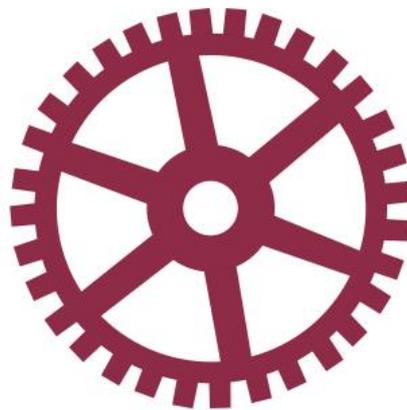


Report to Museum Committee

Quarter Two

20th December 2022



Trowbridge
MUSEUM

To inspire people through discovery of Trowbridge's past, present and future.

To explore the heritage, stories and culture of Trowbridge and the surrounding villages, creating meaningful, enjoyable and engaging experiences that are accessible to all.

Engagement figures (July, Aug, Sept): Visitors: 5418, Schools: 267, Other groups: 1003

I. KEY DECISIONS AND OPERATIONAL UPDATES

1.1 Accessibility – We have fitted a doorbell on the main door entrance so that we can close the door during cold weather (keeping in the heat and saving on energy). Anyone who requires assistance can ring the bell and a volunteer will be along to help them.

1.2 Donations – We have made a poster that echoes the words on our donation stations. It sits on the front desk and we hope it will increase visitor donations to the Museum; “Trowbridge Museum is free for all to visit and needs the support of those who enjoy and treasure its galleries, collections and activities. Please make a donation today, thank you”.

1.3 Monday Opening – Last quarter the Committee voted in favour of our temporary closure pending sufficient staff hours to enable re- opening. This quarter a motion was passed encouraging the Museum Committee to look at ways in which to save money, closure to the public was potentially one of them. If we remain closed to the public on a Monday the staff that work that day would be able to work from home every other Monday (Museum Makers alternate Mondays). This would save a small amount on energy, as the lower gallery and office lights and heating could be switched off.

It should be born in mind that closure for a day will impact the Museum’s ability to generate as much income (no shop sales, no donations, no charged groups could be booked for this day. This could potentially off- set any savings made with regards energy.

If the Committee determines that the Museum should re- open on a Monday, the minimum requirement in staff hours to enable it would be 7.50 hours per week for Museum Assistant Hannah Randall.



2. FINANCIALS AGENDA ITEM

2.1 Museum Summary Figures Quarter Two

	Actuals	Budget	Variance
Gross Expenditure	£140,070	£135,630	£4,440
Income	£11,513	£24,246	£12,733
Net	£128,557	£111,384	£17,173

2.2 Grants Cultural Summary Figures Quarter Two

	Actuals	Budget	Variance
Gross Expenditure	£2,500	£11,500	£9,000
Income	£0	£0	£0
Net	£2,500	11,500	£9000

Total	£131,057	£122,884	£8,173
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Quarter 2 has ended adversely by £8,173

Appendix A = Museum Quarter Two Actuals.

3. RETAIL AND INCOME GENERATION

3.1 The proposed annual income for the shop is £20,040.



WE 3.7.22 – 25.9.22 = £4,385.58 up 3% against the same period last year.

Average Transaction Value £7.65

Spend per Head 81p

Conversion Rate 11%

Margin 53%

3.2 Shop sales - have been steady during this quarter, and modestly up 3% against the same time last year. All department categories have sold well and evenly during this time, with museum branded products, toys and games and jewellery items being the best sellers, together with 49 hand knitted mice, (thanks to our volunteer knitters!).

The shop is well stocked for Christmas with a good range of assorted items at a wide variety of price points, which include unique local products and gifts made by our Museum makers craft group.



3.3 Fundraising Workshop Events - There has been a good uptake of staff led weaving, felting and Crochet workshops held between July and September during regular museum opening hours, which have generated £500 income.

3.4 Halloween Event - Our first evening Halloween event sold out on 28th October and was a great success. Forty children attended along with their parents, generating £180.00 in ticket sales. The children took part in a fancy dress parade and a special spooky Halloween mouse hunt in a darkened museum, and then enjoyed traditional party games and crafts upstairs. The event rounded off with a ghoulish buffet then a short torch lit ghost story. We received great feedback from all who attended, with pleas to do it again next year.



3.5 The Wild Way Home - At the end of October we submitted a grant application to the Art Fund for a nationwide initiative funded by Arts Council England, called the 'Wild Escape' that encourages museums to create participative projects based on items in their collection to focus on UK biodiversity. The project cumulates on Earth Day 23rd April 2023. Our project is collaborative, called 'The Wild Way Home' and it shines a spotlight on the varied nature of Trowbridge Museum's Collection, focusing on its connection to nature, wildlife and the planet. It will be delivered through a creative series of themed participative activities on the run up to Earth Day, that use a mix of delivery methods, such as - oral history, art and design sessions, poetry workshops and scientific biodiversity monitoring. On 14th November we received notification that our grant application had been assessed and the panel agreed to award us a grant, for the full amount requested of £2,040.

3.6 Museum Supporters Scheme - This launched on 4th November. Looking at the FB analytic information for the date the information was first posted (26th October) we had a reach of 379 and 20 engagements, and for the second post on 24th November the reach was 901 and 52 engagements. There have been 48 hits on the specific page on the museum website in the last 30 days, and to date we have 6 signed up individual members, which is an encouraging start.

4. STAFFING STRUCTURE AND TRAINING

The museum staffing structure is as follows:

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 - Museum Assistant
Kathy Davis - Museum Assistant

Appendix B = staff organisation tree.

4.1 Training – Like all Council departments we are enrolled in the new Staff Skills Academy scheme and begun the courses that we felt pertinent to our team. These range from Emergency First Aid, Unconscious Bias, Excel and Microsoft Teams.

4.2 Apprenticeship - Beatrice completed the 'Cultural Learning & Participation Officer' apprenticeship at the end of October and has now joined the team on a permanent basis working as the Learning & Outreach Assistant on a part-time basis (3 days per week).

4.3 Meetings with Teachers – David attended the Collaborative Schools History Learning Meeting at St John's School. This is an opportunity to update schools with Museum exhibitions and market our education services to local teachers.

5. VOLUNTEERS

5.1 Christmas Party - Our volunteer team enjoyed their Christmas party in the Learning Hub on 2nd Dec.

5.2 New Volunteers - We have 5 volunteer applications pending.

5.3 Newsletter – Our latest volunteer newsletter was distributed via email in December. We took the opportunity to express our thanks to the team:

This edition of the newsletter feels a little bit special, as it marks a whole year since Issue 1 of this version! Hopefully you have enjoyed reading the newsletter, as well as finding the information useful. We are always happy to receive new ideas for content, so please do forward ideas to the editor at the email below.

The autumn and early winter have been a very busy time, so the festive break will be most welcome. We have some exciting things planned for next year, and this newsletter includes details on upcoming projects.

As ever the Museum team owe a huge debt of gratitude to you; our wonderful volunteers - you are ALL an amazing and very special bunch! We extend our heartfelt thanks for the time you give to the Museum.

Wishing you warm season's greetings and all the very best for the coming year.

6. MUSEUM MAKERS

6.1 Museum Makers (Volunteer craft group) - On Monday 5th September we held a successful, first session of our Museum Makers group, where anyone who likes to knit, sew, crochet or weave can come along. The group will make some items to sell in the shop like the knitted mice, and other seasonal items to decorate the museum for events. Participants pay £1.00 towards the cost of materials, the museum team supply the patterns and equipment needed. Fifteen people with a variety of skill sets and different abilities came along and have made decorations for us. We would also like to thank Friends member, Bob Charmbury, for his generous donation towards resources for this group.

7. COLLECTIONS

7.1 Enquiries - This quarter we have received 11 information requests, 10 requests for images, 7 donation offers and 3 other enquiries for 31 total.

7.2 Research – Earlier in the year we worked with Rosie MacGregor for her new book ‘Remnants and Yarns; poverty and protest in the woollen industry in Bradford on Avon’ – the book has now been published and is available to buy. It includes images from our collection and a kind thank you credit in the back for ‘helps and advice’ given.

We are also working with a local person who is researching Chartism and non-conformist history in the area for an Open University course.

7.3 Collections Management - Staff and volunteers continue to update MODES. We have accessioned 316 objects (many with multi object records) to date this calendar year, not including the folders of postcards, which are still being ordered or new library books that have become part of our Research Library.

We have finished working through our backlog in accessioning new objects onto our database. A few interesting examples include a doll tea set made of animal bones, a mini cannon made by a local resident and the Mackay family tree.

7.4 Conservation – Following the damage to the funeral bier caused by a visitor in the summer holidays, we applied for a grant for some protective screening, so that we would be able to have the bier back on display. We are pleased to announce that our grant was successful and this will be fitted

next quarter. At this point, the bier will go back on display. In due course, we will seek advice from CMAS regarding repair of the axel.

7.5 Town Hall Objects – Following a call with Heather Perry, she apologised that the correct paperwork had not been sent to us regarding the ownership transfer for objects belonging to Wiltshire Council, which are in the cellar at the Town Hall. This has been rectified, and we now have permission and 'own' the pump plaque. This is the only object we have ROOD transfer for. As the plaque is 2m and heavy metal (probably nearing a ton in weight), we will need assistance to relocate it. In addition, currently we do not have a suitable space to store the plaque safely – for the object, staff and visitors, so we need to think seriously about where to display it (we do not have a section of wall that is long enough). One option is for a specialist plinth to be made for the plaque.

8. EXHIBITIONS

8.1 WEFT – WEFT has now finished. It garnered lots of positive feedback for visitors, with many travelling to see the exhibition. Following on from the success, and from generous donations we were able to buy 2 pieces from the exhibition to have on permanent display. The display is a visual representation of the 'future' of textiles and is on the upper gallery floor.

8.2 Tis the Season – our winter exhibition is now open. Tis the season explores how different countries and cultures celebrate during winter, rather than just Christmas. It also has a woodland snug for children to sit in, interactive worksheets, a snowman hunt and 3 cases of museum objects, one with winter accessories and the other two old toys and games.

The text has been printed as banners so that it can be reused.

8.3 Community exhibition space - This is now being curated by the North West Wiltshire National Trust Association. Founded in 1971, the North West Wiltshire branch aims to support mainly local National Trust properties such as Lacock Abbey, The Courts at Holt and Great Chalfield Manor and Westwood Manor.

8.4 Friends case – Currently a private collection of bottles and Ushers memorabilia curated by Kevin Hartley.

9. LEARNING & OUTREACH

9.1 Workshop Summary

Quarter 2 Figures: **29** Workshops; **1065** participants; **£924** income.

Summary (Sept – November): School bookings have been very good and our Medley sessions go from strength to strength. Trowbridge schools that have visited include Studley Green, Bellefield (Local Study), Grove (Saxons and Vikings), Oasis (Woollen Industry), St John's and Paxcroft (Toys and Games), whilst paying schools have included Box (Saxons and Vikings) and Old Sarum (Toys and Games) and St Louis, Frome (Toys and Games). Both Studley Green and St John's are engaging with the new museum and our updated education offering. They are booking regular sessions throughout the year.

9.1.1 After School Club – Studley Green's year 4 class were keen to participate in the Retold exhibition, which takes place next summer. They have been looking at the local woollen industry as well as local famous people such as Isaac Pitman and Thomas Helliker and have produced lots of work that can be used in the exhibition. David has also been running an after school club with them, during which they have been creating artworks based on buildings and Thomas Helliker.



9.1.2 German School – In October we hosted three classes of 14 and 15 year olds from a private school in Germany who were on an exchange visit. We put on a range of activities intended to give them a basic understanding of the history, heritage and culture of the town. Despite some technical issues with our WiFi it went well and the teachers were very pleased with the visit.

9.2 October Half Term Workshops – The October half term holiday activities were very busy this year. We run two workshops here in the museum, the usual drop-in craft on behalf of the Shires and we ran their pumpkin carving session. We trialled an advance booking system for the first time enabling all of our sessions to be reserved. This worked really well with the majority of spaces booking in advance. Despite a few no-shows on the day, we were usually able to fill the spaces with people who just turned up, in the end squeezing a few more children on some of the sessions. Our holiday workshops included Trick of Treat Baskets and an Ancient Egyptian History Day.

9.2.1 Workshop Evaluation – We evaluate most of our school and holiday workshops. This helps us to make sure we are providing the correct level of service, and identifies any issues that need addressing. Thankfully, our school evaluations are overwhelmingly ‘excellent’ with high ratings for the welcome, resources, activity leaders and overall workshop. Most of our holiday workshop were evaluated by the families their responses were again ‘excellent’. We also ask participants where they have visited from, although it is only a snapshot, the figures indicate that **30%** of families participating in our crafts workshop are from outside Trowbridge. The figures also indicate that over **50%** of participants have been before, and **99%** would come again (**94%** of respondents having “really enjoyed” the session).

9.3 Medley - There have been 12 Medley sessions this term and its popularity has led to the addition of 3 new participants who travel from the day centre in Devizes especially for the session. This means there is now a total of 13 participants who attend regularly, accompanied by at least 4 support workers. Activities this term have allowed participants to engage actively with the museum’s collection with sessions inspired by George Crabbe’s fossil/botanical collection, the woollen industry in Trowbridge and the Victorian toys and games in the ‘Tis the Season’ exhibition in the temporary exhibition space. Participants have been taught new crafts such as wet-felting and are encouraged to use different media each week. The following feedback was recently received from The Medley’s coordinator Sara Phillips:

‘The museum session has been a great success with the customers. They have enjoyed the social aspects as well as having a varied agenda of various activities and craft, as well as scavenger hunts in and around the museum, learning about various eras and how they used to work and dress. They have learnt a lot about the history of Trowbridge and always look forward to each week, missing this when it is not on’.

9.4 Lifelong Learning – We continue to receive bookings to deliver talks for various groups and our guided walks have proved popular but our recent attempt at a programme of local history talks and craft workshops have not been successful, with very low or no bookings. We delivered talks on the local woollen industry to Atworth History Society, a tour of the museum for the Bath Centre National Trust (NT volunteers) and David donned the Father Christmas outfit to deliver a talk on Father Christmas for the West of England Costume Society. Our local history guided walks proved popular. Three walks took place – A Stroll through the History of Trowbridge, Trowbridge in Six Buildings and Clothier’s Houses. We will put together another programme of walks for 2023. Unfortunately, our talks were all cancelled due to a lack of bookings, which was a surprise as in previous years they have generally proved popular. The programme included talks on various topics including Isaac Pitman, White Horses and Jack Northeast.

9.5 Resources – Running Learning and Outreach involves a wide range of resources and materials, especially now that we offer a wider range of workshops. Some of the more unusual purchases recently have included various Teddy bear-related items for our Bears workshop, an ancient Greek shield and a small portable printing press.

9.6 Volunteers – We continue receiving lots of support from our volunteers, and in the case of our school workshops, they are essential to the high quality service we provide. Lili Toitot and Helen Woodward have started shadowing school workshops with a view to becoming learning and outreach volunteers. This quarter volunteers have provided 6.5 days of support to Learning and Outreach.

9.7 Fees and Charges – We revised our charges in September increasing most of our fees by approximately 10%. Medley fees increased from £2 to £4 when they restarted in 2021.

9.8 GEM Conference – David and Beatrice both attended the GEM conference in September, David in-person and Beatrice online. The conference lasted for three days and included presentations and workshops from museum educators from Britain and further afield. It is a great opportunity to network and discover how other heritage sites are engaging local communities.

9.9 Art Tutoring – David has agreed to tutor Mia Williams, the granddaughter of one of our volunteers so that she can put together an art and design portfolio to apply for a course at Trowbridge College. David has put together a syllabus and will be leading sessions every couple of weeks until Easter. (Mia has recently returned from living in Portugal so has not been able to follow the English Art and Design syllabus nor undertake any relevant exams.)

10. RESEARCH LIBRARY

10.1 Library - The library is now fully open for visitors to use (on a pre booked basis) and we held an information and launch day on 4th November. The Association of Spinners Weavers and Dyers – Stuart Groom Memorial Library is also ready for AWSM members to loan books from.

10.2 – The books that belong to the Museum collection will be reference only, whilst books from the Guild's collection maybe be borrowed by Guild members.

11. PARTNERSIPS

11.1 #MakeSomeoneWelcome - We have joined the Wiltshire Centre for Independent Living's #MakeSomeOneWelcome scheme whereby we must pledge some practical actions we will implement to just that. Our first was the addition of a doorbell to improve accessibility when our entrance door is closed. We will probably take some the outstanding actions from Accessibility Audit for some of the other pledges.

12. MARKETING

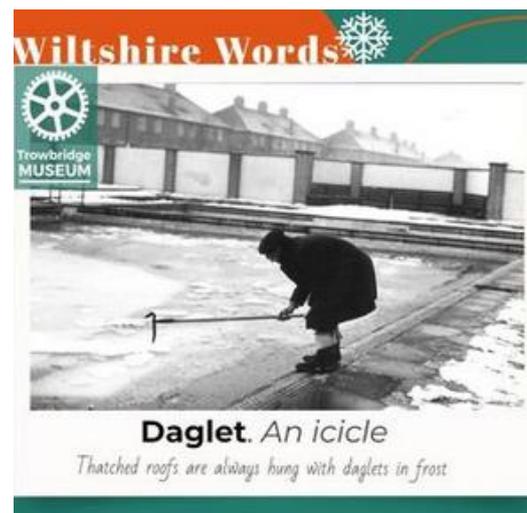
12.1 Magazine listings - We continue to advertise with a number of local magazines including West Wilts magazine, the Bath and Wiltshire Parent and Primary Times.

12.2 Website - We continue to update our website on a regular basis with up-to-date information, including crafts, exhibition and workshop details. News stories and blog posts focusing on the collection, research and the shop have been written and are scheduled to be published weekly.

12.2.1 Website Ticket sales – The website now links directly to our ticket source page. Previously we had a page on our website with event listings on, however, this meant creating content twice.

12.3 Social Media - We continue to update our socials at least 3 times a week with up-to-date information, including crafts, exhibition and workshop details as well as images from our collection. We have started a new series of 'Wiltshire Words' posts, which appears to be popular and has been shared by other local museums and history centres.

12.3.1 Facebook Group – We have a new Facebook group for 'The Wild Way Home' project, which is part of the Wild Escape. Local families are encouraged to join -



www.facebook.com/groups/thewildwayhome

The group will be used for all (and exclusively) Wild Escape content.

13. FORTHCOMING EVENTS

13. Coming up – Our late winter events programme includes crochet and felting workshops, as well as our February half term activities. For more information follow the link below:

<https://www.ticketsource.co.uk/trowbridgemuseum>

14. FEES AND CHARGES

14.1 Schools and Colleges (workshops, Assemblies & Loan Boxes)

Please Note: Prices quoted include VAT of 20%. Trowbridge Town Council sends out all our invoices. We may review and alter our fees.

Museum-based sessions - These are free to schools within the area served by Trowbridge.

Schools outside Trowbridge = £5 per pupil.

Workshops = £72 per workshop

Outreach & Assemblies - Most of our workshops and activities are available as outreach sessions and we can also lead assemblies on relevant topics. **All** schools, including those within the town, are charged for outreach sessions and assemblies.

Outreach rate = £5.50 per pupil

Assemblies = £72 per assembly

If schools would like us to spend a day (9am – 3pm) working with a number of classes in their school, it may be more cost effective to pay the day rate – **£300** per day.

Loan Boxes - We have 6 loan boxes covering the following themes – Wool & Weaving, Local History, Toys and Games – available **£40** per term.

Souvenir Bags - The museum we can put together a souvenir bag **£3.50** per child

Membership Scheme - Paying schools may choose to join our membership scheme and receive substantial discounts on our workshops and is available for museum-based or outreach sessions. Fees are payable at the start of each school year and workshop dates and times **must** be arranged by the end of September.

- 4 workshops (1 class per workshop) – **£450**
- 6 workshops (1 class per workshop) – **£650**
- 8 workshops (1 class per workshop) – **£800**

14.2 Lifelong Learning

Reminiscence & Crafts

- **£55** – within 5km
- **£72** – outside 5km

Discounts where block bookings of three or more sessions are made

- **£50** (within 5km)
- **£66** (outside 5km)

Memory Box Loans: **£40** per box for **1 month** – longer loans by agreement.

Any damage or loss to loan box contents **will be charged for**.

Craft sessions and Father Christmas visits are charged at the same rate.

Walks, Talks and Lectures - We are often asked to give lectures and talks to local groups such as the U3A.

- Standard fee **£45**. (There may be additional travel costs to get to the venue)
- In-house talks organised by us, which include refreshments = **£7** per person
- Guided walks = **£4** per person
- Museum tours for groups = **£40**
- Combined tour and talk = **£72**

Art, Craft and History Workshops - We also offer art, craft and history activities for lifelong learners and supported adults. Prices vary

- **£10 to £40** per person, (depending on the length of the session or course and the cost of materials.)

Activities for supported adults = **£4.00** per person.

Please Note: If you would like us to lead a workshop in the museum after 6pm there may be an additional charge of £30 per hour to cover the cost of extra Shires security.

14.3 Scouts & Brownies – Scouts and Brownie groups are welcome to visit after school (up to 5.50pm)

- **£3.50** per person.

Appendix A

101	Museum Operation	Actuals 2022/2023	Budget 2022/2023	Favourable (Adverse)	Budget 2022/2023	Notes
	EXPENDITURE					
4001	Staff-Salaries	£70,544	£72,698	£2,154	£147,113	
4002	Employers NI	£5,845	£6,339	£494	£12,828	
4003	Pension	£11,354	£10,735	-£619	£21,726	Out of operational budget remit
4008	Staff-Training	£760	£540	-£220	£1,080	Due to TTC Staff Skills Training initiative
4009	Staff-Travelling	£179	£270	£91	£540	
4016	Cleaning Services/ Materials	£7	£108	£101	£220	
4020	Miscellaneous	£105	£0	-£105	£0	
4022	Postage	£16	£0	-£16	£0	
4024	Subscriptions	£739	£648	-£91	£1,300	
4032	Marketing	£4,135	£4,002	-£133	£8,000	
4036	Equipment purchases	£1,296	£498	-£798	£1,000	High due to Temporary Exhibition panel adjustments
4037	Equipment Maintenance	£232	£252	£20	£500	
4053	Loan Repayments Interest	£11,160	£11,283	£123	£22,227	
4054	Loan Repayments Capital	£13,623	£13,550	-£73	£27,430	
4071	CRB/DBS	£16	£108	£92	£220	
4101	Conservation	£1,630	£1,998	£368	£4,000	
4102	Cost of Temp. Exhibitions	£2,313	£1,998	-£315	£4,000	
4106	Education Expenses	£3,047	£2,503	-£544	£5,000	Over for quarter but confident will fall within yearly budget
4110	Payrise Accrual	£6,560	£0	-£6,560	£0	This is due to no budget being allocated for payrise accrual
4169	Refreshments/Water	£34	£102	£68	£200	
4196	Shop Stock	£5,590	£6,000	£410	£12,000	
4199	Events and Catering	£1,690	£1,998	£308	£4,000	
4302	Stock Movement	-£805	£0	£805	£0	
	Sub-Total Expenditure	£140,070	£135,630	-£4,440	£273,384	
	INCOME					
1002	Donations	£925	£1,500	-£575	£3,000	Hoping to increase this for next quarter with additional signage
1011	Education	£1,273	£3,498	-£2,225	£7,000	
1112	Shop	£7,514	£10,500	-£2,986	£20,040	
1113	Workshops	£504	£1,998	-£1,494	£4,000	
1114	Collections	£385	£252	£133	£500	
1121	Events and Fundraising	£912	£6,498	-£5,586	£13,000	
	Sub-Total Income	£11,513	£24,246	-£12,733	£47,540	
	Net Actual Costs	£128,557	£111,384	-£17,173	£225,844	

104	Grants Cultural	Qtr 2 Actuals 2022/2023	Qtr 2 Budget 2022/2023	Variance Favourable (Adverse)	Annual Budget 2022/2023	Notes
	EXPENDITURE					
4711	Grants Trowbridge Arts	£1,000	£10,000	£9,000	£10,000	
4730	Grants Historic Building	£1,500	£1,500	£0	£3,000	
	Sub Total Expenditure	£2,500	£11,500	£9,000	£13,000	
SUMMARY FIGURES						
	Museum Qtr 2 (April '22 - Sept '22)	Actual	Budget	Variance		
	Gross Expenditure	£140,070	£135,630	-£4,440		
	Income	£11,513	£24,246	-£12,733		
	Net	£128,557	£111,384	-£17,173		
SUMMARY FIGURES						
	Grants Cultural Qtr 2 (April '22 - Sept '22)	Actual	Budget	Variance		
	Gross Expenditure	£2,500	£11,500	£9,000		
	Income	£0	£0	£0		
	Net	£2,500	£11,500	£9,000		
	Total	£131,057	£122,884	-£8,173		

Appendix B

