

Current Museum Offer

The current visitor experience at the museum is outdated. It has not had the level of resource to keep its offer fresh and relevant to changing audience perceptions and expectations and consequently both the number of visitors and its ability to engage effectively with them has been reduced. The biggest challenge that the organisation now faces is to redress years of under-investment that created an unsustainable and non-viable financial model.

The building along with its many “iconic” objects and images from the eclectic collection is much-loved by local communities. The building itself requires considerable investment to ensure it is a safe and appropriate environment for our visitors and historic collections. These requirements are beyond the scope of this interpretation masterplan but we have considered issues of circulation and adjacency in our proposals to pave the way for a full assessment of the architectural requirements of the strategic plan.

The visitor experience needs investment to achieve current visitor expectations and maximise income generation.

The museum suffers from the “I visited when a child, now back with my own kids” syndrome. Perhaps for many people a slightly nostalgic place that is not regularly visited.

Family visits are a mainstay of the audience but many of the gallery spaces offer little or nothing to this group. Creating a more varied and attractive programme for families with children is an important goal.

Visitors to the area are not as well represented as they could be and more should be done to raise the profile of the museum as destination for holiday makers.

Low income individuals and families and teenagers/young adults are, as in many museums, seriously under represented and special consideration needs to be given to ways of attracting these groups and removing the barriers to their interest in visiting. These could include special outreach projects and community initiatives. The Guerrilla Museum activities that the museum already runs point to possible ways of doing this. Digital and social media presence can also be used to reach these wider audiences.

Groups and individuals with disabilities or particular cognitive needs can be supported with activities in the museum. Lauren mentioned how twentieth century objects had been used in a session with dementia sufferers for example.

The Tricolour report goes some way to analysing this and parts of it are still relevant.

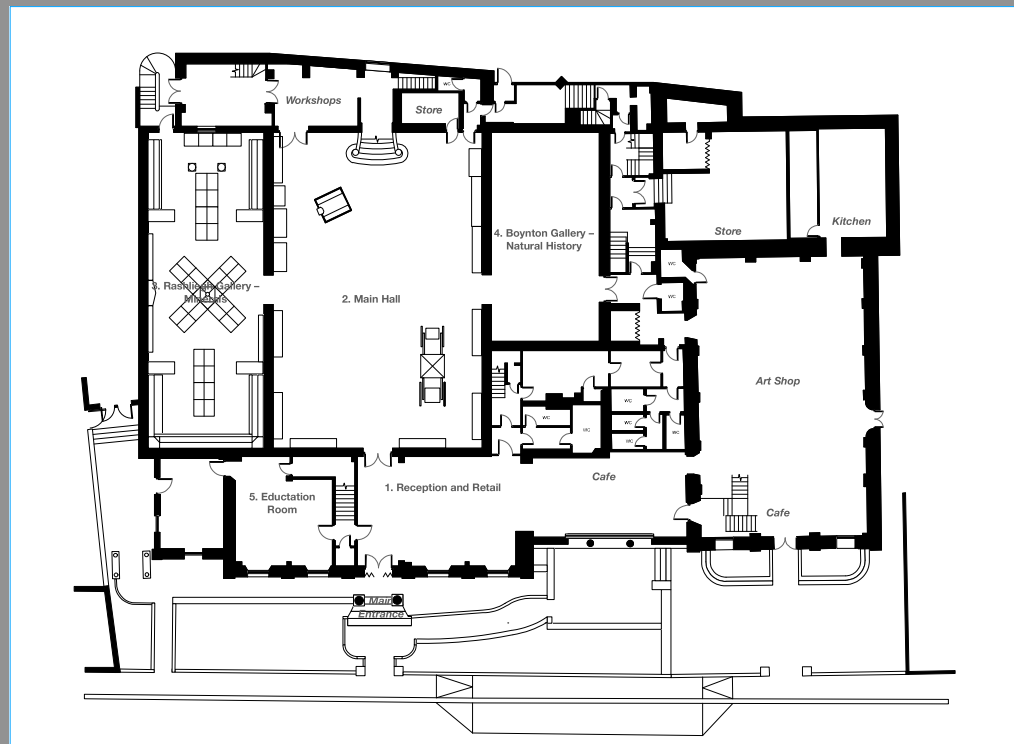


Communication media, look and feel, tone of voice and range of offers all need updating

Current Museum Offer – Ground Floor

1. Reception and Retail – Ticket/Retail P.O.S. desk with a range of gondola and wall retail display units. Untidy and insecure transition to cafe area.
2. Main Hall – A spectacular double height space with surrounding balcony and period fittings. The Main Hall leads to two side galleries and contains a chronological object based display of Cornish History in wall cabinets around the perimeter. It also contains the coach and rail wagon as free standing items.
3. Rashleigh Gallery – A very traditional minerals collection display. Attractive period cases but little interpretation. Layout and height of cases compromise accessibility.
4. Boynton Gallery – A Natural History gallery completed in early 2000s with a reasonable level of interactivity but now somewhat dated.
5. Education Room – A schools room with typically institutional furniture and feel.

The Art Shop and Cafe areas are currently run by a separate commercial tenant.



1. Reception and Retail



2. Main hall



3. Rashleigh Gallery



4. Boynton Gallery



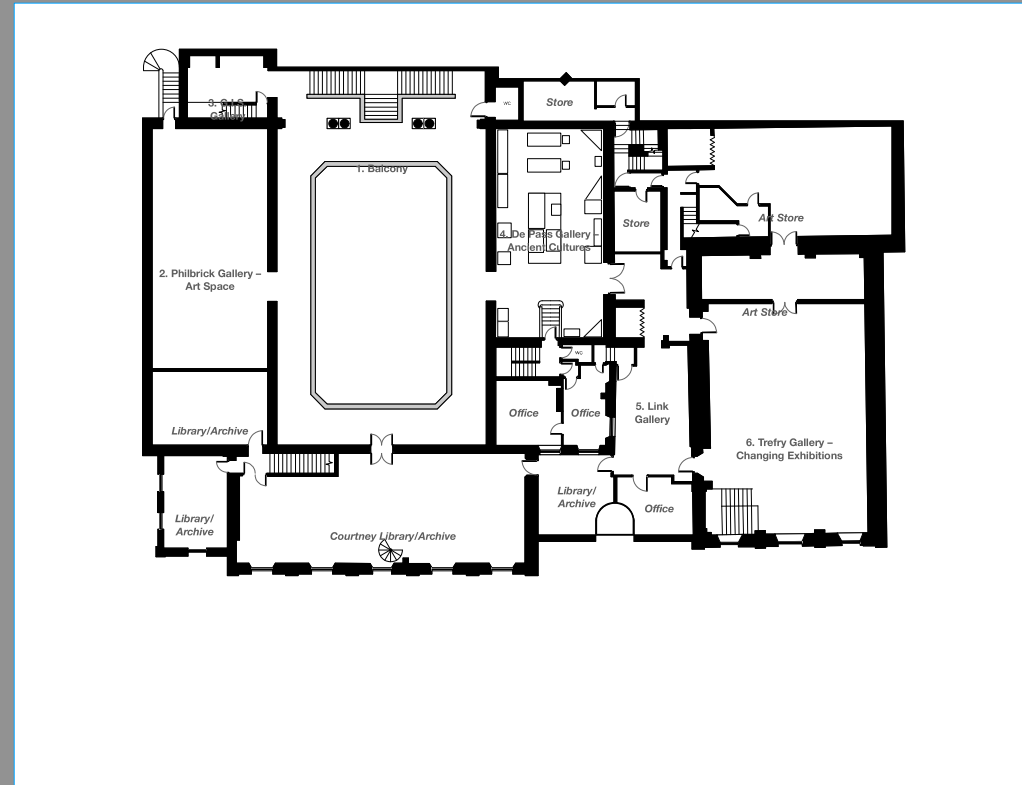
5. Education Room



Art Shop

Current Museum Offer – First Floor

1. Balcony – The balcony, reached by the grand stairs. Side Galleries open off it with further gallery space en filled beyond the De Pass Gallery. There are cases around the balcony with largely decorative arts objects with little narrative continuity.
 2. Philbrick Gallery – An art display space with a flexible lighting system.
 3. Spotlight Gallery – A Government Insurance Scheme compliant temporary exhibition space.
 4. De Pass Gallery – An Egyptology and Ancient cultures gallery with objects, including human remains arranged in themed displays.
 5. A small link space used for temporary exhibitions.
 6. Trefry Gallery – A “white space” gallery with adaptable lighting used for changing exhibitions.
- The Courtney Library and Archive is a densely packed space with limited facilities for public use. It can be used by appointment and material is brought out by staff.
 - Store and back of house spaces are not well arranged.
 - NOTE – disabled access to upper floors is via an old and difficult to operate lift located away from the main circulation.



1. Balcony



2. Philbrick Gallery



3. Spotlight (G.I.S.) Gallery



4. De Pass Gallery



5. Link Gallery



6. Trefry Gallery

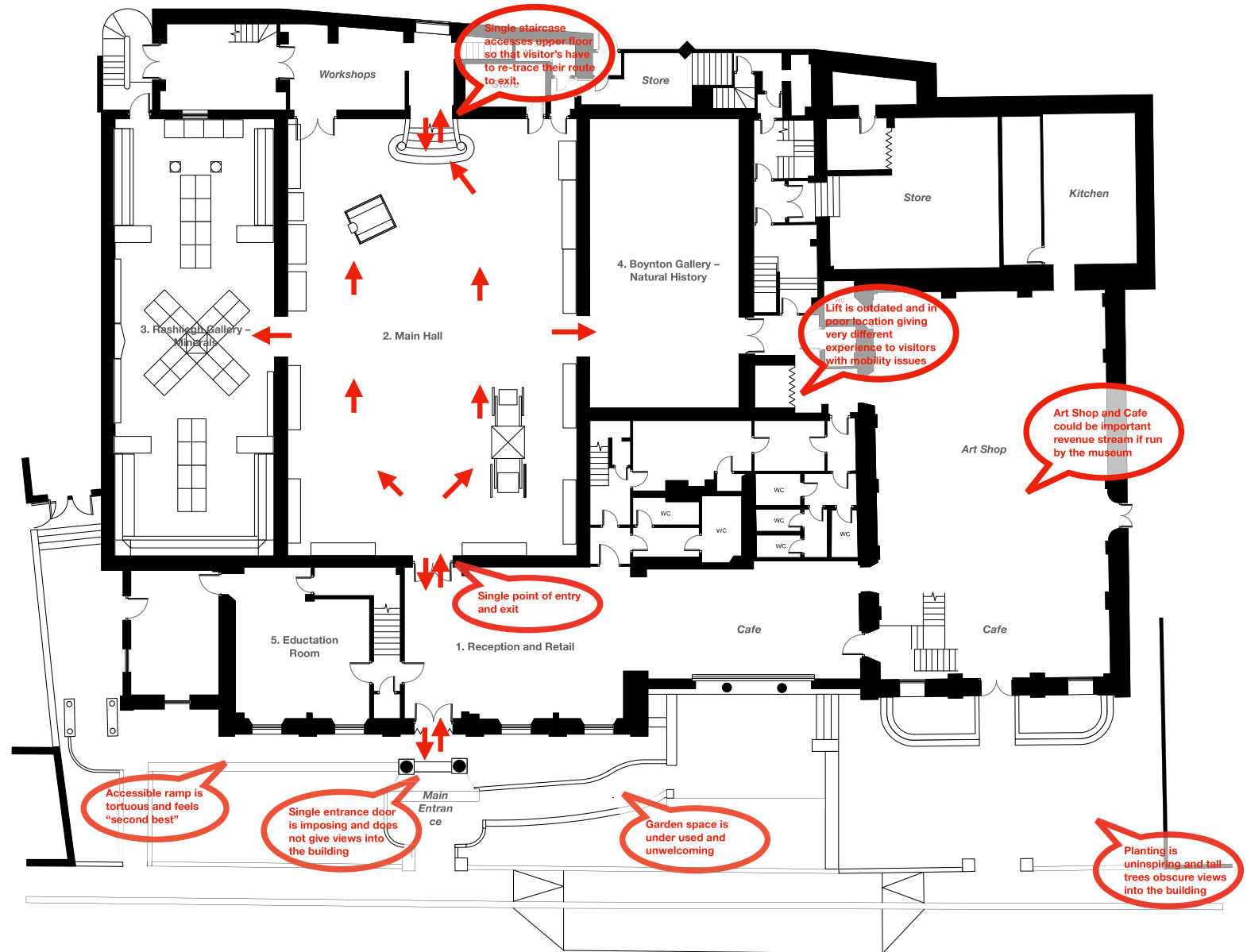


Courtney Library

Existing Ground Floor Layout

The current plan has a number of problems/limitations:

- Lift access and stairs between levels are widely separated.
- Circulation requires considerable “doubling back” and wayfinding is complex.
- Back of house circulation and arrangement of spaces is chaotic.
- The retail and cafe areas need improvement to increase revenue.
- Events are not well supported by the existing arrangement of spaces or facilities.



Existing First Floor Layout

