

A young man with glasses and a patterned shirt, and a young woman with long brown hair and a floral shirt, are looking at a display case in a museum. The display case contains a collection of small, round, light-colored cakes or pastries, each topped with a small red fruit or decoration. The background shows other museum visitors and various artworks on the walls.

South West Museum Development

# Annual Review

# 2019/20

south west  
museum  
development

ARTS COUNCIL  
ENGLAND

Supported using public funding by  
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ENGLAND**







# Programme summary

## Our Vision

Working together for diverse, inclusive and inspiring museums.

## Our Mission

We are museum and heritage development specialists working with the museum and heritage sector in the South West of England to effect positive and lasting change.

Together we create opportunities which build confidence and skills, encourage innovation, and celebrate our heritage and culture.

## Our 2018-22 Programme

- We provide development services for museums across the South West.
- Our work delivers on Arts Council England's outcomes as outlined in their strategy for 2020 – 2030 *Let's Create*:
  - Creative people
  - Cultural communities
  - A creative and cultural country
- Our work has been developed through extensive consultation with museums regarding their priorities.
- We deliver specialist services in audiences, collections, digital and volunteering alongside local support services and regional programmes.
- Our programme ensures that museums, no matter what their size or scope, can access professional expertise and opportunities to build their resilience.
- We are responsive; our programme adapts to support museums to navigate through challenges at local, national and global level.
- Our work is supported by Arts Council England as the national development agency for museums in England. We maximise our Arts Council grant through working in partnership to align existing and new funding opportunities for museums.

## What did the museum sector in the South West look like in 2019/20?

- 66% of museums in the South West are independent; 49% of these museums receive fewer than 10,000 visitors per year.
- There were 2,219,166 Adult visits and 306,132 Child visits to museums in the South West in 2019/20 generating £47.2 million in the regional economy. In addition to this, there were 371,974 visitors to National museums in the region.\*\*
- 7,955 volunteers supported museums in the region, which equates to 20% of all volunteers in England, contributing 651,200 hours and an economic value of volunteer hours of £8 million.

\*Data from Annual Survey of Museums 2020

\*\* DCMS figures

£679,378

has been invested in museums through our programme

211

museums have benefitted from our support during the year

£132,100

has been invested by local authority partners to enhance museum support through our programme

We have awarded

£44,598

in grants to support museum projects

98

museums have been supported to improve collections care

608

delegates attended our Museum Skills training

17

museums have been supported to develop their digital engagement

18

museums received in depth support to develop their audiences

15

museums have been supported with volunteering development engagement





### Exhibition Events:

5 November 14:00 – 15:30

Exhibition Families Day

November 2017 19:00 – 20:00

Press -

Modern Japan

here

November 2017 11:00 – 16:00

Textile Dyeing

– 19:30

Netsuke

Netsuke

Japan

on Fan

## Introduction

Museums have long been a stabilising force in our communities; they are familiar and frequented places. Yet they are also dynamic institutions, actively seeking and responding to the world around them. They are places for learning and fun, where we can create connection and thrive. Museums have faced many challenges in recent years, but South West Museum Development is uniquely placed to work with staff and volunteers alike to help them navigate through these new and unexpected challenges.

One of the ways South West Museum Development achieves this is by adding value and increasing the development opportunities available to museums in the South West. The securing of inward investment alongside the core Arts Council England grant enables the team to deliver an enhanced and diverse programme of support for museums.

Funding agreements with 18 Local Authorities supports the investment South West Museum Development makes in the local Museum Development Officer infrastructure providing valuable and locally specific development support for museums. Project funding secured from National Lottery Heritage Fund and The Baring Foundation through The British Museum has enabled the team to work closely with museums to make lasting and meaningful change from governance through to public engagement.

Our region's museums also receive access to specialist advice from regional officers in audiences, collections, digital and volunteering, helping museums to widen access, encourage participation and champion our heritage. This year also saw the team jointly develop and deliver additional opportunities for support, skills development and grants with regional and national partners including Arts Fundraising and Philanthropy, Collections Trust and the Group for Education in Museums.

2019/20 saw the release of Arts Council's new ten year strategy Let's Create which South West Museum Development will be responding to, moving forward. Museums are a vital and vibrant part of the cultural sector with the power to inspire and connect communities. Working together with museums the team will support the sector to respond ambitiously to the new strategy and the wider issues at play in society, along with their own unique circumstances.

Finally, little did we foresee the arrival of the Covid-19 pandemic in early March 2020 which has made such a significant impact on our lives, changing how we live and work. Our museums closed, and the long term impact on the cultural sector remains unknown. The only thing certain is that it will have a lasting impact. How we respond as individuals and collectively will ultimately determine our future. What our experience shows, from working with museums on their development for over 15 years is that we are a resilient sector, dedicated and committed to rising to the upcoming challenge of ensuring that museums are here for everyone now and in the years ahead.

**Jon Finch**

*Head of Culture and Creative Industries, Bristol Culture*

# Adding value to museums in the south west in 2019/20

## £44,598\* awarded in Grants to museums

£3,149 was paid in grants to museums participating in our NLHF *Rural Proofing Resilience Programme*.

£610 was awarded in travel grants to support attendance at conferences and events including *Why Museums Matter for Mental Health*, the Touring Exhibitions Group workshop on Tactile Access in Collections and the Group for Education in Museums (GEM) annual conference.

14 museums awarded £16,933 from our *Small Grant: Big Improvement* scheme. We know that a small amount of money can make a big difference to our museums. This funding enabled projects including workplace wellbeing programmes, collaborative marketing activity oral history projects, and supported income generation.

5 museums were awarded £22,906 from our *Development Fund* to support them with priority actions identified through our Business Diagnostic.

## 9 museums supported to improve organisational resilience

9 museums across Gloucestershire, Wiltshire and the West of England participated in our Business Diagnostic. The organisational health check tool is supported with a process including peer assessment and specialist consultancy support to assess organisational performance and identify key areas for development to enhance organisational resilience.

5 of these museums went on to receive £22,906 funding from our *Development Fund* alongside specialist support from our Thematic Officers to address their priority organisational development needs.

## 608 delegates participated in our training

48 delegates engaged in our Copyright Forum and Museum Volunteering Forum and were supported to delve deep into all things copyright and volunteering.

42 training opportunities for museums were delivered by SW Museum Skills. Highlights included our conference on *How Accreditation Can Power Your Museum to Success!* in celebration of the newly refreshed Accreditation Standard and our successful seminar on *Making the Creative Case for Diversity*.

5 museums were supported to *Banish the Backlog!* in partnership with Collections Trust. We partnered with the Group for Education in Museums (GEM) for their annual conference and tackled difficult topics with our *Hacking through the ethics of fundraising* with support from Arts Fundraising and Philanthropy.

## £115,000 secured in additional earned income... up 50% from the previous year and reinvested in supporting SW museums

Each year we strive to secure additional grant funding to build on our Arts Council England Museum Development Grant. This additional funding allows us to deliver more, deeper and bespoke programmes of development support for museums across the region.

21p for every £1.00 the value of additional grant income and contract earnings we generated in relation to our Arts Council England core grant.

## Additional Grant funded Project – Age Friendly Museums Network Hub

38 elderly residents.

9 staff across the care homes supported and participated in the sessions.

4 partner organisations.

4 resources were created and brought together in a project report sharing our learning including top tips.

3 university student volunteers helped facilitate the pop-up museum sessions.

3 care homes.

Supported by The British Museum and The Baring Foundation we became one of the national *Age Friendly Museums Network's Hubs* in piloting partnership projects to make museums better places for older, more vulnerable people. We worked with Glenside Hospital Museum to develop their existing outreach activity; a pop-up museum, and the Bristol Hub at the University of Bristol who run *LinkAges* a project to combat loneliness and social isolation in students by supporting them to volunteer and visit care home residents.

## Additional Grant funded Project – Rural Proofing Resilience

£241,800 funding was secured from National Lottery Heritage Fund in partnership with Cornwall Museum Partnership to deliver a programme supporting rural and coastal museums across Cornwall, Devon, Dorset and Somerset to improve their resilience. The programme of development support focused on audience development, marketing, governance, finance and fundraising.

£110,000 of South West Museum Developments' funding was aligned to the NLHF funded project.

196 people engaged in the *Rural Proofing Resilience Workshops*.

14 museums participants supported with in-depth mentoring, skills development.

7 *Rural Proofing Resilience* participant museums benefited from our SW Visitor Insights programme.

## SW Visitor Insights

3,385 visitor surveys were captured during the project period enabling participant organisations to plan effectively for future audiences.

10 cultural organisations supported to deliver a programme Audience Evaluation with as part of Torbay's Great Place Scheme.

South West Museum Development was contracted over two years to develop sustainable audience evaluation as part of a wider programme for Torbay Great Place by Torbay Development Agency. We delivered training, surveys and data evaluation to implement and develop a collective understanding of audiences and how they engage with local culture.

## Annual Survey of Museums

1,424 participating museum organisations from across 9 English regions.

58% of non-National Accredited museums engaged in the survey.

South West Museum Development created, and was contracted to implement, the Annual Survey of Museums across all English regions in England for 2018/19 engaging the highest number of museums to date. The high level of participation in the survey provides a valuable insight into museum operations and audiences across the country to create regional reports on the health of the sector.

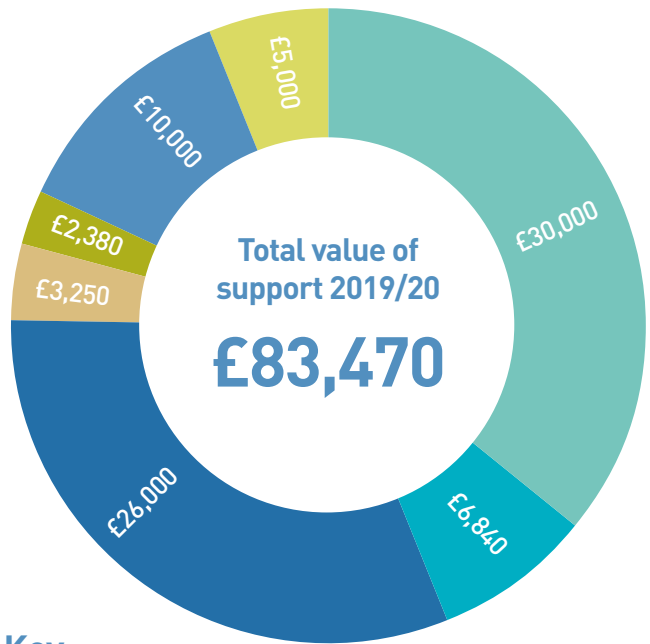
\*£1,000 committed in 2018/19 paid in 2019/20.





# Cornwall and Isles of Scilly

Accredited Museums	32
Museums formally Working Towards Accreditation	0
Museums in receipt of NPO or DCMS funding	8
Volunteer run Accredited Museums	12
Museums received support (Accredited)	25
Museums received support (Non-Accredited/ Formally Working Towards Accreditation Sites)	15

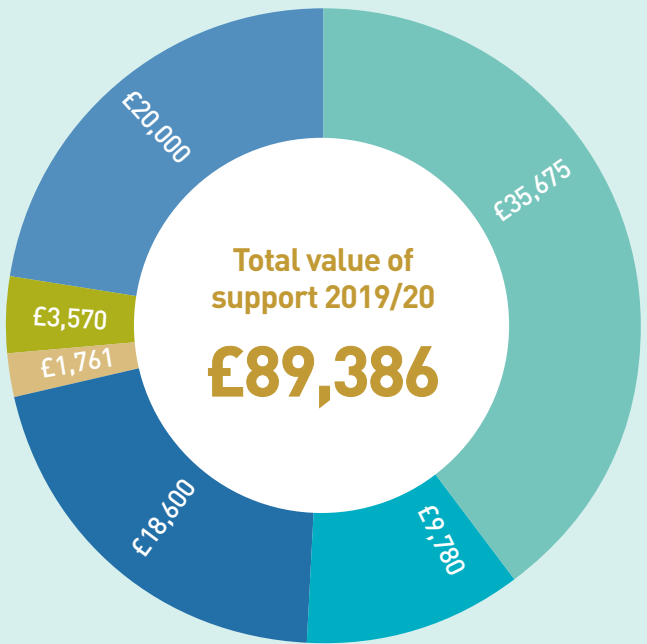


## Key

- MDO provision
- Thematic Development services
- Local Authority investment
- Awarded in grants
- Museum Skills Essentials (delegate places)
- Participated in externally funded projects
- Participated in externally funded projects (Non Accredited/ Formally Working Towards Accreditation Sites)

# Devon, Plymouth and Torbay

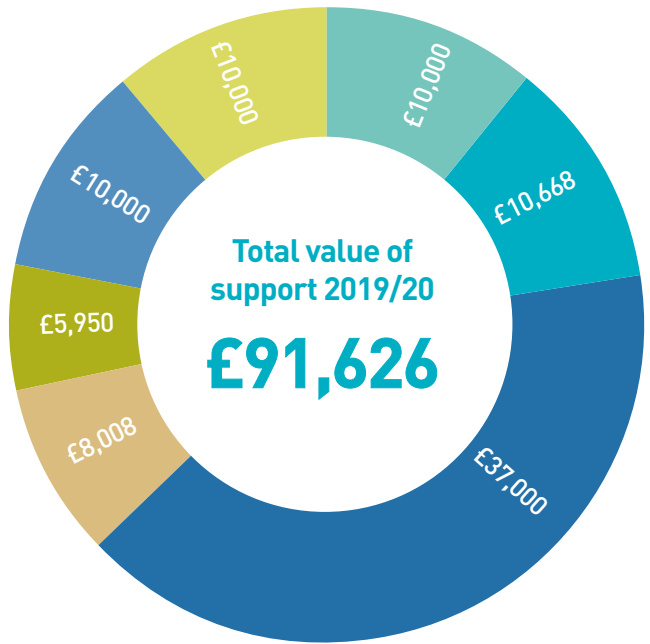
Accredited Museums	50
Museums formally Working Towards Accreditation	3
Museums in receipt of NPO or DCMS funding	5
Volunteer run Accredited Museums	19
Museums received support (Accredited)	31
Museums received support (Non-Accredited/ Formally Working Towards Accreditation Sites)	8





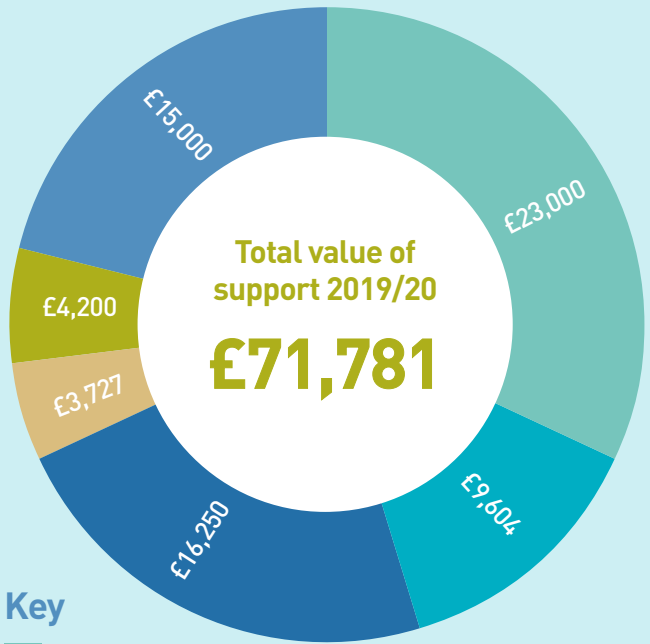
# Dorset, Bournemouth, Christchurch and Poole

Accredited Museums	28
Museums formally Working Towards Accreditation	3
Museums in receipt of NPO or DCMS funding	4
Volunteer run Accredited Museums	11
Museums received support (Accredited)	22
Museums received support (Non-Accredited/ Formally Working Towards Accreditation Sites)	4



# Somerset

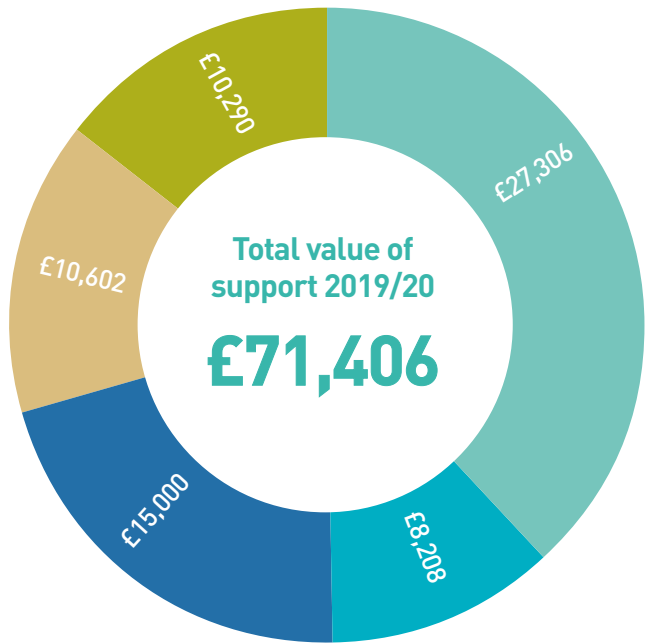
Accredited Museums	21
Museums formally Working Towards Accreditation	5
Museums in receipt of NPO or DCMS funding	1
Volunteer run Accredited Museums	11
Museums received support (Accredited)	19
Museums received support (Non-Accredited/ Formally Working Towards Accreditation Sites)	13



- Key**
- MDO provision
  - Thematic Development services
  - Local Authority investment
  - Awarded in grants
  - Museum Skills Essentials (delegate places)
  - Participated in externally funded projects
  - Participated in externally funded projects (Non Accredited/ Formally Working Towards Accreditation Sites)

# Bath, Bristol, South Gloucestershire and Swindon

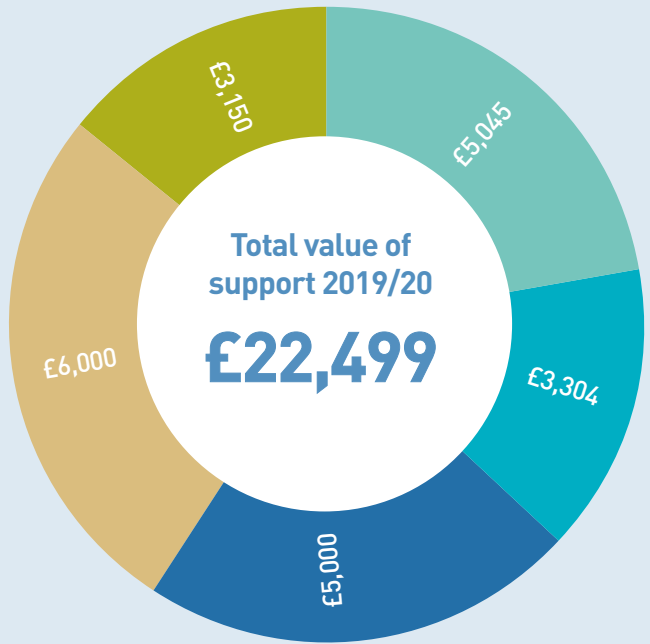
Accredited Museums	33
Museums formally Working Towards Accreditation	5
Museums in receipt of NPO or DCMS funding	6
Volunteer run Accredited Museums	7
Museums received support (Accredited)	26
Museums received support (Non-Accredited/ Formally Working Towards Accreditation Sites)	12





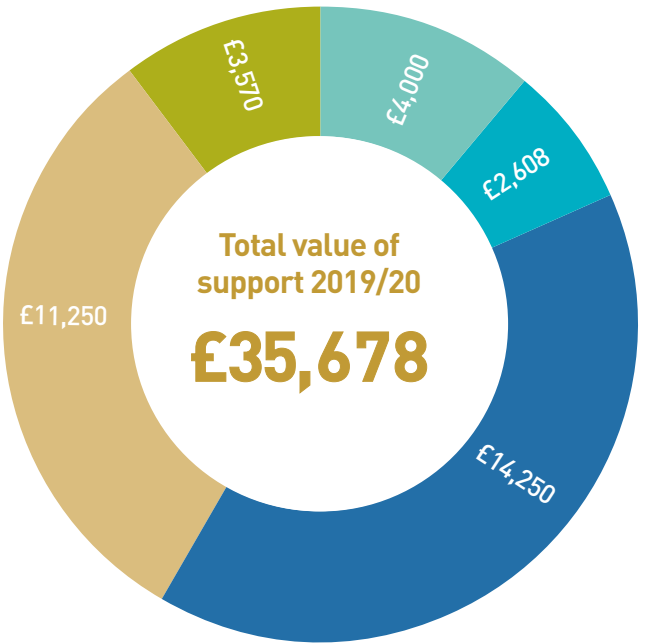
# Gloucestershire

Accredited Museums	23
Museums formally Working Towards Accreditation	0
Museums in receipt of NPO or DCMS funding	0
Volunteer run Accredited Museums	7
Museums received support (Accredited)	16
Museums received support (Non-Accredited/ Formally Working Towards Accreditation Sites)	2



# Wiltshire

Accredited Museums	20
Museums formally Working Towards Accreditation	3
Museums in receipt of NPO or DCMS funding	2
Volunteer run Accredited Museums	6
Museums received support (Accredited)	14
Museums received support (Non-Accredited/ Formally Working Towards Accreditation Sites)	4



**Key**

- MDO provision
- Thematic Development services
- Local Authority investment
- Awarded in grants
- Museum Skills Essentials (delegate places)



Image courtesy of Aerospace Bristol



# Financial Overview

## 1 April 2019 – 31 March 2020

Income	£
Arts Council England Museum Development Grant	565,474
Local Authorities	39,600
Museum Development provider Annual Sector Data Contract	34,800
Other contract income	15,580
Other grant income	59,481
Other income	4,655
<b>Total income</b>	<b>719,590</b>

**Notes:** \*Includes £35,030 Museum Development Grant carried over from 2018/19.

Expenditure	£
£267,126 was invested in our network of MDOs including £132,100 contributed by local authorities. MDO provision in mid-Devon is directly funded by the local authority and not included in this figure.	32,600
South West Museum Development investment in Museum Development Officers and network	138,510
Audience Development	44,290
Conservation and Collection Care	49,305
Digital Engagement	38,525
Volunteering Development	41,973
Programme Management and Accreditation support	108,184
Regional Project Coordination	44,567
Regional Communications	10,993
Workforce and Skills	45,759
Small Grant: Big Improvement Scheme	17,933
Development Fund	22,906*
Project and travel grants	3,864
External Projects and Contract Expenditure	79,969
<b>Total Expenditure</b>	<b>679,378</b>
<b>Balances carried forward</b>	<b>40,212</b>
<b>TOTAL</b>	<b>719,590</b>

**Notes:** \*£22,906 committed in 2018/19 paid in 2019/20.

# Support

Thank you to the following for their financial and other contributions to the programme in 2019/20:

**Arts Council England**  
**Arts Fundraising and Philanthropy**  
**Bristol City Council**  
**Exeter City Council**  
**National Heritage Lottery Fund**  
**The British Museum**

Thank you to these partners for collaborating with us to bring national expertise and support into the region:

**Arts Council England Arts**  
**Fundraising and Philanthropy**  
**Collections Trust Group for**  
**Education in Museums (GEM) Kids in**  
**Museums Touring Exhibitions Group**

We would like to thank the following Local Authorities, who we established Memorandums of Agreements with. They support museum development provision at a local level, either directly or through a financial contribution to the programme:

**Bath and North East Somerset Council**  
**Bournemouth, Christchurch & Poole Council**  
**Bristol City Council**  
**Budleigh Salterton Town Council**  
**Cornwall Council**  
**Dorset County Council**  
**East Devon District Council**  
**Gloucester City Council**  
**Mid Devon District Council**  
**North Devon District Council**  
**Somerset County Council**  
**South Gloucestershire Council**  
**South Somerset District Council**  
**Sidmouth Town Council**  
**Stroud Council**  
**Torbay Council**  
**Torridge District Council**  
**Wiltshire Council**

We are grateful to the following organisations which made in-kind contributions towards the South West Museum Skills programme, including venues and speakers in 2019/20:

**Bristol Culture**  
**Cornwall’s Regimental Museum**  
**Dorset History Centre**  
**Holst Birthplace Museum**  
**Midlands Art Centre**  
**Museum in the Park**  
**No.1 Royal Crescent**  
**Perranzabuloe Museum**  
**Poole Museum**  
**Portland Museum**  
**Real Ideas Organisation**  
**Somerset Heritage Centre**  
**The Box**  
**The Salisbury Museum (Wessex Partnership)**  
**Weston Museum**  
**Weymouth Museum**

**We are extremely grateful to all those who work in and run the hundreds of museums across the south west for engaging with the programme in 2019/20. We would also like to pay tribute to all the volunteers who contribute their skills, time and passion which underpin the vitality of many museums across the region.**



It would not be possible to engage with and support so many museums in 2019 –20 without the dedicated team of people delivering South West Museum Development across the region.

**Thematic Officers:**

**Rachel Miller** *Audiences and Insights Officer*

**Helena Jaeschke** *Conservation Development Officer*

**Rachel Cartwright** *Digital Engagement Officer*

**Eleanor Moore** *Sustainable Volunteering Officer.*

**Museum Development Officers:**

**Alex Gibson** *Museum Development Officer for Bath and North East Somerset and Swindon*

**Jason Finch** *Museum Development Officer for Bristol, Gloucester and South Gloucestershire*

**Bryony Robins** *Museum Development Officer for Cornwall*

**Vicky de Wit** *Museum Development Officer for Dorset, Bournemouth and Poole*

**Susan Eddisford** *Museum Development Officer for East and West Devon and South Hams*

**Pippa Griffith** *Museum Development Officer for Mid Devon*

**Alison Mills** *Museum Development Officer for North Devon and Torridge*

**Victoria Harding** *Museum Development Officer for Plymouth and Torbay*

**Rachel Bellamy** *Museum Development Officer for Somerset*

**Heather Perry** *Museum Development Officer for Wiltshire.*

**Central Team**

**Victoria Harding** *Programme and Projects Manager*

**Roz Bonnet** *Programme and Projects Officer*

**Abigail Millican** *Programme Coordinator*

**Rowan Whitehouse** *Data and Research Assistant*

**Vicky Dawson** *Technical Accreditation Advisor*



We are extremely grateful to all those who work in and run the hundreds of museums across the south west for engaging with the programme in 2019/20. We would also like to pay tribute to all the volunteers who contribute their skills, time and passion which underpin the vitality of many museums across the region.

Allhallows Museum, Arundells, Arnos Vale Cemetery Trust, Axminster Heritage, Bampton Heritage & Visitor Centre, Bath Abbey, Bath Medical Museum, Bath Royal Literary & Scientific Institution, Beaminster Museum, Blake Museum, Bodmin Town Museum, Bournemouth Natural Science Society, Brixham Heritage Museum, Bruton Museum, Budleigh Salterton Arts Centre & Museum, Burton Art Gallery & Museum, Clark's Shoe Museum, Clevedon Pier, Coker Rope & Sail CIO, Combe Martin Museum, Corfe Castle Museum, Corinium Museum, Cornwall's Regimental Museum, Court Barn Museum, Cricklade Historical Society, Dartmouth Museum, Dartmoor Prison Museum, Dawlish Museum, Dean Forest Railway Museum, Devonshire Collection of Period Costume, Dr Jenner's House, Museum & Garden, Edwin Young Collection, Elliott's Shop, Falmouth Art Gallery, Bath Postal Museum, Fleet Air Arm Museum, Fowey Museum, Bath Preservation Trust, Frome Heritage Museum, Gauge Museum, Geevor Tin Mine, Gillingham Museum, Gloucester Life Museum, Gold Hill Museum & Garden, Grampound with Creed Heritage Centre, Great Torrington Museum, Harvey's Foundry Trust (Hayle Heritage Centre), Helicopter Museum, Hestercombe House & Gardens, Holst Birthplace Museum, Holsworthy Museum, Isles of Scilly Museum, Keep Military Museum, Kelmscott Manor, King Edward Mine, Kingsbridge Cookworthy Museum, Kingswood Heritage Museum, Lawrence House Museum, Lyme Regis Philpot Museum, Lyn & Exmoor Museum, Market Lavington Museum, Mevagissey Folk Museum, Milborne Port Museum Society, Minehead Museum, Museum of Barnstaple & North Devon, Bristol Aerospace Centre, Bristol Museum & Art Gallery, Museum of Dartmoor Life, Museum of Somerset, Museum of Witchcraft, National Trust – Alexander Keiller Museum, National Trust – Antony House, National Trust – Arlington Court, National Trust – Clevedon Court, Bristol's Blaise Castle House Museum, National Trust – Snowhill Manor, Newton Abbot Town & Great Western Railway Museum, Clifton Suspension Bridge Visitor Centre, Old Guildhall Museum & Gaol, Ottery St Mary Heritage Museum, Padstow Museum, Penlee House Gallery and Museum, Penryn Museum, Perranzabuloe Folk Museum, Pewsey Heritage Centre, Plymouth City Museum and Art Gallery, Porthleven Museum, Predannack Anti-aircraft Battery Museum, Purbeck Mineral and Mining Museum, Radstock Museum, Fashion Museum, Frenchay Village Museum, Redruth Old Cornwall Society Museum, Glenside Hospital Museum, Royal Signals Museum, Holburne Museum, Saltash Heritage, Science Museum Wroughton, Sherborne Steam and Waterwheel Centre, Sidmouth Museum, Somerset and Dorset Railway Heritage Trust (Midsomer Norton), Somerset and Dorset Railway Trust (Washford), Somerset Military Museum, South Devon Railway Museum, St Agnes Parish Museum, St Ives Museum, Stuart House Heritage, Swanage Museum, Telegraph Museum Porthcurno, The Bill Douglas Cinema Museum, The Leach Pottery, The Old Sardine Factory Heritage Centre, The Rifles Berkshire and Wiltshire Regiment Museum, The Shipwreck and Heritage Centre, Thelma Hulbert Gallery, Wareham Town Museum, Watchet Museum, Wells and Mendip Museum, West Coker Rope and Sail Trust, Westonzoyland Pumping Station Museum, Whimble Heritage Centre, Wincanton Museum, Winchcombe Folk and Police Museum, National Trust – Killerton House, National Trust – Stourhead, Nature in Art, Portland Museum, Portmellon Fishing Museum, Martin Parr Foundation, Salisbury Museum, Sherborne Museum, Somerset Rural Life Museum, Museum of Bath Architecture, The Castle Heritage Centre Bude, Tiverton Museum of Mid Devon Life, Topsham Museum, Wadebridge & District Museum, Museum of Bath At Work, Weston Museum, Wotton Heritage Centre, Haynes International Motor Museum, Museum of Bath Stone, Athelstan Museum, Museum of Computing @ Swindon, Museum of East Asian Art, Blandford Fashion Museum, Blandford Town Museum, Bridport Museum, National Trust – Heelis, No 1 The Royal Crescent, Chard and District Museum, Cheltenham Art Gallery and Museum, Chippenham Museum and Heritage Centre, Railway Cottage Museum, Coldharbour Mill Working Wool Museum, Ralph Allen Corner Stone, Community Heritage Access Centre, Crewkerne and District Museum, Crofton Pumping Station, Dean Heritage Museum, Devon & Exeter Medical Society Collection at St Nicholas Priory, Dingles Fairground Heritage Centre, Dorset County Museum, Glastonbury Abbey, Richard Jefferies Museum, Helston Museum, Roman Baths Museum, Ilfracombe Museum, Jet Age Museum, King John's Hunting Lodge (Axbridge and District Museum), Royal West of England Academy, Liskeard and District Museum, Lostwithiel Museum Association, Minehead Museum, Museum In The Park, SS Great Britain, Museum of British Surfing, STEAM - Museum of the GWR, Museum of Gloucester, National Maritime Museum Cornwall, Newlyn Art Gallery and Exchange, Nothe Fort, Poole Museum, REME Museum, Royal Albert Memorial Museum, Royal Artillery Museum, Royal Cornwall Museum, Russell-Cotes Art Gallery and Museum, Shaftesbury Abbey Museum, Swindon Museum and Art Gallery, Sturminster Newton Museum & Mill, Swanage Railway Trust, The American Museum & Gardens, Teign Heritage, Tetbury Police Museum, Tewkesbury Museum, The New Room, Thornbury and District Museum, The Priest House Museum and Garden, University of Bristol Theatre Collection, Torquay Museum, Torre Abbey Historic House and Gallery, Totnes Elizabethan House Museum, Trowbridge Museum, Victoria Art Gallery, We The Curious, Weymouth Museum, Wheal Martyn Museum, Wiltshire Museum, WWT Slimbridge Wetland Centre, Yate & District Heritage Centre.



## For more information contact:

**Victoria Harding, Programme Manager**

[victoria.harding@bristol.gov.uk](mailto:victoria.harding@bristol.gov.uk)

South West Museum Development  
Bristol Museum & Art Gallery, Queens Road, Bristol BS8 1RL

**0117 922 4653**



[www.southwestmuseums.org.uk](http://www.southwestmuseums.org.uk)



[@swmuseums](https://twitter.com/swmuseums)

## Documents available in other formats

If you would like this information in another language, Braille, audio tape, large print, easy English, BSL video or CD rom or plain text please contact: 0117 922 4653.

