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| Report Title: | Museum and Tourist Information Centre |
| Contains Confidential or Exempt Information? | No - Part I |
| Meeting and Date: | Communities O&S Panel, 15 February 2021 |
| Responsible Officer(s): | Chris Joyce, Head of Infrastructure, Sustainability and Economic Growth |
| Wards affected: | All |

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REPORT SUMMARY

1. Currently, the museum and tourist information centre in Windsor are closed due to the pandemic. As part of the draft budget for 2021/22 there are proposals to reshape the face-to-face services. This paper outlines the proposals and what they are trying to achieve.
2. It provides the opportunity for panel members to ask questions and make suggestions on the future development of the service.

1. DETAILS OF RECOMMENDATION(S)

RECOMMENDATION: That Communities Overview and Scrutiny Panel:

- i) *Notes the report and provides any suggestions for the future development of the services*

2. REASON(S) FOR RECOMMENDATION(S) AND OPTIONS CONSIDERED

- 2.1 This report is for information to assist the O&S panel in understanding the proposals to reshape the Museum and Tourist Information Centre. It also provides the opportunity for the panel to ask questions and make suggestions on the future development of the services.

3. Background

- 3.1 The Borough currently operates a museum and tourist information centre in Windsor. The museum is located within the ground floor of the Guildhall and the Information Centre is in Windsor Royal Station. Both facilities are currently closed as a result of the pandemic.
- 3.2 In normal times the museum would open Tuesday to Saturday 1000-1600 and on Sunday from 1200-1600. Mondays are reserved for booked educational groups. The museum is run by the team of Museum, Arts and Local Study Officers working closely with a team of volunteers. The tourist information centre would normally open Thursday to Monday 1000-1600, and is run by the Information Centre Manager and a team of Information Assistants.

- 3.3 Within the draft budget for 2021/22 there are proposals to change the operation of both services to reduce the costs of the face to face elements. The proposals would deliver a saving of £85k to the museum and tourist information centre budgets. This saving is expected to be delivered by operating both services from a shared facility in the Guildhall with reduced operating hours, based on the hours when demand is highest.
- 3.4 During the pandemic whilst both facilities have been closed, it has provided an opportunity for the teams to explore other forms of engagement. Both teams have done a great job in reaching people through social media, podcasts and enhancing the online and digital offer for both services. The museum has run outdoor exhibitions and been able to explore alternative operating models. The learning from this time will be used in developing the new operating model.
- 3.5 Through the South East Museum Development Programme, and our local Museum Development Officer, we have been able to complete a Museum MOT to review the current service. We also recently ran a survey on the museum website (windsormuseum.org.uk) providing an opportunity to feedback on the future of the service. We have also been in discussions with our Museum Development Officer and the Arts Council.
- 3.6 The changes to the operating model are intended to help to reduce the time spent by the museum team operating the front of house service. This will generate more time for officers to spend developing outreach programmes and projects and ensuring compliance Accreditation (museum professional standard). The combined service will also be able to explore new revenue streams to support investment in the service.

4. Next steps

- 4.1 A project team has been established to develop the detailed proposals for the future service, the scope of this work is expected to include:
- Space planning and physical layout for the new facility.
 - Operating model, including opening hours and team responsibilities.
 - Systems and IT to support the new facility.
 - Opportunities for future revenue generation.
- 4.2 The details of the proposals can be presented at a future panel meeting once they are fully developed.

5. Appendices

- 5.1 This report has no appendices.