

Appendix C

Farmland Museum and Denny Abbey

Education Officer, Chris Leuchars tendered his resignation which is unfortunate as he was getting the attendance figures up. He has given two months' notice and will leave at the end of May 2015. Museum Manager, Ann Wise is anxious to start recruiting for a replacement as soon as possible because there are a number of things planned for the summer which Chris has started work on and which will need picking up very quickly when he leaves.

The finance working party were finding it difficult to produce a balanced budget for the year and with a staff member leaving it might be possible to save by trying to cut down on replacement staff. However, the job Chris does is essential for income generation as well as reaching out into the wider community through the outreach work and the post is essential for the existence of the whole museum. Ann could not take on any more with her current hours and neither could Emma. Even if they could it is not their area of expertise

I have suggested that we look at appointing a replacement initially at a lower salary.

The post will be advertised on the Leicester Museums website as soon as possible. This is a free website and the best way of advertising for museum related posts as it is very widely consulted. The date for submission is 19th March.

There is a new trustee in Sarah Clover. Sarah recently resigned from AmeyCespa to work with her husband in the family business.

Upcoming events:

- An Open Up day is being held on Saturday 21 March
- Fundraising launch on Friday 17 July at 6.30-8.30pm. The Lord Lieutenant will be in attendance.

Cllr Peter Johnson

Advert – Farmland Museum & Denny Abbey – Education Officer

22 hours per week
£ per annum pro rata

An opportunity has arisen for a committed, creative, flexible and enthusiastic person to join the team at The Farmland Museum and Denny Abbey to progress learning opportunities for a wide range of users.

The Education Officer will manage the museum's busy schools and outreach programme, develop and promote new programmes and initiatives based on investigation and enjoyment. They will manage the Family Holiday Activities sessions; co-ordinate the adult learning programme; participate in the museum's events programme; and contribute to the sustainability of this historic site.

Educated to degree level in a relevant subject area, you must have proven experience in museum or heritage education.

Due to our rural location and the amount of outreach work undertaken the post holder must have a clean driving licence and use of a car.

This is a part time post working 22 hours per week. Additional weekend, Bank Holiday Mondays, and occasional evening working will be required with time off in lieu.

The Farmland Museum is committed to safeguarding and promoting the welfare of children and vulnerable groups. Please note that this post will be offered subject to references and an enhanced criminal record check with the Disclosure and Barring Service (DBS)

For an informal chat contact Ann Wise, Museum Manager
Tel: 07896 796312

For an application form and information about the post of Education Officer visit www.farmlandmuseum.org.uk or email: info@farmlandmuseum.org.uk

Please include a covering letter with your application form to include why you would like to work at the Farmland Museum & Denny Abbey.

Closing date for applications: 9am April 2015

Interviews will take place on April 2015

If posting please mark your envelope as 'confidential' and send to:

Ann Wise
Museum Manager
Farmland Museum & Denny Abbey
Ely Road, Waterbeach
Cambridgeshire CB25 9PQ

Or email: info@farmlandmuseum.org.uk

**Minutes of the Meeting of the Farmland Museum Trustees
Wednesday 6 November 2014 at 10 am**

Present: Jane Williamson, Rodney Dale, Michael Williamson, Ann Wise, Emma Kennedy

Apologies: Bill Henderson, Dorothy Betts, Cllr Johnson, Chris Leuchers,

1. Minutes of 23th July 2014 - agreed & notes of the extra meeting held on 23rd September 2014 noted
2. As there wasn't a full Board present it was decided to not to follow the agenda and to keep the meeting informal.
3. Introductions - Emma Kennedy (Assistant Curator) was introduced to Rodney Dale
4. Trustees - Bridget Yates has formerly stepped down as a trustee on health grounds. Jane Williamson will write to her and thank her on behalf of the Board for her long service and the important contribution and support that she has given the Museum, trustees, staff and volunteers over the years. She will be invited to join staff and trustees to lunch in December when we will also be thanking Alan Leeks for his 7 year service as Visitor Services Assistant. Date, time venue to be agreed,
5. Policies
 - Trustees present agreed to adopt the Conflict of Interest Policy circulated by the Manager who explained that some grant bodies, including the AmeyCespa Community Fund, required organisations to include a copy of this document with applications.
 - Trustees to agree amongst themselves a Performance Appraisal Policy - Jane Williamson to circulate policy to be agreed by email. Jane Williamson and Dorothy Betts to review Ann Wise who will then review Chris Leuchers and Emma Kennedy. Appraisal format used in 2013 for Ann Wise to be used.
 - Ann Wise has placed adverts on REACH for trustees.
6. Finance report to end of September
 - Michael Williamson expressed concern at the selling skills of the Visitor Services Assistants.
 - Shop layout isn't ideal and could have been designed better, Ann Wise to look in to whether the desk could be moved.
 - Need to encourage schools to visit the shop when visiting - review how the information is marketed.
 - Ann Wise apologised for over spending on the Marketing budget and stressed that some publications had been dropped and others phased

out; emphasis this year had been to make coach companies and groups aware of the site and to have better adverts in local tourism guides.

- Overall expenditure was below budget.
- Tea Room Assistants need to improve their customer services skills and selling techniques - Emma Kennedy to provide training in 2015.

7. Accreditation

- Ann Wise submitted the on-line form on 13 October.

8. Admission and Season Ticket prices for 2015

- The daily admission prices will remain the same
- Both sets of Season Tickets will increase by £2

9. Chairman's report

- Jane Williamson updated meeting on latest local development plans

AOB: Museum Office to be closed over Christmas and New Year.

Next meeting - Wednesday 21 January 2015 at 10am

**Trustees of the Farmland Museum
Chairman's Report for meeting Jan 21st 2015**

1. Trustees and Staff

We are delighted to welcome Sarah Clover to the board, her expertise will be an enormous benefit to us.

I have not yet managed to meet up with the two potential trustees who have been in touch via REACH though I have spoken to and been in e-mail contact with both and you have been sent their CV's. Victoria Williams hopes to come to the half term twilight at the museum event and I hope to be able to meet Stewart Parr on site soon.

Ann, Rodney, Michael and I had an enjoyable but very slow lunch at the Bridge to say farewell to Bridge and Alan Leeks who came with his wife.

2. Possible New Town

There have been no further developments on the NEW Town since last time, the Examination in Public is still in progress. It will I think be helpful for our forward planning if we do know rather more about what is likely to happen and when.

3. Meeting with Jo Mills

I had a very positive meeting with Jo Mills from South Cambs District Council last week. She is very supportive of the Museum and sees its existence as important as a facility for new comers to the area during a period of extensive growth for both education and recreation

She is keen for us to expand the local resident season ticket offer to more villages and would like us to consider a particularly special offer for the new residents of Northstowe when the first houses are occupied.

I think we may be able to get some publicity in the S Cambs magazine which could be very helpful provided that the magazine is issued when the information is timely.

I am not sure that we will be successful in getting grant funding from our local villages this year. I have written to Waterbeach, Landbeach and Milton Parish Councils and none has responded favourably, demands on Parish Precepts are rising as more and more services are cut.

We need to agree which villages we will offer reduced rate season tickets to this year.

4. Meeting with HLF

This meeting was less positive as this time our application was not reviewed as favourably. There were seven applications worth a total of £7million and only £1.7m available and ours was still an expensive project despite attempts to cut costs. The feeling was that we still had not done enough to indicate a strong enough business plan to make the project sustainable, that we were still asking for too much money, that the proposal did not involve the whole site enough and that there was too much emphasis on the redevelopment of the Grain Store which is not a listed building. We now need to decide what we do next. We do need to think how to develop the site and how to raise funds for this. To this end Ann has arranged a brainstorming meeting for 11.00am on Feb 4th, for volunteers Trustees, friends and anyone else interested. We still hope to have a couple of major fund raising events in the summer.

This is to be discussed further in the dedicated agenda item.

5. Friends

The Friends Christmas event was a great success. It was helped by good weather so people could see the sun set through the West door as they sang by

candle and torch light. It was very encouraging that there were people who had never visited the museum before.

JRW 19/1/2015

Collections Report for Farmland Museum Trustees Meeting - 21st January 2015

- **Cottage**

The cottage is having a refresh before we open again for school groups during February half term. There is a lot of collection in there that does not need to be, including many duplicate items and as the environmental conditions are far from ideal in there we would like to thin out the displays a little whilst giving what remains a refresh. Volunteers are currently carrying out an inventory for me, ready for transporting objects back to store during the first two weeks of February.

- **Easter Event**

I am organising the Easter event which I'm looking forward to. So far we have Sandra Barker doing basket weaving, children's' craft activities, guided tours and an Easter trail. I am hoping to also have some farm animals, Adrian Wright doing whistles and Chris Leuchers dressing as a Knights Templar, with engine men on the Monday.

- **New Acquisitions**

We have been offered a number of items since our last meeting, however all have been either duplicates of items already in the collection, too large or totally ceased and rusty so none have been accepted.

- **Training attended between October – December 2014**

- SHARE day on visitor leaflets.
- SHARE day on Trusts & Foundations
- Managing Digital Images – Recommended we purchase an external hard drive to keep all images of collection and MODES records on in case the PC I use ever goes down.

- **Funding**

I successfully put in a grant application to SHARE (with Ann Wise's help) for £1000 towards a Collections Review in order to audit the collection and put in place the rationalisation and disposal programme that Adam Macro started. The grant will be used to bring in a consultant to talk the volunteers and I through the process, an additional laptop for use around site and in store and, if any money, left over, training for the volunteers in handling and packing, labelling and marking, MODES, etc.

- **Temporary Exhibition**

The summer's temporary exhibition in the Cottage Gallery will be *Tonics & Tinctures: an antique Fenland Pharmacy*. This will be laid out as much as is possible like a chemists shop and will talk about the changing nature of pharmacies from Victorian tooth drilling and giving morphine-laced cough syrup to infants through to more modern branded advertising and beauty products.

- **Fergie update**

The engine, gear box and back axle are now all joined. Front wheels are being sourced and painting will commence when the weather begins to improve.

Emma Kennedy
14/1/2015

Farmland Museum Trustees
EDUCATION REPORT – 16th January 2015
(Chris Leuchars)

Figures for total educational contacts show a continued improvement, and once again have hit record levels.

School figures were also up, most obviously for outreach, but also for visits to the museum. This is particularly encouraging given our fears that the new curriculum would make many of our sessions redundant. We had planned for this, and introduced new sessions, as well as marketed old ones with a different emphasis, but we have been encouraged by the number of schools wanting the old topics. Farming, in particular, seems immune from political interference!

Especially gratifying was the link we have developed with Waterbeach Primary School, who took part in Takeover Day at the museum in November, in which they took control of nearly all the aspects of running the museum and opened it up to visitors, and remodelled their first-term curriculum to focus on Denny Abbey.

Figures for Family Activity Days reached new heights. Anne Biggs and her team have introduced fresh ideas, and have taken over the running of Wednesday activities which has had an evident impact. Archaeology Day remains an ever-popular draw, not least this year due to the presence of real archaeologists undertaking fieldwork in the surrounding meadows. Twilight was also very popular, and brought in a slightly older age group.

Significant improvement could also be seen in Life Long Learning, both in on-site workshops and off-site talks. Ann Wise has put considerable emphasis on marketing these events, and the figures show how this strategy has paid off. As always, we are grateful to Lorna Delaney who conjures up a steady stream of audience figures for her talks.

Once again, the help of our education volunteers has been tremendous. We literally could not run the school sessions in the museum without them, and so many thanks are due to Ann Biggs and her team, Ann Mitchell, Maggie Robertson, Ros Wright and Sophie Parker.

	1 Jan – 31 Dec 2014		1 Jan – 31 Dec 2013		1 Jan – 31 Dec 2012		1 Jan – 31 Dec 2011		1 Jan – 31 Dec 2010	1 Jan – 31 Dec 2009	1 Jan 8 – 31 Dec 2008	1 Jan – 31 Dec 2007	1 Jan – 31 Dec 2006
Teaching to Schools	In 1743	Out 7616	In 1158	Out 3554	In 1860	Out 2199	In 1068	Out 2967	2258	1753	1145	1599	1774
	9359		5072		4059		4035						
LLL Outreach	1606		1018		918		887		893	765	908	1385	1205
LLL On site	302		436		238		531		274	298	188	161	172
Family activity days	1176		873		997		710		694	889	771	725	836
Total number of education visitors/ Outreach	12443		7399		6212		6152		4119	3705	3012	3870	3987

MANAGER'S REPORT

Farmland Museum Trustees' Meeting – Wednesday 21 January 2015

Overview:

Since the last Trustees meeting in November the museum team has been busy – the key highlight being Waterbeach Primary School 'taking' over the Museum.

Volunteers:

- Tasks that volunteers have undertaken since last trustees meeting include school visits, weeding, sorting out the book shop; reorganising the lower store, restoring the Fergie tractor, and general maintenance tasks and taking down the chicken run.
- A new volunteering opportunity – Living History Volunteer to participate on Living History days and other events is now being promoted.

Staff:

- Cindy Upon has decided not to return as a Tea Room Assistant for the 2015 season - I will be recruiting for her replacement at the same time as recruiting for Alan Leek's replacement. Interviews to take place in February.

Partnerships/networking/training:

- Meeting with the Administrator from the Museum of Cambridge & the Curator of the Museum of Technology to discuss various issues including future of joint website. (16 January)

English Heritage:

- No problems over the winter –EH and Butlers are consulting each other over a hole that has appeared by the well head.
- This year's Members' Day on 28 March is almost fully booked. The theme is Medieval Life – music, dance & herbal medicines.

Friends:

- 60 people came to Carols In The Abbey
- The autumn cover-up day for the Friends and volunteers led by Emma Kennedy was on Saturday 22 November – the Spring uncover day will be on Saturday 21 March.

My Immediate Priorities:

- Recruitment
- 2015 leaflet
- 2015 events programme
- Promoting group visits, half-term, Season Tickets and Easter.
- Donation boxes and fundraising appeal
- Preparing shop for half-term

Ann Wise 14/1/15