

Killhope Lead Mining Museum



*Developing work with Young People
– a strategic vision and action plan
March 2007*

Executive Summary

Killhope Lead Mining Museum is a cultural resource, located in the heart of Weardale, offering award winning service and an outstanding heritage experience for visitors. The museum is at a cross roads. A great deal of work has gone into getting the museum to where it is today. The museum has won national recognition for its efforts to meet the needs of visitors and the local community. However, like all museums, Killhope needs to develop new audiences. A key group which the museum would like to develop as a new audience are young people. The museum has developed a vision of providing an inclusive programme of activities for young people in the North East.

The timing of this development for the museum is very apposite. In the past five years, public services to young people have gone through a period of considerable change, as the Government have used a range of policies initiatives to develop more positive opportunities for young people. Many of these policies have been developed to improve young people's chances of leading a successful and fulfilling life. These changes have directly affected education, social services, youth justice, youth services and the cultural sector. For museums, one of the key challenges is developing a new audience of young people who want to access their services.

At Killhope museum, staff and management recognise the need to develop the museum so that it is more appealing to young people. This desire for change is driven both by the need for sustainability and by a wish to have a

more inclusive service. Killhope museum has demonstrated through its work and audience development and producing a great family experience that they want to provide a responsive service. Over the past twelve months, the museum has clearly demonstrated that it is committed to developing an inclusive and responsive service for young people - a service where young people are not only consulted but participate in the development of provision and access.

In conjunction with the Regional Youth Work Unit- North East and Museums, Libraries and Archives (MLA) North East, Killhope museum has developed a vision for working with young people. To achieve the vision of an inclusive programme of activities for young people, Killhope museum needs to have the resources and staffing in place to turn the vision into a reality. The key development of the programme will be the employment of a young persons programme development officer. This post will oversee the development of personal and social development programmes for young people, accredited opportunities and volunteering at the museum. To make the post effective, additional resources will need to be allocated to develop new engagement programme with young people.

Young people are at the heart of future developments at Killhope Lead Mining Museum. Young people have been involved in developing the vision and will continue to be part of the process that will turn vision into reality.

Background

History of the Museum

The Museum which is currently owned and managed by Durham County Council was established in 1984 as Killhope Lead Mining Centre. The centre was based on an important mid nineteenth century mine and are ore processing site in Upper Weardale, of which the most outstanding relic was the 34-foot diameter overshot waterwheel.

The opportunity to conserve, and then progressively reconstruct the site was afforded by the use of manpower Services Scheme (Community Task Force) for unemployed local people in the 1980's. It is now the most completely restored lead mining site in the country.

Visitor numbers peaked at over 40,000 in 1991, and have been in steady decline since, with the exception of 1996 when the opening of the mine created an upturn in numbers. For the last several years numbers have been in the bracket 20,000 to 25,000. Visitors return to see new developments, and a perception of continuing development is necessary to retain customer loyalty.

In 2006 the museum achieved Accredited Museum status. They have an increasing role in looking after the environment and manage a site with statutory protection i.e. scheduled ancient monument, 2 listed buildings, red squirrels and lead tolerant plants.

Continuous development over the last 23 years, has ensured Killhope's change from a small specialist lead mining and industrial archaeological site to an award - winning Visitor Attraction as well as Interpretative Centre for the lead mining,

social history and geology of the North Pennines. Work by AONB partnership has resulted in a successful application for European Geopark status which now gives Killhope the responsibility to interpret the regions Geology in an ethical and sustainable way.

Location

At the far west of the County, Killhope is remote from Durham City Centre, but conversely, right in the centre of the North Pennines Area of Outstanding Natural Beauty. The museum borders both Northumberland and Cumbria, and is about one hour's car drive from Durham, Tyneside, Carlisle and Darlington.

Staff

The management team consists of a manager and three officers, each with specific responsibilities. The Visitor Services Officer is responsible for day to day management of staff and site, the Commercial Services Officer for promotion, marketing and retail, and the Administration Officer for all administration support, including purchasing. Two maintenance posts (job share) carry out maintenance and development work, and a clerical assistant supports the office work. The front of house staff comprises 7 core Information Assistants, and a pool of seasonal information assistants. The whole Killhope team share the vision, welcome challenges and meaningful change and are committed and enthusiastic.

Type of Provision

Killhope's mission

- To interpret and bring to life, the landscape and history of the North Pennines Area of outstanding beauty
- To assist in the region's economic regeneration
- To be aware of and responsive to needs and aspirations of visitors and the local community
- To strengthen links with the communities of the North Pennines to encourage community involvement into research and celebration of the area's heritage.

Killhope welcomes visitors, family groups and educational groups from Nursery (Sure Start groups) through Primary and Secondary schools to LLL (Life Long Learning groups). They come for an educationally focused day or just a fun day out.

School visit numbers have been in decline for several years; market research indicates that the primary bar to school visits is now the cost of transport, with health and safety becoming a significant concern as well.

For many years the main focus of the National Curriculum based education work has been The Victorians (children's working conditions etc) but in recent years Killhope has broadened out the curriculum areas to include more science based activities e.g. Rocks and Soils, Forces and Motion, ecology and environmental. The museum offers study visits in Travel and tourism and outreach visits to Schools and Colleges offering this option.

Killhope has a unique combination of mining heritage and biodiversity and

has won awards for its educational provision, its physical and intellectual accessibility and its environmental quality. The woodland at Killhope is an uneconomic crop, and cannot be managed commercially. However, there are opportunities to maximise the appeal of the biodiversity in the woodland, particularly with the colony of red squirrels which is now the most significant in County Durham.

Plans for Site Development

The museum has plans for a new energy efficient Visitors Centre - The current favoured option is for a £3.5m "green" building development which is forecast to increase visitor numbers to 40,000. This capital bid is coupled with a revenue bid to develop a wide and diverse audience. Video Conferencing facilities are included in the plans, to maximise school's engagement with Killhope by developing 'virtual visits'.

Funding

Core funding by DCC which owns the museum now only provides the minimum service levels. Killhope's revenue is supported by Adult and Community Services. Any additional site development, programmes or investment has to be externally funded. The obtaining of external funding and the management and monitoring of externally funded projects will be a significant draw on resources, particularly on staff time. However without continued development, the core business may in itself become unsustainable.

Current Position

The museum is at a cross roads. A great deal of work has gone into getting the museum to where it is today. The museum is an award winning organisation, striving to meet the needs of visitors and the local community. The following constitute key elements of Killhope's current position:

- A highly regarded museum with an award winning service to people in the North East.
- A committed and knowledgeable management and staff team.
- A strong location within the local community.
- Static visitor numbers and a need to develop new audiences, particularly amongst young people.
- A site that is ready for the next stage of development. In particular, the need to develop new physical resources and a more productive use of the woodland and environment of the site.
- An openness to new ideas and a willingness to develop a wider service for people in the North East.



Work with Young People

National Perspective

In the past five years, public services to young people have gone through a period of considerable change, as the Government have used a range of policies initiatives to develop more positive opportunities for young people. Many of these policies have been developed to improve young people's chances of leading a successful and fulfilling life. These changes have directly affected education, social services, youth justice, youth services and the cultural sector. The establishment of Children's Trusts within Local Authorities and the Every Child Matters outcomes framework are having significant impact on the way that services are delivered to young people.

At the same time that these changes have been taking place within Local Authorities and the voluntary youth sector, the museums and libraries sector have also been experiencing the effects of significant change. Museums have had to change the way that they think about their audience and, in particular, where the audience is missing. For museums and libraries one of the key challenges is developing a new audience of young people who want to access their services. Documents such as "Framework for the Future" and "Fulfilling their Potential" have outlined the Government's expectation that museums will engage more effectively with young people.

Local Perspective

A number of key drivers has been identified which are having a strong influence on the development of services at Killhope Museum. The museum is located in an extremely rural area with very high levels of unemployment, particularly amongst young people. There is a general lack of provision for young people in Weardale and the local authority youth service is unable to meet the needs of all the young people in the valley. The development of the Children's Trust in County Durham may result in a review of services for Weardale and resources may be allocated if there is clearly identified need. The Youth Service in the County is undergoing a number of structural and staffing arrangements. There may be an opportunity for new providers to come into the market place who are able to engage with and include young people in their services.



Museum Perspective

In 2005, Killhope museum developed a relationship with a local youth project, the YMCA in Consett. The youth project had been working with a group of disaffected young people for a number of months and wanted to look at new positive activities for the group. Following discussions between the YMCA and the museum, a programme of personal and social development activities began at the museum site.

The young people took part in an environmental programme to develop a number of resources for visitors to the woodland area. The young people constructed bird boxes, squirrel boxes and hides in the woodland.

The programme was mutually beneficial to both the museum and the young people. The museum benefited from the development of new resources. The young people benefited from a structured personal and social development programme based around the environment.

The success of this work with young people has acted as a catalyst for the museum to develop a wider programme of engagement with young people. The museum applied to MLA North East and received support to begin the process to developing a broader programme of engagement with young people. The support from MLA North East has led to the development of the relationship between the museum and the Regional Youth Work Unit.



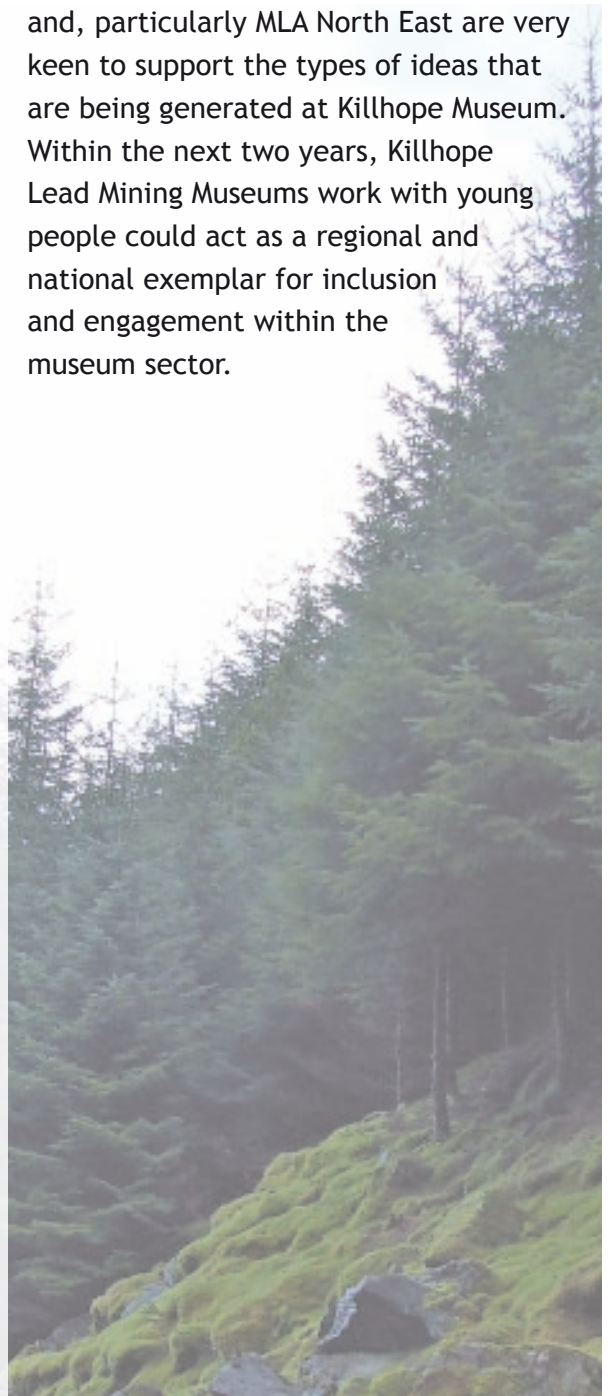
Strategic Implications

Museums need to be developing new audiences. Young people are generally under represented in audience figures for museums. However, getting young people to develop a good relationship with museums is important for the future survival and development of the museum sector. At Killhope, staff and management recognise the need to develop the museum so that it is more appealing to young people. This desire for change is driven both by the need for sustainability and by a wish to have a more inclusive service. Killhope museum has demonstrated through its work and audience development and producing a great family experience that they want to provide a responsive service. Over the past twelve months, the museum has clearly demonstrated that it is committed to developing an inclusive and responsive service for young people - a service where young people are not only consulted but participate in the development of provision and access.

The changes that Killhope are introducing coincide with the changes that are taking place in wider children and young peoples services. The move towards Children's Trusts arrangements, commissioning of new services and involving new partners are opening up new opportunities for facilities such as Killhope Lead Mining Museum. If Killhope Museum is able to develop an inclusive programme for young people, it will not only create a new audience but will also generate new income. The provision of a coherent structure programme of activities for young people at the museum could be commissioned by a number of Local

Authority Youth Services within the Children's Trust and could be open to contracting to both the voluntary and private sector.

Improved provision for young people at the museum will also improve the position of the museum in relation to key stakeholders. The regional development agency, Government Office North East and, particularly MLA North East are very keen to support the types of ideas that are being generated at Killhope Museum. Within the next two years, Killhope Lead Mining Museums work with young people could act as a regional and national exemplar for inclusion and engagement within the museum sector.



Developing the Vision

The Vision:

“Killhope Lead Mining Museum will provide an inclusive programme of activities for young people in the North East”.

Killhope Lead Mining Museum has recognised the issues that need to be addressed in terms of developing an inclusive programme for young people. To make the programme a reality the museum has worked closely with the Regional Youth Work Unit North East and MLA North East to develop a strategic and business plan for the next three years. At the heart of the programme is the commitment of the staff and management at Killhope to engage effectively and responsively to the needs of young people. Without this commitment any future developments would not be sustainable. In the past twelve months the museum has committed substantial staff time and resources to developing the strategic and business plan. The partnership with the Regional Youth Work Unit has been vital to understanding the Youth Work Sector and developing the inclusion of young people’s views and ideas in to the life of the museum.

The process for developing a vision has had five distinct stages.

- Stage One - development meetings between museum staff, the Regional Youth Work Unit and MLA North East. These meetings outlined the key issues and developed a plan up to March 2007.
- Stage Two - the involvement of young people. The museum and the Regional Youth Work Unit agreed that any future developments of the site needed to include the views and ideas of young people. Young people from the North East Regional Youth Assembly (NERYA) were invited to carry out a site evaluation of the museum and experience a typical visit to the site. Young people then gave feedback of their views of the current position and ideas for future developments. This initial visit was very successful and encouraged both the museum and the Regional Youth Work Unit to organise a full weekend with a larger number of young people from across the region. The outcomes of these two consultation events now form the heart of future project development.

- Stage Three - involvement of the museum staff. The staff at the museum have been fully involved and engaged in the development of the programme. The staff have not only been consulted but also participated at both the site evaluation and consultation weekend with young people. The staff at the museum has demonstrated their openness and friendly attitude to customers and this has been recognised in the museum being awarded “**Family Friendly Museum of the Year**”. The inclusion of the staff is vital to the success of any future programmes as they are the public face of the museum and need to be willing and able to engage with young people.
- Stage Four - meeting with partners. A number of partners have been consulted as part of the development strategic business plan including Durham County Council Youth Service, local voluntary youth organisations, other museum hubs and MLA North East. The museum recognises that it cannot deliver its vision for working with young people on its own. A clear relationship with partners and stakeholders will lever in additional resources in terms of staff and funding. Effective networking will also embed the position of Killhope Lead Mining Museum as a key local resource for people in Weardale.
- Stage Five - the compilation of the final strategic and business plan including the outcomes of the sessions with young people. The final document will be used as the foundation of any funding bids as well as offering a clear strategic steer for the developments at the museum.



Developing the Vision

Involvement of young people

Site Evaluation

Young people have been an integral part of the emerging work at Killhope Museum. In March 2006, young people carried out a site evaluation and give their views and opinions on the experience offered by the museum and areas for potential development. The site evaluation was a new experience for both the museum and for the young people. The day was very successful as the young people were made to feel very welcome and the Killhope staff were very open to the views and opinions of the young people.

Following analysis of the outcomes from the site evaluation, both the museum and the Regional Youth Work Unit agreed that it would be very useful to use the process again as part of a broader consultation to develop the vision.

Consultation Weekend

In January 2007, a consultation weekend was organised at the museum involving young people from across the North East. The residential weekend with young people took place over two days. The first day involved eight young people from three different organisations in the North East: Groundwork West Durham St John's Group, Brighter Futures Group Middlesbrough and North East Regional Youth Assembly. The eight young people visited the museum for two hours and then undertook some consultation skills training at a residential centre in Allendale. These young people then facilitated the consultation sessions with other young people on the second day. Over 30 young people from the three different groups visited the museum on the second day and then took part in consultation sessions in the afternoon. The outcomes of the initial site evaluation and the residential consultation weekend now form part of the strategic plan for the museum.



The Proposal

To achieve the vision of an inclusive programme of activities for young people, Killhope museum needs to have the resources and staffing in place to turn the vision into a reality. The key development of the programme will be the employment of a young persons programme development officer. This post will oversee the development of personal and social development programmes for young people, accredited opportunities and volunteering at the museum. To make the post effective, additional resources will need to be allocated to develop new engagement programmes. These programmes would include direct involvement in cultural activities at the museum, environmental projects using the museum site or volunteering programmes for young people.

Aims

- To create an inclusive programme of formal and informal educational activities for young people.
- To ensure that Killhope Lead Mine Museum provides a comprehensive offer to young people

Objectives

- The employment of a full time youth programme development officer
- Develop processes to ensure that young people are actively involved at the museum
- Secure the necessary resources to turn the vision into reality
- Work with key stakeholders and young people to develop and support the implementation of the proposal
- To create volunteering opportunities for young people



Elements 1

Young Person's Programme Development Officer

Specific

To turn the vision of an inclusive programme of activities for young people into a reality, Killhope Museum will need to employ a full time young person's programme development officer. This will be a new post within the Museum's staff team, and will complement the work which has already been carried out in engaging young people. This new post will require an experienced and qualified youth worker, with a strong background in youth engagement and participation. The post will also require an understanding of the cultural sector and environmental issues.

The young person's programme development officer will have overall responsibility for developing and implementing new programmes of activities for young people at the museum. Some of these activities will be accredited, and the development officer will ensure that the necessary processes are in place for accrediting and evaluating the courses.

As well as developing and delivering activity programmes, the development officer will also provide support to the Killhope staff team, to improve their engagement with young people. This support would also ensure that everyone at the museum felt able and confident in working with young people. The development officer will also create mechanisms for young people to be part of the governance structure at the museum, and ensure that there are ongoing processes of participation and consultation.

The young persons programme development officer will also have responsibility for developing relations with key stakeholders, including the county council youth service, local voluntary youth organisations, as well as other service providers in the region. The Regional Youth Work Unit North East will assist the post holder to establish new contacts with youth service providers across the region.



Measurable

The effectiveness of the post will be measured by

- The numbers of young people taking part in the activities programme
- The different backgrounds both social and cultural of the participants
- Numbers of young people involved in consultation exercises
- Numbers of young people involved in the development of the programmes
- Numbers of staff trained in engaging with young people
- Numbers of organisations accessing Killhope's services for young people

Achievable

All the tasks outlined for the young persons programme development officer post are achievable. Although ambitious, the objectives from the post are achievable given the commitment of the staff at Killhope, the leverage of additional resources and the changing climate for youth services. The developments at Killhope will be supported by a range of stakeholders, who will ensure that the post achieves outcomes that are beneficial to partners, the museum and, most particularly, young people.

Realistic

The time to progress the development of the new post at Killhope is now. Services to young people are going through a period of wide sweeping change. Local authorities now have a statutory duty to secure access to positive activities for young people. It is entirely realistic to see Killhope providing such activities for young people. The museum has the space and the commitment to involve young people to develop new programmes. It is realistic to expect Killhope to develop, maintain and support new activities and new ways of engaging young people in the life of the museum. It is also realistic for stakeholders both locally and regionally to support these developments.

Timescale

Funding bids will be prepared in the first 6 months of the financial year. The development of work with young people is part of a wider development programme at Killhope, and so time needs to be allocated to ensure that the broader plans are appropriate and achievable. If successful, the museum would be employing to the new post early in the New Year. Activity programmes for young people could be developed and delivery started by April 2008.

Elements 2

New Programmes of Activities for Young People

Specific

The museum has the ability to provide a range of experiences for young people. The museum has a wonderful site offering a variety of opportunities. New programme for young people will include:

- Personal and social development programmes. These programmes will be both formal/accredited and informal. These course will be particularly relevant for young people with fewer opportunities or from more marginalised groups. The work that has been developed between the museum and Consett YMCA will act as a key example for future developments.
- Outdoor Activities. The site is currently being redeveloped. A further use of the woodland area may be to create outdoor activities such as a high ropes course, orienteering or rock climbing for young people
- The development of a residential provision at Killhope will offer young people the opportunity to take part in a range of activities over several days. Extended programmes may include drama workshops, personal challenge activities and issue-based sessions.

- Volunteering opportunities for young people will be a vital part of any programme development. The opportunities may include environmental projects, being a guide for visitors to the museum or being a peer mentor. These volunteering programmes will be accredited through organisations such as MV or the Prince's Trust. The museum will also be able to offer international volunteering opportunities for young people from across Europe.

Measurable

Measures for the programme will include

- Attendance
- Qualifications attained
- Number of young volunteers
- Number of peer mentors
- Range of issues addressed
- Number of organisations access the programmes

Attainable

The delivery of a comprehensive range of activities with young people will only be achievable through the employment of full time programme development officer. The post makes the activity programme for young people very achievable. The museum has the space and willingness, funding is available to support formal training for young people and stakeholders have a strong interest in accessing positive activities for young people.



Realistic

The museum has some experience in hosting an activities programme for young people. The work with Consett YMCA has demonstrated that the museum is capable of accommodating the needs of young people and offering challenging and stimulating activities. The feedback from young people who have been part of the programme is extremely positive. The experience demonstrates that offering a broader and more comprehensive package of activity programmes is very realistic and achievable.



Timescale

Initial work on the types of activity that may be offered has already begun. During the consultation exercises with young people, a number of different programmes and activities were identified. Further work needs to take place over the next nine months, particularly with stakeholders to begin identifying potential programmes. When the new worker is in post, it should take less time to have some of the programmes accredited. By June 2008, a preliminary range of programmes will be in place, with a fully comprehensive offer being delivered by April 2009.



Elements 3

Engagement with young people

Specific

Engagement with young people at Killhope Museum will have three main themes: consultation, participation and governance

Consultation

Young people have already played an important part in developing the proposal. Young people have participated in a range of consultation exercises, aimed at giving their views and opinions regarding developments at the museum. These views and opinions have been used to develop an appropriate proposal that meets the needs of young people. Consultation will continue to be a vital part of engaging young people. The new activities programmes will be developed through consultation with groups of young people in both the local area and the wider region. Consultation with young people will also form an important part of the larger developments at the museum.



Participation

Although young people will be taking part in a range of activities and programmes at the museum, participation will be developed in a broader context. Young people will be involved in delivering as well as developing some of the programmes of activities. Young people will also be taking part in the monitoring, evaluation and further development of the programme. Smaller groups of young people will work closely with the young person's programme development officer to ensure that any new developments are appropriate and young person friendly. Specific groups may evolve to participate in the development of publicity activities, staff development and the engagement of new user groups.

Governance

In the longer term, it is envisaged that young people will become part of the overall management of the youth engagement work and, ultimately, in the overall governance of the whole museum. The current staff and management are committed to the real engagement of young people at all levels within the organisation. The inclusion of young people into the more formal structures of the museum will be an exciting development, which will put Killhope at the forefront of initiatives within the cultural sector.

Measurable

The measurements which will be used to demonstrate young people's engagement will include

- Number of young people consulted on specific issues
- Number of young people consulted on programme development
- Number of young people participating in programme delivery
- Number of young people involved in the wider governance of the museum
- Number of young people involved in managing the youth engagement programme.

Achievable

Young people's engagement in the life of Killhope museum is very achievable. The commitment of the staff and management at the museum is a significant aspect to making the engagement an achievable outcome. The employment of the young person's programme development officer will create additional support for engaging young people. There is also a strong lead being taken by central government to have young people included in the development of services, which will support developments at the museum.

Realistic

Engaging young people is not only realistic, it is essential to making the developments at Killhope appropriate and sustainable. A number of young people from the local community have already been involved in consultation exercises. These young people have expressed a desire to be involved with the museum in the longer term. This local commitment will be vital to ensuring the future success of the programme. The foundation of young people's engagement which has already been established will make wider engagement a very realistic outcome.

Timescale

The engagement of young people at Killhope museum has already begun. A number of young people who have been part of the consultation exercises want to continue their involvement. Young people will be involved in preliminary activities throughout this year. Once the new worker is in post, young people will become more fully involved and by Summer 2008 will be part of the development of the new programmes. In parallel, the museum will be developing mechanisms for involving young people in the wider governance of the museum. Within the next six months, young people will be part of the steering group for developments at the museum, and by the end of 2008, young people will be an integral part of the overall planning and decision-making structures at Killhope.

Elements 4

Resources

None of the developments outlined in the earlier sections of this proposal are possible without additional resources. The museum has clearly demonstrated its commitment to engaging fully with young people and developing new programmes of activities. Unfortunately, the museum does not have the current staffing or financial resources to make the developments a reality. Additional staff and resources are essential to the realisation of the vision.

Funding need to be sought for the young person's programme development officer, as well as extra funding to support the implementation of the new programmes and young people's wider engagement in the museum.

The wider developments at the museum need to incorporate the young people's engagement programme and any bids need to include the funding of the new post and the necessary additional resources.

However, new resources may also be found through the development of new partnerships and the potential income generation of selling services. Local Authorities now have a duty to provide access to positive activities for young people, and will be commissioning services from a range of new partners. Killhope museum will be in a strong position to sell its activities programmes to a variety of commissioning bodies. The income generated would then go towards ensuring the long term sustainability of the programme.



Costs

The costs of providing a robust and sustainable programme of youth engagement at the museum include a new post with half time admin support, a contribution to core costs, resources to buy new equipment and accreditation for the new courses. To make the programme effective publicity will be important and this will include travel as well as materials. Also, professionals will be brought in, where appropriate, to support the new programme.

The following is a draft budget for the programme.



Killhope Museum - Young Person's Programme Officer - 3 year budget			
INCOME	Year 1	Year 2	Year 3
Local Authority	10,000	10500	11025
Fund Raising (including HLF)	78,625	82556	86684
TOTAL	88,625	93,056	97,709
EXPENDITURE			
SALARY COSTS	40,625	42656	44789
ACCOMMODATION	1,500	1575	1654
TELEPHONE	1,000	1050	1103
STAFF TRAVEL	2,500	2625	2756
PROJECT COSTS	10,000	10500	11025
OFFICE COSTS	2,000	2100	2205
INSURANCE	1,000	1050	1103
PROFESSIONAL FEES	10,000	10500	11025
CONSULTANCY	1,000	1050	1103
STAFF TRAINING	1,000	1050	1103
EQUIPMENT(incl. outdoor activities)	10,000	10500	11025
MANAGEMENT COSTS	8,000	8400	8820
TOTAL	88,625	93,056	97,709

Conclusion



Killhope museum has the commitment and desire to make the vision of providing an inclusive programme of activities for young people in the North East a reality. The museum has already demonstrated that it is able to develop its provision to meet the needs of vulnerable and disengaged young people. To take the next step, the museum needs additional resources in place to turn the vision into reality.

The timing of these potential developments at Killhope could not be better. The Government has now placed a duty on Local Authorities to “provide access to positive activities” for all young people aged 13 - 19. Children’s Trusts are looking for new partners to help deliver these positive activities and ensure that young people have accessible and relevant opportunities. At the same time, the museum sector is recognising that it needs to develop new audiences. The coincidence of these two significant strands of change create an outstanding opportunity to support the developments at Killhope museum. Young people have clearly expressed their desire to be more engaged with the museum. The staff at Killhope are clearly committed to engaging with young people. The work at Killhope to engage more effectively with young people could be an exemplar for the whole region.

Appendices

1: Outcomes of Consultation

Brain Storm Session

- how could young people be involved in management?
- if Killhope was going to build a new building - what would it
- look like? i.e. modern, old, funky and why?
- what would you do as a family?
- what would you do as a youth group?
- what would stop you from going to Killhope?
- do you think Killhope should provide transport?

Brainstorm Session Outcomes

What makes museums fun for young people and families?

- More historical
- More 'fun' and activities and games (indoor)
- More educational and interactive
- Writing facts
- Good view - good website

If Killhope was going to build a new building - what would it look like? Why?

- Very old because it will look the same as it is, even better resources
- Inside the building to be modern and more indoor games
- It looks old in the inside like the out and it may be good to have different things
- Historical gift shops
- More disabled access
- More buildings around
- Leave it the way it is with better facilities
- Build a residential
- Build a bridge across the river

What as a group would you like to do at Killhope?

- Go down the mine
- If we have time we could try and search for the glimmer
- Dress like Victorians and speak old English
- Night time walk
- Orienteering, treasure hunt
- History time line
- Better food e.g. pizza
- Make it a residential
- Competitions (prizes)
- Higher ropes and that kind of thing
- A zip wire with a timeline
- Get some animals to hold and take pictures
- Late activities
- A maze that shows what happened and puzzles
- Dress up in old fashion clothes and take pictures
- An area for people just chilling
- Old things in a store like old sweets and china

Programmes for Young People - Discussion

- What could there be for individuals?
- What for groups?
- Volunteering/volunteers
- Involved in decision making
- Advisory group for activities
- Mini Exchanges
- Rural/urban
- How could young people be involved with the museum? - Steering group/ advisory group

Experience of Killhope

Positives	Negatives	Changes
<ul style="list-style-type: none"> • Water in the mine • It's fun going in the tunnel in the dark • The mine was really good • Great and fun place • Getting wet • The lead mine was great • I like the stakes which showed the kind of things they were wearing • Nice paths for disabled people • Teaches history of Killhope/Weardale • It was fund • It has GCSE history in it that we learn at school. It's also educating for those that don't know anything about it. People have experience on what life was like for miners and all. • Dummies - the way they are set up, Instilling fear, adrenaline pumping action 	<ul style="list-style-type: none"> • I don't like the fact there is nothing to do in the woods like orienteering • The wood walk was longer then the lead mine • It's cold • It's small • Its to scary • No activities • There are not enough activities to do • Not really suitable for people with wheelchairs • Not a lot to do for younger people • It's not good for disabled people • I got wet - should have waterproof clothing available • Couldn't walk safely in the woods • The lead mine short and too much water • Wash Yard - look a mess, lots broken, not enough safety 	<ul style="list-style-type: none"> • More things to get involved in • A long countryside walk and a journey in the underground • More time in the mine • More tunnels • Have wild animals • Interact with visitors more • Lights for disabled people • More services for disabled and a canteen • Provide waterproof jackets and maybe bottoms • More lights on the tunnel for those who need them • Should improve the light on the lamps because it's a bitter dimmer and make it more lighter.

Positives	Negatives	Changes
<ul style="list-style-type: none"> • Equipment - nice wellies, love the lamps • Informative Guides - horrid stories, it's history • Nice woodlands walk • Seeing a squirrel • Giftshop - more souvenirs, find a mineral you can keep it • Physical History - sound effect, wheel, lead Ore • Activities - Interactivity, getting the Ore 	<ul style="list-style-type: none"> • The water in the mine - splashing, too cold, rocks at bottom (trip) • Lighting - along top of tunnel, more lighting in mine, more in general • Customer care - bad quality wellies, tour guides don't listen • Stables - not enough benches • Accessibility - no ramp to go down to wash yard, need more info signs • Physical Appearance - no info map for different points in mine, more care over property, more colour (dull) 	

What makes a bad museum?

- No gift shop
- Too strict
- Can't touch stuff
- Without the whole shebang
- Mess
- Confusing
- Guides
- Nothing on it
- Boring guides
- Lectures
- No information
- Expensive

What makes a good museum?

- Tidy
- Lots of exhibits
- Appearance
- Look authentic
- Stuffed animals
- History/archaeology
- Guide maps
- Film on
- Let you get involved
- Is hands on
- Explanations
- How and why things are happening

How do you rate Killhope?

- Overall 7 out of 10

2: Job Description

Job Title: Young Persons Programme Development Officer

Salary: £25,000

Contract: Permanent, depending on funding

Job Purpose

To develop an inclusive programme of activities at Killhope Lead Mining Museum, for young people in the North East.

Accountability

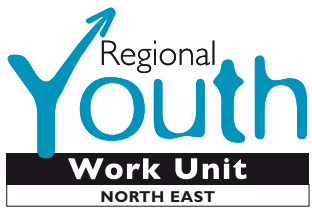
The Programme Development Officer will be managed by Killhope Museum Manager and be responsible to the museum's managing body.

Main Duties and Responsibilities

- To coordinate and develop a programme of activities for young people at the museum.
- To develop volunteering opportunities for young people.
- Provide support for staff at the museum to improve their engagement with young people.
- Liaise with current and potential partners both in County Durham and other parts of the region.
- To inform potential funders of the current programme of activities with young people.
- To support young peoples inclusion in the life of the museum.
- To ensure that disadvantaged or marginalised young people are well represented in any programme development.
- To use youth work practice in developing responsive programmes on personal and social development.
- To create new opportunities for young people in the North East including residential and mini exchanges.
- Support young people's engagement in the governance of the museum.
- Act as the focal point for young peoples issues at the museum.
- Collate and disseminate good practice.
- Work within an equal opportunities framework.
- To undertake any other duties identified by the museum's managing body.

Person Specification

Essential	Desirable
Professional qualification in Community and Youth Work or other related field	Knowledge of regional local government structures and initiatives
5 years experience of working with young people aged between 11 - 25 years	Experience of preparing press releases and liaising with the media
Ability to relate to young people	IT proficient
Ability to think and plan strategically	Knowledge of government policy structures and initiatives in relation to young people
Commitment to, and understanding of principles of participation	Experience of developing training programmes and experience of accreditation processes.
Experience of the development and delivery of a programme of activities with young people	Understanding of the museums, libraries and archives sector.
Ability to communicate effectively and relate to a range of stakeholders, business partners, and the statutory and voluntary sector	
Full Driving Licence	



Making a difference where you live