

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>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.

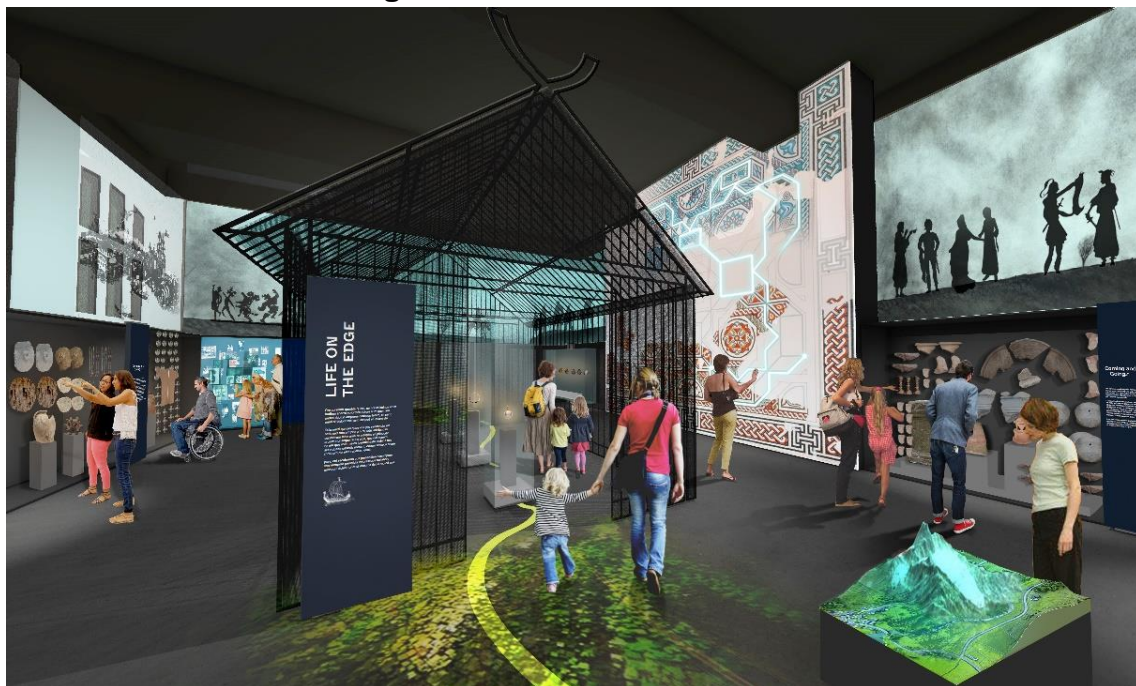
Current gallery plans

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



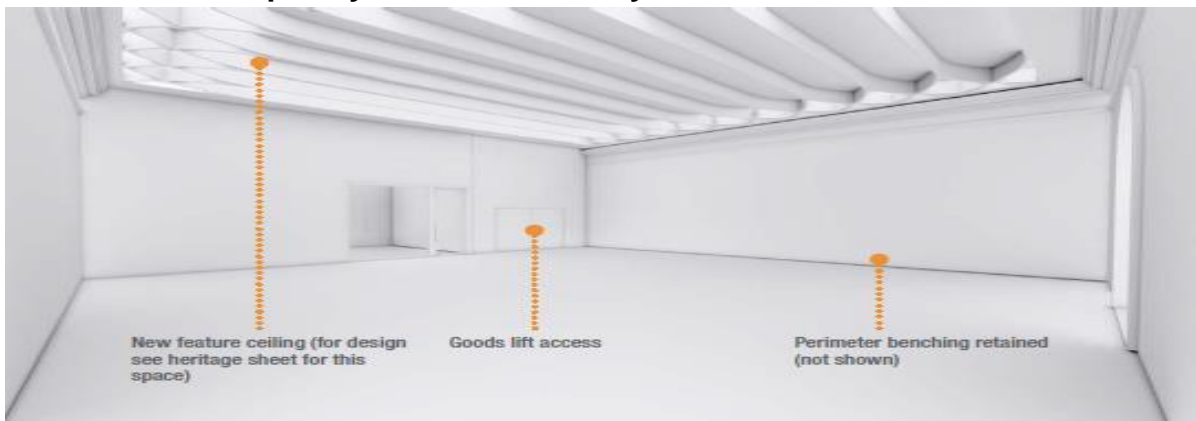
The story of how Herefordshire has been influenced by its place 'on the edge', the comings and goings of different peoples, and what they left behind (human history)

Exhibition 3: Inspiring Creativity



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)

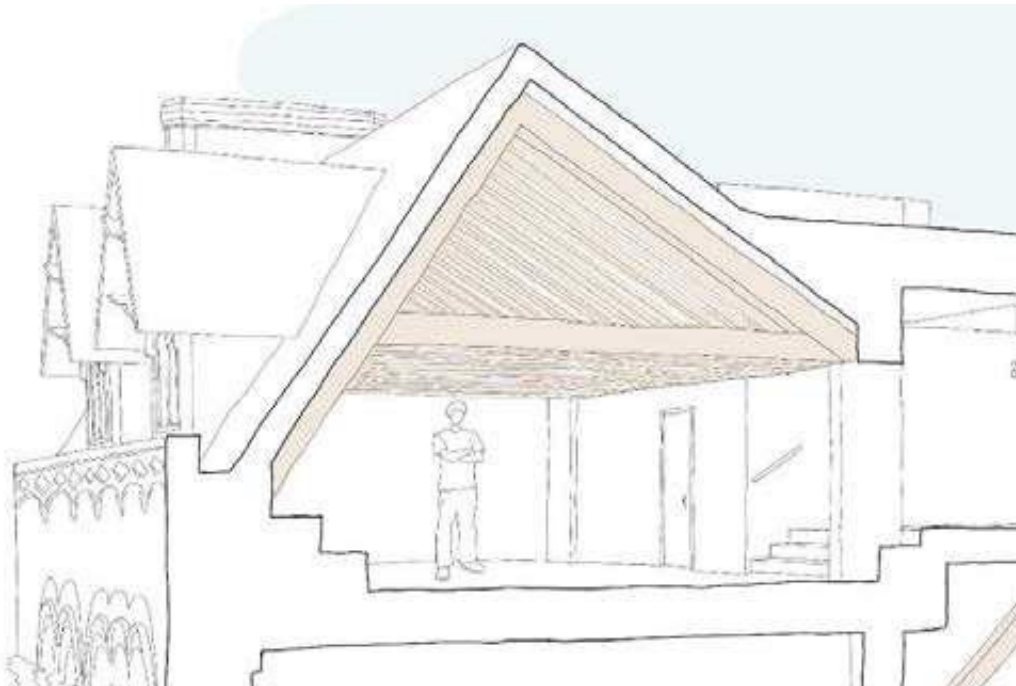
5B: The Studio

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

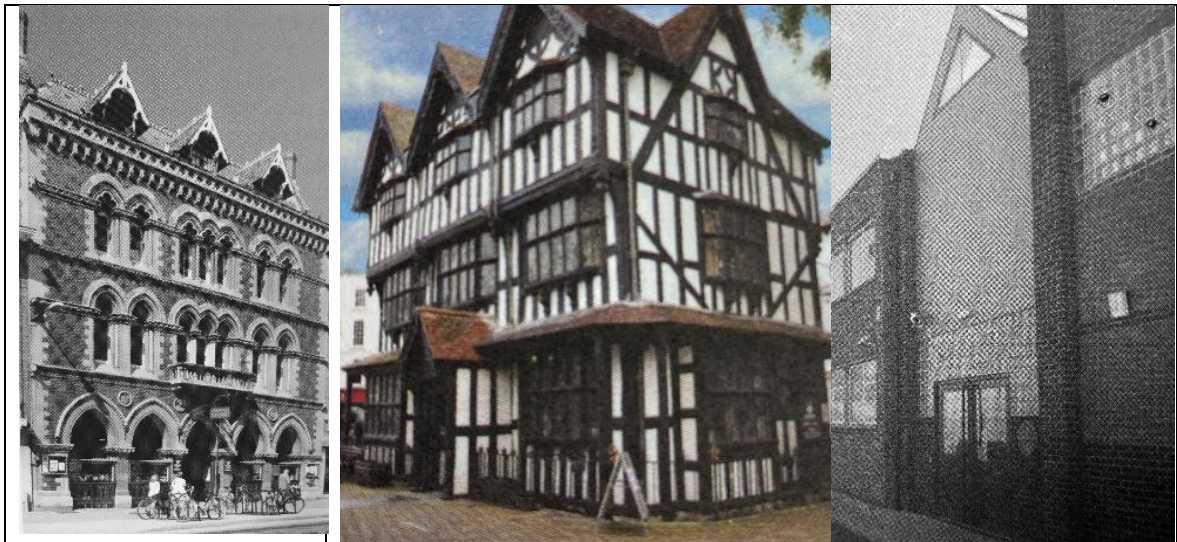
Support HMSSG

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

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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.

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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.

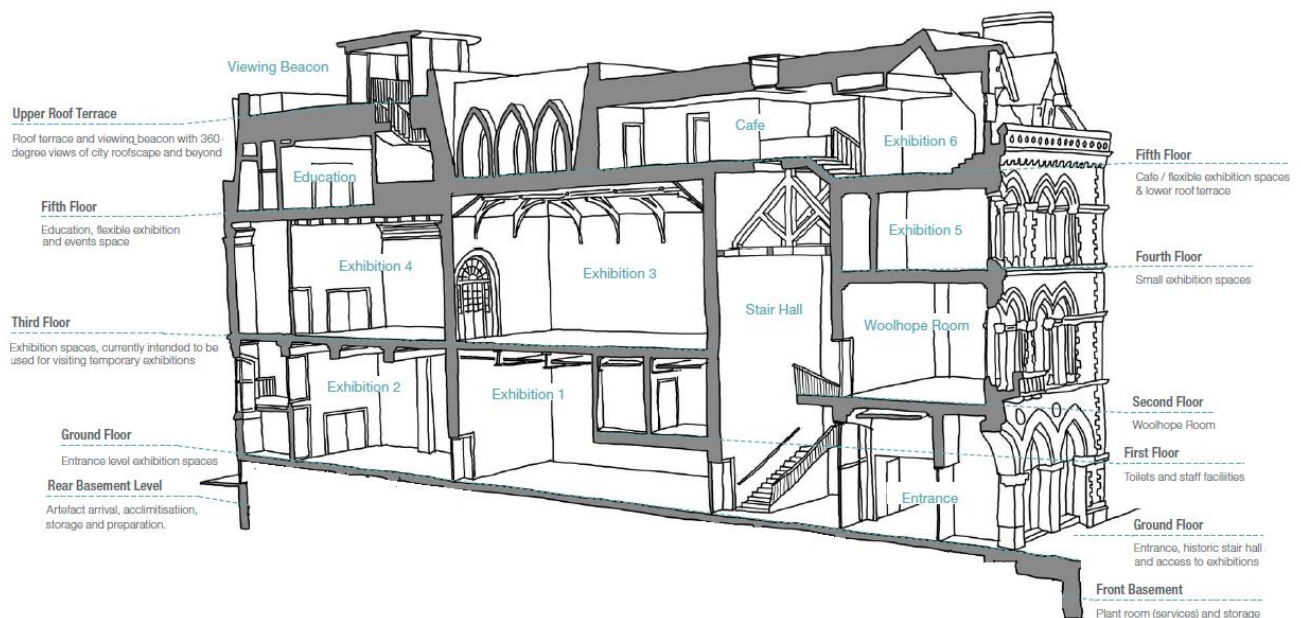
Planning for the Museum Redevelopment has taken considerable time and energy from across Herefordshire Council. The museum team have been involved in all stages of the project. They worked closely with consultants throughout the year to develop options for content, themes and stories to include in the 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.

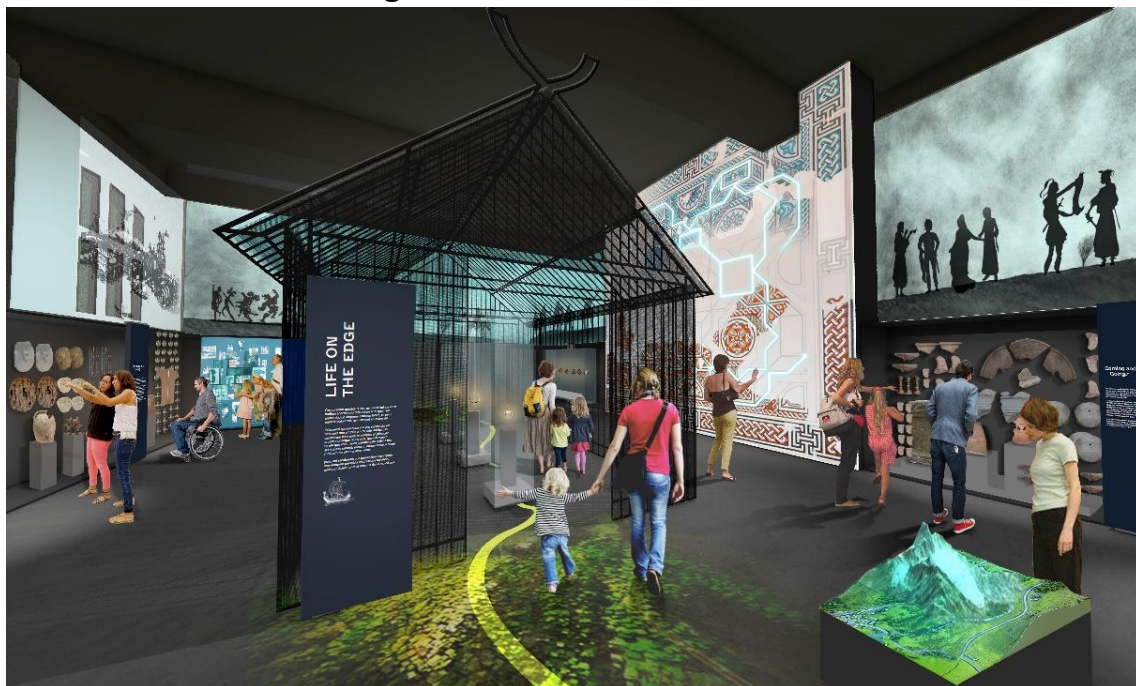
Current gallery plans

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



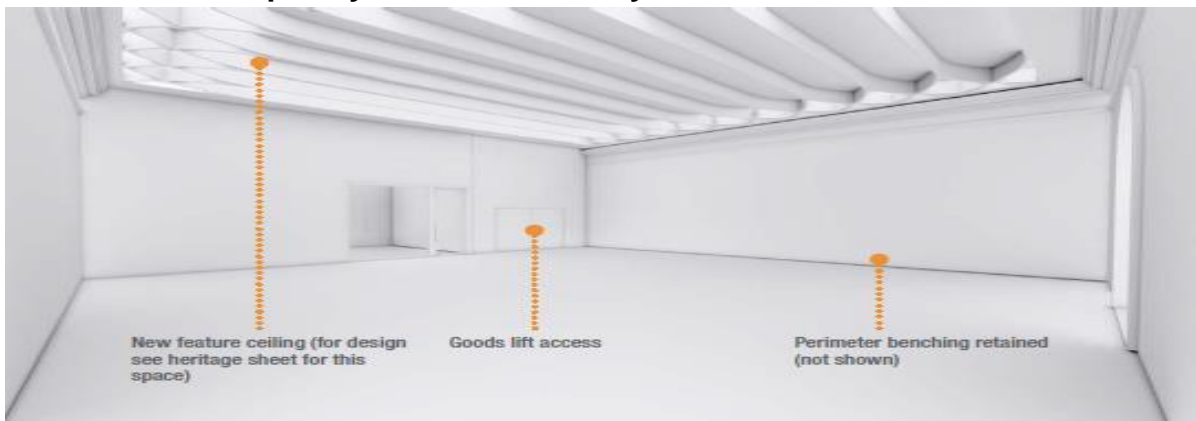
The story of how Herefordshire has been influenced by its place 'on the edge', the comings and goings of different peoples, and what they left behind (human history)

Exhibition 3: Inspiring Creativity



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)

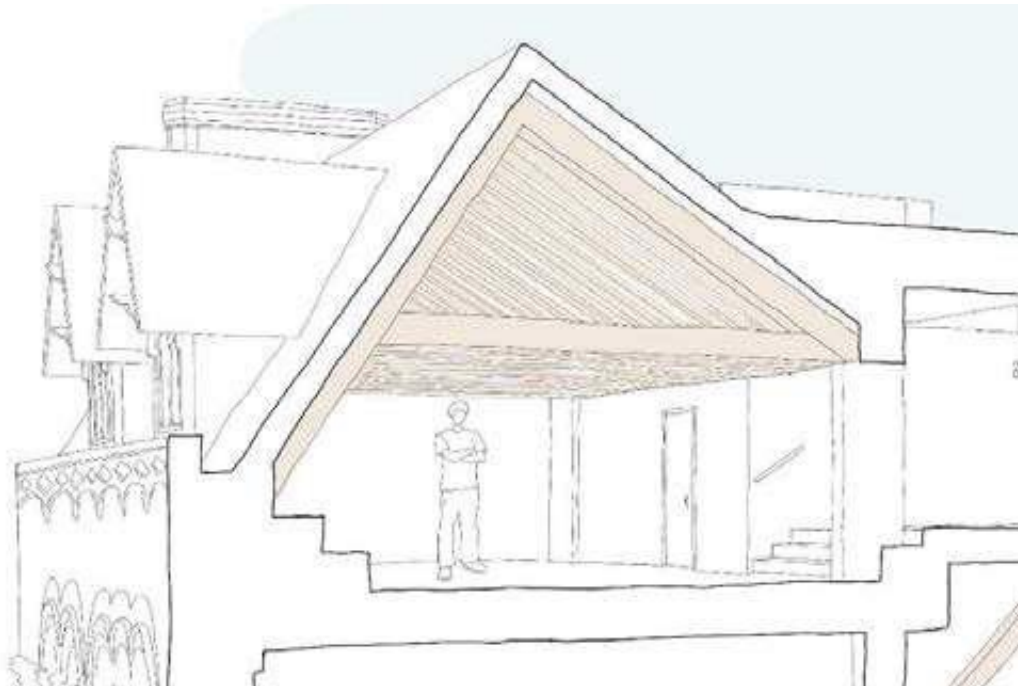
5B: The Studio

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

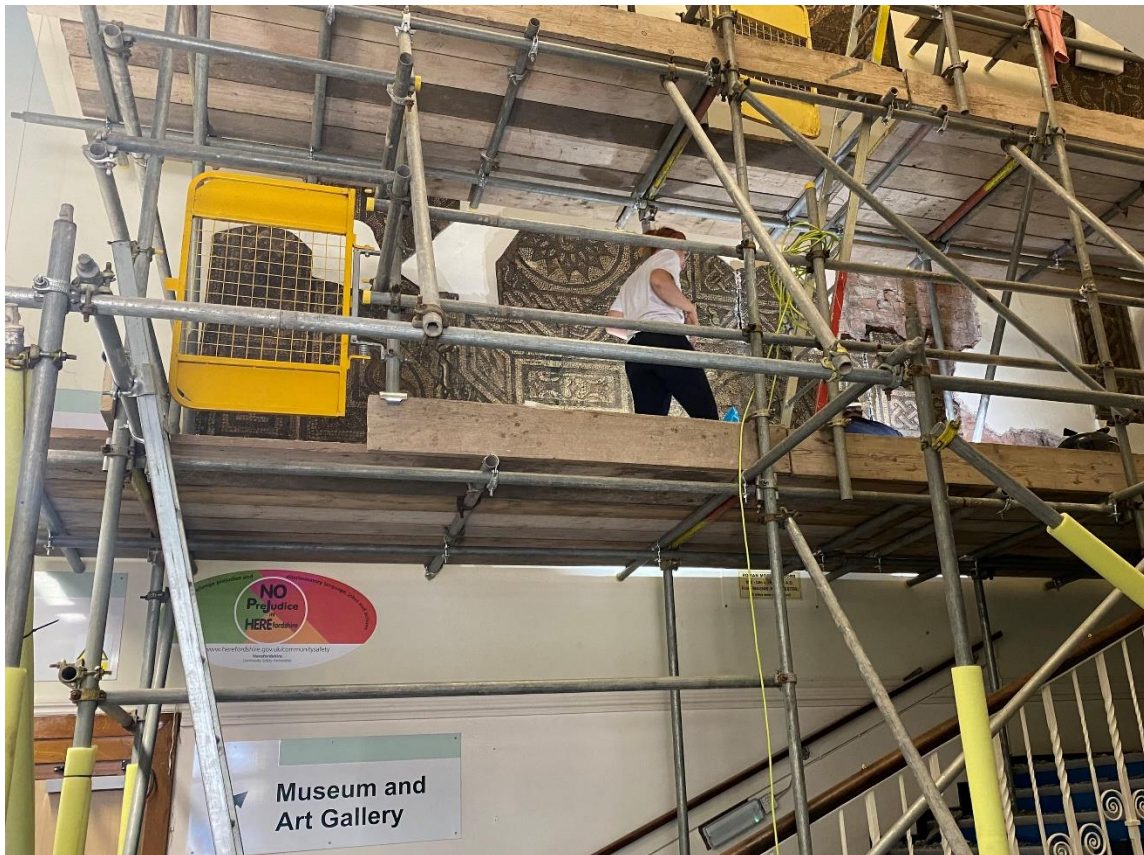
Our thanks are due to the enthusiastic volunteers who regularly dedicate time to support the Museum Service. The museum service has benefited from 3,300 hours of volunteer time over 2022-23. It would not have been possible to deliver some core services, such as opening the museum and art gallery, without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

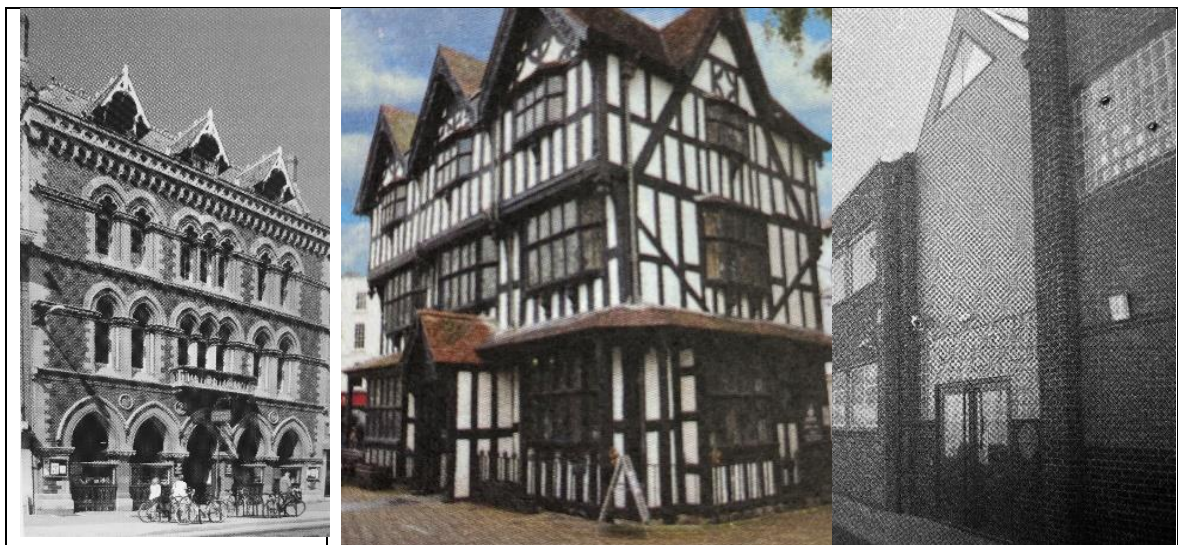
Support HMSSG

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

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

