



Joint Committee for the North of England Open
Air Museum

Date Friday 16 March 2012
Time 9.30 am Tour of Site followed by Main Meeting
Venue Collections Study Room, Regional Resource Centre,
Beamish Museum, Beamish

Business

Part A

1. Minutes of the Meeting held on 13 January 2012 (Pages 1 - 4)
2. Review of Outturn 2011/12 and Draft Revenue Budget 2012/132 - Joint Report of Museum Director and Treasurer (Pages 5 - 10)
3. Museum Update - Report of Museum Director (Pages 11 - 16)
4. Such other business as, in the opinion of the Chairman of the meeting, is of sufficient urgency to warrant consideration.
5. Any resolution relating to the exclusion of the public during the discussion of items containing exempt information.

Part B

Items during which it is considered the meeting is not likely to be open to the public (consideration of exempt or confidential information).

6. Business and Operation Improvement Plan - Capital Programme Project Report No. 9 - Report of the Museum Director (Pages 17 - 38)

7. Review of Beamish Museum's Partnership with North East Local Authorities - Report of the Chair and Museum Director (Pages 39 - 40)
8. Such other business as, in the opinion of the Chairman of the meeting, is of sufficient urgency to warrant consideration.

Colette Longbottom
Secretary to the Joint Committee

County Hall
Durham
8 March 2012

To: The Members of the Joint Committee

Councillors Bailey, J Bell, Blakey, Boyes, C Carr, Farry, Gittins, Iveson, C Marshall, D Marshall, May, Naylor, Shuttleworth, Stoker, L Thomson, Todd, Wilkinson, J Wilson and Wright (Durham County Council), Councillors S Craig, B Goldsworthy and Green (Gateshead MBC), Councillor Mortimer (North Tyneside MBC), Councillors Cunningham, Dixon, Kerr and Maxwell (South Tyneside MBC), Councillors Bell, Foster, Kelly, Richardson, J Scott, Speding, and Walker (Sunderland City Council)

Co-opted Members (Non-Voting)

Beamish Development Trust – Mr S Gray, Mrs E Hunter and Mrs S Stewart
Friends of Beamish – Mr A Ashburner and Mr M Dix

**JOINT COMMITTEE FOR THE NORTH OF ENGLAND
OPEN-AIR MUSEUM**

At a Meeting of the Joint Committee for the North of England Open-Air Museum held in the Collections Study Room, Regional Resource Centre, Beamish Museum on Friday 13 January 2012 at 10.00 a.m.

PRESENT:

Councillor D Marshall in the Chair

Members of the Joint Committee

Councillors Carr, Iveson, May, Naylor, Todd and Wilkinson (Durham County Council) Goldsworthy (Gateshead MBC), Mortimer (North Tyneside MBC) Gibson and Maxwell (South Tyneside MBC) and R Bell Foster, Kelly and Richardson (Sunderland City Council)

Co-opted Members (Non-Voting)

Friends – Mr A Ashburner
BDT – Mr S Skipsey

Apologies for absence were received from Councillors Bailey, J Bell, Blakey, Boyes, Farry, Gittins, C Marshall, Shuttleworth, Stoker, Thomson, J Wilson and Wright (Durham County Council), Craig (Gateshead MBC), Cunningham, Dixon and Kerr (South Tyneside MBC), Scott, Speding and Walker (Sunderland City Council), Mrs E Hunter and Mrs S Stewart (Beamish Development Trust) and Mr M Dix (Friends)

1 Minutes of the Meeting held on 18 November 2011

The minutes of the meeting held on 18 November 2011 were confirmed as a correct record and signed by the Chairman.

2 Museum Update

The Joint Committee received a report from the Museum Director giving an update on Museum business (for copy see file of Minutes). December had been a very busy month with visitor numbers reaching 41,000. It was envisaged to reach 490,000 visitors by the year end.

Resolved:-

That the report be noted.

3 Presentation on Visitor Trends and Segmentation

The Museum Director gave a detailed presentation about visitor trends and segmentation between 2008 and 2011 (for copy see file of Minutes).

Members were informed about the following:-

Total visitor numbers – 2011 highest year on record since 1990

Monthly visitor number – more visitors ‘out of season’ due to events being held and more attractions for visitors to experience

Key trends – increases in the number of unlimited tickets, family tickets and free under 5 tickets being purchased. Growth in terms of full time equivalent employees.

Market research – including awareness, visitor motivations and interests, size of groups and new attractions

Members thanked the Director for a very informative presentation.

Resolved:-

That the details contained within the presentation be noted.

4 Exclusion of the Public

Resolved:-

That under Section 100 A(4) of the Local Government Act 1972, the public be excluded from the meeting for the following items of business on the grounds that they involve the likely disclosure of exempt information as defined in paragraph 3 of Schedule 12A to the said Act.

5 Business and Operational Improvement Plan – Capital Programme Project Report No. 8

The Joint Committee received a report from the Museum Director that provided an update on the variations and funding for Capital Projects (for copy see file of Minutes).

Resolved:-

That the report be noted.

6 Long Term Business Plan Development

The Joint Committee received a report from the Museum Director that summarised reports and studies carried out by the Museum in order to develop a business and development plan for 2013 – 2025 (for copy see file of Minutes).

Resolved:-

That the report be noted.

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JOINT COMMITTEE – 16th March 2012

REVENUE BUDGET REVIEW 2011/2012 AND DRAFT REVENUE BUDGET
2012/2013

REPORT OF THE DIRECTOR AND TREASURER

1. Purpose of the Report

1.1 The Revenue Budget for 2011/2012 was approved at the meeting of the Joint Committee on 11th March 2011 and a revised budget was approved on 18th November 2011. The purpose of this report is to review the Revenue Budget for 2011/2012 to reflect developments that have occurred since the revised budget was approved and to approve the Draft Revenue Budget for 2012/2013.

2. Revenue Budget 2011/2012

2.1 The budget variation is set out below for information and shows in overall terms a net reduction in the use of the accumulated surplus of £3,647. This means that the general reserve for the Joint Committee is projected to increase to £96,737. Appendix A summarises the projected revenue outturn position for 2011/2012.

2.2 Line 1a: Energy Costs (£3,647 decrease). The decrease of £3,647 relates to a credit received for overpayment on previous electricity costs that were incurred by the Joint Committee. The electricity contract with NEPO is paid on the basis of an agreed billing rate. However, a reconciliation carried out by officers from Sunderland City Council showed that the actual cost of consumption was £3,647 less than that which has been charged and therefore this amount has been refunded to the Joint Committee.

3. Draft Revenue Budget 2012/2013

3.1 The Draft Revenue Budget for 2012/2013 has been prepared on the assumption that expenditure will remain broadly similar to that incurred in 2011/2012, except for the revisions outlined below:

3.2 Line 3: Services (£3,000). Members will recall that they agreed at the meeting held on 18th November 2011 to reduce the Services budget to £1,000. The provision for audit fees was overstated by £2,000 for 2010/2011 and Members agreed to net the credit amount of £2,000 against the estimated fees of £3,000 for the audit of the Statement of Accounts 2011/2012. The fees for the audit of the Statement of Accounts 2012/2013 are estimated to remain at £3,000 and therefore the Services budget has been increased by £2,000 to £3,000.

3.3 Line 4: Central, Departmental and Technical Services (£23,223). A detailed review of service charges has been carried out by Officers at Sunderland City Council in its role as lead authority to the Joint Committee. As a result of this review, Officers are proposing to reduce the overall level of financial services provided to both the Joint Committee and Beamish Museum Limited. This will result in an overall total decrease to the Museum of £10,395 for 2012/2013.

However, it is proposed to re-apportion all of the charges for internal audit work relating to the certification of the Small Bodies Annual Return, and the Capital Programme and BOIP, to the Joint Committee resulting in a net increase to the budget of £6,426. There will be no charge for internal audit services to Beamish Museum Limited or Beamish Museum Trading Limited for 2012/2013 as a result of the re-apportionment of the charges to the Joint Committee. Officers will continue to annually review the financial services charges taking into account any additional ad-hoc work that is carried out or further reductions in the level of financial services provided.

3.4 Line 6: Contributions from Constituent Authorities (£76,264). Confirmation has been received from most of the constituent authorities that their contributions to the Joint Committee for 2012/2013 will be as follows:

	£
Durham	45,141
Sunderland	15,903
Gateshead	10,300
North Tyneside	1,420
South Tyneside	3,500
Total	<u>76,264</u>

3.5 In order to produce a break-even budget it will be necessary to use £33,959 from the accumulated surplus. The accumulated surplus is projected to be £62,778 after taking into account all of the budget revisions highlighted above.

4. Recommendations

4.1 Members are requested to:

- approve the revised Revenue Budget for the Joint Committee for 2011/2012 shown at Appendix A.
- approve the Draft Revenue Budget for the Joint Committee for 2012/2013 shown at Appendix A.

Richard Evans
Director

Malcolm Page
Treasurer

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REVENUE ESTIMATES

	Original Estimate 2011-12 £	Revised Estimate Nov-11 £	Variations Mar-12	Projected Out-turn 2011-12 £	Draft Estimate 2012-13 £
Premises Related Expenses					
1 Rents, Rates & Water	20,000	20,000	0	20,000	20,000
1a Energy costs	0	0	(3,647)	(3,647)	0
Supplies & Services					
2 Printing, Stationery & General Office Expenses	3,800	0	0	0	0
3 Services	15,500	1,000	0	1,000	3,000
4 Central, Departmental and Technical Services	16,797	16,797	0	16,797	23,223
Capital Financing Costs					
5 Debt Charges	65,000	65,000	0	65,000	64,000
	121,097	102,797	(3,647)	99,150	110,223
Other Grants, Reimbursements & Contributions					
6 Contributions from Constituent Authorities	(81,189)	(81,189)	0	(81,189)	(76,264)
7 Use of Surplus/Reserves	(39,908)	(21,608)	3,647	(17,961)	(33,959)
	(121,097)	(102,797)	3,647	(99,150)	(110,223)
8 DEFICIT / (SURPLUS) for the year	0	0	0	0	0
9 Accumulated Deficit / (Surplus) B/fwd	(113,097)	(114,698)	0	(114,698)	(96,737)
Use / (contribution) of surplus	39,908	21,608	(3,647)	17,961	33,959
10 DEFICIT/ (SURPLUS) C/FWD	(73,189)	(93,090)	(3,647)	(96,737)	(62,778)

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Joint Committee of Beamish, the North of England Open Air Museum
16th March 2012

Museum Update - Report of Museum Director

1. Results for 2011/12 Year (1st February 2011 - 31st January 2012)

Summary of Key Performance Indicators:

	Actual Year 2011/12	Previous Year 2010/11	Revised Budget (Oct 11)
Visitor numbers	497,891	422,603	454,270
Variance (%)		18%	10%
Admissions income	£3,540,524	£3,333,249	£3,328,153
Variance (%)		6%	6%
Catering income	£993,764	£926,336	£914,084
Variance (%)		7%	9%
Fish & Chip Shop income	£133,478		£134,588
Variance (%)			0%
Retail income	£551,391	£556,340	£530,240
Variance (%)		-2%	4%
Total earned income excluding VAT, donations & grants	£5,943,929	£5,389,394	£5,627,497
Variance (%)		10%	6%

- 1.1 Since the last update provided to the Joint Committee meeting in January, the number of visitors to Beamish has remained higher than forecast, thanks to a successful Christmas at Beamish season and popular weekend ice skating. A total of 53,756 visitors attended the Christmas at Beamish event from mid November to early January. A further 12,059 visitors visited Beamish in January, compared to 9,008 in the previous year.
- 1.2 A total of 497,891 visitors attended the Museum in the 2011/12 year. This is 18% higher than the previous year, and our second highest result on record (522,977 in 1990/91).
- 1.3 Earned income through the charity Beamish Museum Ltd and its trading subsidiary Beamish Museum Trading Ltd has also increased by 10% on the previous year, to £5.95M. Beamish has been able to continue to grow significantly in the 2011/12 financial year despite challenging economic conditions. An increase in Beamish

Unlimited ticket sales, and a growing number of family and repeat visitors, has driven the encouraging growth in visitor numbers and income experienced during 2011/12.

- 1.4 A draft outturn report for the financial year ending 31st January 2012 (12 months) was approved at the Beamish Museum Ltd Board meeting in March. As a result of an increase in visitor numbers and a control of costs, BML produced an operating surplus of **£626,345** in the 2011/12 financial year.
- 1.5 The BML Board has reviewed its reserves policy in March 2012 and has decided to retain a revenue reserve of at least £450,000 for the 2013/14 financial year to mitigate the risk of experiencing lower than forecast visitor numbers. The Board has also reviewed its revenue budget for the 2012/13 year, taking into account the announcement of Renaissance funding from Arts Council England from 1st April 2012. The 2012/13 revenue budget forecast now shows a surplus of £122,763 based on a target of 405,000 visitors. Finally, the BML Board has recommended that an allocation of £410,000 from the Museum's operating surplus in 2012/13 be made available to the Joint Committee for investment in the Business and Operational Improvement Plan capital programme for 2012/13, to enable work on the Hetton Band Hall and Bakery projects to continue.

Approval sought

- Note Beamish's key performance indicators for the 2011/12 year.

2. ACE funding - update

- 2.1 ACE announced that the Renaissance/Major Partner Museums bid from the Beamish/Bowes Museum consortium was successful in January. The application was well received by ACE and a funding agreement is now being prepared including an agreed activity programme and key performance indicators for the 3 year period 2012/13 - 2014/15.
- 2.2 The total funding for the consortium will be worth £2.2 million over the three year period, supporting a range of projects at both Bowes Museum and Beamish, as well as their partners around the region. Projects include:
 - Conservation of collections, research and exhibition programmes at Bowes.
 - Research and development of collections at Beamish, in support of future plans, including collecting for new time periods.
 - A curatorial training scheme for 5 young people, offering a full time job and research/training support for 3 years.
 - Support for Beamish to provide business planning advice to others, and develop its development of a local food supply chain and traditional skills training courses.
 - Development of festivals and events at Beamish and at venues across Durham, including programming with partners in the County Durham Cultural Partnership.
 - Supporting schools and learning in museums through a Durham Museums Learning Network.
 - Developing volunteer opportunities at Beamish and at other museums across Durham.

3. February 2012 - Update on Museum Projects

- 3.1 Beamish has had a very successful start to the year, with 16,321 visitors attending a half term event re-enacting the late 19th century 'Silksworth Evictions' (over 9 days).

This project was developed with the support of the HLF Celebrating Community Heritage project. It has helped the Museum achieve its busiest February on record.

- 3.2 In line with the Museum's Business Plan for 2012/13 and the strategic theme 'Our Beamish', the Head of Learning has been conducting a review of staff training and is preparing detailed plans to support both staff and volunteers over the year ahead.
- 3.3 The Museum has finalised its event and festival programme for 2012. A list is attached as Appendix A. New developments this year include the 'Great North Festival of Agriculture' in September – a festival featuring a broad range of themed transport events and shows. Members should note that in addition to the events listed there are plans emerging for Beamish to host the regional celebration for the Paralympics on the evening of 24th August 2012. This will be a free evening event, with groups coming from all over the region. There is also a Schools 'Big Idea' Olympic Event planned for June 2012, where children from a number of Durham schools will take part in an Edwardian-style Olympic games around the site.
- 3.4 A review of the Museum's Collections Policy is underway, led by Kate Reeder. The review is needed to prepare the collection stores for a new period of active collecting to support Beamish's future plans, including the 'unselective' collecting of the 20th century from autumn 2012. A team of seasonal Curatorial Assistants are currently helping the permanent team rationalise and reorganise the stores in advance of this new period of collecting – which could well capture the public's imagination and result in national/international publicity. The team are preparing the systems the Museum will need to respond to what could be an incredibly busy period. As part of this it is proposed to develop a capital project to manage the emptying of inappropriate stores at Kelly's Bakery, Annfield Plain. A number of collections barns will need to be built and designs/costing for this work are being prepared. The public focus will remain on the Regional Resource Centre as a 'reception centre' for collections with an 'open future development store' showing Museum visitors those collections in store that have yet to find a home in our open air museum.
- 3.5 A review of the Museum's workshops and car parking at the Regional Museums Store and Regional Resource Centre is being led by the Museum Director and the Keeper of Transport, Paul Jarman. Using a private donation of £270,000, the Museum is developing a Regional Heritage Engineering Centre at its Foulbridge workshops. The new facilities will help the Museum meet its own growing needs and help engage young people in heritage engineering training activities. The new facilities will also provide much-improved workshop space for Friends and community groups/college apprentices. Car parking for staff will be relocated to the rear of the Regional Museum Store, freeing up the car parking spaces at the RRC for visitors and blue badge holders only. A cost line for this budget has been included in the Business and Operational Improvement Plan capital programme for 2012/13.
- 3.6 A projected profit and loss account has been prepared to inform the Joint Committee's decision on the prioritisation of capital projects in 2012/13, with the potential completion of a Town Bakery. The forecast for the Bakery has been included in the Museum's Capital Project Report No. 9 (March 2012). It shows the development is forecast to produce a small return in its first year of operation (2013/14). The approach taken is similar to that of the Fish and Chip Shop in 2011. The primary aim will be to engage visitors in an authentic illustration of a working bakery at the turn of the 20th century. We hope to cover our costs and in future years make a modest contribution to the Museum.

3.7 Finally, the Friends of the Museum have launched a fundraising campaign to help raise £50,000 towards the Hetton Band Hall Appeal. A leaflet has been prepared for mailing late March 2012, when it is hoped a community event involving the local primary school can be held at the Museum to help publicise the 'start of the project'.

4. Future plan – early presentation of key proposals/designs

4.1 The outline of Beamish's future plan is being finalised by the Museum Director. There will be a presentation and discussion of the key proposals at the Joint Committee meeting, to help inform the production of the outline masterplan in the spring of this year. The masterplan will then be further refined during the 2012, with delivery beginning in 2013/14.

Priorities for next period

- Complete outline masterplan 2013 – 2025
- ACE funded projects commence 1st April 2012
- Business and Operational Improvement Plan review/delivery 2012/13
- Staff recruitment, training and induction
- End of Year Accounts 2011/12
- Capital project delivery: Regional Heritage Engineering Training Centre; Eston Church, Hetton Band Hall and Bakery Projects
- Project development: Collection Stores and Biomass heating projects

RICHARD EVANS
Museum Director

5th March 2012

Beamish Events List 2012

Major Museum Events

- **Great North Steam Fair** – 12th – 15th April
- **Georgian Fair** – 7th – 10th June
- Co-op Day 8th July. Pittington Brass Band in Bandstand, Punch & Judy, Face painter, Balloon Sculpter, Music Hall, Musicians at Home Farm, Northumbrian Piper at Pockerley
- **Great North Festival of Agriculture**
 - Agricultural Power from the Past 30th August - 2nd September
 - Beamish “Growing Your Own” 8th – 9th September
 - Show of Agriculture 13th – 16th September
 - Hands on Heritage Skills 22nd – 23rd September
 - Harvest Festival 29th – 30th September
 - Harvest Home & Dance – 6th – 7th October
- Start of Ice Rink on 27th October 2012 (but available evening of 26th for Halloween). Operating weekends until 24th February 2013
- **Halloween Evenings** – Friday 26th, Saturday 27th & Wednesday 31st October
- **Bonfire Evening** – Saturday 3rd November
- **Christmas at Beamish** - 17th November – 30th December 2012
 - Fully open weekends & Christmas week (22nd, 23rd & 24th Dec)
 - Half price (limited opening) Midweek & 26th, 27th, 29th & 30th December
 - Closed on Mondays and Fridays and on 25th December
 - 3 Christmas Evenings (7th, 14th & 21st December)

Seasonal Calendar of Customs

- Shrove/Pancake Tuesday – 21st February
- Ash Wednesday – 22nd February
- Carlin Sunday – 25th March
- Easter Celebrations - Good Friday 6th /Easter Sunday 8th /Monday 9th April
- May Day Celebrations – 6th & 7th May
- Empire Weekend Celebrations – 19th – 20th May
- Sunday School Anniversary – 3rd June

Community Events

- Silksworth February Half Term – 11th – 19th February
- Sunderland North Outreach Event 2nd – 4th April
- Dementia Awareness Days – 21st & 22nd May
- Felling Disaster Outreach Events – 26th & 27th May
- Volunteering week – 1st – 7th June

- Provisional Blaydon Races Outreach Event – 9th June
- Olympic Event 27th June
- Provisional Stanley Celebration Event 7th – 8th July
- Provisional Eston Event 21st – 22nd July
- Provisional Outreach Event October Half Term

Bands & Choirs

- Peers of Harmony Choir in the Masonic Hall – Sunday 18th March
- Brass Band in Bandstand – Bank Holiday 7th May
- Choir in Pit Village Chapel – 12th May
- Brass Band in Bandstand – 13th May
- Choir sourced by Ken Jacques in Pit Village Chapel – 19th May
- Brass Band in Bandstand – 2nd June
- Brass Band in Bandstand – 4th June – Bank Holiday
- Brass Band in Bandstand – 5th June – Diamond Jubilee
- Choir in Pit Village Chapel – 16th June
- Choir in Pit Village Chapel – 7th July
- Band in Bandstand – Queen Elizabeth Wind Band – Sunday 15th July
- Choir in Pit Village Chapel – 21st July
- Brass Band in Bandstand – 22nd July
- Choir in Pit Village Chapel – 28th July
- Brass Band in Bandstand – 29th July
- Peers of Harmony Choir in Masonic Hall – 4th August
- Brass Band in Bandstand – 5th August
- Choir in Pit Village Chapel – 11th August
- Brass Band in Bandstand – 12th & 27th August
- Brass Band in Bandstand – 14th October

Additional Events and Activity & Important Dates

- First weekend of every month – heightened transport activity around the site.
- Last Ice Rink Day – 26th February 2012
- Durham Pals World War 1 Recruitment Party – 3rd & 4th March
- Full opening for season – 31st March
- Gordon Highlanders Drill Weekend – 21st – 22nd April
- Meccano Weekend – 28th – 29th April
- Rover Car Rally – 20th May
- Beamish Reliability Run – 17th June
- Queen’s Diamond Jubilee Event – 5th June
- North East Police History Society Exhibition – 30th June & 1st July
- Quoits Weekend – 14th & 15th July
- Durham Pals World War 1 Recruitment Party - 18th – 19th August
- Steam Car Rally – 24th August
- Quilters Guild Exhibition 25th & 26th August
- Classic Car Day – 30th September
- Durham Pals World War 1 Recruitment Party – 20th & 21st October
- Last Day of 7 day operation - move to winter opening – 4th November

By virtue of paragraph(s) 3 of Part 1 of Schedule 12A
of the Local Government Act 1972.

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Agenda Item 7

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