

ISLE OF ANGLESEY COUNTY COUNCIL

Report to	EXECUTIVE
Date	10 JUNE 2013
Subject	MUSEUMS AND CULTURE SERVICE, FORWARD PLAN: 2013-2015
Portfolio Holder(s)	
Lead Officer(s)	John R Thomas, Head of Service: Leisure and Culture
Contact Officer	Pat West, Principal Officer: Museums, Culture and Archives

Nature and reason for reporting

Oriel Ynys Môn, Llynonn, Llys a Carchar Biwmares : Accredited Museums. The Accreditation Scheme sets nationally agreed standards for museums in the UK. There are currently just under 1,800 museums participating in the scheme, demonstrating their commitment to managing collections effectively for the enjoyment and benefit of users.

The Museum Registration Scheme was established in 1988. Since then it has supported museums across the UK to focus on standards and identify areas for development. In 2004, the scheme was renamed Accreditation to better reflect its purpose.

The scheme is regarded as one of the most innovative and effective developments in the museum sector. It has led the way in raising museum standards in the UK, and has been used as a model and source of inspiration for similar schemes overseas. The scheme is administered by Arts Council England in partnership with CyMAL: Museum, Archives, Libraries Wales; Museums Galleries Scotland and the Northern Ireland Museum Council.

Effective forward planning is a key element within the Accreditation application process. It is a given that museums seeking accredited status must plan effectively for long-term success and to make sure they can adapt in a changing environment in order to survive.

The administrating body for Museums Accreditation in Wales, CyMAL, requires Executive Committee approval of the 'Forward Plan' element of the Accreditation Process.

A – Introduction / Background / Issues

In line with the official guidance, the Isle of Anglesey Museums and Culture Service 'Forward Plan, April 2013-March 2015' covers the following areas:

- the museum's statement of purpose
- a review of the previous forward plan
- an analysis of the environment in which it exists
- consultation and an analysis of views
- its key aims
- the specific objectives beneath each key aim
- how it will achieve its objectives
- a resource plan showing the people and money available to meet its objectives
- the date the plan will be reviewed

B - Considerations

C – Implications and Impacts

1	Finance / Section 151	
2	Legal / Monitoring Officer	
3	Human Resources	
4	Property Services (see notes – separate document)	
5	Information and Communications Technology (ICT)	
6	Equality (see notes – separate document)	
7	Anti-poverty and Social (see notes – separate document)	
8	Communication (see notes – separate document)	
9	Consultation (see notes – separate document)	

C – Implications and Impacts	
10	Economic
11	Environmental (see notes – separate document)
12	Crime and Disorder (see notes – separate document)
13	Outcome Agreements

CH - Summary

D - Recommendation
To approve the Isle of Anglesey Museums and Culture Service ‘Forward Plan, April 2013-March 2015’ .

Name of author of report **John R Thomas**
Job Title **Head of Service – Leisure and Culture**
Date

Appendices:

Background papers
Isle of Anglesey Museums and Culture Service ‘Forward Plan, April 2013-March 2015’

Isle of Anglesey Museums and Culture Service

Forward Plan

April 2013 – March 2015



1. Purpose

This forward plan for the period 2013-2015 aims to provide a focus for the development of the museums within the service taking into account the resources both currently and potentially available. It is intended as a working document to guide decisions and to inform all staff, partners, stakeholders and external bodies of the intentions of the Service.

The plan will be reviewed in December 2013.

1. Mission Statements

The County Council Strategic Priorities:

Anglesey has a thriving and prosperous rural economy.

People in Anglesey achieve their full potential.

People in Anglesey are healthy and safe.

People enjoy, protect and enhance their built and natural environment for future generations.

People in Anglesey will be proud of their Council.

Vision for Leisure and Culture Service

Leisure services keep our communities healthy and encourage active lifestyles. Cultural services encourage communities to appreciate their heritage, respect diversity and develop creative skills. Libraries are important in providing communities with opportunities for reading, research and reference and are community hubs for developing literacy and basic skills. Archive services conserve and make available records of local significance.

Underpinning Vision for Leisure and Culture is the development of opportunities for all.

Oriel Ynys Môn strives to care for, interpret and promote Anglesey's unique heritage. It seeks to inspire creativity, and to provide learning opportunities and enjoyment for everyone.

Beumaris Gaol and Courthouse explore crime and punishment in the past by presenting aspects of prison life and policing, and justice and government on Anglesey.

Llynnon Mill celebrates the rich agricultural history of Anglesey. It provides a living experience of past technologies and an insight into rural traditions and ways of life.

2. Review of previous plan

What was achieved in 2010 – 2012

Oriel Ynys Môn

VAQAS (Visitor Attraction Quality Assurance Service) in 2010 and 2012.

Visitor figures increased to over 90,000 annually.

During this period priority was given to activities relating to the County Council's Improvement Agreement:

Developing Saturday art workshops for children 5-11.

Increasing family workshops during all the school holidays.

Pilot sessions with a learning needs group and families from the North Wales Deaf Association.

Lifelong learning sessions for over 50s club.

Actively sought strong partnerships to enhance its reputation and working practices. Having initiated Arts B – art on prescription for those with mental health issues. In 2011 extended into a West Wales initiative called Artefact with funding from CyMAL to work with the Health Boards.

Criw Celf – master classes for children 9-11 showing a great flair or talent for art. Again north Wales wide project.

Cyffro Celf – learning Welsh through learning about art. University Bangor, Welsh for adults Centre North Wales and Welsh Government. Oriol initiated project based on Council strategic aim to support the Welsh language.

Highlight in 2012 major exhibition of loans of Iron Age artefacts from the National Museum Cardiff. Part of long term plan to become a regional centre showing national collections.

Purchased new Temperature, Relative Humidity/Light and UV sensors for Oriol Kyffin Gallery part of the MEACO monitoring system.

Llynonn

VAQAS accreditation.

Visitor surveys undertaken from 2010.

Copper trail bike ride marketed by Tourism section, Economic Development and signs and information panel located at the Mill. A new Llynonn family friendly trail established with Rural Development Plan funding.

Programme of events and demonstrations during summer holidays developed.

Living history – first person interpretation project – partnership with Tourism section Economic Development.

Gaol and Courthouse

Audio tour wands purchased for Gaol and Courthouse adult and children versions.

Living history – first person project.

Moved punishment exhibition to ground floor space and turned the vacated room into a school room which was its original use. To support school group experience.

What was not achieved?

Oriol Ynys Môn

Upgrading the History Gallery (now known as the museum) to get more objects on display. Partially undertaken.

Discovery Den needs full overhaul. Some jigsaws, dressing up changed only.

Regular inputting of information on CALM. Museums officer diverted to front of house projects

LLynnon and Gaol and Courthouse

Developing a Living History volunteer group for the open season and educational assistance throughout the year. Partly achieved and member of staff responsible diverted to other projects.

3. The environment in which the service exists

Government led strategies and priorities can impact on the work of museums such as the Changing Cultures Initiative providing different ways of sharing museums with young people, children and families especially those from disadvantaged backgrounds.

County Council elections in May 2013 will bring major changes to the composition of the Council as elected members are reduced due to boundary changes from 40 to 30.

It is clear that budgetary pressures on the County Council will continue increasing over the next 3-4 years. Whilst the Museum Service cannot hope to remain unaffected the scope for reducing the service without compromising drastically its ability to deliver services is very limited. The issue of alternative service delivery has been visited on several occasions and needs to be revisited again.

The Destination Management Plan is led by the County Council and operates in partnership with private and public sector bodies to co-ordinate a strategic approach to tourism on the island. Promotion of Council-owned attractions is part of this plan.

Due to the continued economic downturn disposable income available can affect visitor figures to charging sites and income generation at free admission venues. An increase in income generation expectation is also problematic.

4. Consultation and an analysis of views

The museums have a number of audiences which reflect the nature of the collections and the appeal of the variety and high standard of what is on offer.

The museums have consulted widely within its workforce, and other departments of the County Council. County Councillors individually and through the Scrutiny Committee have contributed suggestions and comments at formal reporting meetings.

Visitors have been consulted in a number of ways as outlined in the returns. There is a weakness in consultation with non-users which needs to be addressed.

SWOT analysis undertaken from staff and input from other consultations has informed the Forward Plan.

Aims and Objectives for the period 2013-2015

All the following are linked to Welsh Government Initiatives, A Museum Strategy for Wales, The Isle of Anglesey County Council Strategic Aims and Corporate Business Plan, Transformation Plan, Destination Management Plan, Service Business Plan and the additional requirements of museums.

	<i>Key Aim</i>	<i>Objectives</i>	<i>Resources</i>	<i>Staff/Other</i>	<i>Date</i>
1	<i>Review management and sustainability of Oriel Ynys Mon, Gaol & Courthouse, and Llynnon Mill and South Stack heritage site.</i>	<i>To commission an options appraisal with recommendations.</i>	<i>£10,000 Central funding</i>	<i>Lead - Principal officer</i>	<i>09/ 2013</i>
2	<i>To provide workforce development opportunities</i>	<i>Agree and arrange day placements for front of house staff</i>	<i>Relief staff cover and travelling costs from budget</i>	<i>Permanent full time staff Part time permanent staff</i>	<i>09/ 2013 – 03/2014 09/2014 – 03/20 15</i>
2.1		<i>Develop informal mentoring. Pilot scheme – agreement with mentor of choice and establish terms of reference.</i>	<i>Travelling budget Video conferencing/Skype Staff time – Half day monthly meeting.</i>	<i>Arts Officer</i>	<i>04/2014 – 03/20 15</i>
2.2	<i>(Succession planning)</i>	<i>Associate of the Museums Association formal professional CPD qualification.</i>	<i>To be include in appraisal December 2013 for application for funding Cost approx. £420 for first year.</i>	<i>Museums Officer</i>	<i>Register 2014</i>

2.3		<i>Develop opportunities for public speaking and collections research. Create programme of 10 minute talks on artefacts or themes within all galleries</i>	<i>Staff time</i>	<i>Arts Officer to lead on programming</i>	<i>07/2013 onwards</i>
3	<i>To continue to provide a planned approach to the care and conservation of collections.</i>	<i>Repacking the Ellen Rogers Jones costume collection</i>	<i>Packing material from care of collections budget. £525 fees from museum consultant budget</i>	<i>Museums Assistant External consultant</i>	<i>19/09 – 27/09 2013</i>
3.1		<i>Remount and box Charles Tunnicliffe 'Tales of Ebony' drawings</i>	<i>Materials in store</i>	<i>Museums Officer Museums Assistant</i>	<i>10/12 2013</i>
3.2		<i>Art on canvas/board condition survey and conservation priorities</i>	<i>Care of collections budget and grant</i>	<i>Conservation Centre Liverpool</i>	<i>2014/15</i>
4	<i>Develop the use of CALM 2000 documentation database in order to provide internet access to collections</i>	<i>(from 2010/12 forward plan) To recruit volunteer to assist in inputting information.</i>	<i>Museum Officer time Volunteer travelling costs.</i>	<i>Museum Officer assisted by Volunteer Co-ordinator.</i>	<i>Volunteer in place by September 2013</i>
5	<i>To upgrade the building security provision of Oriel Ynys Môn government indemnity standards for high value exhibitions</i>	<i>To carry out upgrades to the ADT alarm system and purchase individual painting alarms as per National Security Adviser recommendations.</i>	<i>£5,200 revenue buildings budget</i>	<i>Lead Technical Officer with ADT Security Systems</i>	<i>05/ 2013</i>

6	<i>Develop a volunteer programme to enhance the visitor experience</i>	<i>Oriel Ynys Môn – Volunteer/s in Discovery Den on weekends and school holidays using handling collections. 1-2 weekly in summer.</i>	<i>Travelling costs Handling collections already in place but only used with schools or groups visits at present</i>	<i>Volunteer Co-ordinator and all staff assistance.</i>	<i>07/2013</i>
6.1		<i>Gaol and Courthouse First person interpretation for Adult Learners week special events. Develop cohort of 3 volunteer first person interpreters annually for both sites</i>	<i>Travelling costs. Use of costumes in Museums service ownership</i>	<i>Access and Learning Officer: Museums and Archives. Bangor University drama club.</i>	<i>17 and 19/05 2013 07/2013 – 03/2015</i>
6.2		<i>Llynonn First person interpretation Develop cohort of 3 volunteer first person interpreters</i>			<i>04/2014 – 03/2015</i>
7	<i>Consultation and evaluation of Museum Service</i>	<i>Update visitor surveys at all sites with emphasis on information gathered based on learning and discovery experiences using Inspiring Learning Framework.</i>	<i>In house forms.</i>	<i>Front of house staff and</i>	<i>From 07/ 2013</i>

7.1		<p><i>Consultation with non- users survey forms for the Royal Welsh Show, Anglesey Show and outreach events.</i></p> <p><i>Use of e survey e.g. survey monkey</i></p>	<p><i>In house forms</i></p> <p><i>Free</i></p>	<p><i>Publicity Officer to liaise with Tourism section, Economic Development Unit.</i></p> <p><i>Publicity officer to liaise with Library Service principal officer who has used the survey</i></p>	<p><i>Ready for use by 8/07/2013</i></p>
8	<p><i>Developing Customer Care</i></p>	<p><i>A front of house initiative to produce a Customer Care Charter.</i></p> <p><i>Discussions between front of house staff and draft to be presented for further discussion and refinement with Service personnel officer.</i></p>		<p><i>Ann Aitken lead front of house. (Completed NVQ in customer care). All front of house staff to take part.</i></p>	<p><i>First draft ready for 31/05, 2013. Meeting personnel officer 3/06. Final version for 22/07, 2013.</i></p>

9	<i>Broaden the users and their experiences</i>	<i>General but specifically or new young visitors, family visitors and empty nesters development of items such as apps. Digitising sites in this way will make the offer unique and innovative and links into the Destination Management Plan goal of providing high quality tourist attractions.</i>	<i>Grant £15,000 possible from Visit Wales Digital Fund. Then up to £200,000 for improvements.</i>	<i>Principal Officer with Senior Tourism Officer.</i>	<i>Initial grant application 05/2013.</i>
9.1		<i>Website redevelopment. To create a comprehensive website that will include aspects of learning and research for remote users.</i>	<i>£740 from revenue budget.</i>	<i>Principal Officer lead. All staff. Website hosts will trial and evaluate as new site develops</i>	<i>Initial ideas with Delwedd. Website to go live 08/2013.</i>
9.2		<i>Partnership working with CADW to offer enhanced learning and discovery opportunities and new users to the Gaol, Courthouse and the Edwardian Castle in Beaumaris.</i>	<i>Staff time and access and learning budget.</i>	<i>CADW, Education Officer for North Wales and Access and Learning Officer Museums and Archives</i>	<i>Report on possible projects 10/2013. Implementation of a pilot project 2014.</i>

9.3		Questionnaire and some face to face interviews with all primary school art leads on Anglesey for feedback on the present art learning offer to schools and ideas for its development.	Staff time.	Access and Learning Officer Art.	Consultation on 09/12 2013. Evaluation of replies and create plan for implementation 01/03 2014 Trial 09/2014 – 03/2015
9.4		Develop 6 new story sacks for 3-5 year olds in Discovery Den Oriel Ynys Môn. (carry over from previous forward plan)	Small grant Archives or museum fund CyMAL. Staff time.	Archives staff and Museum staff.	03/3014.
9.5	Enhance opportunities for young people, children and their families to access museums especially those from disadvantaged backgrounds.	Establish a Youth Panel	Staff time. Possible travelling costs for young people	Access and Learning Officer Museums to work through secondary schools. Children and Young People's Partnership officer to partner.	Co-ordinate from 09/2013 Launch panel during Kids in Museum Take over day

9.5. 1		<i>Take part in Kids in Museum Takeover day.</i>	<i>Staff time. Refreshments for young people.</i>	<i>Access and Learning Officer Museums</i>	<i>November 2013 – date to be confirmed.</i>
9.5. 2		<i>Sign up to and adopt Kids in Museums Manifesto.</i>			<i>Sign up 2014 and 2015.</i>
9.6		<i>Encourage set up of new independent Friends organisation</i>	<i>Staff time</i>	<i>Liaise with individuals who have shown interest.</i>	<i>2014</i>