The Infancy of a Project

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Curator
The AGC Museum
The AGC Museum

- Opened by HM the Queen in 2003
- Total floor space 289.3 m²
- Café fully refurbished in January 2018
- Museum building untouched since original fit out in 2003
- Displays:
  - 9 cases
  - 10 mannequin sets
  - 4 audio points
  - Children’s area
  - 29 text panels
  - Multi-purpose Education Space
  - Mostly antecedent focussed
The AGC Museum
Original proposals

- Op Herrick Mannequin Set
- Condensing of antecedent space
- Full refit of second half of museum including:
  - Three mannequin sets
  - 10 text panels
Project: The Early Years
Project: The Early Years

- Original estimate for redeveloping area: £40,000.00
  - Three new mannequin sets
  - New text panels
Project: Early Years

- Trustees agreed, in theory, to a redevelopment since 2014
- Nothing happened
- May 2018 Trustees agreed to an away day and meeting at the museum to discuss the future
• Took over as Curator August 2018
• Arranged the next Trustees Meeting and Away Day for February 2019
  • Took them on a tour through the museum
  • A chance to discuss the museum in situ
  • Discussion and trustees meeting in the Kincaid Gallery of the Royal Green Jackets Museum
Project: Under New Management

Option 1
A. Condensing antecedent history to cases 1-5
B. Moving large uniform case
C. Continue to use Case 9 as a current Corps display
D. Dispose of mannequin sets and extra text panels
E. Signs for entrance and toilets

Option 2
A. A-E of above
B. Re-plastering where needed and repainting walls
C. Refurbishing cases
D. New flooring

Option 3
A. A-D of above
B. Removing 7 mannequin sets
C. Moving 2 cases
D. New text panels
E. Addition of interactives
F. Creation of a front office and gift shop
G. Creation of a private back office
H. Adding built-in cupboards in the Education Space
• Results:
  • Trustees agreed to a full redevelopment
  • Antecedent section in a thematic display
  • Include diversification of income
  • Trustees to discuss with the AGC Association
AGC Association Meeting
- Decision, in theory, to fully fund a refit of the museum with some grant funding if possible
- Want “all the bells and whistles”
- Wanted a business case listing specific courses of action
- AGC RHQ to write a Heritage Strategy for the future
• Since the meeting in early May, things have changed
Project: Changes to the Plan
Future Leader Programme Visit 22\textsuperscript{nd} May

University students taking part in a week long programme

Last day a visit to a business to problem solve, in groups

The problem posed:
  - The main audience segment the museum is lacking are the under-30s age group. What are some things the museum could do, offer, or have that would widen the appeal of a military museum to non-traditional visitors?
Project: The Current Plan

- Looking at the wants and needs of three stakeholder groups
  - Museum and Café Staff
  - Museum and Association Trustees
  - Visitors
Project: The Current Plan

Staff
- Front office
- More storage within the building
- More/better working spaces
- Updated IT

Trustees - Museum and Corps Association
- More space dedicated to the Corps
- Diversifying income streams
- Stronger link to the Corps and those serving
- Placing of Coper mural in museum

Visitors
- Signage: entrance, toilets, office
- Less text
- Electric door on accessible toilet
- More interactivity
- Less “static”
- Seeing a member of staff before the visit
Project: The Current Plan

Staff
- Refurbishing cases
- New flooring and wall colour
- More paintings/large objects on display
- New text panels
- Updated toilets

Visitors
- More on women and non-combatant roles
- Other sources of information (QR codes, visitor guide book)
- More social media and A/V
- Variation of lighting
- Making more of dressing up area
- Highlight interesting stories
- Downloadable “curator’s tour” through the museum
Proposed Floorplan

Copper Mural
Toilets
Store
Curator's Office
Front desk and gift shop
Cell
Education Space
Copper Joes Cafe
• Decisions from both the Museum and Corps Association Trustees coming in a timely manner
• Permissions from DIO and Worthy Down
• Closure of the museum
• Overrunning of schedule
Where the Museum is Now

- Currently writing the business case
- About to ask for quotes from contractors