



**Report to: Place and Economic Development Sub-Committee, 30<sup>th</sup> July 2019**

**Report of: Corporate Director - Place**

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**Subject: MUSEUMS WORCESTERSHIRE ANNUAL REVIEW**

**1. Recommendation**

**1.1 That the Place and Economic Development Sub-Committee note the activities undertaken in museums in 2018-19 and the impact made.**

**2. Background**

2.1 Museums Worcestershire is the joint museum service for Worcester City Council and Worcestershire County Council. Since its establishment in 2010, local residents' satisfaction with museums has increased significantly and both authorities have been able to reduce their spending on museums through efficient shared working.

2.2 In Worcester City, Museums Worcestershire manage the Art Gallery & Museum, The Commandery and cares for the collections of the City which were first started in 1833. The service runs programmes of exhibitions, events, formal and informal learning for all ages and supports the wider heritage through joint projects and professional advice.

2.3 Museums Worcestershire transferred hosting to Worcester City Council in July 2018. The service is overseen by a Joint Museums Committee with members from both authorities.

**3. Information**

3.1 The appended annual review of Museums Worcestershire activity in 2018-19 was approved by the Joint Museums Committee at their June meeting.

3.2 The report highlights the impact that museums make in the City and County, illustrated through case studies, comments from users and performance figures. The service secured more than £176,000 of external funding for museums in 18-19, and generated £1.5million of economic impact by bringing visitors into the area.

3.3 The next ten years offers opportunities for transformation and development in the museums service, as several long agreements and leases reach their end. In preparation, the Joint Museums Committee have developed a new Strategic Plan for Museums Worcestershire for the period 2019-24 and this was adopted on 12/6/2019. The five strategic aims are to develop the venues and collections for the future; to strengthen the core service; to learn from our audience and improve; to make a difference in our communities and diversify our funding.

3.4 Priorities for the next five years include new visitor and commercial opportunities at The Commandery, a masterplan for the development of the Art Gallery & Museum and its surrounding area including supporting the Arches project and other heritage organisations.

#### **4. Corporate/Policy Implications**

4.1 Museums Worcestershire's activities support a number of themes in the City Plan including:

*Stronger and Connected Communities* – by supporting quality social time for its residents in spaces that nurture and inspire inter-generational discussion.

*A Prosperous City* – by raising Worcester's cultural profile regionally and nationally, bringing visitors and their spending to the City.

*A Healthy and Active City* – by supporting mental wellbeing for visitors to its venues and exhibitions and for participants in its targeted projects.

*A Heritage City for the 21<sup>st</sup> Century* – by caring for and bringing life to the City's heritage buildings and collections.

4.2 The work of the joint service both at the City museums and across Worcestershire also contributes to the County Council priorities *Supporting Children and Families*, *Championing Open for Business* and *Promoting Health and Well-being*.

**Ward(s):** All wards  
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**Background Papers:** none

**Supporting documents:**

**Appendix 1 -Museums Worcestershire Annual Review 18-19**  
**Appendix 2 -Museums Worcestershire Strategic Plan 2019-24**