

Surrey Heath Museum

2015/16 Report

2016/17 Development

Plan



Surrey Heath Museum, Knoll Road, Camberley, GU15 3HD.

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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.



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 collections by 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 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.

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.

A selection of new acquisitions for 2015/16

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

- The Mons Tea room/library sign, Frimley
- 1980s Beefburger maker, manufactured by Hamilton-Dale, Frimley Green
- Small scales and weights from Percy Todd's shop in Camberley
- 1970s black and white television, owned by Collingwood sisters of Camberley
- Paintings by George Lodge, kindly donated by George Edward Lodge Trust

4.0 2015/16 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	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17 TARGET
Visitor Numbers	3644	5215	4148	4567	4613	4500
School Children taught	1412	1190	1011	932	1290	1000
Web Hits	6264	9144	7180	9747	3230	9000
Events attendees	391	1158 (34)	980 (33)	1534 (47) 268 (7)	1719 (49)	1500
External Talks attendees	957	792 (17)	453 (13)	268 (7)	165 (6)	
Enquiries		441	367	380	349	
Income						
Schools	£836.42	£1117.50	£860.14	970	1726	1000
Sales of items	£1697.97	£2,620.12	£2281.02	3018	2856	2500
Donations/ Other	£427.29	£806.88	£305.56	1440	113	500
Grant	£4,300	£5,300	£1,500	13939	2911	1000
Commission			£127			250
Fees & Charges				978.37	1584	1000
Total Income	£7261.68 HLF funding in.	£9844.50 Improvements to shop displays and sales increasing income. Plus HLF funding.	£5074.17 Maintaining shop sales	£19,367. High figure due to funding to clean war memorial.	£9190 High shop sales and increased income from education workshops.	£6,250

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

5.0 Staffing

Gill Barnes-Riding, Senior Heritage Officer – 30 hours week.

Verity Kerin, Heritage Officer – 28 hours per week.

Kathy Joice – Visitor Services Assistant, new post from May 2015 – 14 hours per week.

There are 25 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 936 staff hours per year.

We have also taken on work experience placements from a number of schools locally.

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

The Friends of Surrey Heath Museum run a programme of trips and lectures and raise funds for Museum collection purchase and conservation. They ran four trips in 2015/16 to the Imperial War Museum, Sudeley Castle, Rye and Leeds Castle; attended by 167 members in total. The talks programme – 'Following the Drum' (Carol Brown), 'Travels With My Camera in Madagascar' (Mike Hillman), 'Suffragettes in Surrey' (Irene Cockcroft) and the AGM talk on 'The Cox Cartoons' (Geoff Cox), attended by 198 members. During the course of the year the venue for the talks moved to High Cross Church and the programme in general was well received.

In the next financial year, The Friends will commit £1,000 to the 2016 Century of Sound Music Festival (please see 7.1.) and £1,000 for the purchase of a letter by Sir Arthur Sullivan: both projects currently pending. Since April they have also granted £251.19 towards the purchase of taxidermy specimens for the education collection.

Membership of The Friends at the end of the last subscription year on 30 November 2015 stood at 65 Individual Memberships, 52 Family Memberships (representing a minimum of 104 persons); with two affiliated societies, Camberley Natural History Society and Windlesham & Camberley 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) and research facilities, and increasing local involvement.

Since Aug 2009, SHMAG has run a Heritage Gallery in the Mall. They have had four locations (The Mall Square, Park Street and 2 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 featuring the museum's current exhibition and collections as well as over 40 local society displays of archaeology, architecture, art, children's activities, photography, village history, natural history, the Royal Military Academy and tourist attractions. There is a programme of weekly lectures on a range of historically themed subjects.

The Gallery has been in its present position for just under 3 years, in which time Mayors have presented Mall vouchers for £50 to the 10,000th & 20,000th visitors. Footfall in Obelisk Way does not compare with that of the Mall Square where the first Gallery was situated in 2009 and had 12,500 visitors in 4 months. However, we are grateful for the Mall's generous provision. From grants, book and card sales and donations the museum has been provided with financial support for specific purposes. The Museum and Gallery work closely together with a display in the gallery, craft activities, giving lunchtime talks and working together on the annual museum calendar.

Jan to Dec 2013 = 6027 visitors

Jan to Dec 2015 = 6376 visitors

April 2014 to March 2015 = 5717 visitors

April 2015 to March 2016 = 6641 visitors

7.0 Progress and Working Objectives for 2015/16

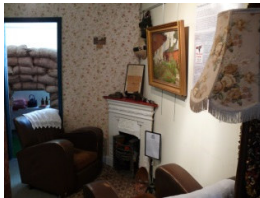
The objectives were under the following themes;

7.1 Improved Visitor Orientation and Experience

We mounted 6 exhibitions as below, plus an active events programme. Our two leaflets for this year are in appendix 1.

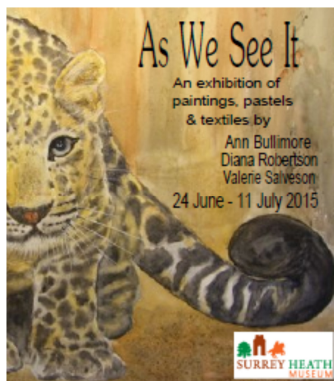
The exhibition programme has been diverse and for each exhibition a series of events were organised. In 2015/16 we ran 49 events attracting 1719 people, events included toddler sessions, talks, music festival and children's workshops. The Foyer area has had displays of locally crafted hats, art work, Camberley and Windlesham Camera Club anniversary display, new donations, Surrey Guild of Craftsmen and international photographer, Edward Mendell.

Our exhibition programme was as follows;



Wartime Home (28 March to 13 June)

A recreation of a home from both the First and Second World Wars with 'home made' air raid shelter. This exhibition and schools programme was funded by Surrey Heath Armed Forces Community Covenant (£5,300). 1340 visitors.



As we see it (24 June to 11 July)

A short selling exhibition of paintings pastels and textiles by three local artists. 313 visitors with sales of £365 (-20% commission).



SHM PS179

Surrey Heath in Art (18 July to 29 Aug)

An exhibition featuring the museum's art collection all specially selected with the summertime theme. 355 visitors



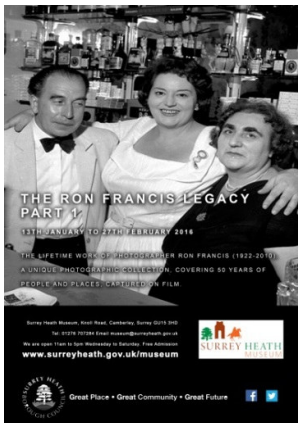
Music Makers Revisited (5 Sept to 31 Oct)

An revisit of the successful Music Makes exhibition in 2013, part of Century of Sound music festival part of this exhibition. 1016 visitors.



Frimley and Camberley Art Society and Surrey Craft Guild (7 Nov to 23 Dec)

An exhibition featuring local artistic talent.. 732 visitors. Sales £473.44 (-20% commission).



The Ron Francis Legacy, Part 1: Gone, but not forgotten (6 Jan to 27 Feb)

Exhibition on the lifetime work of this local photographer, who died in 2010. His work covered 70 years of social, family and industrial life locally. 590 visitors.

7.2 Raise our profile and audience development

7.2.1 Our press releases are issued via SHBC Internal Communications team, with whom we have a good working relationship. Verity Kerins, Museum Officer, has developed our social media presence with an active Facebook page and tweets – we have 189 Facebook likes and 551 Twitter followers. Our Facebook posts can reach 2460 people, with 374 engaging. Verity initiated and takes part in #museumweek and Local History Month in May. We have an annual stand at Surrey Heath Show. Posters are also created internally and distributed via a mailing list and placed on notice boards around the area. Regular articles in Camberley News and GU15, plus interviews on BBC Radio Surrey.

7.2.2 SHBC implemented a new website which include reorganisation and redesign of the web pages. Verity Kerins worked hard on this. Our web hits and page views has reduced dramatically and is something we need to investigate in 2016/17 – in 2014/15 page views was 9747, 2015/16 it is 3230. The website is updated regularly with exhibition and event information. Social media has taken up more time in the last year and we are looking at a volunteer social media position.

7.2.3 The museum was awarded £5,300 from the Armed Forces Community Covenant to promote the military heritage of the area and bring the military and civil community together. We staged the Wartime Home exhibition and ran a number of school workshops on the military heritage, included in which was a visit to a local heritage site, 213 children attended (the funding covered coach hire for the schools). A Wartime Bake Off was held on 6th June and organised between the local WI's and the military wives groups. The Bake Off event (held at Camberley Theatre) included a wartime recipe baking competition, 'Make do and Mend' crafts and a talk by Beca Lynn Pirkis from BBC Bake Off. 120 attended.

7.2.4 The museum played a key role in the Remembrance Service in November 2015 and provided a list of all those who died in 1915, which were read out by Rev Bruce Nicole of St.Michael's Church. We also organised the installation of a VC First World War memorial stone to Garth Walford, who lost his life in Gallipoli. The memorial stone was part of the Remembrance Service. 15 of Captain Walford's descendants were contacted and attended.

7.2.5 Century of Sound Music Festival 9th to 16th September



The Festival Committee comprises of the museum and three music industry professionals – Ivan Chandler (Musicalities), Julia Curnock (Vital Concierge) and Chris Herbert (Ten10management).

A major undertaking was the Century of Sound Music Festival which ran from the 9th to 16th September. The festival was innovative and ambitious project to promote the musical heritage of the area to a wider audience. Venues, artists and the community were encouraged to take part in a series of events. 28 events took place in and around Surrey Heath, 13 local venues were involved with 1215 attendees. The whole festival cost £1489 and attracted £600 in sponsorship. Local organisations who took part were the Academy of Contemporary Music, Surrey Libraries, The Mall, Camberley, Collectively Camberley and Camberley Theatre. The events included music workshops, children's sessions, Open Mic, performances in the Mall, Scooter Rally and an evening with Chris Herbert, music producer and the Festival Ambassador. The report on the festival is Appendix 2.



7.2.6 External Talks and Walks

External Walks

We continue to run a walks programme which includes Camberley, York Town, Frimley, Bisley and Bagshot plus Monument and Memorials walk at the RMA, led by the RMA Sandhurst Collection curatorial staff. 68 people took part in these walks last year.

External Talks

The Museums staff gave talks on local subjects to societies in 2014/15 6 talks were given to 165 people on a number of subjects – Behind the Scenes at the Museum, Built to Serve, Ghosts and Ghouls of Surrey Heath, Music Makers and Leisure and Pleasure.

7.2.7 Reminiscence Sessions were organised as part of the Century of Sound music festival. Following on from these, Kathy Joice, has created and led reminiscence sessions in a number of elderly care homes and Windle Valley Day care centre – since September she has led 8 sessions with 93 attendees.

7.2.8 We ran two children’s craft sessions in The Mall, Camberley attracted over 50 children for each.

7.2.9 The museum has a weekly group meeting – The Knit and Stitch group of Surrey Heath. They pay a fee to meet here and buy teas and coffees.

7.3 Collection Care and Access

The Museum has 25 volunteers, some of whom have been working on the collection audit; the latter has been in place since 2013 to improve current cataloguing standards, locate objects and improve access. 180 boxes have now been audited and location index created.

Current volunteer projects include a joint initiative between Nadfas and U3A to catalogue and make accessible the Ron Francis negative collection.

The painting collection is now complete and we have catalogued an important collection of Edward Mendell prints. The in-house database works well and is enabling the searching of existing donor information to identify an object, cataloguing and creating a location index. We are looking into a volunteer Collection Assistant position to help this process move forward.

The art collection is available on line via The Exploring Surrey’s Past website and features the museum’s collection of Edward Lodge, Percy Harland Fisher and George Kenner paintings.

There are many objects still to go through and the Collection Management Plan will be updated in 2016. Volunteer get togethers have been organised to update volunteers on progress and seek their feedback. We are now in a more confident position to re-apply for accreditation in 2016/17.

Reproduction and photocopying procedures are in place with charges.

Surrey Heath Archaeology and Heritage Trust

The Trust was set up in 1983 to excavate the historic centre of Bagshot and surrounding areas. It has carried out a number of significant excavations in Lightwater, Bagshot, Frimley and Windlesham finding late Iron Age, Roman, mediaeval, Tudor, 17th and 19th century material. They have 64 members and are currently based at the Old Police Station on London Road, Bagshot. The Trust are faced with eviction from this building (June 2016). The Museum has been working with them to help secure a future for the Trust and organised an audit of their collections, to include report publication plans and disposal. That report was completed in March 2014 with a cost of £4,000 – raised from a number of sources - £500 from County Councillor Mike Goodman, £500 from SHMAG, £500 from Surrey Heath Museum and £1,000 from the Trust themselves. £2,500 funds were secured in 2013/14; a remaining £1500 was funded in 2014/15. SCA Unit have been generous towards this audit project, including reducing costs from £6,875 to £4,000 and stepping invoicing between the two financial years.

The archaeological material has part been brought to the stores at Bagshot with some is on display at the museum on a renewable loan bases. An agreed plan will be in place, before the remaining boxes are housed in Bagshot stores related to each excavation, writing up and publication of a report. It is hoped to work closely with the Trust on their development and possibly bring the history of both museum collections together in a permanent display area.

Student Room

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 349 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 2015/16 the shop** has continued to develop and feature new stock regularly. Sales from art and craft exhibitions have totalled £2856. Kathy Joice has been in post since May 2015 and has updated the shop display and improved the stock range and control. A new till has been bought and Kathy has introduced an EPOS system, enabling the monitoring of stock and income. The time taken in cashing up and paying cash in has halved with this more efficient approach.

Kathy also managed the creation of the 2015 calendar; 2016 theme is 'Villages of Surrey Heath' and sold 150 with a profit of £240. The calendar is a joint collaboration between Surrey Heath Museum Action Group and Windlesham and Camberley Camera Club.

Paul Culshaw, a museum volunteer has painted two chimney pots which have been turned in to donation pots in the shop and gallery area.

7.4.2 Grant and Fees Income

The museum has received a number of **grants**;

£5,300 Fees income from Surrey Heath Armed Forces Community Covenant. £1,000 of this remains for the production of a Military Remnants Map.

£251 from Friends of Surrey Heath Museum for taxidermy specimens forming part of natural history education workshop.

£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.

The museum received £1584 from walks, talks and events in 2015/16.

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 developed dramatically in the last year with both income and numbers increasing. Numbers are up by 38% to 1290 and income increased by 77% to £1726. Verity Kerins has introduced a new workshop, What Animals Live in Surrey Heath, plus completed work on 4 more workshops - Arts Detectives, The Highwayman Experience and Local Democracy Experience (full list below). She ran 5 wartime workshops which included a visit to a local military site, before visiting the exhibition (213 attendees). For Local Democracy week (14th to 16th Oct 2015), 4 schools booked 5 visits to the museum and council chambers worked with Democratic Services and the Mayor. She took part in the SMCC ‘Learning on your Doorstep’ and was awarded by Surrey Museums Partnership in £647.50 toward the creation of a new museum leaflet. This leaflet has now been produced and is in Appendix 4.

- Local Heroes – Who Am I (KS I & II)
- What animals live in Surrey Heath (KS I & II)
- What toys did people play with in the past (KS I)
- How was washing done before electricity (KS I)
- Art Detectives – Learning to Look (KS I & II)
- How we used to shop (KS I & II)
- Local Detectives – Learning to Research (KS II)
- Surrey Heath Through War and Peace (KS II)
- The Highwayman Experience (KS II)
- WW II Our Home Front (KS II)
- Local Democracy Experience (KS II)
- What Animals live in Surrey Heath (KS I & II)

Verity has created an education session combining a day’s visit to SHBC services – the museum, Camberley Theatre and Lightwater Country Park. This is due to be launched in Sept 2016.

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

Plans for a New Museum – 3 Options

1. In 2014 the museum was part of plans for a new Camberley Library complex along with other local organisations, including Adult Education and The Citizens Advice. These plans are still under discussion.
2. Focussing on our existing resources, Surrey Heath House has a large basement currently underutilised. It would give the museum frontage onto the lawn in front of the library, improved visibility, more space, improved disabled access, good potential to create new multi-functional displays (i.e. can turn into an event space/education space), be able to open independently and have direct access to our stores (some of which would have to be lost as part of the move). We would look for HLF funding and local sponsorship.
3. The concept of combining a museum and art gallery in part of the existing large function room of Camberley Theatre with a changing display area and permanent displays on the history of the area. This area is also adjacent to the library and has the fish pond immediately outside – creating a separate area for the museum and being part of Camberley Theatre. This is not longer a possible route.

One and three are still current future routes; a review on the use of office space at Surrey Heath House is currently underway.

8.0 Development Objectives 2016/17

8.1 Improve Promotion and Audience Development.

8.1.1 Mount six exhibitions/foyer displays – Travel Through Surrey Heath (Spring), The Local Legacy of War (summer), Women of Surrey Heath (autumn), Art Society (winter), Take 10 (winter/spring) – exploring cultural diversity and celebrating 140 years since Camberley was named.

8.1.2 Run a 6 monthly events programme with toddler's sessions, holiday workshops and events for adults – walks, talks and craft workshops. Plus regular half term/holiday quizzes/competitions.

8.1.3 Promotion Plan in place for poster distribution, press releases, website listings and magazines.

8.1.4 Continue to develop website and social media marketing with Facebook and tweets. Investigate position of volunteer social media assistant.

8.1.6 Continue to work with other departments in the council – Camberley Theatre (Somme Study Day, Surrey Heath Music Festival, Education), Democratic Services (Local Democracy Week), Communications Team (Publicity and Focus Groups), and Green Space (Education).

6.1.7 Re-label and update permanent displays-mini art gallery, archaeology, natural history, costume, Edward Lodge and industries.

6.1.8 Attend local shows if feasible – Surrey Heath Show, Bisley Strawberry Fair etc.

6.1.10 Military history – Run Somme Study Day at Camberley Theatre (2nd July) and produce the Military Remnants leaflet and Military Remnants booklet with Windlesham and Camberley Camera Club.

6.1.11 Be part of Century of Sound music festival (4th to 10th September) and Heritage Open Days.

6.1.12 Develop reminiscence sessions and produce leaflet.

6.1.13 Continue to work with Heritage Gallery on changing displays and children's trail between museum and gallery.

6.1.14 Investigate children's book club with library.

6.1.15 Stage social media campaigns throughout the year which tie into national events and museum initiatives, e.g. Hug a Milestone.

6.1.16 Finish development of museum webpages and investigate 2/3 drop in page views since new SHBC website was introduced.

6.1.17 Review current mailing list for visitors and poster delivery. Introduce mailing list for events/exhibitions.

8.2 Collection Care and Access

8.2.1 Improve accessibility of collections on digitally;

Object database and excel files available.

HLF application for digitising Ron Francis and Alf Tarry photographic collections.

8.2.2 Reapply for accreditation

8.2.3 Work with Surrey Heath Archaeological Trust to agree a way forward for their collections.

8.2.4 Update Collection Management Plan 2016. Ensure database is on the G: and backed up. Investigate web based database.

8.2.5 Stabilise environment in museum store and investigate heating programme and set up mini environments where needed. Analyse environmental monitoring info from readers SEWS installed. Buy new equipment.

8.2.6 Purchase digital or microfilm copies of World War I & II Camberley News and secure funding for remaining to be purchased.

8.2.7 Continue with volunteer projects – auditing collection, cataloguing photographs and re-indexing and repacking Ron Francis negatives.

8.2.8 Improve security of stores at Bagshot, fitting door and lock. There is a need to relocate these items to Surrey Heath house store.

8.2.9 Reboxing and secol envelopes for Nadfas/U3A Ron Francis project – apply to FOSHM to fund purchase of conservation packaging.

8.2.10 Contact San Francisco University with regards Edward Mendell collection.

8.2.11 Continue with collection audit and aim to reach 300th box. Plus tidy archive area and create conservation material marking and boxing space.

8.2.12 Look into moving museum database to web based version.

8.3 Income Generation

8.3.1 Photographs to be catalogued and made digitally accessible.

8.3.2 Continue with shop development and stock products with new logo or exhibition themed.

8.3.3 Produce a calendar for 2017 with the help of SHMAG – theme ‘Ron Francis Legacy’.

8.3.4 Questionnaire to Surrey Heath House - what would they like to see in shop?

8.3.5 Market research in Camberley town centre – what would people like their heritage service to provide/what would make them visit the Museum?

8.5 Museum Development

8.5.1 Investigate signage in town and sponsorship of photos ‘then’ and ‘now’ scenes.

8.5.2 Community consultation on what role the museum has locally and what improvements can be made.

8.5.3 Work with Surrey Heath Archaeological and Heritage Trust for a joint way forward.

8.5.4 Integrate with SHBC service with more via joint events and promotional activity – Sports Development and Olympic Display, Democratic Service and Local Democracy Week and Recycling and Rosei labelling/story sessions.

8.5.6 Investigate ‘museum without walls’ concept and how it can be introduced into our work.

8.5.6 Create presentation/report on museum options for development and way forward for Senior Management and Councillors.

8.5.7 Await office space report and quote for solutions to door problem.

8.6 Development of Education Service

8.6.1 Continue to develop the service – workshops and loan boxes. Ensure development in line with staffing resources.

8.6.2 Create workshops for Century of Sound Music Festival

8.6.3 Trail new schools offer to local schools.

8.6.4 Set up teachers evening and visit schools to promote new sessions.

8.6.4 Work with Democratic Services on Local Democracy workshops in Autumn 2015.

8.6.5 Run First World War monologue competition for Somme Event.

8.6.6 Finalise details and prepare education workshop on Animals, Ethel Smyth and Art Detectives.

8.6.7 Promote joint education workshops involving museum, Camberley Theatre and Lightwater Country Park.