

MANAGING TRUSTEE'S REPORT – GLOUCESTERSHIRE AVIATION
COLLECTION AGM MARCH 2017

1. Thank you David.
2. I'll focus in more detail now on museum operations on a day to day basis in the last financial year - and bring you up to date on some aspects of our work.
3. So, a bit of background. We are in the 43rd month of operations since we opened to the public in late August 2013. That's 3 complete financial years and we are half way into our 4th year.
4. We are, by any measure, a small museum in terms of the size of our site and our building. But we are certainly punching above our weight. Our visitor numbers have firmly placed us in the medium size museum category, that's more than 20,000 per annum, as defined by the Association of Independent Museums, and that's for 3 years in a row now. We achieved 20,234 in the first year, 22,926 in year 2 and 26,606 last year and look to be on track to reach about 24,000 visitors in this FY.
5. How have we managed to achieve this in a purely volunteer run Museum? Well we have around 550 full members and supporters of GAC and about 150 active Jet Age volunteers. We have a pretty substantial workforce. Around half our volunteers are engaging with Museum users on a regular basis – that's on normal opening days at weekends, bank holidays, Wednesdays in school holidays – and of course during private and school visits and when we hold special events. The other half are operating in supporting roles such as engineering, cleaning and maintenance, finance, marketing, volunteer co-ordination, planning – the list goes on and on. It's also fair to say that many volunteers operate both front and back of house, as they say in the hospitality industry. So, we have a strong pool of supporters and an active group of volunteers to help operate the museum on a daily basis and plan for the future. That said, we all recognise that more volunteers are required to sustain the current level of activity – and we are definitely recruiting for the future.
6. How do we support Museum users and how much effort is involved? We compiled some stats for the Queen's Award for Voluntary Service assessors late last year. Approximately 10,600 volunteer hours are needed to staff the museum annually on normal opening days and about 1,700 hours are needed for group visits and events. Behind the scenes, engineering activity amounts to about 5,500 hours and at the lower end of the scale shop management, requires about 200 hours a year. There is also a significant effort required in management and administrative work to ensure we can open to the public on a regular basis and develop the Museum going forward as has been mentioned by David already.
7. So here are some of the many achievements in the year or so since September 2015. We launched the No 501 (County of Gloucester) Squadron permanent display to mark 75th anniversary of the Battle of Britain; we firmly established the Trident as a popular exhibit with hands on experience for our visitors; Santa's Trident Grotto proved to be an outstanding success in December 2015 and even more so in 2016; we developed a timed ticketing system for the Trident and then the Vulcan to avoid lengthy queuing on normal opening days; the Cool Aeronautics event, organised in

partnership with local aviation businesses and the airport was a great success; our schools visit offer was increased with volunteers training as science, technology, engineering and maths (STEM) ambassadors; the café achieved 5* hygiene rating after a no notice inspection by the local authority assessor; and more recently, monthly Sunday aviation themed talks have brought a new audience into the Museum. Engineering projects include the rapidly progressing work with the Typhoon cockpit which will come into the Museum later this year, the weather screen for the Trident entrance and steps, Gladiator wing display and numerous other tasks. There are many, many other things we have done – and I must apologize for those that I haven't had time to mention.

8. And what have our visitors said about all this?

This is the kind of museum I love. Staffed by volunteers who are passionate about the topic. Lots of things to touch, climb in and read..... Free to enter but you will feel honour bound to donate.

Love all the volunteers here, so many stories ...so interesting..... Loads of on-going projects ...cockpits for little ones...brilliant background to aviation in Gloucestershire – TRULY INSPIRING.

We estimate that about 30% of our footfall are repeat visitors.

9. So where are we going? David has mentioned Phase 2, forward planning and the work to obtain Arts Council museum accreditation. The Museum will continue to open regularly for the general public on dates agreed by the Trustees and outside these hours for private group visits and special events. Plans are well advanced for a series of events this year to celebrate the 100th anniversary of the founding of the Gloucestershire Aircraft Company and next year, we will join with the Royal Air Force Association Cheltenham Branch here at the Museum to help commemorate World War I and the birth of the Royal Air Force.

10. The Forward Plan will set the framework for further work on Project Typhoon, the Gladiator, other airframes in the collection and many other aspects of our operation over the next 3 years or so. We will develop relationships with firms such as Ontic, who sponsor our education offer and with the University of Gloucestershire Media Department. With the University's help, Virtual Reality tours of our Vulcan cockpit for some visitors may be possible later this year. We will also need to look at how we operate the Museum with the aim of increasing the effectiveness of our ways of working in all aspects of the business. This is particularly important with the expansion of the Museum space that the Phase 2 extension will bring.

11. We must recognise that pretty much all we do at Jet Age Museum is dependent on the good will and time freely given by our loyal and hard-working volunteers. Without their support we would not be able to welcome the public and raise the significant sums that we generate every day that we are open. Thank you one and all. I would also like to echo David's remarks about the departure of Jim Rendell and Trevor Davies later this year. Their contribution to the success of Jet Age Museum over the last 4 years has been significant and I thank them for all the time and effort they have invested in the Jet Age Museum project.