

# ALLERDALE HERITAGE SERVICE

## EDUCATION PLAN 2001/04

**This plan encompasses the Helena Thompson Museum, Workington; Keswick Museum and Art Gallery (hereafter ‘Keswick Museum’); and Maryport Maritime Museum.**

### 1. Introduction

This Plan reviews the current level of service provision offered by the Heritage Service, and identifies how this provision can be developed to meet the needs of both current and potential customers. The Plan will provide a measured and realistic development path for the next three years.

The Plan is for the Service as a whole, although the geographical spread of the heritage sites requires some site-based objectives to be adopted. In the same way, the Plan includes objectives that require existing partnerships with museums in the independent sector to be developed, in recognition of the enabling role that the Service has in the Borough.

### 2. Purpose of the Plan

The purpose of the Plan is:

- To review and evaluate where possible the current level of service provision
- To make specific recommendations for the development of the service
- To identify sources of funding to help enable these actions
- To outline priorities in terms of existing facilities and staffing

This Plan has resulted from an NWMS supported pilot project that has received funding from the DFEE. Education is a major priority for central government, as witnessed in the 1999 Green Paper ‘*The Learning Age: a renaissance for a New Britain*’.

### 3. Definitions

In the past ‘education’ in this sector was always understood to mean provision for school children. **This is no longer the case.** Education now includes a wide variety of services for a much broader range of audiences, both in the museums and in the community. Education is lifelong, and in this context museums can enable people to discover and develop new areas of interest, and increase their motivation to learn. Increasing access is an important part of this. Consequently this Plan takes into account all the areas of the Service which impact directly on customers, including such elements as exhibitions, retailing and group visits.

### 4. Strategic Context

- 4.1 2000/01 is the right time to review the educational services offered by the Heritage Service. Changes to the policy environment, both within the local authority and at regional and national level require the Service to refocus its priorities. The Service will be subject to a Best Value review in 2001/02, and has submitted an application for Registration Phase II to

*Resource: the Council for Museums Libraries and Archives.* This application will be considered in March.

- 4.2 Allerdale Borough Council's strategic vision for 2001/2 concentrates on the aims of creating jobs for local people, improving the quality of life in the more disadvantaged areas of the Borough, raising the profile of the area and increasing investment into the area. There is much that the Service can contribute to support these aims through educational and outreach activity.
- 4.3 Finally, there is a pressing need to identify the options for change at Keswick Museum and the Helena Thompson Museum, as the existing visitor facilities at the sites are in need of investment if they are to continue to offer an appropriate standard of service to customers. This need was identified by a strategic review carried out by consultants L&R Management, which was completed in February 2000. The funding opportunities offered by the new tranche of EU Objective II monies, Workington SRB, and the new priorities for the HLF all have the potential to impact on this area of the service. Production of an Education Plan is a key tool in helping accessing these monies.

## **5. Review of Existing Provision**

5.1 The Borough, situated in northwest Cumbria, is the ninth largest in England, and includes the seven towns of Aspatria, Cockermouth, Keswick, Maryport, Silloth, Wigton and Workington. The Borough has several distinct areas and the remarkable geography of the Borough is a key factor when determining the nature of the service that the Heritage Service is able to provide.

- In the southwest, the manufacturing towns of Maryport and Workington have their roots in heavy industry, much of which has now ceased production. Levels of social and economic deprivation in some wards are among the highest in the region.
- The north of the Borough includes the Solway Plain, which contains the Solway Coast AONB, and is dominated by agriculture and home to a developing tourism industry.
- 33% of the Borough is made up of the Lake District National Park, centered on Keswick in the southeast.

In addition to the resident population of 95702, some <sup>1</sup>2.4 million tourists visited the Borough in 1999.

5.2 The Heritage Service operates from three main buildings: Helena Thompson Museum in Workington, Keswick Museum and Maryport Maritime Museum. The Service also has direct responsibility for Workington Hall, a grade I listed ruin, managed as a visitor attraction. Existing provision at the three sites takes the form of temporary and permanent displays, museum shop, information sheets and leaflets, activity sheets for children, an enquiry service, and an object identification service. In addition, the individual sites offer some extra provision, such as a schools loan collection at the Helena Thompson Museum.

Historically the Service has benefited from higher staffing levels, as from 1994 to 1996 the Service had a full time education officer, part funded by the area museum council.

- 5.3 A key theme that runs through the Plan is the desire to develop understanding of customer needs. At present this understanding is limited to data from visitor comments books and some in-house questionnaires and consequently the plan has been written without detailed knowledge of what customers want from the Service which may require revision of the aims and objectives contained in the Plan. The Best Value review will require officers to consult widely with stakeholders and customers.
- 5.4 Marketing for the Service is currently undertaken from a site based perspective. Keswick Museum has an admission charge and markets a range of ticketing initiatives such as the Keswick Museum Card for local residents.

## 6. Our Service Vision

*'The ABC Heritage Service aims to work with local communities and organisations in order to care for and interpret the heritage assets of the Borough, for the benefit of the people of Allerdale; this generation and future generations, and for those who work in and visit the Borough'*

## 7. Service Aims

These aims are the long-term goals for the Service over the period covered by the Plan. They are based on the research undertaken during the writing of this plan and reflect local, regional and national priorities.

This list is not prioritised.

- **To increase the involvement of local stakeholders at each Museum**
- **To have an education and outreach service which is Borough wide in its remit**
- **To offer a web based service for schools.**
- **To be respond to the needs of tourists**
- **To provide an accessible service to specialist customers, particularly individual researchers and students**
- **To improve access to the collections**

## 8. Monitoring and Evaluation

The Plan will be reviewed at the end of the three-year period, and action plans will be produced on an annual basis, which will form part of the service plan for Leisure Services. The action plans will allow progress to be monitored, and provide a mechanism for evaluating the impact of the previous years activity.

## 9. Service Objectives 2001/02 – 2003/4

<b>2001/2</b>		<b>Existing Provision</b>	<b>Extra Provision</b>
<b>1</b>	Research and develop a consultation strategy for the Service, in partnership with the Best Value Service Review Team, to include an in-house questionnaire for use at the three sites from July 2001	Yes	
<b>2</b>	Deliver site-based project brief for KMAG by June 2001, concentrating on access improvements, report to the Steering group and CMT by October 2001	Yes	
<b>3</b>	Develop a web site for the Service by August 2001	Yes	
<b>4</b>	Appoint an Education and Outreach officer by June 2001 with a brief to set up the Allerdale Education Forum, and the Allerdale Museums Education kit by March 2002		Yes
<b>5</b>	Continue to input into the Workington SRB, with the aim of developing a brief and funding package for the Workington Stories Life Long Learning project by the end of the year, and agreement on options for the HTM and the Hall from the SRB Topic group by March 2002		Yes
<b>6</b>	Continue to deliver a service from the four sites, improving physical and intellectual access, ongoing throughout the year	Yes	
<b>2002/3</b>			
<b>1</b>	Implement results of the consultation process by March 2003, and develop process to include regular dialogue with non-users	Yes	
<b>2</b>	Deliver access improvement project at Keswick Museum by March 2003		Yes
<b>3</b>	Develop the Allerdale Education Forum building on the results of activity in 2001/2		Yes
<b>4</b>	Deliver the Workington Stories life long learning project in Workington by March 2003		Yes
<b>5</b>	Develop Service website, building on initial structure to include the results of the consultation process and output from the Allerdale Education Forum by March 2002		Yes
<b>6</b>	Continue to deliver a service from the four sites, improving physical and intellectual access where possible, ongoing throughout the year	Yes	
<b>2003/4</b>			
<b>1</b>	Continue to implement the results of the consultation process	Yes	
<b>2</b>	Continue to deliver the Workington Stories life long learning project as part of the Workington SRB		Yes
<b>3</b>	Deliver access improvement project at Helena Thompson Museum by March 2004		Yes
<b>4</b>	Evaluate and review access improvements at Keswick Museum	Yes	
<b>5</b>	Continue to deliver a service from the three sites, improving physical and intellectual access where possible	Yes	



10. **Service Action Plan (Education and Outreach) 2001/02**

<b>Objective</b>	<b>Action</b> (HTM: Helena Thompson Museum, KMAG: Keswick Museum, MMM: Maryport Maritime Museum)	<b>Performance Target</b>	<b>Resource issues</b>
1	Produce and implement site based customer questionnaire at each of the three sites	By June 2001	None
1	Seek funding/partners for a non-user survey – to include linkages to Best Value review	By August 2001	None
2	Deliver project brief for access improvements at KMAG	Production of project brief by June 2001	None
3	Research, develop, pilot and publish Allerdale Museums Education Kit	By March 2002	Will require additional staffing resource
3	Deliver Heritage Service pages element of ABC web site to include pages for all three sites by May 2001, and lead on the Education Challenge Fund IT Cluster project throughout the year, by holding the grant and attending all meetings	Site launch August 2001	None
4	Finalise funding for additional staffing resource to support the delivery of the Education Plan, write JD and deliver recruitment strategy.	By June 2001	Will require successful grant application
4	Set up Allerdale Education Forum to include quarterly meetings from October	By October 2001	Will require additional staffing resource
5	Deliver activity programme during the summer season at Workington Hall	4 activity weekends by October 2001	Subject to successful grant application
5	Deliver project brief for access improvements at HTM	September 2001	None
5	Present Workington Stories project to Town Centre Topic Group September 2001, meetings with WCC and other funding partners during the course of the year	Project brief By march 2002	Will require additional staffing resource
6	Implement year one of the Workington Hall Card	Card produced by start of season	None
6	Continued Involvement in Maryport Festivals Group	Attend 4 meetings by March 2002	None

6	Develop site discovery trail for KS2 customers at MMM	By March 2002	Will require additional staffing resource
6	Deliver Broughton Moor (RNAD) outreach project by March 2002, to include initial community consultation by July 2001	By March 2002	None
6	Continue to offer advice to heritage organisations, and deliver Heritage grants programme	Response within 28 days	None
6	Deliver a programme of workshops at the HTM targeted at families who would not normally visit the Museum	12 sessions by December 2001	Will require successful application to CCC
6	Create dedicated space for school groups at HTM	By May 2001	None
6	Deliver 8 temporary exhibitions at the HTM	By March 2002	None
6	Facilitate Curwen Heritage Players to use the HTM grounds for a Shakespeare Festival	Deliver Festival	None
6	Implement year one of the Keswick Museum Card for local residents	Ongoing	None
6	Implement year one of the 'Season Ticket for Schools' at KMAG	By July 2001	None
6	Pilot Tuesday evening opening during the high Season at KMAG	6 evening openings	None
6	Develop and service KMAG Steering Group	Quarterly meetings	None
6	Deliver Passport 2002 scheme at KMAG	By March 2002	None
6	Deliver 6 temporary exhibitions at KMAG, one of which has an involvement from a local community group	By October 2001	None
6	Develop programme of activity for KMAG Basement exhibition space	Report to Steering committee May 2001	None
6	Give consideration to short term improvements shop/ticketing facilities at KMAG	Ideas by June 2001	None

