



Report to Museum Committee, Tuesday 14th June 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 (March, April, May): Visitors: 3834, Schools: 348, Other Groups: 805.

I. STAFFING/ TRAINING

1.1 Staff – Kathy Davis, our Museum Assistant has unfortunately broken her arm, so she will be off sick for a month whilst it heals. We are sending her good thoughts whilst she recuperates!

1.2 Volunteers - We have welcomed 3 new volunteers to the team this quarter, all will be working Front of House. Two are volunteering with us as part of their Duke of Edinburgh Awards.

1.3 Internship – Marissa Collins from Oberlin College in Ohio concluded her internship with us on the 3rd May. She was a great support and completed a number of projects, such as producing easy read versions of the Museum guide and our exhibition text panels. She also helped with our family crafts in the school holidays.

1.3.2 Work Experience – We will host the first of our five secondary school work experience placements for this year week commencing 6th June.

1.4 Staff Training/ meetings - HL and AB attended the Museums in Wiltshire Group Meeting in Salisbury on 3rd May. The agenda included important updates from the National Lottery Heritage Fund and their upcoming grant streams. We are hoping to submit an application that will tie in with one of our exhibitions next year: Child’s eye view of Trowbridge (working title!).

1.4.2 GDPR - All staff completed the required GDPR training with Aby Cooper on 4th May.

1.4.3 ACE - Andrea attended the Association of Cultural Enterprises (ACE) conference and trade show in March, (paid for by the bursary awarded to her from ACE) and benefitted from meeting staff from many other museums and cultural institutions who came together to share information about projects and initiatives to generate income. She also made contacts with many potential new suppliers from the trade fair.

1.5 Anniversary Party and WEFT launch – We are having a belated celebration of re- opening in the form of an anniversary party and WEFT exhibition launch from 10am on Saturday 18th June. There will be food and drink, live music and demos, a competition, balloons, bunting and more!

1.6 Value Exchange – The Council received volunteer support for the Museum and its activities equating to £16110 (Front of House: 628 hrs - £12,560, Learning & Outreach: 37.5 hrs - £750, Collections: 140 hrs - £2800).

2. OPERATIONAL

2.1 Accreditation- Our Accreditation submission was finalised and closed on 31st March. I received notification that the Arts Council had all the documents that they required and that our Museum would be discussed at their 7th July panel meeting. We should receive the news shortly after as to whether we are an accredited Museum for the next five years!

2.2 Collection store - The air-conditioning unit for the store has now been repaired following an external gas leak. This unfortunately meant that the store was warmer than should be for a while. Humidity and temperature are now more stable and closer to best museum standards. The unit in the store does not go low enough for an ideal store climate, but we are looking at ways to improve this.

2.3 Museum roof- The solution proposed to fix the problem of the leaky Museum roof is to have roofers clad some exposed brick wall on the very top that they are certain is causing the problem. The works were approved and completed on 6th June.

2.4 Fire detector change – We have had a problem ever since opening of the fire detectors in the Learning Hub triggering the alarm despite there being no fire. We were initially told this was due to dust on the girders swirling around, but after keeping these copiously dust free we have been told a different form of detector needs to be fitted in this space. We are awaiting a date from Select Security to change them over.

3. COLLECTIONS

3.1 MODES - We have worked through the backlog of new items to be added to MODES (our Collections database), thanks to the return of volunteer Caroline Silcocks. This means items can be fully accessioned within 2 weeks of us accepting them, which is a fairly swift turn around!

3.2 Roger Newman - NR and HL collected items from Roger Newman's archive. We have accessioned several folders of images and research. NR has started conversations with The Swindon and Wiltshire History Centre about the rest of the material being housed there.

3.4 New Objects - We have accessioned over 100 objects this year so far. A few highlights are a brush with initials E D R on the bristle surface, made at Avon's Brush Factory for Ernest & Dorothy Rogers marriage in 1923, a West of England cloth men's suit tailored in Westbury and an Applegate Wine merchant's box (this one needs to be treated for pests before we can take it in to the store).

3.5 Enquiries – These continue to come in - 17 this quarter via the museum and five via social media. We are trying to tailor some of our social media posts in accordance with popular and frequently asked questions.

3.6 Phil Lucas – Volunteer and Friend Committee member Rob Hillman has started methodically sorting through Phil Lucas' postcards, which he left to us. This is a big job, reorganising and checking for duplicates within our collection, so the help is much appreciated.

3.7 Conservation - Pest checks and traps have been increased for the summer due to birds' nests on the roof of the Shires. At this time of year the Museum and our objects are always more at risk to this threat and we must remain very vigilant.

3.7.1 Conservation Cleaning - Following works to the heating system in the museum, the store underwent a deep clean. Objects on open display were dusted, hoovered, and given a condition check. We hope to start our volunteer conservation cleaning group again later this year (it's been on pause since the Museum closed for the project!).

3.7.2 Stumpy - Our stuffed sheep has been taken to CMAS (Conservation and Museum's Advisory Service) to undergo some conservation. His ears and hooves will be repaired and his wool will be thoroughly cleaned and hoovered.

3.7.3 Flapper Dresses - Our flapper dresses have returned from the Bristol textile conservators. They received this work thanks to AIM's Pilgrim Trust grant that we were successful in obtaining. They are now on display, with several other previously unseen garments. We were also able to purchase new mannequins due to a generous donation from WECS (West of England Costume Society). We highly recommend visiting us to see them. We have quite extraordinary costume for a town museum thanks in part to our Morrison Collection. These dresses came to us as part of that donation in 2005.

3.7.4 Pest treatment - We have purchased a freezer which can reach a temperature of minus 30. This will enable us to treat objects for pests in – house rather than having to take them to CMAS (and pay!). We can also treat all textiles before adding them to our store, which will dramatically reduce the risk of pests contaminating that space.



4. EXHIBITIONS

4.1 Photography Exhibition - Our first 'In Focus' photography exhibition working with local photographers opened in April. Although no councillors attended the evening view in April, we hope that they have since been able to visit as it has garnered great feedback and engagement. Their next exhibition will take place in January 2023 as part of a 5 year partnership.

4.2 WEFT - Our 6-month summer/autumn exhibition, is underway. Several artists, crafters and businesses are involved. The exhibition is co-curated with Carolyn Griffith and will be open on the 18th June, to coincide with our 'anniversary party'. WEFT highlights the beauty of sustainability, and questions the practices behind making textiles. Asking 'Where Do We Start? Where Do We Finish?'

WEFT also includes a series of exciting and professionally taught craft workshops (all tickets are available via our Ticketsource), as well as a craft market.

4.3 FOTM Case - The Friends of Trowbridge Museum case has a new display curated by Friend's member Mike Prior and his daughter Helen. It is a display of lovely bead works jewellery, made by the late Phyllis Prior. NR cleaned and repainted an additional case for the friends and moved their banner to a more prominent space on the upper floor.

4.4 Upper Gallery - NR has been updating the permanent displays on the gallery. New interpretation has been added and objects have been moved or changed, this is garnering positive feedback, with visitors commenting that the upper gallery now looks more full.

4.5 Quiet Space - We have installed a quiet area on the upper gallery. The Museum is a large space and can be quite overwhelming and over-stimulating for neurodivergent visitors. Our calming corner includes soft furnishings, a canopy and stimulation toys, which help re-focus and calm. The space is also suitable for visitors and school groups with children who may need some time out. This space is one of a number of recommendations we have already actioned as a result of our Access Audit and Plan.



5. LEARNING & OUTREACH

This quarter we have run a total of **33** workshops for **1003** participants and generated **£1015**.

5.1 School Workshops – This quarter we have run **9** primary school workshop for **13** different classes (total **300** children). This includes lots of schools from within the town including Grove, Studley Green, St Johns, Paxcroft and Holbrook, plus Westbury Infants. Infants and Bratton). Topics include Victorian Seaside (Grove) Toys and Games (Paxcroft) Victorian School (Holbrook) and we ran our first ever Stone Age workshop, which included lots of immersive activities such as an archaeological dig, cave painting and recreating stone age culture through music, dance, hunting, etc. We also created a STEM workshop focusing on ‘materials’ for Studley Green’s year 2 class. This involved handling a range of clothing and hats looking at the properties of the different materials and a trail around the museum finding some of the more unusual clothing exhibits. We visited Westbury Infants to deliver a Saxon workshop for their year 2 children. Feedback from schools has been very good with lots high scores and favourable comments such as “*Fantastic! The children (and adults) loved it!*”, “*Thank you so much this was an exceptional trip. All the activities and staff were outstanding!!!*”



5.2 Easter Holidays – We ran a varied programme of holiday crafts during the Easter holidays including Woven Easter Baskets, Mini Spring Gardens, Egg Box Garlands and Pom-pom Sheep, plus a drop-in craft on behalf of the Shires. Attendance was excellent with **165** children participating in the Museum crafts and **93** children and adults joining the craft in the Shires. We carried out lots of evaluations and again, the response was overwhelmingly positive, with **96%** enjoying it and **100%** (49 families surveyed) of those surveyed saying they would return.

5.2.1 Mothering Sunday – We ran a Saturday drop-in Mother's Day craft (Picture Frames) for the Shires in March attracting **58** people (33 children/25 adults).

5.2.2 Brownies – Studley Brownies visited in March, when they tried a museum trail and had a go at making a woven plate flower.

5.2.3 May half Term – We ran two museum-based and one Shires craft during the May half term, which saw **168** people participate. The Shires craft was busy throughout, attracting **101** participants, whom decorating flags and crowns for the Jubilee. On the Tuesday we made Jubilee bunting and on Wednesday we ran a printmaking workshop over 8s using Andy Warhol's Queen Elizabeth II portrait as a starting point. One family came from Bath just to take part.



5.3 Lifelong Learning – We have delivered a range of talks, tours and reminiscence sessions for adults this quarter. These include talks on the history of the museum for Melksham Historical Society and Trowbridge History for Keevil WI. David delivered his 1000 Years of Warp and Weft at the Helliker History event in Chippenham (organized by the White Horse Trades Union Council). Beatrice visited Goodson Lodge (a care and residential home run by the Orders of St John) to deliver a Trowbridge History talk followed by a reminiscence session with a group of residents. This was organised to celebrate International Museum's Day and they were due to visit the museum but staffing shortages resulted in us visiting them. A second visit to the museum is planned for June – this time they will receive a short tour and undertake a craft activity.

5.3.1 Lifelong Learning Programme – We are currently putting together a programme of walks, talks and crafts for adults to take place during the second half of the year. As well as leading activities ourselves we are bringing in outside speakers so that we can offer a broader range of appealing topics. Talks will include one on Wiltshire's White Horses, another on Jack Northeast and Rosie Macgregor's talk on Thomas Helliker.



5.4 Medley Sessions – The group continues to meet regularly on Tuesday mornings and has involved a mix of activities which participants and their support workers engage with enthusiastically. The past month has focused on sustainability and has involved planting mini-gardens, visiting a local zero-waste shop, designing and making recycling containers and exploring the museum's machinery collection. Three new participants will be joining the group in June. (Picture shows jubilee bunting being made.)

5.5 Volunteers – As usual, we have been well supported by our education volunteers this quarter. They have helped us with lots of school workshops and Janet Mitchell (see picture on right) and Hannah Stone help with some of the holiday crafts. James Smith has added a new immersive element to our history workshops which dovetails neatly with our existing history (and local history) content. Feedback from schools is always very positive where our volunteers are concerned. We would encourage any councillors who are interested in volunteering to contact us and we can set the wheels in motion.



5.6 Learning Hub Resources – We have purchased a range of new resources including replica armour and a shield for our forthcoming Romans workshop, fireman’s leather helmet and bucket (for our Great Fire of London workshop), Egyptian objects (it is 100 years since Tutankhamun’s tomb was rediscovered) and a Viking helmet. We have attempted to purchase a working Lego loom but the seller is proving elusive.

5.7 Twilight Session – We were asked if we could run a twilight session for Studley Green Primary School teachers in order that they could find out what we offer. 14 teachers, including the head teacher, came along and were treated to a tour of the museum, a look at our resources and tea and biscuits. The visit has resulted in several school bookings already!

5.7.1 Local Schools Twilight – We are planning a second twilight session for local schools in early July. This will give us more opportunities to sell ourselves, and also inform local teachers of the town’s history, of which many are unaware.

5.8 Spinning Workshop – Beatrice took part in Kathy’s spinning workshop and now knows how to spin woolen fleece into yarn. She will be able to demonstrate her new skill in future woollen trade workshops.

5.9 CLPO Apprenticeship – As the apprenticeship gets closer to the final assessment stage involving a professional discussion and practical observation, the CLPO tutor from Wiltshire College visited the museum on two occasions in March in order to carry out ‘mock’ versions of these. The professional discussion on March 11th explored various aspects of the assessment criteria, using the evidence Beatrice has compiled on her web-based portfolio. The observation took place on March 25th during a Stone Age Workshop organised for a Key Stage 2 class from St John’s Catholic Primary School. The tutor feedback was very positive and Beatrice is continuing to add evidence to her portfolio and is working on aspects of workshop evaluation in response to the tutor’s recommendations.

Beatrice continues to be involved in all aspects of Learning and Outreach, supporting David with school visits, helping with the programming and delivery of family craft activities and has recently carried out a talk and reminiscence session in a local care home.

6. RETAIL AND INCOME GENERATION

6.1 Shop Stats - Last Year total sales £15,027 Average Transaction Value £7.94

Spend Per Head 98p Conversion Rate 12% Margin 46%

April to WE 22.5.22 total sales £3,127 Average Transaction Value £8.76

Spend Per Head 99p Conversion Rate 14.5% Margin 42%

Current best sellers include:

6.2 Products - Museum Hand Knitted Mice, Children's toys and games, museum branded items, felted gifts, confectionery and greetings cards, and books. There is currently a display of beautiful handmade beaded jewellery for sale in the Friends case in the top gallery and a glass cabinet in the shop. All of the pieces are for sale and were made by the late Phyllis Prior, who was a great supporter of Trowbridge and the museum.

6.3 Fundraising - The grant application we submitted in February to South West Museum Development 'Green Grant Scheme' for £2,500 was unfortunately not successful. We did receive helpful and encouraging feedback from the judging panel, who thought our application was good but explained that there had been more than double the amount of applications than usual.

6.4 WECS - During April Andrea attended the West of England Costume Society (WECS) committee meeting in Bath to make a presentation about the museum and our work. Following this the committee kindly made an offer of £500 towards the cost of museum standard mannequins particularly for displaying garments made from West of England Cloth.

We hope to develop our connection with WECS and are in the process of organising a visit to the museum for their members in July, with a talk by David, a spinning demonstration by Kathy and an opportunity to view selected items of costume up close from the store.

6.5 Membership Scheme - Andrea and the team are currently working on the launch of a New Membership Scheme for the autumn. The aim of which is to build a supporter base of individuals and families to raise funds for the museum. There will be two categories 'Supporter' £15 a year for an individual, £25 a year for two people at the same address, and 'Stumpy Club' £25 for a family of 2 adults and up to 3 children (additional children £5 each).

The package of benefits will include quarterly newsletters, a monthly email, a supporters area on our website, 3 supporter events/ activities a year such as talks, and behind the scenes tours, advance information about exhibitions and priority booking for events and a free cup of tea coffee or juice once a month.

6.6 Shop Promotion – We are continuing to use our Instagram account to generate interest in the shop and our followers are growing at a steady pace.

7. RESEARCH LIBRARY

7.1 Progress - The work to catalogue and list the Weavers Spinners and Dyers Stuart Groom Library is making good progress and 600 + books are now on the shelves, and the WSD signage is also now in place. The WSD members will have access to the library as soon as their committee have made the necessary administrative procedures, we hope this will be in place by the autumn.

7.2 AWSD - The Association of Weavers Spinners and Dyers Guilds will be hiring the museum meeting room to hold their General Purpose Committee meeting on 9 July.



8. MARKETING

8.1 Website - HR has been editing the website and Ticketsource, and has updated with up-to-date information, including crafts, exhibition and workshop details. News stories are constantly being added and blog posts focusing on the collection and the shop have been written and scheduled to be published weekly through to October. 'Behind the scenes' posts are added on an ad hoc basis.

8.2 Social media – posts are scheduled at the beginning of the month, with updates added when needed. Search #TrowbridgeMuseum on Instagram to see any of our more recent posts.

8.3 Marketing including leaflets and posters for WEFT and the anniversary party have been designed and printed in house and are now being distributed.



9. END OF YEAR ACTUALS (AGENDA ITEM)

101	Museum Operation	Actuals 2021/2022	Budget 2021/2022	Favourable (Adverse)
	EXPENDITURE			
4001	Staff-Salaries	£134,597	£142,390	£7,793
4002	Employers NI	£10,654	£11,102	£448
4003	Pension	£20,961	£28,051	£7,090
4008	Staff-Training	£672	£1,153	£481
4009	Staff-Travelling	£218	£576	£358
4016	Cleaning Services/ Materials	£152	£200	£48
4020	Miscellaneous	£138	£0	-£138
4022	Postage	£12	£0	-£12
4024	Subscriptions	£1,206	£1,250	£44
4032	Marketing	£10,368	£10,000	-£368
4036	Equipment purchases	£1,087	£1,000	-£87
4037	Equipment Maintenance	£583	£250	-£333
4053	Loan Repayments Interest	£22,759	£22,949	£190
4054	Loan Repayments Capital	£26,708	£26,708	£0
4071	CRB/DBS	£102	£220	£118
4101	Conservation	£5,540	£2,000	-£3,540
4102	Cost of Temp. Exhibitions	£4,065	£4,000	-£65
4104	Insurance-Exhibits (Jelf)	£1,096	£2,750	£1,654
4106	Education Expenses	£13,509	£5,000	-£8,509
4169	Refreshments/Water	£117	£200	£83
4196	Shop Stock	£8,733	£10,000	£1,267
4199	Events and Catering	£2,629	£4,500	£1,871
4302	Stock Movement	-£2,208	£0	£2,208
4901	TFR to CFR - Asset Purch	£3,776	£0	£0
4912	TFR From earmarked reserve	£0	-£20,000	-£20,000
	Sub-Total Expenditure	£267,474	£254,299	-£13,175
	INCOME			
1001	Grants	£0	£80,000	-£80,000
1002	Donations	£1,692	£3,000	-£1,308
1011	Education	£1,652	£7,000	-£5,348
1112	Shop	£15,441	£16,000	-£559
1113	Workshops	£0	£3,000	-£3,000
1114	Collections	£1,207	£500	£707
1121	Events and Fundraising	£9,498	£10,000	-£502
	Sub-Total Income	£29,490	£119,500	-£90,010
	Net Actual Costs	£237,984	£134,799	-£103,185

102	Museum Project	Year End Actuals 2021/2022	Annual Budget 2021/2022	Variance Favourable (Adverse)
	EXPENDITURE			
4056	Legal/ Professional Fees	-£1	£0	£1
4191	Equipment & Materials	£1,853	£0	-£1,853
4901	TFR to CFR - Asset Purch	£43,388	£0	-£43,388
4904	Assets funded from grants	-£24,737	£0	£24,737
	Sub-Total Expenditure	£20,503	£0	-£20,503
	INCOME			
1001	HLF Grant (recovered at 49%)	£0	£0	£0
	Sub-Total Income	£0	£0	£0
	Net Actual Costs	£20,503	£0	-£20,503

104	Grants Cultural	Year End Actuals 2021/2022	Annual Budget 2021/2022	Variance Favourable (Adverse)
	EXPENDITURE			
4711	Grants Trowbridge Arts	£10,015	£10,000	-£15
4730	Grants Historic Building	£3,000	£3,000	£0
	Sub Total Expenditure	£13,015	£13,000	-£15

SUMMARY FIGURES			
Museum Year End (April '21 - Mar '22)	Actual	Budget	Variance
Gross Expenditure	£267,474	£254,299	-£13,175
Income	£29,490	£119,500	-£90,010
Net	£237,984	£134,799	-£103,185

SUMMARY FIGURES			
Museum Project Year End (April '21 - Mar '22)	Actual	Budget	Variance
Gross Expenditure	£20,503	£0	-£20,503
Income	£0	£0	£0
Net	£20,503	£0	-£20,503

SUMMARY FIGURES			
Grants Cultural Year End (April '21 - Mar '22)	Actual	Budget	Variance
Gross Expenditure	£13,015	£13,000	-£15
Income	£0	£0	£0
Net	£13,015	£13,000	-£15

Total	£271,502	£147,799	-£123,703
--------------	-----------------	-----------------	------------------