



*Uncovering and maintaining yesterday's
heritage, history and hidden stories*

Building the Vision of a resilient and sustainable Museum that excites different
and diverse local communities to share and understand their local history.

BUILDING OUR VISION



OUR PURPOSE

'To provide a sense of community and place celebrating our collective heritage by offering innovative ways to learn about the history of Chard and surrounding areas.'

We can achieve this by preserving the past, help shape an understanding of the present and inspiring future possibilities. We will unearth history hidden in people's attics, filing cabinets and memories.'

OUR VISION

'To connect with our local communities to explore the hidden stories and heritage of Chard and the surrounding area.'

OUR MISSION

'To nurture pride and ownership of our museum as a vital part of the town's heritage and culture ensuring that future generations can learn from the past.'

OUR ASPIRATIONS AND VALUES

Accessibility

Our aim is that there should be an 'opportunity for all' to share and benefit from our local heritage and culture. Our aspiration is to create a museum that allows for the widest range of individual needs whether they include for example, mobility, sensory, or language. This can best be achieved by open dialogue with people who have broad first-hand experience.

Spaces

Our physical spaces provide a rich opportunity to rejuvenate buildings in a phased way. This will systematically integrate, for example accessibility, and reduces the building's environmental impact. Integrating these two aspects will best achieve upgraded facilities for our visitors and care for our collections.

Museum without Walls

It is our intention that the Museum should be much more than a physical building to house our Collections. Our aspiration is to create changing exhibitions and participatory events that can be shared at the Museum but as importantly around the town and surrounding areas. This can best be achieved in collaboration with others.

Diversity and Inclusion

We believe that museums should create meaningful experiences for people of all origins and background. This is central to their social value. Our aspiration is to truly represent all sections of our community in our Collection, Exhibitions and Projects. Further we aim to create a supportive and inclusive environment where everyone can feel comfortable to be themselves and thrive.





BUILDING OUR VISION

Chard Museum is a small local museum located in south Somerset. It is housed in a converted 16th century thatched building that were originally four cottages. It later incorporated the building next door which had been the New Inn public house. In the early 1980's the Barn was added.

The foundation of the collection dates from around 1880 when Arthur Hull, a local surveyor, started to collect curiosities. He left these to the town. In 1970 the Museum opened.

Building the Vision (Phase 3) covers the period April 2025 to late 2027. Its focus is on 'taking action' on what we have learnt from Building Resilience: Through Stories and Spaces (Phase 2: 50 Years and Beyond). This was funded by the National Lottery Heritage Fund and Archaeological Heritage Fund.

The first two phases of 50 Years and Beyond achieved:

- 50 Years and Beyond: Trustee preparation for the challenges of taking ownership of the Museum buildings and changing our Governance to become a Charitable Incorporated Organisation (CIO)
- Building Resilience through Stories and Spaces: Working with heritage specialists to think about, research and develop what our future vision of the Museum will contain, share and deliver

Phase 3, Building our Vision will unlock the potential in three specific Museum spaces. These are the Patio, to be renamed the Courtyard, the Paddock and the Barn. Community feedback has shown that repurposing would allow us to deliver a decisive impact on our objectives of:

- Caring for our Heritage
- Improving our Public Offer
- Developing our Audiences
- Widening our Impact

OUR VALUES

Caring for our Heritage

Continue to manage our collections and archives through a programme of development and rationalisation. This will ensure a high standard of care and relevance to our future vision and ensure our historic buildings are maintained and secure.

Improving our Public Offer

Build our visitor and user experience both on, off site and virtually through updated displays, events and exhibition programmes. Develop our schools and groups offer.

Developing our Audiences

Widen our audiences by developing a programme of events, workshops and community led exhibitions that will engage and reach out to local people as well as attract new visitors to the town

Widening our Impact

Continue to build partnerships with local organisations through projects, events and exhibitions and while improving our external communications and PR. This builds our visibility among key stakeholders, funding organisations and local people

Strengthening our Sustainability and Resilience

Implement a new business model that increases income through paid admissions, school visits, events and exhibitions. It will generate an operational surplus to assist support for building maintenance and development. Recruit new Trustees and or volunteers to meet the needs identified in our Knowledge and Skills Audit.



WHAT HAVE OUR VISITORS SAID

So much help and information from the volunteers here, so many things to read and take in, this is a fascinating Museum of Chard, never been here before but glad we came today
Bill and Sandra Naish, near Southampton Hants

Much bigger than imagined, lots of absorbing history of the town. Will tell our friends to visit and learn the history of Chard. Great enthusiastic staff. Good luck
Ken and Joan Stephenson, Harbury, Warwickshire

This is a very interesting Museum. I really love the victorian part because you get to experience what it was like back then and you get to dress up and play around. This is the best museum ever!
Amelia (aged 11)

It is wonderful to see people care enough about the history of Chard to show other people how Chard survived through the ages, until now. I left Chard 50 years ago and was taught in school about "Stringfellow – The Aviator" who was a man ahead of his time. Many thanks to all the volunteers. Marian Ritchie, B.C Canada

Thank you so much for an interesting morning. Brought a group of 17 people and they all thoroughly enjoyed their visit. Diane (Younger 4 Longer)

WHAT HAVE OUR COMMUNITY SAID

... try to make the entrance more enticing. It's always difficult when they are so near to a main road. David

... it's important for the town that they see community projects like the Museum and ourselves working together for the town. Emma

... if we understand the past we can better understand the present and can better care for the future. Ella

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Scan the code to follow our journey through three short films.



We want to continue talking and collaborating with the local community. You can also sign up for our Newsletter by emailing info@chardmuseum.co.uk