



Joint Committee for the North of England Open
Air Museum

Date Friday 23 November 2012
Time 10.00 am
Venue Collections Study Room, Regional Resource Centre,
Beamish Museum, Beamish

Business

Part A

1. Minutes of the Meeting held on 21 September 2012
(Pages 1 - 4)
2. Arts Council England Major Partner Museums and
Creative People and Places Bid - Presentation by Head of
Community Participation
3. New attractions for 2013 - Hetton Band Hall and Town
Bakery - Presentation by Museum Curator
4. Museum Update - Report of Museum Director (Pages 5 -
10)
5. Beamish Future Plan 2013-2025 - Update - Presentation
by Museum Director
6. Cycle of Meetings 2013 - Report of Secretary (Pages 11 -
12)
7. Such other business as, in the opinion of the Chairman of
the meeting, is of sufficient urgency to warrant
consideration
8. 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).

- 9.** Update on Partnership Review -working group and regional advisory panel - Verbal Report by Museum Director
- 10.** 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
15 November 2012

To: The Members of the Joint Committee

Councillors Bailey, J Bell, Blakey, Boyes, C Carr, Farry, Gittins, Iveson, C Marshall, May, Morgan, Naylor, Shuttleworth, Stoker, L Thomson, Todd, Wilkinson, J Wilson and Wright (Durham County Council), Councillors B Goldsworthy, Green and Wallace (Gateshead MBC), Councillor Mortimer (North Tyneside MBC), Councillors Cunningham and Maxwell (South Tyneside MBC), Councillors Bell, Fletcher, Kelly, Richardson, J Scott, Trueman 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 21 September 2012 at 10.00 a.m.

PRESENT:

Members of the Joint Committee

Councillors J Bell, Iveson, May, Morgan, Naylor, Shuttleworth, Thomson, Todd, Wilkinson and Wright (Durham County Council) Mortimer (North Tyneside MBC), Cunningham (South Tyneside MBC) and R Bell, Fletcher, Kelly, Scott, Trueman and Walker (Sunderland City Council)

Co-opted Members (Non-Voting)

Friends – Mr A Ashburner

Apologies for absence were received from Councillors Bailey, Blakey, Carr, Farry and C Marshall (Durham County Council), Goldsworthy, Green and Wallace (Gateshead MBC), Maxwell (South Tyneside MBC) Richardson (Sunderland City Council), Mr Gray and Mrs Stewart (Beamish Development Trust) and Mr Dix (Friends)

1 Minutes of the Meeting held on 13 July 2012

The minutes of the meeting held on 13 July 2012 were confirmed as a correct record and signed by the Chairman.

2 Museum Update

The Joint Committee received a report from the Museum Director that gave an update on Museum business (for copy see file of Minutes).

Performance - visitor numbers had increased and were 20% up on budget and 3% up on the previous year figures, with more repeat visitors attending. The Fish and Chip shop were doing well and sales were up on budget. The Paralympic event had been successful and the Museum had worked with a number of outside agencies to deliver a relaxed family event. The Agriculture festival was running well with

events planned until the beginning of October. The forecast of visitor numbers for the year end was between 500,000 and 520,000. Business Plan Review/ Update - £200,000 capital had been released to re-invest in current capital projects such as Town Bakery, Band Hall and Dunrobin.

Fundraising – a campaign was underway to increase the Friends membership and included selling at the Main Entrance.

Resolved:-

That the report and fundraising priorities, be noted.

3 Statement of Accounts

The Joint Committee considered a report of the Treasurer outlining the communications received from the External Auditors concerning the Annual Return for 2011/2012 and to provide the Audited Statement of Accounts for 2011/2012 (for copy see file of Minutes).

The Treasurer informed Members that the external auditor had provided an unqualified audit opinion of the Annual Return for the year ended 31st March 2012 and also that the Statement of Accounts 2011/2012 had required no amendment from those previously presented to the Committee in June. No major issues had been identified by the External Auditors although a small matter, that was not considered material, was highlighted in their audit report for the attention of the Committee. The Treasurer reported that this minor issue could be dealt with in future by adding a note to the accounts.

Resolved:

- (i) That the unqualified audited Annual Return from External Auditors, BDO LLP (Chartered Accountants), be noted.
- (ii) That the Audited Statement of Accounts for the financial year ended 31 March 2012, be approved.

4 De-accessioning of Items in the Collections

The Joint Committee considered a report from the Museum Director that requested the de-accessioning or transfer of items in the Museums Collections (for copy see file of Minutes).

Resolved:

That the de-accessioning and transfer or disposal of listed items be approved.

5 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.

6 Business and Operational Improvement Plan – Capital Programme Project Report No. 11

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 recommendations within the report be approved.

7 Long Term Plan Update

The Museum Director gave a detailed presentation outlining the short, mid and long term plans of the Museum (for copy of presentation see file of Minutes). Key decisions were being made and an outline plan would be available for the Joint Committee in January 2013.

Resolved:-

That the report be noted.

8 Update of the HSE Investigation

The Museum Director updated the Joint Committee of the progress of the investigation following a tragic accident in July 2012.

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JOINT COMMITTEE FOR THE NORTH OF ENGLAND OPEN AIR MUSEUM
23rd November 2012

UPDATE ON MUSEUM BUSINESS
REPORT OF THE DIRECTOR: RICHARD EVANS

1. Update on recent performance February – October 2012, 9 month period

Museum Key Performance Indicators

	Actual YTD 2012/13	Original Budget Forecast 2012/13	Previous Year 2011/12
Visitor numbers	425,186	367,000	422,003
Variance (%)		16%	1%
Admissions income	£2,969,294	£2,876,803	£3,112,743
Variance (%)		3%	-5%
Catering net profit	£203,177	£199,716	
Variance (%)		2%	
Fish & Chip Shop net profit	£108,857	£81,339	
Variance (%)		34%	
Retail net profit	£186,344	£177,820	
Variance (%)		5%	
Total operating income ¹	£5,054,725	£5,014,247	£5,159,932
Variance (%)		1%	-2%

- 1.1 Beamish has continued to enjoy a very busy season, with consistently higher than forecast visitor numbers. Sadly, very wet and relatively cold weather has reduced attendances at some of the museum's autumn events and visitor numbers were a little disappointing in both September and October. However, the Beamish Bonfire Night and two out of three Halloween nights were sold out. Overall visitor numbers to the end of October are 1% up on 2011 and 16% ahead of forecast, despite the fact that the October half term fell partly in November this year. The museum is on track to exceed its forecast for November 2012 and welcomed more than 500,000 visitors in the 2012/13 year, the second best result on record (522,000 in 1990/91).

¹ Includes Beamish Museum Ltd Charitable income for Admissions; Fairground; Gift Aid and Education combined with its wholly owned subsidiary Beamish Museum Trading Ltd income from Catering, Functions and Retail. Excludes charitable donations and VAT.

- 1.2 The Beamish Bonfire Night, held in partnership with Durham Police and Fire Brigade, was very popular with 3,500 visitors. This was the first time the museum has held the event and a review is currently underway with partners to inform future plans. The museum was surprised by the high demand for evening catering and additional outlets will be needed for any future events such as this, along with more entertainment for the crowds before the fireworks display. The display itself was spectacular, although some visitors expected a 'period' event many provided feedback that they were delighted by the show. It was felt that many more tickets could be sold if the museum could provide more car parking space and more entrances/exits, or perhaps we could consider holding the event over 2 nights, although there is a need to ensure the museum is not seen as having an adverse effect on other events in the community. Capacity this year was set at 3,500 people – the previous event at Aykley Heads attracted c.15,000. The museum is very grateful for the help of the Police and Fire Brigade who provided fantastic assistance on the night, without their help it would not be possible to hold the event.
- 1.3 Although footfall at Beamish has remained at historically very high levels in 2012, the average spend achieved per visitor has slightly declined in most areas of operations, no doubt reflecting ongoing pressures on UK consumers and our visitor's disposable incomes. Beamish continues to welcome more repeat visitors - some local people and some tourist visitors – taking advantage of the Unlimited ticket offer. One of the fastest growing segments of Beamish's audience remains local, low-income families despite the fact that around 60–65% of the museum's audience comes from outside the region.
- 1.4 As a result of an increase in repeat visitors, admissions income has slightly declined on last year (-4%), although revenue from secondary spend across the site remains strong and overall the museum is performing extremely well, especially when compared with early results from comparable attractions and museums in the region and across the UK. Overall earned operating income at £5.05 million in the 9 months to the end of October 2012 is 2% lower than the same period in 2012 but 1% higher than the original budget forecast for the year.
- 1.5 The results of the Fish and Chip Shop's first full year of operation are particularly impressive and are a credit to the supervisor responsible, Denise Hodge. Denise has worked for the museum for more than 20 years and her quiet determination combined with her team's dedication to the art of making delicious coal fired fish and chips in traditional beef dripping is nothing short of remarkable. The fish and chip shop is on target to generate a profit of around £120k in the financial year.

Approval sought

- Note Beamish's key performance indicators for the 2012/13 year to date.

2. Business and Operational Improvement Plan Capital Developments – Update for Members

2.1 Good progress continues to be made with the capital projects underway at the museum with ongoing commitments remaining within the approved budget of £4.04 million as shown in the table below.

Table 2: BOIP Capital Programme Budget Approved September 2012

	Approved Budget	Current Status
Period Fairground	£494,528	Complete
Tea Rooms	£412,319	Complete
Entrance Building	£901,674	Complete
Fish & Chip Shop	£330,736	Complete
Dunrobin & Rowley	£365,417	Ongoing
Collections Stores	£270,812	Ongoing
T&I Workshops	£207,862	Ongoing
Eston Church	£286,080	Phase One complete
Town Bakery	£385,000	Ongoing
Hetton Band Hall	£282,513	Ongoing
Kibblesworth Airey Houses	£33,449	Complete
Sub total	<hr/> £3,970,390	
Fees	£69,000	
Contingency	£971	
Total:	£4,040,361	

2.2 The Museum Curator will be giving a progress update on all ongoing projects at the Joint Committee meeting with a focus on the Hetton Band Hall and Bakery construction projects, both of which are expected to be completed during the 2013 season. It is also expected that we will complete the Collection Stores projects in spring 2013 in preparation for the active and unselective collecting of the 20th century from February 2013. The ‘open store’ project in the Regional Resource Centre, with the opening of two collection stores to museum visitors, is expected to be complete by the end of 2013.

2.3 Further funding will be required to complete the Eston Church and Rowley Station/Transport project to restore the locomotive Dunrobin. It is not recommended to proceed any further with these projects at this time, since there is significant work still to be carried out to the locomotive that has already been ordered and the Eston Church project features in the ‘Great Georgian North’ programme in Beamish’s future plan from 2013 – 2025.

2.4 Subject to the performance of the museum continuing to be good over the winter period, it is anticipated that the operating charity Beamish Museum Ltd will produce a modest surplus in the 2012/13 financial year. Once the outturn is known, the Board of BML will consider whether there is any funding available for future capital development in 2013/14 and a recommendation for further commitments in 2013/14 will be prepared for the Joint Committee's approval. It is hoped that the Building Team, established in 2012, will be able to take on an increasing amount of capital development work from next year, in conjunction with a team of construction and engineering apprentices. This way of working, placing experienced museum craftsmen and engineers alongside a manageable number of trained apprentices in order to carry out work at Beamish, whilst also passing on valuable skills to the next generation, forms an important part of the museum's future plans. It is recommended that an application to the Heritage Lottery Fund's 'Skills for the Future' programme be developed to support this new way of working at Beamish in January 2013, working with local training providers where appropriate.

Approval sought

- Business and Operational Capital Programme as outlined above
- Application to the Heritage Lottery Fund 'Skills for the Future' fund to develop training and apprenticeships at Beamish and other partner sites.

3. Arts Council England – Major Partner Museum Update & Bid for Creative People & Places Funding as part of a consortium in East Durham

3.1 Beamish continues to work with its partners at The Bowes Museum, Durham Light Infantry Museum and Killhope to deliver the programme of Major Partner Museum activity agreed with Arts Council England. The Museum's Head of Community Participation will be giving the Joint Committee a presentation at the meeting with some recent highlights and achievements, which at Beamish include:

- Employment of 5 new Curatorial Assistants to help us prepare for the active collecting of the 20th century in support of Beamish's future plan.
- Establishing a 'Future Leaders Training Programme' for open air museum curatorship, involving 10 members of staff and exchanges with EU partner museums.
- Further development of heritage/traditional skills courses at Beamish as well as the use/celebration of local food.
- Participation in the EU funded 'Re-active Ageing' project to develop the quality of experiences for older people, including those who live with dementia, offered by partner open air museums.
- Event and festival development at Beamish in 2012 and 2013 with more involvement of local community groups.
- Development of learning activities and training of staff managing educational activities at Beamish and partner museums.
- Participation in regional group helping to develop plans for WW1 commemoration events from 2014, including regional events to engage community based groups, museums and libraries.

3.2 Beamish is working with its community partners in East Durham (East Durham AAP and East Durham Trust) as well as consortium partners Forma Media on a bid to Arts Council England for Creative People and Places funding from 2013. The development of the bid has been approved by the BML Board and backed by Durham County Council. The idea is to develop a programme of arts activity in East Durham over the next three years with local people who traditionally don't engage in the arts.

Approval sought

- Update on Beamish's work with ACE as part of the Major Partner Museums programme and bid for Creative People and Places funding in a consortium for East Durham.

Priorities for next period

- Complete Beamish's future development plan, 2013 – 2025, for Board approval
- Preparation of HLF bid for first phase of 2013 – 2025 capital works and apprenticeship/training schemes.
- Major Partner Museum Activity Plan Delivery Q3 and Q4 2012/13.
- Arts Council England Creative People and Places Bid in Consortia for East Durham.
- Manage capital projects: Dunrobin and Rowley Station developments, Bakery and Hetton Band Hall.
- Detailed Operational Action Plan for 2013/14.
- Staff training plan & liP review.
- Biomass heating project development.
- Development of Pit Pony Stable and Town Stables projects to bring forward for approval in 2013, subject to funding.

RICHARD EVANS

Director

14th November 2012

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JOINT COMMITTEE – 23 November 2012

CYCLE OF MEETINGS 2013

Report of Secretary

In accordance with normal practice, I have consulted the Constituent Authorities on the cycle of meetings of the Joint Committee for the year 2013.

It would seem the following cycle of meetings would be acceptable, with all meetings commencing at 10.00 a.m.

Friday 11 January 2013
Friday 15 March 2013
Friday 26 April 2013
Friday 28 June 2012 (Accounts)
Friday 12 July 2013 (Annual)
Friday 20 September 2013
Friday 15 November 2013

It would of course be within the terms of the Joint Committee’s constitution for the Chairman to call a meeting at any time and to do so on the request of six members.

In accordance with the wishes of members, I would propose that all meetings are held at the Museum.

I recommend that the cycle of meetings be approved.

C Longbottom
Secretary to the Joint Committee

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