

## **EAST AYRSHIRE COUNCIL**

**COMMUNITY SERVICES COMMITTEE – 24<sup>TH</sup> MAY 2006**

### **FUTURE MUSEUM PROJECT**

#### **Report by Executive Director of Neighbourhood Services**

#### **1. PURPOSE OF REPORT**

- 1.1 To advise the Committee of the Arts + Museums service's progress in the Future Museum project and to inform the Committee of the planned launch event of the website: [www.futuremuseum.co.uk](http://www.futuremuseum.co.uk) and creation of a learning package/exhibition around mining.

#### **2. BACKGROUND**

- 2.1 The Future Museum project is a creative web based collaboration between the museum services of the South West of Scotland. It aims to maximise access to our collections and deepen people's understanding of the rich history of the region.
- 2.2 The project targets the needs of lifelong learners and those interested in our region, whether resident or visitor. It has a collection-driven theme, which is built around the key areas that make the region so distinctive from the rest of Scotland. These themes will grow as the project grows and be supported by thought provoking interactives and resources aimed at lifelong learners.
- 2.3 The project has a direct correlation to the community plans of East Ayrshire and Dumfries and Galloway areas, links to the development plans of South and North Ayrshire Councils, and will help to create a sense of region and shared history.
- 2.4 Furthermore, the project provides a clear opportunity to develop the working relationships between the range of local authority and independent museums within the region.
- 2.5 The project is linked directly to the future plans of each authority and defines a new way of working that will provide greater access to our collections around the various themes explored. A key aspect of the project is to create a sustainable future for this type of collections management and interpretation, and to this end, training of current staff plays a significant role in future sustainability. Each authority is committed to future development of the collaboration after year three and will contribute to future hosting costs of the project after year three.

- 2.6 East Ayrshire Council is the lead organisation and has been managing the project through its existing staff teams and the creation of Digitisation Assistant posts in East Ayrshire and Dumfries and Galloway Councils.

### **3. PROGRESS**

- 3.1 Future Museum will play an extremely important part in achieving Community Plan objectives and in particular help us to Promote Community Learning in a dynamic and innovative way that will allow people to explore our collections on-line.
- 3.2 The project will launch in mid July on a date to be agreed by our funding partners to accommodate the requirements of the Minister for Culture and Scottish Museums Council.
- 3.3 The project will help increase access and audience to our museum facilities and have set targets of 40,000 visits to the site on the first year of operation with this rising to 60,000 by year three.
- 3.4 The launch will be supported by a newly created mining touring exhibition which will be launched at the Doon Valley Museum and will then tour throughout the region. The exhibition will be supported by a range of educational initiatives aimed at older people, the target market of the project.
- 3.5 A full marketing plan and campaign has been developed and will be implemented during pre and post launch. This will be aimed at the target market.
- 3.6 The website creation has provided valuable skill resource for our museum team and will result in approximately 9,000 objects being digitised during the next two years. The website is currently under development, however, it is possible to register for access to the site when it is launched by visiting [www.futuremuseum.co.uk](http://www.futuremuseum.co.uk).

### **4. FINANCIAL IMPLICATIONS**

- 4.1 There are no financial implications to the Council. Funding of £300,000 for the project has been provided by the Scottish Executive through the Scottish Museums Council.

### **5. LEGAL AUTHORITY/IMPLICATIONS**

- 5.1 Future Museum will support the Council's community Plan and emerging Leisure and Culture Strategy.

## **6. POLICY IMPLICATIONS**

- 6.1 Future Museum will enable the Arts + Museums service to more effectively meet the objectives of the Community Plan and the department's Continuous Improvement Plan.

## **7. CONCLUSIONS**

- 7.1 Future Museum is a major initiative that will help position East Ayrshire Council as having one of the leading museums services in Scotland and will allow greater access to our collections for both local people and those outside our region. It will also support our marketing aspirations as a significant tourist destination.

## **8. RECOMMENDATIONS**

- 8.1 It is recommended that the Community Services Committee note the contents of this report.

William Stafford

**Executive Director of Neighbourhood Services**

WS/JAG/AG

11<sup>th</sup> May 2006

### **LIST OF BACKGROUND PAPERS**

1. Link to website for registration: [www.futuremuseum.co.uk](http://www.futuremuseum.co.uk)

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