuseum, #WildHastingsMuseum, #AlexandraPark, #Hastings, #EastSussex, #HastingsMuseum, and #HastingsMuseumAndArtGallery. The post has 501 views and is dated March 10. Comments include: "Susan Richardson Hastings Museum & Art Gallery Susan Richardson so peaceful in the sun!", "Ann Hawkins Jaz I have just watched this. I think it is so beautiful. It epitomises who you are. So gentle.", "Jazmine Miles Long Ethical Taxidermist Ann Hawkins aww thank you x", and "Edward Randall Wonderful, lots to see, and the little people also appeared to enjoy."

Sticky Spring					April to June	
Led by	Audience(s)	Description & Delivery	Number of sessions	Reach & Impressions	Engagement	Participants
Ed Boxhall	Families	A series of storytelling and home craft activities for children and families	6	3033	119 (3.9%)	-

Hastings Museum & Art Gallery posted a video to the playlist **Hands-on Activities**.
12 April 2021 · 🌐

We've teamed back up with story-teller and artist @ed_boxall to celebrate myths, magic and the museum this spring! Keep your eyes peeled for Ed's activities and please share your creations with us using #HastingsDigitalMuseum

5 4 shares

Hastings Museum & Art Gallery posted a video to the playlist **Hands-on Activities**.
15 April 2021 · 🌐

Ed performs a fantastic poem and has an important job for you at the end of the video!
#Hastings #FamilyFriendlyMuseum #HandsOnActivity @coolsussex Visit 1066 Country Hastings Borough Council

3

Hastings Museum & Art Gallery posted a video to the playlist **Hands-on Activities**.
3 June 2021 · 🌐

Have a go at our 6th Sticky Spring activity! Take a closer look at our Natural History gallery with ed_boxall and make an animal inspired mask.
#HastingsDigitalMuseum #Hastings #EastSussex #FamilyFriendly

2 1 comment 1 share

Looking at Things					May	
Led by	Audience(s)	Description & Delivery	Number of sessions	Reach & Impressions	Engagement	Participants
Jon Sleight	Older Adults	An online discussion about age and aging representation in collections.	1	8880	208 (2.3%)	18

Hastings Museum & Art Gallery
19 April

On Wednesday 5 May, we invite you to join acclaimed arts educator, Jon Sleigh, for an online discussion about what it means to age, as captured in art. Tender, dignified, challenging, humorous, and very real images of ageing from our collection will be explored. You can book your free tickets here: <http://ow.ly/Wmec50Erxa>

#HastingsDigitalMuseum is generously supported by Art Fund and public funding from the National Lottery through Arts Council England



736 People reached 28 Engagements [Boost post](#)

3 shares
Gail Borrow, Kelly van Doorn and 8 others

“Working with Kasey Ball – Scott on the Hastings Digital Museum series was a huge highlight for me. From the start I was greeted with warmth, care and support as I explored conversations on ageism within artworks. Building a session to challenge the discrimination elders experience, and use the Hastings collection for advocacy was very meaningful for me.

Preparation in advance was exceptionally useful – Kasey was continuously supportive, open and helpful to me as I built the session. Her responses to my art readings were heartfelt, genuine and encouraging. Working with someone who cares deeply for the collection helped me form very personal connections and fall in love with the collection too. I was able to really put my heart into the project.

Responses from the audience were very moving and heartening. I felt very proud to be there and its informed my work going forward. A huge thankyou from me! Jon Sleigh”


Amazing Automata					June	
Led by	Audience(s)	Description & Delivery	Number of sessions	Reach & Impressions	Engagement	Participants
Cabaret Mechanical Theatre	Families	An online automata making workshop	1	-	-	14



Epic Poem of Hastings					August to October	
Led by	Audience(s)	Description & Delivery	Number of sessions	Reach & Impressions	Engagement	Participants
Naomi Joseph	Intergenerational (Older Adults)	A collaborative audio-visual poem celebrating life in Hastings created from writing and photographs / images supplied by members of the local community.	-	9465	245 (2.6%)	7

Claire Carr
15 July 2021 · 🌐

This looks like a fantastic project



Hastings Museum & Art Gallery
14 July 2021 · 🌐


We've invited writer and theatre-maker Naomi Joseph to collaborate with local residents over the summer to create an epic visual poem that celebrates life in Ha... [See more](#)

"I really enjoyed making the project and thought the contributions from the local community were really interesting." Naomi Joseph

Hastings Borough Council
@hastingsbc

What's your favourite thing about Hastings, now or from the past?

Watch the museum's Epic Poem of Hastings to find out what people said: facebook.com/watch/?v=38324...




ChrisKnottInsurance @ChrisKnottins · 2 Nov 2021
Replying to @hastingsbc and @CoolSussex
The proximity to the sea. We love having a sea view from our windows!

"Enjoyed this, especially the glass bits and the nice winding green staircase, very atmospheric. What better way to spend the train journey than watching this film." Participant

Claire Jane Thomas Hegarty
The way everything is on a hill, it's like living on the side of a mountain and makes for a very pretty landscape 🍷

Manuel de Bernardo
West Hill, doughnuts in the Pier on 80's

Dave Phillips
This view in the morning.



Sonia Brit
My college, the COLLEGE OF THE HOLY CHILD JESUS (HASTINGS)

Barbara Faulkes
Lovely place to live .

Barbara Faulkes
I can see the house I lived in The Kicking Donkey. How I miss Hastings

Mary Young
That's the place where I. Was born b

Suzanne Millen
Doesn't it look lovely with all the different housing!!

"I enjoyed this, I didn't know there was so much to Hastings!" Participant

Shadow Dreams ⁴					August to October	
Led by	Audience(s)	Description & Delivery	Number of sessions	Reach & Impressions	Engagement	Participants
Jon Rye , Bubble and Scruff	Families	A cross- generational community art project to create shadow puppets representing their dreams. Supported by Bubble& Scruff's social media and website.	-	5215	245 (2.1%)	97

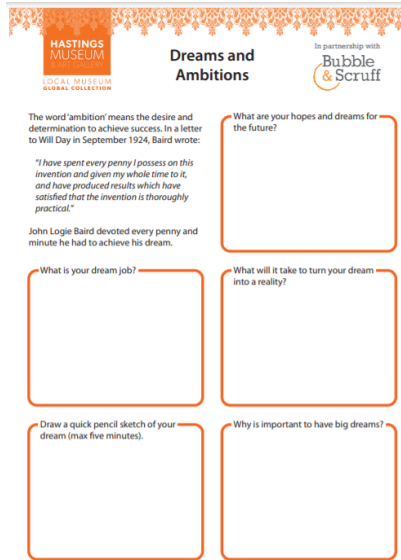
⁴ These figure do not include Bubble & Scruff's social media engagement, reach or impressions figure from their accounts.



Arts Council England, South East @ace_southeast · 24 Sep 2021
 Friends & families, get creative with @hastings_museum's digital art project, **Shadow Dreams**

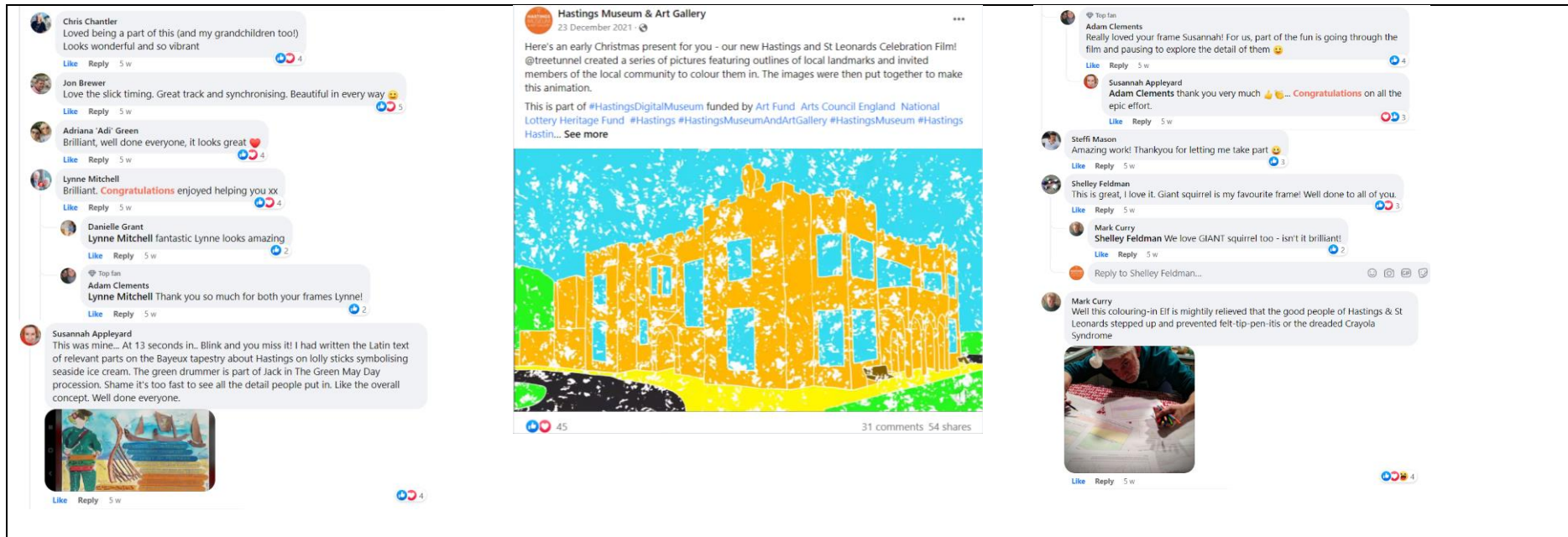
More info bit.ly/2XRdTsI | #HastingsDigitalMuseum #ShadowDreams

3 4



"It was wonderful to be able to use part of HMAG's rich collection within an inter-generational digital educational resource. The subject matter of John Logie Baird's experiments in Hastings tied in nicely to areas of the national curriculum, and indeed to some school's local history projects. The 'Shadow Dreams' project allowed people to use their creative skills and flair while learning about an important moment in the history of television. I hope that the resource will be used in the future, both within HMAG's educational and community work, and within schools across the country." John Rye

Hastings & St Leonards Animation					August to October	
Led by	Audience(s)	Description & Delivery	Number of sessions	Reach & Impressions	Engagement	Participants
Tree Tunnel	Intergenerational (Families)	A collaborative animation celebrating life in Hastings and St Leonards. Supported by Tree Tunnel's community network.	-	8449	880 (10.4%)	200



Poetry Workshops					October to November	
Led by	Audience(s)	Description & Delivery	Number of sessions	Reach & Impressions	Engagement	Participants
Dan Simpson	Older Adults	A series of online poetry workshops inspired by the collection and supported by downloadable worksheets	3	4385	117 (2.7%)	-



Poetry Workshops Activity 3 - Fine Art



Poetry Workshops - Activity 2, Decorative Arts

The Hastings Rarities Affair: Poetry Worksheet
#HastingsDigitalMuseum



In August 1962, the ornithological journal 'British Birds' published two articles devoted to the examination of one topic. The authors, Max Nicholson and James Ferguson-Lees, made clear their intention in the accompanying editorial. This was to prove, by statistical analysis and comparison of records, that many, if not all, of the rare birds recorded from the Hastings area, in the period 1890 – 1930, were the result of a deliberate deception. Within a short time of the publication of the articles, dramatic newspaper headlines were speaking of the 'Hastings Rarities Fraud', and, for some time afterwards, the issue assumed almost national importance.

1. Name Your Bird!

Choose one noun, one unique quality, and one species of bird. This is the name of your made-up bird!

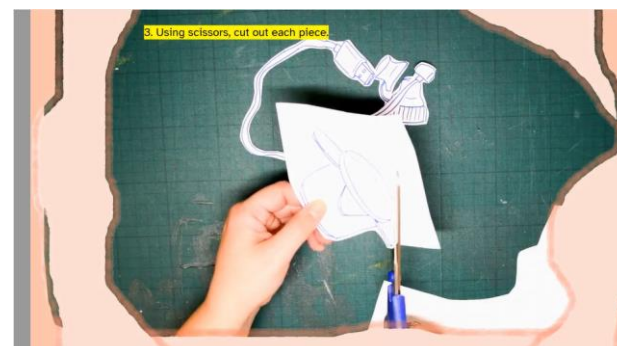
Examples:	<i>Noun</i>	<i>Unique Quality</i>	<i>Species</i>
	Red	Musical	Swan
	Spotted	Lava-Spitting	Finch
	Tiny	Unicorn	Ibis

Anthropozine					November to December	
Led by	Audience(s)	Description & Delivery	Number of sessions	Reach & Impressions	Engagement	Participants
Morokoth	Families (Intergenerational)	A digital activities to creating modern fossils inspired from material from the recycling bin.	-	7350	332 (4.5%)	-

Hastings Museum & Art Gallery @hastings_museum · 26 Nov 2021
 Imagine you're a Victorian scientist, travelling to the future, to planet Earth in the year 802 701 AD? What do you think you'd find? On Facebook on 3rd Dec, we'll invite you to design your own strange fossils from this time.
[@morokothdraws](#) [@ace_southeast](#) [@artfund](#) #AnthropoZine



👍 4 📄 4 📌 4 📱 4



Welcome to the AnthropoZine! You are a Victorian scientist. You've travelled far into the future on our planet Earth, far beyond our time...