

# SUPPLEMENTARY ACTION PLAN

**KEY AIMS 2022/6**



Abingdon county Hall Museum

## Key Aim 1

**To improve physical access to the County Hall and the Museum displays.**

- **Plan a new lift facility to provide access to the upper floors or the first floor only.**

**ACTION:** Commission architect and heritage consultant.

**TIMESCALE:** November 2021.

**PERSONNEL:** Museum Manager.

**COST:** £13,000

- **Obtain permission from Historic England for installation of a lift.**

**ACTION:** Create feasibility study, obtain pre-planning advice from planning authority, submit planning application.

**TIMESCALE:** End of February 2022 pre-planning submission complete. Expected response March/April 2022. Planning application based on advice submitted November 2022.

**PERSONNEL:** Museum Manager.

**COST:** £30,000

- **Secure the funding for building a lift facility, potentially by applying for grants.**

**ACTION:** Explore options and research funding sources, July 2022. Make funding application April 2023 pending successful planning permission. Work with Abingdon Museum Friends (AMF) to raise funds from diverse sources such as local business and private donors. Create fund raising activities in collaboration with AMF.

**TIMESCALE:** 2022 to 2023.

**PERSONNEL:** Museum Manager.

**COST:** not applicable

## Key Aim 2

**To widen the audience base of the Museum and attract those who currently do not engage with the Museum. To increase awareness of the Museum in the town and further afield, and to grow visitor numbers.**

- **Continue to participate in the Audience Champions project by conducting detailed visitor surveys, analyse the data and use it to inform future activities**

**ACTION:** Meet target survey numbers. Train staff in survey techniques and improve the target number of surveys completed.

**TIMESCALE:** November 2022.

**PERSONNEL:** Museum Manager, Collections Officer.

**COST:** not applicable

**• Engage with young people and work with them to make the Museum more attractive to them**

**ACTION:** Invite youth groups and schools to collaborate in digital projects and activities with emphasis on developing their own ideas for such.

**TIMESCALE:** April 2024.

**PERSONNEL:** Museum Manager, Collections Officer.

**COST:** not applicable

**• Build on existing training and knowledge and work to make the Museum a welcoming space for people with dementia and those with cognitive differences such as autism**

**ACTION:** Establish specific engagement opportunities designed to accommodate special needs and create suitable conditions for constructive experience of the collection and special exhibitions. Canvas opinion of groups' expectations and invite collaboration on scheduling new exhibitions and events.

**TIMESCALE:** November 2022.

**PERSONNEL:** Museum Manager, Collections Officer.

**COST:** not applicable

**• Use local media (print media and radio) to promote the Museum's exhibitions and activities**

**ACTION:** Consolidate relationship with local media to encourage ongoing coverage of exhibitions and events. Liaise with cultural organisations in Oxfordshire to build stronger media presence and links with Oxford's cultural schedule.

**TIMESCALE:** Ongoing

**PERSONNEL:** Museum Manager, Senior Museum Assistants.

**COST:** not applicable

**• Make the Museum's online presence more impactful by improving the website**

**ACTION:** Work with website developers to update existing structure of website in line with new trends and functionality.

**TIMESCALE:** Ongoing

**PERSONNEL:** Museum Manager, Community Services and Events Officer

**COST:** not applicable

**Key Aim 3**

**To take back the end room in the Attic for temporary exhibitions and establish a programme of exhibitions for the space**

**• Move the Town Silver back to Roysse Court once a suitable space is established there**

**ACTION:** Liaise with the Town Council about plans and schedules for establishing a silver cabinet at Roysse Court. Once available, move the silver collection.

**TIMESCALE:** Building of a new silver cabinet is anticipated for 2022. Silver move to be completed by end of 2022.

**PERSONNEL:** Museum Manager, Collections Officer, Town Council Property Officer

**COST:** not applicable

**• Generate ideas for changing displays in the Attic with an emphasis on the Museum's collections**

**ACTION:** Include Attic space in schedules for future exhibitions. Consider two parts to one exhibition or separate exhibitions with different timing to ensure a rolling programme of temporary exhibitions.

**TIME:** Include possibility of Attic space in exhibition schedules from 2023 onwards

**PERSONNEL:** Museum Manager and Collections Officer

**COST:** possible printing cost for a small number of panels for the Attic space; otherwise use will be made of existing materials

#### **Key Aim 4**

**To continue to provide workshop sessions for schools, family events, holiday activities and lectures linked to the history of Abingdon, local interest and the exhibition programme.**

- **Key into local, regional and national events like Heritage Day, Festival of Archaeology and ATOM Festival**

**ACTION:** After many events had to be cancelled or moved online during the Covid-19 pandemic, we aim to re-establish a programme of in-person events. Family craft events during half-term and holidays will resume at the Museum. The Museum will liaise with the organisers of Heritage Day and ATOM Festival to collaborate during these events.

**TIME:** Family craft sessions during half-term and holidays resume during 2022, with the first one due in February 2022. The Museum will keep in touch with the organisers of ATOM Festival and Heritage Day, which usually take place in the summer and early autumn respectively.

**PERSONNEL:** Museum Manager

**COST:** printing cost for publicity material (posters, flyers); cost for craft materials

- **Collaborate with other interest groups such as Friends of Abingdon, AAAHS and Geological Society on events, lectures and workshops**

**ACTION:** The Museum in discussions with the Friends of Abingdon about coordinating exhibitions or events for the Platinum Jubilee in 2022. Discussions are also ongoing with the AAAHS about collaboration on an exhibition.

**TIME:** Events/exhibitions for the Jubilee will take place in 2022. The exhibition in conjunction with members of the AAAHS is scheduled for summer 2023. Casual contact with local groups and individual working on the history and heritage of Abingdon is ongoing.

**PERSONNEL:** Museum Manager and Collections Officer

**COST:** not applicable

## **Key Aim 5**

**To develop the use of café space as an climate emergency café and educational resource. To explore alternative uses to create a dynamic and adaptable community space, not reliant on a single function**

- **Consider different options and elicit input from the Town Council and community groups**

**ACTION:** Create a license for use for One Planet Abingdon for a trial 12-month period to establish a Climate Emergency Centre. Establish contact and dialogue with community groups such as Abingdon Carbon Cutters, Damascus Youth Project and other groups to explore alternative or interfacing uses.

**TIMESCALE:** 2022 - 2023

**PERSONNEL:** Museum Manager

**COST:** £1,500

- **Maintain access to the other spaces in the basement, the toilets, Crossley Engine display, computer access point and Kempster Room**

**ACTION:** Work with existing user groups to increase availability and opening times, recruiting more volunteer help to sustain and increase use where possible in order to keep open public access to the basement.

**TIMESCALE:** 2022 - 2023

**PERSONNEL:** Museum Manager

**COST:** not applicable

## **Key Aim 6**

**To establish a computer access point to the collections in the basement to cater for visitors unable to access the upper floors without a lift.**

- **Install an up-to-date computer or touchscreen in the basement**

**ACTION:** An interactive touchscreen has already been acquired. This will be moved from the gallery to a basement location.

**TIMESCALE:** Install by end of 2022.

**PERSONNEL:** managed by Museum Manager and Collections Officer

**COST:** £2,800

- **Provide access to the eHive database and other content generated by the museum (digital albums, videos, audio content)**

**ACTION:** Determine content to be included. Install on computer/touchscreen. Ensure access to museum website/eHive is possible and access to other websites is blocked.

**TIMESCALE:** To be done at the same time as installation of the hardware. Completed by end of 2022.

**PERSONNEL:** Museum Manager

**COST:** Annual subscription to eHive

- **Conduct a project to improve eHive by putting all objects on display onto it**

**ACTION:** Assess which objects need to be added. Organise photography of the objects and catalogue them onto eHive.

**TIMESCALE:** Scoping exercise to be completed in 2022. Photography and cataloguing to be done during 2022/2023.

**PERSONNEL:** Collections Officer and Volunteers

**COST:** not applicable

- **Conduct a secondary project to include highlights from the reserve collections on eHive**

**ACTION:** Survey the collections and select objects for inclusion. Photograph and catalogue objects on eHive.

**TIMESCALE:** Survey and object selection to be done during 2023. Photography and cataloguing to be done during 2024.

**PERSONNEL:** Collections Officer and Volunteers

**COST:** not applicable

- **Assess the options to enable public access to the photo collections catalogue**

**ACTION:** Research technological solutions and available software which will create an online searchable catalogue accessible via the website. Weigh

up the pros and cons of the options. One option is to buy a website module for the internal Vernon database.

**TIMESCALE:** research of the options to be done during 2022.

**PERSONNEL:** Museum Manager and Collections Officer

**COST:** projected costs for taking the Vernon database online are one-off payments of £5,000 for the software and licence fee plus £1,650 for the set-up; ongoing costs are £1,660 annually for support contract and web hosting. Other options will be considered by the Museum.

### **Key Aim 7**

**To establish a digital strategy for the museum to make the digital component a consistent and structured part of the overall museum experience**

**• Establish a social media schedule to plan in advance for posts across Facebook, Twitter, Instagram and Pinterest**

**ACTION:** A social media schedule has already been used during 2021. Going forward we will continue to use it, enabling advance programming of social media posts to coincide with nationwide or worldwide events (Black History Month, Women's History Month etc.) and museum exhibitions and events.

**TIMESCALE:** This is already being implemented and the use of it will be ongoing.

**PERSONNEL:** Museum Manager, Senior Museum Assistant, other staff members.

**COST:** not applicable.

**• Participate in online challenges, themes and campaigns with other museums and heritage organisations (e.g. local history month), using popular hashtags to maximise visibility**

**ACTION:** Research regularly recurring hashtags, challenges etc. and add them to the social media schedule. Monitor social media to react to popular subjects as they arise.

**TIME:** This is already being implemented and will be ongoing.

**PERSONNEL:** led by Senior Museum Assistant, other staff members

**COST:** not applicable

• **Increase digital representation through online galleries, YouTube videos and audio tracks**

**ACTION:** Add online gallery of objects to museum website to be added to over time. Continue to produce YouTube videos of talks and events or relating to exhibitions. Explore the feasibility and desirability of providing audio only tracks.

**TIME:** online gallery to be added to website during 2022. Decide on whether to use audio tracks and start production during 2022.

**PERSONNEL:** Museum Manager, Collections Officer and Senior Museum Assistant

**COST:** Established budget line 4040/101

• **Invest in the technology to enable quality video production and live streaming**

**ACTION:** Procure equipment based on three quotations for digital equipment of equivalent specification.

**TIMESCALE:** December 2022.

**PERSONNEL:** Museum Manager, Collections Officer.

**COST:** £10,000