

### **Specification for the provision of cultural services at the Museum of Farnham.**

#### **1. Introduction**

- 1.a. The objective of this specification is to join up likeminded organisations that share an interest in delivering the Council's corporate priorities. Waverley Borough Council (WBC) is interested in partnership proposals that enable the Council to achieve this objective.
- 1.c. The Museum of Farnham is exclusively provided by WBC putting it at risk of future funding cuts. To protect this asset, partners are being sought to work with WBC to develop new and alternative approaches to the delivery of this service.

#### **1.2. The Current Service**

- 1.2.a Waverley Borough Council promotes cultural development through its own efforts and in partnership with others. The aims of the service are commensurate with the Council's overall corporate priorities (Environment, Improving Lives, Leisure, Affordable Housing, Value for Money) and complement the themes of the Surrey Strategic Partnership Plan (Children and Young People, Health and Well-being, Economic Development, Environment and Safer, Stronger Communities).
- 1.2.b The service makes a contribution to these objectives by:
  - Promoting the role of culture in providing benefits for individuals, communities and the environment and demonstrating how cultural activity fits in with other service areas
  - Offering opportunities for participation in arts activity to all sections of the community, especially those living in priority places
  - Ensuring that sustainable arts programmes and facilities are developed and supported
  - Providing leadership to cultural providers
  - Securing support for cultural organisations as contributors to the local economy
  - Maximising external funding and broadening the range of partnerships through which the arts and culture can flourish

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#### **1.2.d A vision for the proposed service**

The successful contractor would be expected to work with the Council over a period of three years to achieve the following aims:

- Prioritise the museum collection: define the purpose of the museum, curate it more attractively, dispose of items that doesn't fit the core purpose;

- Retain Museum Accreditation status;
- Make the Garden Gallery more vibrant and lively and bring in more revenue income through it;
- Look after the volunteers and attract more people to become volunteers;
- Remodel the education provision to eliminate the financial deficit;
- Get the museum out in to the community;
- Get the Arts Council interested;
- Increase visitor numbers;
- Create a web presence;
- Investigate digitising the collection;
- Develop the potential of the Coach House;
- Utilise rooms better

### **1.3. Purpose of the Specification**

1.3.a. This document outlines the Council's expectation of the services a contractor would be required to provide and summarises the scope for a Cultural Services Management Contract. Based on this information, partners are invited to submit proposals, which outline new ways of delivering these services.

## **2. The Museum of Farnham**

- 2.a. The Museum of Farnham is situated in a Grade I listed Georgian townhouse where visitors can explore the history of the town. The main building has six public galleries with permanent and temporary displays, a local history library which offers a range of research resources, a small meeting room and a visitor services desk and retail area. Outside, the new Garden Gallery is a highly versatile education facility, which sits within the large secluded garden.
- 2.b. The Museum is open to the public five days a week and general admission is free. A small team of part time staff manage the service with the support of volunteers. Together they provide a range of services which include the curatorial care of the collection, an award winning education service, a year

round programme of exhibitions, workshops and events, talks to local societies, the hire of facilities and the handling of public enquiries.

## **2.1. Scope of the Contract**

**It is proposed that that the successful provider will manage the museum and be responsible for:**

- 2.1.a. all museum events and participatory activities taking place on site and in the community
- 2.1.b. all employed, contracted and voluntary staff at the museum
- 2.1.c. the financial management of the museum
- 2.1.d. developing a governance model and strategic plans in partnership with the Custodians of the Museum
- 2.1.e. the day to day operations of the museum
- 2.1.f. the day to day care of the museum's collection
- 2.1.g. the procurement of utilities and support services
- 2.1.h. the delivery of the specified service requirements
- 2.1.j. the security and protection of the building
- 2.1.k. the day to day repairs and maintenance of the buildings, the garden and the grounds
- 2.1.l. the performance monitoring requirements of the contract
- 2.1.m. Public and Employers' liability insurance

**WBC will retain ownership of the Grade I listed building and the museum collection and will be responsible for:**

- 2.2.a. the exterior maintenance of the building subject to funding through the Council's capital development programme
- 2.2.b. the insurance of the building and the museum collection held both on and off-site
- 2.2.c. improvements to the interior and exterior of the building will be subject to planning permission and building regulations

## **2.3. Service Requirements of the Museum of Farnham**

Operational requirements that the successful provider must meet:

- 2.3.a. public access to the museum collection during agreed opening hours
- 2.3.b. a manned front-of-house desk to deal with visitor enquiries

- 2.3.c. the ability to respond to local history and family research enquiries
- 2.4.d. the provision of a local history library
- 2.4.e. the provision of an education service for schools
- 2.4.f. an annual programme of exhibitions and events linked to the Museum's collections
- 2.4.g. the provision of best practice curatorial care for the collection
- 2.4.h. promote and administer the hiring of the Garden Gallery
- 2.4.i. maintain museum standards and accreditation

Strategic requirements:

- 2.4.j. develop the income potential of the entire asset
- 2.4.k. review the current model for the education service
- 2.4.l. develop the retail offer
- 2.4.m. develop new audiences and raise the profile of the museum
- 2.4.n. increase opportunities for community participation and outreach
- 2.4.o. produce a funding strategy to support the longer term viability of the museum

#### **4. Treatment of staff**

- 4.a. The staff associated with the museum will be included in the transfer under the protection of TUPE.

#### **5. Performance Requirements**

- 5.a. A framework of performance measures and financial targets will be implemented as part of the service level agreement with the successful provider.

#### **8. Contact**

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