

HEREFORDSHIRE MUSEUM SERVICE SUPPORT GROUP

England & Wales · Charity number 1171756

Details

Other names HMSSG

Status Registered

Legal form CIO

Registered 2017-02-23

Register [View on the Charity Commission register](#)

Contact

Address Museum Resource & Learning Centre
58 Friars Street
Hereford
HR4 0AS

Phone 01981 540695

Email herefordmuseumgroup@gmail.com

Website <https://herefordshiremuseumsupport.org.uk/>

Activities

Objects: THE OBJECTS OF THE CIO ARE TO ADVANCE THE EDUCATION OF THE PUBLIC BY SUPPORTING THE MAINTENANCE AND DEVELOPMENT OF HEREFORDSHIRE COUNTY MUSEUM AND ART COLLECTIONS, AND BY PROMOTING PUBLIC ACCESS TO THOSE COLLECTIONS, AND TO ADVANCE THE ARTS, CULTURE, HERITAGE AND SCIENCE, IN PARTICULAR BUT NOT EXCLUSIVELY BY PROMOTING THE APPRECIATION AND UNDERSTANDING BY THE PUBLIC OF THE ARCHAEOLOGY, HISTORY, HERITAGE, CULTURE, NATURAL SCIENCE AND VISUAL ARTS OF HEREFORDSHIRE THROUGH THOSE COLLECTIONS, AND RELATED USE, PRESERVATION, CURATION, INTERPRETATION, EXHIBITIONS AND ACTIVITIES.

Activities: HMSSG supports the work of the Museum Service and collections held by Herefordshire Council, by raising awareness, generating financial support and as an advocate for the Service. The Group's main purpose is to secure and develop the collections, the public's access to them, and the staff whose expertise makes them relevant.

Classification

- **How:** Makes Grants To Organisations, Provides Services, Provides Advocacy/advice/information, Other Charitable Activities
- **What:** General Charitable Purposes, Education/training, Arts/culture/heritage/science, Recreation, Other Charitable Purposes
- **Who:** The General Public/mankind

Geography

- Herefordshire

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£1,237	£2,631	-	-
2024-03-31	£1,173	£1,614	-	-
2023-03-31	£131,668	£118,533	-	-
2022-03-31	£788	£1,596	-	-
2021-03-31	£1,647	£231	-	-

Trustees

Name	Role	Appointed
Christy Grace Bolderson		2018-04-24
Denise North		2023-02-28
Elizabeth Pimblett		2025-09-08
JACQUELINE ALLISON		2017-02-23
JANE MCKENZIE ADAMS		2017-02-23

HEREFORDSHIRE MUSEUM SERVICE SUPPORT GROUP

England & Wales - Charity number 1171756

Accounts

Herefordshire Museum Service Support Group

Registered Charity (CIO) No. 1171756



ANNUAL REPORT April 2024 – March 2025

Report from the Chair Denise North

In last year's Annual Report, Jane Adams gave a rundown of the projects and initiatives with which the Group has been involved, from the period of protesting about threats of major cuts to the Service, to formally and practically supporting efforts by the then Museum Service team to acquire the Herefordshire Hoard. The 2023-24 Annual Report is available on our website if you wish to read again.

The tenth year in the life of Herefordshire Museum Service Support Group is an important milestone in that our small charity is still here. Set up to support the professional Museum Service at a time when swingeing cuts by the Council posed a threat to the cultural offer, we continue to tailor our actions and activities to offer the most appropriate support. We applaud Herefordshire Council's investment in the professional museums team and offer them help where we can. Thanks to our friends and Members over these ten years.

We work with Damian and the team on accessing various grant opportunities and to fund directly smaller purchases to enhance collections and boost appeal to the public. We also help with promotion of events, work as ambassadors and as a partnership for practical gains.

Charities such as HMSSG can apply for grant monies



unavailable to local authorities and in autumn 2024 the Heritage Reimagined project proposed to install new signage at the renamed Old House and History Store. To enhance the appearance and visibility of the two buildings the new signs were in place in late March 2025 and with the thorough overhaul of the



interior of the House feedback has been favourable. Visitor numbers are increasing and by next spring the full year's statistics will be available. On speaking to people around the House it shows that small scale improvements, not only major overhauls, make a difference to visitors' experiences.



In the ten years since the founding of HMSSG, it has been involved in efforts to extend collections, fund conservation work on artefacts, acquire pieces unique and historically important to this county, country and, in some cases internationally, and work to maintain a profile for itself and Herefordshire Museums and Galleries (HMAG to be brief). As

an essential element in the quality of life boosted by engagement with history and cultural treasures, the role of museums and creative outlets is positive if resources and facilities are supported to allow the public's access to be consistent, engaging and easy.

About HMSSG as an organisation

The Trustees serving in the year 2024/5 were Jane Adams, Jacki Allison, Christy Bolderson and Denise North.

In our tenth anniversary year, we have a change of Chair effective since March and some new faces around the committee and Trustee table. Jane has been involved with the charity since the early days, and her tenacity is never to be underestimated. We won't write more here other than a huge thank you Jane, for your time, skills and dedication. Rest assured we shall continue to uphold the best values of the Group as we move into a new phase as an independent complementary branch to HMAG.

Our colleagues, Christy Bolderson as Treasurer, Jackie Allison as Trustee and Chris Bucknell on our Committee continue to serve the charity's purpose and form a cohesive team. We also acknowledge input from Kate Seekings whose work to modernise our newsletters and communications in 2024 made an important contribution. Kate's other commitments meant she had to leave us in late 2024 but we wanted to thank her here. We hope our members will vote in favour of our proposed new Trustee, Elizabeth Pimblett, known to many of you already from her earlier roles in the Museum Service and for the last eight years as Director, Museum of Cider here in Hereford.

I became involved with HMSSG in 2020 at the stage when the Museum Service team were, like the rest of us, frustrated in trying to work alongside teams from other

organisations in lockdown conditions. In this case it was the team at Department for Culture, Media and Sport involved with the Treasure Valuation Committee whose role it was to advise the coroner who decided whether the artefacts looted in 2015 were treasure and which process necessary to decide their long-term ownership. The rest is history and the original tranche of coins, and the jewellery, are in this building in safekeeping. Their home will of course be the redeveloped building in Broad Street, along with other collections currently stored here awaiting their new staging. Some will not have been on view for several years and we look forward to seeing old friends in a new light. Literally.

The major priorities

The key element of future success will be the Council's completion of the redeveloped museum and gallery in Broad Street. Recognised as the headquarters building of HMAG, the public are, not surprisingly, eager to know when will their local treasure house reopen. Damian Etheraad's input to this report below illustrates what is going on behind the scenes, where the team are working on their plans to take full advantage of new redefined space, new ways in which to display county collection highlights and enable the public to see, participate and learn with opportunities to witness at close hand the fabulous holdings in Herefordshire. With the HMAG team at full complement and much work going on behind the scenes the outcome of their labours will be clear once doors open. In the meantime, we all wait.

The team are working to boost the appeal of the Old House and History Store, aware that with one building closed for a considerable period, the others must run business as usual and offer the public opportunities to see, hear about and benefit from the experience. Not all these initiatives are dependent upon the physical buildings in Hereford but Damian will say more.

It is a long time since the Museum Service team staff and volunteers cleared the building of the collections in 2023, and we must all be patient until the various building redevelopment phases complete and doors open in 2027. If the waiting seems lengthy to us as the public, imagine how the team feel.

Herefordshire Hoard

The Hoard treasures spent from early spring 2024 at Jorvik as part of their Viking Festival and into the summer as a complementary display alongside various collections of Viking treasures. Our Hoard was welcomed, and much positive feedback gleaned. The twist in the tale adds to their story. Radio Wales' Fool's Gold podcast series has just

rerun on Radio 4. Dramatic flourishes aside, this explores many aspects of this complex story.



We await news of the process whereby the coins recovered in the Durham case are (or not) declared as treasure and will then work with Damian to gauge the role which HMSSG will play in the campaign to acquire the 44 coins. As a small charity we will step up to the challenge as needed. The timing of the decision by the Treasure

Valuation Committee is still unclear but we will update our members as we know more.

Press reports of another coin discovery with potential links to our Hoard, in Croydon, show that publicity around the case may continue to make possible recovery of more coins.

Look out for BBC Radio Wales original series, recently re-run on Radio 4: Fool's Gold, now on BBC Sounds.

The series gives an overview of the period leading from the unlicensed discovery in 2015 of the coins and jewellery in Eye near Leominster, to the court case, sentencing and jailing of the two perpetrators in 2019.

The HMAG team have been offering Hoard themed open sessions and schools workshops continue.

Rebrand, rename, refresh

In the last year the service and team have been rebranded as Herefordshire Museums and Galleries, and their work until doors open in Broad Street is to focus on plans for the use of the redeveloped building as a centre for the public to see, experience and enjoy the assets held for the public's enjoyment, education and engagement. Other plans coming to fruition focus on engaging with the public where they may be rather than the public coming to a building as a static base. Look out for Museum on the Move, whose competition winning design will be known by the time of our AGM. The new edition of What's On across the museums will be available in September. The edition for spring-summer 2025 proved popular, giving a hard copy resource highlighting events hosted by the team or speakers enlisted for their specialist knowledge.

Report by Damian Etheraads, Head of Culture, Museums, Libraries, Archives

Rebranding Herefordshire's Museums and Galleries: A Year of Growth and Transformation.

Over the past year Herefordshire Museums and Galleries has undergone a significant transformation not only in name but in approach, ambition, and engagement. The rebranding represents more than a shift in identity; it signals a renewed commitment to widening participation, deepening engagement and ensuring the collections are accessible, relevant and meaningful for today's audience.

A New Identity for a Changing Service

The decision to move from Herefordshire Museum Service to Herefordshire Museums and Galleries reflects the evolution of our work. Museums today are not simply places that store the past - they are spaces that foster creativity, dialogue and discovery. The new name represents better the broad scope of our work in preserving collections, inspiring creativity and connecting communities.

This rebrand also aligns with the redevelopment of Hereford Museum and Art Gallery, a flagship project that will redefine the cultural landscape of Herefordshire. This transformation will create a more dynamic and welcoming space, allowing visitors to engage with national level exhibitions, contemporary galleries and innovative learning opportunities - bringing history, art and ideas to life for us all.

Transforming Hereford Museum and Art Gallery

We have been making significant strides towards the transformation of Hereford Museum and Art Gallery. This has included refining our plans for the new spaces, developing engaging content, and ensuring the museum will be a place that truly reflects and serves Herefordshire.

A key milestone in this process has been the appointment of Vinci Construction as principal contractor, marking a significant step forward in turning our vision into reality. Their expertise will help deliver a high quality, sustainable and inspiring museum space that reflects the rich heritage and creativity of the county.

Community involvement is central to shaping the gallery development. A key part of the process has been our work with a range of community voices, ensuring that the redevelopment is shaped by those who will use and benefit from it. Co production is a vital part of the progress. It is a way of working that ensures museums are shaped by the people they serve. The team have been working hard to create co-production groups that represent a range of voices from people with different backgrounds, ages, and

interests. Our co-production groups will shape everything from gallery content to accessibility improvements.

These conversations have deepened our understanding of how people connect with museums and have influenced our approach in meaningful ways and ensure that the museum will reflect real stories, real experiences and real connections, making it a place *for everyone*.

Building capacity: Volunteers and Participation

A key success of the past year has been expanding volunteer involvement. The museum has moved away from the traditional ‘volunteers as helpers’ model towards one where volunteers contribute through structured, project-based roles. This ensures meaningful engagement and allows the service to work with a wider and more diverse group of people.

The number of volunteers has grown significantly, with people supporting a range of projects, from collections care to event delivery. Sensational Museums has played a key role in expanding accessibility particularly through its focus on inclusive museum experiences.

Securing Funding for Innovation

This year has also seen major successes in securing external funding. Grants from organisations such as the Esmée Fairbairn Collections Fund, the HERDS project and the Natural History Museum’s Fixing our Broken Planet initiative have supported new programming, research, and collections care. These grants not only provide vital financial support but also affirm the credibility and growing influence of the service on a national scale.

Engagement across Herefordshire

Beyond the walls of the museum, Herefordshire Museums and Galleries has been active across the county, leading initiatives such as Voices of the Wye, which captures oral histories linked to the river Wye, and community roundtables which bring together local people to give their views on the redevelopment of Hereford Museum and Art Gallery.

At the heart of all this work is a simple but powerful aim: to ensure that Herefordshire’s cultural heritage stays relevant, accessible, and valued - not just in the present but for generations to come. The past year has demonstrated what can be achieved when museums evolve to meet the needs of their communities and the future holds even greater potential.

We can see from the breadth of Damian and the team's work that much goes on. He will field any questions about the initiatives after the business part of the AGM.

HMSSG and the future

As we approached the tenth year of HMSSG we decided to conduct a review of our record of accomplishment and potential for future working in complementary fashion to the HMAG team. We were grateful to have input from Damian, Sam Shuman and Kate Riddington who lead the professional team whose work and care on behalf of the public ensures the cultural assets of Herefordshire remain secure, accessible and appreciated by all who choose to explore. The outcome of this review was to confirm that our role should continue as a direct grant giver, and recipient of grant monies only available to charity organisations which enable us to support the ambitions of the team to acquire or enhance collections. We are hosting our own events, looking to boost our offer to members and will look to work with other organisations serving as Friends to various elements of our county cultural holdings.

If you are not yet an HMSSG member then please join us as, with an expanded membership, we can offer more opportunities to learn about and from the assets held in the public collections held in the county. Engagement with cultural assets via museums and contact with historical objects and subject matter is shown to be beneficial to mental well-being. Who would not find that desirable?

On behalf of my colleagues and myself thank you again for the support you offer and please talk to any of us about how you may help us as we evolve into a Friends organisation fit for the future.

Denise North

Chair, Trustees HMSSG

Thanks to Herefordshire Council and British Museum for selected photographs included in the report. All others by D North. Thanks to Jane Adams for her help in compiling this report.

HMSSG Financial Statement for the year to 31st March 2025





Financial Accounts 2023/2024 Hereford Museum Services Support Group (HMSSG)	Cash at 1/4/24	Actual 2024/2025			Cash at 31/3/25
		Income	Expenditure	Net	
Restricted Activity					
Maintenance & development of museum and art collection					
Revenue Development	170.00	0.00	0.00	0.00	170.00
Promotion of public access to collections					
	0.00	0.00	0.00	0.00	0.00
Advance arts, culture, heritage & science appreciation and understanding					
Donations received for the Herefordshire Hoard	0.00	0.00	0.00	0.00	0.00
Hoard Cash Donations		0.00	0.00	0.00	
Hoard Card Donations (via sum up)		0.00	0.00	0.00	
Hoard Online Donations		0.00	0.00	0.00	
Hoard Other		0.00	0.00	0.00	
Donations received in Museum Collections - Hoard	12,556.34	325.00	(2,110.00)	(1,785.00)	10,771.34
Donations received in Museum Collections	1,734.97	131.85	0.00	131.85	1,866.82
Unrestricted Activity	2,337.11	779.89	(520.75)	259.14	2,596.25
Subscriptions		260.00	(0.75)	259.25	
Donations		220.00	0.00	220.00	
Gift Aid		299.89	0.00	299.89	
HVOSS subscription		0.00	0.00	0.00	

Website Fee			0.00	(470.00)	(470.00)
Insurance			0.00	0.00	0.00
AIM membership			0.00	0.00	0.00
Printing & Postage			0.00	0.00	0.00
BAFM membership			0.00	0.00	0.00
Other			0.00	(50.00)	(50.00)
			0.00	0.00	0.00
Profit / Loss			1,236.74	(2,630.75)	(1,394.01)
Total Balance Sheet Reserves	16,798.42				15,404.41

Bank Reconciliation		
Cash - Lloyds Account 1/4/24	16,798.42	2024_March_Statement.pdf
Cash - Lloyds Account 31/3/25	404.41	2025_March_Statement.pdf
Cash - Lloyds Savings Account 31/3/25	15000	Savings_March_2025.jpg
Cash - PayPal 31/3/25	0	PayPal transactions 2024/2025 financial year.PDF
TOTAL CASH IN BANK	<u>15,404.41</u>	
Trial Balance	<u>15,404.41</u>	
Difference	0.00	

Financial Accounts 2024/2025 Hereford Museum Services Support Group (HMSSG)	Cash at 1/4/24	Actual 2024/2025			Cash at 31/3/25
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Restricted Activity					
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Promotion of public access to collections					
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Advance arts, culture, heritage & science appreciation and understanding					
Donations received for the Herefordshire Hoard	0.00	0.00	0.00	0.00	0.00
Hoard Cash Donations		0.00	0.00	0.00	
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Cash - Lloyds Account 1/4/24	16,798.42	2024_March_Statement.pdf	2025_March_Statement.pdf
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Cash - Lloyds Savings Account 31/3/25	15000		
Cash - PayPal 31/3/25	0	Savings_March_2025.jpg	
TOTAL CASH IN BANK	<u>15,404.41</u>		Pal transactions 24 25 financial year.PDF
Trial Balance	<u>15,404.41</u>		
Difference	0.00		



Terrace Hall
Woolhope
Hereford
HR1 4QJ

Herefordshire Museum Services Support
Christy Bolderson
Museum Resource and Learning Centre
58 Friars Street
Hereford
Herefordshire

13th November 2025

Dear Christy,

Reference: Independent Examiner's Report to the trustees of Herefordshire Museum Services Support Group (Charity number 1171756)

I report to the trustees on my examination of the accounts of the Herefordshire Museum Services Support Group (HMSSG) for the year ended 31 March 2025.

Responsibilities and basis of report

As the charity trustees of HMSSG you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of HMSSG's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of HMSSG as required by section 130 of the Act; or
2. the accounts do not accord with those records.

HEREFORDSHIRE MUSEUM SERVICE SUPPORT GROUP

England & Wales - Charity number 1171756

Accounts

Herefordshire Museum Service Support Group

Registered Charity (CIO) No.1171756



ANNUAL REPORT April 2023 – March 2024 Trustees' Report Overview of the Year

The year 2023/24 was characterised by patient and dedicated hard work by the Museum Service towards achieving the long-cherished vision of a revitalised service and redevelopment of the Broad Street building. Significant progress was made in the year and this has come closer to fruition in recent months. The Heritage Lottery Funding (HLF) for the redevelopment project and associated activity plan was confirmed in July 2023. Planning approval for the building design was finally confirmed in July 2024 giving the green light to the next stage of the project with a provisional reopening scheduled for late 2026. Our thanks go to Damian Etheraads, Head of Art Gallery and Museum, who has successfully steered the project through many phases of the planning process since the first application in February 2023.

Project funding secured from the HLF and increased resources from Herefordshire Council have also enabled Damian to reconfigure an expanded staff team with all appointments now made. We are delighted to welcome new staff members to Herefordshire and look forward to working with them as plans develop. We also want to record our grateful thanks to Judy Stevenson, Catherine Willson and Julia Radburn who left Herefordshire Museum Service in the year, acknowledge their dedicated public service over many years and wish them well for the future.

Capacity for the public to enjoy the collections was further reduced in 2023/24 due to the planned process of redevelopment. The Art Gallery closed in April 2023 and the Museum in mid-July when Hereford Library moved into temporary premises at the Museum Resource and Learning Centre (MRLC) and the building was closed to the public. The complex task of taking an inventory of each object and moving the collections out of Broad Street to safe storage in the MRLC was completed over this period. Despite these restrictions the team welcomed 13,158 visitors to the Black and White House, Broad Street and MRLC in the year, up from 10,082 the previous year.

The Herefordshire Hoard has continued to delight visitors from the county and further afield and was on loan to the Jorvik Centre in York from February 2024. The fascinating story of these treasures continues to evolve in surprising ways – more details are given later in this report.

The Black and White House Museum remained open throughout the year providing a range of activities to visitors and families. Herefordshire Council funded necessary

repairs to the exterior but sadly the weather in the wet summer of 2023 meant that these could not be completed. They have been rescheduled for summer 2024.

For HMSSG 2023/24 was a year of consolidation after the extensive fundraising for the Hoard in 2022/23. When we were formed in 2015 our primary aims were to safeguard a viable Museum Service for Herefordshire and to press for a modern museum fit for the twenty-first century to enable the county collections to be enjoyed. Although at times very little progress could be made and these objectives seemed quite unachievable both have now been secured. Later in this report we look back at and celebrate some of our key achievements to progress these aims over almost a decade. Thank you for all your support over the years. The trustees and committee remain committed to providing a charitable support organisation for the Service and over the next few months will be taking time to review how we can best do this.



Damian Etheraads and members of HMSSG viewing the Herefordshire HOARD in the MRLC. From left: Damian Etheraads, Carolyn Mace, Ian Lewis, Christy Bolderson and Hazel Maidman.

Trustees and Committee members 2023-2024

HMSSG's governing document requires there to be no less than three and no more than eleven trustees.

Jane Adams (Chair), Christy Bolderson (Treasurer), Jacqueline Allison and Denise North served as trustees during the year. Jane Adams, Jacqueline Allison and Christy Bolderson were appointed in 2021 for three years. All are willing to stand for re-election as trustees. Denise North was appointed at a trustees' meeting on 28 February 2023

with the appointment approved by members at the AGM in September 2023. Her term will end in 2026.

The trustees were supported by committee members Chris Bucknell and Ian Lewis during the year to 31 March 2024. Ian Lewis resigned in June 2024. Our thanks go to him for his work with us, especially in keeping our website up to date. Kate Seekings joined the Committee in the year and is taking a lead on our newsletter. Chris Bucknell and Kate Seekings are willing to serve on the Committee for the year to 31 March 2025.

HMSSG Financial Statement for year to 31 March 2024

	Bank balance 1/4/23 £	Income £	Expenditure £	Net £	Bank Balance 31/3/24 £
Restricted Funds					
Museum collections maintenance & development	170	0	0	0	170
Advance arts & culture HOARD donations	13,840	250	-1,534	-1,284	12,556
Advance arts & culture Other donations	1,002	733		733	1,735
Total restricted funds	15,012	983	-1,534	-551	14,461
Unrestricted	2,227				2,227
Subscriptions		190			190
Website fee			-20		-20
BFM membership			-60		-80
Unrestricted funds	2,227	190	-80	110	2,337
Total	17,239	1,173	-1,614	-441	16,798

HMSSG's objectives

HMSSG is a registered charity which works to support and develop Herefordshire Museum Service, which comprises the County's History and Art Collections held in trust for Herefordshire's people; the Museum and Art Gallery in Broad Street; the Museum Resource and Learning Centre in Friars Street where the collections are stored; the Black and White House Museum in High Town; and the professional staff team.

Charitable Objects:

- 1. To advance the education of the public by supporting the maintenance and development of Herefordshire county museum and art collections and promoting public access to those collections.*
- 2. To advance the arts, culture, heritage and science... by promoting public appreciation and understanding of the archaeology, history, heritage, culture, natural science and visual arts of Herefordshire through those collections, and related use, preservation, curation, interpretation, exhibitions and activities.*

In 2023/24 priority was given to continuing to demonstrate public support for Herefordshire Council's projects to invest in the museum service and deliver the redevelopment project.

HMSSG Trustees: Jane Adams, Jackie Allison, Christy Bolderson, Denise North,
26 August 2024

A brief history of Herefordshire's museums and museum service

Now that projects to redevelop the building in Broad Street as a dedicated Art Gallery and Museum and the Shire Hall in Hereford as a library are going ahead it is appropriate to look back at the origins of Herefordshire's museums and the long campaign for better museum, art gallery and library provision. Much of the information below is taken from the booklet *An Ornament of the City: 125 Years of Hereford Free Library and Museum* written by Isabel Churcher, Robin Hill and Carol Robinson and published by Herefordshire Council in 1999. Ask at the library if you would like to read the pamphlet in full.

The Hereford Free Library and Museum in Broad Street opened on 8 October 1874, 150 years ago this year. The idea had first been proposed by the Woolhope Naturalists' Field Club in 1871. The exterior design, described as Anglicised Venetian Gothic, has always been celebrated with the building described as 'truly an ornament of the City'.



Detail of façade of the Art Gallery and Museum, Broad Street.

Objects donated by several members of the Woolhope Club formed the basis of the original museum collection. These include geological specimens donated by Rev. J D La Touche and insects given by T A Chapman. Sadly there is limited information about

the earliest collections as the first catalogues for the collection date from 1915 when record keeping was improved. The museum proved popular and in 1909 there were around 8,000 visitors. In 1912 an extension funded by donations from the Pulley family was opened which provided additional space for the library and a dedicated art gallery.

In 1929 the Old House Museum (now the Black and White House) opened in High Town, developed by the council. These services were led by a joint librarian and curator with the first museum assistant appointed in 1954. In 1966 the Churchill House Museum opened in Churchill Gardens, Aylestone Hill, as a costume museum. In 1973 the Hatton gallery was added to exhibit the Brian Hatton Collection. Sadly the Churchill House Gallery closed in 2001, after which a smaller collection of objects from the Brian Hatton collection were displayed in part of the Art Gallery.

Further plans to enlarge both the library and the museum and art gallery were being discussed from the 1960s with a mezzanine floor added to the library in 1963. By the 1970s the option of providing a new base for the library and dedicating the Broad Street building to the art gallery and museum was being discussed. In 1974, the centenary of the opening of the library and museum, Herefordshire and Worcestershire County Council committed to building a new library. A critical report on the museum from the National Museums Association and the Carnegie UK Trust added to pressure for improvement and led to the appointment of Nick Dove as Museum Curator and Anne Sandford as Assistant Curator. Anne was promoted to curator in 1978 serving until 1996. She was replaced by Isobel Churcher who was appointed Heritage Services Manager when Herefordshire Council was established in 1998. The new Council also committed themselves to providing a new library and museum.

Financial difficulties and voluntary supporters have long had an impact on the Library and Museum Services. As noted above, the first objects in the collection were donated by members of the Woolhope Club. In 1927 there was public subscription to raise funds to enable the Kenchester Roman mosaic pavement to be displayed in the stairwell. This remained a prominent display item until the building closed in July 2023. In 1928, the 'Friends of the Museum and Art Gallery' was set up to buy pictures for the art gallery and in 1977 the Friends of Herefordshire Museum and Arts was established. Following severe cuts to the Museum Service team in 2014, HMSSG was established in 2015 becoming a registered charity in 2017. Our organisation is specifically focussed on support for the collections, Service and galleries.

Financial pressures over the years led to a failure to maintain regular maintenance at the Broad Street premises. The poor condition of the building led to the closure of the upper floors with items transferred from there to the new Museum Resource and Learning Centre, funded by the Heritage Lottery Fund, which opened in 2004. Asbestos found in the building led to a period of closure in the 2010s and in 2022 the

failure of the lift led to the restriction of visitor numbers on the first floor due to fire regulations.

Despite the numerous barriers faced over the years exhibitors and staff demonstrated their commitment to present interesting exhibitions and the public continued to show their support for their Museum Service. Some exhibitions, long in the design, were marred by unsightly measures to prevent water leaks and the threat of ceiling collapse. While Catcher Media's popular exhibition of work by Hereford-based photographer Derek Evans was on, some areas of the gallery were closed off, but visitors continued to come along.



Unsightly temporary barriers were needed to cordon off areas of the gallery deemed unsafe due to water ingress during Storm Denis in March 2020.

When Grayson Perry's 'The Vanity of Small Differences' was exhibited in late 2021 the number of visitors to the museum and art gallery was restricted to ten with a minimum of four staff and volunteers needed to meet fire regulations. The only upside was that visitors were able to enjoy the art works in peace. In spite of these restrictions 4,066 people attended the exhibition, generating income of around £20,000 which was sufficient to cover the direct costs incurred in mounting it.

By the time the building closed in July 2023 it was no longer able to function as a viable public building. The long wait until the reopening in 2026 will be worthwhile as it will finally enable our communities to enjoy the public collections held in trust by Herefordshire Council in a setting fit for purpose and accessible to all.



A maximum of ten visitors at any one time gave plenty of space to enjoy Grayson Perry's 'The Vanity of Small Differences' in 2021.

The images below record the museum gallery in Broad Street in recent years. We look forward to seeing the county collections presented in the new galleries to be developed over the next few months.



View from door into the museum. The perspex screen for staff was installed during the Covid pandemic but was later removed.





Recording the decant from Museum

In April 2023 the museum team began work on the lengthy process of decanting collections from the Museum in order to expedite essential surveying of the fabric of the building.

It proved a very interesting exercise and a chance to see some of the collections at close quarters for photographs, measurements, record and condition checking and flagging of items in need of conservation.

While staff managed the inspection and transfer of most items the move of the wall-mounted Roman mosaic from Kenchester required a specialist team.

Never let it be said that the team is not a huge repository of information about the artefacts in their care, whether they (the items) appear overtly rare, potentially valuable or fairly commonplace, related to everyday living. Herefordshire has an eclectic collection range with wide appeal and some real highlights and, with the scope of the redevelopment intending to make for easier and more regular rotation of collections for themed exhibitions, the public will be able to see more of these in the coming years. Of course, the decant exercise was a two-step process. What is decanted from one place has to be housed in another.....so that's why good record keeping is essential.



Catherine Willson and Judy Stevenson in the midst of work to examine and record each item in the Museum displays prior to their transfer to the MRLC.



Specialists working to remove the Roman mosaic from Kentchurch (Magna) for storage.

With the collections safely stored in MRLC unless out on loan, the elastic capacity of that building has been stretched. Further pressure on space has resulted from the MRLC also serving as the temporary home for the city library from July 2023. At the time of writing it is anticipated that the library will be soon moving to larger temporary premises in Hereford Town Hall pending completion of the new library in the Hereford Shire Hall building.

HMSSG's achievements 2015-2024

It is timely to reflect back on and celebrate HMSSG's achievements since its foundation in 2015 in the midst of a crisis period for Herefordshire's cultural services - museums, libraries and archives. In 2014 the museum staff was reduced to a bare minimum with plans to close the Broad Street Art Gallery and Museum and invest in the Old House. Following refurbishment and rebranding as the Black and White House, this reopened as a paying attraction. HMSSG was successful in bidding for funds from Herefordshire Council for two projects, one to look at opportunities for income generation and the second to promote volunteering in the service. Demonstrating a willingness to develop practical solutions to keep the service going and crucially, galleries open, was effective. The development of a volunteer team, led by Julia Radburn, meant that the Art Gallery and Museum in Broad Street was never closed on a permanent basis.

Perhaps the real low point for the Service came in 2018 when the council commenced the process of outsourcing cultural services and progressed as far as completing a soft-market test. HMSSG worked with colleagues in the Friends of Herefordshire Archives (FHAS) and Joint Action for Herefordshire Libraries (JAHL) to oppose these moves. These three groups contributed to a Local Authority benchmarking process which agreed that Herefordshire's investment was very low. Pressure was brought to bear to encourage the Council's Scrutiny Committee to consider the issue and representations were made at Cabinet and Council Meetings. Public support was clear throughout and included a demonstration outside the Shire Hall.

Museum services were especially vulnerable to severe cuts and closure as, unlike library and archives services, Councils have no statutory duty to support them. In order to ensure no option was left unexplored, HMSSG participated with the Council in a review of options for organisational models to run the museum service. This was funded by the HLF 'Resilient Heritage' funding stream available at the time and resulted in a report by consultants Prince and Pearce.



Campaigners demonstrating their strong support for Local Authority run cultural services before a crucial Council meeting held at the Shire Hall, Hereford in 2018.

The longstanding threats to all these services were only finally resolved with a change in Council administration in 2019. The availability of capital funds from the Stronger Towns fund which has generously supported the redevelopment of the Broad Street building as a dedicated art gallery and museum and the provision of a new library for Hereford City in the Shire Hall kick started the current plans to invest in these services.

The realisation that heritage services can bring real economic benefit through culture-led regeneration was brought home in the campaign to purchase the Hereford Hoard. HMSSG was a crucial partner in the fundraising campaign which raised the £776,250 to purchase the Hoard. This success raised local aspirations and ambitions and demonstrated that national funders also recognise the value of Herefordshire's cultural offer. Under Damian Etheraads the team has proved to be successful in making bids to several national schemes to support the redevelopment.

The fabulous Viking Day in Hereford on 10 April 2022 which launched the campaign, underscored the fantastic public support for cultural services.



Viking Day, 10 April 2022. Bottom left, Judy Stevenson, Julia Radburn and Sarah Chedgzoy with volunteers at Viking day. Other photos show re-enactors from Brumvik and Black Crow in the field.

Significant volunteer effort was essential in supporting the small professional museum team to deliver the events and activities which underpinned this successful campaign. HMSSG members and committee gave generously of their time in the delivery of community events around the county. These included talks by specialists, family days and opportunities to see original items from the Hoard. Over 3,000 visitors attended these events.

HMSSG and its members can be proud of their work to support the Museum Service. Other projects we have helped with over the years include the purchase of objects which have come to light via the Portable Antiquities Scheme and from local metal detectorists. We have also raised money for the restoration of the wall paintings in the Black and White House and some paintings by Brian Hatton.

Looking ahead: service redesign and redevelopment of Herefordshire Art Gallery and Museum

In early 2023 Damian Etheraads came into post as Hereford Museum and Art Gallery Lead, bringing significant experience from other museums and cultural organisations which is being brought to bear on the practicalities of the redevelopment of the Broad Street building, the refresh of the other museum properties and the restoration of a full complement team after so many years of an extremely lean resource and minimal budget scope. Exciting times lie ahead for all working directly as team members, volunteers and those of us who work on specific projects and programmes.

The new team are now in place. Damian is supported by Samantha Shuman, Senior Visitor Experience Officer, who heads up the visitor experience team and Kate Riddington, Senior Curator who leads the curatorial, exhibition and learning teams. Permanent posts are funded by Herefordshire Council and with others funded for a fixed term by the HLF as part of their support for the redevelopment project. Herefordshire is now remarkable for significant investment in its public Museum Service. This is something to celebrate as services across the country are facing significant financial pressures.

The service redesign has been long in the planning but is now moving into final delivery stage. In summary, in June 2022 Herefordshire Council confirmed it would fund £8.5million of the projected £18.5million capital sum needed for the scheme with a further £5million committed from the Stronger Towns Fund and £5million for the museum fit out and associated five-year activity plan from the HLF.

Historic features of the building, including the façade and the Woolhope Room, will be retained but the design will also incorporate new spaces including a rooftop terrace and a flexible education and events room seating up to eighty people. Gallery space will be increased allowing for enhanced permanent displays as well as temporary exhibitions, a shop and café. The planned opening date is late 2026. Entry to the permanent galleries will continue to be free.

While the flagship redevelopment of the Art Gallery and Museum in Broad Street, Hereford attracts much of the attention, we recognise that the revitalisation of the Museum Service has far wider ambition and reach. Working in partnership with relevant organisations the team aim to provide a service for all Herefordshire's communities. The Service has been successful in securing additional funding to further improve accessibility and public participation. These include £100,000 from the Esme Fairburn Foundation to develop an events programme for the Hoard and participation in the Sensational Museum project.

Safeguarding public access to the county museum collections and employing a viable professional museum team have been the key aims of HMSSG since we were

founded, some nine years ago. Thank you to everyone who has contributed to the successful planning of this vital cultural project. We look forward to hearing more about opportunities for people of all ages from across the county to have a say in what they want from our county's museums and collections.

Herefordshire Hoard – the journey continues

A busy period for HMSSG working initially in support of the Museum Team to prepare grant applications and bids to various national funding bodies for the acquisition of the Herefordshire Hoard. An exercise long in the making and even longer in the waiting time due to the constraints of bidding and conducting background work for the campaign during Covid lockdowns. The delayed central government process eventually resulted in the green light being given to fundraise and acquire the treasures for the people of Herefordshire and wider public. In early 2022 a formal partnership agreement was signed by HMSSG and the Museum Service Team in preparation for a campaign lasting 16 weeks including public engagement events large and small. Launched with a Viking Day hosted at the Hereford Rowing Club in April 2022, the public were given their first opportunity to hear about the story, the reason for the campaign and the importance of the artefacts locally, historically and nationally to Herefordshire and the wider area. With a target sum of £776,250 necessary to secure the acquisition, time was precious to engage enough public support, enthusiasm and a degree of donations locally as well as the buy-in of national funding bodies such as Arts Council, National Heritage Lottery Fund, and Garfield Weston Foundation. Funds from these bodies made up the majority of the sum needed. HMSSG Trustees and committee worked at the events, gave talks to highlight why this cause was important at such a difficult time financially, supported the museum team and garnered donations, large and small, from the small and large enthusiasts who wanted to see the treasures back in the county in which they'd been buried.

The campaign team worked to engage generous individual donors who gave to the cause such as the importance of restoring the artefacts to their rightful place. The campaign period garnered sufficient monies to acquire the treasures, and the enthusiasm from the public continues to affirm the work carried out by the team and all the volunteers who invested their time, skills and enthusiasm.

Groups and societies request talks about the Hoard story and a programme started in February 2023 organised and given by HMSSG with fees designated for Hoard upkeep, research, and display. Schools have hosted workshops which highlight to students the moral of the Hoard story as well as the historical context of the Viking era and impact on the land and people. Development of these sessions was partly funded through grants applied for by HMSSG.

In recognition of the Hoard campaign work, HMSSG were delighted to be shortlisted for the British Association of Friends of Museums Impact Award 2022 and were Highly Commended.

The journey continues however and in late 2023 two men were convicted in Durham of conspiracy to sell coins judged to be part of the Herefordshire Hoard. Handed down sentences of five and a half years each this underlines how seriously heritage crime theft is regarded. What next for this tranche of the coins? We await confirmation from central government of the process to ensure Herefordshire Museums are ready to fundraise to meet the target – a similar sum to the original acquisition £766,250 – and bring this part of the Hoard Home to Herefordshire. We hope you will support us in this endeavour and help even more of the treasure to be relocated into the redeveloped Museum and Gallery building in 2026/7.



Inside Out: collaborative project cultural services

Inside Out is the project that takes museum objects out from their place of storage and using digital artistry transports them to non-museum locations across the county where people live, work and visit.

Digital artists, Nuala Hussey and Andy Round worked with staff from Hereford Garden Centre and members of the public to choose objects from the collections and then created exciting digital installations for touring.

Nuala's hop stilt projection is a beautiful layering of images in striking colours based on the hop stilt in the museum stores. Andy's interactive arcade style game is inspired by an original hand carved mid-Victorian Noah's Ark. A labyrinth of images, film and text that explores themes from climate change to Victorian Britain using a series of buttons.

The installations have been seen at a garden centre, libraries, children's holiday clubs and HARC. They are aimed at all ages and are now available for organisations and venues to book and borrow. For more information about the project and booking the installations visit <https://www.herefordshire.gov.uk/history-lives/inside>

Looking ahead to 2024/25 and beyond

The future for Herefordshire Museum Service is bright. HMSSG's priorities for 2024/25 and beyond are to support and promote

- The development of a strategy for the Museum Service
- The redevelopment project for Herefordshire Museum and Art Gallery
- The development of a robust operational model for the Service
- Development of the collections and access to them - including the Herefordshire Hoard

Support HMSSG

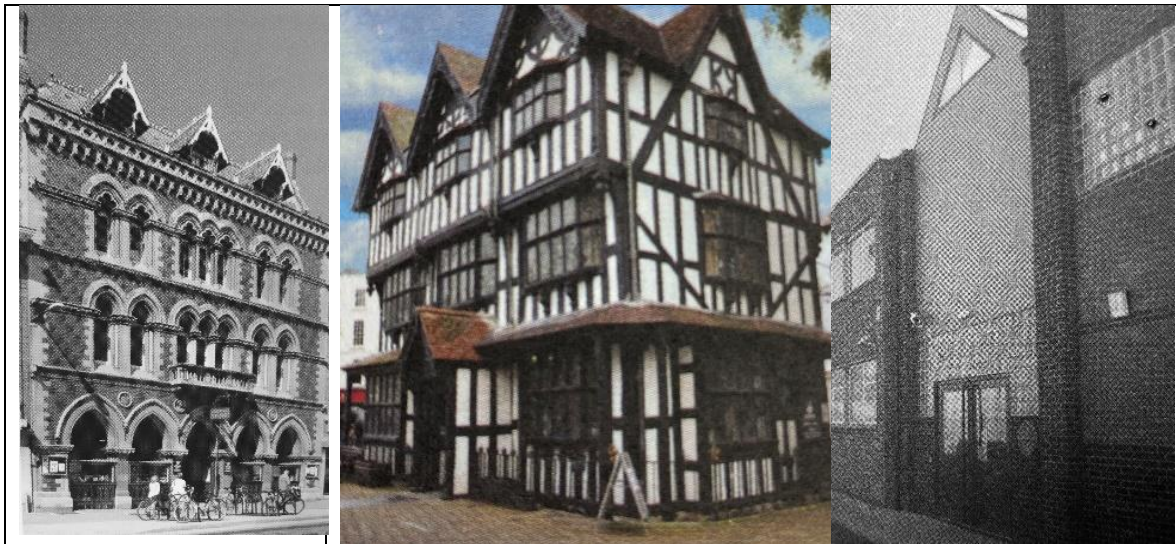
HMSSG needs to develop in order to offer the service effective support. Please help us to do that.

- Join as a member. Find us on <https://herefordshiremuseumsupport.org.uk/>
- More time and energy to contribute? Why not join the committee or find out about becoming a trustee. Contact HMSSG on herefordmuseumgroup@gmail.com

Keep in touch with all the new developments and opportunities to get involved with the museum team

Connect with the museum team via Facebook and Twitter/ X on

[Herefordshire Museum Service Facebook](#) and [Herefordshire Museum Service Twitter / X](#) or email them directly at HerefordMuseums@herefordshire.gov.uk.



Herefordshire Museum service operates from three buildings across city of Hereford. From left: the Art Gallery and Museum in Broad Street, the Black and White House Museum, High Town, the Museum Resource and Learning Centre, Friars Street.



Produced by Jane Adams for Herefordshire Museum Service Support Group, August 2024. Approved at the HMSSG AGM on 9 September 2024.

HEREFORDSHIRE MUSEUM SERVICE SUPPORT GROUP

England & Wales - Charity number 1171756

Accounts

Herefordshire Museum Service Support Group

Registered Charity (CIO) No.1171756



ANNUAL REPORT April 2022 – March 2023 Trustees' Report

Overview of the Year

Congratulations to all our members and supporters for making 2022/23 such a successful and pivotal year for Herefordshire Museum Service and for HMSSG. We demonstrated the value of an independent charitable support organisation by raising over £110,000 towards the £776,250 needed for the acquisition of the Herefordshire Hoard. These fabulous treasure objects and historically-significant coins were safeguarded for the public collections held in trust by Herefordshire Council. This was down to you all, individuals and local and national organisations, who gave so generously and enabled us to exceed a challenging target. Thank you everyone.

Activities at fundraising events across the county provided opportunities for many people to see the original items or replicas and find out more about how they were made and came to be buried in Herefordshire. The acquisition of the treasure is just the start of further years of investigation and research to unravel the many mysteries which surround the Hoard. We look forward to sharing the journey with you all.

<p>HEREFORDSHIRE HOARD BURIED c. 876</p> <p>Help us bring the hoard back to Herefordshire</p> <p>Buried in the 9th century (c878). Rediscovered in 2015. The Herefordshire Hoard is a Viking treasure that changes our understanding of history. Help us bring it back to the county in which it was discovered, over 1100 years after it was buried, our first evidence of Viking activity in Herefordshire. Meet Viking re-enactors and enjoy hands-on activities at one of our events, 11am-3pm:</p> <p>Leintwardine Community Centre Saturday 21 May Cawley Hall, Eye Saturday 18 June Leominster Community Centre Saturday 02 July The Hub @ St Peter's (Peterchurch) Saturday 23 July Fownhope Memorial Hall Saturday 30 July</p> <p>Find out more: herefordshirehoard.org</p> <p>Herefordshire Museum Service Support Group Registered Charity Number 1171756</p>	<p>The Herefordshire Hoard comprises:</p> <ul style="list-style-type: none">• Gold finger ring, c9th• Gold arm ring, c9th• Rock crystal orb set in gold, c5th-7th, Frankish origin• 27 Anglo-Saxon coins including rare double-emperor coins with images of both Alfred the Great of Wessex and Ceolwolf of Mercia• Two foreign coins• A silver ingot <p>It is believed that other items buried at the same time c.878 have been illegally disposed of.</p>	
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The year also saw renewed focus given to progressing the redevelopment scheme for Herefordshire Museum and Art Gallery. Herefordshire Council formally approved £8.5 million of capital funding in June 2022 after which priority was given to developing a bid to the Heritage Lottery Fund for £5million for the museum layout. This was submitted in February 2023 and approved in July 2023. Thanks to all the team for their hard work in developing such a persuasive bid.

Herefordshire Council's determination to revitalise the county Museum Service was further demonstrated by the appointment of Damian Etheraads as Lead for Art Gallery and Museum. Damian joined the service in January 2023. Welcome to Damian.

HMSSG would like to thank Cabinet Member Gemma Davies and Council Officer Amy Pitt for their personal efforts on these projects throughout the year. We look forward to working with the new administration and council team to see them delivered.

Trustees and Committee members 2022-2023

The trustees remain committed to the need for HMSSG, or an equivalent charitable organisation, to enable Herefordshire's Museum Service to run in an effective and efficient manner suited to the conditions of the twenty-first century.

Jane Adams (Chair), Christy Bolderson (Treasurer), Jacqueline Addis and Denise North served as trustees during the year. Jane Adams, Jacqueline Addis and Christy Bolderson were originally appointed in 2018 and were reappointed in 2021. Denise North was appointed at a trustees' meeting on 28 February 2023. All are willing to serve for a further year to 31 March 2024.

All the trustees are members of the committee. The following committee members also served during the year: Chris Bucknell, Ian Lewis and Susan Edwards. All Committee members are willing to continue to serve for the year to 31 March 2024.

HMSSG's objectives

HMSSG is a registered charity which works to support and develop Herefordshire Museum Service, which comprises the County's History and Art Collections held in trust for Herefordshire's people; the Museum and Art Gallery in Broad Street; the Museum Resource and Learning Centre in Friars Street where the collections are stored; the Black and White House Museum in High Town; and the professional staff team.

Charitable Objects:

- 1. To advance the education of the public by supporting the maintenance and development of Herefordshire county museum and art collections and promoting public access to those collections.*
- 2. To advance the arts, culture, heritage and science... by promoting public appreciation and understanding of the archaeology, history, heritage, culture, natural science and visual arts of Herefordshire through those collections, and related use, preservation, curation, interpretation, exhibitions and activities.*

In 2022/23 priority was given to working on the Hoard fundraising campaign and continuing to lobby for the redevelopment of Herefordshire Museum and Art Gallery.

Herefordshire Hoard fundraising campaign

HMSSG and Herefordshire Council worked in partnership to raise the funds needed to acquire the Herefordshire Hoard. HMSSG was able to apply for grants not available to Herefordshire Council, to process public donations and claim Gift Aid as appropriate. We also wrote letters of support for the campaign. Total monies raised exceeded the target despite the tight timescale of just a few months. HMSSG would like to thank Sarah Chedgzoy, project lead, Judy Stevenson, Museum Team Leader, and the Communications Team in Herefordshire Council for their expertise and effort to ensure the success of this project. Particular thanks go to Jane Adams, Denise North and Christy Bolderson for all their hard work delivering HMSSG's responsibilities.

The fundraising campaign was launched on 10 April 2022 through a dedicated website and online giving platform and at a free family Viking Day held at Hereford Rowing Club. Over 2,000 people came along to learn about the Hoard and see the replicas. Specialist re-enactors and metal detectorists added to the range of entertaining free activities enjoyed by all ages.



Viking Day, 10 April 2022. Bottom left, Judy Stevenson, Julia Radburn and Sarah Chedgzoy with volunteers at Viking day. Other photos show re-enactors from Brumvik and Black Crow in the field.

Significant volunteer effort was essential in supporting the small professional museum team to deliver the events and activities which underpinned this successful campaign. HMSSG members and committee gave generously of their time in the delivery of community events around the county. These included talks by specialists, family days and opportunities to see original items from the Hoard. Over 3,000 visitors attended these events.



Left: Visitors to the MRLC exploring textiles and other artefacts with members of the museum team. Right: A visitor enjoys making a coin.



A re-enactor demonstrating aspects of domestic life in the Viking age at the Hoard family day at Leintwardine.

Fantastic support from individuals and grant-making bodies meant that the target sum needed for acquisition was reached by the deadline of August 2022. In total HMSSG received £114,034 for the acquisition and care and interpretation of the Hoard. The Hoard website continues to be updated with news and events.



Redevelopment of Herefordshire Museum and Art Gallery

2022/23 saw further significant progress with the ambitious plans to redevelop the Art Gallery and Museum in Broad Street. In June 2022 Herefordshire Council approved the second stage business case and confirmed it would fund £8.5m of the projected £18.5m capital sum needed for the scheme. £5million had already been committed from the Stronger Towns Fund thus securing sufficient funds to complete structural improvements to the building. In August 2022 outline plans were placed in the public domain and a process for public engagement and consultation began. A bid for £5million for the museum fit out and associated five-year activity plan was submitted to the Heritage Lottery Fund in February 2023 and has now been approved. HMSSG wrote letters of support for inclusion in the bids to these grant funders.

Historic features of the building, including the façade and the Woolhope Room, will be retained but the design will also incorporate new features including a rooftop terrace and a flexible education and events space seating up to eighty people. Gallery space will be increased allowing for enhanced permanent displays as well as temporary exhibitions. Indicative designs denote the ground floor foyer will be opened up to provide a welcoming café, shop and reception area.

News that the National Lottery Fund have awarded the full amount requested was received in July 2023. Once planning permission is granted the project will move into the delivery phase which includes finalising the design and layout of galleries.

The Herefordshire Museum and Art Gallery building in Broad Street, Hereford closed to the public on Friday 14 July 2023. It is expected to reopen in 2026. The five-year activity plan includes funding for the additional staff needed to deliver the proposed business plan. Entry to the permanent galleries will continue to be free.

Safeguarding public access to the county museum collections and employing a viable professional museum team have been the key aims of HMSSG since we were founded, some seven years ago. Thank you to everyone who has contributed to the successful planning of this vital cultural project.

HMSSG Financial Statement for 2022/23

Financial Accounts 2022/2023 Hereford Museum Services Support Group (HMSSG)	Cash at 1/4/22	Actual 2022/2023			Cash at 31/3/23
		Income	Expenditure	Net	
Restricted Activity					
Maintenance & development of museum and art collection					
Revenue Development	170.00	0.00	0.00	0.00	170.00
Promotion of public access to collections					
Lego Exhibition	365.95	0.00	-365.95	(365.95)	0.00
Advance arts, culture, heritage & science appreciation and understanding					
Donations received for the Herefordshire Hoard	0.00	114,034.36	-114,034.36	0.00	0.00
Hoard Cash Donations		14,386.14	-14,386.14	0.00	
Hoard Card Donations (via sum up)		3,813.11	-3,813.11	0.00	
Hoard Online Donations		6,205.11	-6,205.11	0.00	
Hoard Other		89,630.00	-89,630.00	0.00	
Donations received in Museum Collections - Hoard		13,840.32	0.00	13,840.32	13,840.32
Donations received in Museum Collections	1,525.36	1,976.21	-2,500.00	(523.79)	1,001.57
Unrestricted Activity	2,042.89	1,817.18	(1,632.96)	184.22	2,227.11
Subscriptions		190.00	(0.34)	189.66	
Donations		605.20	(475.20)	130.00	
Gift Aid		656.03	(484.78)	171.25	
HVOSS subscription		0.00	0.00	0.00	
Website Fee (pre-paid 2018-2020)		0.00	(225.00)	(225.00)	
Insurance		0.00	(387.64)	(387.64)	
AIM membership		0.00	0.00	0.00	
Printing & Postage		0.00	0.00	0.00	
BAFM membership		0.00	(60.00)	(60.00)	
Other		365.95	0.00	365.95	
		0.00	0.00	0.00	
Profit / Loss		131,668.07	(118,533.27)	13,134.80	
Total Balance Sheet Reserves	4,104.20				17,239.00

Bank Reconciliation		
Cash - Lloyds Account 1/4/22	4104.2	2022_March_Statement.pdf
Cash - Lloyds Account 31/3/23	17239	2023_March_Statement.pdf
Cash - PayPal 31/3/23	0	PayPal March 2023 Statement.PDF
TOTAL CASH IN BANK	17239	
Trial Balance	17,239	
Difference	0.00	

Public donations received between 10 April and 30 September were allocated to the acquisition, care and interpretation of the Herefordshire Hoard. Monies received after this date have been added to the general funds reserved for the support of the museum collections. The unrestricted funds of HMSSG are derived from subscriptions and income raised purely for the administration of HMSSG.

Funds held at 31 March 2023 were

Care and interpretation of the Herefordshire Hoard	13,840
Support for the museum collections	1,002
Other restricted funds (revenue development)	170
Unrestricted funds	2,227
Total held in bank balances	£ 17,239

These financial statements have been independently reviewed.

Other activities and support for the Museum Service

Welcome reception for Damian Etheraads

On 28 February 2023 HMSSG hosted a very successful reception in the Woolhope Room to welcome Damian Etheraads to his new post as Museum and Art Gallery Lead. Invited guests included representatives from the Stronger Towns Board, local educational, cultural and heritage institutions and community groups. It was great to see so many people come along to demonstrate their enthusiasm to work with the museum service. The event provided an early opportunity for Damian to update partners and supporters on the outline plans for the redevelopment of the Museum and Art gallery and the planned expansion of the professional team.

Recognition of HMSSG's achievements

We are delighted to report that HMSSG was shortlisted for an Achievement Award in the annual scheme run by BAfM (British Association of Friends of Museums). This is in recognition of our partnership work on the 'Bring the hoard home' campaign. Details of shortlisted schemes will be published in the BAfM journal.

Membership, communications and events for members

We are very grateful to loyal members whose support is vital to enable the charity to continue to operate.

A written Annual Report and Accounts for 2021/2 was distributed to members in August 2022 in advance of the AGM held at the MRLC on 13 September 2022.

The trustees also issued regular newsletters to members keeping them informed of events and activities as well as opportunities to engage with the consultation processes for the redevelopment.

Priority given to fundraising to acquire the Herefordshire Hoard meant that we were unable to offer a full range of member events. A convivial reception was held for members and volunteers in the Woolhope Room in autumn 2022 to celebrate our successes.

AGM Monday 18th September 2023 at 11am at MRLC, Friars Street

The HMSSG AGM will be held at 11am on Monday 18 September 2023 at MRLC, Friars Street, Hereford HR4 0AS. AGM papers and this Annual Report will be sent to members by email and be available at <https://herefordshiremuseumsupport.org.uk>.

Following the formal business meeting Damian Etheraads will give a talk on the delivery phase of the project for the new Herefordshire Museum and Art Gallery including plans for investment in the Museum Service team. We hope you will join us. Light refreshments will be available.

HMSSG Trustees: Jane Adams, Jacqueline Addis, Christy Bolderson, Denise North

30 August 2023

Herefordshire Museum Service: some highlights of 2022/23

Report by Damian Etheraads

The past year has been dominated by two giants: the Herefordshire Hoard and museum redevelopment.

Undoubtedly the highlight of 2022 was the exciting campaign to acquire the Herefordshire Hoard for the people of Herefordshire. The invaluable partnership between the Museum Service and HMSSG saw £776,250 raised in four months. The campaign combined grant funding from trusts, funds and public bodies as well as a significant public fundraising campaign. The highlights of this included the Viking Day in April, community outreach events across the county, school visits and the Hoard open days. Hoard opening days have proven to be high points with the team. Seeing the excitement in people's faces when seeing the treasure for the first time has brought a lot of joy to the Museum Resource and Learning Centre. It has been fascinating to hear the wonderful ideas that people brought with them about the Hoard. We are extremely grateful to HMSSG members and volunteers who generously gave many hours of their time and skills to make the campaign a success. The response from the public has been fantastic and really put the Museum Service on people's radar. There are more open days planned throughout 2023 and more work is being undertaken on the Hoard.

Planning for the Museum Redevelopment has taken considerable time and energy from across Herefordshire Council. The museum team have been involved in all stages of the project. They worked closely with consultants throughout the year to develop options for content, themes and stories to include in the new galleries. The enjoyable part for the curatorial team was working out which objects would be best suited to illustrate the potential spaces and stories. It is a test of all our collection management systems: do we know what we have, where it is and do we have enough associated information? Also, do we have a decent photograph of selected objects? A huge amount of trawling through stores and our computer database goes into this work and will be continued with the next phase of the project. All of this work was drawn together by the council's project team and formed into the successful National Lottery Heritage Fund (NLHF) application by Sarah Lee.

More recently, since March the team and volunteers have been busy working on decanting of the contents of the Museum. This has involved making a detailed inventory of what we have on display, taking photographs and packing up ready to move back to the MRLC. We are grateful for the help and commitment of our trusty band of volunteers who have helped enormously with this work. The next half of the exercise is of course to put things away and make sure we can keep track of everything for when the time comes to get it all back out again!

Redevelopment of Hereford Museum and Art Gallery

A bit like a growing child, the development goes through periods of intense activity and leaps forward perforated by phases of relative inaction. Over the last year the vision for the development has been refined. The redeveloped Hereford Museum and Art Gallery is to be a new cultural gateway into the undiscovered treasures of Herefordshire's unique heritage. It will provide opportunities for local people and visitors to engage with our region's remarkable story in new and exciting ways. It will host an ambitious, imaginative and vibrant programme, acting as a catalyst for long-awaited cultural growth in the county. The redevelopment of Hereford Museum is the Council's flagship project in the town's investment plan, giving heritage-led regeneration and tourism a boost across the Midlands.

Subject to planning approval, the plans include eight new galleries and display spaces, a temporary exhibition space, the restoration of the historic Woolhope Club Room and new commercial areas including a retail space, roof-top café and events and education space. A spectacular viewing beacon and roof terrace will be accessible from the fifth floor courtyard providing 360 degree views over the city and surrounding Herefordshire landscape. There are also a number of smaller spaces around the building that have yet to be defined in the plans as well.



Cross section of the Museum and Art Gallery showing the principle rooms and their function in the redevelopment.

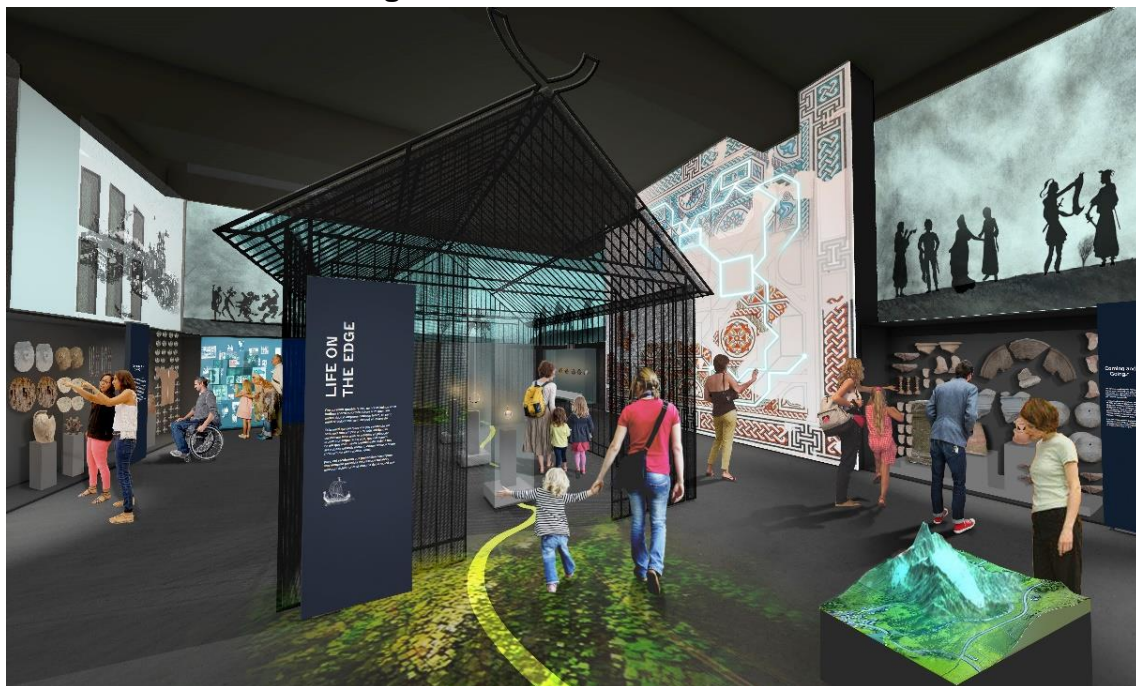
Current gallery plans

Exhibition 1: Life shaped by nature



An introductory gallery exploring how Herefordshire's unique geography has shaped the county's history, environment and identity (natural history / human history).

Exhibition 2: Life on the edge



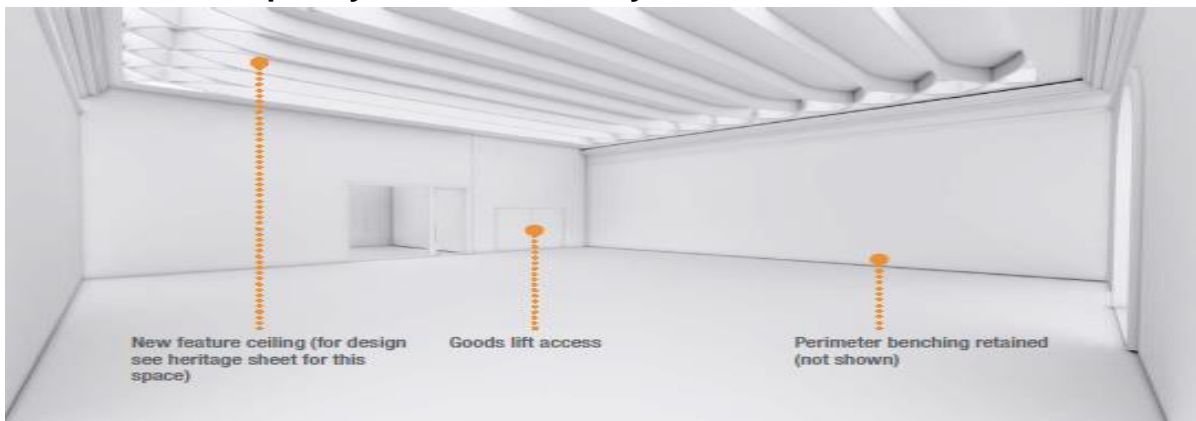
The story of how Herefordshire has been influenced by its place 'on the edge', the comings and goings of different peoples, and what they left behind (human history)

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A celebration of creativity, innovation and ingenuity in art and design in Herefordshire (arts)

Exhibition 4: Temporary Exhibition Gallery



A flexible exhibition space to accommodate a range of types and style of exhibition. It will be a white cube space fitted to the high standards required by the Government Indemnity Scheme. Includes improved lighting, AV and environmental control as well as a flexible system of showcases, plinths and lighting to accommodate a wide range of exhibitions. The exhibition strategy for the museum and art gallery has yet to be developed, but it will include taking in high-value loans from Nationals (both artworks and significant objects), touring exhibitions (such as Matisse and Cornelia Parker), family friendly exhibitions, community-generated displays as well as opportunities for local artists to exhibit their work and take part in juried art shows.

Exhibition 5: Boutique Galleries



5A: The Dressing Room

A space to explore the costume collections, try on and dress up in replica and digital outfits (arts / human history)

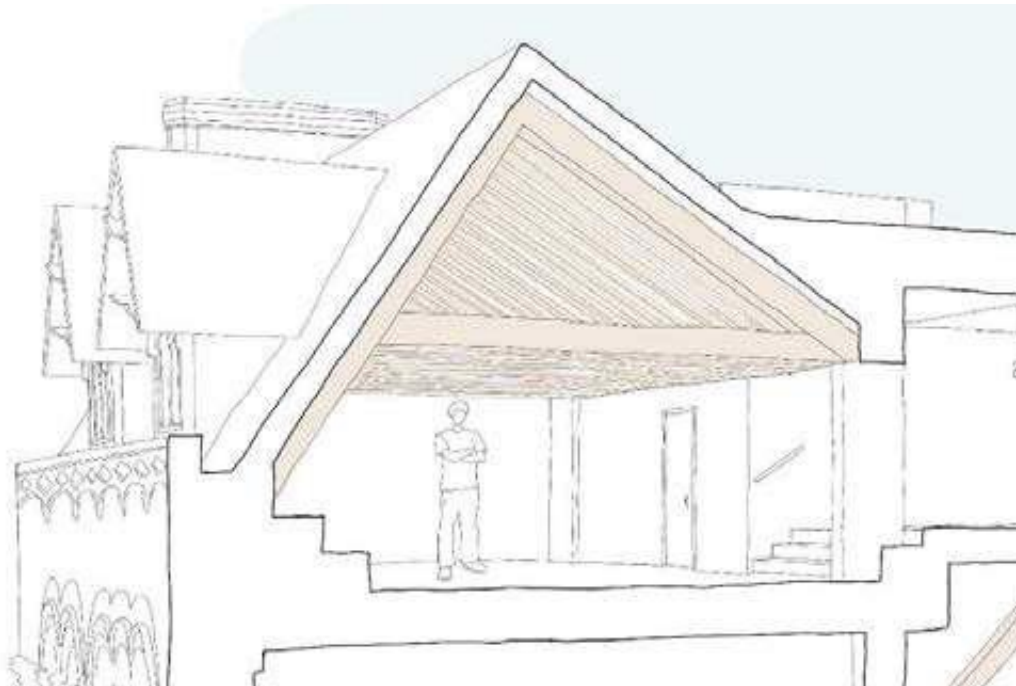
5B: The Studio

The art of Brian Hatton gives visitors a way in to explore the art collection, and the lives and experiences of the subjects they portrayed (arts)

5C: The Study

A dedicated space where visitors and young ecologists can explore the natural history collections and live data about Herefordshire today (natural science)

Exhibition 6: Contemporary Art Space (tbc)



An area for contemporary art to be shown either as part of the temporary exhibition programme or through hire by local artists and creatives.

7. Roof Terrace and Beacon

The top floor will provide an incredible series of spaces combining café facilities, events, learning space, roof garden and viewing terrace with views over Herefordshire.

Next stage

The plans submitted to the NLHF and shown above, are a statement of intent to get you excited about the potential of the redevelopment. Now the funding has been secured we will enter one last period of consultation and planning to draw together ideas, themes, stories and content into the finalised layout.

This means the plans may change from those presented here, if they do it will be for the better! Regardless of the changes, the display approach throughout the building will continue to combine objects together from different collections as much as possible so we can tell more full stories rather than focus on single collection-types.

Museum service staffing levels

Herefordshire's county Museum Service has a skeleton staff who do an amazing job in caring for the collections, running three sites and putting on a varied programme throughout the year. In 2022/23 they were also working on two major projects. The indicative Full Time Equivalent staff in various functions are.

Art gallery and Museum Lead (appointed January 2023)	1.00
Curatorial, exhibitions and collections	2.08
Museum front of house	1.96
Administration	0.13
Project Officer (shared across all MLA)	0.16
Total	5.33 FTE

The business model for the operation of the redeveloped museum indicates a significant increase in income and in staffing levels. Some of this increase is included in the HLF bid.

Volunteer support

Our thanks are due to the enthusiastic volunteers who regularly dedicate time to support the Museum Service. The museum service has benefited from 3,300 hours of volunteer time over 2022-23. It would not have been possible to deliver some core services, such as opening the museum and art gallery, without their support. We are forever grateful to everyone who give up their time to support the service: thank you!

Museum Visitors and highlights

Hereford Museum and Art Gallery

Hereford Museum Gallery was open throughout the year but the number of visitors at any one time was restricted to a maximum of 10 due to health and safety concerns. Pleasingly there has been a steady stream of people into the museum. Visitor figures for 2022-23 were 10,082 visitors.

The building closed to the public in July to allow time to clear the building of all items ready for the building contractors.



Specialists working to remove the Roman mosaic from Kentchurch (Magna) for storage.

Ferrous: Forging Replicas and Artefacts- March 2022

The final exhibition held in the Art Gallery was Ferrous: Forging Replicas and Artefacts. This presented the practical culmination of a three year project led by Dr John Grayson and second year undergraduates at Hereford College of Arts. Students analysed a series of iron and steel artefacts in the Hereford Museum Resource Centre to identify methods of making and created replicas to develop tacit craft knowledge. Finally, the relevance of defunct objects and skills were explored by making a contemporary creative response. The exhibition presented historic items such as an eel spear, a thatcher's needle, a set of sugar-nippers or a rush light alongside contemporary art, craft and design objects.



Gallery view of Ferrous: Forging Replicas and Artefacts. The display in the foreground related to the craft of straw thatching.

Black and White House Museum

The Black and White House Museum was open throughout the year with several special events, including a celebration of the Platinum Jubilee of Queen Elizabeth II. Free activities for children were arranged for Heritage Open Day and during the school holidays, including the popular 'Spooky Trails' in October half term. The Black and White House continues to be a popular visitor destination with 11,361 people visiting in 2022-23.

The Black and White House will remain open and continue to operate while the redevelopment of the museum is underway. The following events have been planned for 2023-24.

- 17 September – Heritage Open Day - Barber Surgeon re-enactor
- Christmas – the house will be decorated by students from Hereford College of Arts
- Wednesday 6 December – Please join us for our Christmas Shopping evening – open until 6pm. Festive refreshments will be available.

Museum Resource and Learning Centre (MRLC)

The MRLC is the central storage facility Herefordshire's museum collections. In recent years it has rarely been open to the public. However, the Hoard Open Days and increasing up-take of schools sessions has seen more people visiting the MRLC. In 2022-23 742 school pupils took part in sessions while 1,632 people visited for events.

Looking ahead to 2023/24 and beyond

The future for Herefordshire Museum Service is bright. HMSSG's priorities for 2023/24 are to support and promote

- The development of a strategy for the Museum Service
- The redevelopment project for Herefordshire Museum and Art Gallery
- The development of a robust operational model for the service
- Development of the collections and access to them - including the Herefordshire Hoard

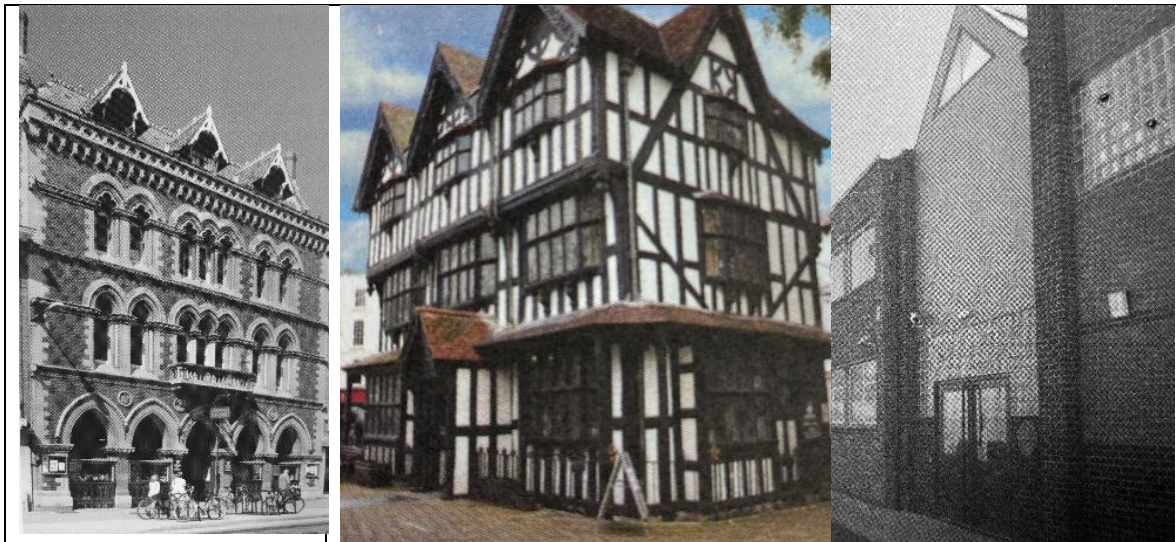
Support HMSSG

HMSSG needs to develop in order to offer the service effective support. Please help us to do that.

- Join as a member. Find us on <https://herefordshiremuseumsupport.org.uk/>
- More time and energy to contribute? Why not join the committee or find out about becoming a trustee. Contact Jane Adams on herefordmuseumgroup@gmail.com.

Volunteer with Herefordshire Museum Service

- Join the friendly team of volunteers working across the museum service. To find out more please email Julia Radburn, Museum Supervisor at Julia.radburn@herefordshire.gov.uk.



Herefordshire Museum service operates from three buildings across city of Hereford. From left: the Museum and Art Gallery in Broad Street, the Black and White House Museum, Hightown, the Museum Resource and Learning Centre, Friars Street.



Produced by Jane Adams for
Herefordshire Museum
Service Support Group,
August 2023

Herefordshire Museum Service Support Group

Registered Charity (CIO) No.1171756



ANNUAL REPORT April 2022 – March 2023 Trustees' Report

Overview of the Year

Congratulations to all our members and supporters for making 2022/23 such a successful and pivotal year for Herefordshire Museum Service and for HMSSG. We demonstrated the value of an independent charitable support organisation by raising over £110,000 towards the £776,250 needed for the acquisition of the Herefordshire Hoard. These fabulous treasure objects and historically-significant coins were safeguarded for the public collections held in trust by Herefordshire Council. This was down to you all, individuals and local and national organisations, who gave so generously and enabled us to exceed a challenging target. Thank you everyone.

Activities at fundraising events across the county provided opportunities for many people to see the original items or replicas and find out more about how they were made and came to be buried in Herefordshire. The acquisition of the treasure is just the start of further years of investigation and research to unravel the many mysteries which surround the Hoard. We look forward to sharing the journey with you all.

<p>HEREFORDSHIRE HOARD BURIED c. 876</p> <p>Help us bring the hoard back to Herefordshire</p> <p>Buried in the 9th century (c878). Rediscovered in 2015. The Herefordshire Hoard is a Viking treasure that changes our understanding of history. Help us bring it back to the county in which it was discovered, over 1100 years after it was buried, our first evidence of Viking activity in Herefordshire. Meet Viking re-enactors and enjoy hands-on activities at one of our events, 11am-3pm:</p> <p>Leintwardine Community Centre Saturday 21 May Cawley Hall, Eye Saturday 18 June Leominster Community Centre Saturday 02 July The Hub @ St Peter's (Peterchurch) Saturday 23 July Fownhope Memorial Hall Saturday 30 July</p> <p>Find out more: herefordshirehoard.org</p> <p>Herefordshire Museum Service Support Group Registered Charity Number 1171756</p>	<p>The Herefordshire Hoard comprises:</p> <ul style="list-style-type: none">• Gold finger ring, c9th• Gold arm ring, c9th• Rock crystal orb set in gold, c5th-7th, Frankish origin• 27 Anglo-Saxon coins including rare double-emperor coins with images of both Alfred the Great of Wessex and Ceolwolf of Mercia• Two foreign coins• A silver ingot <p>It is believed that other items buried at the same time c.878 have been illegally disposed of.</p>	
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The year also saw renewed focus given to progressing the redevelopment scheme for Herefordshire Museum and Art Gallery. Herefordshire Council formally approved £8.5 million of capital funding in June 2022 after which priority was given to developing a bid to the Heritage Lottery Fund for £5million for the museum layout. This was submitted in February 2023 and approved in July 2023. Thanks to all the team for their hard work in developing such a persuasive bid.

Herefordshire Council's determination to revitalise the county Museum Service was further demonstrated by the appointment of Damian Etheraads as Lead for Art Gallery and Museum. Damian joined the service in January 2023. Welcome to Damian.

HMSSG would like to thank Cabinet Member Gemma Davies and Council Officer Amy Pitt for their personal efforts on these projects throughout the year. We look forward to working with the new administration and council team to see them delivered.

Trustees and Committee members 2022-2023

The trustees remain committed to the need for HMSSG, or an equivalent charitable organisation, to enable Herefordshire's Museum Service to run in an effective and efficient manner suited to the conditions of the twenty-first century.

Jane Adams (Chair), Christy Bolderson (Treasurer), Jacqueline Addis and Denise North served as trustees during the year. Jane Adams, Jacqueline Addis and Christy Bolderson were originally appointed in 2018 and were reappointed in 2021. Denise North was appointed at a trustees' meeting on 28 February 2023. All are willing to serve for a further year to 31 March 2024.

All the trustees are members of the committee. The following committee members also served during the year: Chris Bucknell, Ian Lewis and Susan Edwards. All Committee members are willing to continue to serve for the year to 31 March 2024.

HMSSG's objectives

HMSSG is a registered charity which works to support and develop Herefordshire Museum Service, which comprises the County's History and Art Collections held in trust for Herefordshire's people; the Museum and Art Gallery in Broad Street; the Museum Resource and Learning Centre in Friars Street where the collections are stored; the Black and White House Museum in High Town; and the professional staff team.

Charitable Objects:

- 1. To advance the education of the public by supporting the maintenance and development of Herefordshire county museum and art collections and promoting public access to those collections.*
- 2. To advance the arts, culture, heritage and science... by promoting public appreciation and understanding of the archaeology, history, heritage, culture, natural science and visual arts of Herefordshire through those collections, and related use, preservation, curation, interpretation, exhibitions and activities.*

In 2022/23 priority was given to working on the Hoard fundraising campaign and continuing to lobby for the redevelopment of Herefordshire Museum and Art Gallery.

Herefordshire Hoard fundraising campaign

HMSSG and Herefordshire Council worked in partnership to raise the funds needed to acquire the Herefordshire Hoard. HMSSG was able to apply for grants not available to Herefordshire Council, to process public donations and claim Gift Aid as appropriate. We also wrote letters of support for the campaign. Total monies raised exceeded the target despite the tight timescale of just a few months. HMSSG would like to thank Sarah Chedgzoy, project lead, Judy Stevenson, Museum Team Leader, and the Communications Team in Herefordshire Council for their expertise and effort to ensure the success of this project. Particular thanks go to Jane Adams, Denise North and Christy Bolderson for all their hard work delivering HMSSG's responsibilities.

The fundraising campaign was launched on 10 April 2022 through a dedicated website and online giving platform and at a free family Viking Day held at Hereford Rowing Club. Over 2,000 people came along to learn about the Hoard and see the replicas. Specialist re-enactors and metal detectorists added to the range of entertaining free activities enjoyed by all ages.



Viking Day, 10 April 2022. Bottom left, Judy Stevenson, Julia Radburn and Sarah Chedgzoy with volunteers at Viking day. Other photos show re-enactors from Brumvik and Black Crow in the field.

Significant volunteer effort was essential in supporting the small professional museum team to deliver the events and activities which underpinned this successful campaign. HMSSG members and committee gave generously of their time in the delivery of community events around the county. These included talks by specialists, family days and opportunities to see original items from the Hoard. Over 3,000 visitors attended these events.



Left: Visitors to the MRLC exploring textiles and other artefacts with members of the museum team. Right: A visitor enjoys making a coin.



A re-enactor demonstrating aspects of domestic life in the Viking age at the Hoard family day at Leintwardine.

Fantastic support from individuals and grant-making bodies meant that the target sum needed for acquisition was reached by the deadline of August 2022. In total HMSSG received £114,034 for the acquisition and care and interpretation of the Hoard. The Hoard website continues to be updated with news and events.



Redevelopment of Herefordshire Museum and Art Gallery

2022/23 saw further significant progress with the ambitious plans to redevelop the Art Gallery and Museum in Broad Street. In June 2022 Herefordshire Council approved the second stage business case and confirmed it would fund £8.5m of the projected £18.5m capital sum needed for the scheme. £5million had already been committed from the Stronger Towns Fund thus securing sufficient funds to complete structural improvements to the building. In August 2022 outline plans were placed in the public domain and a process for public engagement and consultation began. A bid for £5million for the museum fit out and associated five-year activity plan was submitted to the Heritage Lottery Fund in February 2023 and has now been approved. HMSSG wrote letters of support for inclusion in the bids to these grant funders.

Historic features of the building, including the façade and the Woolhope Room, will be retained but the design will also incorporate new features including a rooftop terrace and a flexible education and events space seating up to eighty people. Gallery space will be increased allowing for enhanced permanent displays as well as temporary exhibitions. Indicative designs denote the ground floor foyer will be opened up to provide a welcoming café, shop and reception area.

News that the National Lottery Fund have awarded the full amount requested was received in July 2023. Once planning permission is granted the project will move into the delivery phase which includes finalising the design and layout of galleries.

The Herefordshire Museum and Art Gallery building in Broad Street, Hereford closed to the public on Friday 14 July 2023. It is expected to reopen in 2026. The five-year activity plan includes funding for the additional staff needed to deliver the proposed business plan. Entry to the permanent galleries will continue to be free.

Safeguarding public access to the county museum collections and employing a viable professional museum team have been the key aims of HMSSG since we were founded, some seven years ago. Thank you to everyone who has contributed to the successful planning of this vital cultural project.

HMSSG Financial Statement for 2022/23

Financial Accounts 2022/2023 Hereford Museum Services Support Group (HMSSG)	Cash at 1/4/22	Actual 2022/2023			Cash at 31/3/23
		Income	Expenditure	Net	
Restricted Activity					
Maintenance & development of museum and art collection					
Revenue Development	170.00	0.00	0.00	0.00	170.00
Promotion of public access to collections					
Lego Exhibition	365.95	0.00	-365.95	(365.95)	0.00
Advance arts, culture, heritage & science appreciation and understanding					
Donations received for the Herefordshire Hoard	0.00	114,034.36	-114,034.36	0.00	0.00
Hoard Cash Donations		14,386.14	-14,386.14	0.00	
Hoard Card Donations (via sum up)		3,813.11	-3,813.11	0.00	
Hoard Online Donations		6,205.11	-6,205.11	0.00	
Hoard Other		89,630.00	-89,630.00	0.00	
Donations received in Museum Collections - Hoard		13,840.32	0.00	13,840.32	13,840.32
Donations received in Museum Collections	1,525.36	1,976.21	-2,500.00	(523.79)	1,001.57
Unrestricted Activity	2,042.89	1,817.18	(1,632.96)	184.22	2,227.11
Subscriptions		190.00	(0.34)	189.66	
Donations		605.20	(475.20)	130.00	
Gift Aid		656.03	(484.78)	171.25	
HVOSS subscription		0.00	0.00	0.00	
Website Fee (pre-paid 2018-2020)		0.00	(225.00)	(225.00)	
Insurance		0.00	(387.64)	(387.64)	
AIM membership		0.00	0.00	0.00	
Printing & Postage		0.00	0.00	0.00	
BAFM membership		0.00	(60.00)	(60.00)	
Other		365.95	0.00	365.95	
		0.00	0.00	0.00	
Profit / Loss		131,668.07	(118,533.27)	13,134.80	
Total Balance Sheet Reserves	4,104.20				17,239.00

Bank Reconciliation		
Cash - Lloyds Account 1/4/22	4104.2	2022_March_Statement.pdf
Cash - Lloyds Account 31/3/23	17239	2023_March_Statement.pdf
Cash - PayPal 31/3/23	0	PayPal March 2023 Statement.PDF
TOTAL CASH IN BANK	17239	
Trial Balance	17,239	
Difference	0.00	

Public donations received between 10 April and 30 September were allocated to the acquisition, care and interpretation of the Herefordshire Hoard. Monies received after this date have been added to the general funds reserved for the support of the museum collections. The unrestricted funds of HMSSG are derived from subscriptions and income raised purely for the administration of HMSSG.

Funds held at 31 March 2023 were

Care and interpretation of the Herefordshire Hoard	13,840
Support for the museum collections	1,002
Other restricted funds (revenue development)	170
Unrestricted funds	2,227
Total held in bank balances	£ 17,239

These financial statements have been independently reviewed.

Other activities and support for the Museum Service

Welcome reception for Damian Etheraads

On 28 February 2023 HMSSG hosted a very successful reception in the Woolhope Room to welcome Damian Etheraads to his new post as Museum and Art Gallery Lead. Invited guests included representatives from the Stronger Towns Board, local educational, cultural and heritage institutions and community groups. It was great to see so many people come along to demonstrate their enthusiasm to work with the museum service. The event provided an early opportunity for Damian to update partners and supporters on the outline plans for the redevelopment of the Museum and Art gallery and the planned expansion of the professional team.

Recognition of HMSSG's achievements

We are delighted to report that HMSSG was shortlisted for an Achievement Award in the annual scheme run by BAfM (British Association of Friends of Museums). This is in recognition of our partnership work on the 'Bring the hoard home' campaign. Details of shortlisted schemes will be published in the BAfM journal.

Membership, communications and events for members

We are very grateful to loyal members whose support is vital to enable the charity to continue to operate.

A written Annual Report and Accounts for 2021/2 was distributed to members in August 2022 in advance of the AGM held at the MRLC on 13 September 2022.

The trustees also issued regular newsletters to members keeping them informed of events and activities as well as opportunities to engage with the consultation processes for the redevelopment.

Priority given to fundraising to acquire the Herefordshire Hoard meant that we were unable to offer a full range of member events. A convivial reception was held for members and volunteers in the Woolhope Room in autumn 2022 to celebrate our successes.

AGM Monday 18th September 2023 at 11am at MRLC, Friars Street

The HMSSG AGM will be held at 11am on Monday 18 September 2023 at MRLC, Friars Street, Hereford HR4 0AS. AGM papers and this Annual Report will be sent to members by email and be available at <https://herefordshiremuseumsupport.org.uk>.

Following the formal business meeting Damian Etheraads will give a talk on the delivery phase of the project for the new Herefordshire Museum and Art Gallery including plans for investment in the Museum Service team. We hope you will join us. Light refreshments will be available.

HMSSG Trustees: Jane Adams, Jacqueline Addis, Christy Bolderson, Denise North

30 August 2023

Herefordshire Museum Service: some highlights of 2022/23

Report by Damian Etheraads

The past year has been dominated by two giants: the Herefordshire Hoard and museum redevelopment.

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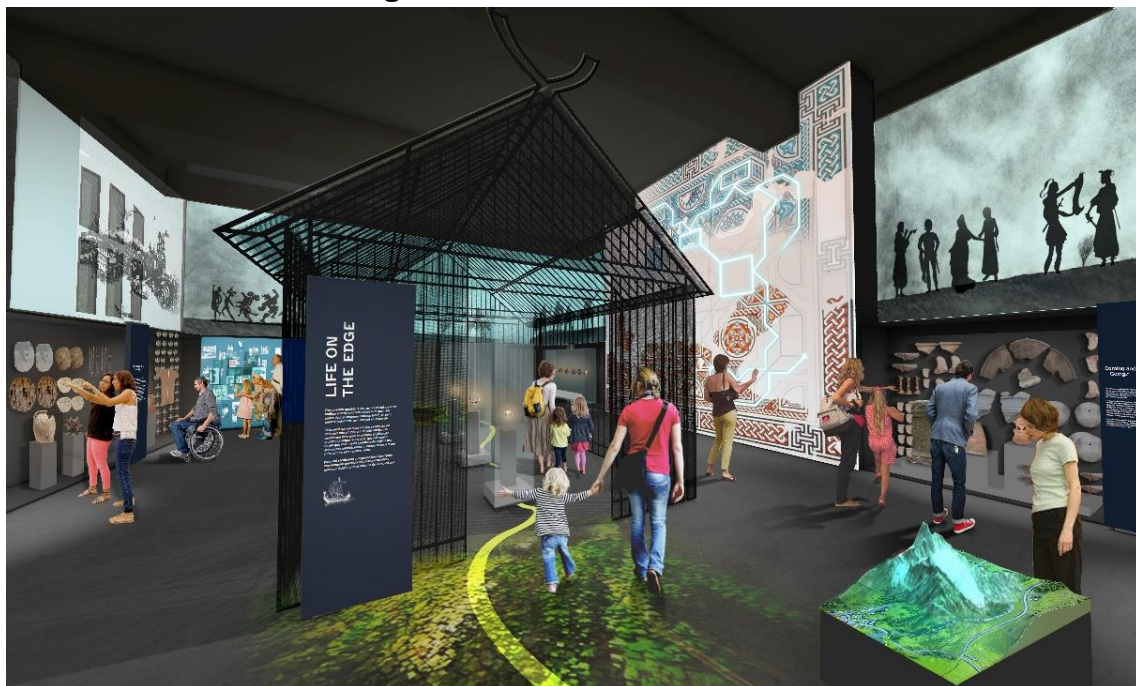
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An introductory gallery exploring how Herefordshire's unique geography has shaped the county's history, environment and identity (natural history / human history).

Exhibition 2: Life on the edge



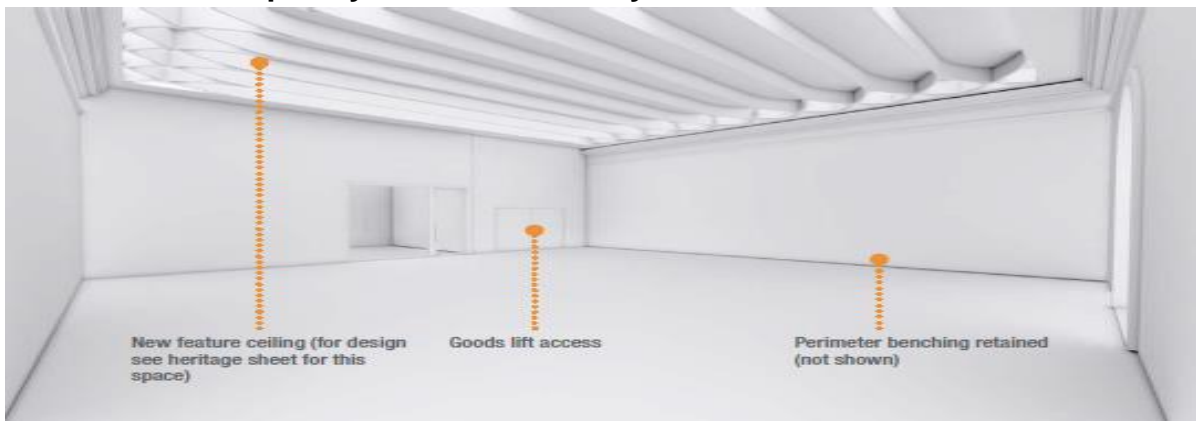
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A celebration of creativity, innovation and ingenuity in art and design in Herefordshire (arts)

Exhibition 4: Temporary Exhibition Gallery



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Exhibition 5: Boutique Galleries



5A: The Dressing Room

A space to explore the costume collections, try on and dress up in replica and digital outfits (arts / human history)

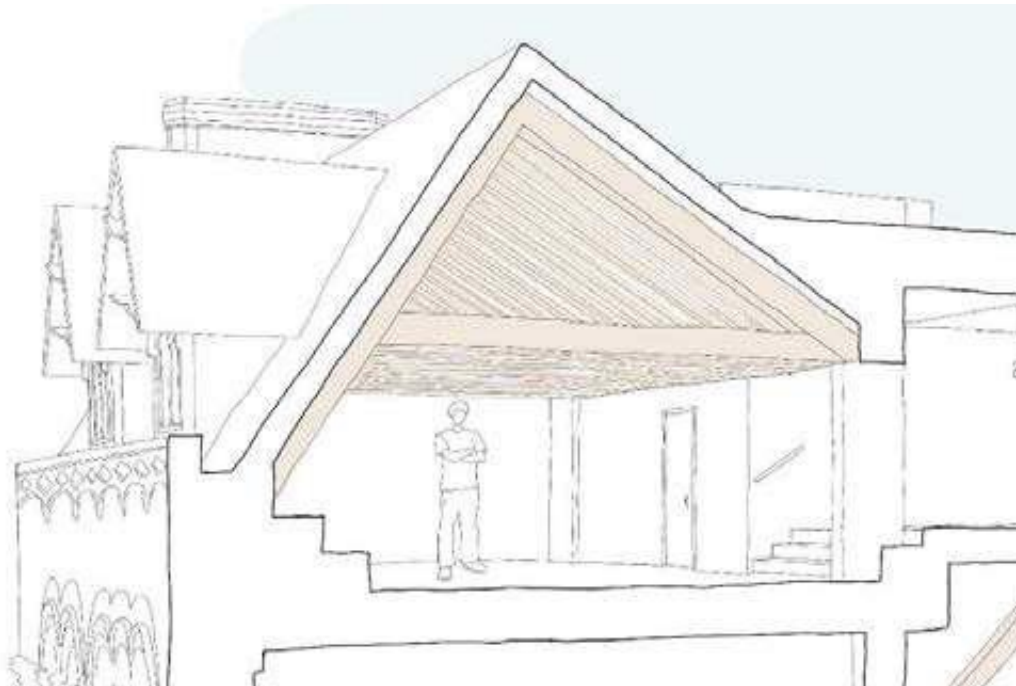
5B: The Studio

The art of Brian Hatton gives visitors a way in to explore the art collection, and the lives and experiences of the subjects they portrayed (arts)

5C: The Study

A dedicated space where visitors and young ecologists can explore the natural history collections and live data about Herefordshire today (natural science)

Exhibition 6: Contemporary Art Space (tbc)



An area for contemporary art to be shown either as part of the temporary exhibition programme or through hire by local artists and creatives.

7. Roof Terrace and Beacon

The top floor will provide an incredible series of spaces combining café facilities, events, learning space, roof garden and viewing terrace with views over Herefordshire.

Next stage

The plans submitted to the NLHF and shown above, are a statement of intent to get you excited about the potential of the redevelopment. Now the funding has been secured we will enter one last period of consultation and planning to draw together ideas, themes, stories and content into the finalised layout.

This means the plans may change from those presented here, if they do it will be for the better! Regardless of the changes, the display approach throughout the building will continue to combine objects together from different collections as much as possible so we can tell more full stories rather than focus on single collection-types.

Museum service staffing levels

Herefordshire's county Museum Service has a skeleton staff who do an amazing job in caring for the collections, running three sites and putting on a varied programme throughout the year. In 2022/23 they were also working on two major projects. The indicative Full Time Equivalent staff in various functions are.

Art gallery and Museum Lead (appointed January 2023)	1.00
Curatorial, exhibitions and collections	2.08
Museum front of house	1.96
Administration	0.13
Project Officer (shared across all MLA)	0.16
Total	5.33 FTE

The business model for the operation of the redeveloped museum indicates a significant increase in income and in staffing levels. Some of this increase is included in the HLF bid.

Volunteer support

Our thanks are due to the enthusiastic volunteers who regularly dedicate time to support the Museum Service. The museum service has benefited from 3,300 hours of volunteer time over 2022-23. It would not have been possible to deliver some core services, such as opening the museum and art gallery, without their support. We are forever grateful to everyone who give up their time to support the service: thank you!

Museum Visitors and highlights

Hereford Museum and Art Gallery

Hereford Museum Gallery was open throughout the year but the number of visitors at any one time was restricted to a maximum of 10 due to health and safety concerns. Pleasingly there has been a steady stream of people into the museum. Visitor figures for 2022-23 were 10,082 visitors.

The building closed to the public in July to allow time to clear the building of all items ready for the building contractors.



Specialists working to remove the Roman mosaic from Kentchurch (Magna) for storage.

Ferrous: Forging Replicas and Artefacts- March 2022

The final exhibition held in the Art Gallery was Ferrous: Forging Replicas and Artefacts. This presented the practical culmination of a three year project led by Dr John Grayson and second year undergraduates at Hereford College of Arts. Students analysed a series of iron and steel artefacts in the Hereford Museum Resource Centre to identify methods of making and created replicas to develop tacit craft knowledge. Finally, the relevance of defunct objects and skills were explored by making a contemporary creative response. The exhibition presented historic items such as an eel spear, a thatcher's needle, a set of sugar-nippers or a rush light alongside contemporary art, craft and design objects.



Gallery view of Ferrous: Forging Replicas and Artefacts. The display in the foreground related to the craft of straw thatching.

Black and White House Museum

The Black and White House Museum was open throughout the year with several special events, including a celebration of the Platinum Jubilee of Queen Elizabeth II. Free activities for children were arranged for Heritage Open Day and during the school holidays, including the popular 'Spooky Trails' in October half term. The Black and White House continues to be a popular visitor destination with 11,361 people visiting in 2022-23.

The Black and White House will remain open and continue to operate while the redevelopment of the museum is underway. The following events have been planned for 2023-24.

- 17 September – Heritage Open Day - Barber Surgeon re-enactor
- Christmas – the house will be decorated by students from Hereford College of Arts
- Wednesday 6 December – Please join us for our Christmas Shopping evening – open until 6pm. Festive refreshments will be available.

Museum Resource and Learning Centre (MRLC)

The MRLC is the central storage facility Herefordshire's museum collections. In recent years it has rarely been open to the public. However, the Hoard Open Days and increasing up-take of schools sessions has seen more people visiting the MRLC. In 2022-23 742 school pupils took part in sessions while 1,632 people visited for events.

Looking ahead to 2023/24 and beyond

The future for Herefordshire Museum Service is bright. HMSSG's priorities for 2023/24 are to support and promote

- The development of a strategy for the Museum Service
- The redevelopment project for Herefordshire Museum and Art Gallery
- The development of a robust operational model for the service
- Development of the collections and access to them - including the Herefordshire Hoard

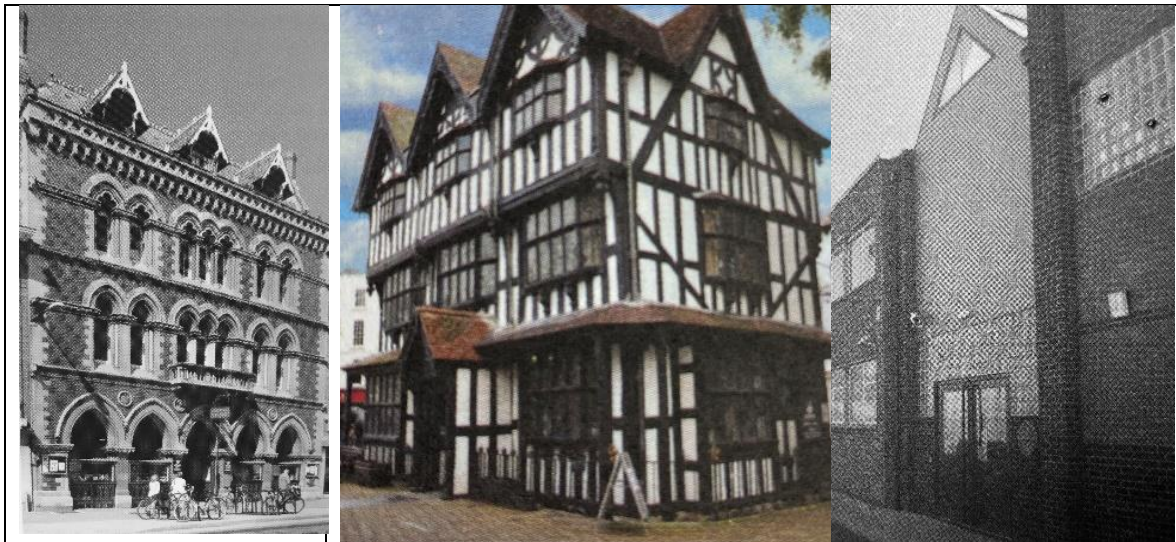
Support HMSSG

HMSSG needs to develop in order to offer the service effective support. Please help us to do that.

- Join as a member. Find us on <https://herefordshiremuseumsupport.org.uk/>
- More time and energy to contribute? Why not join the committee or find out about becoming a trustee. Contact Jane Adams on herefordmuseumgroup@gmail.com.

Volunteer with Herefordshire Museum Service

- Join the friendly team of volunteers working across the museum service. To find out more please email Julia Radburn, Museum Supervisor at Julia.radburn@herefordshire.gov.uk.



Herefordshire Museum service operates from three buildings across city of Hereford. From left: the Museum and Art Gallery in Broad Street, the Black and White House Museum, Hightown, the Museum Resource and Learning Centre, Friars Street.



Produced by Jane Adams for
Herefordshire Museum
Service Support Group,
August 2023

Independent examiner's report to the trustees of Herefordshire Museum Services Support Group (Charity number 1171756)

I report to the trustees on my examination of the accounts of the Herefordshire Museum Services Support Group (HMSSG) for the year ended 31 March 2023.

Responsibilities and basis of report

As the charity trustees of HMSSG you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of HMSSG's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of HMSSG as required by section 130 of the Act; or
2. the accounts do not accord with those records.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Signed: 

Name: Deborah Kim Wratten

Relevant professional qualification or membership of professional bodies (if any): ACMA

Address: Plough Lane, Hereford, HR4 0LE

Date: 18th September 2023



HEREFORDSHIRE MUSEUM SERVICE SUPPORT GROUP

England & Wales - Charity number 1171756

Accounts

Herefordshire Museum Service Support Group

Registered Charity (CIO) No.1171756



ANNUAL REPORT April 2021 – March 2022

Trustees' Report

2021/22 saw a welcome return to 'business as usual' as restrictions due to the coronavirus pandemic were lifted. The Black and White House Museum opened in April 2021 and Hereford Museum and Art Gallery on 18 May 2021. The staff are to be congratulated on delivering a substantial programme of exhibitions and events throughout the year. Some exhibition highlights are noted later in this report.

Throughout 2021/22 HMSSG prioritised (i) lobbying Herefordshire Council (HC) to develop a sustainable strategy for the Museum Service, (ii) supporting their outline plans for redevelopment and (iii) providing practical support to the service, principally through planning work to acquire the Herefordshire hoard.

Significant progress has been made towards HMSSG's original aims to support the development of a sustainable Museum Service for the county. In May 2021 it became clear that the long-cherished project to redevelop Hereford Museum and Art Gallery will be taken forward. Thanks are due to the Stronger Towns Board for recognising the potential cultural and economic benefits of this project which has cross-party support within the Council and from community groups across the county.



Celebrating the news of the museum redevelopment project: May 2021.

2021/22 was also a year of behind the scenes planning for the acquisition of the Herefordshire hoard. HMSSG were partners in this successful campaign which raised over £750,000 from grants and donations needed to acquire these treasures for the county collections. While the campaign ran from April–August 2022 HMSSG trustees and committee dedicated significant voluntary time, skills and experience to this project from summer 2021.

Trustees and Committee members

The 2021 – 2022 trustees were Jane Adams (Chair), Christy Bolderson (Treasurer) and Jacqueline Addis.

The HMSSG constitution allows for between three and eleven trustees with a normal term of service of three years. All three trustees were initially appointed in 2018 and were re-elected for a further three-year term in 2021. The trustees remain committed to the need for HMSSG, or an equivalent charitable organisation, to enable Herefordshire's Museum Service to run in an effective and efficient manner suited to the conditions of the twenty-first century. They are all willing to serve for 2022/23.

All the trustees are members of the committee. The following committee members also served during the year: Denise North (appointed September 2021), Susan Edwards (appointed November 2021), Chris Bucknell (appointed February 2022), Ian Lewis (appointed March 2022). All Committee members have agreed to continue to serve for the year 2022/23.

Jules North supported the Committee with website and social media until 28 November 2021.

HMSSG's objectives

HMSSG is a registered charity which works to support and develop the Museum Service, which comprises the County's History and Art Collections held in trust for Herefordshire's people; the Museum and Art Gallery in Broad Street; the Museum Resource and Learning Centre where the collections are stored; the Black and White House Museum in High Town; and the professional staff team.

Charitable Objects: 1. *To advance the education of the public by supporting the maintenance and development of Herefordshire county museum and art collections and promoting public access to those collections.*
2. *To advance the arts, culture, heritage and science... by promoting public appreciation and understanding of the archaeology, history, heritage, culture, natural science and visual arts of Herefordshire through those collections, and related use, preservation, curation, interpretation, exhibitions and activities.*

Redevelopment of Herefordshire Museum and Art Gallery

In January 2021 Herefordshire Council approved an outline project for the redevelopment of Hereford Museum and Art Gallery in Broad Street as a dedicated museum and art gallery for the county collections. An associated project to move Hereford City Library to Maylord Orchard was also approved. Some eighteen months later, in June 2022, Herefordshire Council approved the second stage business case and confirmed that it would fund £8m of the projected £18m capital sum needed for the museum redevelopment. A grant of £5m is expected to come from the Stronger Towns Project with a further £5m from the Heritage Lottery Fund.

HMSSG wrote letters of support for the redevelopment project for inclusion in bids to these grant funders and has made clear our public support for the project.

In August 2022 outline plans were placed in the public domain and a process for public engagement and consultation began. The project timeline indicates the building will close in spring/summer 2023 and reopen in spring 2025.

Historic features of the building, including the façade and the Woolhope Room, will be retained but the design will also incorporate new features including a rooftop terrace and a flexible education/events space seating up to eighty people. Gallery space will be increased allowing for enhanced permanent displays as well as temporary exhibitions. Indicative designs denote the ground floor foyer will be opened up to provide a welcoming café, shop and reception area. See Herefordshire Council website <https://www.herefordshire.gov.uk/roads-1/herford-2020/5>

Herefordshire Hoard

HMSSG has been a vital partner in the successful campaign to acquire the Herefordshire Hoard. HMSSG was able to apply for grants not available to Herefordshire Council, to claim Gift Aid on donations and to write letters of support for the campaign. Particular thanks go to Denise North and Christy Bolderson for all their hard work in delivering HMSSG's responsibilities on this project.

HMSSG committee and membership also played a key role in the delivery of community events around the county. Significant volunteer effort was essential in supporting the small professional team. This project demonstrated the tangible benefits of a charitable support group. HMSSG will continue to deliver these benefits to the Museum Service in the coming year as well as participating in discussions on the most appropriate model for a support group for the future service.



Judy Stevenson (Museum Team Leader) and Julia Radburn (Museum Supervisor) surrounded by the team of volunteers and staff who helped out at Viking Day.

HMSSG Financial Statement for 2021/22

Financial Accounts 2021/2022		Actual 2020/2021		Cash at
Hereford Museum Services Support Group (HMSSG)		Income	Expenditure	1/4/21
			Net	
				Cash at
				31/3/22
Restricted Activity				
Maintenance & development of museum and art collection				
Revenue Development	170.00	0.00	0.00	170.00
Promotion of public access to collections				
Website Development	(30.00)	30.00	0.00	0.00
Lego Exhibition	365.95	0.00	0.00	365.95
Advance arts, culture, heritage & science appreciation and understanding				
Donations received in Museum Collections	1,891.89	433.47	-800.00	1,525.36
Unrestricted Activity				
Subscriptions	2,519.20	320.00	(796.31)	2,042.89
Gift Aid		320.00	(1.84)	318.16
Website Fee (pre-paid 2018-2020)		0.00	(433.47)	(433.47)
Printing & Postage		0.00	(235.00)	(235.00)
		0.00	(126.00)	(126.00)
Profit / Loss		783.47	(1,596.31)	(812.84)
Total Balance Sheet Reserves	4,917.04			4,104.20

Other activities and support for the Museum Service

GIFT AID and processing of public donations

HMSSG's charitable status brings direct financial benefits to the Museum Service. Donations by visitors to boxes in the gallery spaces are processed by HMSSG so that Gift Aid can be claimed and thus increase funds available to support the collections. Donations from visitors fell in the year as the galleries were only open for a few months. In 2021/22 all donations received were for the general collections.



Recognition of HMSSG's achievements

We are delighted to report that HMSSG has been shortlisted for an Achievement Award in the annual scheme run by BAfM (British Association of Friends of Museums). This is in recognition of our partnership work on the 'Bring the hoard home' campaign. Details of shortlisted schemes will be published in the BAfM journal.

Membership, communications and events for members

We are very grateful to loyal members whose support is vital to enable the charity to continue to operate.

A written Annual Report and Accounts for 2020/21 was distributed to members in September 2021 in advance of the AGM held on zoom on 29 November 2021. The trustees also issued regular newsletters to members. Sadly most talks and events were suspended due to ongoing restrictions. A socially-distanced guided tour of Susan Edward's exhibition 'Local Heroes' went ahead.

AGM 13 September 2022 2pm

The HMSSG AGM will be held at 2pm on Tuesday 13 September 2022 at MRLC, Friar Street, Hereford HR4 0AS. AGM papers and this Annual Report will be sent to members by email and be available at <https://herefordshiremuseumsupport.org.uk>.

HMSSG Trustees: Jane Adams, Jacqueline Addis, Christy Bolderson, August 2022

Herefordshire Museum Service: some highlights of 2021/22

Museum service staffing levels

Herefordshire's county Museum Service has a skeleton staff who do an amazing job in caring for the collections, running three sites and putting on a varied programme throughout the year. In 2021/22 they were also working on two major projects. The indicative Whole Time Equivalent staff in various functions are.

Curatorial, exhibitions and collections	2.08
Museum front of house	1.96
Administration	0.13
Project Officer (shared across all MLA)	0.16
Total	4.33 FTE

The business model for the operation of the redeveloped museum indicates a significant increase in income and in staffing levels.

Volunteer support

Our thanks are due to the enthusiastic volunteers who regularly dedicate time to support the Museum Service.

Museums Reopening

Both the Black and White House Museum and the Museum and Art Gallery reopened in spring 2021. In common with many other visitor attractions audience levels did not return to pre-pandemic levels.

Audience numbers in Broad Street were severely reduced from October 2021 when a maximum limit of 10 visitors in the upstairs galleries was imposed for safety reasons and the lift taken out of action. These restrictions continue and will not be resolved until the redevelopment is complete.

2021/22 Exhibition programme at Hereford Museum and Art Gallery

Hereford's May Fair: celebrating 900 years	18 May to 23 June
Alfred Watkins (museum & Woolhope Club room)	19 June to 11 Sept.
'Round the year from Stonewall Hill: Mary Rennell and contemporary artists Richard Gilbert & Brian Griffiths	3 July to 21 Aug.
Susan Edwards 'Inspired by Local Heroes'	1 Sept. to 25 Sept.
Grayson Perry 'The Vanity of Small Differences'	8 Oct. to 18 Dec.

A reminder of some of the highlights of the year is below.

Celebrating 900 years of the Hereford May Fair

This exhibition was part of city-wide events marking this anniversary. Items on display included fairground objects on loan as well as photographs and memorabilia from the local collections. The colour and gaiety of the exhibits lifted everyone's spirits.



Visitors at the May Fair exhibition

Mary Rennell: Round the Year from Stonewall Hill

This show displayed some remarkable works by local artist Mary Rennell. Her masterwork (below) is a composite of twelve panels painted from right to left inspired by Chinese ink drawings on rice paper.



Mary Rennell's 'Round the Year from Stonewall Hill' displayed on the Gallery wall.

Curated by Hugh Fowler-Wright, the show brought together Rennell's work, on loan from the National Library of Wales, with new pieces by artist Richard Gilbert and photographer Brian Griffiths. The curators were on hand to explain their work and inspiration to the many visitors to this popular exhibition.



From left: Brian Griffiths, Richard Gilbert and Hugh Fowler-Wright

Alfred Watkins- a celebration

This multi-media exhibition which included objects, text panels, photographs and film was mounted in the Museum Gallery and the Woolhope Room to celebrate the life and work of Herefordshire polymath. The year marked the centenary of the publication of Watkins' controversial work on ley lines 'The old Straight Track'.

Ben Moule from the Museum Service and David Whitehead and Derek Foxtan of the Woolhope Club collaborated in the preparation of displays. These included a first chance to see some rare film footage taken by Watkins.



Visitors in the Woolhope Room viewing some early film footage taken by Watkins

Susan Edwards, 'Inspired by Local Heroes'

Susan's successful selling exhibition of portraits and landscapes was mounted to coincide with h.Art week. Her work was accompanied by a selection of pieces from the Herefordshire collections by Dame Laura Knight, John Ward and David Cox. HMSSG members were treated to a private tour by Susan who explained why she admired the work of these artists and how they have inspired her.



The artist in the gallery with HMSSG members (left) and Zoe Rose (right)

Grayson Perry 'The Vanity of Small Differences'

The professionalism and dedication of the museum team and volunteers was called upon to ensure the successful delivery of this exhibition on loan from the Arts Council Collection. Following a fire assessment around the date of the opening, the lift was deemed to be unfit for use. Health and safety requirements meant that visitor numbers were restricted to a maximum of just 10 in the Museum and Art Gallery at any one time with 4 staff or volunteers needing to be on duty. Sadly the lack of lift access meant that the exhibition was not accessible to everyone.

There were frequent queues which sometimes meant waiting up to an hour for entry. The majority verdict of visitors was that it was well worth the wait.

A total of 4,066 people (3,655 adults and 411 children) visited. Income of around £20,000 was generated which was sufficient to cover the direct costs incurred.



Queuing in the foyer of the Museum and Art Gallery

The exhibition needed substantial volunteer input to run safely. Wendy Healey is one of those who generously gave her time to ensure that as many people as possible could see Perry's works.

An artist herself, Wendy took inspiration from the show to create this watercolour while attending to her duties as gallery guide.



Wendy Healey sketching in the exhibition (left). A page from Wendy's sketchbook (right)



The restriction on numbers in the gallery gave visitors space to enjoy the Grayson Perry show.



The film and information sheets available encouraged close study of the tapestries.

Herefordshire Gets Creative

The call out to the public to submit works inspired by Grayson Perry for inclusion in the accompanying show led to a wonderful response. Several of those who contributed work also volunteered as gallery stewards.




Rosie Merriman, a student at Hereford College of Art and volunteer gallery guide at the exhibition, is seen here with her submission. Rosie explained that this was inspired by Perry's tapestry depicting a deer being hunted by hounds. This led her to explore how our relationship with animals has changed over time; where once we depended on them for survival, today we take them for granted. Rosie created a hybrid animal that has been destroyed by human forces, but whose complex beauty is still worthy of celebration.

Ferrous: Forging Replicas and Artefacts- March 2022

The final exhibition to be held in the Art Gallery presented the practical culmination of a three year project led by Dr John Grayson and second year undergraduates at Hereford College of Arts. Students analysed a series of iron and steel artefacts in the Hereford Museum Resource Centre to identify methods of making and created replicas to develop tacit craft knowledge. Finally, the relevance of defunct objects and skills were explored by making a contemporary creative response. The exhibition presented historic items — an eel spear, a set of sugar-nippers or a rush light for example — with contemporary art, craft and design objects.

This will be the final exhibition in the Art Gallery before redevelopment.

	<h2 style="text-align: center;">400 years of the 'Old House'</h2> <p>2021 marked the 400th anniversary of the Black and White House.</p> <p>Activities were arranged throughout the year particularly to coincide with school holidays such as October half term. Access to the Museum was free on Heritage Open Day.</p>
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The anniversary was celebrated with a full day of talks held at the Museum Resource and Learning Centre. This brought together academics and local experts to explore the building's history and its remarkable survival and celebrate the value of its collections.

The conference opened with Dr Tara Hamling who explored 'Domestic life, rooms & furnishings in the first half of the 17th century'. Her talk was followed by Dr Kathryn Davies who spoke on 'The significance of wall paintings and what they tell us about the lives of ordinary people'.

In the afternoon Duncan James talked about 'Timber-Framed Treasures of the County and why we need them'. The final session by Elizabeth Pimblett explored the individuals who had lived and worked in the 'Old House'.

Looking ahead to 2022/23 and beyond

As we approach the halfway point of 2022/23, HMSSG celebrate our role in acquiring the Herefordshire Hoard for the county collections. Thank you to all who helped the campaign team achieve this.

Keep up to date with plans for the Hoard on the dedicated website.

Bring the
hoard home...



HEREFORDSHIRE
HOARD
BURIED c.878

www.herefordshirehoard.org



The future for Herefordshire Museum Service is bright. HMSSG's priorities for the remainder of 2022/23 are to support and promote

- The development of a strategy for the Museum Service
- The redevelopment project for Herefordshire Museum and Art Gallery
- The development of a robust operational model for the service
- Development of the collections and access to them - including the Herefordshire Hoard.

Support HMSSG and the Museum Service

HMSSG needs to develop in order to offer the service effective support. Please help us to do that.

- Join as a member. Find us on <https://herefordshiremuseumsupport.org.uk/>
- More time and energy to contribute? Why not join the committee or find out about becoming a trustee. Contact Jane Adams on herefordmuseumgroup@gmail.com.



HEREFORDSHIRE MUSEUM SERVICE SUPPORT GROUP

England & Wales - Charity number 1171756

Accounts

Herefordshire Museum Service Support Group

Registered Charity (CIO) No.1171756



ANNUAL REPORT 1 April 2020 – 31 March 2021

HMSSG works to support and develop the Museum Service, which comprises the County's History and Art Collections held in trust for Herefordshire's people; the Museum and Art Gallery in Broad Street; the Museum Resource and Learning Centre where the Collections are stored; the Black and White House Museum in High Town; and the professional staff team.

Charitable Objects: 1. *To advance the education of the public by supporting the maintenance and development of Herefordshire county museum and art collections and promoting public access to those collections.*
2. *To advance the arts, culture, heritage and science... by promoting public appreciation and understanding of the archaeology, history, heritage, culture, natural science and visual arts of Herefordshire through those collections, and related use, preservation, curation, interpretation, exhibitions and activities.*



Poster image advertising Ice Age Herefordshire. Sadly, this was the only exhibition the museum service were able to mount in 2020/21 due to the coronavirus pandemic.

Trustees' Report

The 2020 – 2021 Trustees were Jane Adams (Chair), Christy Bolderson (Treasurer) and Jacqueline Addis.

Throughout the year HMSSG prioritised (i) lobbying Herefordshire Council (HC) to develop a sustainable strategy for the Museum Service, supporting their outline plans for re-development and (ii) developing our mechanisms to offer practical support to the service.

Redevelopment of Herefordshire Museum and Art Gallery

At the time of the last Annual Report (July 2020), Herefordshire Council's strategy for the Museum Service remained on hold. The opportunity to submit plans for investment in cultural services as part of Hereford's Stronger Towns Fund bid brought a welcome change. An outline project for the redevelopment of Hereford Museum and Art Gallery in Broad Street as a dedicated museum and art gallery for the county collections was approved in January 2021. An associated project to move Hereford City Library to Maylord Orchard was also approved. Herefordshire Council are now developing a full business case for both these projects.

Recognition of the potential contribution of the county museum service to the cultural and economic life of Hereford and Herefordshire by the Stronger Towns Fund Board and the national assessment panel will come as no surprise to our members. HMSSG can be proud of their sustained lobbying against cuts and in favour of investment since the support group was formed. Our priority now is to support this project to ensure its success.



Impression of possible exterior to the remodelled building in Broad Street. The façade will be retained but the design will incorporate new features, perhaps including a rooftop viewing gallery and an entrance to the rear of the building.

The interior gallery space will be increased to deliver a modern museum experience whilst retaining listed features such as the Woolhope Room.

The Stronger Towns Fund Board have offered £5m funding to the scheme. The total cost is expected to be between £15 and £20m, most of which is expected to come from Herefordshire Council, Heritage Lottery Fund and other grant-funding bodies. The Council has put in place project management arrangements to ensure the project is worked up and delivered. Few details are yet in the public domain but it is expected that public consultation will take place in the last quarter of 2021. The redevelopment of the building is expected to take place over two years in 2023/24.

HMSSG expressed our support for the scheme in the preparatory stages and are in communication with the Council about how best we can support the development of the project. It has been indicated that we will be involved in the public consultation process.

Herefordshire's Viking Age Hoard

We reported last year that Herefordshire Council expected to be offered the opportunity to acquire this notable hoard of objects and coins for the county. Restrictions due to the pandemic meant that the work of the Treasure Committee at the British Museum was suspended. It is hoped that an offer of acquisition will be made before the end of 2021.

Once this happens the proposal to acquire the Hoard for the county must go through the council's governance and decision making process. If the scheme for acquisition is approved then fundraising can begin along with plans for its public display. HMSSG have offered to help the Council with any fundraising required and preliminary discussions about this are now underway. A time limit of a few months in which to raise the necessary funds is usually set.

The story of the HOARD has continued to attract national and international interest. You may be interested in reading an article published in the *New Yorker* in November 2020 entitled 'The curse of the Buried Treasure'.

<https://www.newyorker.com/magazine/2020/11/16/the-curse-of-the-buried-treasure>



A gold finger-ring, arm ring or bracelet and small crystal sphere mounted in a frame of four gold strips are among the objects in the Herefordshire HOARD.

Other activities and support for the museum service

GIFT AID and processing of public donations

HMSSG's charitable status brings direct financial benefits to the museum service. Donations made by visitors in the gallery spaces are processed by HMSSG so that GIFT AID can be claimed and thus increase funds available to support the collections. Donations from visitors fell in the year as the galleries were only open for a few months. Approval to purchase the following item for the collections was given in 2020/21 although delays due to the pandemic meant this was not paid until 2021/22.



Support for HC grant applications

As a recognised community support group for the museum service, HMSSG are able to support grant applications made directly by HC to various funding bodies. In 2021 this will include an application to the Heritage Lottery Fund for the proposed museum development.

Private Views and events

Restrictions on the number of people able to meet together has meant that we have not been able to hold private views, talks or other events since March 2020.

Communications with our Members

A written Annual Report and Accounts for 2019/20 was distributed to members in July 2020. The trustees also issued Newsletters in January 2020 and December 2020.

Trustees

The HMSSG constitution allows for between three and eleven trustees. The three current trustees were all appointed in 2018. The normal term of office is three years which means that all three are up for re-appointment. The trustees remain committed to the need for HMSSG, or an equivalent charitable organisation, to enable Herefordshire's museum service to run in an effective and efficient manner suited to the conditions of the twenty-first century. All three are prepared to stand for up to a further three years.

Committee members

The trustees have been supported by Julie North who has managed the HMSSG website and facebook page. We are pleased to welcome Denise North and Susan Edwards who have joined us as committee members in 2021.

Membership

We are very grateful to loyal members whose support is vital to enable the charity to continue to operate.

HMSSG Financial Statement for year to 31 March 2021

Financial Accounts 2020/2021 Hereford Museum Services Support Group (HMSSG)	Cash at 1/4/20	Actual 2020/2021			Cash at 31/3/21
		Income	Expenditure	Net	
Restricted Activity					
Maintenance & development of museum and art collection					
Revenue					
Development	170.00	0.00	0.00	0.00	170.00
Promotion of public access to collections					
Website					
Development	0.00	0.00	(30.00)	(30.00)	(30.00)
Lego Exhibition	365.95	0.00	0.00	0.00	365.95
Advance arts, culture, heritage & science appreciation and understanding					
Donations received in Museum Collections	390.31	1,501.58	0.00	1,501.58	1,891.89
Unrestricted Activity	2,545.20	145.00	(201.00)	(56.00)	2,519.20
Subscriptions		175.00	0.00	175.00	
Gift Aid		0.00	0.00	0.00	
Website Fee (pre-paid 2018-2020)		0.00	(201.00)	(201.00)	
Profit / Loss		1,646.58	(231.00)	1,445.58	
Total Balance Sheet Reserves	3,471.46				4,917.04

HMSSG Trustees: Jane Adams, Jacqueline Addis, Christy Bolderson, 14 November 2021

Herefordshire Museum Service 2020/21

Visitor numbers	2020/21	2019/20	2018/19
Hereford Museum and Art Gallery	2,608	19,430	10,345
Black and White House Museum	2,019	11,390	12,384
Total	4,627	30,820	22,729

Visitor numbers in 2020/21 were adversely affected by pandemic restrictions which meant that the Museum and Art Gallery was only open between 13 August and 5 November. The Black and White House was open between 13 August and 30 December. We are very grateful to all our volunteers who helped ensure the galleries could reopen safely. Following best practice guidance some exhibits, such as hands-on activities for children, were removed.

The unforeseen closures meant that only one of the three exhibitions scheduled between April 2020 and March 2021 was mounted. Susan Edwards 'Homage to Local Heroes' was rescheduled from September 2020 to September 2021 but sadly 'Discworld & Beyond' by Paul Kidby had to be cancelled. Ice Age Herefordshire (see below), originally planned for 4 April to 20 June 2020, was mounted from 13 August to early November and proved very popular with all age groups. Total visitors during the period of the exhibition were 2,068 (Adults 1470, Children 598). Additional activities were enjoyed by 94 adults and 110 children.

As far as possible, other services continued as normal. Items were received into the collections, access for researchers was facilitated and the Black and White House was decorated for Christmas.



Museum service staffing levels

Herefordshire's county museum service has a skeleton staff who do an amazing job in caring for the collections, running three sites and putting on a varied programme throughout the year. The indicative Whole Time Equivalent staff in various functions are.

Curatorial, exhibitions and collections	2.08
Museum front of house	1.96
Administration	0.13
Project Officer (shared across all MLA)	0.16
Total	4.33 FTE

The business model for the operation of the redeveloped Museum will need to provide a significant investment in staffing levels to deliver the potential benefits to our communities.

Volunteer support

Our thanks are due to the enthusiastic volunteers who regularly dedicate time to support the museum service front of house team. Without volunteer help the Museum and Art Gallery would not be open to the public on a regular basis.

Volunteering at the MRLC was suspended throughout the year. (In 2019/20 some 12 individuals worked with the collections team).

Ice Age Herefordshire

The highlight of the year was *Ice Age Herefordshire*, curated by Herefordshire Museum Service in collaboration with Museums Worcestershire, Hereford College of Art, Herefordshire Wildlife Trust, Herefordshire and Worcestershire Earth Heritage Trust, and Herefordshire Amphibian and Reptile Team, with funding from the National Lottery Heritage Fund. Thanks and congratulations to everyone involved in delivering this fascinating and fun show for all age groups. It lifted our spirits when most needed.

Displays outlined the geology of Herefordshire and changes in local landscapes and environments, with a particular focus on the creation of kettle holes, or 'Ice Age Ponds'.



Among the bones of extinct animals on display was a mammoth tusk which had been stabilised and conserved. Funding for this was paid for by public donations via HMSSG.

Other exhibits included bones of animals that survived the Pleistocene Ice Age and artefacts made by early humans.

Artwork by students at Hereford College of Art explored the meaning and effect of modern day Climate Change.

The pandemic has emphasised the potential of digital exhibitions to reach audiences who cannot attend the galleries in person. An Ice Age Herefordshire Virtual Exhibition was developed and made available via the Herefordshire Council website.

Looking ahead to 2021/22

After many years of financial cuts, Herefordshire museum service are now embarking on a period of investment and improvement in services for communities across Herefordshire.

HMSSG's priorities for 2021/22 are to support and promote

- The redevelopment project for Herefordshire Museum and Art Gallery
- The acquisition of the Herefordshire Hoard for the County
- The work of the museum service

As the restrictions due to the pandemic eased, a full programme of activities has been delivered in 2021/22. Highlights include

- Hereford's May Fair: celebrating 900 years
- Round the year from Stonewall Hill: Mary Rennell and contemporary artists
- Susan Edwards, 'Inspired by Local Heroes'
- Grayson Perry 'The Vanity of Small Differences'
- Celebrating 400 years at the Black and White House Museum

Support HMSSG and the Museum Service

HMSSG needs to develop in order to offer the service effective support. Please help us to do that.

- Join as a member. Find us on <https://herefordshiremuseumsupport.org.uk/>
- More time and energy to contribute? Why not join the committee or find out about becoming a trustee. Contact Jane Adams on herefordmuseumgroup@gmail.com.
- Become a volunteer in the public gallery spaces. Contact Julia.radburn@herefordshire.gov.uk.

