Surrey Heath Museum 2016/17 Report 2017/18 Development Plan





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Open Wednesday to Saturday 11.00 a.m. - 5.00 p.m - free entry

Great Place • Great Community • Great Future

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1.0 Brief History of the Service

Surrey Heath Museum dates back to the 1930s, when it was known as Camberley Museum and based on the collection of Mr.George Poulter, who was the first Curator. It was housed in the Frimley and Camberley Urban District Council Offices on London Road. In the 1960s the museum moved to Newstead, a Victorian house on Knoll Road in Camberley. In the 1970s it was closed and Newstead demolished. At that time a team of staff were employed to catalogue the whole collection. In 1987, the museum reopened in an annex of Surrey Heath Borough Council offices with a permanent display, exhibition area and on-site storage facilities. It remains in this location.



Newstead, Knoll Road



Frimley and Camberley UDC Offices, London Road

2.0 Mission Statement

"The Preservation, management and enhancement of a representative local collection for the Borough of Surrey Heath".

3.0 The Collections



Museum Shop and farming display



Mammoth Tooth

The collections reflect the social and industrial history of the Borough's past and fit into the following categories – costume, furniture, accessories, craft, art, photographs, industrial, archaeology, geology, education, military and natural history. There is also a large amount of reference material. There are c.16,500 objects in the collection. Nationally important art collections include Percy Harland Fisher (1865 to 1944), George Edward Lodge (1860 to 1954) and George Kenner (1888 to 1971) are in the museum's ownership. 10 of George Kenner's paintings are currently on loan to Galleries of Justice, Nottingham for an exhibition on 1WW Internment Camps in UK. The museum has connections with San Francisco University (photographs by Edward Mendell, international wildlife and tribespeople, who lived in Windlesham) and the Imperial War Museum (collections by George Kenner, WWI German prisoner of war based in Frith Hill).

The permanent displays tell the story of the industrial and social history of Surrey Heath and have been in situ since c. 1987. A very small percentage of the museum collection is currently on display although the exhibitions programme has 2 to 3 collection based exhibitions yearly. The displays need updating, however, there are regular plans to move/develop the museum which never materialise and the establishment remains in a state of flux.

There are 2 collection stores – one in the basement of Surrey Heath House and the second at the back of Bagshot Library. The museum was removed from the Arts Council registration scheme in October 2010. The reasons are unclear - possibly due to legal ownership, responsibility of the collection and cataloguing standards. For the last 4 years the museum team and group of volunteers have been auditing the collection and preparing the museum for registration..

A selection of new acquisitions for 2016/17

The Museum has been kindly given a number of objects in the last year which are important to the heritage of the area.

- Spark's Garage Sign
- Sign from the reception area of the old police station on Portesbury Road
- Projector and film on childbirth belonging to Mary Burrows, midwife in Bagshot in the 1940s-50s
- Contemporary art painting by Andrew Harrison
- St.Peter's Church Hall, Frimley minute book (1938-55)

4.0 2016/17 Performance Indicators

The performance indicators we collect help illustrate the work we are involved in, but also enable us to plan for future events, exhibitions and county engagement.

Performance Indicator	2013/14	2014/15	2015/16	2016/17	2017/ 18
Visitor	4148	4567	4613	3364	
Numbers					
School	1011	932	1290	1058	
Children					
taught					
Web Hits	7180	9747	3230	undetermined	
Events	980 (33)	1534 (47)	1719 (49)	1670 (49)	
attendees		268 (7)			
External	453 (13)	268 (7)	165 (6)	183	
Talks					
attendees					
Enquiries	367	380	349	423	
Income					
Schools	£860.14	970	1726		
Sales of	£2281.02	3018	2856	2147	
items					
Donations/O	£305.56	1440	113	1157	
ther					
Grant	£1,500	13939	2911	1848	
Commission	£127				
Fees &		978.37	1584	992	
Charges					
Total Income	£5074.17	£19,367.	£9190	£8,434	
	Maintaining shop sales	High figure due to	High shop sales and		
	stiop sales	funding to	increased		
		clean war	income from		
		memorial.	education workshops.		

N.B (number) = number of events or talks.

5.0 Staffing

Gill Barnes-Riding, Senior Heritage Officer – 30 hours week. Verity Kerins, Heritage Officer – 28 hours per week. Kathy Joice – Heritage and Outreach Assistant – 14 hours per week.

There are 30 volunteers helping with archive work, collection work, front desk duties and exhibition/events. Three volunteer 'get togethers' have been organised seeking their feedback on progress - summer picnic, Christmas meal and bacon and bagels morning. Volunteer hours equate to c. 1000 staff hours per year.

We have also taken on work experience placements from a number of schools locally including Farnborough College of Technology, Travel and Tourism and Coppice Spring School.

6.0 The Friends of Surrey Heath Museum and Surrey Heath Museum Action Group

The Friends of Surrey Heath Museum have existed since 1987 and run a programme of trips and lectures, raising funds for Museum collection purchase and conservation. They ran four trips in 2016/17 to the British Museum, Berkeley Castle, Audley End and Blenheim Palace. The talks programme – 'St.Helena Island' (Tim Price), 'Spies in Petticoats' (Carol Brown), 'Travels with my Camera' (Mike Hillman) plus the AGM meeting. The talks are held at High Cross Church and are well received with average of 50 attending each lecture.

The Friends have kindly funded a project to develop a HLF application for a Living History Website using the Ron Francis collection of negatives and photographs at the museum.

Membership of The Friends stands at 117 and two affiliated societies, Camberley Natural History Society and Windlesham & Camberly Camera Club) and 1 Honorary Member.

Surrey Heath Museum Action Group (SHMAG)

SHMAG was set up to prevent the feared closure of the Museum and to expand Museum facilities by providing greater display areas (including art, photography and archaeology), research facilities, and increasing local involvement.

Since Aug 2009 SHMAG has run a Heritage Gallery in the Mall in vacant premises leased to Surrey Heath Archaeology and Heritage Trust. They have had four locations (The Mall Square, Park Street and 3 units in Obelisk Way) and were closed for 18 months in 2012/13 when the Mall lacked vacant commercial premises. The group exists to promote the museum and has a two floor display area with local history, art and photography displays from over 45 local societies. DVDs produced locally on historical themes are played continuously on the first floor. There is a programme of weekly lectures by local speakers on a range of topics. SHMAG also works closely with the Museum to produce an annual calendar.

Funds are generated and used to provide the Museum with specific help.

April 2015 to March 2016 = 6641 visitors April 2016 to March 2017 = 6100 visitors

7.0 Progress and Development Objectives for 2016/17

The objectives were under the following themes;

7.1 Improved Promotion and Audience Development

We mounted 6 exhibitions as below, plus an active events programme. The museum promotion is part of SHBC Communications team who support the service both with press releases, social media and poster design. Posters and press releases are created for each exhibition and associated events, plus two 6 monthly leaflets (appendix 1). The museum has a Facebook page and twitter feed for all activities which is managed by the Heritage Officer. We are unable to determine webhits, however we have followers on Facebook.

The exhibition programme has been diverse and for each exhibition a series of events were organised. In 2016/17 we ran 43 events attracting 1556 people, events included toddler sessions, Somme study day, exhibition talks, historic walks, Music Festival and children's workshops. The Foyer area has had displays of the work of local photographer Ron Francis, Sporting Heritage items and a model of London Road war memorial.

Our exhibition and events programme was as follows;





Th May to 25th June 2016 TRAVEL THROUGH SURREY HEATH Derry Man Ford Tool (Though Stroy CUI) We are arrival to you de found mountaining of your disposed for the control of the control



Camberley Natural History Display (5 March to 23 April)

This local society has appreciated, promoted and protected our local wildlife and flora for 70 years. The exhibition enabled visitors to discover local wildlife habitats and how the wildlife in Surrey Heath has changed over the last 70 years (589 attended). A year earlier the museum had organised the installation of a blue plaque on George Edward's Lodge house (naturalist and founder member of CNHS). The photograph is of the Mayor of Surrey Heath, Bob Paton and Matthew Broderick (who owns the house). CNHS and George Edward Lodge Trust attended.

Travel Through Surrey Heath (7 May to 25 June)

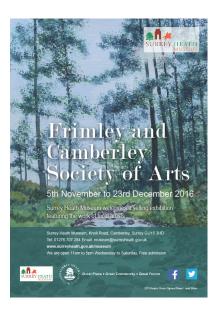
From stagecoach to motorways, this area has always been well connected with busy road, & rail routes through the area and Basingstoke Canal and Blackbushe airports nearby. The exhibition featured each transport development and the connection between transport, social and economic developments (505 attended). During the exhibition the museum ran a 'Hug a Milestone' social media campaign encouraging residents to find their nearest milestone and hug it. Local Councillors took part and the campaign appeared in the Telegraph, Waitrose Weekend magazine and in local media.





Women of Surrey Heath 10th September to 29th October 2016 An exhibition celebrating the formidable and influential women of Surrey Heath, post and present. Serrey Heath Monoum. Roof Road, Cambridey, Surrey CU15 3HD Tel 61278 1727 261 Email maceum@gramphent.gov.uk www.aurreyheath.gov.uk.aurreyh





The Local Legacy of Warfare (1st July to 27 Aug)

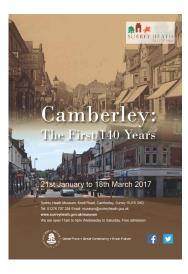
An exhibition commemorating 100 years since the Battle of the Somme, the exhibition looked at the effect of the war locally and 7 men who lost their lives (527 attended). The museum staged 'Surrey Heath Remembers the Somme', a week long series of events ending with a Somme Study Day with RMA lecturers and local historians plus a memorial service at London Rd memorial (94 attended) . A report on the week is in appendix 2.

The Women of Surrey Heath (10 Sept to 29 Oct)

An exhibition celebrating the formidable and influential women of Surrey Heath, past and present, each making an impact in their professional and personal lives. (709 attended) During the exhibition the museum ran the 'Century of Sound' music festival with a number of partners and it included live performances, workshops and a special celebration on the life and work of Ethel Smyth at her childhood hole, Frimhurst (800 attended). A report on the festival is in appendix 3.

Frimley and Camberley Society of Arts (5th November to 23rd December 2016)

An annual selling exhibition of local artist's work (349 attended, low turn out) and two sales with a commission of £10. The museum provided this year, the People's Choice and first and second prize for Art Critic's Choice.



Camberley: The First 140 Years (21st January to 18th March)

An exhibition celebrating 140 years of the name change - from Cambridge Town to Camberley on 15th January 1877. The exhibition featured items on Camberley's social and industrial development.

External Walks and Talks

The museum ran a number of walks in and around Camberley, York Town, Bagshot and Frimley. This year we added Bisley to the list. We also run and an annual Monument and Memorials walk at the RMA, led by the RMA Sandhurst Collection curatorial staff. 8 walks were run with 143 attendees. Talks to organisations were down to 6 with 156 attending.

Reminiscence and People with Disabilities

The Heritage and Outreach Assistant, Kathy Joice has continued to develop the Reminiscence Service with 6 sessions run with 85 attendees in local care homes. She provides objects for a weekly Reminiscence Café in Camberley. The museum received funding from Windle Valley fund to create reminiscence boxes and interview local residents. We have regular group visits from disabled people bothin Camberley and further afield. The ageing population and engagement with disability initiative groups is key for the service's development and enables us to work with other organisations (e.g. the sessions have been featured Surrey County Council Dementia Strategy).

Children's Workshops

The museum runs regular toddler sessions on a Tuesday and Saturday (12 held, 111 attended) and craft sessions (11 held, 175 attended) during school holidays. We also ran a craft session in the Mall on 26th July, 68 attended.

Knit and Stitch Group

We have a weekly group of knitter who meet in the museum each Thursday to knit and chat, paying a fee to meet and have a drink.

7.3 Collection Care and Access

The Museum has 30 volunteers helping with the collection audit, front of house or events. The Collection Management Plan has been updated for 2017/18 and volunteers work through the collection matching the object number with its catalogue record and creating a location index. 145 boxes have been created. The museum is due to apply for Arts Council reaccreditation 2017/18.

The U3A and Nadfas have been cataloguing the Ron Francis negative collection; from this work there has been two successful displays and the collection was the theme of 2017 calendar. 'The Ron Francis Legacy' (157 sold@£5 with profit of £250). This work will continue for 2017 with a summer exhibition on photography and the collection.

Regular volunteer 'get-togethers' are held to update them on progress and seek feedback – bacon and bagels morning, summer picnic and Christmas lunch.

7.4 Surrey Heath Archaeology and Heritage Trust

Surrey Heath Archaeology and Heritage Trust

A Surrey Heath Branch of Surrey Archaeological Society was set up in 1983 to excavate locally, especially the historic centre of Bagshot. It became Surrey Heath Archaeology and Heritage Trust in 1989 and has carried out a number of significant excavations in Bagshot, Chobham, Frimley, Lightwater, the Military Academy and Windlesham finding late Iron Age, Roman, Mediaeval, Tudor, 17th and 19th century material. It has 64 members and is currently based at the Old Police Station on London Road, Bagshot, though now faced with eviction in June 2017. It was always the intention that the Trust's Collections would be held by Surrey Heath Museum when reports had been written. The Museum supported the Trust in sourcing funds for an audit of their collection and disposal of redundant material (i.e. not needed for archaeological reports). There had been plans to move the material to the museum stores at Bagshot, however, this has not happened due to an audit of Laird House (where the museum stores are) being carried out in 2016/17 to assess its future use as a community centre/residential/business property. This could mean the museum stores will have to move at some point in the future. It does mean that the survival of the Trust and its work is at great risk.

7.5 Student Room and Research Enquiries

A student room exists in which people can reference indexes, newspapers and the collection indexes. This room is also used by the volunteers for collection work. It is overcrowded and too small a space for the work. Enquiries take up a proportion of the museum staff time with 284 handled last year on a range of subject matter - house enquiries, family history, local history and access and requests for images.

7.4 Income Generation

7.4.1 In 2016/17 the shop has continued to develop and feature new stock regularly. Sales from art and craft exhibitions have totalled £2,263 and £1085 from fees and charges.

The Visitor Services Assistant was responsible for the successful 2017 calendar, 'The Ron Francis Legacy'. 'The calendar is a joint collaboration between Surrey Heath Museum Action Group and Windlesham and Camberley Camera Club.

Grant and Fees Income

The museum has received a number of grants;

£647 from Surrey Museums Consultative Committee for 'On your Doorstep' education programme.

£350 from County Councillor, David Ivison for Somme Study Day.

£1200 from David Ivison, Adrian Page and Denis Fuller for support to Century of Sound music festival.

£1800 from Bill Chapman and Denis Fuller towards costs of inscribing First World War St.George's Memorial Stones.

£1800 for creation of a replica milestone - £600 from Camberley Glass, £600 from Surrey Historic Heritage, £300 from the Milestone Society and £300 from private donors.

7.5 Development of the Education Service

Education

'Our mission is to bring to life the rich history of the Borough of Surrey Heath for young people living here today'.

The Education Service has continued to develop on the success of last year. The education leaflet, made possible from 'On your Doorstep' funding is in circulation and school visits remain buoyant. The leaflet is in appendix 3. 21 school sessions were help teaching 964 pupils. There has also been an increase in Cubs and Brownie bookings at the museum, 7 visits and 198 attending. Income achieved £995.

Verity has created an education session combining a day's visit to SHBC services – the museum, Camberley Theatre and Lightwater Country Park.

Education Loan Boxes are on a number of subjects - Old Toys, Victorian Life, First World War, World War Two, 1950s Britain, The Stone Age.

7.6 General Museum Development

'Museum Without Walls'

The museum is embracing a change of focus with the direction of a 'Museum without Walls' concept, this is consistent with the museum's development over the last 4 years with the active exhibition and events programmes, outreach in schools, reminiscence workshops, community engagement projects and ensuring the collection is made accessible on line. It is recognition of the work of the museum but a need for development and future stability. A Museum discussion group is due to be set up in 2017, to ensure the community are consulted and opinions on future development are heard. The group will consist of the groups who already support the museum and those the museum works with on various projects.

8.0 Development Objectives 2017/18

8.1 Improve Visitor Orientation and Raise profile

- Mount six exhibitions/foyer displays (Art Collection, Take Ten, Ron Francis, What Lies Beneath, Toy, Our American Neighbours).
- Run a 6 monthly events programme with toddler's sessions, holiday workshops and events for adults walks, talks and craft workshops. Link into National events such as British Science Week, Heritage Open Day and the Big Draw.
- Promotion Plan in place and continue to work closely with SHBC Communications team (uploading info on websites, magazines, poster distribution, social media etc). Continue with Facebook and tweet campaigns.
- Attend local shows if feasible Surrey Heath Show, Bisley Strawberry Fair etc.
- Work with Mall on running children's session in the Main Square.
- Change leaflet design.
- Create mobile heritage displays with purchase of secure display cabinets for artefacts and pull up panels.
- Development of new image and logo to support future direction and focus e.g. (Surrey Heath Hidden Histories Service).
- Create business cards for all.
- Create pull up permanent displays on the museum at the Heritage Gallery.
- Continue to work with other departments within SHBC (Greenspace, Democratic Services, Recycling, Theatre etc).
- Review current mailing list for visitors and poster delivery and introduce mailing list for events/exhibitions.
- Create interactives suitable for people with impairments.

8.2 Collection Care and Access

- Improve accessibility of collections;
 - Object database and collection excel files available on touch screen in museum or Web based database.
 - HLF application for digitising Ron Francis and Alf Tarry photographic collections and create Living History website.
- Reapply for accreditation
- Work with Surrey Heath Archaeological Trust on a way forward for their collections.
- Implement Collection Management Plan 2017.
- Ensure museum database is wither transferred to the web based database or on the G: and backed up.
- Stabilise environment in museum store and investigate heating programme and set up mini environments where needed. Analyse environmental monitoring info from readers SEWS installed.
- Purchase digital or microfilm copies of World War I & II Camberley News and secure funding for remaining to be purchased.
- Continue with volunteer projects auditing collection, cataloguing photographs and re-indexing and repacking Ron Francis/Alf Tarry negatives.
- Improve security of museum stores in line with Accreditation and combine stores to create one central store within the basement of Surrey Heath House.
- Make connection with other institutions, 'Art in the Community' project with Watts Gallery, Guildford Museum and Holloway and our 'American Neighbours' (the American links in the museum collection).

8.3 Income Generation

- Photographs to be catalogued and made digitally accessible.
- Continue with shop development and stock products with new logo or exhibition themed (especially for art exhibition).
- Produce a calendar for 2018 with the help of SHMAG theme tbc.
- Continue with organisation of 'Knit and Stitch' group.

8.4 Audience Development

- Heritage Open Day organise with Masonic Lodge and possibly Tekels park.
- Work with Heritage Gallery in Mall joint events and displays.
- Be part of Century of Sound Music Festival and liaise between Festival Committee and the Council.
- Create two talks Music Makers and Military Remnants.
- Research and stage Take Ten exhibition working with the community and themed events.
- Organise replacement of milestone blessing ceremony and milestone sponsored walk.
- Raise funds for St.George's Stones and ensure in place at St.Michael's by Remembrance Sunday.
- Blue Plaque Trail in place at Lightwater and Cambridge Hotel (2 per year)
- Reminiscence Work to continue creation of a leaflet, interviewing elders in all communities, running workshops in care homes and providing objects for Dementia café in Camberley.
- Organise installation of Blue Plaque at Paddock Wood, Lightwater (home of Rosette Saville).
- Launch of Military Remnants Map. Organise publication of Remnants photograph coffee table book with W&C Camera Club.

8.5 Museum Development

- Investigate signage in town and sponsorship of photos 'then' and 'now' scenes.
- Run Focus Group and Consultation on what people want the SHBC heritage service to achieve and if they know it exists.
- Establish a programme of events, exhibitions and pop-ups that takes heritage to the people.
- Work with Surrey Heath Archaeological and Heritage Trust for a joint way forward.
- Celebrate 30 years of the FOSHM.
- Set up Museum Discussion Group and hold Open Evenings for Councillors and Residents.
- Develop further the guides and scouts workshops.
- Develop workshops for people with impairments based on new interactive displays.

8.6 Development of Education Service

- Continue to develop the service workshops and loan boxes.
- Create worksheets for Art Exhibition
- Attend On your Doorstep and organise teacher/school 'dummy session'
- Work with Democratic Services on Local Democracy workshops in Autumn 2017.
- Develop Forest Schools workshop
- Research and source educational facilities for museum move.
- Continue work with other departments (Theatre, Greenspace, Democratic Services and Recycling).