



Registered Charity No.  
289555

# **Information Pack for Trustees**

## **The Farmland Museum & Denny Abbey**

**May 2021**



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## **An Introduction from the Chair of Trustees**

Thank you for considering joining our hard working and dedicated team of Trustees at the Farmland Museum at Denny Abbey. We are currently a team of 8 trustees with varying skill sets both from the museum world and from the larger outside world. We have identified the need for someone who has the ability and the time to raise funds for various tasks and projects that we have identified.

Trustee meetings are held nominally every three months at the museum and last for a couple of hours. In addition, I have set up smaller working groups to tackle specific issues. These groups then report back at the next full trustees. The fundraising trustee would be involved in some of these working parties.

Our forward plan is still a work in progress, but we have already identified a team to drive forward a bid to replace our old and totally unsuitable Grain Store, which currently houses the café, offices, workshop and storage areas of the museum. This will need significant funds and we are currently working with Historic England and English Heritage prior to employing architects and builders to get the project started. In addition we have a grade 2 listed stone barn which will need work soon, various artefacts and assets that need work such as a straw lifter and waggon wheels. We also need to rebrand and get better signage, accessibility and visitor experience. All of these require additional funding.

Currently, we are working on attracting more visitors to the museum on a daily basis rather than rely on a few larger events. We have appointed a collections and visitor attraction member of staff to ensure we refresh our displays and are appointing a café supervisor to expand the range and opening times of our café, all of which is to encourage repeat visits and more spend per head.

We have a good working relationship with Amey Waste Management, our near neighbours, who support us every year from the waste tax charity fund, and by Urban and Civic who are the main developers of the new town being built next to Waterbeach and our site. We are also the only accredited museum under South Cambridgeshire District Council, and we look after Denny Abbey which is under the control of English Heritage.

We feel that there are really good opportunities to get more grants, donations, legacies in place to help us achieve our vision for the museum. Are you the person that can help us?

If you have any questions, please don't hesitate to contact me,

Steve Archer,  
Chairman,  
Farmland Museum and Denny Abbey



## **About the Farmland Museum and Denny Abbey**

The Farmland Museum is a small, independent, accredited, charitable museum, which manages the adjacent Denny Abbey on behalf of English Heritage. The Farmland Museum and Denny Abbey tells an 850-year story of farming, communities, and life in the Cambridgeshire Fens.

Our mission is to enable a wider audience to participate in and enjoy the Museum's work, enabling every individual to gain an understanding of rural life in Cambridgeshire.

The Farmland Museum started out as bits of broken pottery kept in a shoebox by four-year-old Craig Delanoy in the village of Haddenham in 1969.

The museum opened for one Sunday a month and was run solely by volunteers under the curatorship of Mike and Lorna Delanoy (Craig's parents). They received MBEs for their service to museums and for raising money for good causes.

The collection grew and after being in Mike and Lorna's garden until the early 1990s (main image), the museum was moved in 1995 to the site where Denny Abbey stands, just off the A10 between Cambridge and Ely. It re-opened in 1997 in renovated farm buildings with a new education block. The museum collection covers village and farming life of rural Cambridgeshire including large machinery and domestic items.

Since then, additions have included converting an 1850s farm labourer's cottage into a 1940s cottage, complete with outdoor privy, re-creating what life was like for a farm workers family.

Denny Abbey was lived in by three different religious orders (and owned by 4!) until Henry VIII closed it and sold off the building and surrounding land. From the time it was sold off and the Countess of Pembroke's church extension demolished, farming families inhabited the former medieval church until the early 20th century.

Other interesting delights at the site include display rooms about basket making, a farriers, an early 20th century typical village shop and a dairy. The museum also has a recreation of a fen man's hut.

Find out more here <https://www.dennyfarmlandmuseum.org.uk/>

# Fundraising Trustee Role Description

## What's involved?

1. Help with all aspects of trust fundraising including prospect research, cultivation, and application drafting.
2. Help us develop our Fundraising Strategy and grow income including Corporate, Legacies, Major Donor, and Individual giving.
3. Help us deliver against ambitious targets in our fundraising plan.
4. Work with the other museum Trustees to maintain our vision and values.
5. Be an active champion of the organisation.
6. Ensure compliance with our governing document.
7. Ensure compliance with the law.
8. Act in the Farmland Museum's best interests.

## What's in it for you?

Join our team and you can benefit from a fulfilling and rewarding experience, to making new friends and gaining valuable experience.

## This role will suit someone who:

- Is a creative thinker, a collaborator and has excellent research abilities alongside an interest in heritage and culture.
- Is an excellent communicator.
- Has experience of writing compelling applications that have resulted in grants and donations.
- Has at least two years' experience of fundraising for a charity.

## Our Team

Learn more about our team here

<https://www.dennyfarmlandmuseum.org.uk/content/about/meet-the-team>

## Terms of Office

Term: Board members serve a three-year term and are eligible for re-appointment for one additional term of three years.

Remuneration: The role of Trustee is not accompanied by any financial remuneration, although expenses for travel may be claimed

Location: Board meetings will normally be held on site at the museum in Waterbeach, Cambridgeshire CB25 9PQ.

Time commitment: 4 Board meetings per year. In order to better understand the Museum's work and its supporters, Trustees are also encouraged, on occasion, to attend events, and to engage with key stakeholders.



## **Recruitment Process**

If you are interested in this opportunity, please send a copy of your latest CV or biography together with a supporting statement, explaining your motivations for applying for the role, how your skills, knowledge and experience match the requirements sought and what you can additionally bring to the role to [sarah.michael@farmlandmuseum.org.uk](mailto:sarah.michael@farmlandmuseum.org.uk).

Shortlisted applicants will be invited to have an informal meeting with two representatives of the Board. The meeting will provide an opportunity for a prospective Trustee to discuss their skills, background and experience of working within a governance role. It is a two-way process and the discussion should also present the prospective Trustee with an opportunity to find out more about being a Trustee for the Museum and decide whether or not they are still interested. If it is decided, by both parties, to continue with the appointment process the prospective Trustee will be invited by the Chair to complete a Trustee Information Record and to name two referees. Subject to satisfactory references, successful applicants will be invited to attend the next Board meeting (these are usually held in March, June, September and December).

**This is a voluntary role and this arrangement is not legally binding or an employment contract.**

