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 4th quarterly report for 2014 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 January, February and March within the Museums, Heritage and Arts Team and demonstrate how Salford Community Leisure is performing.

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Introduction

Quarter 4 (January – March 2014) has been a very successful quarter, some key highlights include:

- The official opening of Salford Museum and Art Gallery's Victorian Gallery
- Salford Art Club’s annual show for 2014 opened with over 400 people attending
- On 15th March ‘100 Years Ago: Salford War’ opened at Salford Museum & Art Gallery.
- 60 schools have taken heritage guided sessions this quarter
- The History Wardrobe gave a hugely entertaining presentation of ‘Women and the Great War’.
- Ordsall Hall was fully booked with school visits this quarter
- Acquisitioned in to the Museum collection are a collection of paintings, prints and photographs by Harold Riley
- There have been over 6,600 visitors to Ordsall Hall this quarter
- The gardens team at Ordsall Hall have delivered 5 events which engaged over 140 people.
Salford Museum and Art Gallery

Exhibitions/ Events

‘Where the Needles Passes’, an exhibition by Sarah Greaves, closed on 26th January at Salford Museum and Art Gallery. The artwork shown included some challenging pieces and received quite a mixed reaction from audiences. It was also the first time the artist had exhibited her Arts Council funded Armenian project, with her embroidered domestic work.

Salford Art Club’s annual show for 2014 opened on the 8th February at Salford Museum and Art Gallery with over 400 people in attendance. This year, to tie into the commemoration of the start of World War One, the theme of some of the work is ‘1914 to 2014: a century of change’. The club also selected two works from the museum’s collections to be exhibited in the show which were ‘Untitled, series (5) studies of men running’ by the club’s president Geoffrey Key, and to tie into the theme of this year’s show ‘Munitions Factory’ by William Roberts.

The official opening of Salford Museum and Art Gallery’s Victorian Gallery took place on 12th February. This was a very successful event with 500 people attending. The gallery was officially opened by Harold Riley, who also donated a painting to the gallery to sell in a silent auction, which also took place on the night. Comments included:

“Just a note to say congratulations on a great success - the gallery looks truly splendid.”

“The paintings are really lovely - very impressed by all of them. The glass area is lovely and figures are really good.”

“I think this museum is one of the best ones in Manchester, It has wonderful paintings in it.”

Harold Riley: Salford 1947 to 2012 closed at Salford Museum and Art Gallery on the 23rd February. This was very popular with visitors:

“Evoking long lost memories of people and places in the 30s/403/50s era”

“This museum is fantastic along with art galleries. Riley’s exhibition TOPS”

“Brilliant! Had no idea I would see this magnificent display. What talent! Thank you”

“Excellent Harold Riley exhibition. Good reflection of varied work”

“Riley exhibition is a real eye-opener. An artist I intend to pursue!”

The Brownies of Salford produced an exhibition for the Blue Stairs Community Gallery at Salford Museum and Art Gallery to celebrate the Brownies 100th birthday. This has been really popular with visitors reminiscing about their Brownie days. The opening event attracted over 200 people and they also ran workshops over February half term, which were very popular.
On 15th March ‘100 Years Ago: Salford at War’ opened in the Lifetimes Gallery at Salford Museum and Art Gallery. This exhibition marks the centenary of the start of World War One by bringing stories about Salford people together with objects from the museum’s collections and personal loaned objects. The stories were written and researched by volunteers from the community and are presented alongside family friendly elements that include an interactive trench and recruitment office. A comment received:

“I just want to congratulate you on your 100 years ago Salford at War exhibition. I think you have found the right balance of the sentimentality, grim reality and humanistic sides of this horrific war. Thank you”

‘Great! Be sorry to see this end- best exhibition here for years. Colourful, creative-thanks!’

The Service got involved again with the Manchester histories Festival in March – the museum held three talks and Ordsall Hall held a Tudor Garden day and tours of the Hall. The museum also had a stand at the celebration day at Manchester Town Hall on the 29th March.

The Friends of Salford Museums Association has been successful in gaining Heritage Lottery Fund (HLF) funding for Salford’s World War One Commemoration activity. As part of this grant a new member staff will be recruited to the learning and access team.

Learning

During this quarter the museum welcomed 25 schools on guided sessions in the museum, some opting to make a day of it by choosing a Key Stage 2 history session and an art session or by having a history session and then a self guided tour around the galleries in the afternoon. There were also 6 self guided visits to the museum where classes made use of the worksheets and other resources the galleries have to offer. Two schools this quarter came dressed in full Victorian costume (including the teachers!), which is very much encouraged.

Other non school education bookings included a visit from a group of visual arts students from the University of Salford plus their tutor who were using the Harold Riley exhibition in the LifeTimes Gallery plus the newly refurbished Victorian gallery.

Since January the Heritage Facilitation team have been working on developing the Key Stage 1 schools’ session. This involves including a chance for pupils to dress in costume, a new weighing activity on Lark Hill Place and more objects to use in the washday activity meaning that pupils won’t have to wait as long before they can get ‘hands on’ with the objects. This also adds

On Sunday 23rd March the History Wardrobe was welcomed back to the museum, they gave a hugely entertaining presentation of ‘Women and the Great War’ in the newly opened World War One exhibition in the Life Times Gallery. This was a pre-booked event and was fully booked with 60 people attending.

20:20 Vision, the exhibition to celebrate the 20th anniversary of Start in Salford closed on the 23rd March at Salford Museum and Art Gallery. This interactive exhibition was very well received by visitors:

‘Inspirational! Why aren’t wonderful schemes like this available everywhere? Thank you and keep it up.’

‘Really very good. Fantastic presentation of a great variety’
another 30 minutes to the session so schools are getting more for their money. The first of these new updates sessions was delivered on 26th March.

Workshops/ Holiday activities

February half term was extremely busy. 77 children attended the magnetic photo frame activity, the make and take table was out all holiday with free craft activities, including making mosaic pictures. This proved so popular that the table was left out into the following week so that any children who were on half term the week after Salford schools were able to take advantage of it. In addition to this, to celebrate the launch of the Big Brownie Birthday exhibition, a number of Brownie leaders were welcomed into the museum to deliver arts and craft sessions all week. In addition, any Brownie who came dressed in uniform that week received a prize.

The Creative Sundays continue to go from strength to strength with numbers almost doubling those for the previous quarter.

Memories Matter is being maintained during a period of maternity leave and this quarter 132 loans of memory boxes and picture packs were issued.

3 craft socials ran over the quarter which saw an increase in numbers, activities included fused plastic jewellery and decoupage.

Outreach talks continued with ‘Queen Victoria’s Visit’ and ‘101 Ways to Die in Lark Hill Place’ being delivered for various community groups around the city.

Inclusive work: The service continues to work extensively with care homes to provide resources for older people, and by providing outreach talks for various community groups around the city.

Collections

Acquisitions into the museum collection:

- Collection of paintings, prints and photographs from Harold Riley
- Two Queens Awards for Manchester Liners (i) Queens Award for Industry 1971 (ii) Queens Award for Export Achievement 1976
- Commemorative serviette of royal visit to Salford July 13th 1905
- Collection of Pilkington vases, plates and plaques from Mary Lever, a former employee at Pilkington’s
- “Tube Girls” oil painting by Mandy McCartney made possible by 100% grant from Nerys Johnson Contemporary Art Fund

Images approved for publication/reproduction

- “Two Bridges” by CW Northing for Shawweb.myzen website
- “SS Manchester Regiment at Salford Docks” by CW Northing for Shawweb.myzen website
- “St. Augustines Church” by Brewer for publication “George Frederick Bodley”
- “St. Augustines – interior” by Brewer for publication “George Frederick Bodley”
- “Eccles Wakes” by Joseph Parry for Cheshire Life Magazine
- “Rev. Roland Broomhead” by J Allen for publication “Rowland Broomhead – Apostle of the North”
- “Lady in court dress” attrib Gheeraerts for Tudor Tailor website

Reserve collection made accessible for viewing:
- Worcester commemorative plate, steel helmet, photographs, silk postcards, active service envelopes, tobacco duty tokens, HM Forces combined leave and railway ticket 1919. All part of the Charles Cotton donation.

36 collection enquiries processed.

In January, the team were delighted to welcome two new members of staff to the educational facilitator team – Gemma Hemmingway and Janet Baron. Both ladies have settled into their new roles brilliantly and have already started to enhance the schools sessions and activity programme at the Hall.

During this quarter, the Hall also hosted 2 ghost nights. There has also been a repaint of some of the most heavily trafficked areas of the Hall, resulting in the walls looking much cleaner and brighter. A new donations box and point of sale signage have also been put up in the reception area of the Hall in a bid to make the request for visitor support clearer and more targeted.

Volunteer & Training
Volunteer support has been invaluable in recent weeks and months. Working alongside staff and trainees they have continued to make a positive contribution to the ‘Ordsall Hall experience’ enjoyed by visitors, school groups and bookings.

As an integral part of the team they assist staff and managers to ensure that:
• The venue remains a welcoming environment that is always clean, presentable and well cared for.
• The visiting public are provided with a quality experience that is informative, interactive and fun.
• The past is brought to life for children in school groups and parties.
• Visitors have the opportunity to engage in a wide variety of activities ranging from crafts to tours (and even the chance to meet some of the dead and departed residents!)

During quarter 4, 11 regular volunteers have supported Ordsall Hall by contributing their time and support. Generally, volunteer input ranges from 1 to 16 hours a week. However, during this exceptionally busy period some volunteers have clocked up as many as 84 hours in a month!

Monthly volunteer contributions have been as follows:

• January - 200 hours
• February - 201 hours
• March - 314 hours

This totals 715 hours (which equates to an average monthly volunteer contribution of approximately 238 hours). Based on the Heritage Lottery Fund formula of 1 day (7 hours unskilled) = £50.00 this provides a value of in-kind contribution of approximately £1,190.00 per month (£3,575.00 in total for this period).

Although this represents a slight fall compared to the previous reporting period this can be explained by the fact that historically, January and February are the quietest months in terms of footfall. However, March has picked up significantly and volunteers have continued to play a key role in supporting the service offered.

**Inclusive Activities**

Although specific minority groups or those with additional needs or disabilities are not targeted, the Hall continues to provide a range of volunteering opportunities for all abilities. This is reflected in the diversity of the volunteer team and continues to be an example of good practice in this area.

During this quarter over 50% of volunteers have additional or specific needs.

• 4 have a learning need
• 1 has difficulty with mobility (i.e. wheelchair user)
• 1 has a hearing impairment

Each individual has been offered a specific role in order to cater for their personal needs, skills, abilities and requirements. The Hall welcome applications from prospective volunteers from throughout the community and are always keen to broaden the diversity of the volunteer workforce.

**Level 2 in Cultural Heritage**

Two full time trainees (Alex and Jason) and two members of staff at the Hall have continued to make good progress towards completing their individual course work based on the modules they have chosen. They have also attended appropriate training both ‘in-house’ and at partner venues.

**Training Partnerships**

Ordsall Hall continues to work in close partnership with the National Museum Liverpool, Manchester Museum, Imperial War Museum North and Museum of Science of Industry. These contacts provide opportunities for networking, support and training.

**Museums, Heritage and Arts**

Quarterly Report January – March 2014
Gardens

As spring came on time this year the team have been very busy in the gardens and with events. During March, the gardens team delivered 5 events which engaged over 140 people. The annual Heritage Seed Gathering was held at the beginning of the month where 40 people gathered to celebrate heritage varieties and learn about their seed conservation.

From the event 11 new Seed Guardians have been recruited who are now actively helping conserve local and regional varieties such as Pea Duke of Albany (from Preston) and Mr Bethell’s Purple Poddled Pea (North of England). During National Science Week the gardens team delivered two family-friendly events in the garden that included, amongst other activities, hands-on explorations of what soil is made from, why wildlife recording is important and how to charm worms!

Over the last weekend in March, the garden staff attended the Salford Allotments Federation Roadshow to engage allotment holders with heritage gardening and seed conservation. That same weekend saw the gardens team stepping back in time as they assumed characters from the past and demonstrated to visitors the techniques of medieval, Tudor and Victorian gardeners for the Manchester Histories Festival!

3 new volunteers have been recruited this quarter and the Trainee Gardener Sophie Bromley will continue to work at the Hall until autumn.

The Hall now sells plants all year round. Current beauties on offer include drumstick primulas, valerian, Periwinkle and lemonbalm to name a few. All these are raised organically from plants in the garden using peat free media by the gardens staff and volunteers. Full listings can be found on the gardens web pages.

Within the garden a small hazel coppice has been planted to provide further habitat and supply material for plant supports making the garden even more sustainable and environmentally friendly.

Over the next few months visitors will be able to see vegetable varieties from World War 1 growing in the gardens as well as lots of new soft fruit including the gooseberry ‘Lancashire Lad’.

Weddings

There were no civil ceremonies during this quarter. Notoriously this time of the year is quiet for weddings and show-rounds.

An open day was held on 22nd February with over 120 people attending. This resulted in five couples booking their weddings (two in 2014-15 and three in 2015-16) and nine positive leads.

Through working with a database company, over 400 leads have been generated.

Ongoing discussions are taking place regarding developing an ‘evening’ offer at the Hall for wedding couples by erecting a marquee in the ground.
Throughout 2013-14 the Hall has hosted 16 civil ceremonies (2 of which have been same sex ceremonies); a 78% increase on last year.

Following changes in legislation from the 30th March 2014, same sex marriages will be allowed to take place in the UK.

Exhibitions/ Events
‘By Hand: the exhibition’ closed at Ordsall Hall on the 19th January and in its place ‘Urban Legends and Landscapes: by the Threadmill Textile Group opened on the 26th January. The opening event was very busy with over 200 people attending. The exhibition includes textile work of all disciplines based around the building of Ordsall Hall and stories related to the area. A special installation was created by the group to commemorate the centenary of the start of World War One. Works are also displayed in the attic spaces.

Learning
Ordsall Hall was fully booked with school visits for the quarter.

35 different schools (KS1 and 2) brought more than 1,100 pupils to Ordsall Hall to take part in a learning session during the quarter.

The learning team received lots of positive feedback from teachers and students, including letters like this one:

Holiday Activities
During February half term the team ran two holiday activities; a ‘make and take’ activity table where visitors could make Tudor themed finger puppets and a day of ‘Design a Pencil Case’ workshops. More than 250 children took part in these activities. There was also a special family quiz during the holiday, which was very popular with visitors.

ESOL sessions
A successful training session was run for staff to develop their skills in delivering sessions to ESOL groups.

During the quarter the Hall welcomed 5 ESOL groups, 3 on a self guided basis, and two for tours with a facilitator. More than 90 students attended in total.

Inclusive work: All learning sessions and holiday activities are designed to be as inclusive as possible, and everyone is welcome. Ordsall Hall’s learning team make every effort to accommodate any additional needs in terms of learning, culture and mobility when delivering school sessions and holiday activities.

“Armenian textile- beautiful, dignified, speak volumes”
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
   The museum is constantly developing different events, exhibitions and courses to widen the audience reach.

2. Expand the range of events that can be accommodated at Ordsall Hall
   Ongoing discussions and business plan including venue and conference hire which has proved successful this quarter. Currently researching supernatural and ghost hunting societies and groups.

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
   Victorian Gallery now open and had a very successful opening event in February

5. Deliver a programme of World War 1 commemoration activities across the city, working with local communities.
   ‘100 years Ago: Salford at War’ exhibition at Salford Museum and Art Gallery is now open. WW1 steering group are meeting regularly and developing/collating activities and events 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
   This quarter of the year is notoriously quiet for weddings but a successful open day was held on 22nd February resulting in 5 bookings and 9 positive leads.
Forthcoming Events and Activities in Quarter 1 2014-15

- Random Visual Poems an exhibition by Charlie Holt opens 5th April at Salford Museum and Art Gallery
- The Good Old Days: Terry Allen exhibition opens 17th May at Salford Museum and Art Gallery
- 3 craft socials to look forward to on 16th April, 14th May and 18th June at Salford Museum and Art Gallery
- Screening of Lawrence Olivier’s Richard III, to commemorate the year of Richard III’s official state burial at Ordsall Hall on Thursday 15th May
- Mud, Sweat and Tears: the Story of Salford’s Allotments opens on 25th May at Ordsall Hall
- Children’s book festival family fun day at Ordsall Hall on Sunday 29th June