



**JOINT COMMITTEE OF BEAMISH, THE NORTH OF ENGLAND OPEN AIR MUSEUM**  
**20<sup>th</sup> September 2013**

**MUSEUM UPDATE**  
**REPORT OF THE MUSEUM DIRECTOR: RICHARD EVANS**

**1. Performance for the period 1<sup>st</sup> February 2012 to 31<sup>st</sup> August 2013 (7 months)**

Beamish Museum KPIs 7 month period

	Actual YTD 2013/14	Original forecast 2013/14	Previous Year 2012/13
Visitor numbers	<b>393,462</b>	301,000	337,800
Variance (%)		+31%	+16%
Admissions income	<b>£2,704,908</b>	£2,179,866	£2,339,006
Variance (%)		+24%	+16%
Catering income	<b>£719,155</b>	£586,950	£634,244
Variance (%)		+22%	+13%
Fish & Chip Shop income	<b>£256,149</b>	£180,200	£197,698
Variance (%)		42%	29%
Retail income	<b>£409,308</b>	£376,250	£372,947
Variance (%)		9%	10%
<b>Total earned income<sup>1</sup></b>	<b>£4,597,978</b>	<b>£3,780,952</b>	<b>£3,985,756</b>
<b>Variance (%)</b>		<b>+22%</b>	<b>+15%</b>

1.1 Thanks to a combination of fine weather very high attendances during the school holidays, Beamish is on track to achieve a record year in 2013/14 in terms of both attendances and income. Visitor numbers in the 7-month period to the end of August were 16% up on the previous year. Earned income from both BML and BMTL was up 15%.

1.2 Performance in August was particularly strong, with Beamish welcoming more than 107,000 visitors in the month. An incredible 6,000 people came on the August Bank

<sup>1</sup> Includes income from admissions, gift aid, education, catering, retail and guide books net of VAT. Excludes income from commissions, donations, grants and funding from EU, Arts Council England and Heritage Lottery Fund.

Holiday Monday filling all available car parks. The Museum is well on target to achieve the milestone of half a million visitors in the 2013/14 year, depending of course on the results in the autumn and winter seasons.

- 1.3 Looking ahead to the autumn, the museum is busy delivering the Festival of Agriculture during September and October, with 6 weekends of events and rural activities concluding with 'Harvest Home & Ceilidh' on 6<sup>th</sup> October. The museum is already selling tickets for its autumn/winter programme, including Halloween, Bonfire and Christmas evenings. An up to date copy of the events list for the autumn/winter is attached in appendix A.

### **Members are asked to note**

- **Beamish's key performance indicators for the 7-month period to August 2013.**

### **2. Update on museum business**

- 2.1 Beamish continues to deliver the HLF funded 'Celebrating Community Heritage' project during the 2013/14 year. Activities supported included learning programmes with schools across the region, the Hetton Band Hall opening, the Great King Coal community event in April and a weekend in early summer remembering the Suffragettes. The latter featured a 'Suffragette Bike Ride' with staff and volunteers cycling through Newcastle in costume. The HLF project comes to an end in September 2014 and a plan is needed to consider how Beamish will continue to support schools in future years and continue to develop community participation in the work of the museum. This is expected to be an important feature in the major capital project '*Remaking Living Museum 1820-1950*' from 2015 -2020
- 2.2 Beamish continues to work with its partners Forma Arts and Media, East Durham Trust and Durham County Council/Area Action Partnership on a 'Creative People and Places' arts project in East Durham. Beamish is the lead organisation and responsible for co-ordination/project management including finance. £50,000 of development funding from the Arts Council has been secured to help partners prepare a detailed business plan/programme that is shaped by people in East Durham. The business plan is expected to be finalised in November 2013, for ACE approval. The business plan involves activity from the outset with a programme called 'Exchanges' that will see the artist Dryden Goodwin creating portraits in East Durham during September. Subject to approval of the business plan, ACE funding totalling £1.5 million is anticipated to support a 3-year programme that will be launched in Spring 2014. Beamish with its project partners need to raise a further £250,000 over the next three years to match fund the programme of high quality arts, reaching the least engaged and involving people across East Durham.
- 2.3 Work has continued on the development of Beamish's Development and Engagement Plan 2013 – 2025 (DEP), which was originally approved in January 2013. The sequencing of capital works has been revised following consultation with the HLF, and a Major Grant application for up to £12 million of HLF funding is now

being prepared for submission in November 2013. An executive summary has been prepared for partners and key stakeholders and is included as an agenda item for discussion and approval at the September Joint Committee meeting. The HLF bid will be for Stage I development funding worth around £350k over 12 months, to work up the detail of a major £16.5 million capital project 'Remaking Living Museum 1820 – 1950' that is prioritised for delivery from 2015 to 2019 in the DEP. Match funding totalling £4.5 million will be required to deliver the £16.5M scheme, and discussions are now underway with the Treasurer from Sunderland City Council to explore the potential for Local Authority partners to guarantee or underwrite this shortfall, ideally prior to HLF Stage I submission in October 2013. Local Authority support for the project at this early stage will be critical to the bid's success. Beamish will need to prepare a robust funding strategy to show how the £4.5 million will be raised over the next four years in order to deliver the project. Capital support from the new EU programme in the North East, working through the L7 and North East LEP, will be crucial in this respect.

- 2.4 The DEP includes a number of short term priorities for delivery prior to the anticipated start date of the HLF funded project in 2015. A separate capital project report has been prepared for Joint Committee approval detailing early priorities for capital works, and an Engagement Plan for the period to 2018/19 has been updated and re-issued following further consultation with staff.

### **3. Review of governance – update**

- 3.1 Following approval by the Joint Committee the Company Secretary has circulated a number of draft documents for approval by the museum's 5 Constituent Local Authorities. Permission has also been granted by the Charity Commission to allow Beamish Museum Limited to change its name to 'Beamish Museum'. The draft documents prepared for approval include:
- Agreement to dissolve the Joint Committee
  - New 50 year lease for BML from Durham County Council
  - Amended Memorandum/Articles of Association for 'Beamish Museum'
- 3.2 A report outlining the proposal to establish a 'Regional Stakeholder Group' in the autumn of 2013 has been prepared for approval and is included at item 7 of the agenda. A 'hold the date' e-mail has been issued to partners. The proposed date for the first meeting is Friday 25<sup>th</sup> October from 10.30am at Beamish.

## **Priorities for next period**

- Review of Museum Risk Register and VAT advice
- Recruitment of Head of Partnerships and Communications
- Prepare HLF Funding Bid for 'Remaking Living Museum 1820-1950' project
- Prepare fundraising strategy for LA partners/secure guarantee for funding shortfall
- Deliver partnership programmes (ACE MPM and HLF)
- Issue agenda for Regional Stakeholder Group meeting in October 2013
- DEP Early Priorities capital programme: Dunrobin locomotive overhaul/engine sheds; Hexham Stables deconstruction; Pit Pony Stables; Chemist/Photographers design/planning application; Wingate Café collection; and Navy Mission Catering Hut construction.
- Production of Creative People and Places Business Plan (Nov 2013)
- Preparation of Major Partner Museum consortium bid with Bowes Museum (from Jan 2014)

**RICHARD EVANS**

Director, 11<sup>th</sup> September 2013

## Appendix A: Events List

### Autumn Season (September – November 2013)

- **Great North Festival of Agriculture (29<sup>th</sup> August – 6<sup>th</sup> October)**
  - Agricultural Power from the Past 29<sup>th</sup> August – 1<sup>st</sup> September
  - Beamish “Growing Your Own” 7<sup>th</sup> – 8<sup>th</sup> September
  - Show of Agriculture 12<sup>th</sup> – 15<sup>th</sup> September
  - Hands on Heritage Skills 21<sup>st</sup> – 22<sup>nd</sup> September
  - Harvest Festival 28<sup>th</sup> – 29<sup>th</sup> September
  - Harvest Home & Dance – 5<sup>th</sup> – 6<sup>th</sup> October
  
- Classic Car Day – 29<sup>th</sup> September
  
- **Puffing Billy Celebration – October Half Term – 26<sup>th</sup> October – 3<sup>rd</sup> November.**
  
- Ice Rink opens (weather dependent) on:
  - Operating each day of October Half Term (26<sup>th</sup> October – 3<sup>rd</sup> November)
  - The three Halloween Evenings (29<sup>th</sup>, 30<sup>th</sup> & 31<sup>st</sup> October)
  - The weekend of 9<sup>th</sup> – 10<sup>th</sup> November
  - Opening for start of Christmas on 16<sup>th</sup> November 2013 (open for the three Christmas evenings). Operating weekends until 23<sup>rd</sup> February 2014.
  
- **Halloween Evenings**
  - Tuesday 29<sup>th</sup> October, Wednesday 30<sup>th</sup> October & Thursday 31<sup>st</sup> October
  
- **Bonfire Evenings**
  - Saturday 2<sup>nd</sup> November & Tuesday 5<sup>th</sup> November
  
- Last Day of Autumn Season – Sunday 3<sup>rd</sup> November 2013.

### Winter Season Events (December 2013 – February 2014)

- Winter Season – 5<sup>th</sup> November 2013 – 4<sup>th</sup> April 2014.
  
- **Christmas at Beamish**
  - Commencing 16<sup>th</sup> November – 29<sup>th</sup> December 2013.
  - Open weekends & midweek – closed Monday/Friday.
  - Three Christmas Evenings (6<sup>th</sup>, 13<sup>th</sup> & 20<sup>th</sup> December).
  - Christmas week full operation dates – 23<sup>rd</sup>, 24<sup>th</sup>, 26<sup>th</sup> December.
  - Closed to public 25<sup>th</sup>, 27<sup>th</sup> & 30<sup>th</sup> December.
  - Return to midweek winter operation 31<sup>st</sup> December 2013.
  
- February Half Term Activities 15<sup>th</sup> – 23<sup>rd</sup> February (open 9 days including Monday & Friday)
- Last Ice Rink Day – 23<sup>rd</sup> February 2014