

**REPORT TO:** Museum Committee – 10<sup>th</sup> April 2017

**REPORT ON:** Museum Activities

**REPORT BY:** Sophie Wallace, Development and Liaison Officer

**REPORT DATE:** 4<sup>th</sup> April 2017

## **Museum Activities Update**

### **Community Engagement**

- **British Science Week** – successful event with 140 visitors, compared to 114 visits at last year's event. The messy, outdoor activities proved to be very popular, and there was a significant uptake in the activity packs the museum provided (possibly due to the fact they were shorter, and prizes were promoted more effectively). Evaluation of the event will inform plans for next year.
- **JP Humbert and the Finds Event** - continue to provide regular flow of new audiences in to the museum.
- **Northamptonshire Heritage Forum Awards** – will take place on Thursday 20<sup>th</sup> July at Sulgrave Manor. The museum's commemorative event on the Battle of the Somme held in July last year, and the current Law and Order exhibition will be entered in to Best Event and Best Exhibition categories.
- **'Penny Dreadful! Or, Mrs Lovett's Revenge!'** – a free performance for members of the public taking place during the Easter Break on Wednesday 12<sup>th</sup> April at 2pm at the museum. Penny Dreadful has been specially devised for families, suitable for ages 5 plus, featuring multi-role play and audience participation.
- **Events Calendar and Opening Times 2017** - See separate page below on museum events and opening times for 2017.

### **Exhibitions**

- **Law and Order**  
The museum has had 4 successful Saturday openings totalling 270 visits, (includes British Science Event). The Historic Police Motorcycle Group returned on the last Saturday opening to display two different vintage Police Motorbikes which pulled the crowds in. The 'Missing Mayor Mystery' activity has proved to be very popular with children and families, which involves searching for clues around the museum and dressing up as the Mayor. Those taking part also receive a certificate.
- **Transport (May – August)**  
The museum will have on loan a Hesketh Motorcycle thanks to the Chairman of the Hesketh Owners Club, as it will be 35 years since the Hesketh motorcycles were built in the town. It is hoped this will appeal to members of the public who will attend the Daventry Motorcycle Festival, as the museum is open during this event. As part of the Arts Festival in June, the Model Railway Club will be displaying part of their model of Daventry Railway Station and have agreed to provide some interpretation prior to this event.

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### **Exhibition schedule 2017/2018**

- Transport (May – August)
- Daventry through the Ages (September – December)  
Daventry through the Ages exhibition to be developed to inform a Timeline project to replace wall of faces – work to be carried out to outline project and seek funding – MDEM Business Development Grant.
- Women's Institute 100<sup>th</sup> Year of WI in Northamptonshire (April/May)
- End of World War One (September – December)

### **Visitor figures**

- The museum has had 665 (as at 4<sup>th</sup> April 2017) visits since January 2017 with successful Saturday openings of the Law and Order exhibition and British Science Week.
- Footfall has steadily increased over the last couple of years; in 2015 there were 1411 visitors recorded in the museum compared with 1737 in 2016. Since January 2017 there have been over 600 visits recorded.

### **Feedback – Social Media and Comments book**

“Every time I think I've seen it all, I still find more”

“A wonderful museum”

“Inspiring”

“Very interesting exhibits. Look forward to visiting again”

#### **Science Event:**

“The boys love science day, Thank you. Will definitely visit more often”

“Interesting and Organised. Informative for children

“I liked the experiments outside”

“I had fun!”

“Loved the displays and local history, staff were very friendly and knowledgeable. There was a science event on when we visited with lots of special displays and hands on activities for the kids”. *Rated 5/5 stars via Facebook by a visitor.*

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## **Funding & Support**

- **Northamptonshire Heritage Forum** – Annual General Meeting scheduled for Thursday 20<sup>th</sup> April 2017.
- **Northamptonshire Britain's Best Surprise campaign** – officially launched at the end of March 2017. The museum has a profile page on this tourism website with the museum's events and link to the museum's website: <http://www.northamptonshiresurprise.com/organisation/daventry-museum/>
- **Audience Development** – Continuing work with Audience Development Consultant, Rebecca Bewick, having been awarded a Business Development Grant of £2,000 by MDEM. So far, the consultant has carried out a visitor survey workshop with DLO and Volunteers and devised a questionnaire to be used on non-users. The consultant has collated visit data and produced a report and will be providing another workshop after April which will look at attracting new audiences.
- **Grants** – Small Grant and Collections Access funds are currently suspended due to the extremely high level of demand this Grant Fund will be open in April 2017 for grants of up to £1,500 available – DLO to be look in to for future report on baby changing table and chamber table cover. DLO and VMC to look at grants to support a Timeline project to replace wall of faces.
- **Social Media** – receiving support and promotion from Daventry history groups via social media.

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<b>Event</b>	<b>Date</b>	<b>Time</b>
JP Humbert Valuation Afternoon	Wednesday 5 <sup>th</sup> April	14:00 – 16:00
Penny Dreadful Performance	Wednesday 12 <sup>th</sup> April (Easter Holiday)	14:00 – 15:00
Opening of Transport Exhibition	Saturday 6 <sup>th</sup> May	10:00 – 16:00
Finds Day	Friday 19 <sup>th</sup> May	10:30 – 14:30
National Volunteers Week	Thursday 1 <sup>st</sup> to Wednesday 7 <sup>th</sup> June	Volunteer outing details tbc
Transport Exhibition/Volunteer Recruitment Day	Saturday 3 <sup>rd</sup> June	10:00 – 16:00
Women's Tour	Wednesday 7 <sup>th</sup> June	TBC (museum open – extended hours)
Motorcycle festival	Saturday 10 <sup>th</sup> June	10:00 – 16:00 (museum open)
Daventry Arts Festival/ Transport Exhibition	Saturday 17 <sup>th</sup> June	10:00 – 16:00
Daventry Arts Festival/ Transport Exhibition	Saturday 24 <sup>th</sup> June	10:00 – 16:00
Daventry Arts Festival/ Transport Exhibition	Saturday 1 <sup>st</sup> July	10:00 – 16:00
Finds Day	Friday 21 <sup>st</sup> July	10:30 – 14:30
Transport Exhibition	Saturday 5 <sup>th</sup> August	10:00 – 16:00
Opening of Daventry Through the Ages Exhibition	Saturday 2 <sup>nd</sup> September	10:00 – 16:00
Heritage Open Days	Thursday 7 <sup>th</sup> – Sunday 10 <sup>th</sup> September	TBC
Daventry Through the Ages Exhibition	Saturday 7 <sup>th</sup> October	10:00 – 16:00
Museums at Night – Canterville Ghost Performance	Thursday 26 <sup>th</sup> October (October half-term)	17:00 – 18:00
Daventry Through the Ages Exhibition	Saturday 4 <sup>th</sup> November (Activities relating to Bonfire night e.g. chalk on card fireworks, quiz on Guy Fawkes – Gunpowder Plot and Ashby St Ledgers.	10:00 – 16:00
Daventry Through the Ages Exhibition	Saturday 2 <sup>nd</sup> December (Activity e.g. making Christmas Cards)	10:00 – 16:00

### **Closures 2017**

The museum will be closed on the following dates due to installation of new exhibits:

Monday 1<sup>st</sup> May to Friday 5<sup>th</sup> May (Transport Exhibition)

Monday 28<sup>th</sup> August to Friday 1<sup>st</sup> September (Daventry Through the Ages Exhibition)



## Museum Income and Expenditure Report - 31 March 2017

	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% of Budget
<b>Museum</b>						
400	<u>Museum</u>					
4100	Stationery	185	150	-35	-35	123.6 %
4102	Printing/Photocopying	165	300	135	135	55.2 %
4106	Subscriptions	229	165	-64	-64	138.9 %
4130	Training	2,019	0	-2,019	-2,019	0.0 %
4131	Travelling Expenses	303	400	97	97	75.9 %
4135	Advertising/Promotions	1,105	1,500	395	395	73.7 %
4271	Website	350	340	-10	-10	102.9 %
4400	Museum Maintenance	479	450	-29	-29	106.4 %
4410	Volunteer support	483	500	17	17	96.5 %
	Museum :- Expenditure	<b>5,319</b>	<b>3,805</b>	<b>-1,514</b>	<b>0</b>	<b>-1,514 139.8 %</b>
1150	Grants Received	2,000	0	2,000		0.0 %
1155	Donations Received	181	0	181		0.0 %
	Museum :- Income	<b>2,181</b>	<b>0</b>	<b>2,181</b>		
	<b>Net Expenditure over Income</b>	<b>3,138</b>	<b>3,805</b>	<b>667</b>		
	Museum :- Expenditure	<b>5,319</b>	<b>3,805</b>	<b>-1,514</b>		<b>139.8 %</b>
	Income	<b>2,181</b>	<b>0</b>	<b>2,181</b>		<b>0.0 %</b>
	<b>Net Expenditure over Income</b>	<b>3,138</b>	<b>3,805</b>	<b>667</b>		

**REPORT TO:** Museum Committee – 10<sup>th</sup> April 2017  
**REPORT ON:** National Volunteers' Week 2017  
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**REPORT DATE:** 31<sup>st</sup> March 2016

### **National Volunteers' Week**

National Volunteers' Week will be held from 1<sup>st</sup> to 7<sup>th</sup> June this year and the museum plans to carry out two separate events during the week.

The first event will be held during the Saturday opening of the museum on 3<sup>rd</sup> June with a special recruitment day at the museum alongside the Transport exhibition. The event will be publicised and the museum will produce promotional leaflets that highlight the event and the museum volunteer offer.

The second event will be an occasion to thank the volunteers by taking them on an outing to a local heritage site. Costs for this outing includes transport, entrance fee and refreshments.

### **Recommendation:**

Authorisation to incur expenditure up to £350:00 to celebrate volunteers during National Volunteers' Week by organising a trip to Delapré Abbey with a light lunch.

Total estimated cost: £350.00