

CABINET ITEM COVERING SHEET PROFORMA

AGENDA ITEM

REPORT TO CABINET

13 FEBRUARY 2014

**REPORT OF CORPORATE
MANAGEMENT TEAM**

Culture & Leisure Services – Lead Cabinet Member – Cllr Dixon

PRESTON HALL UPDATE REPORT

SUMMARY

1. The report seeks to update Cabinet on the first years' activities of Preston Hall Museum since the completion of the refurbishment and its re-opening in Summer 2012.

RECOMMENDATIONS

2. To note the success of the Museum Project in re-establishing itself as a popular visitor attraction
3. Reasons for the Recommendations/Decision(s)
To make members aware of the progress that has been made since the re-opening of the Museum in relation to visitor figures, income, awards and accreditation.
4. Members' Interests

Members (including co-opted Members) should consider whether they have a personal interest in any item, as defined in **paragraphs 9 and 11** of the Council's code of conduct and, if so, declare the existence and nature of that interest in accordance with and/or taking account of **paragraphs 12 - 17** of the code.

Where a Member regards him/herself as having a personal interest, as described in **paragraph 16** of the code, in any business of the Council he/she must then, **in accordance with paragraph 18** of the code, consider whether that interest is one which a member of the public, with knowledge of the relevant facts, would reasonably regard as so significant that it is likely to prejudice the Member's judgement of the public interest and the business:-

- affects the members financial position or the financial position of a person or body described in **paragraph 17** of the code, or
- relates to the determining of any approval, consent, licence, permission or registration in relation to the member or any person or body described in **paragraph 17** of the code.

A Member with a personal interest, as described in **paragraph 18** of the code, may attend the meeting but must not take part in the consideration and voting upon the relevant item of business. However, a member with such an interest may make representations, answer questions or give evidence relating to that business before the business is considered or voted on, provided the public are also allowed to attend the meeting for the same purpose whether under a statutory right or otherwise (**paragraph 19** of the code)

Members may participate in any discussion and vote on a matter in which they have an interest, as described in **paragraph 18** of the code, where that interest relates to functions of the Council detailed in **paragraph 20** of the code.

Disclosable Pecuniary Interests

It is a criminal offence for a member to participate in any discussion or vote on a matter in which he/she has a disclosable pecuniary interest (and where an appropriate dispensation has not been granted) **paragraph 21** of the code.

Members are required to comply with any procedural rule adopted by the Council which requires a member to leave the meeting room whilst the meeting is discussing a matter in which that member has a disclosable pecuniary interest (**paragraph 22** of the code).

AGENDA ITEM

REPORT TO CABINET

13 FEBRUARY 2014

**REPORT OF CORPORATE
MANAGEMENT TEAM**

PRESTON HALL UPDATE REPORT

SUMMARY

The report seeks to update Cabinet on the first years' activities of Preston Hall Museum since the completion of the refurbishment and its re-opening in Summer 2012.

RECOMMENDATIONS

1. To note the success of the Museum Project in re-establishing itself as a popular visitor attraction

DETAIL

Introduction

2. The last Cabinet Report (CMT February 2012) reported on ongoing progress in preparation for the reopening of Preston Park Museum in Summer 2012. The works have transformed the way people experience the building, they create a clear link from the main entrance to the Victorian Street, reveal the function of the Hall as the home of the Ropners, and create a bigger shop space. Offices previously at the centre of the Hall have been moved into less accessible spaces at the end of the Victorian Street, and the vacated rooms are now used for temporary exhibitions. A new lift has improved disabled access to the first floor. The changes have also separated the Billiard Room and Music Room from the entrance area to create a function suite capable of hosting a range of hires and events.
3. These major works have not been limited to the Hall. The Kitchen Gardens have been recreated, and the orchard replanted, new stores and crafts workshops have replaced the crude tin sheds that were a legacy of use of parts of the park as a tree nursery and depot.
4. Work has also been carried out to the Park, improving traffic flows, visitor facilities and beginning the reinstatement of the historic landscape setting of the Hall. Play facilities have been improved and modest works have been undertaken to café and toilets. Footpaths, cycle ways and interpretation have strengthened connections to the wider Tees Heritage Park and long distance trails. A new jetty has improved access to the river and created opportunities for river based transport links and activities.
5. A full list of the key elements of the three development phases is included for reference at Appendix A.

6. This report is not an analysis of the financial profile of the museum. Detailed analysis will be possible at the end of the financial year. However, projected income figures are included in relevant sections to illustrate the relative scale of growth in income generated activities.

Branding and identity

7. Inherent to the launch of the overall Preston Hall Museum and Park offer was the need to ensure that both park and grounds could be identified through a single visual motif, for use in local, regional and national media, whilst at the same time remaining a core part of the Stockton Borough Council corporate message. Previous sub-branding exercises had sought to offer the two elements of hall and park separately, causing confusion for visitors and leading to a crossover of printed material.
8. In answer to this, a broad sweep was applied, with the title of 'Preston Park Museum & Grounds' intended to convey the overall appeal of both museum and wider park. The style adopted utilised the central dome of the museum's landmark Winter Garden as its centrepiece, whilst a range of style adaptations were condensed into a single Style Guide for use by the SBC Communications and Marketing team. The brand covers site literature, external guides and leaflets, a new dedicated website and associated social media, all providing a cohesive identity for the general visitor. The logo for Preston Park is included in the illustrations attached in Appendix B.

Visitor figures

9. The first weekend of launch (Friday 27th July) saw visitor figures of 7,000 – for some, their first visit to the museum pre or post redevelopment. The remainder of the summer school holiday period saw visitor numbers reach 43,000, a figure unprecedented in recent years. The twelve months from launch (July 27th 2012 – July 26th 2013) registered just under 200,000 visitors; a 100% increase on the last full year of pre-development opening in 2008-2009.
10. Projected ticket/entry income for the current year is £68,000 compared to £21,000 for the last full year before redevelopment.
11. The previously agreed increase in entry price takes effect from 1st April 2014. The new prices will be £1.50 Concessions/Child, £2.50 Adults and £4.50 for a family (2 Adults, 4 Children). The retention of a low price entry ensures the widest possible access to the Hall and the Collection.
12. In terms of maintaining visitor figures, Summer 2013 saw an increase in visits compared with the same period in 2012, due largely to the continued range of events, activities and temporary exhibitions throughout the holidays.
13. Education visits have also seen a steady increase, with new school workshops, externally funded projects and ParkMade traditional adult craft courses all providing new and exciting platforms for engaging with wider sections of the community.

Formal PPM&G Launch March 2013

14. March 2013 saw the formal launch of the redeveloped Preston Park Museum & Grounds (PPM&G). Created in partnership with 3D digital art experts NOVAK Collective, the event was intended to showcase the rich heritage of the Grade II listed hall and 110 acre park in a dynamic and creative way, catching the attention of both a

regional and wider national media. A mapped digitalisation of the Hall façade was developed, incorporating pivotal scenes from the parks history and was shown to a ticketed audience. The launch itself was presided over by Alan Davey, Chief Executive of the Arts Council England, whilst a number of invited guests were invited to a private view of the museum's redevelopment.

15. The launch provided a catalyst for further developing the PPM&G identity, with YouTube and social media feeds bringing the event to a wider national audience.

Reports & Reviews

16. Public feedback for the redeveloped venue has been overwhelmingly positive, with initial issues such as the loss of the 'period corridor' and cellar access soon overtaken by enthusiastic responses to the redisplayed collection, thriving Victorian Street and varied programme of events and activities throughout the year.
17. The annual VisitEngland inspection in August 2012 (three weeks after opening) was the first since 2009, with the inspectors report citing 'the creation of a 'gem' of a Museum, where all the high quality displays are presented to a very good standard. Enthusiastic staff demonstrated the 'pride' they felt in the 'new' Museum and the whole site is a pleasure to visit'.
18. The most recent inspection in October 2013 followed similar lines, but the summary included 'Preston Park Museum & Grounds is a delight to visit. This newly refurbished Museum continues to entertain and inform visitors with very high quality displays and interpretation, alongside welcoming and knowledgeable staff'

Awards

19. As part of the redeveloped offer within Preston Park Museum & Grounds, the team submitted an application for the annual ArtFund Prize for Museum of the Year 2013, a national competition celebrating the best in museums and galleries throughout Britain.
20. It was formally announced in March 2013 that the museum, along with nine other venues, had been selected as finalists for the awards. Following the judges official visit, the museum received great feedback and commendations shared in the national press.
21. Although the final award, announced live on Radio 4 from the event at the V&A London, went to the William Morris Gallery, judges noted the quality of their visit to Preston Park Museum & Grounds. Stephen Deuchar said: "Seeing Preston Park Museum and Grounds is an intense experience rather than a mere visit...a beautiful hall and grounds, intriguing collections and a strong evocation of Stockton's Victorian past. Thoroughly enjoyable." Bettany Hughes added: "We had a gorgeous morning at Preston Park – a museum that works completely within its landscape. I was really overwhelmed by the energy and enthusiasm of the volunteers who are very knowledgeable about the specifics of the collection – a smashing smorgasbord of artefacts and objects."

Accreditation

22. Renewal of the museums Accreditation status (the standards by which each registered museum must adhere) was carried out in January 2013. This provided a range of approved documents as template for the museums direction, in terms of how each

venue is managed, the services they offer and how they care for their collections. Submitted documents included:

- PPM&G Forward Plan 2012-2015
- PPM&G Documentation Policy 2013
- PPM&G Care & Conservation Strategy 2013
- PPM&G Collections Access Policy 2013
- PPM&G Documentation Plan 2013

23. Confirmation was received from Arts Council England in July 2013 that Preston Park Museum & Grounds had been successful in its re-accreditation application.

Grant Funding

24. 2012/2013 saw a number of funding streams delivered through the museum. These included:

- ACE Strategic Bid - A successful bid for £51,500 for the delivery of 'Unlocking the Past', a project focusing upon three previously un-researched areas within the museums collection: the Thomas Hutchinson book collection, traditional furniture and decorative ceramics. Delivered between October 2012 and March 2013, the project saw the creation of 'Made with Pride', a major exhibition centring around the museums varied collection of decorative and utilitarian furniture, alongside detailed research into the history of the varying collections.
- Jonathon Ruffer Foundation - A grant of £2,000 toward a member of the Collections team spending a month researching the background and history of the Edwin Clephan Memorial Collection of fine art, including the famous 'Dice Players' by Georges de la Tour.
- National Portrait Gallery: Making a Mark - An Arts Council England/DFES funded partnership between National Portrait Gallery London and regional museums in Teesside, developed to encourage a greater understanding of creative arts in various media to participating schoolchildren. Total funding of £500,000 was divided between the participating Tees Valley museums for a range of workshops, activities and events covering a three year period, from 2012.
- Esmee Fairbairn Foundation: Food, Flavour, Feast - The successful £18,000 Esmee Fairbairn Foundation funding stream continues, with 2012/2013 offering a range of opportunities through the popular museum demonstration kitchen and garden, including school groups, drop-in sessions and workshops all celebrating the enjoyment of home-grown food.

Volunteers

25. Volunteering has proven a major success story within the Preston Park Museum & Grounds offer. From a group of five volunteers in early 2010, the number of those taking part in museum activities a minimum of once per month now numbers around 165. Volunteers are offered a range of opportunities including room stewarding, costumed interpretation, collections care, gardening and a range of independent groups including dress making, research studies and the popular Sewing Bee. Each volunteer hour provides PPM&G the opportunity to deliver wider activity and enhance the visitor experience whilst at the same time strengthening links and accessibility with the surrounding community. PPM&G volunteers also take an active part in celebrating

wider heritage and events, providing support in 2013 for activities including the Globe theatre redevelopment, re- launch of St Johns Crossing, Stockton Carnival and forthcoming World War I commemorations.

26. Of particular note in 2013 is the Victorian Sweet Shop. Managed by the museums Engagement Co-ordinator and staffed by a rota of volunteers, the unit provides valuable income to support the daily running of volunteer led activity.
27. Projected sweet shop income for the current year is £13,000.
28. Wider support is also provided through a range of placements and internships through local colleges and organisations ranging from gardening to visitor service support, each adding to the output of the museum and its wider aims.

Revenue

The Morning Room Gift Shop

29. As part of the planned redefinition of the museum retail offer in 2012, analysis of the range of stock available in comparable gift outlets in the Yarm & Stockton area led to the conclusion that the local demographic, and the museum visiting public, would respond positively to a range of souvenirs and gifts within a £5 - £50 bracket. This range of giftware would sit alongside the branded stationary and pocket money buys that school groups demand, reflecting the average schoolchild spend of around £2 each for souvenir purchases.
30. Gifts are sourced to highlight and showcase aspects of the Museum & Grounds – picking up on gardening interests, vintage-inspired homewares and toys, park games, souvenirs using images from the Museum Collection and the ParkMade range of traditional craft and produce from the Walled Kitchen garden.
31. In addition to general trend identification, visits to national trade fairs are undertaken to source new suppliers, including Janod, Wild & Wolf, Rex International and RJB Stone as well as limited supply stockists including Sting in the Tail and Luckies. The recent VisitEngland report included commendations for both the range of stock and its display, with inspectors noting ‘There are delightful imaginative displays of the varied merchandise. Pricing is clear and the ambience created by the clever presentation gives the shop a unique feel’.
32. Development of the shop product range occupies a considerable amount of staff time and in the current staff structure competes with front of house management duties.
33. Projected shop sales income for the current year is £83,000 compared to £43,000 for the last full year before redevelopment.

Courses and Activities

34. The museum has seen a number of additional courses developed as part of the ParkMade commitment to traditional crafts – these range from a days blacksmithing to patchwork, stained glass, pottery and woodturning. Each offers a day or half day course learning the basics of each craft with an expert, followed by the opportunity to create an item to take away. The courses have proven extremely popular, with plans for additional courses in 2014 to include Vintage Dressmaking and Traditional Cookery.

35. Preston Park Museum & Grounds also offers a range of independent chargeable activities, including the popular 'Tea & Tango' series, plus a selection of tailored venue tours and talks available to private groups and parties.

Weddings & Celebrations

36. In partnership with Stockton Registrars, the wedding ceremony offer at Preston Park Museum was redefined to coincide with the museums re-launch in Summer 2012. As part of the offer, the Music Room and Billiard Room were refurbished in a manner appropriate to the period, with fresh flowers, new furniture and a dedicated Welcome Host providing backdrop to each event.
37. The Wedding offer was also condensed into a four day per week period, allowing a single setup for the space and the opportunity of providing wedding ceremonies consecutively. As a result the staff resources required to support weddings during normal opening hours are modest. However, increased wedding hires would need to extend beyond these hours and thus incur greater staff costs.
38. Since launch of the wedding offer in September 2012, over 135 ceremonies have been carried out, resulting in an income of £25,000 for the Museum.

Hire & Events

39. As part of the revised offer at Preston Park Museum, the availability of both daytime and out of hours hire of the Music Room, Billiard Room and Winter Garden has led to a range of events including private parties, community activities and formal celebrations. Repeat custom includes clients and businesses from the wider borough and beyond, utilising spaces for activities as varied as Henna parties, wine tasting and staff away-days.
40. The museum also provides facilities for corporate hire, with full AV setup and hospitality. Clients include Sainsburys, NHS Trusts, Endeavour Partnership and A-Plant, whilst internal Stockton Borough Council activities include Setting the Standard and a range of events through Democratic Services, Regeneration and CESC.
41. All out of hours hire is based upon the availability of core staff to oversee the management of the museum throughout each event. Use of core staff out of hours restricts their availability at other times.
42. Projected hire income for the current year, including weddings, is £21,000.

Watson & Brigham Tearoom

43. Created in response to the need to bring both revenue and activity to the Victorian Street, Watson & Brigham Tearoom occupies a core location at the heart of the museum. Run by SBC Direct Services, the venue is open in line with museum opening hours and offers specialist teas and coffees, alongside a range of cakes and pastries.
44. Projected tea room sales income for the current year is £55,000

Other Catering

45. As part of the work by the museum team in attracting event hire, SBC Direct Services currently provide a range of catering options for individual events. These range from finger buffets to full silver service catering, and can be tailored to individual

requirements. The offer provides a valuable income stream for Direct Services and the wider council.

Events and Activities

Temporary Exhibitions

46. 2012/2013 saw a wide range of successful temporary exhibitions, delivered throughout the museum and into the community via the Museums on the Move Service. 2012's 'Personal Best' drew audiences to explore Stockton's many sporting heroes, whilst Cleveland College of Art & Design's 'CREATE' exhibition showcased the artistic talents of many of the regions students through a range of art media including costume, theatre design and model making. The recent 'Stars Fell on Stockton' installation celebrated the 1960's heyday of the club scene in the area, with local memories and visuals of such venues such as the Globe theatre, Fiesta and Kirk.

Northern Children's Book Festival 2012

47. As part of the wider Libraries & Heritage team, library and museum staff worked in partnership to deliver the annual Northern Children's Book Festival in November 2012. Hundreds of school aged children from across the north east joined in a range of activities and storytelling sessions hosted by nationally acclaimed authors throughout the day.

Christmas 2012

48. The first Christmas celebrations since closure saw a range of events and activities throughout the December period, centred around a traditional 'Father Christmas' visit within a purpose built unit in the museums Victorian Street, across the four holiday weekends. Alongside this, ParkMade wreath making courses, traditional festive food demonstrations, a fully decorated hall and weekends of carol singers and children's activities provided a magical experience for all visitors.

FolkTastic Season

49. A major push for 2013 was the delivery of FolkTastic, a range of live music concerts centred around traditional singing and songwriting. The museum played host to acts including Keaton Henson, Cattle & Cane and the Unthanks whilst the May 2013 Bank Holiday saw the inaugural 'Walled Garden Festival', delivered in association with Bridie Jackson & The Arbour and hosting live musical talents including Rob Heron & the Tea Pad Orchestra and By Toutatis.

ParkMade Live!

50. Celebrating the ever expanding range of traditional crafts and activities on offer within Preston Park Museum, the annual ParkMade Live! day attracted over 1000 visitors to take part in workshops, demonstrations and a range of practical skills including stonemasonry, craft gardening, heritage cookery, blacksmithing, rag rug making, stained glass making and basket weaving.

Harvest Home

51. The culmination of the gardening season, the annual 'bringing in of the harvest' in September 2013 attracted almost 1,500 visitors to a range of events and activities

based around the recently restored walled kitchen garden and orchard. Produce sales, recipe tastings, garden workshops and live music all provided a fantastic family occasion whilst celebrating the valuable work of volunteers and unpaid support throughout the venue.

Partnership Working

52. The museum team have worked with a number of professional and community partners over the 2012/2013 period, including:

- Tees Heritage Park- The Tees Heritage Park group, through Lottery funding, enabled the delivery of a series of gateway sculptures, with Preston park forming the key link between a number of venues. Preston Park Museum also hosts the current exhibition and information point for the wider Tees Heritage Park, whilst current partnership working includes consultation regarding the future uses of the former Aviary structure.
- Landscape Partnerships - The successful submission of a Stage One pass for the River Tees Rediscovered project in late 2012 will, if successful at Stage Two, see the delivery of two independent projects, complementary to the history and aims of Preston Park Museum & Grounds. Whilst 'Spirit of Place' will see the popular ParkMade offer of traditional crafts and demonstrations offered to schools, groups and communities throughout the borough, 'Back in Context' would see the restoration of much of the parks historical planting structure, including tree groups and woodland planting.
- North East Volunteering Network - September 2013 saw Preston Park Museum & Grounds host volunteer groups from galleries and museums from across the North East including Beamish, Bowes Museum and Tyne and Wear Archives & Museums, providing a day long experience for other venues to showcase the opportunities and benefits of the volunteering programme at Preston Park Museum & Grounds.
- Tate Britain/University of the Arts London - December 2013 sees the hosting of a newly developed relationship between Preston Park Museum & Grounds and University of the Arts London, delivering (alongside the sister event for the south of England at Tate Britain) 'Portfolio Advice Day' for a range of foundation level students from across the north of England. The museum will become host to a range of nationally recognised tutors, all experts in their particular creative field, to pass independent help and advice on preparing successful portfolios.
- The Shaw Trust - Ongoing partnership working with the Shaw Trust includes a tool and labour exchange, alongside plans for the future sustainability for the Kitchen Garden and Orchard.
- Probation Services - Work with probation services around the park has allowed valuable tasks to be carried out around the site including clearance of overgrown park areas, laying of parking surfaces, assistance in tree planting and a range of external landscape tasks beyond the remit of core museum staff.

Wider Heritage

53. The main focus of wider heritage for the service has centred around preparations for the centenary of WW1, 2014 - 2018. To this end, the team have worked alongside regional partners across the North East to coordinate appropriate commemorations. Specific examples include:

54. Hosting of two sub-regional events, promoting the centenary to a wider audience. The first, at Preston Park Museum, explored the ways in which groups and individuals could become involved in upcoming commemorations, whilst the second event at Stockton Central Library incorporated a number of partners in raising awareness of the centenary.
55. Work with community groups to deliver World War 1 projects, including
- Yarm 1914 - Assisting in the development of an HLF bid to deliver a programme of activities over the 2014-2018 period. This additionally included the submission of an Arts Council England bid through artist Judith Gill in order to form part of the initial commemoration.
 - Youth Services - Assistance with the successful application of a £34,000 grant to work with young people from across the borough, including research, creation of a graphics book and supporting film relating to WWI. The work has enabled young people to better understand their own heritage, whilst at the same time developing crucial life skills.
56. Supporting the Globe Theatre restoration bid, with a particular focus on the heritage activities and public learning opportunities which will be linked to this project. As part of Heritage Open Days 2013, Preston Park Museum volunteers and SBC libraries staff delivered a number of tours over a three day period.
57. Contributing to the delivery of 'Riveting Stuff', showcasing the past, present and future of engineering in Stockton, an event which formed part of the wider Festival of the North East.

Sustaining Preston Hall for the future

58. The popularity of the Museum has already delivered a significant increase in income through retail, ticket income, and hires, as stated earlier in the report. The facility is on track to meet its MTFP targets for 2014/15 £56,000 (14.5%), 15/16 £60,000 (15.6%) and 16/17 £65,000 (16.9%).
59. Earned income levels look likely to exceed target levels, based on current trends, though the duration of trading since reopening makes any projections volatile. Additional earned income from visitors and hires generates additional staffing demands and costs. However, on current projections the growth in costs can be met whilst still achieving the reduction in base budget allocation and investing further in promotions and necessary staffing to drive further growth.
60. The facility will need to continue to provide excellent learning opportunities, a lively and interesting retail offer as well as room hire and catering facilities. Work will be undertaken to explore the opportunities for improved offers and income in all of these areas, and others where possible to support the work to meet our budget challenges.
61. As with car parking and access, success in some areas of trading can create negative impacts on others. For example, although the income through room hire has been positive, the level of usage of the Music Room and Billiard Room can detract from the primary function of the museum. Over the Summer months of 2013 when the Park was very busy, the number of daytime meetings was limited to ensure that visitor attendance was less affected.

Looking Forward

62. There are a number of project areas which will be explored over the coming year across the Museum
- From January 2014 two interns from Teesside University will be working to on a potential “Membership” scheme for the Museum which will aim to further develop our audience as well as providing valuable information about the demographic of Preston’s visitors.
 - We will be working with Community Groups and with the wider Tees Valley’s Museum Service to commemorate World War One from August 2014.
 - We aim to submit entries to the North East Tourism Awards/Visit England Awards, and the Museums and Heritage Awards
 - Building on our relationship with the Art Fund we are considering a submission for major funding for the purchase of items for the collection which relate to the history and heritage of the Borough.
 - Further relationship working with the Shaw Trust for the future sustainability of the Walled Kitchen Garden & Orchard, alongside the delivery of related (externally funded) programmes through the Demonstration Kitchen.
 - Evaluation and forward planning on events and activities for 2015 and beyond following the end of the Heritage Lottery Funding
 - We will be continuing on with a cohesive staffed Collections Rationalisation programme, in line with Accreditation standards targets.

Future Developments to Preston Park

63. There are a number of planned and potential developments across the wider park which will commence with the development of the former Crazy Golf site into the Wheeled Sports facility for the southern part of the Borough. Work is due to commence during the Winter of 2013/2014 to create the new facility
64. A bid will shortly be submitted to the Heritage Lottery Fund for the development of interpretation for the Stockton and Darlington Railway Trackbed at the edge of the Park. If successful this would be delivered during the Summer of 2014.
65. There are two strands currently linked to the Landscapes Partnership project “River Tees Rediscovered” - ‘Back in Context’ would see restoration of original features in Preston Park and ‘Spirit of Place’ could build on the Park Made traditional skills programme Delivery of the RTR programme from the Winter of 2014/15.
66. Further partnership working with the Friends of Tees Heritage Park, delivering an outcome for the proposed use of the former Aviary and funding for the same for possible development into a FTHP Visitor Centre

67. Technical Services are carrying out an options appraisal for a long term solution to the vehicle access, egress and parking needs for park users. The facility is becoming a victim of its own success with user levels on summer weekends and event days presenting significant traffic management challenges on site.

68. Investment in drainage or hard surface extension to the south field might provide part of the solution, as would drainage in the north field. However, neither would provide the means by which we get cars in and out of the site quickly and safely at peak times.

FINANCIAL IMPLICATIONS

69. The continuing success of Preston Hall Museum will enable the facility to become more sustainable and to realise the targets for core fund reductions which are identified over the coming years. Work will be undertaken to increase income where possible in order to reduce the need for central funding from Council budgets.

LEGAL IMPLICATIONS

70. There are no legal implications to this process.

RISK ASSESSMENT

71. Not Applicable

SUSTAINABLE COMMUNITY STRATEGY IMPLICATIONS

72. Contributes to the following Sustainable Community Strategy themes:

- Economic Regeneration and Transport
- Culture and Leisure
- Children and Young People
- Environment and Housing
- Healthier Communities and Adults
- Older Adults

EQUALITIES IMPACT ASSESSMENT

73. In discussion with the Diversity team, an EIA is not required for this report as the project will have no direct impact on any of the strands of diversity.

CORPORATE PARENTING

74. Not Applicable

CONSULTATION INCLUDING WARD/COUNCILLORS

75. Extensive consultation has taken place with Councillors in the development of the plans and strategies upon which the Preston Hall work has been based.

Corporate Director of Development and Neighbourhood Services
Contact Officer Reuben Kench

Tel: 01642 527039
Email: Reuben.Kench@stockton.gov.uk

Background Papers

Ward(s) and Ward Councillors

None

Property

None

Appendix A

Hall Redevelopment

Phase I (new build); Oct 2009 – July 2010

- The creation of a purpose built store, housing the Museum Service collection in a single location.
- The creation of a designated Craft Resource building, providing working accommodation for craftspeople, demonstrators and community groups.
- Both of the above to be housed to the end of the existing Victorian Street in a sympathetic courtyard setting

Phase II (refurbishment); Oct 2009 – July 2010

- The provision of new staff offices, to include meeting room, staff area and changing facilities.
- The creation of a Collections Access suite, giving the public the opportunity to explore historical records, archive and the wider museum collection.
- The creation of a Learning Resource, with two separate education spaces, both fully equipped with wet/dry areas and AV technology.
- The refurbishment of existing toilet facilities within the Victorian Street.

Phase III (Main Hall restoration and refit): May 2011 – Summer 2012

- The restoration of the Grade II listed Hall, including replacement of original features and removal of interim additions and improvement of access throughout the building, including lift access and simplified orientation.
- The redisplay of the Museum collection, incorporating a wide range of previously unseen objects.

Park Works

- Improvement of access to Park via Yarm Road through traffic signalling.
- Inclusion of independent gas supply to Butterfly World.
- Creation of a new river access pathway, linking Hall to jetty.
- Installation of a new jetty and additional accessible structure to increase accessibility from river to Park.
- Installation of new drainage system to main field.
- Creation of a rear vehicular access from Preston Lane to main Hall and Park.
- Restoration of the Walled Kitchen Garden & Orchard.

- Improvement of access via dedicated cycleway running through the site.
- Development of Play facilities within the Park, through the inclusion of a £200k Playbuilder/SBC funded scheme.
- Incorporation of a Tees Gateway sculpture as part of the Tees Heritage Park link development.