

## **THE DEVELOPMENT COMMITTEE (MEETING 105 - 16.09.13)**

Held at the National Tramway Museum, Crich, Matlock, Derbyshire, on Monday 16th September 2013 at 10am.

Issue: 1

Present: J Markham (Chairman); A Thorpe (Secretary); J Soper; L Greaves; A Smith

### **105.1 Apologies for absence:**

I Dougill; M Wright (due to acting as DI at short notice)

It was noted that Tony Hill, General Manager, is on Annual Leave today.

JM noted that this was ATs first meeting as Secretary and welcomed him to this position.

### **105.2 Minutes of Meeting 104**

JS noted that he had brought the plans along relating to the next HLF application which was deferred at the last meeting.

JM to speak to MW regarding the minutes of the last meeting as they were not available to the meeting.

### **105.3 Terms of Reference**

JS asked for further clarification regarding monitoring performance (item 6). JM explained that this included, for example, visitor comments, dwell time, increase in visitors etc. LG said that she considered it important that this information was presented to the Committee to influence our future work programme and all agreed.

It was agreed that LG would produce a report to this effect regarding the Bandstand Area for the Committee to consider at its next meeting **ACTION LG**

Item 6 was agreed.

AS noted that the Committee had no input into the redevelopment of Field House, despite having the relevant experience amongst Members of the Committee. It was agreed to add the words 'and on all of the Society's properties and future acquisitions in order to manage risk' after the word 'Museum' to item 5 to cover this point in the future.

All other items were agreed.

The Committee's adoption of the Terms of Reference was proposed by JS and seconded by AS. All agreed.

### **105.4 Committee Membership**

JM said that since Glynn Wilton was no longer an employee of the Museum there is currently no committee member able to cover the curatorial aspects of the Museum at Committee meetings.

AT proposed that if the General Manager is to become a regular attendee of this Committee then he would likely be able to cover Curatorial aspects. However, if this is not the case then Laura Waters should be invited to join the Committee. JS seconded this. All agreed.

#### 105.5 Development Strategy

AT noted that both himself and MW had worked on producing a Development Strategy that would update the Development Report to set the Committee's strategy for the future. AS added that a 'long list' had been produced and some attempt made to prioritise this based on several different criteria. JM noted that a key priority should be criteria that would increase visitor numbers and improve visitor experience. It was agreed that the drafts of the Development Strategy would be circulated for review, prior to further discussion at the next meeting of the Committee **ACTION AT/ALL**

AS noted that there are other factors, such as the entrance building, that may not increase visitor numbers but are important to the Museum. Discussion then ensued specifically about the entrance building. JM noted that consideration should be given to including a sales outlet in the entrance building. Facilities for disabled visitors, catering facilities and display of a tram were also discussed. LG noted that having to arrive through a portacabin does not enhance the visitor experience.

There was a consensus that the entrance building is a high priority of this Committee and that plans to bring this forward should be considered in the context of the Development Strategy. It was agreed that the Committee should look to bring a proposal forward within the next couple of years. JS noted that this already amounted to 'phase 4' of the Committee's plans for the area north of the bridge (with the recent Bandstand and Park redevelopment comprising 'phase 1'). It was suggested that further discussion regarding these existing plans should take place at the next meeting of the Committee. **ACTION AT**

#### 105.6 Report of the Society Treasurer

JM noted that the Treasurer reports at every Board Meeting. He reported that income is below budget and disappointing. There is limited chance that the Society's budget will be met.

#### 105.7 Bandstand Area

JS asked what resources might be available from Subscriber Plus to further develop the bandstand and park area. Elements include:

- Pavement from the bridge to the park
- Lamp-post to erect and install
- Working telephone

JM agreed to raise this at the next Board Meeting. **ACTION JM**

AT noted that an out of keeping railing had been erected adjacent to the tram shelter, presumably as a health and safety precaution in relation to people exiting the Park. Further to the Committee's Terms of Reference previously discussed, there was no consultation with this Committee before it was installed and it is not inkeeping with the traditional British tramway atmosphere. This should be replaced with something more suitable. **ACTION JM**

LG noted that a wedding took place on the bandstand in June, representing a valuable source of income for the Museum.

#### 105.8 Indoor Play Area

The Committee re-iterated its previous decision that it would not be appropriate to move the children's indoor play area into a temporary portacabin as had previously been suggested outside of this Committee. It would not be in the interests of visitor experience and would not fit with how the Museum is promoted as an all weather family visitor attraction. It was agreed that JD would feed the Committee's view to the Board/General Manager **ACTION JM**

LG also noted that the indoor play area is old and out of date and would benefit from some refurbishment and extension of the facilities/improved ventilation. There is potential to open up an additional income stream from soft play/birthday parties etc. There was some discussion as to whether this was a matter for this Committee, however it was agreed that JM/LG would raise this matter with the General Manager. JM suggested that LG undertakes a cost benefit analysis and it was agreed that LG would seek some quotes prior to the next meeting **ACTION JM/LG**

#### 105.9 Outdoor Play Area

The Committee has no proposal for this area at this stage.

#### 105.10 Town End

AT noted that Town End looks very dilapidated and has done for a number of years since the banking was removed (without the knowledge of this Committee). For example, the clock no longer works, the shelter is seriously damaged, the paintwork in poor condition and the smooth surface damaged and 'temporarily' repaired with slabs. This matter has been noted on numerous occasions by this Committee but no action has been taken. This is despite the Committee having previously put forward proposals to erect a wall/fence in front of the bank on which adverts etc can be displayed, providing a much more 'town like' atmosphere. LG noted that Laura Waters has some adverts which she has permission to use in the street.

This has a negative effect on visitor experience and on the appearance of the street scene, particularly given that this is where all visitors spend most of their time in the street whilst waiting for a tram.

It was discussed that a fence would be the cheapest solution with the highest impact and one that perhaps our own staff could achieve. It should be 'L' shaped running alongside the tram terminus and alongside where the 'trams running' board' used to be.

The Committee requested that a budget should be allocated and action taken to improve the image of Town End during this winter's closed period. It was agreed that JM would speak to the General Manager prior to the next Board Meeting. **ACTION JM**

LG mentioned that we need to consider providing secure buggy storage for families. There has been a lot of negative visitor comments this year from people not able to take buggies on trams, some saying that they would not have come into the museum had they had known they could not take the buggy on the tram. Others have said that they went home without taking a tram ride as a result. It was noted that there was space on the ground floor of the Derby Assembly Rooms that could be used for this purpose, where secure lockers could be provided. It was agreed that JM would raise this matter with the General Manager prior to the next Board Meeting. **ACTION JM**

#### 105.11 Update on other matters

- Benches and Memorials – this is considered to be resolved from the Development Committee's point of view. Geoff Quarmby is now responsible for this.
- Memorial Hall – no progress to record due to an unsuccessful lottery funding bid. However it was considered that this project still has some potential in the future and should appear in the Committee's Development Strategy.
- Storage Facility – see item 105.12.
- Red Lion Ramp - no progress to record. However it was considered that this project still has some potential in the future and should appear in the Committee's Development Strategy.
- Wakebridge - no progress to record.

- Craft Cottage - no progress to record, however, this may be being taken forward by the Membership Committee.

#### 105.12 Next HLF Application

JS presented a well considered report and concept plan to create a vintage tram depot, permanent way yard and urbanisation of the cabin crossing area. This would also fulfil the issue of a storage facility.

The proposal created a significant level of discussion but all considered the idea to be worthy of further consideration.

The Committee recorded with thanks JS's work on putting this proposal together and agreed that they wished to commend the proposal, in principle, to a future meeting of the Board **ACTION JM**

AT noted that Local Economic Partnership's are currently setting priorities for ERDF and other funding to 2020 and that it would be worth the Museum making contact to see whether our Museum and projects such as this would fit the priorities and be eligible for funding. **ACTION JM**

#### 105.13 Any Other Business

AS requested that we improve communication within the Committee. It was agreed that this should be the case.

#### 105.14 Dates of Next Meeting

Monday 25<sup>th</sup> November 2013, 10am