

FORWARD PLAN

2016-2021

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Foreword – The Society

The Aycliffe and District Bus Preservation Society was established in 1980 and was registered as a charity in September 1982. It moved to Charitable Incorporated Organisation (CIO) status in September 2014.

The Society is a member of Arts Council AC (North East) which acts as the regional co-ordinator of the work of both public and private collections in the North East of England and is an accredited museum No 320.

The museum is a member of the Historic Commercial Vehicle Society and the National Association of Road Transport Museums

1.0 INTRODUCTION

- 1.1 The operation of a working collection is no different to many other groups. Bills have to be paid and working programmes devised. It may be difficult to set standards of excellence when performance indicators relating to the efforts of other comparable organizations are not easily available or may not exist. However over the last 35 years the Society has been able to attain high standards.
- 1.2 The need for planning, whether in the short term or long term is of paramount importance if the progress of a project is to be managed, controlled, monitored and subsequently modified to achieve these high standards of performance and presentation.
- 1.3 Nevertheless it is essential in that quest to set standards that are attainable in the first instance and then to review and revise those standards as results become known.
- 1.4 The Society has come to the end of its sixth Forward Plan and has looked to the analysis to see how well or badly the members have performed against the aims and objectives which were set out in the plan of 2011-16
- 1.5 However the Society has to adapt its approach to the display of the collection because of two difficulties. Firstly the collection has to be garaged in two separate secure locations. Secondly the question of how best to display the vehicles bearing in mind the fact that the Society does not currently have a geographical focal point. This is not to say that visitors are discouraged by any means, the Society places great emphasis on its display responsibilities and uses every opportunity to show off its vehicles on every reasonable occasion.
- 1.6 The Society is able to say with some pride that members of the public who are interested in the collection would have had an opportunity to see some part of the collection in their regional

area at sometime in the last ten years. In fact in past years we visited Holland over a period of 4 years.

2.0 MISSION STATEMENT

2.1 The Society is established to educate the general public about the history of road passenger transport with special emphasis on the North East of England.

3.0 OVERVIEW

3.1 The Society is committed to achieving a number of goals each of which can be reviewed and revised as time passes with the benefit of experience. In this context the Society will look at :

Goal 1 - produce high standards of restoration and conservation

Goal 2 - presentation and interpretation of the collection to the public with particular emphasis on the education and interaction within the school environment.

Goal 3 - create financial stability in order to secure the long term protection of the collection within the south west Durham area.

Goal 4 - to put into place a workable succession policy.

Goal 5 - set up and manage a digital archive of historic photographs and documents which has now been established.

4.0 MANAGEMENT

4.1 The Society's activities are now very well established and require a minimal management input in order for it to function satisfactorily. As a consequence project management time can take precedence over day to day affairs .

4.2 The day to day operational management is subject to an Executive committee comprising Chairman, Secretary and Treasurer all of whom usually meet on a weekly basis. The Society's trustees meet on a regular basis not less than 4 times per year.

4.3 Following the most recent restoration project, which had been part funded by the Heritage Lottery Fund, it required the

setting up of project management group which has now been running for over 15 years at the date of this report. This function is working very well and reflects on the other work of the Society. There have been no problems which the group has not been able to resolve. Progress has been slow but continues towards a finish with the current project and with other work on running vehicles.

4.4 Curatorial advice continues to be given by John Wilkes ex Tyne and Wear museums with an over viewing role by Arts Council (NE). In recent times conservation advice has been sought from Karen Barker (Bowes Museum), VON workshops together with the Society continuing its policy of seeking advice whenever necessary.

4.5 The Society has no full time or part time staff but the skills available to us from the volunteers range as follows:

Chartered Accountant	Chartered Surveyor
Mechanical engineers	Joiner
Civil engineer	Safety Officer
Pump Technician	Transport Manager
Project Manager	Workshop Manager

Advice from local firms on the Aycliffe Industrial Estate is available most times.

5.0 MONITORING PROCEDURES AND QUALITY MANAGEMENT

5.1 The Society's management function already contains within its routine activities the monitoring of performance levels, hence vehicle use, finance and the impact/reaction of the general public are constantly looked at in order to improve service delivery and to discard unsatisfactory or uneconomic practices. With this in mind the Society's SWOT analysis provides members with points of focus.

6.0 SWOT ANALYSIS

6.1 STRENGTHS

Uniqueness of the Society being able to take the collection to the public. It contributes to the economic well being of the area particularly by linking with places of tourist interest and networks well with other static museums. ie Beamish and Locomotion Shildon NRM

Increasing knowledge of what is needed and the increasing breadth of skills acquired.

WEAKNESSES Insufficient market research on how best to display the collection in order to widen public awareness which should be corrected by an appropriate visitor survey and discussions with potential sponsors and supporters. This issue has largely been corrected, see **STRENGTHS**.

OPPORTUNITY To exploit links with schools through the national curriculum studies. Promote local pride and local identity with the collection with particular reference to the Aycliffe Village Local History group and NRM- Locomotion Shildon in order to expand archive facilities.

THREATS Lack of understanding of the Society's aims and objectives by potential sponsors and supporters of the Society. The Society's public relations image must be expanded such that the work of the group is linked with quality of the product and performance reliability by customers and supporters.

However in more recent times the appreciation of the work of the Society, by outside bodies and organizations, has become more noticeable resulting in responses for help or the provision of small but not insignificant finance from grant funders which has been on a regular and annual basis.

THE FORWARD PLAN OF

2011 – 2016

REFLECTIONS

AND

CONCLUSIONS

ACTIVITIES

Operational displays to the public, locally regionally and Internationally

Restoration/Conservation

ACHIEVEMENTS

The Society has continued its policy of the operational display of vehicles to the public. This has maintained the image building and public awareness.

The Society now owns six local vintage buses in full running order and an Ex United tow truck in running order purchased in November 2005 with a prism grant (part).

During the last five years the Society has continued its policy of upgrading the standard of restoration on the vehicles.

Education

The Society has continued its policy of outreach by giving talks and being represented at local history events. This has proven to be popular when we have been able to take a vehicle for display and demonstration. There is a need to promote the Society web site to schools and this will be dealt with in the coming plan period in co-operation with Arts Council (NE).

The Society is also building up its work using re-enactors and theme groups in order to present living history, which is an enjoyable ongoing activity.

Documentation/Curatorial

The Society continues to discourage an 'open house' policy towards archive material but in more recent times has allowed some selected material to be received. The Society continues to digitise its archive and will link with both Darlington Railway Museum (Head of Steam) study centre, Locomotion Shildon and Beamish to provide an appropriate outlet for researchers.

Social Events

Social events have become more regular together with outreach to the local community at Newton Aycliffe and locale.

ARTS COUNCIL

The Society has been using contacts made through its membership of MLA (NE) The Society has visited a numbers of other museums as a means of advancing joint promotions

and this has worked well at Ryhope Pumping Station, Bowes, Darlington Railway Museum, Locomotion, Bellingham Heritage Centre to name but five.

Commercial Bookings

The Society has continued to attract commercial bookings for promotional work but has failed to attract any recent film work. Nevertheless we continue to live in the hope of getting back on set sometime.

AIMS AND OBJECTIVES - 2016 -2021

EVENTS	AIM	The Society will continue its current policy of looking for new display opportunities with an emphasis on greater public awareness. The use of networking with AC (NE) members is an exciting source of new events, where buses do not predominate and one which we continue to build upon.
	OBJECTIVE	To find 3 new events per year at which our vehicles are 'front of house'
EDUCATION	AIM	To increase links with local schools with a practical outreach policy that follows the National curriculum. Our web site has been important in this context.

that end the buffer is now in the region of £20,000 as at 2015. Other pressures have been insurance premiums, fuel costs and rent. Nevertheless the gross income of the Society has risen to about £35,000 in the year 2014/15, although this has been distorted by the receipt of grant income.

OBJECTIVE The Society is registered with the Inland Revenue for gift aid and was registered for VAT in 2002. Gift aid recovery is running in the region of £3,500 pa. And continues to hold at that level.

PREMISES

AIM Project NEW HOME will be the final solution of split site working and we are hopeful of progress in the future. The Society has at September 2015 no pressures on its accommodation for the collection and the current tenancy agreement is valid until 2020.

OBJECTIVE To obtain £750,000 at 2010 prices inclusive of land and fees, for the provision of the facility by the year 2025.

TRAINING The Society is aware of the need to maintain skill levels and is looking to implement a training programme, particularly in the field of driving of old vehicles.