

## **APPENDIX B**

### **Denny Farm Museum report from Cllr Peter Johnson June 2014**

I am pleased to say that visitor figures are up this year which is great news for this venture but we have to hope for continuing good weather as bad weather does hit this activity hard.

School bookings are up which is thanks to hard work by Chris the education officer, family days are up and this is partly to do with families in Landbeach, Waterbeach, and Chittering being offered discounted family tickets. Even though then families are getting in cheaper they do tend to spend in the shop and café which does increase the income by more than is lost with the discount offer. Plus people tend to come back again after an initial visit.

Bookings for talks and reminiscent sessions have also risen.

The new HLF bid will be going in based on the 2013 bid but with additions, it is thought that this will hopefully bring success.

There have been meetings with Jo Mills to discuss the business plan and this is all going well with everyone happy.

I have attached the different reports regarding the operation of the museum which I hope you will find interesting.

Peter Johnson

## Education Report – 10<sup>th</sup> April 2014

### School Groups

Figures this quarter have shown an improvement. To some extent this is a matter of luck, as one large booking can make a significant difference. This large booking was with Waterbeach Primary with whom we are striking up a good relationship, and there have been a number of contacts of different types over the last year.

The new curriculum does not as yet seem to have made a great impact, and schools are continuing to book their old (soon to be forbidden) favourites, rather than take up our offer of new topics. However we feel we are well prepared for any schools who do want to use us, especially for the Local History element. One innovation that has started to take off is whole day outreach visits to schools. This works out much cheaper for the schools than a visit here, which may be unfortunate in terms of attracting visitors to the museum, but at least it keeps our numbers up.

### Family Days

The figures have shown an encouraging rise. Twilight took us all by surprise and we had twice as many visitors as last year. The other sessions have also shown a modest improvement, perhaps because we have revamped the programme, including changing days from Tuesday to Wednesday. Ann Biggs and her team have taken over much of the

	<b>1 Jan - 10 April 2014</b>	<b>1Jan - 10 April 2013</b>	<b>1 Jan - 10 April 2012</b>	<b>1 Jan - 10 April 2011</b>	<b>1 Jan - 10 April 2010</b>	<b>1 Jan - 16 March 2009</b>	<b>1 Jan - 16 March 2008</b>	<b>1 Jan - 16 March 2007</b>	<b>1 Jan - 16 March 2006</b>
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preparation and running of the sessions, and this has brought positive results.

Schools	In 313: Out 1606 1919	In 263 Out 229 492	1282	782	382	572	39	94	0
Offsite	462	43	165	200	21	60	124	318	94
Onsite	30	50	0	34	76	25	0	9	16
Family Activity Days	253	184	171	41	127	86	0	0	0
<b>Total</b>	<b>2664</b>	<b>769</b>	<b>1618</b>	<b>1057</b>	<b>606</b>	<b>743</b>	<b>163</b>	<b>421</b>	<b>110</b>

### Life-long Learning

Bookings for talks and reminiscence sessions have risen, which is possibly due to increased marketing. Word of mouth has also been helpful, particularly with speaking to local history societies where people are often linked to several such groups and so book us following a talk.

## School Visits and Under 5's workshops January – April 2014

Date of visit	School	Year and Key Stage	Child	Adult	Outreach	Adult	Group Total	Description
07/01/2014	Somersham	KS2			75	8	83	WW2
08/01/2014	King's Hedges	KS1			120	10	130	Victorians full day
13/01/2014	Perse	Reception	39	7			46	Farming
14/01/2014	Fenstanton & Hilton Pmy	KS1/2			85	4	89	Toys
15/01/2014	Milton Primary	KS1			55	4	59	Toys
15/01/2014	Picassos		5	5			10	
17-Jan	Heritage Sch	KS2			15	1	16	Victorians
22/01/2014	King's Hedges	KS1			55	3	58	Great Fire
22/01/2014	Picassos		7	7			14	
22/01/2014	Shirley School	KS1			60	3	63	Toys
23/01/2014	Little Thetford	KS1/2			65	5	70	Toys
24/01/2014	Heritage Sch	KS2	17	3			20	Tudors
27/01/2014	St Laurence	KS2	65	12			77	Tudors
28/01/2014	Wickhambrook	KS1			28	1	29	Toys
29/01/2014	Picassos		7	7			14	
04/02/2014	Foxton Pmy	KS1	20	9			29	Homes
05/02/2014	Picassos		7	7			14	
10/02/2014	All Saints, March	KS1/2			260	15	275	Fens
11/02/2014	All Saints, March	KS2			100	18	118	Fens
12/02/2014	All Saints, March	KS1			75	6	81	Fens
03/03/2014	Waterbeach Pmy	KS1/2			350	15	365	Fens assembly
10/03/2014	Stephen Perse Pre-Prep	KS1			100	8	108	Toys
17/03/2014	Isleham Pmy	KS1			58	4	62	Toys/Washday
09/04/2014	French Group		35	3			38	General
13/04/2014	French Group		47	4			51	General
						Total	<b>1919</b>	

## Meeting of the Trustees – Farmland Museum

Wednesday 22<sup>nd</sup> January 2014 at 10am

Present – Jane Williamson, Bridget Yates, Dorothy Betts, Peter Johnson

In attendance – Ann Wise, Michael Williamson

Apologies – Rodney Dale, Bill Henderson, John Bedford, Chris Leuchars, Adam Macro

1. Approval of minutes of 6 November 2013
2. Matters arising from the minutes not covered elsewhere.
  - Ann Wise apologised for not having completed the Fire Review
  - Bridget Yates asked Jane Williamson about what happens in the evening if Jane Williamson is called out – does the fire brigade turn up as well?
  - Jane Williamson is liaising with the alarm company to sort out the problems
  - Ann Wise now had the address of the person who administers the Simon Gibson Trust.
3. Finance report for year to date
  - Bill Henderson and Michael Williamson met up to discuss 2013 figures after November meeting
  - Michael Williamson will be putting in the Gift Aid claims soon
  - Michael Williamson and Ann Wise will be meeting up soon to discuss the 2014 budget
  - Michael Williamson stated that fundraising during 2014 would be key – he'd like the patrons more involved including the Lord Lieutenant of Cambridgeshire – could we not approach him to request he host a reception?
  - Currently dealing with a County Court claim by Guest Link.
  - Bridget Yates suggested that Michael Williamson contact Trading Standards.
  - South Cambridgeshire District Council (SCDC) will cease doing our payroll from 1 April 2014 – Michael Williamson researching various companies. Will expect to pay at least £40 a month for this service.
  - Jane Williamson proposed purchasing a new boiler for the cafe – AGREED by trustees.
  - Ann Wise and Michael Williamson looking into getting a consultant to look at the cafe – expect to have to spend at least £800 minimum – will submit an application in June to AIM for one of its Sustainability Grants.
  - Ann Wise explained background to the Draft Business Plan which had been submitted to SCDC in December.
4. Health and Safety
  - Ann Wise to check if Chris Leuchars's First Aid certificate was due to expire
  - Ann Wise to check on available First aid courses in the area.
  - Ann Wise to check if cafe staff all have their Food Hygiene Certificate – she has one
5. HLF Application update
  - Ann Wise explained outcome of HLF submission
  - Ann Wise and Jane Williamson to report back to board when they've met with the HLF

## 6. Manager's report

- Ann Wise thanked for informative report
- Ann Wise reported that the museum had successfully applied to SHARE for £712 from its small grants fund for collections to purchase AV equipment as part of the Stone Barn redisplay.

## 7. Chairman's report

- Proposal to offer the employees of AmeyCespa free entry at lunchtime if wearing their staff badge as a thank you to the company for their support over the years.
- Participating in a review of CMAP

## 8. Collections report

- Adam Macro thanked in his absence
- Ann Wise explained that the museum had not been informed of a change of date for when the Accreditation submission was expected – it has been put back to later this year. Ann Wise to discuss Accreditation in more depth at the April meeting.

## 9. Education report

- Chris Leuchars thanked in his absence
- Trustees pleased to see that Outreach sessions had increased
- Bridget Yates would like to see a review done of the charges for visits/outreach etc
- Ann Wise explained that there would now be a push to encourage schools to either visit the shop or purchase goody bags – staff/volunteers could also offer a smaller selection of items/stock for sell elsewhere on site (Village Shop?)
- Bridget Yates asked if any arrangements had been made yet to have teachers come in for a meeting to see the changes in the Stone Barn

## 10. Friends

- Due to have their next meeting in February – Ann Wise and Jane Williamson to attend and report back at next meeting in April
- In 2013 the Friends had successfully organised and run Teddy Bears Picnic in August and Carols in the Abbey in December.
- Ann Wise looking into cost of postcards as Friends had agreed to cover the costs up to £200.

## 11. AOB

- Date set for 2014 Tea party – Friday 4 July; will probably include official opening of the new displays in the Stone Barn.
- Bridget Yates suggested contacting the Bishop of Ely to see if we could have an event in his garden (if he has one) as this is something the Bishop of Norwich offers to local groups and charities.

## 12. Date of next meeting & AGM

- Wednesday 23 April at 10am