



Report to Museum Committee, Tuesday 22nd March 2022

Hannah Lyddy - Museum Manager
David Birks - Learning and Outreach Officer
Beatrice Bush - Apprentice Learning and Outreach Officer
Nikki Ritson – Collections and Exhibitions Officer
Andrea Bartlett - Retail and Income Generation Officer
Hannah Randall - Morris - Museum Assistant
Kathy Davis – Museum Assistant

“A more Vibrant Trowbridge”

Engagement figures this quarter (Dec, Jan, Feb): Visitors: 3886, Schools: 411, Other Groups: 365,

1. STAFFING/ TRAINING

1.1 Staff – Clare Lyall has now retired from her position as Head of Cultural Services and Curator of the Museum. We wish her the very best of luck for the future.

1.2 Volunteers - We have welcomed 2 new volunteers to the team this quarter, one will be working with our Learning team, one will be working Front of House.

1.2.2 Newsletter – Issue 2 of our new Volunteers Newsletter was emailed to the team in February. We have had really positive feedback from our volunteers with many stating that they feel more involved and knowledgeable with what is going on in the Museum.

1.3 Meetings – On the 8th Dec '21 we hosted the quarterly Wiltshire Museums Group meeting in our Learning Hub. It was great to welcome colleagues from the Museum sector and discuss the journey that we have been on, and to talk about the format and agenda that these meetings should have going forward.

1.3.2 Wessex Museums Partnership – On 14th January I attended a meeting at Wiltshire Museum instigated by the Wessex Museums Partnership (An NPO partnership between Wiltshire, Salisbury, Poole and Dorset Museums). They wished to discuss ways in which they might support other museums across the region. Options including training, loaning of objects and touring exhibitions were discussed.



1.4 Internship – Marissa Collins from Oberlin College in Ohio has now begun her internship with us. She works at the Museum every Tuesday and as well as helping out in all our departments, is going to produce an easy- read version of our guide and an accessible ‘Stories of the Museum’ information sheet.

1.4.2 Work Experience – We will be hosting 5 secondary school work experience placements between April and June. We will also be hosting a student from Farleigh Further Education College (a College for young adults with Asperger’s or associated conditions) every other Friday until July.

1.5 Staff Training- All staff completed Level 2 Safeguarding training in December’ 21.

1.6 Value Exchange – The Council received volunteer support for the Museum and its activities equating to £16,180 (Front of House: 628 hrs - £12,560, Learning & Outreach: 56 hrs - £1120, Collections: 125 hrs - £2500).

2. OPERATIONAL

2.1 Forward Plan (AGENDA ITEM 7) – Our Forward Plan covering the period 2022- 2027 is now complete. The Forward Plan is our core strategic document that will govern much of our activity, events and Learning planning for the next 5 year period.

RECOMMENDATION That [Trowbridge Museum’s Forward Plan](#) is approved.

2.2 Access Policy (AGENDA ITEM 8) - We have revised the museum’s Access Policy, which now covers how people can see, use, and reference our collection, gain access to our building, and how we share information about the collection and our stories with people.

RECOMMENDATION That [Trowbridge Museum’s Access Policy](#) is approved.

2.3 Accreditation – Work continues towards our accreditation submission, the deadline for which is 31st March. As well as the documents that are listed within this report with recommendations for approval, a number of other docs, plans and policies are required by the Arts Council (and for Museum best practise), in order for us to retain our Accreditation status. These are:

- Access Audit
- Access plan
- Access Statement
- Collections Development Policy (previously approved by Museum Committee)
- Documentation Procedural Manual
- Backlog list 2022
- Not located list 2022
- Emergency Plan
- Safety Manual and Security Review
- Engagement Evaluation

All of the above documentation is available to be viewed either on the p- drive or as a hard copy that is kept in the main office of the Museum. Please let me know if you would like to view or discuss any of these.

2.4 Museum roof – The winter months have not been kind to the Museum’s roof and a fair amount of water has been leaking through to the upper gallery floor. We have had to have buckets out and screen off a small section of this gallery to make it safe for visitors. On 23rd February the roof was reviewed by Roofworx, who concluded the problem was with a small section of wall on the roof that was allowing water to ingress and then find a route out through the ceiling of the Museum. They have recommended sealing the brick and then cladding it to ensure we don’t have the same problem next winter.

3. COLLECTIONS

3.1 Documentation Policy (AGENDA ITEM 9) - This policy shows how we will maintain gold standard museum practice with regards to our documentation and collections information. It covers how Trowbridge Museum obtains, records, maintains and makes accessible information about our collections.

RECOMMENDATION That [Trowbridge Museum’s Documentation Policy](#) is approved.

3.2 Collections Care and Conservation Policy (AGENDA ITEM 10) – This Policy shows how our collections care and conservation activities link to our statement of core purpose. It meets our ethical commitments and legal requirements.

RECOMMENDATION That [Trowbridge Museum’s Collections Care and Conservation Policy](#) is approved.

3.3 Emergency Plan- Hannah R and Kathy completed our new Emergency Plan, another document to support our accreditation return. Emergency Plan boxes (containing object salvage equipment), have been placed at various key sites across the Museum.

3.4 Accessioning- The backlog in accessioning has mostly been worked through, with nearly 200 objects added to the database.

Nikki is working with Heather Perry at Wiltshire council on historical items currently in the Town Hall. These items belong to Wiltshire council but some will be transferred to the museum’s collection. *Email Nikki if you are interested in hearing about our recently accessioned objects.*

3.5 Conservation - During busy periods (Mainly school holidays) we are noticing some slight damage to objects on open display. Museum’s constantly face finding a balance between conservation and accessibility. We have decided that some more delicate items will be moved into cases or removed from the gallery during these times only.

3.5.1 We are hoping to work with CMAS in allowing one of their interns a chance to practise conservation techniques on Stumpy (the museum’s stuffed sheep). She will do so on the gallery during opening hours. Stumpy is well loved and we hope the project will restore him sympathetically and also teach visitors about the importance of conservation and caring for objects.

3.5.2 The Friends of Trowbridge Museum have supported museum conservation by funding UV film installation on the upper floor windows (the film cuts UV to 1% and lux levels by nearly 50%). They have also supported the purchase of blinds for the upper gallery near more light sensitive objects and 3 museum spec cases for the upper floor. Allowing us to display more museum objects in conjunction with our temporary exhibitions.

EXHIBITIONS

4.1 The Comeback Kids - 'The Comeback Kids' exhibition highlights later life and how fulfilling it can be. It is supported by art work, collections and poetry created by those in retirement alongside signed original prints by Sir Quentin Blake. Work created in sessions at Mill Street (Alzheimer's support) Day Care Centre have been added to the display. Visitors have been sharing images on social media platforms of the exhibition.

4.2 WEFT - NR has been supported by KD and HR in curating WEFT for its return this year. Alongside the exhibition, a series of craft workshops, interactives and a craft market is planned. There will be a private view on 17th June, which councillors will be invited to.

4.3 Future Exhibitions - As part of the forward plan, the next 5 years of temporary exhibitions have been planned, these will include biennial WEFT exhibitions and an annual photograph exhibition.

4.4 The Friends Case – NR is working with the Friends to curate a new display in the case (the Friends will self-lead in the future). A banner advertising the Friends has been installed on the girder in that area.

4.5 The community exhibition space currently has an exhibition of photographs produced by Semington camera club, a local group of photographers. There has been lots of interest from other community group about displaying in this area. We will aim to change this area quarterly, highlighting and promoting different groups within our community.

5. LEARNING & OUTREACH

We are now operating a full Learning and Outreach Service including school workshops, lifelong Learning sessions and holiday activities. This quarter we have facilitated **24** workshops, which has resulted in **704** participants and we have generated income of **£854** (gross) income.

5.1 School Workshops – We have been busy leading workshops for primary schools (**11** workshops; **357** pupils/**62** adults) with Saxons, Local History and 1950's Life all featuring. Most have been with local schools but we have facilitated sessions with North Bradley, Heytesbury, River Mead and All Hallows. We ran our first ever pre- history workshop for Oasis when we led a very exciting (and muddy!) Bronze Age Life (for which Wiltshire Museum loaned some replica Bronze Age artefacts). Unfortunately, 3 (Materials/ STEM and another Saxon Life) sessions were cancelled due to Covid (teacher absences) and Storm Eunice. One of these was then conducted online (Castle Mead learned about local history and the development of the town).

5.2 Christmas Crafts – We put on a number of children's craft sessions in the run up to Christmas including a card printing workshop and a Christmas tree decoration session. Due to concerns with the Omicron variant we decided not to run the second decoration session in house and instead put together craft packs for people to collect.

5.3 February Half Term – This is usually one of our busiest holidays and families turned up in great numbers to do our Winter Wonderland scrap modelling, Jam Jar snow globes and Down Hill Skiers. Down Hill skiers was a longer session (2 hours) and aimed at children aged 8 and over and cost £2. We also ran a drop – in craft session for the Shires. In total **215** children took part throughout the holiday.



5.4 Life Long Learning – We were quieter this quarter with just 3 sessions and **21** people participating. Workshops included needle felting, Christmas Card printing and a talk on the history of the Museum and tour for the Edington WI.

5.5 Medley Sessions – Beatrice put together another 6 Medley sessions covering various crafts, trails and guided walks. They are going very well with a mix of activities including crafts, museum trails and outside walks. There are 8 regular participants and 3 accompanying support workers. Medley is a Wiltshire Council day care for adults with Learning disabilities based at County Hall. We have also delivered workshops on their premises due to bad weather or staff shortages.



5.6 Volunteers – New volunteer Hannah Stone was interviewed in December. She is keen to support our Education work. Volunteers have supported nearly all our schools workshops this quarter and are really appreciated by us! James Smith is proving especially valuable as he is able to support our prehistory and Saxon sessions with both himself and his copious resources.

5.7 Window Seater – David gave a recorded interview on the subject of Thomas Helliker and his relevance to the town for a project called Window Seater. This is an app that provides interesting snippets of local history for train travelers as they journey through an area.



5.8 Wessex Museums Community Curator/BAME Project – David met with Amy Hammett, Wessex Museums/ Community Curator, who is setting up a project looking at the local BAME experience in relation to the Second World War. As part of the project she interviewed one of our volunteers, Richard Alley, who spoke about his father standing up for black American GI's in Westbury during the war.

5.9 L&O Strategy – The Learning and Outreach Strategy was finished for inclusion in the Museum's Forward Plan (appendix 2).

5.10 Future bookings – David has been booked to give a Christmas(!) talk on the history and clothing of Father Christmas/ Santa Claus for the West of England Costume Society.

5.11 Selwood Housing – David, Beatrice and myself met with Isobel Ford of Selwood Housing who is researching activities within the local community for Selwood residents. We offered lots of options and discussed how a volunteer programme might be an option for some.

5.12 Learning Hub – We have purchased a number of resources this quarter including a storage cupboard and some replica Neolithic flint arrowheads and axes.

5.13 CLPO Apprenticeship – Beatrice continues to be involved in all aspects of the Museum’s Learning and Outreach, assisting with school and family workshops, providing input into the programming and devising a weekly workshop for the Medley. Following a change of tutor in the autumn term, the coursework now focusses on presenting assessment evidence in the form of a password protected website which will provide the basis for the professional discussion with the external assessor at the end of the apprenticeship.

6. RETAIL AND INCOME GENERATION

6.1 Shop sales – The museum shop is trading well, the cumulative results since opening at the end of May 2021 up to week ending 20.2.22 are:

Total sales £13,952. GP currently 49.2%. Average transaction value £8.13. Spend per head £1.02

We enjoyed good sales and positive feedback from local supporters over the Christmas period (from 22.12.21= 30.12.21) generating £2561

6.1.2 Best sellers – Included Christmas cards, advent calendars, children’s toys and games, museum branded sweets and confectionery items and woollen scarves, throws and bags.

6.1.3 Valentine’s Day – To keep our range fresh and add interest we added a new line of local quality chocolate made by a small Trowbridge business called Taboo. Sales are going well with £95 worth sold during the first two weeks.

6.1.4 Shop Promotion – We are using our newly created Instagram page to promote all Bumbledust shop activity and are building a good following.



6.2 Trade Fair – Andrea and Hannah visited the Spring Gift Fair at the NEC in Birmingham during February to see of our suppliers new ranges, find new contacts and see what the current trends are. It was a good day and interesting to talk to suppliers after the impact of the pandemic, as this was the first trade fair show since February 2020.



6.3 Museum made products – Over the last eight weeks we've made good progress developing our range of handmade woven items. A few staff and volunteer members have been busy making pouches and bags from fabric woven by us on rigid heddle looms last year, and a few remaining pieces of fabric produced at Home Mills. As soon as labels and information tags are made, we will promote this unique and special handmade range of bags and pouches for Mother's Day, prices will be between £8 and £15 each.



6.4 Fundraising – Andrea successfully applied for a £250 bursary to attend the Association Cultural Enterprises Conference and Trade Fair to be held at SEC in Glasgow in March. This is an opportunity to hear about and learn from other cultural institutions successful trading and fundraising initiatives and make some useful connections.



6.5 Alfred Gillet Trust grant application – The application we submitted to the ‘New Stories New Audiences’ Fund at the end of last year was not successful on this occasion. We did receive supportive and encouraging feedback and were told that there have been a record number of applications and the panel faced difficult decisions.

6.6 South West Museums’ Green Grants Scheme – We have submitted a new application to this fund for £2500. If we are successful the money will go towards additional features for the West of England Festival of Textiles exhibition late this year, which explores the sustainability of crafting and the greener approach many textile artists are using.

7. RESEARCH LIBRARY

7.1 Library Development – New shelves for the library were delivered and installed on 8th February to accommodate the Association of Guilds of Weavers, Spinners and Dyers’ Stewart Groom collection of Library books (who also contributed £1000 towards the cost). The books were delivered on 22nd February and a MODES database has been created to record details.

7.1.2 W.S.D volunteers - Will be on site during March to stamp the books with their logo and assist the Museum team with the Dewey classification labels.

7.1.3 Honorarium payment – This year’s £500 payment from the Guild has now been received.

7.1.4 Library Opening Date – We aim to have the library set up and ready for users to book in during May, with a feature to appear in the W.S.D Autumn journal distributed to all their members in September.



8. MARKETING

8.1 Marketing Plan - NR recently created a marketing plan for the team. It includes timetabling for marketing – print, website and socials, as well as colours and ‘voice’ information.

8.2 Website - HR has been editing the website and Ticketsource, and has updated with up-to-date information, including crafts, exhibition and workshop details.

8.2.2 We have produced an Access statement which can be found on our website (there is an easy read and large font version). The statement should help visitors understand how to find the museum entrance using both the stairs and the lift. We will also produce sheets on ‘how to find us’ from different entrances of The Shires, as well as a video and voice over version.

8.3 Social media - Following social media training, we have been more brand focused. We are seeing an increase of interaction over social media and have frequent scheduled posts, saving time. NR and HR also went on further training on using videos for social media and websites.

9. PARTNERSHIP WORKING

9.1 Friends of Trowbridge Museum – The Friends continue to support the Museum and recently funded the application of U.V and Lux reducing film on the upper floor windows. They also agreed to purchase to small Museum quality cases, also for this floor.

9.1.2 AGM – The Friends will be holding their AGM on Friday 8th April at 5:30pm in the Learning Hub at the Museum.

10. QUARTER 3 ACTUALS (AGENDA ITEM 11)

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101	Museum Operation	Qtr 3 Actuals 2021/2022	Qtr 3 Budget 2021/2022	Variance Favourable (Adverse)	Annual Budget 2021/2022	Notes
	EXPENDITURE					
4001	Staff-Salaries	£98,894	£106,674	£7,780	£142,390	
4002	Employers NI	£7,789	£8,316	£527	£11,102	
4003	Pension	£15,590	£21,015	£5,425	£28,051	
4008	Staff-Training	£554	£864	£310	£1,153	
4009	Staff-Travelling	£0	£432	£432	£576	
4016	Cleaning Services/ Materials	£152	£153	£1	£200	
4020	Miscellaneous	£50	£0	-£50	£0	
4022	Postage	£7	£0	-£7	£0	
4024	Subscriptions	£780	£936	£156	£1,250	
4032	Marketing	£8,349	£8,417	£68	£10,000	
4036	Equipment purchases	£1,989	£747	-£1,242	£1,000	Equipment required for re opening was unavoidably charged to this code, making spend high for this year.
4037	Equipment Maintenance	£539	£180	-£359	£250	
4053	Loan Repayments Interest	£17,215	£17,208	-£7	£22,949	
4054	Loan Repayments Capital	£20,118	£20,034	-£84	£26,708	
4071	CRB/DBS	£16	£162	£146	£220	
4101	Conservation	£1,518	£1,502	-£16	£2,000	
4102	Cost of Temp. Exhibitions	£2,154	£3,300	£1,146	£4,000	
4104	Insurance-Exhibits (Jelf)	£1,096	£2,061	£965	£2,750	
4106	Education Expenses	£10,987	£3,753	-£7,234	£5,000	This is high as spend from our £4,970 Area Board grant as well as the match funding (brought forward from underpend in Last year's 101 budget) is being coded to Education.
4169	Refreshments/Water	£55	£153	£98	£200	
4196	Shop Stock	£8,060	£9,000	£940	£10,000	
4199	Events and Catering	£3,082	£3,375	£293	£4,500	
4302	Stock Movement	-£2,509	£0	£2,509	£0	
4912	TFR From earmarked reserve	£0	-£15,003	-£15,003	-£20,000	
	Sub-Total Expenditure	£196,485	£193,279	-£3,206	£254,299	

	INCOME					
1001	Grants	£0	£60,003	-£60,003	£80,000	
1002	Donations	£1,095	£2,250	-£1,155	£3,000	
1011	Education	£1,126	£5,247	-£4,121	£7,000	
1112	Shop	£12,477	£11,997	£480	£16,000	
1113	Workshops	£0	£2,250	-£2,250	£3,000	
1114	Collections	£1,277	£378	£899	£500	
1121	Events and Fundraising	£7,543	£7,497	£46	£10,000	
	Sub-Total Income	£23,518	£89,622	-£66,104	£119,500	
	Net Actual Costs	£172,967	£103,657	-£69,310	£134,799	
102	Museum Project	Qtr 3 Actuals 2021/2022	Qtr 3 Budget 2021/2022	Variance Favourable (Adverse)	Annual Budget 2021/2022	Notes
	EXPENDITURE					
4056	Legal/ Professional Fees	£37,938	£0	-£37,938	£0	
4191	Equipment & Materials	£7,303	£0	-£7,303	£0	
	Sub-Total Expenditure	£45,241	£0	-£45,241	£0	
	INCOME					
1001	HLF Grant (recovered at 49%)	£58,625	£0	£58,625	£0	
	Sub-Total Income	£58,625	£0	£58,625	£0	
	Net Actual Costs	-£13,384	£0	£13,384	£0	

104	Grants Cultural	Qtr 3 Actuals 2021/2022	Qtr 3 Budget 2021/2022	Variance Favourable (Adverse)	Annual Budget 2021/2022	Notes
	EXPENDITURE					
471	Grants Trowbridge Arts	£9,989	£10,000	£11	£10,000	
4730	Grants Historic Building	£2,250	£2,250	£0	£3,000	
	Sub Total Expenditure	£12,239	£12,250	£11	£13,000	
	SUMMARY FIGURES					
	Museum Qtr 3 (April '21 - Dec '21)	Actual	Budget	Variance		
	Gross Expenditure	£196,485	£193,279	-£3,206		
	Income	£23,518	£89,622	-£66,104		
	Net	£172,967	£103,657	-£69,310		
	SUMMARY FIGURES					
	Museum Project Qtr 3 (April '21 - Dec '21)	Actual	Budget	Variance		
	Gross Expenditure	£45,241	£0	-£45,241		
	Income	£58,625	£0	£58,625		
	Net	-£13,384	£0	£13,384		
	SUMMARY FIGURES					
	Grants Cultural Qtr 3 (April '21 - Dec '21)	Actual	Budget	Variance		
	Gross Expenditure	£12,239	£12,250	£11		
	Income	£0	£0	£0		
	Net	£12,239	£12,250	£11		
	Total	£171,822	£115,907	-£55,915		