



STROUD DISTRICT COUNCIL

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COMMUNITY SERVICES AND LICENSING COMMITTEE

MEMBER REPORT

NAME OF ORGANISATION/BODY	Museum in the Park (Cowle Trust)
DATE OF LAST MEETING ATTENDED	6 th February 2023 (apologies sent, report based on reports/minutes)

BRIEF REPORT

The museum has welcomed nearly 35,000 visitors to end of December and 67,500 engagements (visits, enquiries, outreach, website visits but excluding social media), visits are down by about a quarter compared with pre-Covid-19. This appears to be what other museums are experiencing. Gross income remains comparable with pre-Covid 19 figures.

Garden sales which support the walled garden remain strong as do donations made to the Cowle Trust. The latter supporting the collections and public programming.

The Museum Development Manager shared this interesting data at the last meeting: Each year the Museum contributes to a national annual museum survey. The latest survey (21/22) includes information on the economic impact of the museum.

- The Museum in the Park had 31,786 visitors.
- The report provides a calculation of the economic impact of visitors to the museum on the local economy by using the Association of Independent Museums calculator and the average adult/child visitor split for the museum's locale and size.

Economic Impact of Visitors figures in 2021/22:

- Local Visitors: £175,395
- Day Visitors: £780,572
- Total Economic Impact of Visitors to the Local Economy: £955,967

Top three risks to museum operations include:

- Staffing - all vacant posts have been filled with start dates in April 2023.
- Volunteer recruitment and engagement on hold - Volunteer Co-ordinator post filled to start end of April.
- Distributed collection stores and care of collections (see previous reports on this matter)

Treasure Act Finds:

The museum continues to fundraise for the William Webb mourning ring found at Painswick:

Visit: <https://museuminthepark.org.uk/the-painswick-mourning-ring>

The museum has expressed interest in acquiring an Iron Age Hoard of 17 coins found in Cam & Dursley and will be seeking funding. Further information can be found on the Portable Antiquities Scheme website: <https://finds.org.uk/database/artefacts/record/id/1037058>

The museum has a temporary display on Treasure Act finds, 'All That Glitters' is on until Sunday 26th March.

The **Community Case** currently hosts a fantastic collection of memorabilia from Stroud Rotary as well as an extensive display about their work. On until 16th April.

The museum has been working with local community group **Stroud Maternity Matters** to create a **temporary display** to celebrate the local maternity unit. There are objects on loan from parents who have benefitted from the services and support as well as from local midwives. This will run until Sunday 11th June.



The museum is continuing to run it's **Wednesday warmers** from 2pm-4pm, these feature local history slideshows with a hot drink and are proving popular.

A participant on the popular **Harmony Singing for Wellbeing course** sent in this feedback to the museum: *"What a joy Wednesday singing has been. The welcome we were given every time by the museum staff, the lovely atmosphere that the museum has is special, the refreshments laid on & space to make friends & of course dear Ellie who made it so inclusive & fun. Thank you Stroud Museum for organising this event & look forward to supporting things next year."*

Wild Escape Grant: The museum was successful in obtaining a grant of nearly £2,000 from SW Museum Development in partnership with Art Fund and Arts Council England, as part of the Wild Escape scheme. This will fund a series of art-based workshops in the Easter holidays leading to a celebratory event on Earth Day (22nd April). The workshops will use butterflies and insects in the collection, along with the walled garden as inspiration.

Water Harvesting: With the support of the Cowle Trust, who have committed £1,000 towards a range of water butts made of recycled materials, the museum will be substantially increasing water harvesting from around 400ltrs to 2,400ltrs.

Museum Membership

Visit www.museuminthepark.org.uk/membership to sign-up to the free-to-join membership to get museum insights and news.

The museum team are due to rollout the new electronic point of sale (EPOS) in early March as part of this project. The existing EPOS is over 10 years old.



Cowle Trust: Andrew Bluett is now interim chair until the July 2023 meeting. Helen Jeffrey and Shannon Newton were re-elected for further terms. Arthur Penn was co-opted as a trustee after responding to the trustee vacancy. There remains one further vacancy.

REPORT SUBMITTED BY	Cllr Nigel Prenter
DATE	13 th March 2023