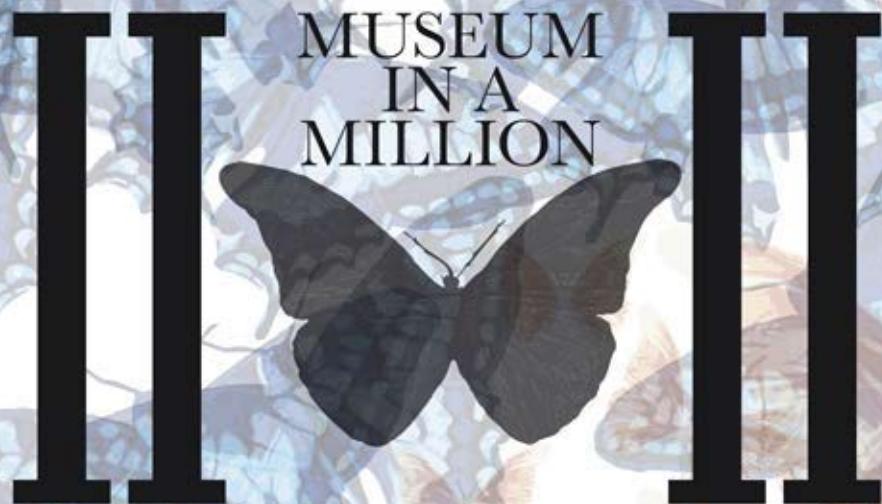


HASLEMERE



Stepping into the Future



Museum in a Million

Stepping into the Future

Message from Melanie Odell MBE, Chairman of the Haslemere Educational Museum

“The butterflies, Mummy, can we see the butterflies, and the bees and the bear and the” And so the list went on! Visiting the Museum as a child was a source of wonderment and fascination. As a parent and grandparent, I now realise that those visits were an education as well.

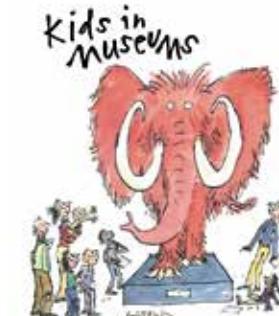
As Chairman, I also understand the responsibility we have, to ensure that many, many future generations will enjoy the same excitement that I did, when a visit to the Museum is mentioned.

Maintaining our high standards becomes more and more challenging as costs and overheads continue to rise. We need to build our endowment fund to £1,000,000 or more to keep the Museum financially safe.

Please help us by donating, pledging or fund-raising. Your support will make a huge difference to future generations (and the mummy and the archives and the trilobites and the...) and so the list goes on!

Thank you

Melanie Odell MBE



*Winner Nation's Favourite
Museum 2012*



*Winner Sunday Telegraph
Family Friendly Museum 2012*



Museum in a Million Appeal

Celebrating our 125th anniversary in 2013, Haslemere Educational Museum is one of the oldest and most renowned independent museums in the country. The Museum's founder described it as a "Museum for Haslemere not of Haslemere." Now, it has become well known as a 'mini-British Museum' and a centre of learning.

The Museum is a rich source of local, national and international heritage. This comprises significant collections, which number over 400,000 objects. The collections relate to a vast period of time and a worldwide geographical area. An extensive local history archive and research service is also offered. The Museum serves a large area, extending well beyond its hinterland. It attracts both professional research and family audiences, and offers high quality programming of annual events, exhibitions and services. Loved by local schoolchildren and international scholars alike, the Museum is indeed, a 'Museum in a Million'.

To safeguard itself for future generations and to ensure a continued level of excellence for the next 125 years, Haslemere Educational Museum has launched its Museum in a Million Appeal. The aim of the appeal is to create an endowment fund of a minimum one million pounds. As an independent museum, it is not government or local authority funded. All regular activities are sustained by income from the Museum's modest reserves, membership subscriptions, entry donations, facility hire charges, legacies and bequests.

The Museum in a Million Appeal will be supported by individual donations and bequests by benefactors, as well as a campaign of fundraising events. All support, no matter how large or small will be gratefully received. With permission, the Museum will record the names of benefactors and supporters of the Appeal in a leather bound book, which will be treasured as a piece of the Museum's history.

What The Appeal Will Do

The endowment fund is needed to ensure the Museum's survival for future generations. This will help to secure its day to day running, as well as ensuring that local, national and international visitors will be able to benefit from its outstanding collections and services.

The Museum operates with the collaboration of a core of dedicated, expert staff and the contribution of its numerous invaluable volunteers. In order to retain its outstanding reputation, the Museum must be in a position to realise the potential of its collections, buildings, grounds and expertise, in a manner that combines modern technology and contemporary user expectations with the 100 year old tradition of an institution that

is part of Haslemere's heritage.

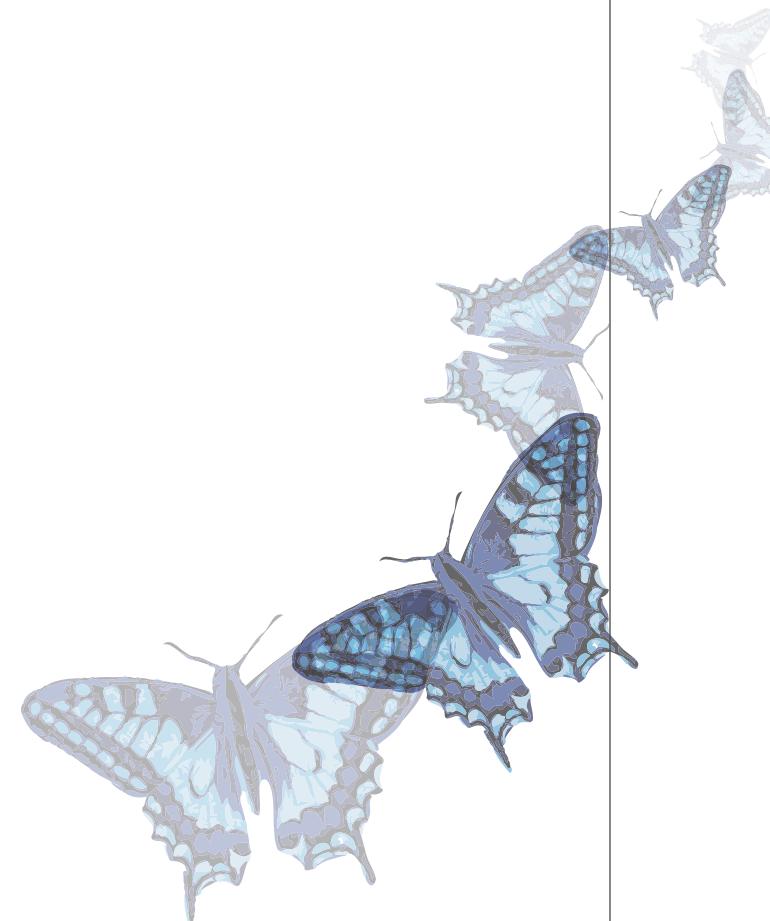


The Past

The Museum was founded in 1888 by the eminent Victorian surgeon Sir Jonathan Hutchinson FRS, whose passion for collecting was based on his deep conviction that an education could be acquired through the study of objects. He established a revolutionary new role for museums by emphasising the importance of education for everyone. From the beginning his collections were made available to the public and may have been the first to cater for children.

The Museum is still inspired by Sir Jonathan. Its mission statement is taken from his original writings:

"To forward and advance the study of science, literature and the fine arts by means of a well-equipped museum of natural history and objects of art and of a scientific, literary and historical nature"



The Present

The Museum's facilities include three permanent galleries, extensive reserve collections, a reference library, archive room, lecture hall, two exhibition rooms and an education room, as well as significant gardens and grounds. These facilities are used for regular activities such as the educational programme (both formal and informal), interpretation and promotion of the heritage and collections, an annual programme of events and activities, and temporary exhibitions.

Activities include early years, junior club, teenage group, family events, science activities and freshwater studies, academic and personal research and outdoor workshops, talks, tours and walks. Based at the heart of the town, the Museum is also a community centre and performance venue. Opportunities are provided for volunteering, work experience, graduate and postgraduate training.

The Museum's galleries are devoted to Geology, Natural History and Human History. In addition to its permanent galleries, the collections are made accessible through temporary exhibitions, the collections databases, website, research visits, photography and loans.

The educational provision is award winning. A full-time Education Officer delivers a range of workshops to schools and an outreach service to the local community. Each year thousands of children study topics such as the Ancient Egyptians, the Romans and Toys from the Past.

Visitors can enjoy the workings of an observation beehive, pond dipping sessions or perhaps lose themselves in a fine art exhibition. The gardens have been the setting for sculpture installations and the exhibition rooms are used to display the work of artists, photographers and craftsmen.

The Museum is a regular meeting place for local and national organisations. It hosts the local Haslemere Visitor and Local Information Centre and provides introduction packs for new residents.

Benefiting from the support of over eighty volunteers, the Museum is a key cultural institution and a major player in the life and prosperity of Haslemere. In fact, the town has become synonymous with the Museum, reflecting its place at the centre of the community.



The Future



Collections

The collections are the heart of the Museum. Their care, display and interpretation are central to all that the Museum does, so without the collections the Museum would not exist.

The strategic management of the collections is at the forefront of the vision for the future. The objective is to devise exciting new ways to engage with Museum users and to also extend the reach of the collections. This includes the creation of strategic partnerships, sharing of knowledge, long-term loans to other museums and the development of an online catalogue.

Education

The Museum offers a unique environment for learning, which creates inspirational opportunities for school children and people of all ages and abilities.

The vision for the future is that through the use of our collections with school groups and other users, people will be inspired to undertake life long learning. To support this aim, the Museum wishes to expand its educational provision and develop its capacity. Objectives include a wish to increase the number of school visits, extend the outreach programme and provide online learning resources relating to the collections.

Objects from the Museum's prestigious collections are also available for academic research. The Appeal will help to support and extend the Museum in its academic provision.

Museum Building and Gardens

The Museum has been in its current position since 1926 and was formerly a private home. The original building dates back to an ancient burgage house of the 16th century. The beautiful Grade II listed building is now within the Haslemere Town Conservation Area.

It is believed that the 18th century garden and grounds were landscaped by Sir Uvedale Price, the champion of rational landscape gardening and brother to the Revd. Robert Price who lived at the house from 1798.

The work included a ha-ha between the lawn and the meadow, and the planting of numerous trees and rare species for the time, including Ginkgo, Sequoia and Monkey Puzzle trees. There is also a large pond with a classical gazebo above it, commanding attractive views of the Weald. The garden and grounds cover an area of eight acres, including an 'Area of Outstanding Natural Beauty'. The Museum's strength as a place for learning and discovery about the natural world is greatly enhanced by this outdoor resource.

As with all historic buildings and grounds, maintenance is a continuing financial challenge. The Appeal would help the Museum to deliver its strategy for maintenance and improvement of this Grade II listed building and its gardens.



Vision

Remaining faithful to the ethos of the Museum's founder, Sir Jonathan Hutchinson, the vision for the 21st century has evolved. This includes enhancing the Museum's standing as a leader in child and family friendly learning and enjoyment. Additionally, to secure and build upon its position as an excellent educational resource for lifelong learners and scholars alike.

By ensuring that educational provision is appealing at a young age, to children and families, the Museum hopes to secure a lifelong relationship with its visitors.

This Vision also embraces the Museum's many diverse collections and rests on the ability to increase access by the provision of high quality curation, interpretation and resource materials. Further research will also benefit the understanding of the collections and promote their significance.

As part of the Vision, the Museum's historic building and grounds require careful management, maintenance and development.

Moreover, the historic interpretation of both these facilities will be developed as part of this Vision.

Lastly, Haslemere Educational Museum hopes to sustain its financial independence. Naturally, the Museum will need the help and assistance of its many supporters. Donations, bequests, expertise, sponsorship and any other help offered by the local community and supportive visitors will be greatly appreciated.

Please help us safeguard and enhance a museum to be proud of.

The Vision is supported by volunteers, staff, Patrons and the Board of Trustees

