

<b>Subject:</b>	Museum, Arts and Local Studies Service (MALS)
<b>Reason for briefing note:</b>	Service update
<b>Responsible officer(s):</b>	Suzie Parr
<b>Senior leader sponsor:</b>	Chris Joyce
<b>Date:</b>	26 <sup>th</sup> October 2020

## SUMMARY

Suzie Parr- Museum and Arts Team Leader

Stephanie Lewis- Museum, Arts and Local Studies Officer (Projects)

Louisa Knight- Museum, Arts and Local Studies Officer (Collections)

Sharing of MALS Service annual reports and update on service since the Pandemic.

## 1 BACKGROUND

1.1 The Museum, Arts and Local Studies covers:

- Running an Accredited museum within the Guildhall.
- Managing three museum stores caring for our collection.
- Curating exhibitions at six libraries across the borough and the Town Hall.
- Managing touring exhibitions across the borough and neighbouring areas.
- Managing loans out in the community example Maidenhead Rowing Club, Taplow Court and Berkshire Yeomanry Cavalry Museum.
- Providing a comprehensive enquiry service for residents and visitors.
- The team provide the statutory local studies service for libraries and resident services, caring and adding to a unique collection at Maidenhead, Windsor and Ascot.
- Providing support for arts and heritage organisations through networking events and grants.
- Promoting culture, heritage and arts through events, talks, walks, exhibitions and plaques.
- A comprehensive online presence through our website, YouTube, Twitter and Facebook.

## 2 KEY IMPLICATIONS

As a result of the museum closure and loss of income this year. The service needs to:

- 2.1 Review its current model of delivery with the guildhall and across the borough including opening hours
- 2.2 Highlight new income opportunities
- 2.3 Highlight the service as a resource and embed within the wider council's aims and objective, engaging new audiences with the service.

## 3 DETAILS

3.1 As a service:

- We promote and develop opportunities for residents of all ages to improve their physical and mental health, with exhibitions, walks, talks, events and volunteer opportunities.
- We improve the council's cultural offer sharing stories beyond the castle walls and encourage visitors to stay longer and spend more in the town.

- We provide formal and informal activities for children throughout the year, particularly during school holidays for families.
- We work with teachers to ensure high-quality educational activities that are accessible to all.
- We work with care professionals to enable older residents and vulnerable adults to engage with our collection with specialised outreach and museum visit times.
- We encourage residents to take interest in their neighbours by sharing our rich diverse history through events, talks, exhibitions and online.
- We support other services throughout the borough through partnership working, researching and offering external funding opportunities.
- We work with arts and culture facilities such as Norden Farm in Maidenhead and The Old Court in Windsor.
- We provide a comprehensive online offer developing education videos on our collection available on YouTube and digitising our collection for all.
- We provide key resources of information and lead on research for Black Lives Matter as well as actively collect stories from residents during covid-19.
- The Collection started in 1951 for an exhibition for the Festival of Britain in the Guildhall and Her Majesty the Queen opened the museum in its permanent home in 2011 at the Guildhall.
- The current location of the museum was offered because the space wasn't being utilised.
- The collection is rich in local history and tells the story of the whole borough beyond the castle walls with over 13,000 objects in the collection given mostly by residents for the purpose of display.

#### **4 RISKS**

- 4.1 The museum closed in March 2020. As a result of the covid-19 pandemic
- 4.2 As a result of closure, the museum's main source of income was lost. There is a need to diverse income and audiences for the service
- 4.3 87% of the operating budget is staff costs. We provide a highly skilled team with over 110 years of experience collectively from six team members (4fte).

#### **5 NEXT STEPS**

- 5.1 Report to the panel on external consultation in January
- 5.2 Update and share policies in January