

Surrey Heath Museum

2012/13 Report

2013/14 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

Page of Contents

1.0	Brief History of the Service	Page 3
2.0	Mission Statement	Page 3
3.0	The Collections	Page 3
4.0	2012/13 Performance Indicators	Page 4
5.0	Progress and Working Objectives 2012/13	Page 5
6.0	Development Objectives 2013/14	Page 8

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 the museum 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) and George Edward Lodge (1860 to 1954) are in the museum's ownership.

The permanent displays tell 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 3 collection stores – one in the basement of Surrey Heath House, the second at the back of Bagshot Library and the third, Southcote, at a Green Space store. There is a large cataloguing backlog - please see the Collection Management Plan.

4.0 2012/13 Performance Indicators

Performance Indicator	2011/12	2012/13	Target 2013/14
Visitor Numbers	3636	5215	5500
School Children taught	1412	1190	1300
Income Total	7270	9037.85	7000
Shop Income	1700	3435.94	3500
Education Income	840	875	870
Web Hits	6264	9944	9000

Events – 34 events were held attracting 1158 visitors.

Enquiries – we dealt with 441 enquiries on a range of subjects

5.0 Progress and Working Objectives for 2012/13

The objectives were under the following themes;

5.1 General Museum Development

The museum received Heritage Lottery funding for a Nepali Connections project which featured community engagement work with the local Nepalese community and an exhibition and events programme. The funding enabled the museum to design a new logo and museum leaflet, purchase new display cases and two television systems and refit the shop area.

The Museum also began contributing a small amount to become a member of Surrey Museums Consultative Committee. Being part of an organisation such as this helps maintain the museum's association with the wider museum community, be involved in joint initiatives and seek professional and independent advice when needed. Full membership is £2,800 p.a. and SMCC has agreed £500 to £800 (for which we get advice and involvement in joint promotions).

5.2 Improved Visitor Orientation and Experience

The entrance has been re-designed and we have introduced children's quizzes plus an interactive trolley for each exhibition with colouring in and things to make. We deliver a busy events programme for all ages. In 2012/13 we ran 34 events attracting 1158 people (this is 22% of our visitors). The temporary exhibition area has been changed around 4 times;



Nepali Connections (20 April to 30 June 2012) – celebrating the local Nepalese community and why Surrey Heath became their home with local Nepalese stories and objects. The whole project received £8,600 funding and attracted 1874 visitors. The Museum has now a permanent display of Nepalese items and the model of a traditional home, in the photograph above is permanently housed in the Gurung Community Centre in Mytchett. A talk by Martin Powell on his experience in Nepal raised £248 to the work of the Gurkha Welfare Trust.





Surrey Heath's Sporting Heritage (14 July to 22nd September) - celebrating London 2012 and featuring the history of sport in the area, the Olympic hopefuls and the 1948 and 2012 Olympic Torches (people could have photos taken with the torches and £222 was raised for St.John's Ambulance).



Ghost and Ghouls (6th October to 22nd December)

The local ghost stories and mysteries of the area were alongside objects from the museum's collection which helped bring them to life! The research and information from the exhibition has been turned into a talk for local groups and societies.



Percy Harland Fisher (19 Jan to 9 March 2013)

The museum holds 24 paintings from this local artist who lived in Camberley from 1903 onwards. This was the first time the collection had been on display in it's entirety. Postcards of the 4 most popular paintings were produced.

5.3 Collection Care and Access

The museum lost its accreditation with the MLA (Museum and Libraries Archive) and was removed from their scheme in October 2010. Work has begun to reapply for this and to audit the existing collections, whilst removing a large back log of un-catalogued items and improving access. A Collection Management Plan was introduced in 2012 and with the help of 25 volunteers the early part of the collections (pre 1980s) have begun to be audited and a location index put into place. The collections post 1980s are being worked on in 2013/14; these need to be audited, catalogued and given a location.

5.3.1 A selection of new acquisitions for 2012/13 -

A selection of Nepalese items

Camberley Half Marathon Medals

Three Trophies from France Hill School (before becoming Kings International)

1977 church cushion cover

Johnson's Wax Commemorative Plaque

1945 Bag of Sugar

Photographs and manuscripts relating to Black Bushe airport

Painting of a Young Girl - Percy Harland Fisher painting – bought for £5,000, £1500 from the museum's purchase fund and £3,500 from the Friends of Surrey Heath Museum and a fundraising campaign (attracting £695.00).

5.3.2 Student Room

There is a large amount of reference material and a student's room has been created from part of an old store. This room has reference books, a computer with directories and a microfilm reader (kindly donated from Camberley Library). The room is booked by researchers and material from the collections made accessible. Last year museum staff worked on 441 enquiries.

5.3.3 External Talks

The Museums staff give talks on local subjects to societies; in 2012/13 - 17 talks were given to 792 people.

5.3.4 Museum Calendar

Working with SHMAG the museum produced in house a calendar of local scenes – 'Preserving Local Memories'. 140 calendars were sold for £5.

5.4 Improved Promotion and Raised Profile

The museum has improved signage with a display board at the bottom of the steps leading up to the museum and two banner/flags (one in the bedding and the second inside the glass windows).

A new museum leaflet and logo have been designed.

A Promotion Plan and press releases produced by the museum and circulated by theatre team, close collaboration has resulted in increased coverage in local newspapers, magazines, coverage on radio and for Nepali Connections, BBC South.

The Website has been updated with shop and education page plus events are updated onto a number of local websites. There has been an increased use of Twitter and the museum is featured regularly on the Surrey Heath Residents Network.

5.5 Staffing

Gill Barnes-Riding, Senior Museum Officer and Georgina Salmon, Heritage Assistant. Sally Bills, Museum Officer (Education) left the service in February 2013 and it is hoped to recruit for this position shortly. There are c.25 volunteers working on the collections, exhibition work and front of house duties. Three volunteer 'get together' have been organised. Risk Assessments are in place for volunteers.

5.6 Build on relationship with the Friends of Surrey Heath Museum and SHMAG

The Museum is supported by the Friends of Surrey Heath Museum who run a programme of trips and lectures and raise funds for the museum activities. Membership stands at 102. Surrey Heath Museum Action Group was set up to prevent the feared possible closure of the Museum and expand its facilities to provide greater display area (including art, photography and archaeology) research facilities and local involvement. SHMAG run a Heritage Gallery in the Mall, Camberley to promote the museum.

The Friends organised four trips in 2012/13 – Guild Hall, London, Watts Gallery, Rodmorton Manor and a Christmas Market. Five talks were organised – Nepali Insights, Royal Connections, talk and tour of Percy Harland Fisher exhibition, Venetian Connection and A talk on Berlin (251 attended).

SHMAG opened the Heritage Gallery in the Mall on 29th January 2013 to support and raise awareness of the museum. There are many displays by local societies and the gallery is run entirely on volunteer help. There have been 1750 visitors this year.

6.0 Development Objectives 2013/14

6.1 Improve Visitor Orientation and Raise profile

6.1.1 Mount four exhibitions

Spring Cleaning (23 March to 15 June)

Music Makers (6 July to 21 Sept)

Camberley and Frimley Art Society

George Kenner Paintings (Jan to March 2014)

6.1.2 Run a 6 monthly events programme (toddler's sessions, holiday workshops and increase workshops offered to adults).

6.1.3 Promotion Plan and continue working closely with the theatre.

6.1.4 Work with wider Business Executive (particularly Greenspace) to begin to develop cross cutting working around education, promotion of heritage in parks and open spaces.

6.1.5 Re-label and update permanent displays and create new display of 1950s Camberley.

6.2 Collection Care and Access

6.2.1 Continue with Collection Management Plan 2013

6.2.2 Improve accessibility of collections on Web with the object database and separate object pages - domestic, farming, industrial, art and archaeology. Plus pages for the Percy Harland Fisher collection and George Edward Lodge.

6.2.3 Produce and design a picture loans scheme for local businesses

6.2.4 Reapply for accreditation

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

6.3 Income Generation

6.3.1 Photographs to be catalogued and made digitally accessible. Image reproduction guidelines in place and charging policy.

6.3.2 Continue with shop development and stock products with new logo.

6.3.3 Produce a calendar for 2014 with the help of SHMAG.

6.3.4 Turn oven in entrance to a donations 'exhibit' with Perspex screen.

6.3.5 Implement Painting loan scheme.

6.3.6 Set up a craft case in the museum shop and contact local craft people

6.4 Audience Development

6.4.1 Heritage Open Day organised for the area.

6.4.2 Work with Heritage Gallery in Mall – joint events programme.

6.4.3 Work with the Sandhurst collection and British Legion for a 2014 leaflet of memorials and military associations of the area, conservation of memorials and joint event with RMA Sandhurst.

6.4.4 Launch mosaic competition and run workshops to create mosaics. Final installation in front of the obelisk in Camberley Town Park. Promote Nepalese case.

6.5 Museum Development

6.5.1 Investigate signage in town and sponsorship of photos 'then' and 'now' scenes.

6.5.2 Install footsteps leading from the council office entrance to the museum front desk.

6.5.3 Report of Management Board on museum development and CM Plan.

6.5.4 Work on proposed Heritage Gallery in Theatre re-development.

6.5.5 Work on museum's proposed move to the library.

6.6 Development of Education Service

6.6.1 New Education Officer, Verity Cope, to settle in and become familiar with the service and workshops.

6.6.2 Re-vamp current service leaflet

6.6.3 Letter of introduction to be sent to all schools.

6.6.4 Audit education workshop boxes

6.6.5 Devise education loan box programme, based on material released due the audit. Begin with toy, wash day and war time loan box.

6.6.6 Supervise and mentor Heritage Assistant.