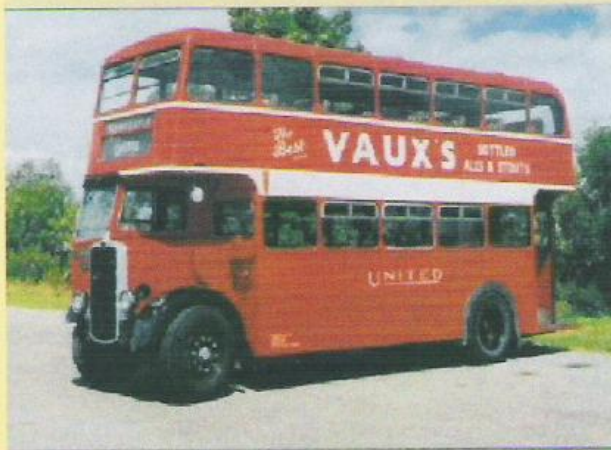


Aycliffe & District *Bus Preservation* SOCIETY



Forward Plan 2006 - 2011



November 2006

FORWARD PLAN

2006-2011

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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.

The society is a member of MLA North East that acts as the regional co-ordinator of the work of both public and private collections in the North East of England and is a registered 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 bus preservation society is no different to many other groups. Bills have to be paid and working programmes devised. Obviously 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.
- 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 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 fourth 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 2001.
- 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 five years. In fact we have visited Holland over the last 4 years and proposals are in hand to visit Norway in 2007.

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 looks at :

Goal 1 - to move from registered status to Accredited status

Goal 2 - produce high standards of restoration and conservation

Goal 3 – presentation and interpretation of the collection to the public with particular emphasis on the education and interaction within the school environment.

Goal 4 – financial stability in order to secure the long term protection of the collection within the Darlington area.

Goal 5 – to put into place a workable succession policy.

4.0 MANAGEMENT

4.1 The Society's activities are now 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 plus one ordinary member of the Society, all of whom meet on a weekly basis.

4.3 The most recent restoration project, which has been part funded by the Heritage Lottery Fund, has required the setting up of project management group which has been running for 6 years at the date of this report. This function is working 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 MLA (NE). In recent times conservation advice has been sought from Liz Brannigan and the Society will continue 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 / bricklayer
Civil engineer	Safety Officer
Pump Technician	Transport Manager
Project 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.

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.

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 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.

THE FORWARD PLAN OF
2001 – 2006
REFLECTIONS

CONCLUSIONS

ACTIVITIES

ACHIEVEMENTS

Operational displays to the public, locally regionally and Internationally

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

Restoration/Conservation

The Society now owns four 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 continues 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 MLA (NE).

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 is moving towards digitising its archive and will link with Darlington Railway museum study centre as an appropriate outlet for study.

Social Events

Social events have become more regular with tours into Holland and to out of region events.

MLA and Networking

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, Kilhope Lead Mine and Darlington Railway Museum.

Commercial Bookings

The Society has continued to attract commercial bookings but has failed to attract and film work. Nevertheless we live in hopes of getting back on set!!

FORWARD PLAN PROPOSALS

FOR

2006 - 2011

AIMS AND OBJECTIVES - 2006 -2011

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 MLA (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.
	OBJECTIVE	To make contact with 3 local schools in the period 2006 -8.
RESTORATION	AIM	To continue a programme of upgrading the current fleet of restored vehicles which will also help to retain skills learnt over the years.
	OBJECTIVE	To complete the Bristol LS in 2007. To upgrade the Bristol K type by December 2008. To re-upholster the seat backs in the Bristol LHS by December 2007.

To fully restore the tow truck by December 2009.

DOCUMENTATION AIM To establish documentation/catalogue facilities for the protection of donated archive material and the Society's own increasing archive in accordance with the Code of Practice on Archives for Museums.

OBJECTIVES Set up a documentation/catalogue facility by December 2008 in co-operation with Darlington Railway Museum following consultation with our curatorial advisor.

FINANCE

AIM The Society has continued its policy of maintaining a cash buffer against unexpected costs and to that end the buffer is now in the region of £6000. This has been maintained in spite of the partnership funding for the Bristol LS project of 12%. Other pressures have been insurance premiums and fuel costs. Nevertheless the gross income of the society has been about £15,000 in the year 2005/6, although this has been distorted by HLF and PRISM grant money.

OBJECTIVE The Society is now registered with the Inland Revenue for gift aid and registered for VAT in 2002.

PREMISES

- AIM** Project NEW HOME will be the final solution of split site working. Discussions with Darlington Railway Museum have some way to go. We are hopeful of some display facility in the future . In the meantime the Society will continue with its discussions with HLF and others for a satisfactory outcome. This links with the succession planning policy to make sure that the Society continues with its work in future years.
- OBJECTIVE** To obtain £800,000 at 2001 prices inclusive of land and fees, for the provision of the facility by the year 2010.