

Creating a heritage hub for Guildford, Outline Activity Plan Narrative

Introduction

This narrative in sections 1-4 provides context for the outline activity plan (section 5) for our project: Sections 4 and 5 show how we aim to develop activity in response to our audience needs and how we will involve them in the project.

1 Where we are now

This gives a summary description of Guildford, the aims of Guildford Borough Council and Heritage Services, a summary description of the heritage

2 Audience information

3 Summary and target audiences

4 Our project aims

5 Outline Activity Plan

1 Where we are now

1.1 Guildford

Guildford is the county town of Surrey. It is thought to have its origins as a Saxon settlement by the River Wey. This river running through the centre of Guildford, was one of the first rivers to be made navigable and was key to establishing Guildford as a major market town. The town's position midway between London and Portsmouth also meant that it became an important staging post for travellers by stage coach. Later on the coming of the railway made it possible for Charles Dodgson to travel with ease between Oxford, where he worked, and Guildford where he set his sisters up as residence, and subsequently facilitated the growth of Guildford as a 20th century commuter town.

Guildford is an historic town that has preserved vivid reminders of its past: the Castle which presides over the town which grew around it is believed to have been founded by William the Conqueror and was an important royal palace in the medieval period. Other iconic historic buildings in Guildford include the 16th century Guildhall, the Royal Grammar School and Abbot's Hospital (a Jacobean almshouse founded by George Abbot Archbishop of Canterbury, which is still used for its original purpose of providing homes for the older people of the town).

Guildford is also a town surrounded by stunning countryside, such as the Surrey Hills, an Area of Outstanding Natural Beauty and one of 36 nationally protected landscapes in England. The town and surrounding area have attracted many writers, artists and crafts people to live in or record life here, including

Charles Dodgson, Gertrude Jekyll, Helen Allingham. This arts and crafts heritage flourishes today in a lively local arts scene populated by many artists and makers.

Guildford is now home to the University of Surrey with its large student and academic population, is a centre for international digital and creative industry (notably the gaming industry), and is increasingly a tourist destination for UK and overseas visitors.

1.2 Guildford Borough Council Heritage Services

Guildford Borough Council's vision is for Guildford to be a town and borough:

- With strong infrastructure
- World-class businesses with capacity to expand and deliver growth
- .An evolving and vibrant economy
- Which creates a progressive and sustainable environment
- . For people today and future generations living in an ever improving society.

The Council's Heritage Service was created in 2009 as part of the Council's Economic Development service unit, sitting alongside Business and Tourism and Asset Development. The service manages six historic sites that are open to the public including Guildford House and Gallery, the Guildhall, the Undercroft, Wanborough Barn, Guildford Museum and Guildford Castle. The service also operates a reconstructed Victorian schoolroom facility for schools' use. Visitor numbers to heritage sites total around 156,000 per year.

It has developed a key role in managing the Council's heritage assets, and providing services for the public, with the following aims:

1. To care for and manage heritage buildings and collections held in trust for the people of Guildford, according to best practice and professional standards
2. To develop and deliver efficient and sustainable services that are relevant and respond to the needs of Guildford and the community
3. To provide services in ways that allow the widest possible audience to understand, learn from and enjoy Guildford's heritage
4. To make an active contribution to the borough's cultural life and tourism economy by creating and promoting sites and programmes that attract and inspire residents and visitors
5. To encourage engagement, ownership and pride in our local heritage and services for the benefit and wellbeing of the community and residents

1.3 Guildford Museum and Guildford Castle

Guildford Castle comprises a mid 12th century "great tower" or keep, on a mound overlooking the town, surrounded by standing and buried remains of a group of medieval buildings that, in concert, formed a major royal residence for some 300 years. The castle is a Scheduled Ancient Monument situated within the Castle Gardens and Castle Cliffe Gardens, both public open spaces. The tower is open to the public from spring to early autumn.

The medieval fabric of Guildford Castle is of exceptional evidential significance as a rare surviving example of medieval military and domestic architecture, an important primary source of information for this period and for its ability, alongside excavated material and “pipe roll” royal accounts, to illustrate wider aspects of medieval life. In addition, buried remains and standing ruins are a potential source of further information about the historic development of the Castle and Palace.

The site has associative historical value through links with a number of monarchs. Convincing evidence that the tower was built by King Stephen (1135 – 1154) makes it, potentially, the only surviving stone structure attributed to him, and sets the story of its early development against Stephen and Matilda’s battle for the English throne. Henry III’s extension of the castle to form a palace, documented in accounts and explored through excavation, illustrates the elaboration of domestic and court life and makes it one of the best understood palaces of his reign.

Guildford Museum is embedded within, and extends out from the walls of the medieval castle. It comprises four, physically linked buildings attached to the castle’s entrance arch, set within the historic footprint of the castle. It includes the Grade II* Listed and Scheduled Ancient Monument, Castle Arch House, a mid 16th century house built into the ruins of the west gatehouse; the 1911 Gallery, a purpose built arts and crafts style extension; the Muniment Room, a twentieth century infill building and 48 Quarry Street, an 1835, Grade II Listed town house. Facing and opening onto Quarry Street to the west, the site backs onto the Castle Gardens and the ruins of the castle’s Kings Chambers to the east and looks onto Castle Cliffe gardens to the south, the site of the royal palace, and The Chestnuts, the house where Lewis Carroll died. The museum is open to the public all year with free admission.

The history of the site is closely linked to that of the castle. Castle Arch House was constructed by the “keeper of the castle gardens” and built into the ruins of the castle’s west gatehouse, making it of significance, not only as an example of a 16th century gentry house, but also as a rare survival of a building that has recolonised a medieval ruin. Rebuilt and extended in the early 17th century, the house is also an important example of a 17th century home that survives largely intact.

The 1911 Gallery has associative value for its links to garden designer, Gertrude Jekyll. The gallery was built as an extension to Castle Arch House, specifically so the museum could accept and display the collection of cottage life material Jekyll had amassed during her ramblings in rural Surrey and which she donated to the Surrey Archaeological Society in 1907.

The project vision embraces the castle, grounds and the museum within a unified and interpreted site to tell the history of the castle, stories of Guildford and its people. This site is envisaged as a destination in its own right which also provides a heritage hub in Guildford, and gateway to other heritage sites in and around the town.

1.4 Activities

Current programme and offer

The museum currently offers displays based upon its archaeological and social history collections (including those of the SAS) to provide a brief chronological survey of, and highlights from episodes in Guildford and Surrey’s history from pre-history to the mid twentieth century.

Current displays include

- Surrey-wide archaeology including pre-history, Roman, Saxon and Medieval finds

- social history, including material from Guildford's significant trades and industries, for example Dennis vehicles and the Friary Brewery, and material relating to Surrey rural life, such as Gertrude Jekyll's collection of relics and objects associated with Surrey cottage life.
- Textiles includes a large number of smocks, fine needlework and lace from the 17th to the 19th centuries and work by the early 20th century embroiderer and author Joan Drew.
- 19th century toys
- Objects relating to the Charles Dodgson family
- A temporary exhibition space for changing displays from the collections and community groups

The value of the collection is mostly as a record of the development of Guildford and Surrey, for evidence of human activity in the area and for its ability to paint a picture of life in the past. The archaeological collections include sites and items that are of exceptional significance. The Saxon glass "cone" beakers are rare examples of high status grave goods from the Guildown pagan cemetery, while the priest's regalia and other finds from the Romano-Celtic Wanborough Temple represent a site, not only significant for the quality and extreme rarity of its finds, but also notorious for its stripping by "nighthawks" in the 1980s - a case credited as leading to the introduction of the Treasure Act, 1996.

The displays are supported by programmes for schools, adults, families and special interest groups.

Schools provision at the museum focuses on primary schools through the Victorian Schoolroom experience, and the Playroom. Attending schools also often also visit the museum to see relevant displays e.g. toy gallery.

The Service also offers a loans service (charged) of objects arranged into themes boxes e.g Roman buildings, Evacuees, Victorian Toys, WW2. These boxes are also available for community groups to hire.

The modest programme for adults is mainly lectures, small scale gallery tours and occasional demonstrations, creative workshops and book signing events. The Service also runs a History of Guildford course for adults over 20 weeks. It is a requirement of becoming a Guildford Town Guide that this course is taken.

Occasional creative craft activities, trails and quizzes are provided for families, and Pastfinders is a programme of history based events and creative activity aimed at 8 – 12 year olds.

1.5 Visitor figures

The museum collects visitor figures to provide statistical information about numbers of visitors and use of services such as public enquiries, identifications and talks for performance indicators. Data is collected manually for each site (museum, castle, Victorian Schoolroom in 39 1/2 Castle Street)

Numbers of visits to the museum that totalled 17,689 in 2006-07 dropped each year since to reach 12,956 in 2010-11. Over the last two year's they have stabilised at about 13,000. In 2004-05, the first full season (March to October) of opening the castle's Great Tower following refurbishment, numbers of visits hit a high of 13,406. By 2009-10 this had dropped to 7,802, however over the last two years, occasional activities in the Tower (limited use as a small performance space and venue for two arts projects) has seen visits rise again to 11,158 in 2012-13.

The visitor figures for the museum are boosted by schools, who come to Guildford to use the Victorian Schoolroom service in the museum's 39 ½ Castle Street building, and then drop into the museum. This effect has lessened in recent years as numbers staying on to visit the museum have dropped, from 2,692 in 2004-05 to 1,033 in 2011-12.

There are no clear trends for visitor numbers, seasonally. In 2010-11 there were slightly less visits in quarter 1 (April – June); in 2011-12 there were slightly more visits in quarter 3 (September – December) and in 2012-13 slightly more visits in quarter 2 (2012-13). This mirrors results of the 2008 – 2009 postcode survey which showed fairly consistent numbers of visitors responding to the survey throughout the year.

Students and researchers also visit to use the Surrey Archaeological Society library and Finds Liaison Officer's monthly surgery in the Museum.

2 Audience information for Guildford Museum

2.1 Research and reports 2000 - 2013

The data used in this report has been taken from a range of surveys and reports collected over a period of 13 years. These are:

- Guildford Borough Council Citizens' Panel Postal Survey Year 3, Guildford Borough Council, 2000. Sample size 746 (results included in Matthews Millman report)
- Guildford Visitor Survey, Tourism South East, 2003. Sample size 416 (excerpts from results included in Matthews Millman report)
- Guildford Museum visitor survey, May – August 2004, Guildford Borough Council. Sample size 107 (results included in Matthews Millman report)
- Guildford Borough Council. Residents' Survey 2002/4, MSS Research, (results referred to in Stephen Browning report)
- Guildford Museum Audience Analysis, Arts Marketing Hampshire and SEMLAC, results included in Guildford Museum Audience Development Plan, Stephen Browning Associates, 2006.
- Guildford Museum Audience Research Programme, Stephen Browning, 2005–2006. Sample size visitor survey 215; non visitor survey 92. Results included in Guildford Museum Audience Development Plan, Stephen Browning Associates, 2006
- Different Stories: New Perspectives, Consultation findings, Guildford Borough Council, 2008. Results of consultation with two local groups, Headway and SAVI
- Guildford Museum postcode survey, Aug 2008 – Sep 2009
- Museum Development display and public consultation, 2010
- Visitor survey and tracking exercise, 2010. Sample size 20
- Ongoing Museum visitor surveys, 2011 – 2012
- Victorian Child display visitor survey, 2011

- Chromatic Play Visitor Survey, 2012, University of Surrey, Sample size 136
- School survey 2012-2013
- Guildford Visitor Survey 2013. Sample size. A re-run with some revisions of the visitor survey from the Guildford Museum Audience Development Plan.

2.2 Visitors and non visitors

2.2.1 Pre 2006 information

Information from the period prior to 2006 originated, primarily, from data gathered by Guildford Borough Council in residents' surveys. Relevant results from these are included in the Guildford Museum: Development Options Study, Matthews Millman Ltd, 2004 and the Guildford Museum Audience Development Plan, 2006. Questions relevant to the museum concentrated on service take up and visitor profile. This data is supplemented by that gathered for the Guildford Museum visitor survey, May – August 2004, also included in the Matthews Millman report.

In 2000, 53% of Guildford Borough residents responding to a postal survey said they had visited the museum (GBC citizens panel postal survey, 2000) with 15% saying that they had visited in the previous 12 months. In 2002, 75% of residents were aware of the museum with 14% saying that they had visited in the last 12 months but by 2004 this had reduced to an awareness level of 66% with 11% having visited in the previous 12 months (Guildford Borough Council. Residents' Survey 2002/4, MSS) Research. This shows a worrying and falling level of local awareness of the museum and a low level of visiting a free amenity and attraction in their area. In the museum survey May – Aug 2004 44% of visitors said that they had made at least one other visit during the past year, 26% saying that they'd made two to four visits that year, 56% making a first visit.

60% of residents aged 55 – 64, who responded to the postal survey in 2000, had been to the museum, 56% of those aged over 65 and 53% of 45 – 54 (GBC citizens panel postal survey, 2000). By 2004 the GBC Residents' Survey 2002 / 2004 showed the highest % people who had visited museum in the previous 12 months to be those aged 55 – 74 (41%), 35 – 54 (37%). In both surveys the lowest visiting percentages were for those aged over 75 (10%) and 16 – 34 (13%). Similarly in 2004 the museum survey showed the highest % of visitors (local residents and others) to be 65 and over (36%). When added to the percentage of those aged 55 – 64 (18%) this shows that 54% of visitors were aged over 55. Residents Survey also showed a 10% drop in attendance of those in the 35 – 54 age group but a 6% increase in those in the 55 – 74 age group. This suggests the museum losing the family / commuter audience but is continuing to appeal to older residents.

The lowest age representation was of those under 18 (1%) and 19 – 24 (5%), leaving 40% of visitors aged between 25 and 54. (Museum survey May – Aug 2004). 46% of respondents in Guildford Borough Council Citizens' Panel Postal Survey Year 3, 2000, who had not been to the museum had never thought of going there. 26% did not know it existed (41% of 16-34s) and 10% thought felt that it did not offer anything of interest to them (19% of 16 – 34s). This may indicate that the Museum does not provide services relevant to younger peoples' interests but could also show that perception of the museum or marketing of its activities is not reaching or is alienating younger, potential, visitors.

The Guildford Visitor Survey, 2003, showed that 53% of visitors to Guildford (town) were day visitors coming from home that day and 25% were day visitors staying away from home on holiday. 79% of visitors to the town were repeat visitors. Results of the Guildford Museum visitor survey May – Aug 2004 showed

33% of museum visitors coming from Surrey. Of the 67% visiting from outside Surrey, towns of origin included Bath, Brighton, Cambridge, Chester, Crewe, Edinburgh, Hereford. Results also showed visitors coming from a number of countries overseas including Australia, Germany, Canada and Spain.

66% of visitors were female (Museum survey May – Aug 2004). This is similar with the findings of the Guildford Visitor Survey, 2003 which showed a higher percentage of visitors to the town to be female (57%).

2.2. 2 Guildford Museum Audience Development Plan, 2006

The most substantial body of evidence from the recent period was that collected, collated and analysed for the Guildford Museum Audience Development Plan, 2006. Stephen Browning and Annie Hood were commissioned by Guildford Borough Council to produce a plan, funded by a Project Planning grant from the Heritage Lottery Fund. This was intended to inform and shape an application to the Heritage Lottery Fund to develop the Museum.

The Plan was informed by extensive consultation with a range of stakeholders, including museum staff, partner organisations, volunteers, Council officers, teachers, arts administrators, residents, visitors to the museum and children who were taking part in workshops in the building. A visitor and non visitor survey was also undertaken and the results from this and a 2006 research project, analysed by Arts Marketing Hampshire, were used to inform the report.

The Plan gives detailed information about the context for the museum, its current and projected future audience, their demographic and life-style, values and interests and also gives information about the visitor and non visitor audience. The content had been tailored to provide information needed for an HLF application, however, shortly after production of the plan, changes in the structure of the Council, the creation of a new Heritage service, and the introduction of new priorities resulted in the museum development being put on hold for several years.

Reinforcing earlier findings, results from the Guildford Museum Audience Analysis survey showed that the highest percentage of visitors were aged 45 – 64 (44%) which, when added to the figure for those aged over 65 (9%), reveals that over a half of visitors were aged 45 or over. The 2nd highest representation amongst visitors was those aged 25 – 44 (34%). The lowest proportion of visits to be from the under 15s who were not in school groups (4%) and from those aged 15 – 24 (9%) (AMH 2006). Results from the Guildford Museum Audience Research Programme also showed the majority of visitors to be older, with 33% over 55, 30% aged 40 – 55%, and the minority to be younger visitors, 18 – 25 years olds (8%) and under 18s (10%) .

37% of museum visitors were repeat visitors and 29% said that they visited at least once a year (Guildford Museum Audience Research Programme).

Research showed that the current audience divides into three with 1/3 living in the Borough, 1/3 living outside the Borough but within Surrey and 1/3 coming from outside the county. The analysis of visitors' postcodes shows visitors coming from Kingston, Staines, Haslemere and Bracknell. However, key areas of town for museum audiences were central Guildford, west Surrey and Hampshire (Camberley, Farnborough, Aldershot, Farnham and Godalming. Browning report p 43

Both survey results drawn on within this report showed a slight majority of female over male visitors, 55% female in AMH survey and 57% in the Guildford Museum Audience Research Programme Browning survey. Comparison of this audience break down with the Guildford Borough Council. Residents' Survey 2002/4, revealed an identical balance with 55% female visitors.

The Plan confirmed that the museum’s audience consisted largely of primary school children attending the Victorian Schoolroom facility: formal school groups made up nearly 10% of the audience and families for 35% of the total. While groups made up 20% of the museum’s audience, single people accounted for 58% a significant majority.

An analysis of visitors to the museum demonstrated that the ethnicity of the audience closely reflected the ethnicity of people living in Surrey in 2001. Visitors to the museum were predominantly White (98%). Asian and Asian British (0.7%), Chinese (0.2%) and Black or Black British (0.2%). The percentage of Chinese attendees is notable as above their representation in the County and may reflect the significant number of students from China at the University of Surrey in Guildford.

An analysis of the audience against ACORN target groups showed that predominant ACORN groups attending the museum include Flourishing Families, Prosperous Professionals, Prudent Pensioners, Post Industrial Families, Blue Collar Roots and Burdened Singles. However groups including Wealthy Achievers and Urban Prosperity were notable as poorly represented in attendances in relation to their high numbers in the Borough. The research showed that the museum had not found a way of reaching these key groups, despite the fact that they are predominant in Guildford. (Browning and Hood 2006).

Research with non-attendees at Spectrum Leisure Complex indicated that a large percentage (73%) had never been to the museum, even though 65% of the sample lived either in Guildford or in Surrey. The current building is impossible for people in wheelchairs and also for young parents with children in pushchairs. It is also extremely difficult for partially sighted people and for the elderly to negotiate the stairs. There are estimated to be at least 10,000 people in the Borough with some form of disability, so it is vital that the Heritage Service works closely with the Council’s Access Group to ensure that representatives can contribute to the design, layout and content of the museum. The Service should also investigate the existing networks and start to communicate the benefits of the new building and the opportunities that it will provide for disabled people to engage with their heritage.

2006 Audience Development Plan: key findings

Quantitative research undertaken in the museum with 215 visitors clearly demonstrated that regular attendees and first-time attendees had a firm view as to the content of proposed new museum. In answer to the question ‘Which of the following would be important to you in a new museum’, the research results were as follows (table includes results for the same questions in 2013):

			2013
A place to discover Guildford’s history	158	73%	73%
A place where children can learn	119	55%	39%
Cafeteria / family friendly spaces	83	39%	31%
Local characters	81	38%	43%
Interactive exhibits	78	36%	27%
A place to do research	70	32%	27%
Special exhibitions	68	31%	29%
Lectures and workshops	67	31%	31%
More artefacts on show	47	22%	25%
A place to meet people	26	12%	10%

Findings confirmed that the majority of visitors to the museum saw it, primarily, as a place to discover Guildford's history, while a good number regarded the museum as a place where children can learn.

A non visitor survey was also conducted amongst people visiting Spectrum Leisure complex in Guildford, just outside the town centre. People were asked the same question about the role of a new museum. Though 65% of this sample lived either in Guildford or in Surrey, a large percentage (73%) had never been to the museum. These non-attendees put a different emphasis on what would interest them in a new museum. These research results were as follows:

A place where children can learn	75	81%
A place to discover Guildford's history	58	63%
Interactive exhibits	50	54%
Cafeteria/family friendly	45	49%
Special exhibitions	42	45%
A place to do research	41	44%
Local characters	35	38%
Lectures	26	28%
More artefacts	21	23%
A place to meet people	14	15%

The museum was clearly perceived as somewhere for children to learn, and interactive exhibits are seen as an important part of this process but this probably reflects the younger age group of respondents, many of whom were taking children to the Leisure Complex. Special exhibitions are also of interest to non-attendees.

Exhibitions of local history and the educational role of the Museum are clearly essential aspects to be addressed in any redevelopment but, information on local characters, interactive displays and special exhibitions are all important considerations. The role of the Museum as a research centre is also recognised. A cafe and family friendly space were of importance to both groups, although particularly so to non attenders, suggesting that local people see the museum as more than a display of objects, but as a visitor attraction and place to go.

The results of the Audience Development Plan highlighted the problems for visitors in getting around the museum due to poor external access, a lack of a lift, poorly lit displays and awkward internal orientation. All this is making it hard for a number of groups, including the elderly, those with young children and those with mobility impairments to engage with their heritage. , "I came with a toddler in a pushchair. Access was difficult to the higher level" (male, aged 25 – 40)

There was relatively little enthusiasm for more artefacts from either attendees or non-attendees but this may reflect the look of current displays with their quite basic layout and the very limited interpretation that renders them difficult to understand, learn from or enjoy.

In March 2013, Guildford museum also repeated the survey conducted by Browning in 2005/2006. The results of that survey are below. They confirmed that the audiences in 2013 were very similar to 2006 with the exception of a developing contingent visiting from elsewhere.

2006 and 2013 survey results In March 2013, Guildford Museum repeated the survey conducted by Browning in 2006. The results confirmed that the audiences in 2013 were very similar to 2006 with the exception of a developing contingent visiting from elsewhere.

Gender	2006	2013
Male	43%	48%
Female	57%	52%

Age	2013
Under 18	1%
18-25	12%
25-40	11%
40-55	34%
Over 55	40%

Location	2006	2013
Guildford	33%	28%
Surrey	35%	20%
Elsewhere	32%	53%

Those from 'Elsewhere' who came to town were also predominantly interested in exploring Guildford and visiting the Museum.

2.2.3 Guildford Museum postcode survey, 2008-2009

The postcode survey was carried out each day, over a period of just over a year, by reception desk staff in the museum. As visitors entered the museum the receptionist asked them for their postcode, or place they were from if outside the UK, and asked if it was their first, or a repeat visit. The receptionist noted this down, including the date of the visit and the number of people visiting, if they were in a group.

The total number of responses was 6511, just under a half of total visitors recorded during this period. Children in school groups, and adults accompanying them, were not recorded on this survey.

Overall results showed that 29% were from Guildford Borough; 21% from within 30 minute drive time of Guildford, 30% from elsewhere in the UK and 20% from outside the UK. Of those from elsewhere in the UK, there was a predominance of visitors from the south or south east with a particular frequency of visitors from London SW postcodes, Twickenham, Kingston, Croydon and Sutton plus Oxford, Reading, Portsmouth, Brighton, Bournemouth and Bristol. The greatest number of visitors from outside the UK had come from France, USA and Australia but results included small numbers of visitors from a wide range of countries and continents.

Through the full year, 1/9/2008 to 31/8/2009 visitor numbers and composition stayed fairly consistent through each quarter, at around 25 – 29% of the total, except during December to February, when numbers of visits dropped to 19% of the year's visits. Equally, audience origin was fairly consistent for each quarter except for December to February when visits from outside the UK dropped to 10%, made up by a higher percentage of those from 30 minute drive time or elsewhere in the UK.

Of all visits made, there was a predominance of first time visitors at 61%. Repeat visits were directly proportionate to proximity of the visitor to the Museum with visitors from the Guildford Borough area most likely (66%) and those from outside the UK least likely (8%) to be returning.

2.2.4 Visitor survey and tracking exercise, 2010

A small scale exercise tracking visitors through the museum was conducted in the museum by a museum studies student over various days and times between 18th and 26th October 2010. Alongside this a visitor survey was conducted on the 25th, 26th and 30th of October to complement the tracking results. In total 20 surveys were conducted, however, they were felt to represent the views of more visitors as they were often in couples or with children. Key findings of the report were:

- The majority, 13 people, were first time visitors
- The largest number of visitors were aged over 40 (15), 10 were aged 19 – 40 and the lowest number (6) were aged under 18
- There was a slight majority of females, 17 to 16 male
- 5 visitors lived in Guildford, 7 outside Guildford but in Surrey, 6 from elsewhere in the UK and 2 from overseas, reflecting some similarity to the 1/3, 1/3, 1/3 split revealed in the Browning report.

These visitors were also asked a number of questions about their visit. Results showed visitors came to:

Something to do:	6
See the current temporary exhibition:	5
Local history/ Archaeology:	5
To visit the Surrey Archaeological society:	2
Entertain children:	2
Education:	2
Watch the video:	1
Other:	3

The options that no-one selected included: to attend an event, Lewis Carroll, to visit the museum gift shop (although the tracking did confirm that many visitors came into the museum with the sole intention of visiting the gift shop)

Although satisfied with the Big Draw (the then temporary display/event), visitors felt that there could be more activities for children which would make the museum 'excellent'.

When the sample were asked would be of importance to them, the areas they were most interested in were local characters and interactive exhibits. Again, a number of visitors wanted a cafe in the museum.

2.2.5 Museum visitor surveys 2001/12

From 2011, with the new Heritage Service team installed, self completion survey forms were used as a routine method of obtaining customer feedback, with tailored event or exhibition surveys used to glean views on specific initiatives. All achieved variable return rates.

The survey forms revealed that the museum visitor is predominantly female: (68%). This represents a more extreme result on other surveys which usually show a slight majority of female visitors. Visitors were predominantly aged over 40 (67%) with around 43% coming from the Guildford area, 35% from elsewhere in the UK and 22% from overseas. This shows a slightly higher number of local visitors over those from elsewhere in the UK. 74% were on a first visit with only 26% being repeat visitors. This is a recurring theme from visitor surveys and indicates a weaknesses in the offer that is failing to engage and encourage repeat visits.

2.2.6 Chromatic Play Visitor Survey, 2012

This survey was undertaken at Guildford Castle Great Tower during a three week period, when it hosted a light installation, part of an arts partnership project with the University of Surrey. Survey forms were handed out and collected by stewards from the University, stationed by the installation. This was the first audience research that had been conducted at the castle Great Tower and was useful in shedding light on visitors to the castle, enabling comparison with current museum visitors and providing information about the potential audience for a united attraction covering the castle and museum.

Visitors to the Chromatic Play installation in the castle's Great Tower were visiting, primarily, for tourism (20%) and for historical interest (17%). 8% cited their visit as part of a day out. to find out about the history of Guildford - with some visitors citing an interest in castles.

- In common with results from the museum, the majority of visitors were female (61%).
- The highest percentage of visitors were aged 25 - 39 (25%) and 60% of visitors were aged 39 or under. These findings are an interesting contrast to the picture for the museum and show that the castle is achieving a quite different audience to the museum. 35% of castle visitors were 24 or under; only 18% of museum visitors (Guildford Museum Audience Research Programme). 23% of castle visitors were 55 or over: 41% of museum visitors (Guildford Borough Council. Residents' Survey 2002/4) 76% were first time visitors to the castle and 76% had not visited the museum
- The majority of visitors came in family groups (45%)
- A small number, 17 (16%) came from Guildford Borough. A significant percentage of visitors (40%) were tourists from elsewhere in the UK including London, Leicester, Edinburgh, Portsmouth. The majority of visitors in the sample, 44% came from outside the UK including the USA (10%), New Zealand, Russia, Australia. This shows that the Great Tower of the Castle is seen as an important tourist attraction for visitors to the town.

This survey revealed that a significant number of people were visiting the castle who did not visit the museum although their interest in the castle and its history made them "natural" museum visitors.

The majority of these were unaware of the existence of the museum, somewhat surprisingly as it is situated so close to the castle and on the footprint of the original castle site. Indeed some of these visitors went to the castle looking for information on the history of Guildford. This is a strange situation as the presentation and interpretation of the Great Tower is purely a limited display about the castle's history during the medieval period, whereas the museum displays a range material relating to the history of Guildford. Recreating the site as a united and integrated attraction would rectify this problem, promoting

the different elements available on the site as part of the visitor offer but allowing each element to add particular to the overall mix. It would also provide sufficient of interest to keep visitors on the site.

2.2.7 Victorian Child

This display in 2012 featured objects from the museum's holdings of Lewis Carol / Charles Dodgson collection set in the wider context of Victorian childhood. It presented an opportunity to test the potential of this collection to form a significant display in the redeveloped museum; whether visitors would want this and other displays featuring Guildfordians or people with a special connection to the town. A survey form was produced to capture views on the display and was completed by a very small sample of visitors.

Responses from visitors in the exhibition showed overwhelming support for featuring Lewis Carroll in permanent displays and good support for covering other famous Guildfordians. Of those surveyed the majority thought there was nothing similar to the Lewis Carroll and Victorian Child display.

2.2.8 Schools Survey 2012- 2013

The aim of the survey was to find out what schools would welcome as part of our programme for schools and what does or would prevent them from using the service.

A very low response was obtained. Two schools said they would be interested in bringing classes to draw the buildings and displays for free. One school suggested an area where the children would be able to sit and do the drawings without being in anybody's way. However the cost of travel would be a barrier for one school which is in Cheam.

Two schools were interested in an education programme accompanying an exhibition and where the subject had direct links to the historical periods the children were studying.

One school expressed interest in events on the Victorian period and the other Pre-history and Medieval. Although one school was prepared to pay for facilitated events the maximum per child it would consider was £2.50.

Information gathered by staff in informal discussion with visiting teachers:

- Schools like having a personalised service, ie speaking to someone on the phone
- A lot of the schools are aware of the Guildford town guides service if they are doing a more general visit to the town.
- Most of the schools are unaware of what we offer and rarely come here to the museum but they are more aware of the museum than they are of the Guildford House Gallery.
- Most of the schools who visit especially the Victorian Schoolroom and Victorian Playroom consider the permanent Victorian toy display boring (but, it may be boring to the teachers who have seen it a number of times, but not necessarily to the children.
- Teachers find us user-friendly and like the compactness of the museum (hard to lose a child)

We are now working with schools through the local initiative Learning on My Doorstep to find out what schools need from museums and how we can respond. The museum's strengths in archaeology and local history mean the museum is well placed to support curriculum developments which now include pre-history and local history options.

2.2.8 Different Stories New Perspectives

In 2009 – 2011 the creation of a part time Access Officer post enabled Guildford Heritage Service to develop new audience contacts and to work on focussed consultation and practical projects. A relationship was developed with a number of hard to reach groups and new audiences including , Guildford Access Group, Headway (the brain injury association), SAVI (Surrey Association for Visually Impaired People) Art Venture Trust, Guide Dogs for the Blind Association and Insight Art.

A particular project in 2010, Different Stories New Perspectives, focused on consultation with two groups, SAVI and Headway. The consultation aim was to establish principles for the Heritage Service to improve sensory and intellectual access to the sites and collections. The project involved a number of object or collection focused meetings, facilitated by the museum's Access Officer, at which members' views were sought on the most effective ways for them to engage with the museum site and collections. The principles were to be feasible, achievable, effective and sustainable. In addition, a loans box handling activity was run for members to trial and provide feedback.

Information generated from the DSNP project showed that many people in the groups did not know where the museum was and the majority had not visited before, although some had visited other museums in the area and in London.

The groups highlighted the physical barriers to visiting the museum, pointing out that this prevented some members coming in. The Museum has no step free access and although temporary ramps can enable visitors with mobility impairments to get into the 1911 gallery, the temporary exhibition space, access to other areas is up steep stairs and through bottleneck turns. Comments made by group members included "WCs too small / objects on upper levels", "time and space needed to negotiate galleries", "Could not easily access collections in furthest parts of the museum, difficult to negotiate steps" . These were similar to comments from visitors surveyed as part of the Guildford Museum Audience Development Plan and shows that the physical barriers on the site affect a range of different audience groups. Participants also mentioned the limited formats in displays and interpretation.

Most members would plan to visit if they could negotiate the physical barriers and felt it was important to actually be in the museum building. Some groups members preferred visiting in a group while some would like to come independently. All wanted pre visit information on access provision, displays, exhibitions and facilities and felt that this should be clear, concise and available in a variety of formats including audio and Braille. Participants thought that a highlights trail in a choice of formats would be useful for independent visitors.

Participants mentioned issues with way finding through the museum. They suggested the possibility of technical way finding and information systems or simply using sounds to help navigate around, referring to the tick of the clock in the Museum that was a useful anchor point. This was an extension of comments in the Museum's Audience Development Plan that showed internal orientation and signage to be a problem for many visitors.

Group members found handling real objects to be engaging and memorable. They suggested there could be an area in the museum where objects were available to touch and there were complementary interpretative resources. They thought these should cover all main parts of the collection. They came up with the idea of an interpretation point with a collections overview, with seating and resources.

Activities were useful in increasing engagement, for adults and children and that these should be collection based. Some members of the groups favoured guided tours.

Loans boxes to borrow were felt to be useful, especially where physical access was a problem, but that these should be multi sensory.

2.2.9 2014 Research

In 2014 Julia Holberry Associates, in partnership with Lemon Drizzle Heritage Consultants were appointed by Guildford Museum to carry out a series of audience research activities in order to deepen our understanding of the needs of key target audience as well as the local population more generally. The research aimed to map demand and test response to the following key project features:

- ●Improving physical access to the adjacent historic castle site and museum
- Reconfiguring the museum to create a new entrance into the castle gardens
- Interpreting the castle site within the castle gardens
- Creating new customer service facilities (including café and accessible toilets) to serve the castle, castle gardens and museum
- Redisplaying the museum
- Developing the education offer and creating an education suite
- Integrating the museum into the life of the town and raising its profile through community events.

This was conducted through consulting

- Young families from the local area, low income – tour of site and presentation of plans for HLF project followed by a focus group. (YF)
- People aged over 55yrs from the local area, low income - tour of site and presentation of plans for HLF project followed by a focus group. (OP)
- General public – online survey hosted on Guildford Council website.

The research revealed that locally, goodwill exists for the project and museum as it stands and that there is demand for an engaging offer which: changes regularly, is dynamic, provides safe family and learning spaces and activities, is accessible and importantly is visible and people know about it. The demand also exists for more stories to be told of the local area and the unique histories which belong to Guildford and more widely, Surrey.

Present day barriers appear to primarily stem from a lack of awareness or knowledge combined with low visibility and the perception of the museum being static and unchanging. This is not helped by its limited access and lack of enticing café / facilities which seem to abound in Guildford – competition is high. However, should the project proceed, the new and enlivened museum could provide a unique offer in Guildford in a highly significant and attractive setting of the castle gardens. Linking the two sites together could also create a greater heritage and learning offer, whilst in a space which is already in heavy public use.

3 Summary and target audiences

Visitor data gathered together from the last ten or more years has shown a good consistency throughout the period with clear results. The main points are:

The current museum audience comprises older people (those over 45), local people from the Guildford Borough Council area, visitors from the South East, primary schools attending formal sessions in the Victorian Schoolroom, families with young school age children, researchers and a significant number of tourists from overseas. However, visitor numbers to a town centre museum in an attractive and historic town are low and numbers in all groups outlined above could be built on and extended.

Clear gaps in the museum audience include secondary school groups, who are completely absent from results and staff observations, young adults aged 16-40, disabled and SEN users – although some progress has been made in reaching out to these audiences during the past three years, there is still scope to develop this audience and demand from access groups to do so.

Low % of repeat visits, especially from local people

Lack of awareness of museum, particularly amongst local people

The different audience between castle and museum is particularly interesting as it shows potential in bringing them together

Existing and potential visitors are seeking more rounded offer with displays of local history and characters, things for children to do, café, interactive exhibits, temporary exhibitions.

A particular barrier to visiting is physical access to the current site and ease of getting around and finding what's where – need to improve physical access, improve layout / signage and information .

3.1 Target Audiences

Research we have undertaken with visitors at the museum and castle shows that certain groups are under represented in our audience. Based on analysis of existing visitors and the community, our scope and potential for development, we have identified a number of target audiences.

Family groups. Families form 20% of our existing audience. Families looking for an experience which combines an educational element with leisure activity for the family are our natural bedfellows. They have been identified as a target audience for our project because of this, and because they are a strength that can be built upon, constantly renewing themselves to provide ongoing audiences for our displays and programmes. Families from lower socio-economic backgrounds will be encouraged to participate through the community consultation, broadening the reach of heritage across the local community.

Schools. Primary schools currently provide 31% of visitors, mostly in the form of organised group visits to our Victorian Classroom facility. Through the project, we will retain the primary school audience (with a revised offer to accommodate curriculum changes) and extend the school audience with an offer devised for secondary schools to support the curriculum and school enrichment programmes. The new curriculum changes open up opportunities to develop a responsive offer to local history as well as hitting nationally significant periods in British history.

Deaf and disabled people; people with special educational needs are under-represented amongst the museum audience. A physically and intellectually accessible Museum and service, achieved by continuing consultation with these potential users and representative access groups will overcome many of the barriers currently faced by them. Outreach programmes will also extend the offer people who cannot visit the Museum.

Researchers/subject specialists/special interest groups. The Museum's collections would be made more accessible through facilities for researchers, and this type of museum visitor would be increased: currently, 9% of visitors come for study or a lecture.

Young people aged 12 - 18 years. Apart from attending as school groups or within families, individuals in this age category are under-represented in our current audience as visitors. Through the Youth Forum we will develop programmes to appeal to this younger audience; and the Youth Forum will have an important role in this segment of audience development.

Young people aged 18-30 years. Another category of visitors under-represented in our current audience, we will change perceptions of the museum through a series of themed, monthly openings ('lates'), working in conjunction with young people in the community and in the University. In particular, themes such as Guildford's game development scene will be featured prominently.

Tourists to Guildford A survey of visitors to Guildford Castle in 2012, during the period of contemporary art installation "Chromatic Play", revealed that 76% were visiting the Castle who did not visit the Museum although their interest in the Castle and its history made them "natural" museum visitors. Some of these visitors went to the Castle looking for information on the history of Guildford.

86% of these visitors were tourists from elsewhere in the UK and overseas.

In recent visitor surveys 32% of visitors identified Guildford history as the reason for their visit to the Museum; 50% identified exploring Guildford or the Museum as the main purpose of their trip to town.

Currently 73% of museum visitors are from outside of Guildford. The greater integration of the Castle and Museum within the project will make a more coherent heritage offer to visitors to Guildford as well as building a stronger base for the involvement of locals.

The information available and gathered together in this report provides a useful picture of current visitors and visiting trends, and indicates barriers to visiting and using services. It also shows support for developing the museum and creating it as a unified attraction with the castle. It does not provide more detailed information about ways to engage with target audiences or their views on current proposals. Further research and consultation is needed. During the development phase of the project existing audiences should be consulted on proposals for the new museum, including its draft outline activity plan.

This consultation can be used to develop a detailed activity programme to engage more people and different people with our heritage through the development and delivery phases of the projects.

4 Our project and project aims

4.1 Our project

To unite Guilford Castle and Guildford Museum to tell the history of the castle, stories of Guildford and its people. This site is envisaged as a destination in its own right which also provides a heritage hub in Guildford, and gateway to other heritage sites in and around the town.

We see the project as one for people, where more people and a wider range of people can engage with our heritage including as visitors, volunteers and staff.

Underpinning the project activity plan is the principle that participation supports learning, changes attitudes and behaviour, is an agent for fun and engagement. A key feature of the project will therefore be the opportunities we will offer to involve people as creators of the project as well as users of its services and resources. We therefore want to create opportunities for people to participate in the work of the project in ways that suit them, in both the development and delivery phases, and in the ongoing life of the project.

Related to the concept of Guildford Heart of Heritage as a gateway to the town is the plan to participate more fully in the life of the town through its festivals: Book Festival, Summer Festival, Music Festival are all currently run on an annual basis

Guildford is a town with strong literary associations past and present. A special feature of the project is to explore the use of creative writing workshops to create heritage interpretation, and for creative writing and story telling to be a part of the on-going activity programme.

The aims of the project activities for people

- 1 Telling and presenting the story of Guildford in a range of ways
- 2 Linking heritage within the town
- 3 Lifelong learning for all
- 4 Increase participation and involvement of the local community

The outcomes for people and communities will be

- 1 A heritage hub which brings the town and its history together
- 2 Learning and community programmes which bring people together
- 3 A project which brings people and heritage together

4.2 Our target audiences

Ongoing consultation has helped us to define the target audience for the project.

Target audiences for the project; including those who currently attend; those currently under-represented:

Family groups.

Schools

Deaf and disabled people; people with special educational needs Researchers/subject specialists/special interest groups

Young people aged 12 – 8 years
Young people aged 18- 30 years
Tourists to Guildford looking for the history of Guildford

4.3 Aims of the project activities

1 Telling and presenting the story of Guildford in a range of ways

Audience consultation to date has confirmed that audiences want to see the history of Guildford and Guildford Castle displayed, along with displays which feature celebrated local characters, for example:

- George Abbot** : 6/17th century leading cleric and local philanthropist
- John Russell**: 18th century portrait painter to the King
- Charles Dodgson**: 19th century leading children's author
- Gertrude Jekyll**: 19th early 20th century revolutionary arts and crafts garden designer, collector and writer on Surrey country life
- Alan Turing**: 20th century

Our aim is to tell the story of Guildford and Guildford people, entwining it with the history of the castle as we move through time, so that the ever changing fortunes, role and life of the castle provides a constant backdrop against which we present key moments and key characters in the town's story. Although the three stories are interrelated the visitor can choose to follow a single story trail throughout the museum:

- Guildford Cameos – Guildford characters in time
- Guildford town – key developments in the growth of the town including architectural features
- The Castle - its changing fortunes over time including more recently as a War Memorial Garden

Removing barriers

Displays and Interpretation

Visitors have told us that the museum's current layout and displays are confusing to follow, and this is a barrier to access, enjoyment and learning.

Although the museum currently seeks to present a chronological story this sequence is difficult to follow because the museum (formed from three buildings of different periods ranging from the 16th century to 20th century) has its entrance and shop in the centre of the buildings and this splits the chronological sequence of the displays. Visitors beginning their museum journey with early Surrey displays on the left of the museum entrance have to double back on themselves to arrive in Saxon Guildford, passing the museum shop and temporary display space on the way.

The temporary display space does not have a clearly defined identity. It is in an almost open plan area next to the entrance, which includes the shop/reception and a series of archaeological displays.

The museum's displays have been installed at different times over several decades. As well as using a range of object presentation styles, the supporting text, object labels and graphics are in varied written style and design.

Our aim is to provide the visitor who wishes to tour the entire museum with the opportunity to follow a logical, continuing story around the building. The chapters within that story should be clearly defined so that the visitor understands that the conclusion of one chapter has been reached, and the beginning of the next chapter is clearly identified.

Visitors have also told us that the current museum displays require more and different types of interpretation to make them interesting and enjoyable.

We will work with audiences to test display themes and content, and identify a range of interpretation techniques and activities to ensure a match to varied audience interests and learning styles is achieved. To ensure the widest access, we will also explore the provision of information in alternative formats, and at strategic points within the buildings (museum and castle) and site to ensure widest access e.g. camera showing views from the top of the castle tower accessed by visitors at ground level, terminals within the galleries for visitor use allowing visitor driven exploration of displays and collections.

We aim to offer interpretation which is multi-sensory, and participatory (events such as creative workshops, dramatic re-enactments, low tech interactives, themed trails throughout the displays (carry the key to open our key story boxes)
Creative writing will be explored as a medium for interpretation and engagement.

2 Link heritage within the town

The project has an important role in the delivery of Guildford Borough Council's tourism strategy and plan to develop Guildford as a tourist destination offering strong heritage attractions.

The location of the Guildford Castle and Guildford Museum site in the heart of town makes it superbly situated as a destination through which to discover the history of Guildford, and as a gateway to the wider built heritage of Guildford and its surrounding cultural landscape.

The castle and museum offer superb vantage points from which to view surrounding historic buildings and sites of interest:

For example:

St Catherine's chapel

Guildford Cathedral

University and sculpture park

The Chestnuts –rented by Charles Dodgson for his sisters

The Mount Cemetery – on the slope of the Hogs Back where Dodgson is buried

View points within the grounds, the castle and museum will direct visitors to look out to buildings and sites of especial local and national historical interest. Museum displays will also feature the buildings and monuments which are key sites in local history e.g. the Castle, St Mary's Saxon Church, Royal Grammar School, Abbot's Hospital, Guildhall, Undercroft, Guildford House, The Chestnuts and the Mount Cemetery, Guildford Cathedral.

At the end of a journey through the castle site and museum displays the visitor/traveller will be well informed on Guildford history, inspired and equipped to explore more of Guildford beyond the castle/museum walls. We will explore the use of a mobile App to facilitate this tour.

Themed town and country trails and guided tours will be on offer: Alice trails and tours including in the footsteps of Carroll (over the hogsback reciting the hunting of the Snark, Albury to the Silent Pool – a walk he made to visit friends)

Removing barriers to visiting the Museum and castle

Visitors to Guildford Castle have told us that they are not aware of, or have not visited Guildford Museum even though it is on the edge of the Castle grounds and only yards from the Castle. However visitors to both venues have told us that they visit the castle or museum to find out about the history of Guildford. This clearly indicates a desire on the part of visitors to find out about this town. Signage and interpretation linked between the castle and the museum will raise awareness of each venue: museum displays will include the history of the castle and grounds, cross referenced to interpretation within the grounds. As well as directing visitors from one venue to the other this signage and interpretation will pick up the casual visitor to the grounds who will then be inspired to go on to visit the museum.

The proposed café within the grounds will also attract additional audiences to the wider site who are then motivated to visit the museum and or castle.

The principle that participation supports learning, changes attitudes and behaviour, is an agent for fun and engagement underpins much of our learning and community programmes.

We will proactively seek opportunities for people to learn through participation – and doing. The things they do, may become a part of the project either by contributing to planning and evaluation, or actually being a part of the offer e.g. interpretation, and changing exhibition programme, adding to subject knowledge, site and town guides. Courses for varied ages and skills-level will be offered to allow learning through doing/making, and the course subject can be related to our collections e.g. needlework, ceramics, archaeology.

3 Lifelong learning for all

The philosophy behind our learning aims

Our visitors tell us that they see the museum as a place to come to learn.

Our project will recognise that learning is a lifelong experience, undertaken and enjoyed for different reasons, and experienced by different people in different ways.

Because we know our visitors are very diverse we aim to take an approach to learning that responds to audience needs (including varied learning styles) and interests, and results in programmes that are themselves varied in content and format, are formal and informal, but are always for all ages, accessible and inclusive.

We will listen to our audiences and respond to what we hear. We want our learning opportunities to be relevant so we will routinely consult our target audiences during planning, and ask them to evaluate our services.

We also recognise that our audiences are creators as well as consumers; their knowledge expands the information we hold, and their insights enrich experiences for others. An important aim of the project will therefore be to develop ways of learning from our visitors and participants, to capture and share their responses to our heritage, in our collections documentation, interpretation and programme planning.

Because we want what we offer to be widely accessible we will consider the barriers to participation including physical, intellectual, economic and cultural, and work to eliminate or reduce these barriers within the project.

Our learning opportunities

Our commitment to lifelong learning will be reflected in how we interpret our displays, our activities and events programmes, and manifestly in an extensive suite of learning spaces designed to accommodate a range of users (schools , adult groups, youth clubs etc) in formal and informal (leisure learning), during term times, evenings and weekends.

Our aim is that our learning programmes, events and activities should be rooted in or inspired by our heritage. Examples of programme activities are:

Family Craft fun – families learning together, creativity inspired by heritage

Bookclubs for adults, for children, for families – reading together the literature inspired by history

Heritage as inspiration for creative writing

Accredited craft/heritage skills course – relates to our collections of ceramics and needlework

Tours of the site and displays

Talk programme relating to the heritage

Participation in town life – through our programme the project will participate in and contribute to Guildford's festivals (book, music and summer) through related events and activities programme, providing a venue for other users.

Research Suite

The research facilities within the project will allow increased access to collections and associated information for researchers, academic and historians

4 Increase participation and involvement of local community

Participating

We believe the project will bring benefits to people by offering learning opportunities, but also by delivering a social role.

The museum currently enjoys the support of volunteers and a friends group. We know from the many requests we receive from people looking for opportunities to volunteer that there is a demand for this from people wishing to develop skills, build a CV, enjoy a sociable environment – or “give something back”. The project will provide increased opportunities for more people to be a part of the project and to and benefit from it through volunteering

We believe that through participation in the project there is also great potential for people to build a sense of ownership in, and stewardship of their heritage; to change their attitudes and feelings about their heritage and the place they live: to develop a sense of pride in this place.

The project offers many opportunities for greater involvement by individuals and communities. Examples:

Volunteer programmes: collections care, site guides, sighted and descriptive guides

Community panels influencing/formulating and evaluating project content - including access groups and youth groups

Communities creating displays and interpretation for the programme

Outreach programmes which take heritage off-site and bring the community back in Community archaeology project - families learning together

Room to Share

The project will include a space or room for the use of volunteers and staff to call their own in which to relax, to chat and share ideas.

4..4 How the project activities support the Council's aims

The Council's vision is for Guildford to be a town and borough with strong infrastructure: world-class businesses with a capacity to expand and deliver growth: and evolving and vibrant economy, which creates a progressive and sustainable environment for people today and for future generations living in an ever – improving society

In 2014 Guildford Borough Council published its **Visitor Strategy 2014-2020** which is primarily concerned to ensure that the town and surrounding area grows and flourishes as a visitor destination.

Key priorities include aims to:

- improve the visitor experience
- develop a Guildford visitor economy that is cost effective, long-lasting, potentially self-funding and beneficial to the borough
- raise the profile of Guildford to local and international visitors
- celebrate a Guildford festival culture by developing a coordinated programme of events
- Support the development of a heritage quarter.

Creating a heritage hub for Guildford actively supports the Visitor Strategy.

4.5 How the project activities support the HLF's aims

Outcomes for heritage

Heritage will be better managed – appointment of conservation officer and attendant conservation programme, upgraded displays, archaeology project, enclosed ruins

Heritage will be better interpreted and explained identified/recorded - interpretation plan, accessible and diverse methods of interpretation, interpretation training, archaeology project

Outcomes for people:

People will have developed skills: training for staff , volunteers, interns

People will have changed their attitudes and/or behaviour had an enjoyable experience volunteered time - programme for participation

People will have learnt about heritage: through participation and training or through displays and programme

Outcomes for communities:

More people and a wider rang of people will have engaged with heritage - consultation leading to relevant activity/programme/facilities; outreach programme; participation by the community in the exhibition programme

Local area/community will be a better place to live, work or visit - great new facility and resource centre

Local economy will be boosted your organisation will be more resilient - providing jobs and training, attracting visitors.

Section 5 – Outline Activity Plan

5 Creating a heritage hub for Guildford: outline activity plan

The activity plan is developed in response to target audience needs and interests, and the aims of our project:

- 1 Telling and presenting the story of Guildford in a range of ways
- 2 Linking heritage within the town
- 3 Providing lifelong learning for all
- 4 Increasing the participation and involvement of the local community

A major part of the activity plan are the participatory events and projects bringing Guildford residents and local communities into in the work of the project, from development phase through delivery and thereafter . It envisages the fullest use by residents and local communities of the facilities and resources which the project will bring to the heart of Guildford.

Several of the activities benefit more than one audience, support more than one of the project aims and deliver more than one HLF outcome.

The activities include operational planning necessary to delivering actual activities

The activities included are both on-site, within the town, and outreach to include hard to reach groups

Activity	Audience	Benefits for people	HLF Outcome: Heritage People Communities	Resources	Costs in project budget	Timetable	Targets & measures of success Methods of evaluation
1 Telling and presenting the story of Guildford in a range of ways							
1.1 Develop and deliver temporary exhibition programme for 18 months from opening including co production				Managed by Exhibitions and Audience development officer	£12,000	Delivery phase	Temporary exhibition programme delivered Visitor figures

and community shows See section 4							increase positive visitor feedback Community involvement achieved
1.2 Tours of site /displays Develop tours of the site to be delivered by volunteers which explore and interpret the site (including hard hat tours) and displays in ways other than through written text. Welcome host role provided by volunteers Tours of heritage quarter Production of tour and visual aides to be used by Town Guides	All visitors Tourists Volunteers delivering the activity who may be young adults or older	Visitors will receive an enjoyable, informative and inspiring visit Volunteer guides/interpreters will learn more about heritage, and new skills including visitor management and interpretation techniques	Heritage will be better interpreted and explained People will have learnt about heritage More people and a wider range of people will have engaged with heritage	Managed by Outreach and community Engagement officer	£1000	Delivery phase	Ongoing requests to participate in volunteer programme Local community plays an active part in the development of the project Feedback from volunteers and visitors
1.3 Creative Writing / Writer in Residence project A writer in residence will work with groups to explore the heritage themes , with the aim of providing : •community originated interpretation for displays •Story Library a library of Guildford stories to be used by our story tellers who will tailor them to the audience	Families Young people Access groups Adults	Audiences will benefit from a stimulating way of learning about heritage, responding to heritage and expressing their thoughts and feelings about heritage Audiences will enjoy having their writing being used in the project	People will have learnt about heritage People will have had an enjoyable experience More people and a wider range f people will have engaged with heritage	Managed by Exhibitions and Audience Development Officer	£35,000	Delivery Phase	Interpretation provided for displays which visitors enjoy and find inspiring (visitor feedback) Local community is active in the development of the project Visitors enjoy seeing their own words used as

<ul style="list-style-type: none"> • story trail through the displays highlighting key objects with stories relayed about them 							Interpretation (participant feedback)
<p>1.4 Talks, presentations, debates</p> <p>A programme of expert talks and debates relating to the castle, town history, themes and areas of the collection including weekends, evenings</p>	All adult visitors	<p>Audiences benefit from another way of exploring heritage to suit their needs and interests</p> <p>Audiences benefit from extended opening hours</p>	<p>People will have learnt about heritage</p> <p>More people and a wider range of people will have engaged with heritage</p>	<p>Managed by Exhibitions and Audience Development Officer</p> <p>Estimate 6 per year</p>	£3,000	Delivery phase	<p>Programme booked and viable</p> <p>Feedback from visitors and speakers etc</p>
<p>1.5 Sighted guiding</p> <p>Staff and volunteers trained in sighted guiding techniques and tours developed of displays and site</p>	Blind and visually impaired visitors	Disabled visitors are able to engage with heritage	More people and a wider range of people will have engaged with heritage	Managed by Access Officer	£4,000	Delivery phase	<p>Staff and volunteers trained to deliver tours</p> <p>Tour programme runs successfully</p> <p>Visitors enjoy the tour (feedback)</p>
<p>1.6 Story telling</p>	Development of story telling sessions in the hub for learning disabled visitors, to include travel and expenses for hard to reach	Guildford stories are shared in engaging ways to suit audience needs and interests	More people and a wider range of people will have engaged with heritage	Managed by Access Officer	£10,000	Delivery phase	<p>Positive participant feedback</p> <p>New audiences developed for the museum</p>

	user groups						
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2 Linking heritage within the town

<p>2.1 Site maps</p> <p>Produce a hand-out site and town heritage map</p> <p>See also 1.2 Tours of Heritage</p>	<p>All visitors</p>	<p>Visitors will benefit from the provision of accessible wayfinding methods and formats, helping them get the most out of their visit</p>	<p>People will have had an enjoyable experience</p> <p>More people and a wider range of people will have engaged with heritage</p>	<p>Managed by Access Officer</p>	<p>£3,000</p>	<p>Delivery phase</p>	<p>Maps available and used by visitors</p> <p>Visitors successfully exploring Guilford heritage</p> <p>Town heritage site feedback</p>
<p>2.2 Production of interactive town guide app</p> <p>Creation of a mobile app* (for both iPhone/iPad and Android)</p> <p>Through a digital platform, we will present compelling experiences through storytelling. Thematic tours with content accessed via GPS will reveal hidden or inaccessible heritage sites around Guildford, linking the town's conservation area and heritage quarter through the lives and</p>	<p>All visitors to the town</p> <p>Young people aged 12-18 years</p> <p>Young people aged 18-30 years</p> <p>Families</p>	<p>People will have been able to select the stories and content that most interest them</p> <p>Family and other groups will have had a social experience</p> <p>Visitors will have seen and heard the sights, objects and sounds of Guildford,</p>	<p>People will have learnt about heritage</p> <p>Heritage will be better interpreted and explained</p> <p>Previously hidden heritage will be visible and better</p>	<p>Managed by Collections Officer ;; input from colleagues</p> <p>Digital images of objects</p> <p>Local history files and experts</p>	<p>£15,000</p>	<p>Delivery phase</p> <p>Audience consultation</p> <p>Design process</p> <p>Beta testing</p> <p>Feedback</p> <p>Redesign</p>	<p>Mobile app produced and used successfully</p> <p>New audiences engaging with heritage</p> <p>User feedback</p>

<p>experiences of the people who once lived there.</p> <p>Social group experiences will be built into the app to encourage interaction between families, individuals and the museum</p>		<p>in particular those not normally accessible or regularly available to the public such as Abbots Hospital, the possible Medieval synagogue under the High Street, or finds from the now completely lost Friary</p>	<p>identified/recorded</p>			<p>and launch</p> <p>Monitoring</p> <p>(1 year should be sufficient for consultation through to launch)</p>	
<p>2.3 Town Festivals</p> <p>Special annual events celebrating the unique aspects of our heritage</p> <p>Create and establish three, town wide special events, based on themes relevant to the history of the town and key figures in its history, provisionally</p> <p>Medieval Christmas at the Castle</p> <p>Lewis Carroll Festival</p> <p>Ada Lovelace Day</p>	<p>All visitors</p> <p>Tourists</p> <p>All ages</p> <p>Specialist interests, researchers and academics</p>	<p>Annual special events would embrace a range of activities suited to varied interest: from fun to facts from heritage.</p>	<p>More people and a wider range of people will have engaged with heritage</p> <p>The local area will be a better place to live in and visit</p>	<p>Managed by Exhibitions and Audience Development Officer</p> <p>Annual Alice festival – 1-2 days per year</p> <p>Annual Medieval Christmas</p> <p>Total estimated audience 4000</p>	£15,000	<p>Delivery phase</p>	<p>Visitor attendance targets achieved</p> <p>Events enjoyed (feedback)</p> <p>Subsequent increase in museum and castle visitor figures</p> <p>Contribution made to visitor economy- feedback from town</p>
<p>2.4 Late Night Opening</p> <p>Developing an 18 month programme of late night openings linked to the University and contributing to expanding the cultural offer as part of the evening economy.</p>	<p>Young people aged 18-30years</p> <p>Adults 55 +</p>	<p>The project provides an new venue in a unique setting for people to enjoy</p>	<p>People will have had an enjoyable experience</p> <p>More people and a wider</p>	<p>Managed by Exhibitions and Audience Development Officer</p> <p>Estimate 6</p>	£8,000	<p>Delivery phase</p>	<p>Visitor attendance targets achieved</p> <p>Events enjoyed (feedback)</p> <p>Contribution</p>

<p>Late opening focussing on a themed event or activity aimed variously at target audiences</p> <p>Regular themed openings, with refreshments available, turn the museum into a place to meet friends and enjoy the exhibitions and the evening's events including poetry, music, performance</p>			<p>range of people will have engaged with heritage</p> <p>People will have learnt about heritage</p>	<p>evenings per year</p>			<p>made to evening economy</p>
<p>2.5 Heritage Bookclubs</p> <p>An 18 month programme of regular meetings (separate for adults and children) hosted at a range of heritage sites</p> <p>Links to and supports Guildford's annual Book Festival</p>	<p>For adults</p> <p>For children 8-13 years</p>	<p>Selected historical novels and literature will provide inspiration and new insights into heritage</p> <p>Participants will be inspired to learn more to read more.</p>	<p>People will have had an enjoyable experience</p>	<p>Managed by Education Officer</p> <p>Monthly meetings</p>	<p>£3000</p>	<p>Delivery phase</p>	<p>Successful programme (feedback)</p> <p>Hub is a venue for Book Festival events</p>
<p>2.6 Researcher's Group (heritage network)</p> <p>Opportunities for visiting researchers to share their work through</p> <p>Regular informal social meetings, contributing to the talks programme, show- casing object based research through temporary display</p>	<p>Researchers and academics using the research facilities</p>	<p>Researchers will be supported in their work by the increased access to collections which the project presents. They will benefit by opportunities to share their work with peers and the wider public through the programme's public events programme</p>	<p>Heritage will be better identified</p> <p>Heritage will be better interpreted</p>	<p>Managed by Collections Officer</p> <p>Annual meeting</p>	<p>£700</p>	<p>Delivery phase</p>	<p>Contribution made to displays and talks programme</p> <p>Subject knowledge increased</p>

3 Providing lifelong learning for all							
3.1 Internship programme Formal supported learning in specific areas of the project: education and marketing/customer services	Students studying marketing & customer service, education, people in early stages of their careers	People will have been able to support their formal learning, develop their cvs, pursue a personal interest in a sociable environment	Heritage will be better interpreted and explained More people and a wider range of people will have engaged with heritage People will have developed skill People will have learnt about heritage	Managed by relevant specialist staff e.g Education Officer and Customer Operations and Communications Officer 2x 12 month internships	£22,600	Delivery phase	Positive participant feedback Positive college feedback Project identified as place which supports learning and participation Partnership with HE established laying the foundation for future partnership working with colleges and universities
3.2 Plan and deliver a family learning programme Event, activities, interpretation and resources aimed at families, and supporting inter-generational engagement e.g. Story telling sessions using Guildford Story Library	Families (including carers and extended family members) with children in age groups 0-4 and 5-11 years	opportunities for intergenerational activity rooted in our heritage Programmes content to suite age groups, time tabled to suit family and school commitments, family friendly environment	More people and a wider range of people will have engaged with heritage The local area will be a better place to live in and visit	Managed by Education Officer	£5,000	Development (consultation) and delivery phases	Audiences consulted, Activities evaluated by users Programme successful (take-up and feedback)

<p>Creative art and craft activities and resources for families - themes taken from our heritage</p> <p>Plus Themed trails through the site and displays, back packs</p> <p>Poetry walks e.g. poetry reading on the Hogs Back the site where Dodgson wrote part of the hunting of the Snark</p> <p>Creative Play for toddlers</p> <p>Lads and Dads events</p>							
<p>3.3 Creative learning for adults</p> <p>Creative and heritage skills courses relating to the collections: e.g needlework, ceramics, drawing, painting</p> <p>Some courses may be accredited</p>	<p>All adults</p>	<p>An unusual way to develop understanding and appreciation of the collections - learning through doing/making</p>	<p>People will have learnt about heritage</p> <p>More people and a wider range of people will have engaged with heritage</p> <p>People will have developed skills</p> <p>People will have learnt about heritage</p>	<p>Managed by Education Officer</p>	<p>£5,000</p>	<p>Delivery phase</p>	<p>Museum becomes accredited learning centre</p> <p>Students achieve awards</p> <p>Positive feedback</p>

<p>3.4 Resource Bank Resource development for use on site and in outreach e.g. handling loans collections for facilitated and unfacilitated activity such as reminiscence road shows, source of inspiration for creative activity e.g. drawing or creative writing</p> <p>See Section 4</p>	<p>Hard to reach groups</p> <p>Access groups</p> <p>Older people</p>	<p>Barriers to access removed for some audiences And more people will have the special hands on experience of objects and the opportunity to learn from , enjoy and be stimulated by contact with them</p>	<p>More people and a wider range of people will have engaged with heritage</p>	<p>Managed by Education Officer and Access Officer</p>	<p>£2,500</p>	<p>Delivery phase</p>	<p>Resources in demand</p> <p>Positive user feedback</p>
<p>3.5 Plan and develop schools programme</p> <p>Run focus groups to consult with teachers on display themes and content that supports national curriculum</p> <p>Revise Victorian Schoolroom experience for primary and secondary schools</p> <p>Devise GCSE and A level related activity and facilitated sessions</p> <p>Develop Gifted and talented offer</p> <p>Create resources for teachers to support learning from site and displays: inset sessions, teachers packs</p> <p>Provide resources for schools to use on site and in schools relating to displays and curriculum – handling collection</p>	<p>Primary schools</p> <p>Secondary schools</p> <p>Pupils and teachers</p>	<p>The current offer focuses on the Victorian Schoolroom and Victorian playroom activities.</p> <p>The Victorian school room will continue to be offered but revised to suit the curriculum for secondary schools</p> <p>Schools will benefit by extending the current offer to schools with facilitated sessions that schools can buy into, and resources to support unfacilitated visits and classroom learning</p>	<p>People will have learnt about heritage</p> <p>More people and a wider range of people will have engaged with heritage</p>	<p>Managed by Education Officer</p>	<p>£22,000</p>	<p>Development (consultation) and delivery phases</p>	<p>Increased school audience</p> <p>Increased secondary school audience</p> <p>Schools using on-site facilities and displays</p> <p>Schools using loans service</p> <p>Inset sessions operating successfully</p> <p>Curriculum supported</p> <p>Positive schools feedback</p>

Research potential of the archaeology collections for teaching; develop activity and resources							
<p>3.6 Awards programme</p> <p>Become a centre with programmes and resources which support accredited awards for children and young people e.g.</p> <p>Arts Award Crest Awards Duke of Edinburgh</p>	Children 5 – 18 years	Children following informal learning programmes will have opportunities work towards achieving their awards by visiting our venue and/or participating in our programmes	<p>People will have had an enjoyable experience</p> <p>People will have learnt about heritage</p>	Managed Education Officer	£3,000	Delivery phase	<p>Museum becomes an accredited centre</p> <p>Children successful using programme and resources to achieve awards</p>

4 Increasing the participation and involvement of the local community

<p>4.1 Volunteer programme: establishing systems for recruiting managing and supporting volunteers so that they can participate in, learn from and enjoy the project</p> <p>Volunteers will support collections care and documentation; interpret the site and displays to visitors through guided tours and acting as welcome hosts.</p> <p>SEE sections 1.2</p>	<p>All volunteers and potential volunteers Adults ; Young people 18 - 30</p> <p>This supports our aim of learning through participation and lifelong learning</p>	<p>Volunteers understand the project and are involved in its delivery. This leads to a volunteer team which has a feeling of ownership in the project and is motivated to support the project.</p> <p>People will have been able pursue a personal interest in a sociable environment</p>	<p>More people and a wider range of people will have engaged with heritage</p> <p>People will have volunteered time and had an enjoyable experience</p> <p>Heritage will be better interpreted</p> <p>Heritage will be better</p>	<p>Outreach Officer co-ordinates volunteer team; specialist staff manage volunteer in specific areas</p>	<p>£9,000 collections volunteer programme</p> <p>See also 1.2</p>	<p>Delivery phases</p>	<p>Support and monitor volunteers</p> <p>Positive feedback from</p> <p>Volunteers Positive feedback from tour users and visitors</p> <p>More objects documented, and cared for</p>
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<p>4.2 Youth forum and junior museum club established and operating</p> <p>Meeting regularly with project staff to discuss and evaluate project plans, proposed activities and interpretation</p>	People aged 13-17	Relevant , stimulating and enjoyable programmes will be on offer to young people who have participated in their development	<p>People will have had an enjoyable experience</p> <p>More people and a wider range of people will have engaged with heritage</p> <p>People will have learnt about heritage</p>	<p>Outreach Officer to set up an oversee a programme of regular meeting to consult on the project and its programme</p> <p>Input and support of the audience development team will be required</p>	£2,000	Delivery phase	<p>10 participants attending and contributing to meetings</p> <p>Young audiences for the project developed</p>
<p>4.3 Outreach and Participation Projects</p> <p>During closure of museum</p> <p>Special projects involving outreach to people and communities who do not visit the museum/castle or have difficulty in doing so and partnership working – this ranging from other local museums to social services departments.</p> <p>This may involve activity which begins in the community and continues with events in the</p>	<p>Hard to reach families</p> <p>Access groups</p> <p>Rural communities</p>	<p>This extends opportunities to engage with the project to those audiences who do not visit the museum/castle site</p> <p>It has the potential to remove barriers which prevent participation</p> <p>It has the potential to realise the social role and benefits that engaging with</p>	<p>More people and a wider range of people will have engaged with heritage</p> <p>People will have changed their attitudes and/or behaviour</p> <p>The area will become a better place to live</p>	<p>Managed by Outreach and Engagement Officer in consultation with Exhibitions and Audience Development Officer</p>	£14,000	Delivery phase	<p>Awareness of the project developed</p> <p>Museum service maintained</p> <p>New audiences engaging with heritages</p> <p>New audiences for the project developed</p> <p>Project exhibition programme developed</p>

<p>museum e.g. displays as an outcome of outreach Co-production exhibitions</p> <p>e.g. This is Me – outreach project leading to displays Residents select and show objects they to tell stories about their lives in Guildford now</p> <p>e.g. If These Stones Could Speak Objects from our collections interpreted by target audiences with factual information or imagined history See also 1.1 temporary exhibitions See also 3.4 – Reminiscence roadshows</p> <p>Outreach in the closed period to include pop up, and travelling museum displays in other heritage venues, other museums, community centres, libraries and village halls in Guildford and Surrey</p>		<p>heritage through creative activity can deliver</p> <p>The new temporary exhibition gallery in the museum provides opportunities for communities to benefit from a great resource, and to participate in the life and work of the project</p>	<p>People will have had an enjoyable experience</p>				
<p>4.4 Community archaeology programme</p>	<p>Families , local people and communities, adults, schools</p>	<p>This activity will provide an unusual opportunity for people to learn and enjoy archaeology skills, and enjoy learning together in a group.</p> <p>It supports our aims of lifelong learning,</p>	<p>More people and a wider range of people will have engaged with heritage</p> <p>People will have developed skills</p>		<p>£100,000</p>	<p>Development (planning) and delivery phases</p>	<p>Report on the archaeology submitted</p> <p>Subject knowledge extended</p> <p>Target no's of participants achieved</p>

		and involving the community in the project through participation	Heritage will be identified/recorded Heritage will be better interpreted and explained				Pride in heritage developed Positive participant feedback
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