

STROUD DISTRICT (COWLE) MUSEUM SERVICE

Key Points from 2021/22

Please also see the [museum's annual report for 21-22](#).

Museum Membership: Museum Membership was launched on 25th October 2021 and the implementation phase completed by end of April 2022. Members are encouraged to sign-up [here](#).

A core aim of museum membership is to sustainably introduce a data driven approach to understanding existing audiences and thus broaden engagement with audiences not currently engaged. An evaluation report at the end of the implementation phase provides key objectives going forward.



Ice Age Exhibition 25th January to end of March 2022 was very successful, giving visitor numbers a boost for the financial year and creating a legacy learning package.

Collections Storage: Two consultants were engaged in reviewing collection storage needs, particularly with regards to space. They considered the recommended 25-year growth, better packing and developer led archaeology; the latter has not been collected since 2014 due to a lack of space. This also identified some other pressing conservation issues being addressed in 22/23.

Rebuilding the Foundations: A SW Museum Development project (funded by NHLF). The outcomes of our involvement are yet to be implemented in full.

Sustainable Stories: A monthly blog series as part of our work towards 2030, explored objects from the past which reveal useful lessons for a kinder, more sustainable, living in the present and future. This has led to further work in 22/23.

The first **community case** of 2022 in 'The Space' was a hat pins collection from a local person, followed by a private collection of powder compacts. Following these was a reflective display by Stroud District Council's LGBTQIA+ group.

Headlines for 2022/23

- Recover from impact of Covid-19.
- Further integration of Museum Membership.
- Rebuilding the foundations of evaluation and audience development including delivery of new walled garden visitor information and revising information in the museum.
- Restart volunteer recruitment and engagement.
- Restart the Collections Management System replacement project.
- Storage and collections care actions.

Top three risks to museum operations include:

- Staffing (vacancies and availability).
- Volunteer recruitment and engagement (pending staffing being resolved).
- Distributed collection stores and care of collections (including data).

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