

**WAVERLEY BOROUGH COUNCIL**

**EXECUTIVE BRIEFING**

**20 JANUARY 2021**

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**Title:**

**MUSEUM OF FARNHAM: PROPOSITION FOR A REVIEW OF  
SERVICE DELIVERY OPTIONS**

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**Portfolio Holder:** Cllr Michaela Martin, Portfolio Holder for Culture, Wellbeing and Health

**Head of Service:** Kelvin Mills, Head of Commercial Services

**Key decision:** No

**Access:** Public

**Note pursuant to Section 100B(5) of the Local Government Act 1972**

This report / an Annexe to this report contains exempt information by virtue of which the public is likely to be excluded during the item to which the report relates, as specified in Paragraph [...] of Part I of Schedule 12A to the Local Government Act 1972, namely:

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**1. Purpose and summary**

At the Community O & S meeting on 17 November 2020, Members supported a recommendation to consider the notion of extracting the Museum of Farnham from Willmer House; and to explore the implications of a separation on the service and the collection.

It was agreed that Officers would return to the Committee in January with an outline proposition for an assessment of the alternative service delivery options available to the Museum of Farnham.

**Museum Service Options**

The following options have been identified for consideration:

- 1) Museum to stay in Willmer House – assuming external funding can be secured to pay for repairs and provide the substance for a radical re-offering of the museum service.
- 2) Community outreach museum – assuming a small physical base for staff, increased storage facilities for the collection, exhibition cases in a number of public buildings within and around Farnham with regularly changing displays, improved digital and learning offer, improved access to the collection on-line.

- 3) Alternative premises for the museum – short and long term options e.g. the library building, The Maltings, Farnham Castle, a retail unit.
- 4) Partnership approach with Farnham Town Council – to follow.

### **PESTLE Analysis**

The service options will have a fuller description of their key characteristics including:

- Cultural and community offering
- operating arrangements
- key partners and providers involved
- funding arrangements

Each option will then be tested using a PESTLE framework to identify the external factors that have an impact. These factors are categorised as follows:

<b>Political</b>	Local, national context
<b>Economic</b>	Costs, savings, income generation, invest to save, sustainability, external funding
<b>Socio-cultural</b>	Cultural/heritage offer to the community, future legacy
<b>Technological</b>	Digital offer, audience development, increased access
<b>Legal</b>	Restrictions, covenants, ethical standards, statutory obligations
<b>Environmental</b>	Carbon emissions vs carbon capture, the preservation of the collection

The findings of the PESTLE will inform a SWOT analysis to determine the advantages and disadvantages offered by each so that a preferred option can be determined and developed further.

### **Methodology and timeline**

1. Agree the service options and the methodology for the review	January 2021
2. Look at / apply for ACE project funding to pay for external consultancy to lead the review process	Application end of Feb
3. Hold a workshop to apply PESTLE and SWOT frameworks to the options	March or later if funding is successful
4. Report combined findings of Willmer House property appraisal carried out by Montagu Evans and the findings of the service review	Community O & S June
5. develop business/funding case for the preferred option	
6. Report recommendation of the Preferred Option to The Executive and Full Council	July

### **External Funding**

Since the meeting in November a significant national funding opportunity has come to the attention of Officers, which is yet to be announced publicly. Should this external funding opportunity provide a plausible option for supporting the costs of repairing Willmer House, officers would recommend diverting efforts to getting 'application ready' until such option is exhausted.

## **2. Recommendation**

Members of the Community Overview and Scrutiny Committee are asked to comment on the proposition put forward in this report to assess the advantages and disadvantages of the alternative service options and to recommend:

1. The assessment of the service delivery OPTIONS listed in this report.
2. Applying the PESTLE and SWOT analysis tools as a proposed methodology for the assessment.
3. The timeline set out for the review.
4. That officer time and resource is diverted to applying for grants if a suitable funding opportunity to repair Willmer House becomes available.

## **5. Relationship to the Corporate Strategy and Service Plan**

5.1 This report relates to the priority of delivering high quality public services for all including sports, leisure, arts, culture and open spaces.

## **6. Implications of decision**

### **6.1 Resource (Finance, procurement, staffing, IT)**

None

### **6.2 Risk management**

None

### **6.3 Legal**

None

### **6.4 Equality, diversity and inclusion**

To be considered as part of the review process.

### **6.5 Climate emergency declaration**

To be considered as part of the review process.

## **7. Consultation and engagement**

- Museum stakeholder event in September 2019
- Ongoing involvement of Portfolio Holders for Culture, Health and Wellbeing and Property, Finance and Assets
- Regular reporting to Community O&S Committee
- Regular updates from Farnham Maltings and the museum staff team
- Wider consultation with Surrey Heritage, South East Museum Development Service, Arts Council England.

## **8. Other options considered**

8.1 Montagu Evans have been commissioned to produce a property options appraisal for Willmer House. The Council is currently awaiting the findings of the report.

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Agreed and signed off by:

Legal Services: date

Head of Finance: date

Strategic Director: date

Portfolio Holder: date