



DERBY CITY COUNCIL

COUNCIL CABINET
8 NOVEMBER 2005

ITEM 9

Report of the Cabinet Member for Leisure and Culture

Renaissance East Midlands Business Plan 2006-08

SUMMARY

- 1.1 Derby Museums and Art Gallery is a partner in the Renaissance East Midlands Management Board. Renaissance is the government programme for improvement and development of museums in the nine English regions. The programme is delivered through the Museums Libraries and Archives Council to each of the nine English regions. Within each region the programme is led and managed by a partnership of the leading museums (known as the hub), together with the regional agency for museums, libraries and archives. The East Midlands Museums Hub consists of Derby, Nottingham City, Leicester City, Leicestershire, and Lincolnshire museum services.
- 1.2 This report outlines the contents of the Renaissance East Midlands Business Plan 2006-08.

RECOMMENDATION

- 2.1 To approve the draft Renaissance East Midlands business plan 2006-08.
- 2.2 To authorise the Cabinet Member for Leisure and Culture and the Director of Development and Cultural Services to make any final amendments up to the deadline for submission later in November.

REASON FOR RECOMMENDATION

- 3.1 Our membership of this Hub has already yielded significant developments in terms of visitor numbers, outreach and collections management.
- 3.2 The proposals and funding packages in the Renaissance East Midlands Business Plan represent a vital growth and improvement strategy for museums in the region, but especially for Derby's museums.



Renaissance East Midlands Business Plan 2006-08

SUPPORTING INFORMATION

- 1.1 Renaissance East Midlands has been allocated £4,350,000 for the 2006-8 spending round. This compares with £1,894,000 in the previous (2004-6) spending round.
- 1.2 The funding is temporary, but the Government views the programme as a long-term improvement strategy for the nation's regional museums and no date has been fixed for it to end. The funding will be used to deliver significantly improved standards of service, and culture change, across the East Midlands museums community. The Museums, Libraries and Archives Council (MLA) has three priority areas that work packages must address. In addition, there are three target audience groups for this work. 25% of the funding in each region must benefit the wider museum community, whilst the remaining can be used to improve capacity and standards in the Hub museums. The underlying theme of this business plan is sound partnership between Hub museums and the wider museum community, so that Renaissance East Midlands provides leadership across the region.
- 1.3 MLA's three priority areas are:
 1. Users: increase and sustain participation
 2. Organisations: Develop the organisation and workforce for the benefit of users
 3. Collections: Improve access and use, through better development, care and interpretation of collections.

MLA's target audiences are:

 1. Increase in overall visitors across the East Midlands Hub museums (2%)
 2. Increase by 2% the number of visits to museums in the East Midlands from priority groups:
 - adults with physical or mental disability
 - adults from black and ethnic minority groups
 - adults in socio-economic groups C2, D and E
 3. Increase of 35% in contact between school age children and museums across the East Midlands
- 1.4 Derby Museums and Art Gallery will gain £313,000 investment over two years through this business plan. This compares with a total of £173,000 in the previous (2004-6) spending round. The new spending round therefore represents an 81% uplift.

1.5 The first spending round in Derby has allowed us to:

- Employ an Outreach Officer to make contacts in the community and to encourage new groups to visit museum collections
- Recruit Collections Assistants who are reviewing and improving the documentation of our collections and the storage of items. This has in turn enabled us to use our own materials more intensively in our exhibition programme
- Introduce a joint schools service together with the Derby and Derbyshire Schools Library Service
- Install computers
- Raise the public profile of Derby's Museums and so contribute to spectacular growth in the most recent visit numbers

1.6 The funding invested in Derby's museums service is currently planned to be used in these ways:

PA1 Create a Comprehensive Service to School Age Children

- A new assistant education officer post to develop the market for age 5-16 learners focussing on the Silk Mill and working in partnership with other visitor attractions and organisations in the Derwent Valley Mills World Heritage Site. Recruit early 2007. £30,000

PA1 Culturally Diverse Community Learning

- Extension of contract of Derby's outreach officer post, and delivery of a number of new community-based projects in Derby. The objectives are to take the museum service to the community, to make the museum service more responsive to community needs, and to build new audiences for the museum. £75,000

PA1 The Digital eFuture of Museums

- Funding for investment in Derby Museums and Art Gallery's website. £15,000

PA1 Collections for Learning

- Build on the success of the Learning with Objects project 2004-06. This project was developed as a partnership between Derby Museums and Art Gallery, and the Derby and Derbyshire Schools Loans Service. New loans boxes have been developed to provide classroom work related to the topics provided by Derby Museums' freelance educators, and participating schools buy into a package that provides a loans box; a taught session from the museum, and inset training on how to learn with objects. £20,000

PA2 Capacity Building

- Investment to enable Derby Museums and Art Gallery to cope with the demands of delivering Renaissance. To be used for administrative, clerical and other support. £30,000

PA3 Effective Integration of Collections and Audiences

- To extend the contracts of Derby's two collections assistants, who are employed for strategic elimination of the museum's documentation backlog. The work being undertaken enables the museum service to plan for completion of this task in eight years time (without them the work would take 16 years) Objects that are re-documented are also re-packed and stored, and many objects are subsequently used in displays and exhibitions, thus giving the public access to material that has not been seen for many years. £98,000

In addition, Derby Museums and Art Gallery will benefit from a number of regional initiatives and projects, such as, for example, Learn with Museums, a region wide website for teachers and pupils wishing to access the education resources of East Midlands museums. The Renaissance programme also provides workforce development and training opportunities for museum staff across the region. Equally importantly, there will be a regional initiative to create development plans for clusters for museums, and Derby will benefit from this too. Total value to Derby of regional work: £45,000.

OTHER OPTIONS CONSIDERED

2. Derby City Council could decide not to sign up to the Business Plan and this would lead to its withdrawal from the East Midlands Museums Hub. This option has been rejected since the Business Plan reinforces our own objectives and priorities for the museums service and offers substantial support in our quest for improved quality and performance.

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Background papers: Renaissance East Midlands Business Plan (draft)
List of appendices: Appendix 1 Implications

IMPLICATIONS

Financial

- 1.1 The Museums, Libraries and Archives Council requires the governing bodies of Hub museums to undertake to maintain their budgets at a consistent level. Any reduction in budgets would jeopardise Renaissance funding.
- 1.2 Renaissance funding is temporary but no end date has been fixed. If the programme comes to an end we would immediately seek other external funding to support those areas of the work which remains unfinished.

Legal

2. Derby City Council will be required to enter into a contract with MLA. This will be comparable with arrangements already in place for the earlier Business Plan.

Personnel

3. Three members of staff who are currently employed on temporary contracts with Renaissance funding will have their contracts extended for a further two years. A further temporary post will be created, on a two year contract, using further Renaissance funding. Oncosts and operational budgets are included in the funding package.

Equalities impact

4. The target audiences for Renaissance funding are focussed on BEM audiences, and people from C2, D and E social groups, as well as disabled people. For this reason, many of the work packages address these audiences directly. The Renaissance programme enables Derby Museums and Art Gallery to engage with these audiences, often for the first time.

Corporate objectives and priorities for change

5. The proposal comes under the Council's Objective of **a stimulating and high quality learning environment** and also **a lively and energetic cultural life, a diverse, attractive and healthy environment** and **a shared commitment to regenerating our communities**. It also meets the Council's Priority of **raising educational achievement**.