Salford Community Culture is part of Salford Community Leisure (SCL), which is responsible for the provision and management of sport, leisure and cultural services in the city. SCL manage a wide variety of facilities across the 8 neighbourhood areas within the city, including sport and leisure facilities, community centres, libraries (plus 2 books@home libraries), museums and community use high schools.

*SCL’s vision is ‘Everyone Active’ and all SCL employees work towards achieving this vision.*

Welcome
to the 2nd quarterly report for 2013 for Salford Community Leisure’s Museums, Heritage and Arts Team

My name is John Sculley and I am responsible for:

- Salford Museum and Art Gallery
- Ordsall Hall
- Salford Arts Development service

The aim of this quarterly report is to highlight the work that has taken place during July, August and September within the Museums, Heritage and Arts Team and demonstrate how Salford Community Leisure is performing.

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Introduction

Quarter 2 (July - September 2013) has been a very successful quarter, some key highlights include:

- To celebrate the annual Salford Music Festival, an exhibition of photographs was exhibited on the Bluestairs.
- ‘Where the Needle Passes’ by Sarah Greaves opened on the 14th September.
- The Learning Service at Ordsall Hall won a Sandford Award for heritage education in recognition of excellent service.
- 17 different schools brought more than 700 pupils (Key Stage 1 and 2) to Ordsall Hall to take part in a learning session.
- Ordsall Hall ran a family picnic event during the summer holidays.
- Every Friday in the summer holidays Mr Tomlinson’s shop in Lark Hill Place was open.
- The monthly craft socials continue to develop an audience and over the last quarter the themes have been sock animals, stained glass and polymer clay jewellery. Each session involves a demonstration and a ‘have a go’ activity as well as participants bringing along their own crafts to work on.
- ‘On Tenterhooks’ storytelling event with Christine McMahon took place at Ordsall Hall.
Exhibitions/ Events

An exhibition put together by pupils from St Augustine’s Primary School about the history of their community was displayed on the Bluestairs Gallery between the 5th July and 11th August. Over 100 pupils, parents, carers and teachers came to the launch event where some of the school children did readings.

Caroline Johnson’s exhibition, ‘There’s a Rainbow in the Road’ closed on the 7th July. This was a popular exhibition, some comments include:

“Wonderful exhibit. So fresh, so confident. I’m an illustrator and moved here a year ago and fallen in love with the city as much as you (Caroline) have. Thank you!”

“Great to see so many beautiful positive images of Salford and Manchester. Lovely, lively mix of colours and details, and past memories together with futures hopes!”

The next exhibition to open in the Langworthy Gallery was Reggie’s Roller Palace, an installation of ceramic dogs by Olivia Brown. This opened on the 20th July and has been very popular, especially with the family audience.

“I have come today with two children ages 4 and 2 and they have LOVED the Reggie’s Roller Palace exhibition. Doing the junk modelling activity has really worked in letting the kids get the most out of the artwork. They’ve loved the involvement and its opened up a lot of chat/ discussion around sculpture and dogs on skates!”

To celebrate the annual Salford Music Festival, an exhibition of photographs was exhibited on the Bluestairs. This opened on the 17th August with a launch event on the 27th with local bands, spoken word and speeches by artist Harold Riley and a representative from Salix Homes, with over 100 people in attendance. Salford Museum and Art Gallery also acted as a venue for this year’s festival on the 26th and 28th of September.

Salford Art Club exhibition closed on 8th September. This annual exhibition received some fantastic comments:

“Excellent art work as always - very inspiring!”

“The standard is really high this year. It has been a pleasure - thank you”

“It is a wonderful exhibition of many stunning works of art. I found it impossible to pick a favourite”

Where the Needle Passes by Sarah Greaves was the next exhibition to open in the North Gallery. The opening event was a great success with over 50 people to see the first time Sarah has exhibited her embroidered graffiti work with her Art Council funded Armenian Threads project.

Swinton photographic society exhibition closed on the 15th September. This exhibition helped to encourage over 5 new members to the club and was popular with visitors:
“We were very impressed by the wonderful work of the Swinton Photographic Society”

“Marvellous! Absolutely stunning work!”

“This exhibition is a joy!”

The family friendly exhibition at Ordsall Hall ‘Creepy Crawly: what’s their story’ closed on 29th September. This was very popular with visiting families who could dress up, have a go at the quiz and follow a trail around the hall and gardens. Families also made their own butterfly, flowers or bee to add to the interactive garden in the gallery.

“I really enjoyed it I learnt a lot, thank you. I really like the staff”

“We visited with five children aged 1-7 years and there was something to keep them all entertained. Fantastic place and great to find a free day out”

Learning

Ordsall Hall

The Learning Service at Ordsall Hall won a Sandford Award for heritage education in recognition of excellent service. The judge who observed a session said:

“The quality of live interpretation, coupled with an immersive environment rich in real and replica artefacts, provides schools with a wide range of excellent learning outcomes. Learning is at the heart of Ordsall Hall and the experienced and talented staff are valued and well led. The team are building on the recent capital works project to continue to expand and improve the learning service in the face of difficult economic times”.

School Bookings

Ordsall Hall was fully booked with school visits for the quarter. 17 different schools brought more than 700 pupils (KS1 and 2) to Ordsall Hall to take part in a learning session during the quarter.

Holiday Activities

During the summer holiday, the team at Ordsall Hall ran a bug themed workshop each week (to fit in with the ‘Creepy, Crawly, What’s Their Story?’ exhibition), along with badge making and quizzes which ran all summer. The workshops on offer were: ‘Big Bugs’, Recycled Flowers, ‘Swingy Spiders’ and ‘Buzzy Bees’. In total more than 400 children took part in the summer activities.

The team also ran a family picnic event during the summer holidays. Children and families were invited to enjoy the gardens at the Hall, eat their picnics and take part in craft activities and games. 140 people attended this event.
Salford Museum and Art Gallery
7 school guided sessions took place at the museum this quarter. A group of young people and staff from the Prince’s Trust also took part on a self guided tour of the galleries and stayed for a talk.

The summer holidays were extremely busy with families making multiple visits over the period. Highlights included a junk modelling activity which was left out for the entire holiday in the Langworthy Gallery. People were encouraged to build a model based on the roller skating dog sculptures in the ‘Reggie’s Roller Palace’ exhibition and leave it in the museums very own roller rink which became part of the exhibition. This activity was very popular.

A number of families who had left their work on display were invited back to the Museum to collect it at a celebration event at the end of the holiday. The museum also held 3 ‘Clay Days’ in which families could come and create their own animal sculpture, also based on Reggie’s exhibition. Over 250 participants took part over the 3 days the workshop ran. On the 7th August, National Play Day was celebrated with a full day of games and activities in the galleries. 218 visitors came for this event and enjoyed arts, crafts and activities.

Every Friday in the summer holidays Mr Tomlinson’s shop in Lark Hill Place was opened and small bags of sweets were given away in exchange for a donation. This attracted approx 200 visitors and was popular as it gave visitors a chance to have a closer look into one of the shops in Lark Hill Place!

As part of the University’s Welcome Week a stall was manned at the 3 day event. The staff engaged with lots of new students and returning ones, and promoted the museum and Ordsall Hall - over 2200 students attended over the week. Staff were also asked to take part in the Arts and Media department trade fair - both to promote the new ‘By Hand’ Gallery and to promote it as a selling space for designer/makers at the University. Around 400 students attended the event.

Once again some of the Heritage team have been working with the third year undergraduates on the Interior Design Course at Salford University. A project was set to look at redesigning gallery spaces to use as cafe/restaurant spaces and this year added in a module to redesign the local history library. Whilst both are theoretical projects, they act as a live brief for the students as they are able to work with a client team in a real environment.

Another 5 week crochet course started in September with 11 learners attending.

The monthly craft socials continue to develop an audience and over the last quarter the themes have been sock animals, stained glass and polymer clay jewellery. Each session involves a demonstration and a ‘have a go’ activity as well as participants bringing along their own crafts to work on.
Memories Matter

Salford Heritage Service’s outreach team has undergone significant changes during this period. The Memories Matter project support worker Michelle Flye, ended her role at the end of July. Michelle was a huge asset to the service and contributed greatly to the success of the museum’s work with older audiences. Since her departure, the Memories Matter loans service has continued to run with the kind support of the museum’s front of house team and continues to be well-used by organisations working for older people in Salford.

In July, the outreach team facilitated object handling sessions at Central Manchester Hospitals as part of +CultureShots Week; organised by a consortium of Manchester museums and galleries in the hospitals around the city. These were targeted at visitors and patients at the hospital sites and were attended by people of many age groups, backgrounds and abilities. The outreach team has also been approached by the dementia team at Salford Royal NHS Foundation Trust for advice on developing reminiscence resources for their hospital wards. The outreach team is also working with dementia-trained artist Claire Ford to develop 2 new ArtBox creative resources and associated training to enable care staff to deliver innovative and high quality creative activity to people living with dementia and their carers. This will be a resource loans service run alongside the existing Memories Matter loans service. As part of this area of work, the outreach team has been key to putting together SCL’s Dementia Action Alliance pledge, which has signed SCL up to Salford’s Alliance and a commitment to make the city, through SCL’s services, more dementia friendly.

The outreach team has also been involved in submitting a number of funding bids. One of these was a Manchester/Salford consortium bid to the new Arts Council/Baring Foundation funding pot around arts and older people. A joint bid with Salford Health Improvement Service has also been submitted for developing innovative pilot work in Swinton around creative activity for people living with dementia. Furthermore, a bid submitted with Salford Local History Library to the Heritage Lottery Fund entitled Digital Salford: Opening the City’s Photo Album has been successful, and recruitment and preparation work is underway for this.

The team has also given a number of reminiscence tours of Lark Hill Place, including groups from Bolton and Cumbria, focusing on memory work and catering specifically to older audiences, some of whom are living with dementia. The Memories Matter Introduction to Reminiscence training has also continued, training care staff working with older people in best practice around using photos and objects to stimulate memories. Salford Museum and Art Gallery is recognised regionally as a leader in this work.

The Outreach team has also continued to run its annual Heritage Walks programme, with 4 walks run during this quarter.

Collections

Acquisitions into the museum collection

- Five stoneware jars from Robinsons Dairies, Seedley excavated when building new houses on Fitzwilliam Street, Salford
- Photographs of Ordsall Hall c.1964/5
- Selection of items from Royal British Legion Women’s Section, Eccles branch including quilt, headscarf, top table cloth, flag, tie
- Selection of items from last Mayor of Swinton, Jim Birmingham including portrait, medal, election certificate, oath certificate and dissertation “Year in the life of a Mayor”
Loans
- “The Weavers Wife” by John Cassidy loaned to Gallery Oldham for exhibition “Spindleopolis – When cotton was king” Jul to Nov 2013
- Images approved for publication/reproduction
  - “Control Room” William Roberts for homepage of Public Catalogue Foundation website to promote their survey
  - “Edward Langworthy” by Philip Westcott for Rusholme Archive website
  - Selection of medals for the Money and Medals Subject Specialist Network website.

33 collection enquiries processed.

Ordsall Hall
Visitor Figures
July – 2788
August – 2418
September - 1565

From 2nd August the Hall has been closed to the public on a Friday. It is however, still open for private hire and events. Friday closures will obviously have an effect on visitor figures but it is hoped that the Hall will expand on corporate hire, events and weddings on this day.

Events & Activities
The annual garden party on Sunday 7th July was a resounding success with over 800 people attending. Activities included traditional activities such as ‘name the gnome’, ‘guess the number of beans in the jar’, ‘hook a lily-pad’ and a very popular dog show which allowed people the rare chance to bring their dogs into the Hall’s grounds.

On Thursday 7th August the Hall held a ‘Creepy House’ storytelling event for 4-11 year olds which tied in with the libraries’ summer reading challenge theme for 2013. There was a table promoting Salford’s library service and the reading challenge and the team from Archives+ at the Manchester Records office provided a ‘Make your own creepy house’ craft in the Great Hall and some inspirational photos from the archive. The event was also organised in partnership with Manchester Children’s Book Festival and the Manchester Creative Learning Network. The event attracted 172 visitors that day and was very well received.

From the 14th August staff started offering a regular walking tour of the Hall every Sunday at 2pm and a Garden tour on the 3rd Sunday of every month at 3pm. These have got off to a great start with 216 people booking places in the first 7 weeks.

The Heritage Open Day on the 15th September was a resounding success with extra capacity being created to cope with demand. The day attracted 138 visitors, 73 of whom went on one of the Hall’s tours.
On the 26th September the ‘On Tenterhooks’ storytelling event with Christine McMahon took place. The event was very well-received and 38 people came along. Some feedback:

“A brilliant night – and I’d love Christine to do a storytelling workshop here.”

“Love storytelling events but great to hear locally themed stuff – great music!”

“It was mesmerising! Like Listen With Mother but better! Would love a storytelling workshop. It was lovely to have music too”

Ghost Nights
Quarter 2 is usually very quiet for ghost nights due to the lighter evenings but two ghost nights took place over the summer with a total of 40 people in attendance. Several bookings were also taken for autumn ghost hunts.

Comments

“Thanks to the team at Ordsall Hall for a fantastic year of toddler time sessions”

“Thank you again for a lovely day. This time I brought my nieces as well as my daughter Tallulah. They really really enjoyed it. Nothing is too much trouble for the staff and volunteers and you can tell the house is very much loved. I think I’m under the spell of the house now lol. I am going to return without the kids so I can learn about the history of the house etc properly. Thank you!!”

Rob Smith @redgierob_16 Jul “Best place to visit ‘The Tudors’ within about an hourish of Manchester for Y5 “

Gill Cummins @GillCummins_20 Sep @TheOrdsallGhost “my favourite thing is that Ordsall Hall is so family friendly! Had a few nice trips there this year.”


“So much for children to do. A fantastic 3 hours with a 1 year old and a 4 year old. We the grandparents are coming back by ourselves. A wonderful visit”. (July)

“Fantastically interactive for young kids: a model of how all museums should be. (August)"

“Delighted to see it restored and open and saved! Magnificent restoration, well presented, a great educational experience – loved the separation of old and new - so well done! Isn’t the Heritage Lottery Fund wonderfull (Sept)”
Volunteer & Training

The support and contribution made by the volunteers and the volunteer programme at Ordsall Hall continues to have a significant positive impact upon the organisation, the service provided and the quality of interaction with the visiting public.

During quarter 2, 18 regular volunteers have supported Ordsall Hall by giving over 790 hours of their time (ranging from a minimum of 2 to maximum of 16 hours per week). In addition to this a further 5 volunteers have provided support for one off events such as the “Bloomin’ Great Garden Party”.

On average volunteers contribute over 260 hours of their time. There was a spike in volunteer hours during July due to the hosting of the Garden Party.

During September a celebration took place for the first volunteer to individually clock up 1,000 volunteer hours since starting at the Hall. This was marked with the presentation of a specially designed certificate. Volunteers continue to engage in a wide variety of tasks and activities, including:

- Customer care and visitor engagement
- Hospitality and housekeeping
- Providing information and informal tours
- Gardening and grounds maintenance
- Marshalling and venue security
- Administrative support
- Event management (Garden Party / Ghost Nights)

The Volunteer programme provides opportunities for people with special or additional needs, this is reflected in the diversity of the current volunteer team and continues to be an example of good practice in this area. 50% of the active volunteers in quarter 2 have additional or special needs, including learning needs, hearing impairment and visual impairment. Specific roles have been created for each of the volunteers in order to cater for their personal needs, skills, abilities and requirements.

Additional Volunteer Activities

Walking Tours – a number of more experience volunteers now provide regular 'walking tours' to visitors on Sunday afternoons. Whilst this is not a full guided tour (as provided by the staff) it does offer the opportunity for visitors to get a little more from their visit and begin to engage with some of the key stories of Ordsall Hall.

‘Volunteer Voice’ - A core group of volunteers have continued to produce and publish the volunteer newsletter ('Volunteer Voice') and have recently circulated the fifth issue. Whilst the publication is produced by volunteers for volunteers, it has been also been circulated to, staff and managers throughout the organisation.
‘Toddler time’ - (a programme designed to engage parents and children under 5 through story, rhyme and craft activities to take advantage of museum and gallery facilities in a fun and accessible way) has continued to be attended by a core group of families and facilitated by volunteers and staff.

‘Bloomin’ Great Garden Party’ – the annual garden party at Ordsall hall had a distinctly horticultural feel this year and was very well supported by volunteers who assisted with setting up, manning stalls, providing orientation and keeping the site clean and free from litter. Due to the size and nature of this event it would have been totally impossible to put on without the support and hard work of the volunteer team. Their input is sincerely appreciated.

‘Ordsall Alive!’ – A small group of established volunteers now have their own individual costumes based on lower status characters (servants). These characterisations are used to support the learning staff with the delivery of sessions by enhancing the pupil’s experience through dialogue, banter and interaction. Since starting the project, a further two volunteers have indicated that they would like to be involved and additional training is being planned for them.

‘Volunteers Bake a Cake Social’ – At the end of September a large group of volunteers were joined by a significant number of staff to put on the ‘volunteer bake a cake social’. This was an opportunity for all volunteers and staff to get together in a social setting to chat, meet people they may not be used to working with, and most importantly, eat cake. This event was in addition to the annual Christmas party (which serves a similar purpose). In order to provide an additional focus for this event, the volunteers teamed up with Macmillan Cancer Support to take part in the ‘Worlds biggest coffee morning’. Generosity was in abundance and the attendance really high – which resulted in over £300 being raised as a direct result of cake sales and donations.

Volunteer Progression

August and September saw a number of changes in the volunteer workforce. One volunteer has taken the opportunity to broaden their experience both within and beyond the organisation. As a keen writer, they have been asked to work on a specific research project for a forthcoming World War 1 exhibition at Salford Museum and Art Gallery. This is well underway and the volunteer concerned has found the experience really enjoyable and engaging. They have also done some volunteering for The Royal Exchange Theatre at a site specific event during the summer. Despite all of this, she has continued to volunteer at the Hall on a regular basis and is a real asset to the team.

Another volunteer has broadened their experience by volunteering at The Manchester International Festival. This has provided new opportunities in volunteering and as a result she has decided to move on to pastures new. This volunteer has been at the Hall since it first opened to the public so it is with sadness that she is leaving. As a result of volunteering at Ordsall Hall and the improved confidence that this has developed, one volunteer with additional learning needs has enrolled upon a basic...
literacy and numeracy course at Salford College. This is a huge step forward for this young man and it has been a pleasure to witness his confidence develop during his volunteering. Whilst sorry to see him go the team feel this a positive outcome and one to be celebrated.

Trainees

Level 2 in Cultural Heritage

There are now two full time trainees (Alex and Jason) and two members of staff enrolled on the Level 2 Certificate in Cultural Heritage (funded by the Heritage Lottery Fund). All four have selected individual learning targets and identified the modules / units that they wish to pursue. They have also attended regular training opportunities both in house and at other partner organisations (Manchester Museum / Imperial War Museum).

Trainee Progression

As a result of completing the Level 2 Certificate in Cultural Heritage qualification at the Hall last year a previous trainee has gone on to secure a part time paid post at Salford Museum and Art Gallery. This person came to the Hall with no previous experience of the Heritage or Cultural Sector and very limited experience in customer facing roles. As a result of his training and development he was able to perform extremely well at interview and secure a post based entirely on merit. This is the best possible outcome as it proves that the training programme is effective in developing individuals and preparing them for the workplace.

Weddings at Ordsall Hall

There have been six weddings at Ordsall Hall in quarter 2. Two of these were civil partnerships. Ordsall Hall’s first ever civil partnership took place on 10th August.

During this quarter, the Hall’s Wedding Co-ordinator (Sue Bainbridge) received 79 enquiries. The Ordsall Hall wedding’s Facebook page received 547 likes, whilst weddings at the Hall have an increasing number of followers on twitter - 537 to date.

The new banner promoting weddings and venue hire at the Hall was erected on the railings outside the Hall.

An Asian Wedding Magazine held a photoshoot at the Hall in exchange for free full colour page of editorial in September issue.
"We wanted to pass on our kindest thanks to you and all your staff for making our wedding day so absolutely amazing and unforgettable. Everything was absolutely perfect for us both, even the weather, and we couldn't possibly have had such a good day without everything you guys did for us. Everyone who came and shared our day commented on how awesome the day was and how impressed they were with the Hall. A lot of them were surprised how amazing the Hall was."

As part of the role Sophie is looking after the Herb Garden and the Heritage Garden borders and will keep a diary of her projects.

Since September the team have been busy harvesting seed from the various heritage varieties being guarded across the region. The heritage seed-saving group now has 16 people actively saving seed including local treasures such as the 'Timperley Wonder' pea, 'Clibran's Victory' Tomato and the 'Salford Black' runner bean!

As part of the education programme at the Hall, well-attended workshops on seed saving from vegetables, herbs and flowers and on green manures for growers and gardeners have been held. Sessions have also been held on planting pumpkin seeds for carving at the Halloween event and a ‘mini-allotments’ workshop for National Gardening Week was held as well as launching World War 2 sessions in which school children ‘Dig for Victory’. The Hall is delighted to be part of the newly formed Incredible Edible Salford.

Over the last few weeks the garden has recruited 4 new volunteers and 2 of the trainees have begun their courses with the RHS at Cheadle and Marple College kindly supported by the Friends of Salford Museums Association. The garden also has Level 1 and 2 horticulture students from Salford City College on work placements.

New developments in the garden include bike stands, ornamental grasses planted on the banks of the moat and a small winter border to add colour in the depths of winter. The orchard has also been re-planted with heritage varieties of apple and pear and planted with a nectar rich herbaceous border for wildlife. Over the next few weeks the gardens team will be busy pruning trees and putting the garden to bed ready for next year.
Inclusive Activities

Salford Community Leisure’s services and activities are influenced by the demographic profile of local communities. SCL strive to provide inclusive services and activities to enable everyone to be active in their chosen leisure pursuit.

Ordsall Hall run a successful volunteer programme that provides opportunities for people with special or additional needs. The current volunteer team reflects this diversity with 50% of the active volunteers having additional or special needs. Specific roles have been created for each of the volunteers in order to cater for their personal needs, skills, abilities and requirements. The volunteer programme is frequently used as an example of good practice and the contribution the volunteers make to the running of the Hall is invaluable.

Salford Museum and Art Gallery continue to work with older audiences in and around Salford through the Memories Matter programme. The programme engages individuals in care homes and day care centres, helping people reminisce about the past and handle objects as stimuli. Many of those taking part experience dementia and as such find the process very beneficial.
Annual Priorities
Salford Community Leisure has set a number of annual priorities for 2013-14. The below points detail how the museums, heritage and arts service has contributed to achieving these priorities.

1. Increase the number and range of visitors to the redeveloped Salford Museum and Art Gallery
   A craft campaign to promote the Museum’s new selling galleries as well as existing craft programme to new audiences has commenced. There has been an increased use of social media to attract and inform new audiences. There is an ongoing programme of partnership with Salford University - i.e. live modules for interior design students, presence at the fresher's fair and close links with Student Life.

2. Expand the range of events that can be accommodated at Ordsall Hall
   Ongoing discussions and business plan including venue and conference hire.

3. Submit a funding application to the Heritage Lottery Fund (HLF) to realise the city’s ambitions for Salford Museum and Art Gallery: ‘A museum for the appreciation and study of Social History 1750 – 2050 (November).
   In progress and on track.

4. To re-open exhibition galleries at Salford Museum and Art Gallery to improve the visitor experience and make it easier for users to find their way round the museum
   Nearly finished and opening early December.

5. Deliver a programme of World War 1 commemoration activities across the city, working with local communities.
   World War 1 steering group are meeting regularly and developing/collating activities and events from across Salford.

6. Review the delivery of Arts Development across the city
   Review complete and pursuing outcomes.

7. Raise awareness of the opportunities available at Ordsall Hall for hosting weddings and other celebrations
   Ongoing – an open day and DotMailer campaign planned. A new banner design and installed on Ordsall Hall railings, second banner to be sited outside Worsley Library next door to Worsley Court House (number one competitor)! New pull up designed to be installed in libraries across the city.
Forthcoming Events and Activities in Quarter 3 2013-14

- Craft Socials will continue in to the next quarter, with mono printing and craft selling
- Wedding Open Day at Ordsall Hall Saturday 12th October
- Ordsall Ball of Wool on Sunday 17th November
- Spooky Events at both venues over the half term holidays
- Tudor Christmas Live! On Sunday 1st December at Ordsall Hall
- A Victorian Christmas on Saturday 7th and Sunday 8th December at Salford Museum & Art Gallery