

REVIEW OF THE GEFFRYE MUSEUM

What do you think of the Geffrye Museum?

Customer relations and responsiveness

How satisfied are you with the quality of the Geffrye's services and its delivery?

How well do you think the Geffrye consults users to identify its service requirements?

How effectively do you think the Geffrye promotes its services?

What steps do you think the Geffrye could take to improve the delivery of its services?

How easy do you think the Geffrye makes it for users to complain and how effective is it at putting things right?

Links with other organisations

If you currently work in partnership with the Geffrye , what is the nature of that partnership and how effective is it ?

To what extent do you think that the Geffrye works with other organisations in an open and facilitative manner?

Do you think there are areas where the Geffrye should develop its joint working arrangements with other bodies?

Purpose, aims and objectives

To what extent do you think the current sponsorship arrangements for the Geffrye, under the Department for Culture, Media and Sport, are appropriate?

As a non-national Museum, to what extent do you think the Geffrye meets the aims and objectives of the Department for Culture, Media and Sport (below)?

To what extent do you think the Geffrye meets its stated aims and objectives?

How responsive do you think the Geffrye is to developments in Government policy and to change more generally?

How do you think the Geffrye's role should develop over the next few years?

Organisation, functions and delivery mechanisms

Are there any services you think the Geffrye should provide that it currently does not?

Are there any services or functions that you think the Geffrye should no longer provide or undertake?

Are there any areas in which you think the Geffrye duplicates the work of other bodies?

Are there any areas in which you think the Geffrye complements the work of other bodies?

Efficiency and effectiveness

How effective do you think the Geffrye is in carrying out its current services and functions?

What improvements might be made to increase the Geffrye's effectiveness?

In your opinion, what has been the Geffrye's greatest achievement over the last five years?

To what extent do you think the Geffrye provides value for money in the use of its resources?

New Technology

To what extent do you think the Geffrye is at the leading edge of technological development in the sector?
How do you think the Geffrye could make better use of new technology?

Any other comments or additional information you might wish to provide (please continue on a separate sheet if necessary)

Your name:
Organisation:

Your comments will be treated confidentially by the Department of Culture, Media and Sport and will be used only to inform this review.

Please return your comments to me, Stephen Bristow, at the Department for Culture, Media and Sport, 2-4 Cockspur Street, London, SW1Y 5DH. If you have any questions or comments I should be happy to answer them. An electronic version of this consultation paper is available on the DCMS website www.culture.gov.uk or by e-mail from Tania Jacobs on tania.jacobs@culture.gov.uk.

GEFFRYE MUSEUM

Background

The Geffrye Museum in Shoreditch, East London, is the only museum in the UK to specialise in the history of English domestic interiors, displaying a collection of English furniture and decorative arts from 1600 to the present day. The items are displayed in a series of period room settings which are housed within fourteen former almshouses, built in 1715, which are themselves Grade 1 listed buildings.

The Museum takes its name from Sir Robert Geffrye (1613-1704) who was Lord Mayor of London in 1685. On his death Sir Robert bequeathed the residue of his estate to the Ironmongers' Company for the purchase of land and construction of the almshouses. The converted almshouses first opened to the public as a museum in 1914 under the direction of the London County Council.

The Museum subsequently passed to the Greater London Council and then to the Inner London Education Authority (ILEA). On the abolition of ILEA in 1989, a new Board of Trustees was established and funding responsibility transferred to the Museums and Galleries Commission (MGC). The Trustees of the Geffrye Museum formally took over full responsibility on 1 April 1991. Following a quinquennial review of the policies and finances of the MGC undertaken in 1991, funding responsibility for the museum passed to the then Office of Arts and Libraries in April 1992.

Organisation

There are thirteen Trustees, who have responsibility for policy, financial accountability and the overall management of the Museum. The Chairman and three Trustees are appointed by the Secretary of State for Culture, Media and Sport. The remainder of the Board is self-electing. Trustees may serve for a period of three years before standing for re-election.

Aims and Objectives

The museum's mission statement is as follows:

to encourage people to learn from and enjoy the museum's collections, buildings and gardens.

The Trustees and staff share a long-term vision of the type of museum the Geffrye is aiming to become. The Vision provides goals as well as a framework for policy and development. The main elements of the Vision are as follows:

- The Geffrye should serve as a leading centre for the study and enjoyment of English domestic furniture and interiors.
- It should be a major public attraction, in terms of quality rather than scale, providing visitors with a unique experience which is both educational and enjoyable.
- It should make a positive contribution to the social and economic regeneration of East London through the provision of resources for education and training, the promotion of

the area's cultural heritage and the encouragement of tourism.

- It should contribute to the vitality of the furniture industry, providing a focus for both large-scale manufacturers and designer-makers.
- It should play an active role in the promotion of museums and their potential in general, by managing its own operation effectively and earning a reputation for good practice.

The museum has six primary objectives which together cover the full scope of the museum's operation. They are as follows:

- ▼ to acquire, preserve, research and manage collections and information relating to the history of English domestic interiors;
- ▼ to preserve, manage and develop the buildings and gardens for the purposes of the museum and its public;
- ▼ to promote access to the museum's collections and resources for study, education and enjoyment;
- ▼ to provide services and facilities for the benefit and enjoyment of visitors;
- ▼ to secure and manage financial and human resources for the museum's operation and development;
- ▼ to market the museum and increase public awareness and use of its resources, services and facilities.

Development Plan

The Museum's new £5.3m extension was opened by HRH The Prince of Wales in November 1998. The new building has doubled the size of the Museum, providing a new gallery for 20th century period rooms and displays, a temporary exhibition gallery and new education facilities, as well as a restaurant and expanded bookshop. A special gallery, the Geffrye Design Centre, shows contemporary design and craft by East London designer-makers. The rear gardens were laid out as a series of garden rooms showing the development of town gardens since the 17th century. In the year after opening the extension visitor numbers virtually doubled to a peak of 104,000 settling back to 85,000 in 2000-01.

A current project is the restoration of one of the historic almshouses, with funds provided by the Heritage Lottery Fund and the Ironmongers' Company. The house will open to the public early in 2002, furnished and interpreted to explain the conditions in which the alms people lived in the 18th and 19th centuries and describing the history of the buildings.

The museum is now developing its plans for a new library and learning centre, a £3m project which it hopes to achieve by 2004-5.

Resources

Resources £ million	1995 - 96 outturn	1996 -97 outturn	1997 -98 outturn	1998 -99 outturn	1999 -00 outturn	2000 -01 estimated outturn	2001-02 plans	2002 -03 plans	2003 -04 plans
Grant in Aid	1	1.1	1.1	1	1.2	1.2	1.2	1.1	1.1
Other operating income	0.1	0.1	0.1	0.2	0.3	0.3	0.3	0.3	0.3
Other income	0.1	0.6	2.2	2.4	0.1	0.1	0.2	0.1	2.1
Total income (1)	1.2	1.8	3.4	3.6	1.6	1.6	1.6	1.5	3.5
Operating costs	1.1	1.2	1.2	1.3	1.5	1.5	1.6	1.7	1.8
Collections purchases	0	0	0	0	0	0	0	0	0
Capital expenditure	0.1	0.6	2.2	2.3	0.1	0.1	0.1	0	2
Total expenditure	1.2	1.8	3.4	3.6	1.6	1.6	1.7	1.7	3.8

(1) Income does not match expenditure each year as non-Grant in Aid income can be retained to fund future expenditure

