

South West
Museum
Development
Programme

Small Grant Big Improvement

2014 – 15

Grants under £2000



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

Collections and Exhibitions

Small Grant Big Improvement 2014 - 15

Museum

Richard Jefferies Museum
Project

Collecting for the Future

Ace Goal 3

Resilience: Financial
Sustainability



“Now that I’ve typed up all those documents, I think I must be the world’s leading authority on Richard Jefferies!”

Kelly Cleverly, Volunteer

Volunteers involved: **6**

Volunteer hours: **210**

Grant award: **£1006**

Total project value: **£1336**

What were the project aims and how did they address the ACE Goal?

Our project was intended to improve the museum’s sustainability, through better collection management practices, and the enabling of stronger links across all areas of the museum’s activity, as well as through helping to find definable roles for increased numbers of well trained volunteers. A more accessible catalogue will enable the museum to develop new and innovative ideas and activities, and share these with ever wider audiences.

Please describe your project:

The project was conceived to help the museum lift its curatorial and cataloguing functionality into a higher, more professional bracket. Initially we thought that the project would involve purchasing everything we need to create, populate and disseminate a full digital catalogue of the museum’s collection to full SPECTRUM standard, via a MODES database. However, the volume of pre-digital preparation proved to be much higher than anticipated and, thus, the project had to focus on these areas so that we are ready to input the data into modes. Also, we realised that our website was insufficient for delivering database driven access to our collection, meaning that we have also had to redevelop that during the project. MODES and the technology we need to implement changes have been purchased, and we are now looking forward to inputting the data.

What went well and were there any challenges (any top tips)?

Our main challenge was around volunteer capacity. We are a very small, and not very well known museum (at the moment) and do not have great numbers of volunteers who can give regular time. However, we recruited two more, one to deal with the more managerial aspects of the project, and one for transcribing paper documents etc. Our top tip: never underestimate the amount of ‘preparation’ before any job!

How has your museum improved as a result of the project?

The main area of improvement has been in our understanding of our collections (and the methods of recording and planning for them). This will mean that we can significantly increase the offer for our visitors, both those who come to the museum, through improved interpretation and exhibitions, and those who visit our website and social media. This, we believe, will significantly improve our ability to draw more visitors to the museum, and improve our options for retail income.

Small Grant Big Improvement 2014 - 15

Museum

Weston-super-Mare
Museum, Weston –
super-Mare

Project

Enabling the Display of
Costume in Weston-
super-Mare Museum's
Temporary Exhibition
Programme

Ace Goal 3

Resilience: Financial
sustainability

*"Lots of experienced
advice, guidance and
knowledge to take
forward and practice!"*

**Diana Altmeyer,
Volunteer at
Brecknock Museum
and Participant in
Costume Mounting
Workshop**

Volunteers involved: **4**

Volunteer hours: **26**

Grant award: **£1250**

Total project value:
£1516



What were the project aims and how did they address the ACE Goal?

By participating in Small Grant, Big Improvement (SGBI) we aimed to make Weston-super-Mare Museum (WSMM) more sustainable, resilient and innovative by enabling the display of costume in our temporary exhibitions programme.

Please describe your project:

We used the funding from SGBI to purchase conservation-standard mannequins, mounts, materials and resources. With match funding from the Friends of the Museum we were also able to develop in-house knowledge of mounting historic costume by organising a costume mounting workshop for staff and volunteers led by Shelley Tobin and Charlotte Eddington, Exhibition Curation, Mounting and Display Specialists. We put our new skills and knowledge into practice by mounting costume for a new temporary exhibition called *Five Lives, Five Stories: North Somerset People and the First World War* on display at WSMM until 14 December 2014.

What went well and were there any challenges (any top tips)?

The costume mounting workshop went well thanks to the friendly and experienced workshop leaders Shelley Tobin and Charlotte Eddington. Participants enjoyed the practical aspect, being able to have a go at mounting historic garments. Our project had an extremely short timescale which made it challenging to complete all the necessary milestones to ensure the project was delivered on time. Our top tip would be to allow yourself plenty of time.

How has your museum improved as a result of the project?

As a result of this project we have been able to increase access to our significant collection of costume by displaying items to appropriate professional standards in temporary exhibitions. An initial analysis of visitor book comments and visitor figures has shown that the exhibition has attracted new visitors as well as encouraging repeat visits from established audiences. Increased visitor numbers have also led to increased spend in the Museum's cafe and shop. These are vital sources of income for the Museum that will help to ensure its future sustainability.

Small Grant Big Improvement 2014 - 15

Museum

Lawrence House Museum

Project

Expansion & Improvement of
the Stores

Ace Goals 1 & 3

Excellence: Collection Care

Resilience: Financial
Sustainability



*"... excellent and there are
always new things to see"*

Repeat Visitor

*"The stores have been
transformed"*

**Les Richardson, past Honorary
Curator**

Volunteers involved: 6

Volunteer hours: 300

Grant award: £1250

Total project value: £2383

What were the project aims and how did they address the ACE Goal?

The aim was to expand the storage into an extra costume store, to move part of the object collection into an off-site store in the old Coach House, enabling the Museum to mount a variety of new exhibitions encouraging return visits, thus making the Museum more resilient and sustainable.

Please describe your project:

We cleared, cleaned and prepared both the new costume store room within the Museum and the off-site Coach House. Costumes were stored in new boxes, folded with tissue paper. Existing shelving in the object store was cleared, the shelves moved to the coach house hotly pursued by the objects. 'Easy-to-fit-together' new shelving suitable for picture storage was purchased for the Museum object store, as well as extra racks for the Coach House. With the picture racks, plastazote and metal dividing poles in place, we were ready to receive the collection of paintings, recently donated to the Museum, when they came off display. Each painting was wrapped in tyvek, tied with unbleached tape and an encapsulated identification miniature attached. In the Coach House objects are stored on the shelves in generic order. Polypropylene snap top boxes of suitable sizes and Silica Gel will improve the long term conservation of the Coach House collection. An Open Stores Day was held with exhibitions in all the stores.

What went well and were there any challenges (any top tips)?

Our forward planning was a triumph. A large notice announced '**NOTHING** to be removed to the Coach House until the object's condition, accession number and Modes catalogue entry is checked and its photograph taken!' Three volunteers worked systematically, one on Modes, one on camera, one on cleaning and measuring, as required. Shelf by shelf the racks were cleared and objects packed into boxes to be carried down two flights of stairs and along the road.

Top Tip: Allow time in hand. The new shelving arrived promptly but the distributor dropped some of it. Replacements were arranged - to be delivered 'tomorrow'. It took a week. The closing date for the exhibition of pictures was brought forward two weeks, but we were ready - just!

How has your museum improved as a result of the project?

The extra shelving and conservation materials allow us to make best use of the extra space and we can now access the collection more easily. The test will come in November when we start to refresh the Museum displays - next year they will be magnificent!

Small Grant Big Improvement 2014 - 15

Museum

Lyn & Exmoor
Museum

Project

Working Exmoor

Ace Goal 3

Resilience: Financial
sustainability

"You have a most interesting collection here. I am really looking forward to seeing them properly displayed next time I come."

Museum visitor

Volunteers involved: **4**

Volunteer hours: **75**

Grant award: **£1350**

Total project value:
£1800



What were the project aims and how did they address the ACE Goal?

To display our collection of craft and agricultural exhibits in a protective environment, and in an interesting and edifying way.

Please describe your project:

To remove old housings and displays, clean and conserve the exhibits, construct new display stands, and exhibit the artefacts in logical groups properly supported and protected.

What went well and were there any challenges (any top tips)?

The carpenter constructed the staging as we wanted, and within budget. It proved unfeasible to clean the exhibits and display them in new order whilst the museum remained open. We have just closed (31st October) and our volunteers are now actively engaged in this, ready for re-opening next spring.

How has your museum improved as a result of the project?

As the collection will be better protected, the artefacts should last indefinitely. We anticipate more people will be drawn to view them and understand them. Access will also be improved.

Small Grant Big Improvement 2014 - 15

Museum

Bridport Museum, Bridport

Project

On a (Shoe)String

Ace Goal 1 & 3

Excellence: Collection Care

Resilience: Financial

Sustainability



“Accessing the Sanctuary Collection via the new, clearly labelled storage boxes was delightful and so much easier/safer than the previous somewhat precariously ancient, adhoc system.”

**Nancy Clemance, Artist
working with the collection to
inspire a commission**

Volunteers involved: **6**

Volunteer hours: **291**

Grant award: **£1000**

Total project value: **£1250**

What were the project aims and how did they address the ACE Goal?

The overall aim of the project was to improve our collections care standards. In particular, to provide us much needed conservation resources, to undertake work which we hope will attract further funding, to make the collection more accessible, encourage future bequests, use this project as a tool for reviewing the existing collections and preserve the collection for the future.

Please describe your project:

The project focussed on the recent acquisition of the Sanctuary Rope and Net Collection, a comprehensive and large collection documenting the town's 800 year old rope and net industry. The project was designed to help us achieve better collections care standards by buying new storage solutions such as new conservation grade boxes, book cradles and weights to allow researchers to work with the collection, other equipment, and facilitating documentation. Several volunteers began making a full inventory of the collection, helping us start the process of making decisions about how to best use each part of the collection. We developed a rationalisation template which we have road-tested for its suitability. We digitised the photographic collection from this archive and have been making it accessible via our Flickr site for people to search.

What went well and were there any challenges (any top tips)?

We are very pleased with the improvements, in particular, that we now have acid free boxes for the objects in the collection. It looks a lot more professional too. This has also made the collection more easily accessible to an artist who is currently working on a contemporary commission inspired by the collection. One of the challenges was finding the right size storage boxes, because our stores are limited with space. We had to spend more on these than we originally thought as in the end they were made for us. It was definitely worth using the Conservation Development Officer's central purchasing scheme, saving us money and time looking for suppliers for the other materials.

How has your museum improved as a result of the project?

We have improved our collections care standards, helping to ensure things are preserved in better condition for longer. We have engaged volunteers in helping to improve standards, developing their skills. The collection is now more accessible, allowing us to encourage the public to use it as a resource. Because we now have a better knowledge of the collection, we are more easily able to identify important items that can be used for display in our redevelopment.

Small Grant Big Improvement 2014 - 15

Museum

Redruth Old Cornwall
Society Museum,
Cornwall

Project

Improvements to
registration and
documentation of
artefacts

Ace Goal 3

Resilience: Financial
Sustainability

"The whole project has been well worth the time and effort. The addition of this new documentation has set the standard for the future development of our Museum." **David Bennett, Archivist**

Volunteers involved: **0**

Volunteer hours: **0**

Grant award: **£950**

Total project value:
£1172

What were the project aims and how did they address the ACE Goal?

The project aims were to improve documentation procedures to Spectrum standards with the purchase of a new computer which was old and out of date, documentation software and a registration book.

Please describe your project:

Following the refurbishment of the archive storage area during the previous year, it became necessary to update the present museum record keeping system resulting in a more accurate form of administration for the collection.

What went well and were there any challenges (any top tips)?

Throughout the progress of the project we received valuable help and advice from Stephanie Meads, our Accreditation Adviser. She guided us through the choosing and ordering of items required and was always available when it came to understanding and filling in the forms. Consequently all aspects of the project have been completed with satisfaction

How has your museum improved as a result of the project?

The whole collection is in the process of being digitized and catalogued and those items not on display are now stored in easily accessible numbered boxes. The acquisition of the new documentation items certainly contributes to a more up to date and successful management of our artefacts.

Small Grant Big Improvement 2014 - 15

Museum

Watchet Market House
Museum, Somerset

Project

Oral History

Ace Goal 3

Resilience: Financial
sustainability



"Talking over old times and recording my memories was fun. It reminded me that Watchet was always full of character and characters and still is." **Pat Wilks**

Museum Steward

Volunteers involved: **6**

Volunteer hours: **150**

Grant award: **£1000**

Total project value: **£2000**

What were the project aims and how did they address the ACE Goal?

To record the memories of our older citizens, to encourage their involvement and that of the wider community in our museum. This ongoing project will make use of the archival material for display in the museum and provide the basis for future items for sale e.g. recordings of memories of childhood and the Home Front in WW2/ We envisage a compilation of these memories will be produced as a CD/book for sale in the museum and as a resource for local schools.

Please describe your project:

Training was provided for interested members of the Market House Museum and 6 members volunteered to carry out interviews as a result. Equipment was purchased when the grant was agreed, and interviews have taken place, with more planned. Editing of interviews already conducted are currently taking place (by volunteers and by a professional) and CDs are being produced. It is planned that a CD will be given to each interviewee and two retained for archival purposes.

What went well and were there any challenges (any top tips)?

Both the interviewers and the interviewees greatly enjoyed the experience of capturing their memories. The interviewees felt that their experiences were valued and some fascinating stories have emerged. There were lots of challenges, as none of the volunteers had been involved with sound recording before. Although the equipment is simple to use (for professionals) some difficulties arose for the volunteers. In hindsight we should have allowed more time for training with the recorder and interviewing techniques (though we had excellent written guidance from The Oral History Society local adviser). Members of the team have done some editing but we are currently employing a sound engineer as 'our expert' to fine tune the recordings. The sound engineer has also agreed a fixed fee to produce a CD about WW2 in Watchet for retail purposes in the museum.

How has your museum improved as a result of the project?

Active involvement by different members of the local community has made them more aware of their own museum in the town and stimulated their own families interest. The volunteers engaged in the project have learned new skills, which will enable the project to continue year on year. The project has the potential to improve retail sales and visitor numbers and help make the museum more resilient.

Digital Technology

Small Grant Big Improvement 2014 - 15

Museum

The Museum of Dartmoor Life,
Dartmoor

Project

Front of House Improvement
Project

Ace Goal 3

Resilience: Financial
Sustainability



"I have really enjoyed learning new research skills on the laptop. As I learn more about the area I have become more confident in 'selling' the museum as a good place for visitors to the area to start their holiday"

Robin Brindley, Volunteer & Trustee

Volunteers involved: **18**

Volunteer hours: **1320**

Grant award: **£903**

Total project value: **£1204**

What were the project aims and how did they address the ACE Goal?

The aim of this project was to purchase and use IT to improve and develop customer service and the museum's front of house operations which include visitor admissions, the museum shop and the provision of tourism information.

Please describe your project:

The context for the project was (a) improvements to the museum retail operation by implementing the recommendation of a Rapid Retail Assessment; (b) the museum taking over the provision of tourism information in the Okehamton area. A new laptop computer and colour printer were purchased for the front desk. The second element of the project was to purchase and install a digital frame in the museum entrance to display images relating the museum to Dartmoor, assisting the process of converting tourist information visitors using into becoming paying museum visitors. A digital people counter has been bought for the museum entrance to facilitate data collection about visitor numbers. This enables the museum to collate more accurate data related to new KPIs such as spend per visitor and tourism information to paying visitor conversion rates. The project was led by the Museum Manager and the treasurer (who is a trustee). The other participants were the volunteer shop manager and front of house volunteers.

What went well and were there any challenges (any top tips)?

The number of visitors to the museum has increased by some 20% this year and it is felt that the improved visitor information service, assisted by the new IT and volunteer training, is making a significant contribution to this. Currently the people counter and digital frame are now being trialed. Unexpectedly the museum has benefitted from a new set of photographs of the collection as pro bono work by a professional photographer who has recently moved to the area. These are being used with the digital frame. It should also be noted that by making use of retailers' sales and finding a more cost effective way of installing the people counter, it was possible to implement to this programme at considerably less cost than originally anticipated.

How has your museum improved as a result of the project?

Volunteers are better trained and have developed new skills and confidence, enhancing their experience and enabling the Museum Manager to make better use of volunteers' time. It has also contributed towards increasing volunteer recruitment and retention. The museum reception area/tourism information service appears more inviting and professional to visitors and ultimately has resulted in more fee paying visitors to the museum.

Small Grant Big Improvement 2014 - 15

Museum

Fairlynch Museum,
Devon

Project

Touch Screen
Computer

ACE Goals 2 & 3

Audiences: Audience
Development

Resilience: Financial
Sustainability

"The installation of the Touch Screen Computer is vital to the modernisation of the museum...as part of the redevelopment of the museums Geology display . Once completed the interactive display will enable us to present information in a more attractive and visitor friendly format."

**Nick Speare Digital
Development
Volunteer**

Volunteers involved: **4**

Volunteer hours: **40**

Grant award: **£2000**

Total project value:
£2500



What were the project aims and how did they address the ACE Goal?

The project aims to provide a modern interactive facility in line with the recommendations and objectives of the Jurassic Coast Museum Partnership and the ACE Goal. It will enable us to digitise information and present it in a more visitor friendly manner. This installation is in line with the museums Forward Plan and our Digital Engagement policy

Please describe your project:

The project aims to provide visitors with a digital display facility. This will enable us to show the geology, archaeology and natural environment of the area in a detailed, interesting and interactive manner thereby enhancing our visitors appreciation and understanding of the Lower Otter Valley. This has allowed us to remove the folders which were in the room that were rarely used by visitors. Putting the information in a digital format will make it more accessible to visitors.

What went well and were there any challenges (any top tips)?

The design, production and installation went well. The development of the software I anticipate will be a challenge....but this remains to be seen.

How has your museum improved as a result of the project?

The installation provides visitors with a modern display facility and demonstrates our commitment to developing the museum as a vibrant visitor attraction for the community.

Small Grant Big Improvement 2014 - 15

Museum

Thornbury and District
Museum, Thornbury

Project

Moving Towards a Digital
Engagement Strategy –
developing a new website

Ace Goal 3

Resilience: Financial
sustainability



“The new website seems much more attractive and up-to-date in style than the old website... There are lots of interesting pictures and it has a friendly, inclusive feel to it. It is easy for the user to follow the links to items of particular interest.”

**Les Harper, Chairman of
Olveston Parish Historical
Society**

Volunteers involved: **10**

Volunteer hours: **120**

Grant award: **£1750**

Total project value: **£2200**

What were the project aims and how did they address the ACE Goal?

As a result of analysis we concluded that the museum’s web presence did not reflect the experience of actually visiting the museum – which is welcoming, friendly, full of wonderful images and objects, responsive, flexible and interactive. The project aims, therefore, were: To sustain and develop our audience, by improving our ability to communicate effectively and engage in dialogue with users and potential users of the museum. To increase our financial resilience, by offering a more professional platform for the promotion of income-generating schemes, activities and products.

Please describe your project:

We drew up a development brief which aimed to ensure that any website we commissioned would be able to encompass our answers to these questions. Using a Wordpress theme, we worked with our web developer to customise the website to our own requirements, with the capacity to add features as we are ready to use them. We tried to ensure that the website was an accurate reflection of the real museum. We are currently getting to know and refining the new website. We plan to move forward digitally a step at a time, starting with blogging.

What went well and were there any challenges (any top tips)?

Spending time and care on the website development brief ensured that we did not keep thinking of new elements which had not been considered. Finding a web developer who was technically competent, easy to communicate with and calm and friendly was a real boon. Looking at other websites which worked well was a source of good ideas. We had one main person working with the web developer in the first instance so that he wasn’t receiving instructions/suggestions from all sides. This seemed to work well. Once the structure was set up, populating the site with content (finding appropriate images and composing suitably pithy text) often took longer than expected.

How has your museum improved as a result of the project?

A new website, with a robust, user-friendly content management system, designed to accommodate current and foreseeable needs, usable by multiple administrators and editors, with the capacity to embrace social media, will – we hope - allow us to communicate more professionally with our users and ensure that our real world profile of strong community engagement is matched by our online profile.

Small Grant Big Improvement 2014 - 15

Museum

Frenchay Village Museum,
South Gloucestershire

Project

CCTV Security System

Ace Goal

Goal 3

Resilience: Financial
sustainability

"Having an up to date security system makes me feel a lot happier now that the museum is rather isolated due to the closure of the hospital."

Carol Thorne - Trustee

Volunteers involved: **3**

Volunteer hours: **60**

Grant award: **£1350**

Total project value: **£1818**

What were the project aims and how did they address the ACE Goal?

The closing of Frenchay Hospital ended the 24 hour security presence and fire alarm which protected the museum. The new alarm system is a dial up system enabling a rapid response to any alarm. The extra window grills are a visible sign to would be intruders that the museum is well protected. The installation of CCTV provides extra reassurance for the volunteer custodians who cover the regular opening hours.

Please describe your project:

The museum, which is sited within the grounds of Frenchay Hospital, has lost its security coverage - security patrols, alarm call out and site CCTV, when the hospital closed at the end of May 2014. The museum is in the final stages of purchasing the building they currently lease from the NHS trust. The immediate issue was to address the museum's security. A security advisor visited the museum and advised on the most suitable security system. The trustees obtained quotes for a new alarm dialer, a 3 camera CCTV system and 5 window grills. This fits in with the Forward Plan which has one of the key aims of securing a long term premises for the museum. Without proper security the collections and business continuity of the museum was at risk and thus the sustainability and resilience of the museum were compromised.

What went well and were there any challenges (any top tips)?

The system was installed and, after a few teething problems, took over from the hospital's security system. Volunteer custodians were kept informed of what was happening and how the installation of CCTV would provide extra security for them as visitors are free to look around and custodians are not present in every room.

How has your museum improved as a result of the project?

With the closure of Frenchay Hospital the Museum's 24 hour security has finished. The museum is one of the few occupied buildings on the site while the old buildings are demolished prior to the building of a large housing estate. The fitting of 5 new window grills makes the museum secure against casual vandalism. The installation of the new alarm dialer provides a robust system for the detection of any intruders. The CCTV provides additional security both when the museum is open and closed. Volunteer custodians appreciate the security it gives them. The CCTV is also part of the Museum's Child Protection strategy.

Branding and Marketing

Small Grant Big Improvement 2014 - 15

Museum

Bradford on Avon
Museum,
Bradford on Avon

Project

Bradford on Avon
Museum Prospectus
Ace Goal 3

Resilience: Financial
Sustainability

“Working with other volunteers, and alongside professionals who advised and encouraged us, has renewed my enthusiasm for our Museum and increased my confidence that the Museum has much to contribute to our community. This was only made possible by the funding we received from ACE.”

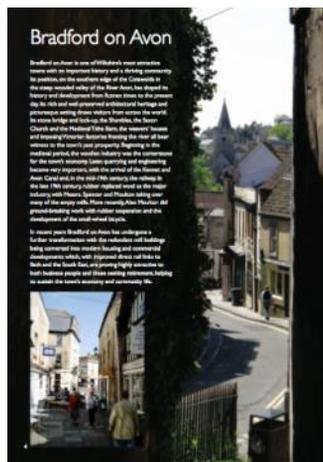
**Kate Turnbull,
Museum Trustee**

Volunteers
involved: **11**

Volunteer hours: **84**

Grant award: **£1500**

Total project value:
£2250



Museums matter



What were the project aims and how did they address the ACE Goal?

To produce a prospectus to act as an advocacy document for the Museum, raising the profile of the Museum in the local community, state the Museum’s ambitions for the future, and to set out our need for long-term security of premises.

Please describe your project:

We worked first with a Museum consultant who met with our volunteers to discuss and agree what should be included in the text, to agree the content headings, help focus our thoughts and firm up our ambitions for the future. The consultant then drafted the text for the document, and made suggestions with regard to images and diagrams that might be included. The volunteers then reviewed and commented on the text. This process was then repeated until all were happy with the text. The volunteers then pulled together images for the prospectus which were sent to a designer who created some design options. The volunteers selected a design, and the designer then worked up the full document in the chosen design, laying out the text and images. The designer then arranged for the prospectus to be printed.

What went well and were there any challenges (any top tips)?

As this project was something that had come out of our participation in the Sustainability pilot programme, there was a strong feeling of commitment to the project from everyone involved. Volunteers invested a lot of time in ensuring that the project was completed to a high standard. The volunteers took a detailed interest in the project, and this meant that getting a consensus of opinion on the text and later on the design, in order to provide consolidated feedback, was challenging at times.

How has your museum improved as a result of the project?

Our prospectus – the result of this project – has enabled the Museum to communicate more effectively with other local organisations (partners, potential partners, and influencers). It has allowed us to ‘set out our stall’ and to demonstrate our continued relevance in our community.

Small Grant Big Improvement 2014 - 15

Museum

Community Heritage Access
Centre, Yeovil

Project

Yeovil in Living Memory
Calendar 2015

Ace Goal 3

Resilience: Financial
Sustainability



“The occasional ‘bumping into’ a familiar face with an interest in local history has proven to be rewarding! This is especially true, when a photograph we had chosen, meets with ‘I remember when I was there’”.

**Joseph Lewis, Heritage
Information Assistant**

Volunteers involved: **0**

Volunteer hours: **0**

Grant award: **£2000**

Total project value: **£2500**

What were the project aims and how did they address the ACE Goal?

The project aim was to design and print 1000 *Yeovil in Living Memory* calendars to be distributed and sold in the run up to Christmas and New Year 2015. By the end of October over 300 calendars had already been sold. This has already secured the project for next year so we have achieved our goal of financial sustainability. Some of the profit from the calendar has already been spent on a dehumidifier for the store.

Please describe your project:

The project involved staff members at CHAC in the design phase, a contracted partner in the printing phase and District Council points of sales in the selling of the calendar, namely the Tourist Information Centre's and Yeovil market. The calendar has been advertised widely and is selling well. They have been taken to a food festival to sell, they will be sold at Yeovil market in November and December and have been sold at lectures as well as other events. A mailing list is being created with the purchase of each calendar and we have informed them of our events, for example when we were open for Heritage Open Day in September.

What went well and were there any challenges (any top tips)?

The design and printing of the calendar went very well. In previous years, volunteers have undertaken this task which has taken them over 8 months to do and was very time consuming for staff as well. Staff took one month to decide on photographs, text, checked drafts and then ordered it to be printed. One tip is to check the calendar dates in the draft, don't just assume they are right. Our first draft had 31 days in November. Also we are being allowed to have a pitch in the Christmas markets for free.

How has your museum improved as a result of the project?

CHAC has already had its environmental conditions for the objects improved with the purchase of a dehumidifier for the store. Our profile has been raised considerably within the local community and we have received some important donations from the public who have been made aware of our presence through the calendar. The public are realising that even though Yeovil does not have a museum, it has a place where historical objects and photographs can be stored and also seen.

Small Grant Big Improvement 2014 - 15

Museum

Glastonbury Abbey,
Glastonbury

Project

Building Signage

Ace Goal 3

Resilience: Financial
Sustainability

*“Good new signage,
easy to read and
understand.”*

**Rachel, Visitor from
Hereford, UK**

*“Looks very smart
outside and in.”*

**Nick, Season Ticket
Holder, Local Resident**

*“Bright and clear easy
to understand
symbols.”*

**Ingrid, Visitor from
Italy**

Volunteers involved: **0**

Volunteer hours: **0**

Grant award: **£1750**

Total project value:
£3388



What were the project aims and how did they address the ACE Goal?

To create a visually clear and attractive approach to the main ticket office building to attract more visitors into the museum, abbey ruins and shop and therefore increase our visitor income and contribute to our future sustainability.

Please describe your project:

We replaced the remaining old signage outside the gift shop and ticket office, and at the car park entrance to the abbey along with new orientation signage in the reception area. We also provided new information and 'What's On Today' boards to inform visitors of daily activities, exhibitions, events etc.

What went well and were there any challenges (any top tips)?

We worked well with the designer and sign producer who had worked with us on the previous phase of signage renewal. The key challenge was having to produce main signs very quickly in advance of a royal visit at 2 weeks notice! Fortunately the team had already agreed the content and design so the signs were designed, produced and up in time for the visit. This also meant that the signs had to be produced in 2 phases which created additional work.

How has your museum improved as a result of the project?

The new signs complement those provided in a previous SGBI grant and are all in the new branding style to project a consistent, welcoming and attractive image to visitors. The orientation signage is much clearer for visitors enabling them to find facilities such as the toilets and key parts of the site much more easily. The signs have been very well received by our visitors and welcome volunteers. In a year when group visits have dropped significantly due to the effects of flooding earlier in the year and changes of itinerary due to the new Stonehenge Visitor Centre we have managed to maintain numbers of individual and family visits.

Small Grant Big Improvement 2014 - 15

Museum

The Helicopter
Museum

Project

The Installation of
Large Scale Visitor
Information Boards

Ace Goal 2, 3 & 4

Audiences: Audience
Development

Resilience: Financial
sustainability

Leadership:
Organisational
sustainability

*"This signage has
utterly transformed
our museum entrance
and we can now
proudly display our
'product' to potential
visitors and
educational groups
alike."*

Elfan Ap Rees

**Museum Founder &
Chairman Of Trustee's**

Volunteers involved: **6**

Volunteer hours: **163**

Grant award: **£1000**

Total project value:
£1738



What were the project aims and how did they address the ACE Goal?

We wanted to clearly demonstrate what is on offer to visitors prior to disembarkation. This combined with the 'site tidy-up' already in progress will help us increase the museums generic visitor numbers over the coming years. This ties in with several strategic aims of the museum's forward plan.

Please describe your project:

A recent survey indicated that 10% of our visitors arriving by car actually turned around and left without entering the museum. To combat this museum volunteers have organized several large scale fund raising events to pay for a much needed facelift of the front approach. The uneven and pot hole riddled car park has been leveled and extended, unkempt bushes and borders have been removed and a lean-to building demolished. Fences have also been erected to screen rubbish bins and other working areas. However the initial problem still remained, the museum struggled to inform arriving visitors about the content of the museum and what they in turn would be able to see and do on their visit before they made the decision to turn away. To combat this, the museum, with the financial help of this grant has been able to erect a large professional information board on the approach to our car park informing visitors of the range of our collection and highlighting our main exhibits and regular activities.

What went well and were there any challenges (any top tips)?

After several proofs of the original chosen artwork it was decided that one long sign worked far better than 3 individual signs. The final design provided a more natural flow to the information and looked far more impressive than the early drafts. Both the local companies used took slightly longer than expected to complete their allocated work.

How has your museum improved as a result of the project?

The installation of our new visitor information board will have a significant effect on the external appeal of the museum and subsequently its visitor numbers over the coming years. We can now clearly demonstrate our offer to passers by and to potential visitors prior to disembarkation. This will allow us to grow our generic visitor numbers and thus increase income and investment. This in turn will enable the museum to explore future ideas to engage new audiences through the interpretation and visitor offer and allow us to move our business forward.