

**JOINT MUSEUMS COMMITTEE
14 SEPTEMBER 2016**

FUNDRAISING REPORT

Recommendation

- 1. The Museums General Manager recommends that:**
 - a) the ongoing work to develop a fundraising strategy to contribute towards a more resilient service be noted; and**
 - b) the development of a new membership scheme and a corporate sponsorship campaign be authorised.**

Background

2. In 2013-14 using resilience funding from Arts Council England, Museums Worcestershire commissioned a number of studies under the heading 'Strengthening museums and the visitor economy in Worcester' to help deliver the objectives of the Museum Futures programme adopted that year, and to enhance the service's role in supporting the city and county's heritage and visitor economy.
3. As part of this suite of reports a Fundraising strategy was produced by Swift Fundraising, which set out the groundwork for a new focus on sustainable fundraising; improved fundraising and more diverse income streams will lay the foundations for Museums Worcestershire to move forward confidently as a resilient and more viable organisation.
4. The second round of resilience funding, granted in 2015 gave Museums Worcestershire the resources to act on the strategy and in April this year Manda Graham and Lucy Wells were appointed fundraising consultants. Their role is to support Museums Worcestershire developments by writing funding bids and applications to trusts and foundations for identified projects including a HLF Our Heritage bid to support the development of The Commandery; and focussing on sustainable fundraising by introducing new sources of income generation.
5. As part of this resilient fundraising focus a sustainable and reinvigorated membership scheme is being planned, both to raise income and as a mechanism to build relationships with our loyal visitors.
6. A number of museum developments, including The Commandery refurbishment programme would benefit from a corporate sponsorship programme which builds on existing support from, for example, the Sealed Knot. Corporate sponsorship would be used to enhance projects such as the Commandery events programme and would build

relationships with the corporate sector to further embed Museums Worcestershire into the County's tourism and economic development offer.

7. The award from Arts Council England Resilience Fund has allowed procurement of a Customer Relationship Management system which will support our fundraising plans and in particular the new membership scheme.

8. The fundraising strategy supports the following Museums Worcestershire strategic priorities:

- To secure a viable future for our museum sites through new ways of working

9. A presentation on the details of current work on the Fundraising Strategy will be provided to members of the committee.

Contact Points

County Council Contact Points

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Specific Contact Points for this report

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Background Papers

In the opinion of the Museums General Manager the following are the background papers relating to the subject matter of this report:

Arts Council Resilience Fund application 2015-17

Swift Fundraising Strategy