

RUNNYMEDE BOROUGH COUNCIL

Community Development Business Centre

CHERTSEY MUSEUM FORWARD PLAN 2022-2025

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1 Introduction

1.1 Background

Chertsey Museum (CM) is currently seeking to reappraise and develop both the management of the collections in its care and its public service delivery in a rapidly changing climate for British museums and galleries.

The **Forward Plan** for CM has been written to coincide with the Accreditation Scheme, run by Arts Council England, which sets nationally agreed standards for museums in the UK. The scheme supports museums in identifying opportunities for further improvement and development.

1.2 History of Chertsey Museum

Chertsey Museum first opened to the public in 1965 as a voluntary run museum located on the first floor of the Old Town Hall in London Street. The original collections consisted of Chertsey Abbey floor tiles, Cypriot, Mycenaean and South Italian Greek pottery, furniture, local watercolours and photographs and some ethnographic material, all of which belonged to the Chertsey Urban District Council, plus material bequeathed by Mr. J. Tulk. This consisted of pottery, clocks and furniture. In addition to these collections, much material was donated by local individuals when it became known that a museum was being formed. Some of this material was of a non-local nature.

In 1969 the first professional Curator was appointed, and CM was offered the Olive Matthews collection of costume and accessories on long-term loan. However, the existing building was inadequate both in terms of storage and display of such a substantial collection. In 1970 the Trustees of the Olive Matthews Trust (OMT) purchased the present Museum building, The museum is a grade 2 listed Regency Town House with an attractive rear garden. In 1972 OMT entered into an agreement with the Chertsey Urban District Council, allowing the display of both the Council's and the OMT collections. The new Museum opened to the public in the same year.

As a result of local government reorganisation in 1974, the Chertsey Urban District Council and the Egham Urban District Council were amalgamated forming Runnymede Borough Council (RBC). RBC operates CM under the powers of the Public Libraries and Museums Act, 1964. Today, CM is managed as part of the Community Development Business Centre with the Community Development Committee of the Council as its governing body.

CM is a joint venture funded by Runnymede Borough Council and the Olive Matthews Trust. There is a 30-year agreement setting out the roles and responsibilities of each which is next due for renewal in 2035. With effect from 1 October 2021, to improve and simplify administration The Olive Matthews Collection, formerly an unincorporated charity, transitioned to a Charitable Incorporated Organisation under the same name with a new registered charity number 1194375.

CM has built up a strong core of local public support, including the press and some local businesses. The Friends of Chertsey Museum was launched in 1994 to help raise the profile of CM locally, to help generate funds and to promote and support CM's activities.

In May 2002 the museum relocated to temporary premises whilst The Cedars underwent a major refurbishment project, with the building of a new multi-purpose extension and the installation of a platform lift. For the first time Chertsey Museum has flat access throughout. The Museum re-opened at The Cedars in July 2003.

1.3 **Museum Collections**

The collections in total consist of approximately 24,400 objects. These are largely held at CM and off-site stores, or on display in the museum.

Existing collection areas are outlined below.

1.3.1 **The Tulk Bequest** (60 items)

This collection of clocks, furniture and miscellaneous items were bequeathed by Mr J Tulk in 1962. This collection was recently reviewed in 1997 during the closure of the Old Town Hall store.

1.3.2 **The Runnymede Borough Collection** (approximately 15,000 items)

This collection consists mostly of material evidence related to the history of the Borough of Runnymede and environs. It includes; a horology collection of regional significance with local makers such as James Douglass and Henry Wale Cartwright represented; topographical paintings, prints and works on paper in addition to portraits of local civic and historic figures associated with the Borough, by artists including Robert Gallon, William Daniell and Joseph Farrington; archaeology from the Thames Valley of national significance, such as a Viking sword by the German maker Ulfberht and a Bronze Age socketed axe complete with wooden handle, the only one of its kind in Europe; medieval tiles and stone work from Chertsey Abbey; a geology collection of prehistoric animal bones and antlers from the Thames Valley; social history, including material relating to the Chertsey foundries, and documents and maps relating to the local area; and a collection of ancient Greek pottery.

1.3.3 **The Olive Matthews Collection of Costume & accessories & Decorative Arts** (approximately 8,300 items)

This collection is on long term loan from the Olive Matthews Trust who oversees its care and administration. The core of the collection is a group of costumes and accessories, ceramics, silver, furniture, and clocks originally belonging to the late Miss Olive Matthews of Virginia Water. The costume collection consists of high-quality fashionable English clothing from the period 1700 to the present, with one important item from the 17th century, an embroidered gentleman's cap dating from between 1600 and 1610. Much of the material was acquired by Miss Matthews from the Old Caledonian Market in North London before 1939 and more rarely at auction sales. OMT's remit allows it to seek significant additions to supplement the existing collection. This long-term loan collection was renewed for another 30 years in 2003.

1.3.4 **The Oliver Collection** (approximately 1,200 items)

This collection is on long term loan from the Oliver Trust, set up in 1985 to oversee the care and administration of the collection of Sydney Oliver of Egham, an antiques dealer, valuer and local historian. The collection consists of paintings and prints, photographs, ephemera, clocks and social history objects, many of local significance but also including non-local material. A 10-year loan agreement for this collection was originally entered into by RBC and OT in 1986. The loan was

reviewed in 1994 and as a result was extended for a further 10 years to run from December 1996. The collection is currently under review, in consultation with OT, as part of the process of rationalisation.

1.4 Mission Statement

Chertsey Museum exists to enable residents and visitors to the Borough to explore its collections for inspiration, learning and enjoyment. As an institution it collects, safeguards and makes accessible artefacts and specimens, which it holds in trust for society.

1.4.1 In order to do this CM aims to:

- Acquire, preserve, document, research and exhibit material evidence as well as associated information about the history of the Borough of Runnymede, and, in accordance with the terms agreed with the Olive Matthews Trustees, the history of British fashion.
- Comply with the codes of practice and guidelines laid down by the Museums, Libraries and Archives Council (MLA) and the Museums Association as required by our accreditation.
- Follow clearly stated collecting and disposal policies agreed with the appropriate governing bodies, and to operate the collections formed for the purposes of research, education and enjoyment.
- Maintain high professional standards in the management of the Museum both as an employer and as a provider of public services.
- Identify and provide museum services which meet the needs of the residents of the Borough of Runnymede.
- Carry out the Council policies for the Museum.

1.4.2 Through its temporary exhibition programme Chertsey Museum provides:

- displays from the permanent collections;
- displays on local history highlighting topical themes;
- a forum for contemporary artists working locally;
- a base for various education/community-based museum and visual arts projects;
- an opportunity to display touring exhibitions of regional and national significance where appropriate, thus bringing work of a wider significance to local audiences.

1.5 Current Situation (SWOT analysis of Museum Service)

1.5.1 STRENGTHS

- Good links with the local community especially through the Education team's work with local schools
- Good image and reputation in the community
- Constant increase in interest
- Programme of temporary exhibitions ensuring different aspects of the collections can be displayed
- Diverse programme of children's holiday activities, events and exhibitions
- Well established museum service
- Nationally significant costume collection
- Professional, motivated staff and a good band of core volunteers

- Partnerships with the Olive Mathews Trust and Oliver Trust
- Partnerships with the local history groups and other community organisations

1.5.2 **WEAKNESSES**

- Limited resources - staff time, funding and equipment
- Limited storage for collections
- Limited parking for museum visitors
- Outdated digital presence
- Outdated collections database software

1.5.3 **OPPORTUNITIES**

- Chances to expand outreach service with interest in under 5s nurseries
- Chances to re-launch reminiscence service
- Chances to expand online resources
- Chance to upgrade costume store and create an education space
- Applications for funding

1.5.4 **THREATS**

- Financial pressures on schools resulting in fewer visits to the museum
- Post pandemic financial uncertainty for the OMT

2 Management

2.1 **Staffing structure**

Chertsey Museum formerly sat in the Community Development business section of Runnymede Borough Council, with the curator reporting to the Corporate Head of Service. However, in October 2021 the department merged with Community Services, and was restructured. This was finalised in September 2022 and the curator now reports to the Deputy Head of Community Services.

2.1.1 The Curator is the senior member of staff responsible for operational management of CM, collections care and implementation of service development. Specific areas of responsibility include: collections management (conservation, security, storage, documentation, acquisitions & disposals), permanent collection displays, exhibitions policy and implementation, education policy and implementation, budget expenditure & control, events programming and delivery, marketing & publicity and staffing.

2.1.2 The Education Officer post was created in 1992. Over the years the post has changed from part time to full time (incorporating assistant curator responsibilities), to a job share, back to a part time post (currently 4 days per week). In 2018 a new term time education assistant post was created (18 hrs per week, 27 weeks per yr) and in April 2019 a new role of part time education & curatorial assistant (18 hrs per week, 52 weeks per yr) was created. Duties include admin and delivery of our schools' workshops, running the Runnymede branch of the Young Archaeologists Club, running holiday activities and craft events, working with community groups such as Scouts and the elderly, and deputising for the curator in her absence.

After the pandemic in 2020 the two education assistant roles were vacant. However, the Education/Curatorial Assistant role was filled in July 2022.

FUTURE DEVELOPMENTS

Objective	Timescale	Restrictions/Limitations
Recruit to vacant term-time education position	2023/4	Subject to return to pre-pandemic demand from schools
Investigate need and funding for community engagement role to separate schools from other community learning roles	2023	Subject to funding the part time post
Recruit new Saturday casuals	2023	Subject to RBC permission

2.1.3 The Keeper of Costume has specific responsibility for the OMT Costume and Decorative Art collections, and the post is part funded by OMT. This post had previously been combined with the Assistant Curator post, but in April 2009 those responsibilities were removed, and the post became part time at 20 hours per week. In 2017 the Olive Matthews Trust began funding a costume assistant post for 6 hours per week.

2.1.4 Three part-time Museum Assistants carry out front-of house duties. Responsibilities include; Museum security & invigilation, routine maintenance of the Museum and garden, reception and shop duties, administering the school loan service and assisting with exhibition mounting, research enquiries, shop management and supporting children's activities and education sessions.

2.2 Friends & Volunteers

2.2.1 Friends

The Friends of Chertsey Museum (Registered Charity No. 1075200) was founded in 1998 and "exists to foster interest in Chertsey Museum and to support the Curator with practical help".

Members currently (2021/22) stands at 176 memberships, 42 honorary & life Friends (mainly current and former staff and volunteers) and 3 Business Friends.

Members enjoy special viewings of new exhibitions, social events, "behind the scenes" visits and other events at the Museum, often with a discount on booking costs. The Friends also organise entertainment at the Museum for Black Cherry Fair, the town event that takes place on the second Saturday of July each year and holds fundraising events to support the museum.

The Committee of 10 meets up to 5 times per year to plan events and liaise with the Museum. Currently the Chairman is Mags Thomas and the Vice Chairman is Victor Spink.

2.2.2 Volunteers

Since the pandemic the number of volunteer hours has reduced. CM has 9 regular volunteers who come in weekly to assist with jobs such as the following:-

- Marketing
- Assisting the Keeper of Costume
- Gardening
- Documentation

- Children's activities/Young Archaeologist's Club
- General clerical assistance

As well as these CM regularly offers work placement to students, whether they be at GCSE level wanting to discover more about being in the workplace, or University students wishing to gain experience working with the collections.

FUTURE DEVELOPMENTS

Objective	Timescale	Restrictions/Limitations
Increase interest in helping with Friends events	On going	Problem with finding people willing/able to dedicate the time
Plan series of events with The Friends to attract new members	On going	Needs Committee assistance

2.3 Training

A sustained programme of staff training in line with overall objectives for CM is an imperative to maintain the quality both of collections care and public service delivery.

All staff will be supported in their training requirements, within budgetary restrictions, and encouraged to undergo training to develop their skills within CM's overall objectives and their own career aspirations. CM will work in liaison with RBC Personnel and Training staff to ensure that objectives are in line with those of the Authority as a whole.

FUTURE DEVELOPMENTS

Objective	Timescale	Restrictions/Limitations
Renew 1 st Aid training for all staff	On going	
Update of Staff Handbook first issued in July 2003	Updated annually	Curatorial time restrictions with other major projects
Training on visually impaired visitors and creating audio guides for them	Autumn 2022	Grant funding and staff time

2.4 Security

All museum buildings have monitored intruder and fire systems, and the Curator and Assistant Curator head a list of members of staff on the call-out list in case of an emergency.

FUTURE DEVELOPMENTS

Objective	Timescale	Restrictions/Limitations
Review security measures in Research Room	2023	Cost, ability to alter system

2.5 Communications systems

Since the refurbishment of CM in 2002/3 all staff now have access to a PC and to Runnymede Borough Council's Intranet and email system as well as the museum's centralised electronic diary. A new telephone system was installed in May 2013.

The CM website was redesigned in 2013/4 and the £18,000 costs were born by The Friends who obtained grant funding for the project. Included in new site is an online

collections catalogue, online booking system for school loan boxes and online exhibitions.

In June 2013 the CM app was launched. This free to download smartphone app was made possible through an HLF All Our Stories Grant of £8,000 which the Friends obtained. The app will feature different “themes” allowing users to access our photographic collection in situ. The app was launched with the theme Shops & Shopping and used 80 photos from the collection of Guildford Street and Windsor Street in Chertsey on a Google map with short histories of the premises and buildings.

However, in 2018 the web/app contractor announced they no longer supported their in-house content management system and would no longer create additional content for the current website and app. Instead, they suggested redesigning both using Wordpress. The cost of this would be comparable to the original start-up costs of £20,000 which CM cannot afford. Funding attempts have been unsuccessful to date

FUTURE DEVELOPMENTS

Objective	Timescale	Restrictions/Limitations
Redesign website	2023	Funding will need to be sought. Curatorial time restrictions
Redesign app	2024	Funding will need to be sought. Curatorial time restrictions

2.6 Buildings – space allocation

CM comprises five main display galleries, a Local History Research Room, corridor and staircase displays, an education space, an on-site costume store and archaeology/ceramics store and curatorial offices.

CM has two off-site storage facilities: Store 1 comprising an additional costume store and display materials store, which was purchased by OMT in May 1998; and Store 2, owned by RBC, with two rooms dedicated to storing the Museum’s reserve collection.

With the installation of a platform lift in 2003, and the replacing of steps with a ramp, CM is now fully accessible. However, the lift is now 20 years old and increasingly needs to be repaired.

The long-term security of the site within the public domain is guaranteed by the conditions of the 30-year agreement between OMT and RBC, dating from 1970. This is next up for renewed in 2035.

2.7 Building – condition

The building was completely refurbished in 2002/03 when new wiring was installed, and the rooms redecorated. Since that time the interior has been totally repainted (last time 2015) and the exterior repainted twice (last time 2017).

The main areas where displays are regularly changed but are not repainted each time the exhibition is altered. RBC used to pay for repainting every 3 years, however, the funding for that has been withdrawn.

FUTURE DEVELOPMENTS

Objective	Timescale	Restrictions/Limitations
Internal decoration of The Cedars	2024	Subject to RBC funding

2.8 **Building – maintenance programme** building maintenance budget of £7,600. This covers planned as well as reactive maintenance needs. The planned maintenance needs are assessed annually so that any work required can be scheduled.

2.9 Finances

CM has an annual revenue budget which for 2022/23 totals approximately £238,000 gross expenditure. Budget headings require revision from time to time in order for resources to be directed more specifically to ongoing expenditure commitments and this is implemented prior to each new financial year.

The revenue budget is off-set against income from shop sales, exhibition sales, donations, and talks fees and maximised where possible through grant aid and sponsorship. OMT and the Oliver Trust (OT), responsible for the two major loan collections at CM, each contribute to the Museum's revenue budget annually. The current contracts state that the OMT contributes £70,000 annually, and the OT contributes £1,000 per year.

In addition to the contribution listed above, OMT also funds the conservation of items from the costume collection, one-off events and a regular adult craft session. Post pandemic the OMT have had to limit their spending to core financial commitments until future notice.

2.10 Income generation/fundraising

Income is generated in the following ways:-

- Schools membership scheme (2022 - £30-£50 dependent on size)
- Charges for education sessions (varies depending on session)
- Charges for Curator's talks (2022 - £40-£55 dependent on time and location)
- Children's activities (2019/20 - £5.00 per child; £4.50 concessions)
- Sale of items from the shop
- Sale of photographic reprints
- Donations
- Friends of Chertsey Museum
- Grant applications

Specific fundraising initiatives are established when required, for example to purchase items for the collection or fund a new exhibition/display.

FUTURE DEVELOPMENTS

Objective	Timescale	Restrictions/Limitations
Grant applications for website redevelopment	2022	Curatorial time restrictions. Post pandemic grants for digital harder to find

2.11 Performance indicators/measurement

Monthly statistics are collected relating to visitor numbers, enquiries, accessioning targets, and income generated. These are compared year on year to ensure that an annual improvement is achieved wherever possible.

Due to the pandemic the museum was only open for 60 days in the financial year 2020/21 and with subsequent lock-down closures there has been a dramatic but understandable drop in visitors. Since re-opening in May 2021 we have resumed events (from September 2021) and our visitors are slowly returning but are down approximately 32% on pre-pandemic levels (2019/2020).

Visitor Figures 2021/2022

Adult visitors	2130
Child visitors	591
Child events	273
School/kids groups in Museum	884
Adult groups in Museum	432
School groups outside of Museum*	6134
Adult groups outside of Museum	432
Events	167
TOTAL USERS	11,307

2.12 Standards

CM is an Accredited Museum and as such follows standards and guidelines as set by Arts Council England.

3 User Services

3.1 Displays

CM has 5 gallery display areas:- the Olive Matthews Fashion Gallery, the Olive Matthews Accessories Gallery, the Local History Gallery or Runnymede Room, the Temporary Exhibition Gallery and the Discovery Zone. In addition to that the corridors and landings are used to display clocks and paintings.

- The Olive Matthews Galleries are more permanent displays. The Fashion Gallery exhibition changes annually, normally in September, and the theme chosen by the Keeper of Costume, who's responsibility it is to mount the exhibition. The gallery was refurbished in 2007 to increase the display area and improve conditions for the objects. This was funded by the OMT. The Accessories Gallery objects are removed from time to time to take in to account their collections management and conservation needs. The items are replaced with similar objects so that the overall look of the gallery remains the same.
- The Runnymede Room displays a permanent exhibition on the history of the whole Borough. This gallery was opened in May 2006 and was made possible by £50,000 from RBC and match funding from the Heritage Lottery Fund *Your Heritage* grant scheme.
- Between 4 and 5 temporary exhibitions are displayed each year, with themes reflecting the history of the local area, or staged by local community groups.

FUTURE DEVELOPMENTS

Objective	Timescale	Restrictions/Limitations
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Annual Olive Matthews costume exhibition	On-going	Subject to OMT funding
Up to 5 temporary exhibitions per year	On going	Curatorial time; limited budget of £5,000 pa for all exhibitions
Create new visit bags for children to replace backpacks – themed	2023	Cost; time

3.2 Education services

CM has a lively and extremely successful education programme which serves a wide range of schools, colleges and other educational/community bodies within Surrey. A successful Schools Membership Scheme is run generating funds to enable the service to develop and cover the costs of implementing the service. A formal Education Policy, updated in May 2022, sets out targets for the next 3 years; the key objectives of which are set out below.

In April 2019 the post of Education Officer ceased to be a job-share, and additional Education Assistants were employed to ensure demand for school sessions could be met. In September 2020, due to the pandemic, both education assistants decided to leave. The posts have been vacant since.

During the pandemic our offering to schools was completely reassessed and revamped, offering teachers greater flexibility with the topics covered within each subject, and with the length of each session. This pick and mix style of session has so far proved popular. New learning objectives have been established, and new internal booking procedures have been created to enable it all to run smoothly.

FUTURE DEVELOPMENTS

Objective	Timescale	Restrictions/Limitations
Create local history information packs for schools	2025	Education and Curatorial time; funding for publications
Increase number of local schools using service – target 90% of Runnymede primary schools	2024	Time; marketing budget
Create new Then/Now session for reception yr in line with new National Curriculum topic	2022	Cost of purchasing new items for talk box; storage of new resources

3.3 Outreach/extension services

CM has a very popular outreach service which is supported by all the schools in the Borough as well as many from further a field. The Schools Membership Scheme allows members access to our reserve collection and resources which they can use at school. A set of 22 loan boxes is currently available covering subjects ranging from the Romans, Second World War and the seaside. The boxes are all based on National Curriculum requirements and come with extensive teacher's notes. These boxes are also used by community groups and organisations.

Museum staff are frequently asked to attend community group meetings to give talks and take objects along for handling.

In 2018/19 The Friends of Chertsey Museum and a local business funded the creation of a 3d computer model of Chertsey Abbey. This has been extremely well

received by those who saw it as part of our abbey exhibition, however, it is not currently available publicly. Due to the popularity of the topic it would be sensible to make this more widely available. The model and exhibition gave us a chance to work with Royal Holloway College to develop resources for secondary schools through their Citizen 800 project.

In 2019 CM started two weekly social media posts called Throwback Thursday and Friday Frocks on Facebook, Twitter and Instagram. Throwback Thursday uses images from our photographic collection, together with information about the history of the image, whereas Friday Frocks focuses on the Olive Matthews Collections. Both threads are extremely popular with over 3,000 people engaging each week. This has increased engagement with non-users in the Borough, and encouraged new visitors to the museum.

FUTURE DEVELOPMENTS

Objective	Timescale	Restrictions/Limitations
Loan box revamp – retire less popular boxes, create new topics, repair and replace plastazote	2023	Time
Make the 3d computer model available online	March 2022	Time; need to redevelop website
Extend 3d computer model of Chertsey Abbey to include new elements of the site	January 2023	Funding by The Friends
Update on-line resources for teachers	September 2023	Requires redesign of website to be done
Re-launch Reminiscence service with new themed boxes and online podcasts to help facilities supporting the elderly to offer enrichment to aid wellbeing	November 2023	A grant was obtained to employ a member of staff to create new resources and record podcasts for each topic box
Explore practicalities of having a P/T community engagement post to develop more outreach opportunities with the local hospital, care givers and local groups to promote the museum and offer services to aid the health and wellbeing of the community	December 2024	Subject to successful funding application. Need within the community
Record and promote guided walks across the Borough to increase interest in shared history and improve wellbeing	Summer 2023	Time
Discuss with RBC possibility of launching a borough-wide cultural and heritage strategy, strengthening existing links and establishing new ones and using these to better inform the public as to the heritage offer of Runnymede.	Spring 2024 for Summer 24 launch of heritage map or similar	RBC approval; partnership buy-in
Discuss with RBC possibility of a	Summer 2024	RBC approval; funding

Borough-wide heritage trail using pavement plaques and online info		
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3.4 Temporary exhibitions

CM runs a temporary exhibition programme. The number of temporary exhibitions staged each year varies with subject matter and other museum commitments, but there are at least four per year

3.4.1 Exhibitions Policy

CM is committed to providing an exhibition programme in line with its Mission Statement, as follows:

Through its temporary exhibition programme Chertsey Museum provides:

- displays from the permanent collections. These will remain an integral part of the exhibition programme, based on themes and with increased links between the special events and education programme offered at CM;
- displays on local history highlighting topical themes. Emphasis will be on themed exhibitions not possible within the permanent displays, which incorporate material from the permanent collections and loan material;
- an opportunity to display touring exhibitions of regional and national significance where appropriate, thus bringing work of a wider significance to local audiences.

FUTURE DEVELOPMENTS

Objective	Timescale	Restrictions/Limitations
Annual Olive Matthews costume exhibition	September	
4 temporary exhibitions per year	On going	Subject to curatorial time limitations
Annual Discovery Zone Exhibition	May	

3.5 Retail services

CM has a small shop located in the Reception area. Display space is limited and the addition of new display stands is not possible without compromising fire safety. There is a basic stock control system which monitors sales and stocktaking takes places annually.

In 2016 a SEWS Museums Development grant was received to attend their Effective Retail in Small Museums training day, and to then work with consultant Alison Guilfoyle to maximise the potential of the shop. As a result a number of changes were made to the way items were displayed as well as the type of items available. This has meant there were larger than usual costs as a number of new lines were introduced.

FUTURE DEVELOPMENTS

Objective	Timescale	Restrictions/Limitations
Seek out new stock lines	December 2022	Limited budget for artwork. Restricted due to mark-up needed and spending power of visitors
Review/update Shop Policy	October 2023	

Improve online presence	2024	Requires updated website
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3.6 Publications

In 2011 CM published its first fashion publication since 1976 with “Fashion in Focus” by Grace Evans. The OMT are keen for each costume exhibition to have a catalogue printed however, this is time consuming. The Keeper of Costume instead creates additional online content for each exhibition.

FUTURE DEVELOPMENTS

Objective	Timescale	Restrictions/Limitations
Create additional online information to support annual exhibition	On-going	Curatorial time to upload info
New publication to support annual costume exhibition	September	Dependent on funding from OMT; curatorial time

3.7 Events programme

CM has always offered a wide range of special events, including demonstrations, re-enactments, lectures, and children’s’ holiday activities. These programmes have met with varying success.

Since the refurbishment of CM in 2003 there has been a monthly events programme run through The Friends. Recent events have included historical re-enactments, walks and trips to other museums and exhibitions. These events, linked to the temporary exhibition programme, have proved to be very successful and have assisted with the continuing increase in visitor numbers.

Special events are also programmed to coincide with external events (such as Black Cherry Fair) and National initiatives (such as Museums at Night & National Archaeology week)

CM also runs a popular Young Archaeology Club, has activities every Tuesday and Thursday of school holidays, a monthly drop-in craft session for families, a monthly adult craft activity and regular adult craft and wine evenings.

FUTURE DEVELOPMENTS

Objective	Timescale	Restrictions/Limitations
Increase the attendance to adult craft session through better promotion	On-going	Subject to OMT funding of event
Re-introduce large scale family fun event (Vikings & other exhibition related)	On-going; alternate years	Subject to funding
Continue to support the Friends of Chertsey Museum with monthly events programme	On-going	

3.8 Marketing

Until the pandemic marketing was currently carried out by a volunteer. However, they did not return once lockdown was lifted. The work has been picked up by the Curator but it is dependent on their being time to properly advertise our exhibitions and events. For many years the museum enjoyed excellent coverage in our borough newspapers, but these have now all gone online. More work needs to be done on liaising with RBC more effectively so that opportunities for joint marketing with the Community Development Department are used. The museum does not

have a marketing budget and relies on social media and its website to promote events.

Since 2016 CM has concentrated on increasing followers on social media using campaigns such as “photo of the day”, “throwback Thursday” and “Friday frocks”. As of July 2022 CM has 2,300 Facebook followers, 1,409 Twitter followers and 1,304 Instagram followers. Whilst creating content for social media, and responding to comments it generates, is extremely time consuming there has been a noticeable increase in people attending events as a result.

FUTURE DEVELOPMENTS

Objective	Timescale	Restrictions/Limitations
Publishing events leaflet	On-going	
Distribute newsletter 3 times p.a.	On-going	
Maintain media contact list	On-going	
Add online exhibitions to website	On-going	Time
Maintain social media accounts	On-going	Time
Train other staff to create SM content	2021	Time

3.9 User facilities

3.9.1 Opening Hours

CM is open to the public at the following times:

Tuesday to Friday	12.30 - 4.30pm
Saturdays	11am - 4pm
Sundays & Mondays	Closed

The local history Research Room is open to members of the public on Wednesdays and Thursdays from 12.30 – 4.15 p.m. and on Saturdays from 11 a.m. to 3.45 p.m. It is available at other times if booked in advance. Copies of research material and photographs can be ordered from the Research Room.

3.9.2 Access

With the installation of the platform lift and the removal of internal steps, CM become totally accessible in 2003. At the same time an adapted toilet was fitted with disabled and baby-changing facilities. However, in recent times the lift has been unreliable and may soon need to be replaced.

An induction loop has been installed in the Reception area, and all staff have been trained in guiding for the visually impaired (2022), and the Curator and Keeper of Costume have received training on how to produce audio guides for the visually impaired.

Access to the Museum stores is limited due to physical restrictions and security implications, however, researchers and members of the public are able to request an object be brought from the store to the Museum for them to view.

FUTURE DEVELOPMENTS

Objective	Timescale	Restrictions/Limitations
Redevelopment of off-site costume store gives opportunities increase access to store	On-going	OMT project to redevelop their store planned for 2020 was halted due pandemic.

		Since then it has been put on hold due to finances so alternative funding needs to be sought.
Accessible audio guides for main exhibitions – additional information for general visitors, descriptions for visually impaired, and quizzes for younger visitors	On-going	Time
Residents' Survey – questionnaire about who uses us/who doesn't and what people would like from us	Summer 2023	Time; Cost to run non user survey

4 Collections Management

4.1 Collections Development Policy

CM has had a formal Acquisitions & Disposals Policy since 1992. This was revised in 2020 in line with ACE guidelines and became the Collections Development Policy.

Collections management resources, in particular storage and preventative/remedial conservation resources, have become increasingly stretched in recent years. As a result of this, the revised Policy takes particular account of the principles of responsible collecting within budgetary restrictions.

Informal collecting policies within museums and galleries result in mismanagement of resources. For this reason, it is essential that the Policy is adhered to.

4.1.2 Oliver Collection Acquisitions & Disposals Policy

The S.A. Oliver collection is vested in a trust which is empowered by its deeds to add to its collection. However, the Museum is under no obligation to accept for care or display any additions to the material on loan, but it does do so if the additional material meets the local collection's own guidelines for collecting. As the Runnymede Borough Council and S.A. Oliver collections both comprise material of local significance, care has to be taken that their interests do not conflict, and curator make sure, as far as they can, that the public collection has priority when collecting is done from outside sources.

OT may acquire additional items for their collection, but must do so with prior consultation with the Museum Curator and RBC, as approval is needed to enable items to be accepted into CM's care. Future purchases planned to be added to the existing loan agreement must meet the RBC collecting and loan policies.

As part of the current RBC collection review and audit, items belonging to OT, which do not fall within the RBC collecting policy, have been highlighted to OT as suggestions for possible disposal from their collection.

4.1.3 Olive Matthews Collection Acquisitions & Disposals Policy

The Olive Matthews Collection began as a nucleus of material collected by Miss Olive Matthews (1887-1979) up to 1969. Her collection concentrated mainly on fashionable dress of the period from 1750 to 1830, but for certain accessories,

extending into the Victorian period. Since 1971 the collection has continued to grow under the jurisdiction of museum curators, eventually including items of fashion up to the present day. In addition to costume, the collection also includes silver, ceramics, needlework tools, children's toys, printed material, pictures and furniture that belonged to Miss Matthews. The collection is housed and displayed at Chertsey Museum.

The OMT Acquisitions & Disposal Policy was last updated in October 2018 and will be renewed in 2023.

4.2 Documentation

There are approximately 15,000 items in the Runnymede Collection. Of these, approximately 95% have been accessioned to basic cataloguing standards (comprising maker, title, date, size, medium, accession number and location) and entered on to the ADMUSE computerised database (introduced in 1996).

The Olive Matthews collection of approximately 8,300 items, and the Oliver Collection of approximately 1,500 items. All of these objects have been entered on Admuse.

CM Documentation Plan sets out procedures for documentation in accordance with Spectrum standards. All existing items in the museum's collections have been accessioned to basic cataloguing standards (comprising maker, title, date, size, medium, accession number and location) and entered on to the ADMUSE computerised database. Of these approximately 70% have been photographed and the images attached to their Admuse record. In 2016 CM embarked on a programme of reviewing all photograph records for local history items and including any additional information that may be known but not already included e.g. more accurate dating of photographs, more specific descriptions of street scenes to include property numbers etc.

Accessions Registers are duplicated, and the archive copy kept off site, and Collection Trust Entry and Exit forms are in operation, recording all material which enters or exits CM for identification, loan, or potential acquisition.

Admuse was last updated in April 2014 to enable the development of an online collections database using the collections data. There are currently 16,500 object records on Admuse that have images attached following a concerted effort to photograph/scan collections using volunteers. Currently only large format documents, maps and photos are not scanned/photographed as equipment to do this is not available. Axiell have announced that they will no longer be supporting Admuse as from 2024.

FUTURE DEVELOPMENTS

Objective	Timescale	Restrictions/Limitations
Digitisation of documents archive	On-going	Time; cost of large format equipment
Upgrade to Axiell Collection	By 2024	Cost
Investigate options for making database available live online	By 2025	Cost, time

4.3 Storage

At present the reserve collections are stored on three sites. Environmental conditions within the stores are difficult to control but are closely monitored, and the three off-site stores are based in buildings with multiple users.

The OMT have long-term plans to convert the flat at 6WS into additional storage for the costume collection. Planning permission was granted and work was due to start in May 2020, however, it was not possible to start the project due to the pandemic. Since then the OMT has put this proposal on hold until the economy is more settled.

FUTURE DEVELOPMENTS

Objective	Timescale	Restrictions/Limitations
Re-boxing of OMT collection	2023	Time; OMT funding; completion of Store 1 redevelopment
Extend Store 1	2025	OMT funding; RBC planning
Explore possibility of extra space at Store 2	2023	RBC permission

4.4 Conservation

One of the primary purposes for any museum is to ensure that its collections are available for future generations. To achieve this involves caring for collections, a process known as conservation. There are two types of conservation: remedial conservation, where specialist conservators stabilise and repair items which have suffered damage or neglect; and preventative conservation, which involves measures to reduce or prevent decay from occurring in the first place. The latter is the more desirable and efficient process.

FUTURE DEVELOPMENTS

Objective	Timescale	Restrictions/Limitations
Monthly stores checks	On-going	Time
Collate and analyse monthly environmental print-outs	On-going	Time

4.5 Collections Security

Although not a high-risk category site, possible threats to the security of the buildings and the collections can be combated by effective risk management.

The building, much of the structure of which is over 200 years old, is maintained by RBC's Building Services department. Any maintenance or structural problems can therefore be quickly referred to a source of expert advice.

An Emergency Plan is in place, and the recommendations have been implemented and the plan was followed by staff training.

5 Appendix A – Current Objectives

	Objective	Timescale	Restrictions/Limitations
2022			
Management/Staff	Recruit to the vacant Ed/Curatorial Assistant position	Summer 2022	Subject to RBC permission
Training	Training on visually impaired visitors and creating audio guides for them	Autumn 2022	Grant funding and staff time
Grants	Grant applications for website redevelopment	2022	Curatorial time restrictions. Post pandemic grant
Education	Create new Then/Now session for reception yr in line with new National Curriculum topic	2022	Cost of purchasing new items for talk box; storage of new resources
Outreach	Make the 3d computer model available online	2022/23	Time; need to redevelop website
Retail	Seek out new stock lines	Dec-22	Limited budget for artwork. Restricted due to mark-up needed and spending power of visitors
2023			
Management/Staff	Recruit to vacant term-time education position	2023/24	Subject to return to pre-pandemic demand from schools
Management/Staff	Investigate need and funding for community engagement role to separate schools from other community learning roles	2023	Unable to fund the part time post
Management/Staff	Recruit new Saturday casuals	2023	Subject to RBC permission
Security	Review security of Research Room	2023	Cost, ability to modify system
Communications	Redesign website	2023	Funding will need to be sought. Curatorial time restrictions
Displays	Create new visit bags for children to replace backpacks – themed	2023	Cost; time
Outreach	Loan box revamp – retire less popular boxes, create new topics, repair and replace plastazote	2023	Time
Outreach	Extend 3d computer model of Chertsey Abbey to include new elements of the site	Jan-23	Funding by The Friends
Outreach	Update on-line resources for teachers	Sep-23	Requires redesign of website to be done
Outreach	Re-launch Reminiscence service with new themed boxes and online podcasts to help facilities supporting the elderly to offer enrichment to aid wellbeing	Nov-23	A grant was obtained to employ a member of staff to create new resources and record podcasts for each topic box
Outreach	Record and promote guided walks across the Borough to increase interest in shared history and improve wellbeing	Summer 2023	Time
Retail	Review/update Shop Policy	Oct-23	
Access	User survey	Sep-23	
Collections/Storage	Re-boxing of OMT collection	2023	Time; OMT funding; completion of 6WS redevelopment
Collections/Storage	Explore possibility of extra space at The Orchard	2023	RBC permission
2024			
Communications	Redesign app	2024	Funding will need to be sought. Curatorial time restrictions
Education	Increase number of local schools using service – target 90% of Runnymede primary schools	2024	Time; marketing budget
Outreach	Explore practicalities of having a P/T community engagement post to develop more outreach opportunities with the local hospital, care givers and local groups to promote the museum and offer services to aid the health and wellbeing of the community	Dec-24	Subject to successful funding application & need within the community
Outreach	Discuss with RBC possibility of launching a borough-wide cultural and heritage strategy, strengthening existing links and establishing new ones and using these to better inform the public as to the heritage offer of Runnymede	Spring 2024	RBC approval; partnership buy-in
Outreach	Discuss with RBC possibility of a Borough-wide heritage trail using pavement plaques and online info	Summer 2024	RBC approval; funding
Retail	Improve online presence	2024	Requires updated website

Collections/Documentation	Upgrade to Axiell Collection	By 2024	Cost
2025			
Building	Internal decoration of The Cedars	2025	Subject to RBC funding
Education	Create local history information packs for schools	2025	Education and Curatorial time; funding for publications
Collections/Documentation	Investigate options for making database available live online	By 2025	Cost, time
Collections/Storage	Extend storage at 6WS	2025	OMT funding; RBC planning
On going			
Friends/volunteers	Increase interest in helping with Friends events	On going	Problem with finding people willing/able to dedicate the time
Friends/volunteers	Plan series of events with The Friends to attract new members	On going	Needs Committee assistance
Training	Renew 1 st Aid training for all staff	On going	
Training	Update of Staff Handbook first issued in July 2003	Updated annually	Curatorial time restrictions with other major projects
Displays	Annual Olive Matthews costume exhibition	On-going	Subject to OMT funding
Displays	Up to 5 temporary exhibitions per year	On going	Curatorial time; limited budget of £5,000 pa for all exhibitions
Exhibitions	Annual Olive Matthews costume exhibition	September	
Exhibitions	4 temporary exhibitions per year	On going	Subject to curatorial time limitations
Exhibitions	Annual Discovery Zone Exhibition	May	
Publications	Create additional online information to support annual exhibition	On-going	Curatorial time to upload info
Publications	New publication to support annual costume exhibition	September	Dependent on funding from OMT; curatorial time
Events	Increase the attendance to adult craft session through better promotion	On-going	Subject to OMT funding of event
Events	Re-introduce large scale family fun event (Vikings & other exhibition related)	On-going; alternate years	Subject to funding
Events	Continue to support the Friends of Chertsey Museum with monthly events programme	On-going	
Marketing	Publishing events leaflet	On-going	
Marketing	Distribute newsletter 3 times p.a.	On-going	
Marketing	Maintain media contact list	On-going	
Marketing	Add online exhibitions to website	On-going	Time
Marketing	Maintain social media accounts	On-going	Time
Marketing	Train other staff to create SM content	2021	Time
Access	Redevelopment of off-site costume store gives opportunities increase access to store	On-going	OMT project to redevelop their store planned for 2020 was halted due pandemic. Since then it has been put on hold due to finances so alternative funding needs to be sought.
Access	Accessible audio guides for main exhibitions – additional information for general visitors, descriptions for visually impaired, and quizzes for younger visitors	On-going	Time
Collections/ Documentation	Digitisation of documents archive	On-going	Time; cost of large format equipment
Collections/Conservation	Monthly stores checks	On-going	Time
Collections/Conservation	Collate and analyse monthly environmental print-outs	On-going	Time