

Daventry Museum Annual Donations Report

Report for the period 1st April 2020 to 31st March 2021

A	Total Donations carried over from previous years	£1,208.61
B	Total Donations Income received for 2020/21	£273.60
C	Total Donations Expenditure for 2020/21 as listed below	£0.00
E	Total Donations Retained at year end (A+B-C)	£1,482.21

Summary of Museum Donations Expenditure during the year 2020/21

Item / Purpose	Amount Spent
Total Spent	£0.00

MUSEUM INCOME AND EXPENDITURE REPORT AS AT 31ST MARCH 2021

	Actual Year To Date	Anticipated Budget	Variance Annual Total	% Spent
Museum				
Stationery	72	150	78	48%
Printing/Photocopying	0	150	150	0%
Subscriptions	192	250	58	77%
Travelling Expenses	69	100	31	69%
Advertising Promotions	1,205	1,860	655	65%
Website	350	360	10	97%
Museum Maintenance	187	500	313	37%
Events & Exhibitions	1,230	1,700	470	72%
Volunteer Support	258	600	342	43%
Expenditure - MDEM Grants	100	0	-100	0%
Total Expenditure Museum	3,663	5,670	2,007	65%

GRANTS AWARDED 2020/2021

	Amount Awarded	Project Expenditure	Variance
MDEM - Small Grant	1400	1400	0
MDEM - Map Your History Project	200	300	-100
MDEM - Recovery Grant Fund	9340	9340	0
	10940	11040	-100

STATEMENT OF MUSEUMS EARMARKED RESERVES AS AT 31ST MARCH 2021

	Balance as at 1st April 2020	2020/2021 Budget Allocation	Spend 2020/2021	Balance as at 31st March 2021
Museum Equipment	1,805	0	589	1,216
Museum Donations	1,209	274	0	1,482
Roman Mosaic Conservation	0	9,780	9,780	0
Museum Earmarked Reserves	3,013	10,054	10,369	2,698

REPORT TO: Museum Committee 22nd April 2021
REPORT ON: Funding – Grant Applications
REPORT BY: Sophie Good, Development & Liaison Officer (DLO)
REPORT DATE: 6th April 2021

Respond and Reimagine grant - Art Fund

An application was submitted in October 2020 for the Daventry timeline display and website redesign project, requesting approximately £50,000; notification of unsuccessful application was received in November 2020 however, it is worth noting that there were over 201 applications made, requesting a total of £7.3 million. Further grant opportunities were then sought.

Recovery Grant Fund - Museum Development East Midlands (MDEM) & Art Fund

Application made and grant monies of £9,340.42 awarded in December 2020 to refresh the museum website, provide greater digital content, usability and engagement and, to include a searchable online museum collection linked to the museum's story themes.

Since grant was awarded the museum team have been working with developers on the new website, outlining a new sitemap and wireframes, providing a range of content including new photos, engagement forms, virtual tours, and preparing and updating Modes (collection database) files with photos and information to be transferred to the online searchable collection. Volunteers have also created content for a Daventry timeline to feature on the website. New website to go live in the summer of 2021.

'Mapping Your History East Midlands' - The Earth Museum – MDEM Small Grant

This interactive heritage map project run by the Earth Museum aims to connect collections, people and places by building digital map experiences, and celebrating great collections and stories of small museums and heritage organisations.

In January 2021 an MDEM grant of £200 was applied for successfully, to take part in the project in which there are 13 small heritage organisations also involved. The project enables the museum to have a branded interactive heritage map with up to 50 artefact pins, which can be linked to the website. After an initial project meeting held in March, a significant amount of work has been carried out by the museum team and lead volunteer, including selecting 50 artefacts, research, photography, and accession reference checks carried out on Modes. Other benefits of the project include:

- Becoming part of The Earth Museum's 'Celebrating Britain's small museums' national interactive map resource, and content also shared on The Earth Museum global maps.
- Guidance on how to use the map resources as part of a blended learning package to support KS2-3 history, geography, STEM and global citizenship subjects
- 3 years annual membership of The Earth Museum, including map hosting, option to add 50 new artefact pins per annum, and invitation to annual network meeting. (Membership after 3 years will be £150 per annum).

Available and appropriate grants continue to be researched to enable a timeline project in the museum/Town Council corridor.

REPORT TO: Museum Committee 22nd April 2021

REPORT ON: Roman Mosaic Fragment Conservation Report

REPORT BY: Sophie Good, Development & Liaison Officer (DLO)

REPORT DATE: 7th April 2021

Roman Mosaic Fragment Conservation

One of the museum's star attractions is the Roman mosaic floor fragment, which has undergone much-needed conservation, funded by Daventry Town Council, to preserve it for future generations.

The mosaic was unearthed during the discovery of the remains of a Roman building on Borough Hill in 1823 by archaeologist George Baker. The site, however, was not fully excavated until 1852 by Beriah Botfield and his team who recorded the site. The building could have been part of a temple or a domestic building or villa.

During conservation process the mosaic was carefully removed from the frame and surrounding mortar and treated by specialist conservators. Whilst cleaning the mosaic many 'tesserae' (small tiles) were discovered having been obscured by historic conservation efforts, including varnish that had darkened over time.

A low barrier is in place to ensure the mosaic is protected.

The Mosaic features in the March- April edition of the Village Emporium and other local publications, including the Daventry Town Council newsletter and the Northamptonshire Heritage Forum newsletter.

The image below shows how the mosaic arrived at the museum on the left and the conserved mosaic on the right.



REPORT TO: Museum Committee 22nd April 2021
REPORT ON: 21st Century Visitor Attraction Course Report
REPORT BY: Sophie Good, Development & Liaison Officer (DLO)
REPORT DATE: 13th April 2021

Training - 21st Century Visitor Attraction Course

The museum team completed a 21st Century Visitor attraction course run by Museum Development East Midlands and the Arts Marketing Association. The course was an intensive, 4-month long programme, ending in January 2021, designed for staff and volunteers to become more audience-focussed, resilient, and successful with new ways of working, particularly with reference to working within a pandemic. The course took place via Zoom in the form of training sessions with 5 other heritage organisations, individual museum coaching sessions and further work undertaken by the museum team.

As an outcome of the course, several pieces of work have been produced and are ongoing. Much of the work carried out has contributed to the development of the new website, one of the main aims of which is to make it more accessible to audiences.

Culture Segments

Trainers introduced the team to 'Culture Segments' by Morris Hargreaves McIntyre (MHM): [Culture Segments and Covid Audience Mindsets | Morris Hargreaves McIntyre \(mhminsight.com\)](http://mhminsight.com) an audience engagement tool that creates groups of audiences based on their personal values that drive their engagement with culture and heritage, rather than just relying on demographics, geography and past behaviours to target audiences.

Tailored strategies on attracting these different culture segments are ongoing whilst considering 'Covid Audience Mindset' research, which gives an insight into how each segment will respond to the museum post-lockdown.

Daventry Museum's Cause Statement

Throughout the course a large amount of time was focussed on the museum's cause; why the museum exists and who for. The team developed the following cause statement:

To unite people in shared moments to instil joy, pride and belonging in the community.

Underpinning this statement are the great achievements and accolades the museum has gained since its creation under the Town Council, including the most recent, Northamptonshire's Heritage Site of the Year 2019. The museum has significantly increased its audience engagement activities and services since the redevelopment in 2013 and the current aims within the Forward Plan 2020 – 2025 reflect this, however, a clear and defined cause gives greater focus and communicates a desired future to the museum's audience and stakeholders.

Trainers encouraged the team to always refer to this cause when planning or carrying out an activity for the museum, to check the activity delivers on the cause.

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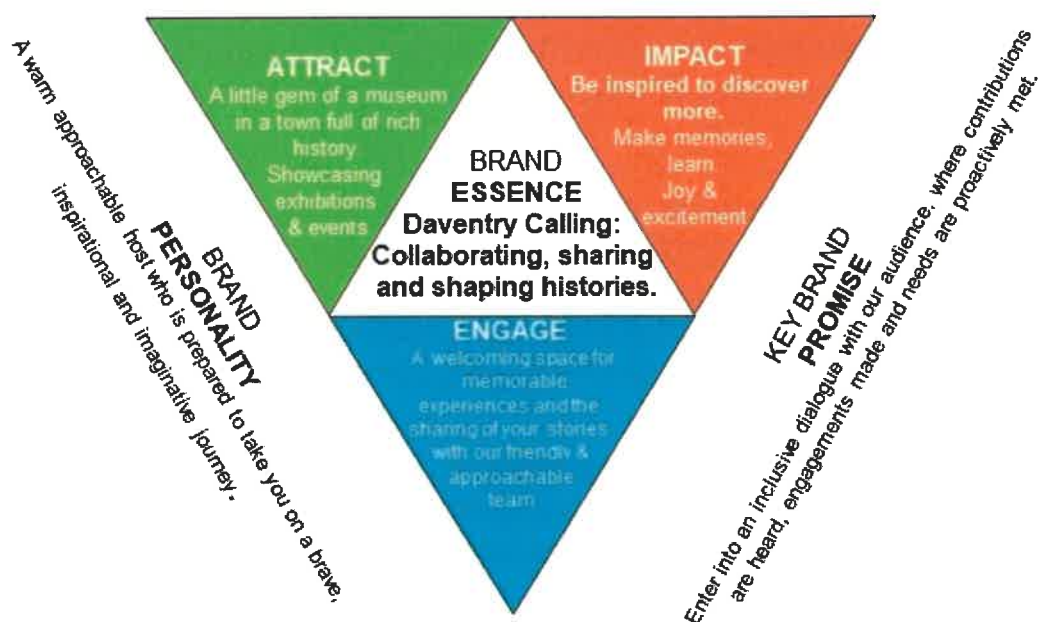
Brand

Alongside the cause, the team developed the museum's brand. In this case brand refers to the essence or the heart of the museum, not simply the logo or marketing.

The team created the brand triangle below, based on the museum's essence:

Daventry Calling: collaborating, sharing and shaping histories

BRAND BELIEF
Understanding our past and shaping our history, unlocks the potential of our community's future



This brand model can be utilised for the following:

- Informing all public interactions
- Common language for discussion
- Quick reference tool for problem solving
- Framework for devising new projects
- Informing visitor experience
- Designing marketing communications
- Supporting funding bids

The team have reviewed the museum's brand touchpoints, e.g., visiting the website, the foyer, signage, enquiring for information, press articles, attending an event, arriving, and leaving, and analysed if the activities are spot on brand or not. This work is ongoing and will be reviewed regularly.

The team have a follow up meeting with a trainer at the end of April to provide further support. Much of the work already carried out during the course will be included within an updated Forward Plan 2020-2025, for review at the next committee meeting.

REPORT TO: Museum Committee 22nd April 2021

REPORT ON: Museum Activities

REPORT BY: Sophie Good, Development & Liaison Officer (DLO)

REPORT DATE: 6th April 2021

Museum Reopening

The museum plans to reopen on Tuesday 18th May 2021, providing the Government's roadmap out of lockdown goes to plan. The museum will resume normal opening hours from 9.30am to 1.30pm Tuesday to Friday and the first Saturday of the month, initially from 10am to 2.30pm.

The museum will open following Government guidelines and safety measures to protect staff, volunteers and members of the public from COVID 19. There is already a one-way system set out in the museum and staff will ensure any safety requirements including wearing a face mask, are adhered to.

Exhibition 2021: Victorian Leisure; a spotlight on entertainment and science

The current exhibition is both virtual and physical; available via the museum website's 'What's On' page is a 360° virtual tour of the physical exhibition and is entitled, #VirtualVictorians.

Fascinating objects on display include examples of early motion picture such as the zoetrope and magic lantern, to an architectural model of a Victorian theatre, Victorian outfits and an extravagant, green fringed, theatre handbill. Thanks must go to Leicestershire County Council Museum Service and staff for loaning several items on display in this exhibition.

The virtual tour features 'hotspots' of information and photographs, as well as further purpose-made resources linked to the museum's website including, a video of the Volunteer Curator demonstrating how a spark transmitter works, and instructional videos on how to make your own puppet theatre and cloth-peg doll.

An exhibition advert was taken out in the March-April edition of the Village Emporium and features in several publications and outlets including the Daventry Town Council newsletter, Crick Village newsletter, the Daventry Express, Daventry Radio website and the Northamptonshire Heritage Forum newsletter.

Once the museum is open to the public, the current exhibition is likely to extend to the rest of the year to allow time for visitors to physically return and potentially enable school visits at the start of the new term in September.

Temporary Remembrance display: Saturday 6th November 2021

This was due to take place in November however, instead a video of the Empty Chair project was created and promoted along with a video about the Daventry soldiers named on the war memorial: <https://www.youtube.com/watch?v=qMcTeD6QXFQ> Since January 2021 the Empty Chair Project features on the Imperial War Museum's website as part of the wider 'Mapping the Centenary' project: ['The Empty Chair Project', Daventry Museum | Imperial War Museums \(iwm.org.uk\)](#)

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Exhibitions 2022

Jan - Apr	A Child's Eye View of Daventry	Taking inspiration from churches, schools, railways, shops etc. many of elements of life in Daventry through a child's eye/experience through the ages.
May – Aug	Hobbies past and present	New skills learnt during lockdown and new hobbies found - encourage members of public to display items, including schools & groups.
Sep to Dec	100 th Anniversary of the BBC radio service in the United Kingdom. (14 th Nov 1922)	It will also be the 90 th anniversary of the empire short wave service from Borough Hill (Opened December 1932).

Volunteers

The museum team have been meeting with the volunteers weekly via Zoom since the museum's closure in March 2020. The volunteers have provided vital support by working remotely on projects such as the Borough Hill information boards, providing research content for exhibitions, timeline content for website, and the Earth Museum Project. Discussions with volunteers on returning to steward have taken place and a couple of new volunteers have been welcomed to the team during and in between lockdowns.

Community Engagement/Outreach 2021

- **British Science Week - 5th to 14th March:** Although the museum was unable to hold a physical event this year, to coincide with the Virtual Victorians exhibition, several Victorian themed science activities were created and free, downloadable resources were available via the museum website's Resource Centre. Numerous social media posts promoted these resources.
- **Bugbrooke History Group Talk** – Daventry History talk via Zoom given by a museum volunteer on 10th March.
- **WI Ravensthorpe Talk** - DLO to give talk on Victorian Leisure exhibition in July.

Social Media

- During lockdown, the museum's social media platforms have been utilised extensively to continue to communicate with the museum's audience, as well as linking posts with the museum's website and providing resources for children and when appropriate, self-guided history walks around Borough Hill.
- **Instagram** – The museum has had an Instagram account since June 2020 with 262 followers, currently gaining about 2-5 followers a week. It has steadily

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grown from using it as an occasional posting platform to one of the museum's key promotional tools, with 98 posts featuring photos, resources, exhibition, and website links. The website consultants with whom the team are working with commented on the strong images and engaging content. Aim to increase use of story polls, votes and question features to increase engagement.

- **Facebook** - 906 Facebook followers and 776 page likes, (156 more followers and 45 more page likes since last committee meeting held on 19th October 2020).
- In February, a Facebook story poll was created to test an assumption that members of the public know where the museum is located, and that they know the museum is free to visit. Results were positive; 88% of people who voted knew the museum resides at 3 New Street; and 93% of people who voted knew the museum was free admission to all. A maximum of 59 accounts saw the story and whilst the story was replicated on Instagram, no votes were counted however the museum then received 15 new followers.
- **Twitter** - 905 twitter followers (up by 24 since last committee meeting held on 19th October 2020)
- **#BackToMuseums** – utilise the Museums Association hashtag to promote the reopening of Daventry Museum.
- **#MuseumWeek** – 13th to 19th May and **#InternationalMuseumDay** – 18th May use to help promote reopening and exhibition.
- A member of MDEM (Museum Development East Midlands) recommended the museum's social media as an example of good practice at a sector meeting.

Website

- In the week from 31st March to 6th April 2021 there were 455 page views on the museum's website; 150 of those views occurred on the 31st March when the new virtual tour, *Virtual Victorians*, went live and was promoted via social media, followed by 113 views on 1st April. The What's On page was the most popular during the same week with 118 views.
- Sign up to mailing list plug-in to be added to website to keep audience connected.

Modes and Storeroom Project

- Racks 1 & 2 that had previously not been recorded on Modes Collection Management System (Modes) have now been cross-referenced with accession records, photographed, and correctly recorded. Over 120 records on Modes now have at least one photograph which will feature on the new website's searchable collection function. This also assists with recognition of items and greater use of the collection. This process is ongoing.
- The backlog of items to be researched and put through the accessioning process has been carried out, all items were photographed and 95% of items in this area have now been dealt with during Zoom accessioning sessions.

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- A hanging storage trolley has been purchased with the view to further organisation within the storeroom and creating more adequate conservation for paper objects currently stored in the drawers.
- The production of videos for the website from the stores are planned, topics include photographing and care of objects akin to a 'behind the scenes' viewpoint, demonstrations of specific items and presentations of photographs from the archive.

Support & Training

- **Funding - Grant Applications** – see separate report (Appendix 4).
- **21st Century Visitor Attraction Training** – see separate report (Appendix 6).
- **AMA Festival** – Arts Marketing Association online festival attended by museum team – range of resources, talks and networking opportunities to share creative ideas during lockdown and advise on ways to reopen after the pandemic.
- **MDEM Engaging with Schools network** – meeting scheduled in April.
- **Accreditation and Collections Training** – tbc. Note that the Museum's Accreditation award status has been extended for an additional 12 months.
- **NHLOVE** – Northamptonshire Heritage Leaders of Volunteer Engagement have met twice since the last museum committee meeting, exchanging experiences and ideas on volunteer recruitment and COVID safe reopening requirements.
- **NHF Meetings** – The Northamptonshire Heritage Forum have met twice since the last museum committee meeting and at the AGM held in November 2020, a new Chair was elected, Martin Lawrence, who commended the Naseby exhibition and was very supportive of the work the museum has undertaken during lockdown to keep audiences and volunteers engaged. The forum continues to provide support and advise on current pandemic situations affecting museums however, Daventry Museum is also able to offer experiences and knowledge to other heritage organisations and give examples of best practice, for example, the forum have requested to use the museum's Empty Chair Project entry as an example on their new website of a sample submission to their awards.
- **NHF Awards** – The museum entered the People's Choice Award and is awaiting news if the museum has been shortlisted. The museum and the Naseby Battlefield Project will enter the best exhibition category with, *Commemorating the Battle of Naseby: 375 years - Daventry's Place in the Conflict*. The museum will also enter the best response to the COVID crisis award and include the Naseby virtual tour exhibition. The awards ceremony will take place on 1st July 2021 via Zoom when the winners will be announced.