

APPENDIX B

The Farm Museum

The Farm Museum had a Summer Evening reception in July which was very well attended by local people, several dignitaries and a few District Councillors, the museum has some new ideas to help raise funds but the funding from SCDC is still very much needed and it indeed makes sense to maintain an element of funding as this museum is unique to our area, also to support the recycling needs of the museum wheelie bins are needed please, I feel sure that this is possible for SCDC to provide this regarding our stance on recycling. I have attached reports of interest to the committee.

Cllr Peter Johnson

Trustees of the Farmland Museum Chairman's Report for meeting July 23rd 2015

1. Trustees and Staff.

This is Rodney's last meeting after many, many years as a Trustee which includes a number of years as Chairman. Thank you Rodney. We shall miss you very much for your long knowledge of the museum, your attention to detail and your sound common sense. We would be delighted if you would continue to maintain a link by becoming a Patron.

I am delighted that Caroline Hunt has agreed to re-join the Board of Trustees subject to ratification by the board at this meeting.

The search for new trustees continues and Ann is meeting with a person appointed by Gordon Chancellor to recruit volunteers and trustees for museum in Cambridgeshire. It would be good if we could get our number up to seven or eight from the current five.

It has been a pleasure to welcome Fanny Bara Moreau as the new Education Officer. She hit the ground running and is full of energy and new ideas.

2. Patrons

Jim Paice has decided not to continue as a Patron since his retirement but is keen to be kept informed of our activities, he hoped to be at the Reception and his wife was there came I believe that he was stranded on a train so didn't make it. I have written to our new MP, Lucy Frazer and invited her to the Reception, she was unable to come then but we are hoping she will be able to visit at some point in the near future. Until we know her a little better I am not suggesting that we invite her to be a Patron.

The present Master of Pembroke College, Sir Richard Dearlove, who has been a rather nominal patron for the past five or six years, has now retired from the college. He was invited to be patron because of the link between Pembroke College and Denny abbey and made it clear that he could not offer very much support. The new Master is Lord Smith of Finsbury i.e. Chris Smith. Whilst an MP he was responsible for the reintroduction of free admission to public museums and is currently Chairman of the Art Fund. With Trustees' agreement I propose to contact him later next term to see whether he would continue to maintain the link and be a Patron. With his experiences of the Arts and Culture sector he may be interested in being a bit more proactive.

3. Local Development.

The Local Development Plan is under review at the moment after the inspector who was examining it decided that there were areas which needed more work and suspended the examination. It is very unclear when the revised plan will be ready and how much consultation there will be about it before it goes back to the Inspector so everything is still very uncertain. However, Urban and Civic who are managing the land owned by the Defence Infrastructure Organisation are starting to look at developing their site. They are also being very proactive in talking to village and opening up some facilities for the community, the RAF Museum should be able to move back into one of the buildings on the site quite soon. We reported last time that Rebecca Britton from Urban and Civic has visited the Museum and Ann has met her at the office on the Airfield site and is in regular contact. U and C seem very supportive of what we are trying to do.

4. Museum Development plans

The very busy season so far has meant that progress with a new application to HLF has been somewhat delayed, but Ann has now produced a first draft of a new expression of interest for discussion at this meeting. This has had the advantage that we have been able to rethink what we want to do in the light of our past experiences of applying to HLF. Ann has started to work on a fund raising strategy and produced some very useful material for guests at the Reception.

5. The Reception on July 17th

The Reception itself seemed to go very well, many thanks to staff, trustees, Friends and Volunteers who put so much time and effort into making it such a pleasant evening. As well as our own friends and supporters we had a number of quite influential people who were invited thanks to lists provided by Sir Hugh Duberly, John Martin and Sarah Clover and suggestions from other people. We hope this will spread the word about the Museum and Abbey's existence and that we can add their names to a data base of people we might approach for help with funding in the future. I have written to Sir Hugh Duberly to thank him for his contribution to the success of the evening. I have also thanked John and Kate Martin.

6. General involvement

- a. As usual I try to come up most weeks to meet Ann and also have coffee with the Wednesday volunteers. Last week I came up on Thursday and briefly saw the archaeology day in action. The site was buzzing and Fanny is to be congratulated on her amazing 'poo' activity. This complemented a large menu of activities telling children and their parents about archaeology. They were run by Museum volunteers and by outside bodies.
- b. I had a lovely evening at the Jazz event organised by the Friends. Many thanks to Lady Rosemary Hughes who put the Friends in touch with the group from Duxford and to Adrian Wright and his team for arranging such a lovely evening
- c. I also came to the Craft fair on the early Bank Holiday Monday which had some good craft stalls and lots of other things to keep families involved. This day has always been a bit difficult but this year it was helped by the weather and a very good programme of activities. The late May Bank holiday weekend also seemed to go with a swing. We were undoubtedly lucky with the weather but must also thank Ann and her team of staff and volunteers for the effort they put into making the events so successful. Sadly the weather was rather less kind last Sunday for the Farming and Country Life event but we did have visitors and people seemed to enjoy themselves in spite of the rain!

- d. I went to the Friends AGM and to the last committee meeting. The small committee works tremendously hard but they are conscious that the group does need redefining in some way with a much clearer understanding as to what its role is. The new Chairman is Robert Stripe he is keen to talk to Ann and myself about this.

27th July 2015

The Farmland Museum Statement for Annual Report 2014 DRAFT

2014 was a busy year for the Museum. It is open daily to the public from April 1st to October 31st but an increasing number of special events and activities take place during the closed season. In 2014 this included Children's Activity days in the February half term and the first of the five week Pre School Picasso courses for young children and their carers which are held each term. In December The Friends of the Museum organised Carol Singing in the Abbey preceded by mince pies and tea or mulled fruit punch. Visits to schools, local history groups, old people's homes etc. by the Education Officer, Chris Leuchars, continued throughout the year.

The summer season was busy, with a number of special events including an Easter fund day, a May Day craft fair, a forties weekend, and a Medieval weekend (with resident re-enactors funded by English Heritage). During all school holidays themed children's activities are run on two afternoons a week by a small team of committed volunteers.

In total there were _____ visitors to the museum which included _____ children and outreach work reached anotherpeople. In the past visitor numbers for the two villages on the museum's doorstep had been disappointing. In 2014 time the Museum offered reduced rate Local Resident season tickets to residents in Waterbeach and Landbeach. Both parish councils gave small grants towards this project to help offset the initial cost and every household received information about the offer. This innovation proved very successful with about 170 season tickets being sold. Not only did this bring in income but it raised awareness of what the museum has to offer to its immediate neighbours. The local Resident scheme will be widened to include Milton, Cottenham, Histon and Impington in 2015.

Staff

The museum was sorry to say goodbye to two long standing employees during the year. Adam Macro who had been at the museum for four years left to move to Birmingham to join his wife and Alan Leekes who had been one of the Visitor Services Assistants for seven years decided that it was time to retire at the end of the season. Emma Kennedy replaced Adam and took up the post of Assistant Curator in September 2014. We also said good bye to Cindie Upton who had been one of the seasonal café team for three summers. Replacement seasonal posts are not recruited for until the beginning of the New Year as they do not start until the beginning of April.

Trustees

In November we were also sorry to say good bye to Bridget Yates who had been a very long serving Trustee but who decided that it was time to retire recruitment for new trustees was set in motion. A new Trustee, Gerry Reilly, joined us very briefly when he moved to the area. He had considerable experience of fundraising and was able to give us some good advice before

he left when he was appointed to a new job which makes continuing at the museum impossible. It is increasingly difficult to find people become trustees who have the necessary the time, energy, skills and understanding of the Museum's needs.

Volunteers

The Museum could not function without a team of very loyal volunteers. There is a group who meet every Wednesday to carry out site maintenance jobs, work on restoration and repair of some of the exhibits, maintain the cottage garden and allotment and manage the small second hand bookshop. There is a team who help when schools visit and another who run the Children's Activity afternoons. General volunteers to help with the café and supervising the car park are also needed for the bigger events.

Friends

The Friends of the Farmland Museum exists to raise funds for the Museum. Numbers have decreased recently and the fundraising activities are organised by a small but very d dedicated group. The Friends Committee is looking at ways of developing and increasing membership and redefining their role. They continue to provide financial support for the restoration of a Fergie tractor.

Museum Development

With the enormous amount of development in and around Cambridge the Museum is an increasingly important resource both as a serene and peaceful place away for rest and recreation but also because the museum and Abbey site tell a story about the life and work of the area which is fast disappearing both because of the loss of land to housing and the increasingly sophisticated and mechanised way in which agricultural techniques have developed.

At present the hub of the Museum's activities, the Grain Store is becoming increasingly unfit for purpose. During 2014 a second bid was made to the Heritage Lottery Fund for a development for a project to provide better facilities for staff, and volunteers and storage for the collection. Sadly once again it was unsuccessful. Again this was in part because of the cost. Whilst disappointing it has provided an opportunity to radically rethink ways in which the site could be developed and plans were put in hand for this to start early in 2015. It has also provided an opportunity to start to implement a more structured programme for fundraising.

July 2015