

COLCHESTER & IPSWICH JOINT MUSEUMS COMMITTEE

MINUTES

MONDAY 13 MARCH 2017
GIPPING ROOM, GRAFTON HOUSE
3.00 PM

Present: Councillors: C Jones (Vice-Chair), B Oxford and T Young (Chair)

18. Apologies for Absence

Apologies for absence were received from Councillor Smart and Ann Hedges.

19. Unconfirmed Minutes of Previous Meeting

Resolved:

that the Minutes of the meeting held on 24 January 2017 be signed as a true record.

20. To Confirm or Vary the Order of Business

Resolved:

that the Order of Business be confirmed as printed on the Agenda.

21. Declarations of Interest

There were no declarations of interest.

22. JMS/16/07 Colchester & Ipswich Museum Service: Business Plan 2017-22

22.1. Mr Seaman (Colchester and Ipswich Museum Service Manager) highlighted the purpose of the Business Plan and requested comments from the Committee on the strategic 5-year Business Plan and the Action Plan for 2017/18.

22.2. The following points were raised in relation to the Business Plan 2017 – 2022:

- Page 2 – Background: 3rd paragraph, second line should read as “.... will face significant economic and social challenges ...”.
- Page 5 – Aims: Audiences – there should be a more general marketing aim, not just digital marketing.
- Page 7 – Context: Economic – this should read as “Recognising the existing and growing financial pressures ...”.
- Page 12 – Outcomes: Audiences – there should be reference to the use of marketing to not only maintain existing audiences, but to build on them as well.
- Page 12 – Outcomes: Audiences – Colchester Castle should be seeking to expand its audience.
- Page 12 – Outcomes: Audiences – the reference to the project with the children of homeless families should be listed as an example.
- Page 12 – Outcomes: Audiences – include an example of cross-arts programmes.
- Page 13 – Buildings – should the storage facilities be included?
- There should be a definition of diversity included, making reference to the Equality & Diversity policies adopted by each authority.

22.3. The following points were raised in relation to the Action Plan 2017/18 (Appendix 1):

- Objective 1.2 – re: capture of email addresses, reflect the need to identify a baseline and request a significant increase on that baseline.
- Objective 3.2 – third measure should read as “4 x Trainee led sessions in their former schools”.
- Objective 4.1 – include reference to the use of visitor emails as a marketing technique.
- Objective 5.2 – request a significant increase on the use of tablets in Colchester Castle based on existing take up levels.
- Objective 14.5 – include reference to the Employers Apprenticeship Levy.

22.4. The following points were raised in relation to the Performance Targets for 2017/18 (Appendix 2):

- Ensure that future targets are adjusted to reflect any known closure of facilities, e.g. recent works undertaken as Christchurch Mansion.
- Total Income Target (CIMS) for 2017/18 for Colchester Castle should read as £94,300, not £94,200.

22.5. The following points were raised in relation to the Strategic Risk Register (Appendix 3):

- At the bottom of the page, include the date that the Strategic Risk Register was agreed by the Joint Committee.

Resolved:

that, subject to the above amendments, the Colchester and Ipswich Museum Service Business Plan 2017 – 2022 and its appendices be approved.

The meeting closed at 3.51 pm

Chair