

*'From the Community not for the Community'*



**BRINGING OUT THE BEST PUBLIC ENGAGEMENT  
FINAL REPORT**

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# BRINGING OUT THE BEST PUBLIC ENGAGEMENT

## FINAL REPORT

### Executive Summary

#### *“From the Community not for the Community”*

**‘A museum should be a celebration of all the talent, skill, history and people of the whole Kirklees area, from success stories in the arts, culture, sports, politics, religion and national life, as well as a promotion of local businesses, crafts, industries that could benefit from the many visitors to such a museum.’**

Quote from *Imagine a new Museum and Art Gallery for Huddersfield* public survey 2020

Findings are presented from a public engagement programme carried out between July 2020 and January 2021 for the National Heritage Lottery funded Resilient Heritage programme, [Bringing out the Best](#).

In particular, the research focused on the proposal for a new Museum & Art Gallery, within a Cultural Heart area, a major part of the town centre regeneration, as set out in Kirklees Council’s [Huddersfield Blueprint](#) and the [2016 Vision Culture Kirklees](#). This document states that Tolson Museum will be retained to provide museum services in Huddersfield whilst a new museum is in development.

## Methodology

- Public engagement conducted by Sumner & McIntyre was held over 18 weeks in 2020 and early 2021.
- This commission aimed specifically to find ways to target engagement with people underrepresented in the museums service’s audiences – including people who rarely or have never visited Kirklees museums and gallery sites, as well as reaching out more widely with broad public engagement via a general survey.
- Due to Covid-19 and restrictions in place during this project, the engagement plan was designed and adapted to enable continuation without face-to-face meetings.
- Engagement has been completely virtual, with all meetings held online.

### Engagement Mechanisms

- **One-to-ones** - In-depth one-to-one interviews were held with charity leaders and representatives of organisations.
- **Focus Groups** - A series of online focus groups were held with underrepresented audiences.

- **Online Survey** - A detailed, online survey *Imagine a new Museum and Art Gallery for Huddersfield*, was promoted widely and was also available as a printed document by post.

### **Who Took Part**

- In-depth one-to-one meetings were held with 18 organisation leaders and representatives.
- All one-to-one interviewees represented organisations or charities working with underrepresented audiences.
- Focus groups meetings were held online with 41 participants in 9 different sessions.
- Focus group attendees were from underrepresented audiences (one exception being the Friends of Tolson and Ravensknowle group).
- 728 completed online surveys were received.
- 87% of survey participants were Kirklees residents.

### **Subject areas**

Detailed feedback and opinions were received on many different aspects of a new Museum & Art Gallery across the engagement. Views were sought on:

- current usage of Kirklees Museums and galleries
- marketing and publicity
- what is special about Huddersfield to the people of Huddersfield
- how to be accessible to everyone
- what ethos a new Museum & Art Gallery should have
- facilities and museum spaces
- barriers to visiting
- how to appeal to different audiences
- stories that are important to different local communities
- themes and storylines for future exhibition and display
- forms of interpretation
- outreach
- how to explore current and world issues in a museum context
- events and activities to attract potential visitors
- future volunteering and participation

## **Headline Findings**

### **Enthusiasm**

- There is genuine enthusiasm and interest in the development a new Museum & Art Gallery for Huddersfield.
- 87% of survey respondents were very interested or interested in visiting a new Museum & Art Gallery in the centre of Huddersfield in the future.
- All one-to-one interviewees and most focus group participants were eager to see a new Museum & Art Gallery.
- Many people were keen to contribute to the planning and developing of the project.

### Location of new Museum & Gallery

- The location of the new Museum & Art Gallery was not discussed in focus groups but was discussed quite extensively in the free text of the survey.
- There was a widespread general interest in local heritage and particularly textile heritage.

### Current usage of Kirklees Museums and Galleries

- There was varying usage of current Kirklees museums and galleries.
- **Tolson Museum** was the most recognised/visited museum. Some people expressed fond childhood memories of visiting, while some admired the building and easy parking and were keen to see Tolson invested in and developed recognising the need for updated displays and dynamic programming.
- There was **very low 'regular' use** of any of the museums and galleries across all the research strands.
- There is a general perception that displays are static and therefore repeat visits were not common.
- Some participants had not visited for many years.
- There was lack of knowledge of the sites, activities and events programme amongst the participants and a feeling that marketing was not effective or reaching their communities.

### Marketing and Publicity

- There was a **general lack of knowledge of the sites, activities and events** amongst participants.
- Generally, a feeling was expressed that **marketing and publicity was not effective** or reaching specific communities.
- Kirklees Museums and Galleries did not have a high profile in many communities.

### What is special about Huddersfield to the people of Huddersfield

- There were 561 free text responses to this question in the survey.
- **The surrounding landscape and architecture** were what was most special about Huddersfield – **'hills and mills'** were frequently referenced.
- There was varied and widespread response to this **sense of a special place** across all research.
- **Local landmarks** such as Castle Hill were mentioned frequently.
- There was general recognition that the **textile heritage** of the region had shaped the town and area as well as the lives of its inhabitants.
- The combination of the **landscape setting, the textile heritage, Victorian architecture**, as well as the **diverse, multi-cultural community** was valued as what made Huddersfield unique.

### How to be accessible to everyone

- Making a new Museum & Art Gallery **accessible for everyone** was felt to be important and that accessibility should be an integral part of the project from the outset of planning.

- It was suggested in the focus groups that the **opinions of specific user groups should be sought** and expert advice taken as appropriate.
- Some focus group participants also felt **displays needed to better reflect local communities** and tell wider, more inclusive stories.

### What ethos should a new Museum and Art Gallery have?

- Over 100 different words were given when discussing what the ethos of a new Museum & Art Gallery should be in the focus groups.
- The most popular words used were **welcoming, accessible, community, relevant** and **inclusive**.

### Facilities and museum spaces

- **The galleries and exhibitions** were the most important spaces for participants overall in the research.
- A **welcoming entrance** orientating visitors and **community spaces** were important too.
- **Green outdoor spaces** were thought to be crucial by many participants in the focus groups – a well-designed outdoor area, family trails (with public art favoured by some), as well as wellbeing opportunities were all valued and reflected across the research consistently.
- A **café** facility was not selected as a major draw in the survey, and the lack of a catering facility was low in a list of things that would put people off visiting.
- A **menu with a variety of items at a wide range of prices** was however the most important factor when considering a visit to a museum café.
- In the focus groups, however, there was **widespread support for a good café** which was seen as part of the community offer, a place to meet, socialise and discuss the museum displays.
- Many focus group participants also felt that the café should source **local produce** and have a different distinctive offer.
- People travelling to Kirklees from outside the area were particularly eager that a good café was part of the museum experience.

### Barriers to visiting

- **Entrance fees** were seen as the one thing that would most put participants off visiting a new Museum & Art Gallery, with **unwelcoming and inaccessible entrance** being the second barrier.
- **Lack of nearby parking** was highlighted as an issue.
- The availability of close **parking** was therefore very important with adequate provisions for **disabled spaces** and **drop off points** near the entrance, also being crucial to certain groups.

### How to appeal to different audiences

- **An exciting and ambitious exhibitions programme** was felt to be by far the biggest draw which would encourage visitors to travel to visit a new Museum & Art Gallery.
- **Reflecting the multi-cultural heritage** and make-up of Kirklees and diverse story-lines came out strongly in focus groups.

- It was important that **displays and themes have multiple voices and reflect different histories** should be included with a strong preference for integrated holistic storytelling.
- An inclusive approach to accessibility of the building, diverse display content and community-curated spaces, would provide the opportunity to tell different stories and thus appeal to currently underrepresented audiences.

### Stories that are important to different local communities

- There were 301 free text responses to this question in the survey and each focus group discussed stories from their own heritage or communities.
- Most responses detailed the history of Huddersfield and its stories - **Local People and Local Places**.
- There were considerable similarities between the opinions expressed in the focus groups and those in the survey, with key stories including **Activism, Multi-Culturalism** and **Migration, Textiles, LGBTQ+, Art, Artists and Photography, Music and Festivals** all cited.

### Themes and storylines for future exhibition and display

- The overall most popular theme for displays and exhibitions was **Textile Heritage and Innovation** across all research.
- Also of importance was **Local Lives**.
- However, there was widespread interest in different topics which were explored in the focus groups.

### Forms of interpretation

- **Touchscreen and interactive displays** were the most popular choice overall with **film and sound** also popular in the survey, and a **Discovery gallery** for children also seen as an important asset.
- In the focus groups, interactive displays were also popular and there was a desire to have multiple forms of interpretation to suit different needs. This included **audio descriptions** and **live guiding** for the partially sighted but once again a desire that this was integrated into overall programming for all visitors.
- Variety and choice were seen as important.

### Outreach

- How a new Museum and Art Gallery in Huddersfield could also serve the towns, villages and rural areas of wider Kirklees was discussed in focus groups.
- Public transport to Huddersfield was highlighted as problematic for some.
- There was a generally positive response to the idea of outreach in the form of the already established **Museum in a Tent/Museum in a Box** schemes.
- Topics to be explored in the Museum in a Tent needed to be relevant to targeted audiences.
- However, outreach was not thought to be a substitute for museums that had closed, but an additional offer.

### How to explore current and world issues

- **Climate Emergency** and **Poverty and Inequality** were the issues most selected as being crucial for exploration in a new Museum & Art Gallery.
- **Health and wellbeing** and **Displaced people** also emerged from the focus groups as key areas for inclusion.
- There was widespread support for exploring current issues within the new Museum & Art Gallery, however there was also a significant response against addressing current issues and concern about being political, particularly in the survey and occasionally in the focus groups.

### What events and activities potential visitors are most interested in?

- **'In conversation' discussions with artists, makers, poets, historians and representatives of communities** was the most popular choice in the survey response with **Festivals and events reflecting your community, Adult learning groups** and **Arts and Craft activities** also being seen as important.
- **Yorkshire Day** was the most popular annual event participants would like to see explored in a new Museum & Art Gallery.
- Also important was **Take Over Day** and **Remembrance Day**. Specific dates were highlighted from communities in the focus groups such as **National Windrush Day, Black History month** and **LGBTQ+ History Month** and **Pride**.

### Future volunteering and participation

- 23% of participants in the survey were interested or very **interested in volunteering** in the future.
- Many of the focus group participants were also very keen to participate, some in the **co-curation of community spaces** and others in **community panels**.
- It was felt that stories should be told 'with' the groups, giving them a voice within the new Museum & Art Gallery. There is much interest and opportunity to develop community participation and to better reflect a range of communities.

## Next Steps

- Results and Recommendations will be considered as part of the *Bringing out the Best* project and will be shared and presented with the Programme Board in April 2021.
- Results and Recommendations will inform future relevant strategies and master-planning across Kirklees Museums and Galleries.
- Results and Recommendations will inform plans and development of a new Museum & Art Gallery and shape next steps in engagement and community involvement.
- Summary results will be made public in 2021.
- All participants in focus groups and one-to-ones should be kept informed and updated on progress.
- Groups/charities/organisations engaged with in this project should be updated on progress and consulted going forward as appropriate.



# 1 Introduction

## 1.1 Background

**‘We need to see ourselves in there. Let’s show everyone’s contribution.’**

Quote from one of the focus groups

Kirklees Council Museums and Galleries (KM&G) manages rich and diverse collections across towns and villages in the North of England that have significant cultural heritage set within memorable landscapes, including Tolson Museum, Huddersfield, Huddersfield Art Gallery, Bagshaw Museum, Batley and Oakwell Hall and Country Park, Birstall with exceptional strengths in textile heritage, Egyptology, world collections and British 20th Century art.

KM&G has been successful in being awarded National Lottery Heritage Fund funding for a Resilient Heritage project entitled *Bringing out the Best*, which aims to create a bright new future for the area’s museums and galleries, focused on the heritage it manages and the communities it serves. The project takes a collaborative approach to heritage and culture across Kirklees, using the remarkable stories of their past and present, ensuring heritage and culture are everyone’s business and bring out the best of Kirklees.

Key outcomes include a public engagement programme for master planning and visioning. The last major formal public engagement exercise took place in 2016 when over 1,000 people participated in online surveys and face to face information sessions, providing baseline data, including what stories and collections people wanted to see in a future museum. This 2016 engagement informed the vision document [Culture Kirklees](#) which sets out the cultural offer and how this contributes to the district’s priorities as outlined in the Kirklees Economic Strategy and Joint Health and Well-being Strategy. The museums service has clear ambitions for developing its relationship with the diverse communities of Kirklees, seeking to work more with communities and volunteers to care for collections and buildings, encouraging community curatorship and broad partnerships. It aims to share resources with partners locally, regionally and nationally, communicating appropriately with 21st century audiences.

Between 2011-2016, Kirklees Council had to make austerity savings totalling £106 million and in the process the museums service made budget savings of 69% over five years, resulting in the withdrawal of the museum function from two of its sites, Dewsbury Museum and Red House Museum, a significant reduction in opening hours and a cut in staffing from 53 to 23 full time equivalent posts.

The NLHF Resilient Heritage *Bringing out the Best* programme aims to ensure that within this context, heritage is made sustainable and through collaborative effort and long-term

planning, the exciting potential of heritage to contribute to place making, local economy and wellbeing is realised.

## 1.2 Aims of the project

A new Museum & Art Gallery in Huddersfield is proposed as part of the town's Cultural Heart and would play a major role in the regeneration set out in Kirklees Council's [Huddersfield Blueprint](#). No exact location has yet been decided upon, and the project will take several years to develop. Kirklees Council Museums and Galleries commissioned Ann Sumner and Beth McIntyre as external research consultants in late June 2020 to work closely with them to carry out a range of engagements in order to understand the ambitions and aspirations of specific audiences. The research began in early July.

The outcomes from this work will inform visioning and master planning for heritage throughout Kirklees. It has particularly been focused on the proposed new Museum and Art Gallery in the centre of Huddersfield, but has also embraced engagement around Bagshaw Museum and Oakwell Hall. The research will support the creation of a key vision for the new Museum & Art Gallery and feed into master planning at Bagshaw and Oakwell and ultimately the new Heritage Strategy.

In particular, but not exclusively, the commissioned research was to focus on people who are underrepresented in our audiences, as well as more general engagement with the wider public through a survey open to everyone.

As funding for the first phase of this engagement was limited, it is hoped to conduct further engagement as required by future heritage development projects, which will contribute to the development of heritage across the district.

The communities we focused on in one to ones and focus groups included:

- Young people and teens (including students)
- People from the ethnically and religiously diverse communities of Kirklees
- Recently arrived refugees
- People with physical/mental disabilities and neurological challenges
- People from the LGBTQ+ community
- People who feel socially isolated
- Other non-users, including potential regional and national audiences

The engagement has been designed to provide both quantitative data and qualitative feedback and aims to reach key communities to increase understanding of the views of people underrepresented within Kirklees museums and galleries. It aims to provide robust evidence for funders and policy makers and to embed into master plans and visions. It aims

to support individuals and communities to engage with heritage in Huddersfield, encouraging them to become stakeholders in the development of the new Museum & Art gallery and future planning across sites. Therefore, the aim has been to ensure that our research provides in-depth data and analysis at a number of levels.

## 1.3 Methodology

Initial detailed desk research was carried out and a plan was agreed with a Public Engagement activity plan for the Project Board. The consultants have had monthly meetings with Kathryn White (Project Manager) and weekly meetings with Jenny Salton (Project Officer) to ensure connectivity with the wider *Bringing out the Best* team.

The consultants proposed that the best method of reaching people in the identified groups was by approaching umbrella organisations and charities already working with socially and economically disadvantaged communities. Work was carried out to identify key organisations and representatives to engage with, and to identify groups and charities to approach regarding setting up focus groups within the *Bringing out the Best* project timeline.

Initial meetings were held with key external contacts. Most importantly meetings were held with Becky Bracey, Volunteer Development Manager, Third Sector Leaders (TSL) Kirklees, who helped to identify contacts and groups, making some introductions to facilitate vital one-to-one discussions.

There has been regular contact with KM&G and Council staff throughout the process. At different stages of the project there has been increased contact with particular staff. These meetings have included consultation work with:

Ralph Parmar (KM&G Business and Audiences Manager)  
Emma Crowley (KM&G Volunteer and Engagement Officer)  
Grace Brame and Stuart Dutch (with regard to the design and reporting of the survey from the Council's Corporate Research Department)  
Shirley Hepworth (Information Governance Officer)  
Katy Deacon (Information Governance Manager)  
Victoria Thomson (IT Senior Officer) (with regard to the technology for online focus groups specifically using Teams).

The research and public engagement carried out has been in three main areas:

- In-depth one-to-one interviews
- Online focus groups
- Researching and designing questions for a public survey

## **One-to-One Interviews**

The one-to-one interviews were developed to help understand how to reach the targeted audiences, how to engage and to get buy-in to the project, as well as taking the opportunity to discuss with participants their own potential as visitors. Working with a question template, these sessions have proved to be vital in the research and have provided much in-depth information and specialist knowledge. In some instances, they also led to focus groups with communities they represented and on other occasions, they have facilitated representation from a group which was unable due to the Covid-19 pandemic, to participate in online engagement.

## **Online Focus Groups**

The online focus groups were developed to be interactive, with the use of an icebreaker, and slide images shared on screen via a PowerPoint presentation to stimulate and focus discussion.

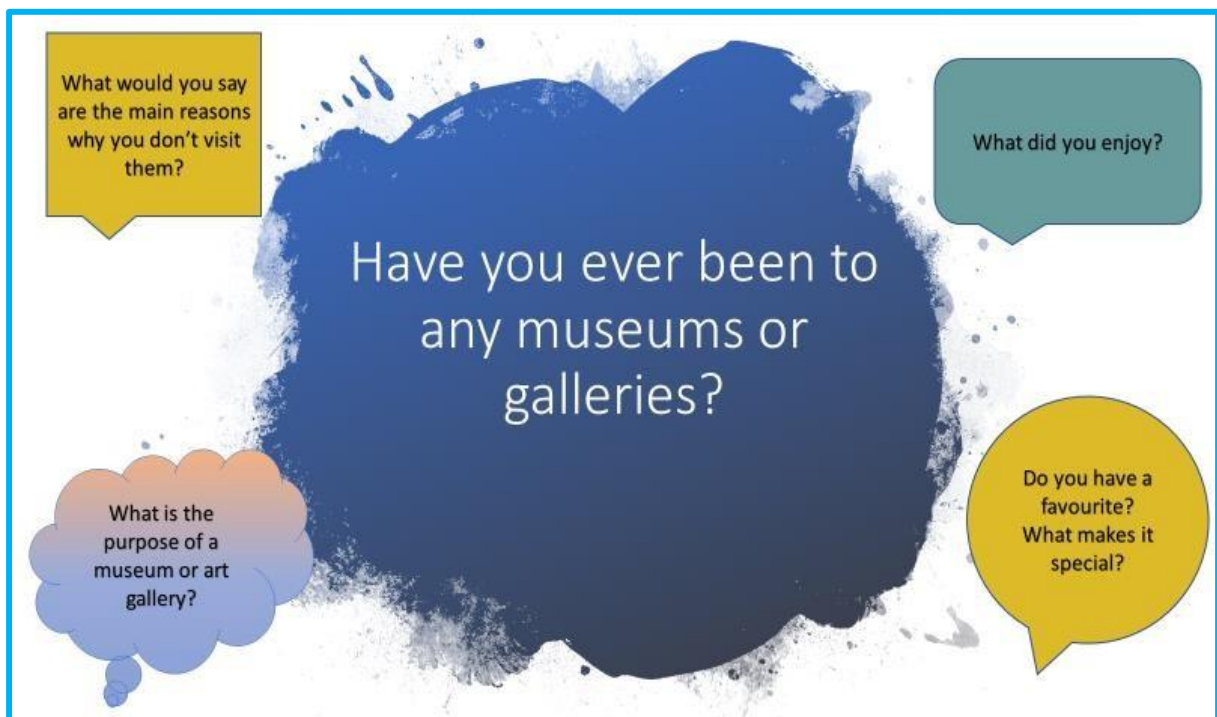
A template for use with all groups was developed which could be adapted depending on the group's requirements. The template was designed to gather knowledge about current usage of Kirklees' museums and galleries, as well as thoughts and opinions on a future new Museum & Art Gallery for Huddersfield, including storylines, events and activities, facilities and relevant spaces. While participants were predominantly non-users of Kirklees museum sites, many did regularly engage with museums and galleries elsewhere regionally and nationally.

One element of the focus group sessions asked attendees to bring their own museum 'object' to tell their story. This exercise involved the presentation of a number of fascinating items and was used to stimulate discussions about what should be on display in museums and what stories could be told.

The setting up of the focus groups was often a time-consuming process and relied on group organisers to engage participants. However, this was worthwhile and the sessions were all positive experiences. The groups were engaged, enthusiastic and inspiring. The focus groups have been rewarding, resulting in invaluable feedback. Participants freely shared views and ideas for future planning.

As is best practice in public engagement with new audiences, focus group participants, who so generously gave of their time, were offered an incentive in the form of a £10 e-voucher from Sainsburys. This not only encouraged participation from underrepresented groups but meant that those who engaged willingly often gave up more considerable time than anticipated to contribute enthusiastically.

Below are examples of slides from the focus group PowerPoint, to illustrate how these aided discussion with the online focus groups:



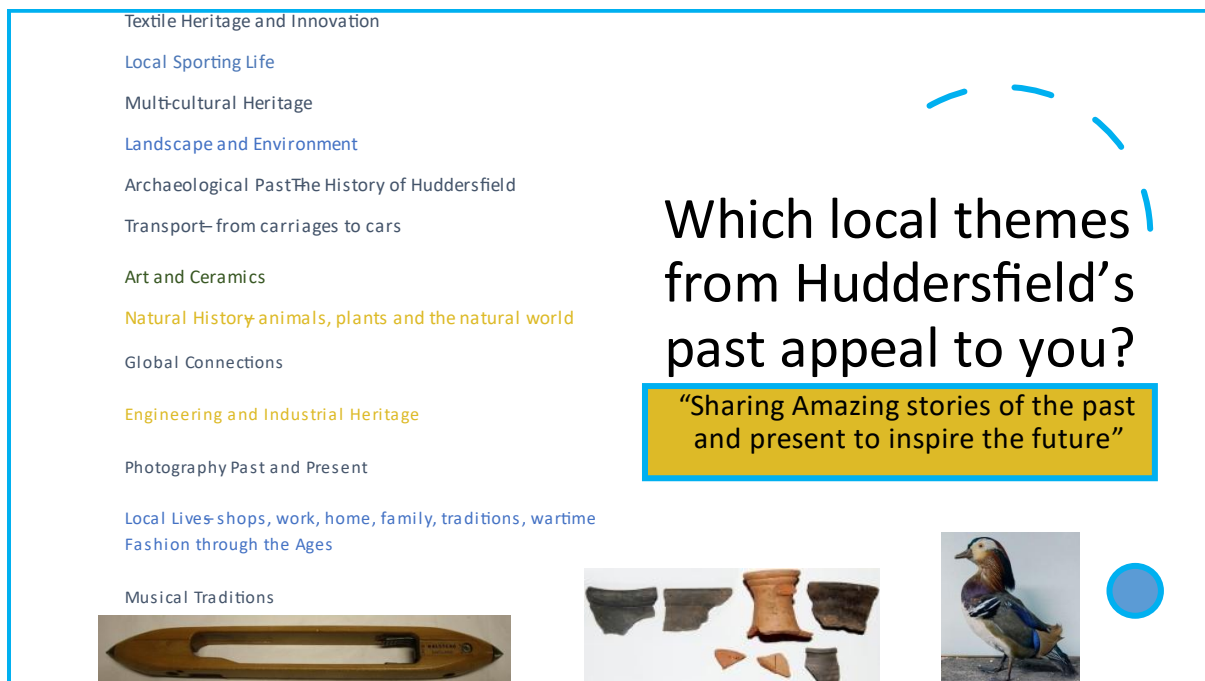


Fig 1 Slides from the Focus Group PowerPoint

## The Survey

A survey was felt to be an important overarching method to obtain views of those who visit currently as well as those who do not. It was considered important to find out why people do not visit and what might encourage them to do so, in order to provide evidence of need for future museum and gallery development. It was also considered important to find out what current users would like to see in a new development, to ensure continued audience engagement and their widened participation.

## Survey Approach and Questions

The survey approach and questions were developed by the consultants in line with the one-to-one and focus group with the *Bringing out the Best* project team, working with and advised by the Council's Research and Development team, and the Citizen Engagement Panel. The survey was tested by a small group of volunteers to ensure that the questions were appropriate and clear. It was important that the survey reflected current context and priorities in local authorities and in the heritage sector, and best practice in the development of new museums, for example:

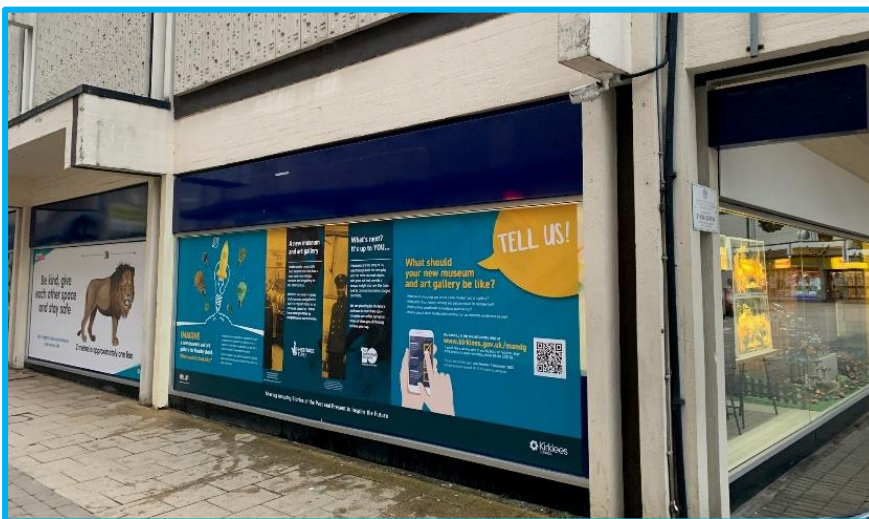
- The current Covid-19 crisis and implications for future audience needs
- Links with current museum sectors standards e.g., [Arts Council England's Museum Accreditation Standard \(Users and their Experiences\)](#), [Creative Case for Diversity and Investment Principles](#)
- Kirklees Council's current focus on Climate Change and Inclusion & Diversity

- Best practice in audience engagement in the heritage sector, linked to Audience Agency's Audience Finder
- Strategic aims for the Cultural Heart area as a whole, and links to other associated functions e.g., library, archives and music venue

The survey also enabled people to make additional comments, in free text boxes should they wish to raise additional points.

This work was carried out in July and August 2020 as it was initially thought that the survey would run over the late summer months. It was in fact delayed until the end of October when it launched on the council website and ran for a 6-week period. This delay was partly so that the team could ensure that the survey was in-line with Kirklees's data protection (GDPR) policies and also to develop a paper version of the survey. It was necessary to set up procedures for administrating the process of distributing the paper survey and recording the results in line with GDPR and Covid-19 restrictions.

The marketing team at Kirklees council developed some material for distributing online and in print, including large posters for town centre displays. This helped to raise awareness of the survey. Large vinyl displays went into shop windows in the town centre and posters were put up in the windows of the West Yorkshire Print Workshop pop up gallery in the Piazza in Huddersfield.



**Fig 2 Large vinyl displays in the centre of Huddersfield.**

It was unclear what, if any, impact the Covid-19 pandemic would have on the take up of the survey. It was uncertain whether the public would be concentrating on the impact of the pandemic on their lives, thus creating diminished interest in completing a survey about a development in the future, or whether people would respond well to thinking ahead.

However, the number of people who completed the survey was 728, which was felt to be a positive result, especially in comparison to other Council surveys. This indicated that

marketing was successful and that during a long difficult autumn people were willing to take this opportunity to contemplate the future of Huddersfield town centre. Participants often took advantage of the free text boxes to express themselves eloquently at some length, having clearly given considerable thought to their responses.

Only 3% of participants were in the 16-24 age bracket and no-one under 16 filled the survey in. The percentage of people from minority backgrounds completing the survey October-December 2020 was smaller than the actual proportion in the local population (8% of survey participants described themselves as Asian, Asian British, Black, Black British or Mixed/Multiple ethnic groups, whereas for the overall Kirklees population it is 21%). This was expected and evidenced the need to engage with communities underrepresented in our audiences, collections and displays via different methods, particularly one to one discussions and focus groups. It is understood that further focus groups will be set up with existing users, heritage groups and general visitors as the development of the new museum and gallery progresses in the future.



Fig 3 Marketing examples from the social media campaign



**IMAGINE**  
a new museum and art gallery for Huddersfield.  
**What would it look like?**

A new museum and art gallery is proposed as part of Huddersfield's Cultural Heart and would be a major part of the town's regeneration, as set out in Kirklees Council's Huddersfield Blueprint. Its exact location is yet to be decided and it will take some time to develop, so we'd love to hear from you right at the start.

**TELL US!**

**What should your new museum and art gallery be like?**

- What would encourage you to visit a new museum and art gallery?
- What parts of our history, heritage and culture should be represented?
- What facilities would make it a fantastic place to visit?
- What is special about Huddersfield and how can we show the world who we are?

YOU CAN FILL IN THE ONLINE SURVEY HERE AT  
[www.kirklees.gov.uk/mandg](http://www.kirklees.gov.uk/mandg)

If you'd like a survey sent to you by post, or require large print, braille or audio versions, phone 01484 223210.

The survey will be open until **Monday 7 December 2020** and should take around 10-12 minutes to complete.

We expect to publish the survey's findings in the early part of 2021. This survey is funded by the National Lottery Heritage Fund and is part of the Resilient Heritage: Bringing out the Best programme, which is supporting Kirklees Council to develop long term strategic plans for heritage across Kirklees.  
[www.kirklees.gov.uk/beta/huddersfield-blueprint/index.aspx](http://www.kirklees.gov.uk/beta/huddersfield-blueprint/index.aspx)  
[www.kirklees.gov.uk/museums](http://www.kirklees.gov.uk/museums)

Logos: LOVE Kirklees Museums & Galleries, HERITAGE FUND, The Huddersfield Blueprint, Kirklees COUNCIL

Fig 4 Example of the marketing materials from the survey campaign

## 1.4 Challenges, Barriers and Opportunities

### Challenges and Barriers

Discussions at the outset of the project in June 2020 recognised the unknown challenges that could occur due to the Covid-19 pandemic. This included the possibility that participation might be less likely for some groups and that much engagement was likely to be online.

The fluctuating situation with socially distanced restrictions meant that it was necessary to respond imaginatively in approaching research, and to accept an ever-changing pandemic environment. Local lockdowns remained in place far longer than initially envisaged.

The Covid-19 pandemic has certainly impacted all the areas of the engagement programme throughout the research and plans have had to change and new methods adopted. It was hoped that in-person one-to-ones and focus groups would be possible, but all the engagement was ultimately carried out online. This was a necessary response to circumstances, but has, in fact, been ground-breaking and proven that it is possible to achieve and reach key communities and carry out meaningful research in this way.

It was, however, a unique time to be contacting organisations and many explained they were overwhelmed and that although they would usually have embraced such an opportunity, they were unable to do so due to the Covid-19 pandemic. For some organisations, such as those involved with newly-arrived asylum seekers, their priorities were elsewhere - for instance on communicating key messages around Covid-19 to their clients. As local lockdowns extended, some people and groups did not respond at all and with more pressure mounting on umbrella organisations during our period of research, it was decided not to pursue these groups further.

A few groups advised us that online meetings during the pandemic were not appropriate or possible with the people with whom they worked. This was sometimes due to not being able to afford the data to use their phones or because of language and communication issues, lack of familiarity with technology platforms, or because of their particular circumstances. For instance, people living with dementia might be better able to respond to a group session with their carers present. Certain groups, therefore, would have clearly benefited from face-to-face, in-person meetings which were not possible.

With the absence of site visits, some people attending the online sessions had not had the opportunity to familiarise themselves with collections and displays. Therefore, they had no knowledge of what the museums and the art gallery are like currently. To mitigate this, they were shown images of interiors and collection objects, as part of the online focus groups. However, this was accepted as not being the same experience as actually visiting sites, although it did assist them in envisaging a new museum and art gallery for the future.

As the methods of engagement for this research were new and developed specifically for this project, GDPR compliance whilst working online and with some special category groups, had to be resolved and a Privacy Notice written, which took some time.

Kirklees Council also required all engagement to be carried out on Microsoft Teams, which some people attending were not familiar with. There have been the inevitable technical hitches, and on occasions participants were unable to join, have dropped out for a short period of time, or struggled with connections. On the whole, those involved coped well with the technology and familiarity with technology also increased as the programme progressed.

The administration involved in setting up online engagement sessions was extensive and has proved time-consuming. Several positive initial conversations with individuals and organisations unfortunately did not convert into focus group meetings, as had been hoped, though people expressed a wish to be involved at a later stage, when lockdown restrictions were eased.

Plans for the survey were also affected by both Covid-19 and GDPR issues. It was hoped that the survey would have been made available, on computers and with paper copies, at Kirklees museum and gallery sites, in libraries and at the West Yorkshire Print Workshop, with trained staff to encourage participants to complete the survey, in the town centre. It was also initially hoped that a street survey would be possible, as well as active surveying at museum sites of current visitors, using volunteers. However, these plans had to be shelved

when lockdown restrictions were continuously extended, and it was not possible to distribute paper copies on sites. Inevitably the breadth of responses which could have been gathered on site, and in person will not have transferred to an online survey. It also took considerable time to agree and set up the important procedure to enable paper copies of the survey to be available, so that those without technology were not disadvantaged. Despite a system being set up for paper copies to be made available by post via a phone call request, there was little take up of the paper copies.

## **Opportunities**

The fact that all the engagement for this project has been online has no doubt had disadvantages. However, the advantages of carrying out engagement in this way must also be recognised. Primarily, for some participants it was clearly advantageous not to have to travel to the focus group, particularly whilst there were particular concerns over using public transport. Participants did not have to commit so much time in order to take part, enabling them to save on travel time and participate in the comfort of their own homes. For some participants, such as people with mental health issues, it was a more accessible method of engagement. Some of those in employment have been able to log on to sessions during their lunch breaks from their desks. There were savings, too, for the project, on transport costs, which enabled the allocated budget to be used for e-voucher incentives.

For some, being able to deal with a meeting at home during lockdown restrictions also allowed them to combine participation with other duties such as caring for children, often not in school, or wider caring duties.

Some of the groups we approached had received coaching from their umbrella organisations in online group discussions and were clearly used to the technology. These groups felt more ease in online sessions. As lockdowns have continued, more people have become fully acquainted with visual online communication and more relaxed about meeting this way as the new 'norm'.

The delay to the original planned launch of the survey had positive outcomes. Rather than being launched in the late summer, which is a time of year usually avoided for surveys due to a lower number of participants during the holiday season, it went live in October, outside the summer holiday period. There had also been time to plan an excellent marketing campaign and people responded well, during another extended lockdown period over the autumn months. This undoubtedly contributed to the good take up level and extensive engagement with the survey questions, especially in the thoughtful free text answers.

## 1.5 Analysis

### **‘Ordinary People – Extraordinary Lives’**

This report contains detailed analysis of the three methods of engagement – one-to-one in-depth interviews, the focus groups and the survey. The different forms of engagement were developed together so that they complemented each other, and key themes ran through all the research channels. This has enabled the analysis to draw comparisons across the engagements.

In depth discussions with community leaders and in focus groups enabled certain topics to be considered in more detail at this level, whilst the survey questions addressed wider audiences with broader themes.

On the surface it might seem natural to give most focus to the public survey, which had by far the most participants, rather than the other two research methods. However, as will be shown, the demographics of the participants who filled in the survey do not mirror the demographics of the public in Kirklees. It was hoped that through direct contact a good number of participants from underrepresented groups would be encouraged to fill in the survey but these groups, with whom there was engagement in the focus groups, were underrepresented in the survey responses. Therefore, some community voices are not proportionally represented in the survey, but their voices have come through in the one-to-ones and focus groups.

This is not an unusual outcome for the online survey, as these communities have traditionally not participated in equal numbers in surveys generally on the Council website. Non-users, whoever they might be, were perhaps unlikely to fill in such a detailed survey when they would not necessarily have any knowledge of the cultural offer of Kirklees museums and galleries. Therefore, in the analysis for this report, the focus groups and one-to-ones engagements have both been crucial to our research, reflecting the engaged thoughts and opinions of underrepresented audiences, and these are given weight accordingly.

The results of the different forms of engagements are analysed in separate chapters in this report, and over-riding themes are brought together in the Conclusions and Recommendations.

This report helps to identify potential barriers to participation in a new Museum & Art Gallery, but also, and importantly, it identifies the opportunities and tools to create an accessible, engaging and appealing future museum and gallery for the whole community of Kirklees and ways to attract regional and national audiences.

## 2 In-Depth One-to-One Interviews

**'Flexible, informal and community-led with creative activities on offer and relevant community rooms for us to use.'**

### 2.1 Overview

One-to-one in-depth meetings have been held with 18 organisation leaders/representatives. These range from community groups to charities, whose work is centred around one of the groups in the target audiences.

The consultants developed a key set of questions and agreed format for each interview, which were modified as appropriate.

These interviews were:

- vital for an understanding of target groups
- informative and generated much practical information for Kirklees Museums & Galleries in how to be accessible to the target audiences
- instrumental in setting up focus groups
- fruitful with many people showing genuine enthusiasm for the proposed new project

In addition, the one-to-one interviews were a chance for these leaders/representatives to suggest stories which could be explored in the new Museum & Art Gallery, whether in a community gallery programme, as an exhibition or as a themed event.

The structure of the question template allowed for discussion to establish

- Familiarity with Kirklees Museum & Galleries
- Any/frequency of visits to Tolson Museum and Huddersfield Art Gallery including group/community visits
- Profile of the museums and galleries in their communities
- Awareness of the *Huddersfield Blueprint* and the plan for a new Museum & Art Gallery
- Willingness/likelihood of setting up follow on focus groups
- Any advice to support focus groups
- Particular stories that they would like to see reflected in a new Museum & Art Gallery
- Any interest in co-producing/co-curating exhibitions
- Any special requirements and specialist advice on widening accessibility
- If the location in central Huddersfield would be easily accessible
- Importance of a website in planning visits
- Appeal of outreach - Museum in a Tent/Box

Below is a list of all the organisations with which we have held one-to-one meetings with. In some instances we spoke with more than one person from an organisation:



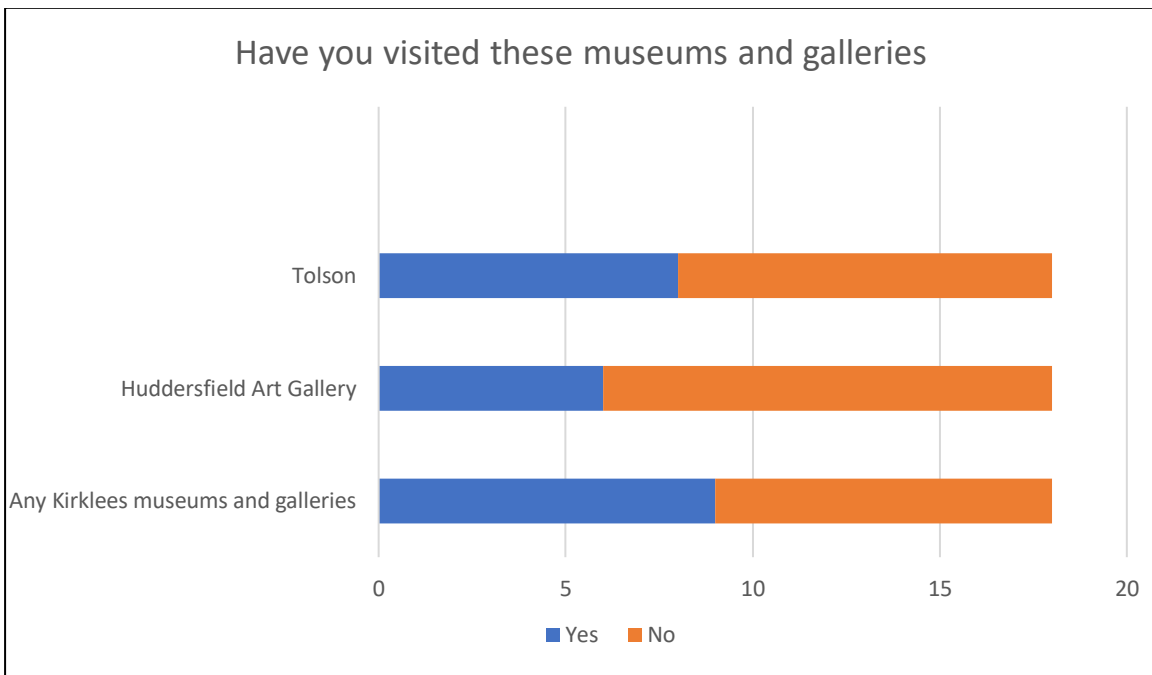
Organisation/Group	Short Description
<b>Project Sport and Project Community</b>	Deliver curriculum-based sports and physical education activities in schools throughout West Yorkshire, after school and holiday clubs.
<b>TSL Kirklees</b>	Supports and champions the third sector in Kirklees. The local charity that represents and supports charities, community groups and social enterprises.
<b>Paddock Community Trust</b>	The Trust manages Paddock Village Hall, a very active community venue in Huddersfield and delivers an extensive range of community services, specialising in adult learning, training and employment support throughout the Kirklees district.
<b>Community Connections</b>	Provides services for vulnerable adults and older people, working towards involving people in their communities and to help reduce loneliness and isolation.
<b>Kirklees Visual Impairment Network (KVIN)</b>	A user led organisation that runs drop-in sessions throughout Kirklees for people with visual impairments. Their aim is to enhance the lives of visually impaired

	people through promoting the benefits of peer support and the use of technology to aid independence.
<b>BAME Employee Network, Kirklees Council</b>	A large staff employee network for Kirklees Council with the aim of connecting into council strategies, combating unconscious bias and offering support and information.
<b>The Denby Dale Centre</b>	A community centre that aims to connect people, relieve loneliness and isolation and improve quality of life by providing activities, transport and places to meet, to promote fulfilled lives.
<b>Destitute Asylum Seekers Huddersfield (DASH)</b>	A small charity with the specific purpose of assisting <b>destitute refugees and asylum</b> seekers.
<b>Kirklees DEEP, the UK network of dementia voices</b>	An organisation which is passionate and driven to improve services and support for people with a lived experience of dementia in Kirklees.
<b>TSL Kirklees, Welcome Mentors</b>	The Welcome Mentor programme offers a volunteer support/befriending service to help reduce some of the barriers and alleviate feelings of isolation. The mentors are there to help refugees, asylum seekers and migrants settle in Kirklees and help them navigate through what can be a complicated process to starting again in new environment.
<b>Dementia Forward, Ripon</b>	Dementia Forward is a local registered charity providing support and information to anybody affected by dementia. The charity has developed a comprehensive range of services, with people living with dementia at the heart.
<b>VocalEyes</b>	VocalEyes is a registered charity and Arts Council England funded organisation who believe that blind and partially sighted people should have the best possible opportunities to experience and enjoy art and heritage. Their mission is to increase those opportunities, make them as good as possible, and ensure that as many blind and partially sighted people as possible are aware of them and that the arts and heritage sector know how to create them and welcome blind and partially sighted people as a core audience.
<b>StageText</b>	StageText is a registered charity and Arts Council England funded organisation which provides captioning and live subtitling services to theatres and other arts venues to make their activities accessible to people who are d/Deaf, deafened or hard of hearing.

<p><b>Liminal Space</b></p>	<p>The Liminal Space is a consultancy that brings together the rigour of a think tank and the creativity of a cross-disciplinary design studio. Their practice is mission-led and empowers people, researchers, brands and organisations to create positive social impact.</p> <p>They wrote the report <b>Mindsets for Museum of the Future</b> with UKRI (UK Research and Innovation) in 2020 at a time when museums were forced to close and global changes were having unimaginable impact society, looking at how museums can play a transformative role by reflecting and rethinking their role with the questions: what can we learn from the current period to inform how we might reimagine ‘The Museum of the Future’? How will museums behave and what will we encounter?</p>
<p><b>Autism in Museums</b></p>	<p>Initiative to raise awareness of accessibility for all in museums and cultural venues, offering advice to museums on increasing access for people with Special Educational Needs and Disabilities (SEND)</p>

## 2.2 Findings

### Current Usage of Kirklees Museums & Galleries





By approaching organisations and charities mainly working in the Kirklees area, it was important to discover how frequently various groups currently use Kirklees museums and galleries:

- Half of interviewees were familiar with some of Kirklees' museums and galleries
- Participants from organisations based outside of the Kirklees region had not visited
- Just under half of the interviewees had been to Tolson Museum, but many had not been since their own childhoods, or had not visited for many years
- The majority of interviewees had not been to Huddersfield Art Gallery, although out of those who had visited, some were quite regular visitors
- A few of the interviewees had taken groups to one or more site in the past.
- Overall there was no regular use of Kirklees Museums & Galleries, one interviewee had not been for 25 years and one used to visit but stopped when their disability worsened. Others said if they had been, it was more often in a personal capacity rather than a professional one with groups. Therefore, the overall one-to-one group interviewees taken together are considered to be non-users

Everyone was asked what they thought the profile of Kirklees Museums & Galleries was with their communities. All those asked stated that in their opinion the profile was 'low', 'very low' or 'fairly low'.

### Common themes

- 8 of interviewees were aware of the *Huddersfield Blueprint*, 8 were not aware of it and two had some limited knowledge. A few knew a lot and had participated in engagement or had been consulted on other areas such as pavements.
- A lot of the charities represented organise group trips regularly, weekly or monthly and everyone asked said that there was potential for group visits **'Dementia groups arrange up to 5 trips a month – users choose where to go.'**
- Many of the organisations go on trips for secondary purposes such as language development or increasing knowledge of local customs/heritage.
- Some of the organisations were happy to market events and activities that would appeal to their audiences and users.
- Many groups were willing to travel for the right offer and would spend some time at a single location on a visit.
- All of the interviewees who worked with groups thought that they would like to be involved in co-production/co-curation displays at a new Museum & Art Gallery.
- Sensitivity in sharing stories was highlighted and the need to be appreciative about this in some circumstances, such as asylum seekers' stories. **'We don't ask them about their back stories as that is often private for them, people always want to**

**know about their stories for content or projects. Some may be willing to share their stories, but sensitivity is needed.'**

- All interviewees thought that the groups they represented would be interested in outreach in the form of **Museum in a Box/Museum in a Tent** and that these could be developed further in consultation.
- Parking was discussed many times as a genuine concern. There is a need for good, near parking and drop off bays with disabled spaces. High charges were also seen as potentially putting visitors off.
- Some groups thought that their users would be much more likely to walk as they do not have cars or do not drive.
- Entrance fees would be a major barrier for some groups. Some described their users as living on £5 a day.
- Clear signposting to a new Museum & Art Gallery was seen as vital, especially from bus stations/train stations.
- Most interviewees thought that a central location in Huddersfield was desirable, one saying **'it would be amazing'**. However, two interviewees thought an out-of-town site would be preferable, with outside space and easier more accessible parking.
- Outside space was important to some interviewees, one person was interested in creating a cycle path between different heritage sites that combined culture with sport.
- There was a general consensus that there should be the provision to support wide accessibility and to enable independent visits for everyone, including people with disabilities, as well as group visits.
- Some participants felt that it was important to consult with local groups and potential users when designing new activities/events/audio-guides/displays.
- Creating visual stories and sensory maps would assist many groups with different needs.
- Many interviewees felt that an easy to navigate website with clear and detailed access descriptions was important. Some groups felt that it was important to have a phone-line available for information and booking.

### Relevant Interviewee Quotes

**'Kirklees needs to be much more outward looking, they need to have the right skills, but also look to people outside the museum sector to be involved.'**

**'Familiar from my own childhood, my grandma used to take me to Tolson on days out, go to the park, have a picnic etc, but have probably not been to the museum for 25 years.'**

**'I'm not sure people know the museums are there – if they knew they were there perhaps they would use them more.'**

**'The art gallery has excellent exhibitions, but they are highbrow, there are no family elements.'**

**'Any new Museum & Art Gallery would need to ensure that they had the team in place to do the programming and to build the relationships with the community. Capacity is a concern – if they are going to open a new Museum & Art gallery every day, it needs to be a sustainable and realistic project.'**

**'I think people would be interested in volunteering, definitely. But volunteers don't come free. They need supporting and managing. However, I think a lot of people would be interested.'**

**'If there were volunteer trained staff on hand to support visitors with visual impairments and wherever possible include tactile displays as touch and feel is so important. Also make provision for guide dogs.'**

**'It is so important to build up links with local charities, those supporting families, they will share and advertise what you have on offer.'**

**'Don't think of accessibility as a separate, an extra, think of it as integral, part of programming activities.'**

**'Relaxed hours at museums are frequently programmed early in the day, but these are sometimes too early and people can't get trains for early opening.'**

**'It is so important to set up an access panel early on, to embed it in the process, not just working with the learning team, but with the curators, the website, planners, they can help shape the whole project.'**

**'You need to be able to be responsive, start doing something small to welcome and offer support to autistic visitors, and see where it goes, but respond to feedback.'**

**'There needs to be someone leading on Access and Inclusion, not a volunteer, it is too important, it needs to be top down not bottom up.'**

When asked to describe their visit to Kirklees Museums, one interviewee said **'We go to main cities and feel that museums and galleries there are appropriate for the time. I feel that sometimes going to the museums and galleries in Kirklees is like going back in time, like an old film.'**

**'Bradford Media Museum as an excellent example of a museum that we take clients to, in terms of layout, transport, parking, open plan of building, toilets on every level, different**

cafes, lockers to store their belongings. The displays are tactile and they can get involved with the activities.'

'It is very important that the centre of Huddersfield is an attractive place that people want to visit, so the new Museum & Art Gallery is situated in an appealing surrounding area – too many empty shops at present.'

'Going forward we are exploring virtual visits with museums for our groups given current Covid restrictions.'

### Ideas for themed displays and community co-curated areas for the new Museum & Art Gallery

'I could see that if there was something that explored textiles and the mutual multi-cultural heritage it would be really popular, it would reach wider communities.'

- **Textile heritage** was the most popular theme discussed, but some people interviewed went on to elaborate that through textile history and connections, other subjects such as the arrival of a South Asian workforce, or how cricket developed in the area could be explored.
- **Shared Stories** – offering different perspectives to a story
- **'Being Yorkshire'** was suggested as a way of exploring localisms and the origin of Yorkshire Day.
- **Music**
- **Carnivals**
- **Technology** – exploring how technology has changed and assisted people living with disabilities
- **Cricket**
- **Local democracy and British values**

### Quotes about the proposed ideas for exhibitions and programming

'Capturing voices of older black people of Kirklees who have had an impact in the area – businesses such as the car dealership Fartown – Johnny Flowers who is nearly 90, coming over setting up a business, now well known in the Black community – don't know how long he will be around – need to capture his story. He cares about politics, community etc, need to capture these voices.'

'A textile theme is the obvious story - it's really worth looking at what Woven have done – they look at Huddersfield's past, its culture, and the present - it relates to so many

**different people, everyone would find it relevant and possibly could consider partnering with them on an exhibition.'**

**'Our group, however, is about escapism and they don't necessarily discuss dementia at the sessions – they talk about past careers, sport, celebrities, music – it is a chance to escape from their condition so if they worked with the Museum & Art gallery it would probably be on a subject other than dementia.'**

**'Stories really help people connect. They create links and people identify with the narratives. Could work with Huddersfield University perhaps to tell stories of new adaptations to technology for visually impaired in a lively and vibrant way. Explain how expensive some devices are like Note-takers in Braille - other specialised equipment is still very expensive – tell this story to the wider world. Good to have partially sighted people explore subjects in their own words.'**

**'It could be an exhibition project inspired by a Reminiscence Project — inspired by the art of those who live with dementia, their own art, or special objects, or it could be inter-generational, working with children and those who live with dementia, raising a generation who are dementia friendly – different groups throughout the region could contribute to the theme in differing ways.'**

**'There are so many stories to be told in the museums, for instance the South Asian textile heritage of the 1950/60s and in the 70s. Textiles are very much the present story as well as the past. Textiles are an important narrative and so are the links to music and Carnival - one of the first carnivals to be established outside Notting Hill, London, there is an important history there – the history of music is rich in stories too with legendary gigs in Huddersfield. This isn't so well known.'**

**'If you have someone close who has dementia sometimes society seems very oblivious to the effects on families.'**

**'I've worked a lot with the game of cricket and there is so much interest across communities - worked with a scheme to look at the heritage of cricket, across various cricket clubs in the area – there was lots of interest in it, people looking at the displays in clubhouses. So if you put on a Kirklees cricket exhibition it would be of interest to people from Holmfirth and Dewsbury who would come to Huddersfield to see it – at a weekend you will see 8 or so games going on in these places. Cricket has always been unifying and has brought communities together - an exhibition would bring people together.'**

**'The shared stories and shared voices of the visually impaired, as a topic for an exhibition would help break down some stigma - to create a better understanding of what visual impairment means, how wide the spectrum is actually. The sharing of their stories would help break down barriers and explain what visual impairment means and the roles those**

who are visually impaired have in society. Some are born with impairment, but the majority of people lose sight throughout life and some have sight loss in later life, and this is not generally known.'

'You should look at the Kirklees Welcome blog – '[Carry My Story](#)' and turn that into an exhibition. There are a lot of stories and you could capture them.'

'Those who live with dementia could contribute to a Community Gallery, with monthly change over in displays. There are all sorts of great themes to explore in exhibitions, such as 'Being Yorkshire' as identity comes up a lot in our work – what are the origins of Yorkshire Day for instance? Or 'World Wars' are always popular with our groups, as well as local stories about the textile industries and the local Luddite movement. There's so many great stories like David Brown and Sons making gear-boxes for spitfires.'

## 2.3 Access Requirements

This report does not include a full analysis of what would be required of a new Museum & Art Gallery in order to be accessible to all, but where advice or ideas have been shared, this has been collated and presented here. Three specialist charities and organisations were consulted, VocalEyes, StageText and Autism in Museums who work with museums and galleries to increase accessibility with each of the audiences they represent - the visually impaired and blind people, deaf/deafened people and people living with autism and SEND. The potential for working with charities such as these should be considered in planning the development of a new Museum & Art Gallery. Some offer specialist staff training and can also support work with local charities and groups. Feedback from these specialists, as well as the wider interviewee group and sector leaders is included as follows:

### Blind/Partially Sighted Access:

- Someone to meet and greet and orientate visitors, explaining how to use any equipment available
- Provisions for Guide Dogs
- Provision for independent visits as well as group visits
- Audio descriptions – of collections but also of the building and the route to the building from public transport on the website
- Explainers to demonstrate how to use audio descriptions
- Bluetooth Beacons
- RNIB Penfriend
- Near and level Access
- 3D models

- Light levels are tricky – some people like brighter lighting, others not, requirements vary. An hour of brighter light a day may be possible. Also advise working with [Pocklington Trust](#) who are good on lighting

#### Deaf, Deafened and Hard of Hearing

- Live signing of talks and tours
- Captioning on videos/films
- Explanation on any sounds in museums
- Technical solutions to support access
- Remote speech text (on tablets with only a second delay) with stenographer
- Good Wi-Fi that is accessible throughout the whole building, including back areas
- Hearing loops need an induction loop
- BSL is important, and is particularly used with people who are profoundly deaf, but this is not a solution for most people who are deafened or hard of hearing
- Well-trained deaf-aware staff are vital for communication
- RNID advice
- Be consistent and do something regularly
- Soft furnishings use noise absorbing materials in design
- No background music, including in toilets
- Many visitors will not identify themselves as having issues or ask for assistance but would use accessible aids if available to everyone

#### Families and Children:

- Space
- Soft play
- Outdoor play area
- Suggest when carrying out further engagement with young people/children that it would be appropriate to seek advice and guidance from the charity [Kids in Museum](#), who work with museums, heritage sites and cultural organisations nationwide to make them more welcoming for children, young people and families

#### Visitors with Autism

- Look at programming events/times and ensure the offer is well advertised.
- Work closely with local groups to define needs and how to increase accessibility and be able to respond to feedback
- Look at creating sensory backpacks
- Provide visual stories about how to access the museum and for exhibitions and events
- Set up an access panel to advise the development of the new Museum & Art Gallery

Dementia Groups:

- Dedicated dementia friendly room
- Safe movement of people
- Benefit of dedicated spaces near the entrance for minibuses, perhaps on a permit basis rather than 'disabled' badge holder only spaces, which 3<sup>rd</sup> party organisations, such as some of the organisations engaged with, cannot necessarily use
- Drop-off bay should be a space, close to the entrance, within a one-way system to negate the necessity to reverse. In addition, the minibus should ideally be easily accessible during the visit in case a change of clothes is needed etc., which would be left in it.
- Dementia friendly design throughout the whole museum, work with relevant agencies and charities for advice – can be achieved if looked at during the design stage. Avoiding black mats on floors for example
- Having interactive areas, places to draw, 3D effects, tactile for all ages
- Signage – on floor – both inside and outside building, older people tend to look down at their feet, as do people on their phones
- Use apps and QR codes
- Picnic area – accessible in winter, therefore having provision indoors might be more beneficial
- Need an area to go if the group have an illness incident – which happens quite frequently - a 'safe haven' somewhere familiar to the group, a space designed with dementia users in mind. This could however be multi-use not just dedicated to dementia users
- Kirklees council planners should **genuinely embed** a dementia friendly style in design, so that it doesn't look like a hospital, but is welcoming across the whole museum. For example seating – chairs with arms and seats in different colours so those living with dementia can easily see where their bottom goes
- Easy to get access, in and out
- Feel at home, not cluttered or messy (example given of Penistone Line embedding the need to plan for ALL invisible disabilities when planning their trains and train line).
- Large disabled toilets are needed so loved ones and dementia carers can go in together easily, as you cannot leave a person living with dementia on their own while you go in, in case they walk off
- A set of Dementia friendly design standards should be applied – there will be a design toolkit regarding signage at the right height, avoiding echoes with noise absorbing walls, non-reflective surfaces, colours right down to door knobs, furniture, design of toilets etc. Floors are extremely important – shadows falling on them can be interpreted as holes, even a mat at the entrance can be seen as a hole by a person living with Dementia. Kirklees Council has 2 Dementia Day Care Centres, which are being knocked down to redevelop and are collaborating with Stirling University to get a set of Dementia design standards drawn up. Almondbury Library was a pilot, a good start. It is planned that new guidelines will be published for Kirklees Council, which could be used in planning the new Museum & Art Gallery
- Specifically, larger labels on the walls would help and possibly a quiet hour or hours, when lighting could be raised each day for those living with Dementia
- A community space for meetings



- A good café where carers can meet while loved ones attend sessions. Those living with Dementia need places to sit down and rest and wait too



## 2.4 Benchmarking

Interviewees often discussed other sites that they enjoy or that they think are accessible to their groups. It would be very useful to visit and learn from these venues as well as groups such as The Yorkshire Accessible Museums Network. Below is a list of the museums and galleries that were discussed:

- Yorkshire Sculpture Park
- The Hepworth, Wakefield
- The Piece Hall, Halifax
- The Holocaust Exhibition and Learning Centre, Huddersfield University
- Cartwright Hall and Lister Park, Bradford
- National Media Museum, Bradford

Some of these, namely the Yorkshire Sculpture Park, The Hepworth, the National Media Museum and Cartwright Hall, were also discussed at length in some of the focus group meetings. The National Media Museum was cited mainly as a good example of design and for its general accessibility. Some groups were very happy to travel for the right offer if they knew the facilities they required were available at that site. The Yorkshire Sculpture Park was often cited due to the outside space for repeat visits. Some other non-museum sites such as Almondbury Library were mentioned due to their accessibility design and should also be benchmarked.

## 3 Focus Groups

**‘We need to see ourselves in there. Let’s show everyone’s contribution.’**

### 3.1 Overview

Due to the situation with the Covid-19 pandemic and localised and national lockdowns in the period of this research, it was decided that focus groups should be ‘virtual’ and online, as in person meetings would not be possible. Provisional plans for focus groups to be held at sites or community venues in September 2021 had to be abandoned.

An online focus group discussion template setting out the questions to use with groups, icebreakers and a PowerPoint presentation with illustrations were all developed to aid the sessions.

Organising the focus groups with community leaders and umbrella organisations proved more time consuming than originally envisaged because the project started over the summer when many groups did not meet, and others were dealing with the implications of continuing lockdowns. Therefore, some promising initial conversations with groups did not result in focus groups materialising.

However, once they were set up the sessions were particularly fruitful with many people showing genuine enthusiasm for the proposed new project and displaying a willingness to share information and become involved, giving up considerable amounts of their time contributing to stimulating and rewarding discussions around a wide range of topics. Some were encountering Kirklees Museums & Galleries for the first time, or had not engaged for many years, while others knew one site well but had little knowledge of other sites. All felt passionately about their communities, their own stories and their potential to engage with a new Museum & Art Gallery.

The groups consulted were as follows:

- Community Connections – Volunteer Befrienders
- Huddersfield African Caribbean Cultural Trust (HACCT)
- Friends of Tolson and Ravensknowle
- Kirklees Council BAME Employee Network
- Kirklees Council LGBTQ Employee Network
- Kirklees Council YEN Employee Network
- Kirklees Visually Impaired Network (KVIN)
- Volunteer Mentors, TSL Kirklees
- Yorkshire wide culturally engaged

Overall, 45 people have participated in the focus groups. They were asked about their current knowledge of Kirklees Museums & Galleries and their aspirations for a new Museum & Art Gallery for Huddersfield. Their feedback resulted in rich qualitative responses exploring key subjects in depth and informing broad thinking in the recommendations and conclusions of this report. Many of the points raised and themes suggested chime with the reflections in the one-to-one interviews.

### **Comments about the process of developing the new Museum & Art Gallery**

In discussions with all groups, some general points were commonly raised as follows:

- General recognition that this was the early stage of a long process but that having been engaged, they would like to stay informed and to be updated on progress
- Diverse access requirements should be considered in all aspects of design of a new Museum & Art Gallery from the outset
- Ensuring that varied community groups are consulted, engaged with and listened to, as plans for a new museum develop, with meaningful input into the process from inception, possibly formalising arrangements in due course with community panels
- Preference for a holistic professional approach to curating diverse histories and current issues, ensuring that they have profile but are embedded in overall strategies for interpretation and not segregated
- Broad genuine excitement and enthusiasm expressed at being part of the new museum development
- General enthusiasm for outreach as long as it is planned, relevant for audiences, and well marketed
- A recognition of the benefits of outdoor space, if possible
- Given the timeline, reflections were expressed about whether some of these ideas could be developed in the present museums such as, raising profile and engaging with new audiences at the same time as the new museum concept is developed
- Overall, the groups revealed a widespread interest in local heritage and particularly textile heritage

## **3.2 The structure of the Focus Groups**

In advance of the focus group, the group leader signed a data sharing agreement between themselves, Kirklees Council and consultants, Ann Sumner and Beth McIntyre. Each participant received a letter explaining the format of the focus group, a copy of the relevant project privacy statement and information on how to connect to Microsoft Teams.

It was decided that the online sessions would need to be limited ideally to a maximum of 6 participants with one consultant leading the session, and the other notetaking, to facilitate discussions within the time allocation. However, on occasion due to the enthusiasm of groups more people were accommodated, and the question template adapted accordingly.

A bespoke PowerPoint for each group was produced and shared to welcome all, followed by an icebreaker exercise in which introductions were made and housekeeping rules set out for the discussions, as well as planned breaks identified. Information about how to use Microsoft Teams as a platform was also given in the presentation, as a number of people were first time users. The question template ensured that focus groups were all carried out to a similar format. The overall questions were designed to promote discussions with participants about:

- How they spent any spare time and what pastimes they pursued and with whom
- Whether they currently visited or recognised any of the Kirklees Museums & Galleries
- Whether they visited museums generally either locally, regionally or nationally
- Whether locating a new Museum & Art Gallery in the centre of Huddersfield would pose any access issues for them
- Whether outreach to their area in the form of the 'Museum in a Tent' programme might appeal to them
- What might attract them to a new Museum & Art Gallery, including themes for exhibitions and displays, events and activities
- What spaces were important for them, including a café
- What ethos and atmosphere the new Museum & Art Gallery should have in the future

To accommodate the diversity of the groups, the focus group discussion templates were adapted each time to suit the needs and requirements of the participants. It is not always possible therefore to make direct comparisons between all the groups. However, some clear themes emerged in response to direct questioning. Groups were enthusiastic, committed and expressed many excellent ideas for proposals for future engagement including some excellent ideas for community co-curating and exhibitions. Detailed feedback from each group can be found in Appendix C (restricted access).

## 3.3 Findings

### 3.3.1 Current Usage of Kirklees Museums and Galleries

Most of those who participated in these focus groups could be described as 'non-users of Kirklees Museums & Galleries,' with only a few exceptions. These were people who said that they had visited Tolson Museum, or Huddersfield Art Gallery more than once recently, for instance some in one group had attended mindful art sessions in the Art Gallery.

All the groups were shown photographs of the four key sites. Tolson Museum had the greatest recognition amongst all the groups (see graph below) with Bagshaw the least.

Only four people overall did not recognise any of the sites, but some people only recognised the Library, and did not realise the art gallery was above. There was particularly low recognition of the Bagshaw and Oakwell sites, which may be because this research was focused on Huddersfield.

Many had visited all the sites but generally some considerable time ago. In one case, a woman said that it was 50 years since she had visited Tolson and another man said it was 20 years since he had been. Most people expressed something more akin to 'I have visited but not for years.'

There was a general feeling across all groups that at some sites the displays were too static and there would not be anything new to see if they repeated a visit. One man observed that he thought the displays at Tolson had not changed significantly in 20 years. Overall, there was a feeling that marketing of the sites was not effective for them and they were unaware of activities.

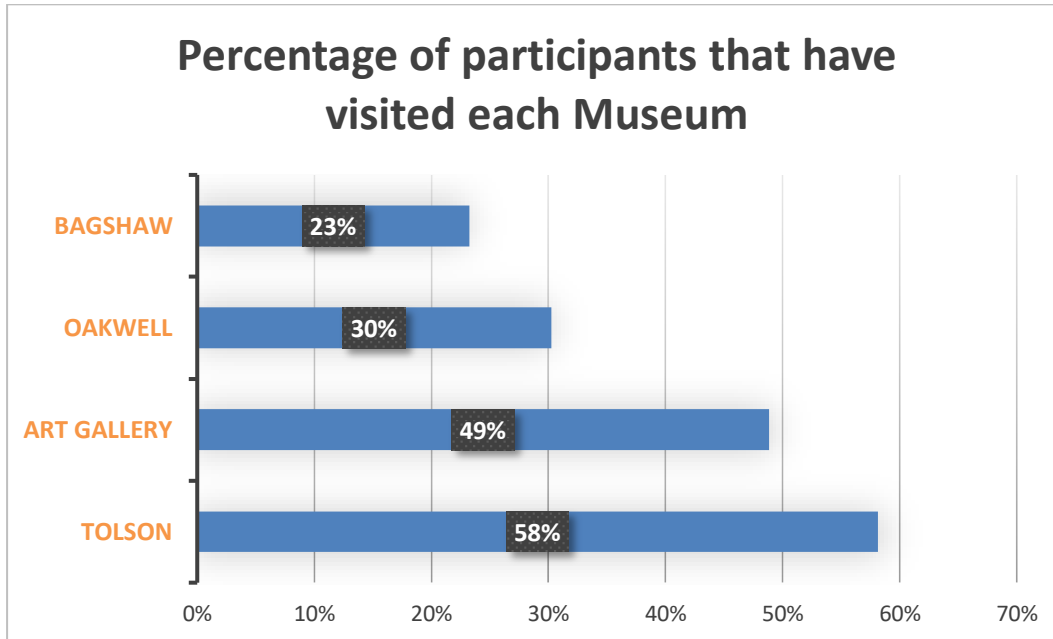
Therefore, no regular pattern of use of Kirklees Museums was found amongst participants across the range of focus groups. The one exception was the Friends of Tolson Museum and Ravensknowle Park focus group, which consisted of regular users of that site. However, many of the conclusions of this group were in line with the overall findings of the non-user focus groups.

The majority of participants did however visit museums and heritage sites beyond Kirklees. They recorded visiting museums in Bradford, Leeds, Liverpool, Halifax, Manchester, Wakefield and York, with a number also going to museums in London regularly (prior to the Covid-19 pandemic) and they discussed their experiences including what they enjoyed at those museums. Some overseas museums were highlighted as well. Of the museums regionally, Bradford Science and Media Museum, the Hepworth Wakefield and the Yorkshire Sculpture Park were repeatedly mentioned positively. It was also clear that people travelled to Manchester too, for several museums including the Manchester Museum, Manchester Art Gallery, People's History Museum and the Whitworth, which again were all mentioned positively.

There was a general feeling amongst all groups that communication and promotion for the Kirklees sites could be improved to raise awareness of the collections, the stories they told and their significance for some groups, and that as they mostly all enjoyed museums/galleries/heritage sites, if they knew more about the Kirklees offer, they would visit more regularly.

Several groups thought that more interactive displays would be popular (7 December 2020 Community Connections, 12 February Friends of Tolson and Ravensknowle, 23 February 2021 Kirklees Council YEN Employee Network, 12 April 2021 Huddersfield Caribbean Cultural

Trust) and improved online access to collections was also highlighted (7 December 2020 Community Connections). There was a sentiment amongst some of the groups that the offer should be much more multi-cultural, integrating diverse histories seamlessly into displays and storylines (8 Dec 2020 Kirklees Council BAME Employee Network, 7 December 2020 Community Connections, 15 January 2021 Culturally Engaged Yorkshire wide group, 23 February 2021 Kirklees Council YEN Employee Network, 12 April 2021 Huddersfield Caribbean Cultural Trust). There was also a recognition that for some groups certain museums were not easily accessible (17 August 2020 KVIN).



### Quotes about the inclusivity and accessibility of current displays include:

**'The problem has not necessarily been the theme being explored; it has been that they have not historically been inclusive displays – they don't tell the whole story. It is one Eurocentric story being told but with proper research it could be so much more**

Inclusivity was a key factor for many groups wanting to see their own societal stories reflected. Below are a series of quotes which reflect their feelings about making the overall offer accessible to all through displays, community co-production and interpretation:

**'I often find myself in museums looking at things I cannot relate to, so I would like to see diverse and representative displays. Kirklees definitely needs to address this.'**

**'It's really important that Black History is told for the younger generation as it is not taught in school, we've had to learn about it ourselves and it has helped our confidence – to see what has been achieved and it is very important for youngsters growing up to know their history.'**

**‘It’s what is not said . . . the LGBTQ community had to be in the closet historically, but we were there.’**

**‘People in Kirklees don’t know the different cultures so it would be good if a museum could show these cultures with more multi-cultural stories.’**

**‘I visited the Tolson Museum but found it hard to see anything with the glass in the cases reflecting and no provision of audio descriptions, but I really liked the coaches and cars.’**

**‘At Bagshaw I couldn’t read anything – the lighting went suddenly from light to dark which I found hard – consistent light would be much better.’**

**‘The empowerment of young people is crucial to make sure that their voices are heard and that there is not prejudice against them as they are inexperienced. Their opinions should not be ignored by older generations who might dictate what displays they think the young should see. They should be listened to us directly, as the next generation really matters. Setting up a Youth Advisory Board would be a good idea to reflect their views in displays.’**

**‘From the community not for the community.’**

This last quote has been used as the title of the overall report reflecting the desire to see an approach that is integrated, diverse and community-led in the future (see below 3.8.)

### **3.32 What participants do in any free time**

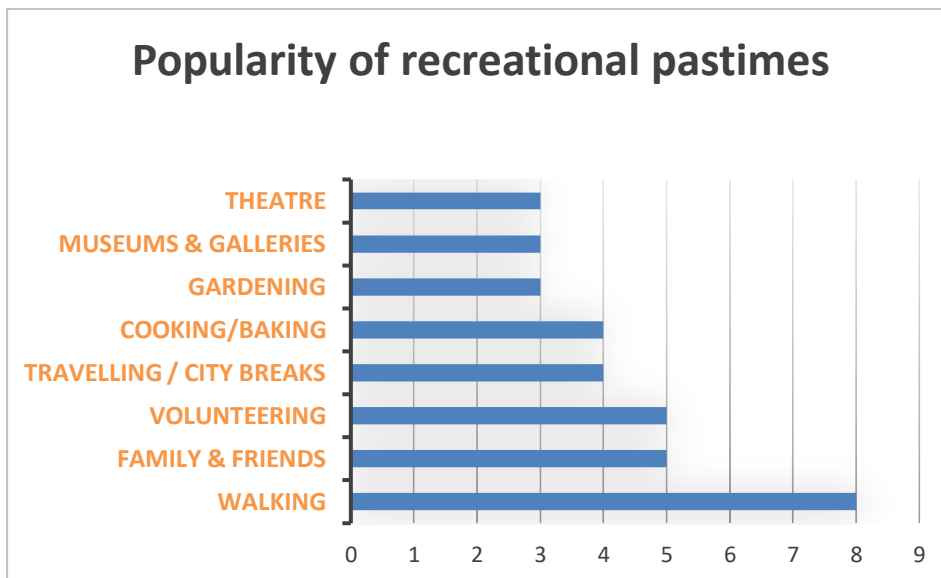
In order to establish leisure habits, participants were asked about how they spent any free time. The same themes emerged in all groups, as the most popular recreational pastimes. Walking was the most popular which may have been because this engagement work took place at a time of regional and national lockdowns and generally people have been walking more. Although there was also a general response in most groups to the accessibility of countryside, so the location of Huddersfield may reflect the enthusiasm for walking, with one person in a group saying, **‘Huddersfield people like to walk because they are so near the landscape.’** Only one group did not mention walking as a recreational pastime. While many mentioned spending time with family, others reflected that they enjoyed doing things on their own, in their own time and space, or with a friend.

Some suggestions from the groups for displays and programming emerged which do chime with the way that participants described spending their free time. For instance, green outdoor spaces were highlighted as being important for the new Museum & Art Gallery on numerous occasions by group participants - from the desire to engage with a museum garden, to outdoor trails (such as those at Oakwell) or heritage walking tours which were appealing to some. Outdoor space was also thought of as important for families providing

space for children/grandchildren as well as an area to encounter public art for discussion and contemplation, or somewhere simply to sit and relax after a long time in a museum. It was also thought that large scale public art would attract visitors to the new site (7 December 2020 Community Connections, 17 January Culturally Engaged Yorkshire wide, 23 February Kirklees Council YEN employee network, 12 April 2021 Huddersfield Caribbean Cultural Trust).

When asked about other museums or heritage sites that they had visited, 7 out of the 9 focus groups enthusiastically identified the Yorkshire Sculpture Park as a place to visit, with the outdoor sculptures proving popular especially with some partially sighted contributors due to their scale. The desire to participate in outdoor activity overall may reflect current Covid-19 Pandemic concerns, and increased use of venues with extensive grounds.

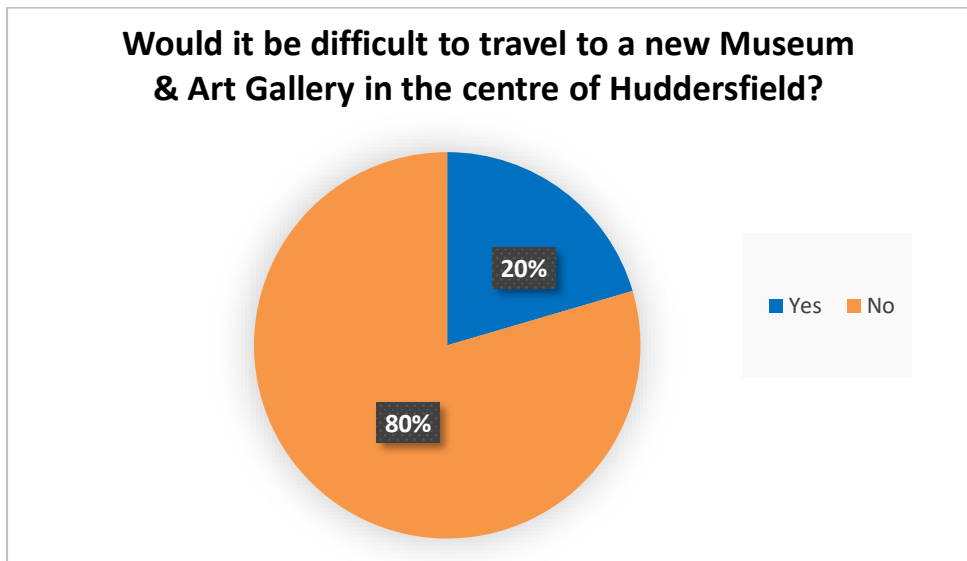
The below graph indicates the pastimes that were most discussed in the focus groups and which were common to all:



Recreational pastimes varied between age groups with some young people identifying gaming and watching television/Netflix as well as shopping more often, while older groups broadly favoured activities such as gardening and the theatre. Both older and younger age groups engaged in walking, cooking/baking and visiting museums and galleries prior to lockdowns. Volunteering was also popular with groups and had increased in lockdowns, suggesting potential for KM&G to benefit from this enthusiasm both now and in the future.



### 3.33 Locating a new Museum and Art Gallery in the centre of Huddersfield with regular programmed outreach



Participants were asked whether they would find it difficult to travel to the centre of Huddersfield. The majority responded that they would not find this a problem but many expressed concern about the availability of parking, and some said they rarely went to Huddersfield and it was hard to get there by bus. One person identified having to take three buses to reach Huddersfield. But those from beyond Kirklees were not put off by the town centre location, with some saying it was easy to get there by train.

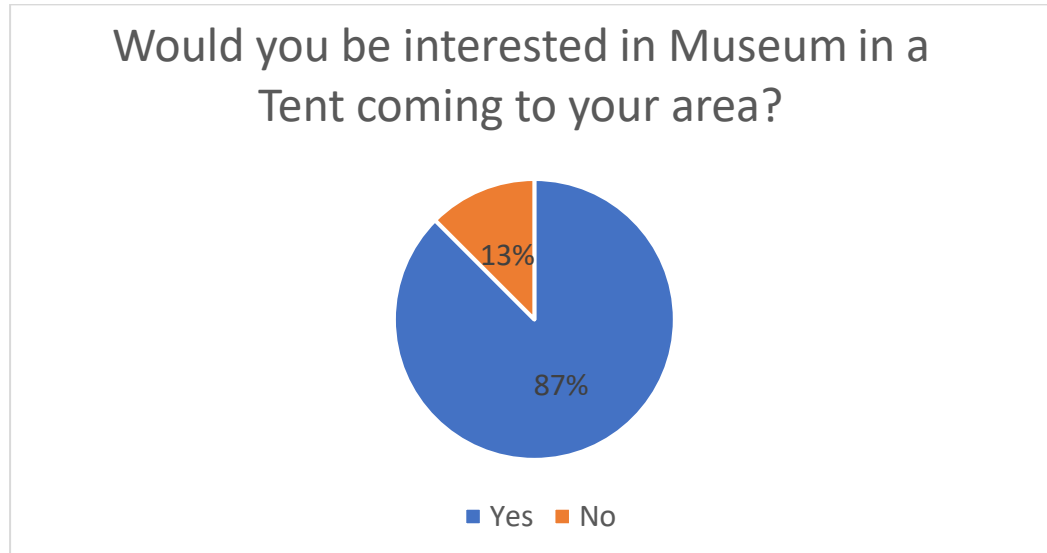
### 3.34 Outreach

Participants in the focus groups were asked how they would feel about a small part of the museum coming out to them. Images of the **Museum in a Tent** in action were shown to each group. There was a generally a positive response to the idea of outreach, in the form of the **Museum in a Tent** programme over the summer months, as long as it was well planned and publicised ahead of visiting, and the topics explored in the displays were relevant to the audiences targeted. It was felt it would be appropriate at certain events, such as carnivals, festivals, fetes, and galas and that it would be good for rural areas where there was little museum provision.

Some thought that although they felt it was a great idea, especially for children and families, they would not be interested in engaging with it personally and made clear their preference was for an actual museum visit with the overall ambience of that curated environment.

There was a strong reaction in one group to the thought of the **Museum in a Tent** programme, with concern that it potentially might be too much of an intense restricted experience. One participant with anxiety worried about people being close in the small space and engaging in conversation, which might not necessarily be desired. For this person it would certainly not be a substitute for having a nearby museum or gallery for them to visit and wander freely around without concern about being approached.

The chart below demonstrates the overall enthusiasm for the **Museum in a Tent** programme. There was discussion in more than one focus group about whether a 'tent' or 'museum boxes' might reach out to certain groups such as those living in care homes, but participants stressed the importance of such 'boxes' being relevant, up to date and regularly maintained.



### 3.35 Stories and Themes for a new Museum and Art Gallery in Huddersfield

#### *Ordinary Objects – Extraordinary Stories*



Fig 5 Image from Focus Group PowerPoint

As part of the focus group process, participants were asked in advance to identify and bring an item which was special for them and reflected their heritage, which they were happy to share with the rest of the group. After discussing the object and explaining the personal importance of it, the participants were asked whether they would be prepared to lend it to a potential community space in a new Museum & Art Gallery and to share its significance with broader audiences.

Many varied personal items were shared and a selection is outlined below:

- **An iPhone** from a partially sighted participant explaining the significance of his iPhone to him with the suggestion that a whole exhibition could look at how iPhones have transformed his life and many in the KVIN group
- **A Caribbean Dutch Pot**, inherited from their grandmother
- **A Cookbook** from a participant discussing the importance of their grandmother's South Asian cooking, recipes passed down from generation to generation
- **Beautiful Turkish coffee cups**, brought by one participant from Turkey with an explanation of the importance of coffee drinking in her culture
- **A collage of a Golden Pheasant** which had associations with the Yorkshire Sculpture Park
- **A typical Yorkshire fireside companion** wrought iron poker set belonging to one participants grandmother which conjured up images of the rag-rug always in front of the fire too

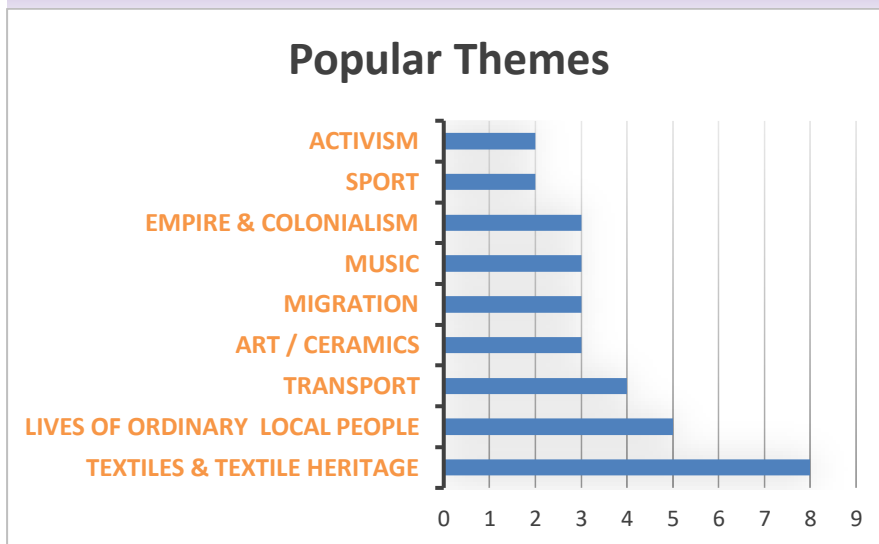
- **A craft pom-pom maker** bringing memories of lockdown crafting
- **A series of beehives** (a bee hospital) shown by one person on his iPhone in his garden
- **Gay rights activist badges** dating from the 1980s
- **A Paraffin Heater** which had associations with the West Indian front room of the 1950s and 60s
- **A beautiful wooden carving of the Virgin Mary** from a wooden carving given to one participant by her grandparents who were from Uganda. It possibly came from Botswana, and had been used to ward off potential burglars when her grandparents arrived in this country
- A figurine of **Our Lady of Rocamadour** – the Black Madonna (Notre Dame de Rocamadour) acquired while on pilgrimage
- **A jewelled elephant**, to bring good luck which always needs to be facing the door
- **A noticeboard covered by international travel tickets** and receipts reflecting different times when travel was easy and the participant visited museums all over the world
- **A Kirklees Mayoral badge** which reflected the pride of one individual in serving the community

People told the stories of their personal objects very movingly, often describing family attachments and relevant stories. Many felt that they would like to share their object with wider audiences and most groups agreed that they/their group or their community would like to participate in curating a community space as long as it was professional in its approach.

However, there was a strong feeling that underrepresented and multicultural stories should be integrated into overall story-telling within displays and exhibitions in a holistic approach in the new Museum & Art Gallery.

For example, an exhibition more generally on smartphones could look at the transformative nature of the iPhone on people's lives - the role it has played in the lives of the partially-sighted, lonely people, as well as its importance for young people. The series of beautiful Turkish coffee cups might inspire a wider exhibition about coffee drinking around the world, its cultural heritage in different countries, as well as ceramic traditions including coffee cups on our desks.

Having looked at individual items with personal associations, the groups then moved on to explore broader themes that could be curated in the new Museum & Art Gallery in Huddersfield and discussed which would have most relevance and be popular with their communities, and more widely. There were many imaginative ideas and much enthusiasm.



The graph above reflects which topics were discussed in detail by the groups and highlighted as likely to be most popular in a future Museum & Art Gallery in Huddersfield.

Overwhelmingly Textiles and Textile Heritage featured in discussion with all groups, with the stories of local people and the impacts of transport in the region also being very popular.

- **Textiles and Textile heritage** emerged as the most relevant theme for future displays, engagement and programming, with detailed discussion about how this could be approached including:
  - Interpretation from the point of view of the ordinary worker
  - Allowing communities to explore their own personal textile heritages, rather than focusing on the mill owners, or the wealth they generated
  - Education and mill communities
  - Working with contemporary artists and makers to respond to textile heritage, supporting current makers, reflecting diverse stories with imaginative temporary installations sometimes involving community participation
  - Migration and multi-cultural communities' contribution to the textile industry was specifically highlighted by a number of groups
  - Linking to contemporary industries celebrating ongoing successes
  - One group, while not so familiar with the textile stories of the area, were enthusiastic to learn more about it and understand those local traditions better
  
- **Ordinary Local People** were referenced many times which incorporates a variety of discussions around local crafts, engineering, farming and Yorkshire traditions as well as inspiring stories of people past and present – **Ordinary People – Extraordinary Lives** - as one group expressed this theme. Another group gave the example of the story of the Suffragette Edith Key who was married to the partially sighted musician Frederick Key, and together they ran a well-known music shop in Huddersfield

- **Transport**, as a theme was popular too with many groups, especially the railways and canals, with memories for some groups of family members working on the railways. One participant recalled being introduced to travelling by rail by his grandfather who had worked on the railways. Some felt Tolson focused too much on cars and that more could be done in depth on the subject of transport and how it had influenced the landscape.
- **Local landscape** and the geographical situation of Huddersfield amidst stunning landscape and the impact of industrialisation on it, as well as the importance of representing local landscape paintings by both historic and contemporary local artists.
- **Sport**, which referred generally to Rugby League and Cricket (some mention of football and tennis), although groups were told that there would potentially be a separate Rugby League Museum. Cricket was referenced as being particularly popular with broad communities.
- **Empire and Colonialism** came up in a number of discussions and reflects current debates in society and the approach of museums to this subject.
- **Activism** undoubtedly was important to several of the groups, especially the thought of losing memories and not being able to inspire the next generation, suggesting that oral history projects should be considered. Recording current activism for future generations was mentioned.
- **Inclusive Histories** - there was also a feeling that some aspects of history are not currently taught in schools so museums were the only places where say black history might be reflected for some people and key LGBTQ historic dates could be included in timelines.
- **Art and Ceramics** were key to engagement for many with suggestions about focusing in on key art works and really celebrating them with in-depth exhibitions to encourage local pride, as well as a feeling that a breadth of art should be displayed which was less European in dominance and more global to reflect current audiences. Ceramics were mentioned by a few groups, including the importance of ceramics to diverse cultures, as well as local and regional traditions/makers. Loans might assist in some of these areas (see below) to broaden programming and expand permanent displays through partnership, as well as temporary exhibitions in future.

- **Cooking/Baking** sharing cultural traditions, exploring heritages and coming together through cooking, displaying relevant equipment/cookery books and perhaps being able to offer traditional foods from different cultures for an example linking to the café offer of weekly themed foods with related collection displays/community exhibitions.
- **Archaeology** in looking at the history of Huddersfield was felt to be important, starting chronologically earlier and exploring Castle Hill more, making clear its significance, not just seeing it as a popular landmark, but recognising its archaeological importance for the region.
- **Music** – choral traditions were discussed, as well as concerts, jazz, contemporary music festival, Caribbean musical influences, with the suggestion that music is explored in an all-inclusive manner taking on broad traditions from many cultures today reaching broad audiences.

### **Ideas for exhibitions, displays or events for the new Museum and Art Gallery**

There was much engaged discussion in the groups about specific ideas which could be explored in the new Museum & Art Gallery for exhibitions that might draw in large audiences. Below are some examples of the varied ideas suggested for potential exhibitions/programming many of which have considerable scope for developing/working with local groups and communities or taking forward with key national partners, or linking with universities for research:

- **Francis Bacon in Context** - borrowing *Figure Study I* from National Galleries of Scotland, displaying it with Kirklees' *Figure Study II* as a pair, exploring the background, focusing on the Huddersfield Art Gallery Bacon in detail
- **Beekeeping** for refugees/across Yorkshire - story of the *Buzz Project* (opportunity to explore environmental issues with schools and colleges and equally reach out to the wider beekeeping community regionally)
- **Black Abolitionists**
- **Castle Hill and its archaeology** – unearthing the history of Castle Hill in Almondbury, which overlooks Huddersfield and is a scheduled ancient monument, as well as a significant local landmark, much beloved by residents.

- **Heritage of Huddersfield Carnival**
- **Cricket** – Yorkshire heritage across Kirklees, multi-cultural cohesion
- **Displaced people** – explain why they have had to leave their homes, families, tell their stories
- **Food and Drink** – cross culture, sharing and celebrating traditions e.g., **coffee drinking** with an exhibition about coffee cups from across the globe from Turkey to America; **Caribbean Dutch Pots** display, calling out for the oldest one in Kirklees sharing recipes and storytelling
- **Gardens/Gardening** – a community museum garden growing vegetables and flowers, possibly a memorial for victims of the pandemic
- **Hats/Headdresses** – Britain and global – English bonnets to African headwear
- **Heritage Walks** – starting from the new Museum & Art Gallery and taking in the great architecture of Huddersfield, organised by volunteers and incorporating wellbeing walks out into the landscape, exploring industrial heritage
- **Hindu history and culture**
- **Kirklees** – exploring the name, where does the word come from, what are the myths
- **Local Engineering stories** – gear heritage for Spitfires, submarines and Aston Martins (DB8 James Bond car) – the spitfires and Aston Martins raised more than once
- **Local shops** – their history, changing uses, the high street past and present
- **Local Landscapes** – historic and contemporary paintings reflecting our immediate scenery - celebrate landmarks like Lockwood Viaduct with contemporary artistic responses
- **Lowry in Context** – a popular work which would draw audiences from afar
- **Music** – celebrate Huddersfield’s choral traditions in every village – be inclusive for everyone from choirs to brass bands, to jazz and the contemporary music festival



- **Partnership working** – small exhibitions with the Tate or V&A, exploring Kirklees collections, or borrowing key loans e.g. Turkish ceramics, reflecting communities
- **Poetry** – working with poets such as famous established poet Simon Armitage, commissioning poetry responses to the paintings, and award-winning poet Helen Mort based in Sheffield
- **Rugby League** – exploring historical working-class roots of the game with players who wanted to be compensated for time away from work and the opportunities this produced, although it was recognised that this would be covered in a separate new museum eventually
- **Stop the Clause** – Section 28 Activism – gay rights activism in the 1980s including oral testimonies
- **Suffragette stories** e.g. Edith Key who was married to Frederick Key, a partially sighted musician and together they ran a music shop in Huddersfield
- **The West Indian Front Room – ‘Paraphernalia’** – chair backs, plastic flowers, doilies, crocheted cloths, comb heater, globe drinks trolley, photographs, ornaments, gramophone
- **The Yorkshire Front Room** - rag rugs, wrought iron fireside companion, Yorkshire Tea
- **Your iPhone** – how technology changes lives for ordinary people (including for visually impaired and the isolated)

### **Quotes about the proposed ideas for exhibitions and programming**

**‘A display on displaced people would highlight what can be done to support displaced people in the UK/Kirklees, to help British people become more aware of the hardships they have gone through, and that they don’t want to leave their families, jobs. Displays focussing on this would give a greater awareness of the issues. Something like videos on big screens to raise awareness, so people know how difficult it is and the different reasons for displacement – political reasons, climate change. A display could tell the different stories.’**

Some of the comments which supported these ideas include the following:

**‘Activism should be explored as a topic – from the Luddites to modern day.’**

**‘In my lifetime there was Clause 28 and I participated in the ‘Stop the Clause’ campaigning against it and that fight should be recorded and not forgotten.’**

**‘Canal stories are huge in this area and would be very popular, the transport infrastructure.’**

**‘Gardening has been so popular especially in lockdown and now everyone is gardening through the year so an area for vegetables and flowers in an outside space would be liked by everyone.’**

**‘I’d like to plan a whole exhibition around a paraffin heater, and call it *Paraphernalia*, it would be about the west Indian front room – everything that goes into it, chair backs, plastic flowers, doilies, crocheted cloths, comb heater – everything even capturing the smell. I would love to see this represented in somewhere like the Tolson or the new museum.’**

**‘Railway heritage should be brought alive - the old stations, cuttings, viaducts could be contextualised, so people knew the stories.’**

**‘I’m surprised the Francis Bacon painting is in Scotland – it’s like giving away your jewel. When it comes back it would be good to borrow back the related work from the National Gallery of Modern Art in Scotland – do a fruitful exchange and celebrate its return.’**

**‘Walks from the gallery around the area or the town, would be popular showing off the architecture of Huddersfield.’**

**‘It would be good to explain the name Kirklees and tell a positive story about the word explaining that it was not just an invention of the mid 1970s but has associations with Robin Hood. You could make more of the legend and explain about Kirklees Priory and his grave there, and that the name was chosen from fifty suggestions in competition.’**

**‘The history and celebration of the Huddersfield West Indian Carnival could be stand alone or it could be contextualised as part of a wider Windrush generation exhibition.’**

**‘You could work with Yorkshire makers/artists a new commission working with communities could be interesting – an installation to reflect textile heritage.’**

**‘I’m not sure I would travel to Huddersfield for a poetry event – well on reflection, if it was Helen Mort/Simon Armitage, I might.’**

**‘Musical traditions over the years would really appeal to a lot of people, older, younger kids, everyone just loves to dance – it could be really inclusive.’**

**‘Every Caribbean family has a traditional Dutch Pot, associated with your Grandma, and to have a display about the Caribbean Dutch Pot would be so popular. You could have a call-out for the oldest one in Huddersfield – it would demonstrate a strong reflection of Caribbean heritage in cooking. So many stories would be inspired by this simple object, which should be black on the outside and brown on the inside from cooking, so it is seasoned.’**

**‘Trace the history of Castle Hill from Neolithic times up to the 5th century and the Brigantes tribe and on to the Norman Conquest. Bring it alive!’**

### **3.36 Current Issues**

All groups agreed that overall ‘hot topics’ around contemporary issues could be incorporated into a new Museum & Art Gallery’s programming and displays, making it relevant and spontaneous, nurturing dialogues. However, some had reservations about not appearing to ‘preach’ or becoming too political, and that displays could swiftly date, as society or science moved on.

The proposal that contemporary artists could respond to some of these ideas in temporary installations was felt to be a good approach which appealed to some who were not sure about a museum as a space for too much ‘worthy’ discussion.

There was a feeling that as well as displays and artistic responses, themes should be explored through facilitated discussions with diverse contributors of all ages, creating a safe space for discussion. The word ‘debate’ was examined extensively, in one group, and it was concluded that it was better in many situations to use the term ‘discussion’ in order to educate about certain issues and to think of imaginative ways to do this in a safe space.

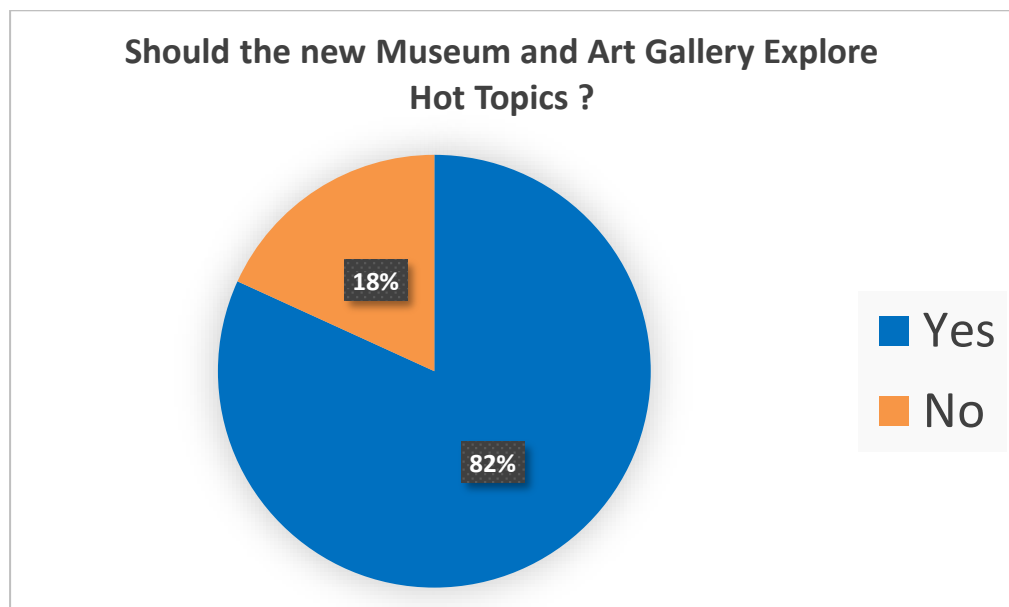
While Activism, including Black Lives Matter and how the Huddersfield march should be recorded and remembered was discussed, others brought up a slightly different concern about Colonialism and the history of some museums in relation to their collections. Those participants were looking for transparency in this area. Some felt that Black Lives Matter and Colonialism could be dealt with by re-interpreting collections and contextualising them. Others felt the word Empire should be referenced too.

The Me Too movement was also raised, and it was suggested that women who had suffered and experienced abuse should take the lead and tell their own stories, educating and sharing their experiences. Loneliness and mental health issues were important to several groups, as well as health issues such as obesity. Homelessness also raised discussion with a plea that the reasons for people becoming homeless should be better understood.

The Climate Emergency was discussed across all groups and identified as **'the big one'** by some and as **'huge and must be discussed'** by another group. One participant enthused about the need to do more on the Climate Emergency in the new Museum & Art Gallery, saying: **'it would be good to discover more about Climate Change – I know it is happening but not necessarily the reasons why, for instance, winter storms are wilder, and I would like to explore why we should use less energy and not pollute. We do something wrong here and another part of the world suffers for it'**.

Regarding programming around crucial current topics, one contributor summarised, **'If you do it all the time people might think you are preaching, but a magazine/editorial approach, looking at the collection through different lenses, with pop-up exhibitions with topical themes, combined with good programming stretches people's ideas of what a museum does and the relevance of artistic responses. This should be part of balanced programme. Galleries are places for dialogue and debate'**.

Interestingly there was little direct discussion in the focus groups about the pandemic itself and how people were impacted by it overall. One person did suggest a memorial garden in the new Museum & Art Gallery, and another proposed a possible community orchard where people who had suffered mental health issues during the pandemic could find peace and tranquillity. Gardening was mentioned as being part of the healing process too. In the last focus group, it seemed people were more prepared to discuss how this period of pandemic will be remembered and the vast amount of material there would be to process in presenting it for future generations. Overall, however, there was a feeling that as participants were living through the Covid-19 experience, they had not had time to fully process their thoughts on it yet and it was too early to look at how it might be reflected in future displays. One group felt strongly that it absolutely should be included in the new Museum & Art Gallery when everyone had processed the full impacts.



### 3.37 Museum Spaces

The focus groups discussed the most important spaces to identify in a new Museum & Art Gallery. The entrance area and the first impressions on entering the building were seen as crucial. This is where staff or volunteers would welcome visitors and offer assistance on particular access needs, orientate them, and give vital information on guides and way-finding in the building. Rather than being a formal space it was hoped it would be relaxed and welcoming for all.

Exhibition spaces, family spaces and the café/shop were also identified as key in the new building, while outside spaces were considered key to the overall experience. Some of the spaces and how they should be managed were discussed as below:

- **Welcome entrance space** with smiling ‘meeters and greeters’ on arrival who were welcoming and trained for instance with Dementia Friendly training, a welcome sign in all languages, an inclusive, dynamic space, bright and light with level access, orientation information about events happening that day on a display board
- **Accessible multi-use space** for socialising to help loneliness, where you can mix, mingle and organise events
- **Exhibition spaces** for ground-breaking, relevant exhibitions were felt to be all important
- **Display spaces** for sculpture/tactile hands-on opportunities, for the collections generally will be key
- **Inspiring interactive spaces for young children and families** to get them engaged early on
- **Outdoor green spaces** like museum garden areas, with good seating and accessible paths to enable outdoor activities for all, gardening, concerts, outdoor theatre, with the potential for public art and trails for families
- **Space for Artist conversations** including talks, music, concerts, poetry readings
- **Café** would be important for all, and especially those who had travelled, with outside seating or conservatory and take away after opening hours. It should support local producers, serving their foods such as dishes involving honey, for example using local

honey or that produced from hives on the roof, different global foods could be celebrated for themed weeks such as Asian or Caribbean food week.

- **Prayer spaces/spaces** for contemplation and quiet time
- **Toilets** which are high quality, fully accessible, well signposted toilets are essential for everyone

The importance of the café, especially as a social and community space, and an extension of curating themed displays was full of potential for the focus group participants which contrasts with data from the survey, where respondents considered it less important.

### **Quotes about the key spaces in a new Museum & Art Gallery**

**‘Everything in the gallery has to be well thought out, the spaces designed to the highest craftsmanship – it is the whole experience.’**

**‘Currently we are lacking a Eureka moment – we need a new museum and art gallery like the one in Halifax – with a wow factor - to get people in!’**

**‘Ideally on entry you would have a ‘meeter and greeter’ person near the door – the reception desk would be straight ahead, that would be good for a white cane user. When you got to the desk you could pick up an audio guide to take you around.’**

**‘There is a risk of trying to do too much. The displays are what’s really important and mindfulness isn’t necessarily right for a museum, the main thing is accessibility and diversity, and public toilets are also important. The new museum should have enough exhibition space.’**

**‘The most important thing is the displays, the content, the collections, the exhibitions. Good display spaces. That’s where the focus should be. The only other place of importance is the café where it would be nice to get a cup of tea.’**

**‘History should be told in a modern way with touch screens, short videos, music and making really engaging, as at the Liverpool Slavery Museum. Headphones with recorded histories should be available.’**

**‘Tai-chi/yoga would draw people in, like at the Yorkshire Sculpture Park’.**

**'The scale of the current art gallery currently is quite small – would benefit going forward from a multi-faceted offer – studio spaces for local artists/ceramicists.'**

**'I've visited the Art Gallery with my nieces and nephews a number of times although a few years ago now but there was not enough interaction for children - it was simply a question of looking at the paintings, not enough for children to do. Perhaps it has changed now. In the future it needs more interaction.'**

**'The café should reflect artisan local food – handmade / homemade rather than mass produced, a good range of local food and coffee, good choices, perhaps something more diverse, not the usual cup of tea and scone. It should support local producers and the local economy after the pandemic. Halloumi (Yorkshire Dama Cheese Ltd), Dark Woods coffee, Grumpy Mule, coffee with character from Holmfirth.'**

**'Local producers should have their stories told in the cafe, a card next to the cake about the producer, a local narrative that runs through the gallery – local to Huddersfield, low airmiles, locally produced produce, so it doesn't have to travel far. Asian food made locally. Different types of tea would be good and excellent locally made cake with discounted system for local people. Important to keep the people in the museum, rather than let them go elsewhere.'**

**'Mugs/cups could be by local potters used in the café and sold in the shop, opportunity for money to be made, build on ceramic strengths of the art gallery.'**

**'The café and gift shop are important too but must be related to the collections or whatever exhibition is on. Anything else is a bonus, but the exhibition space is what is all important.'**

**'The shop should stock local craft jewellery and ceramics made in Yorkshire which would be popular. Customer base is not always who you think it is. Selling craft exhibition could be a winner.'**

**'The gift shop is important as you want to buy a good souvenir of a day out but not too expensive.'**

**'I would appreciate a dedicated prayer space that was kept clean and free of items and think that it should be designed in discussion with the local community.'**

### 3.38 Re-Imagining a new Museum & Art Gallery

#### 'From the Community not for the Community'

All groups were asked to contribute to a thought bubble as part of an exercise around re-imagining a museum and art gallery, and to call out key words that for them epitomised the ethos of what a new museum and art gallery should be for Huddersfield. These words reflected the overall atmosphere they felt was crucial for the future. The results for each group individually are given in *Appendix C* (restricted access) under the analysis of each groups feedback. The most often used words given were **Welcoming, Accessible, Community, Relevant, Inclusive** and **Interactive**. These reflect the main findings of the engagement and could be the core pillars on which a new Museum & Art Gallery is built and taken forward.

'Welcoming' was the most popular word overall, with one participant noting that **'the Welcome sign at the entrance should be in lots of different languages to reflect the multicultural communities of Kirklees'**. Many people mentioned the importance of 'meeters and greeters' and 'enthusiastic staff' on arrival and of a 'welcoming smile'. One participant felt that entrances of museums were often rather stiff and off-putting, and it would be good if they could be more relaxed, informal brighter and even colourful. For some the welcome at the Hepworth was suggested as a good example of how it should be done. The Welcoming and Accessible themes should continue throughout the new Museum & Art Gallery, in the exhibition galleries, across displays and the café, outdoor curated spaces, being reflected on the website and in any virtual tours or communications, creating a true sense of community, relevance, inclusivity and interaction for all.

At the end of this section is a word cloud which is an amalgamation of the words. There are 100 in all and the more often words are used the bigger they appear. It summarises the thoughts of all who participated in the focus groups.

## 3.4 Legacy of the engagement

The enthusiasm of participants was inspiring and refreshing. Participants showed genuine interest in all the questions which were discussed, giving thoughtful answers and often also much more of their time than anticipated.

Most groups asked how they would be kept updated about the potential for a new Museum & Art Gallery for Huddersfield and enquired about the likely timescale.



Several people in the various groups would clearly be excellent candidates for future community panels and others commented that they could see that they could well become repeat visitors in the future. One group suggested that their network could provide a community advisory panel to make sure that their views were incorporated at an early stage.

The themes explored with the focus groups in considerable detail have resulted in rich qualitative research, which in many areas reflects key points highlighted in the one-to-one discussions as well as in the survey, such as the special place the unique surrounding landscape holds with the people of the area, the importance of the textile heritage of the region and the enthusiasm for multi-cultural displays. While there is divergence on whether a new Museum & Art Gallery should debate current affairs between the focus group feedback and the survey results, and in some other areas, such as whether a café is a key space, overall there are many similarities in research outcomes, across the three methodologies. This rich research from the focus groups can undoubtedly be taken forward to inform planning for the new Museum and Art Gallery in Huddersfield.



**Fig 6 Wordle of words collected in response to the ethos question posed in Focus Groups**

This wordle reflects the words recorded in the Focus Groups overall in response to a question about what kind of ethos participants hoped the new museum would display. The larger the words are the more often they were mentioned in each group the key words emerging were Welcoming, Accessible, Interactive, Community, Relevant and Diverse.

## 4 Imagine a new Museum & Art Gallery for Huddersfield

### Public Survey Report

#### 4.1 Overview

This survey was carried out as part of the engagement for the Kirklees Museums & Galleries Heritage Lottery funded *Bringing out the Best Project*. It was available to be completed from 27 October to 7 December 2020 and was titled 'Imagining a new Museum & Art Gallery for Huddersfield'.

The aim of this survey was to gain the views of a wider group of the population, including underrepresented audiences. While the focus groups and one-to-ones were designed to gain in-depth qualitative information and to reach certain targeted audiences and communities, this survey was designed to gain wide ranging views from the communities in which Kirklees wants a new Museum & Gallery to be embedded. It also seeks to discover what people would like to experience in the future, in order to respond to community needs and wishes. It is commendable that this engagement has happened exceptionally early on in the planning process, to inform the direction of travel of the new Museum & Art Gallery. It is therefore informing long-term plans and master-planning.

No site or venue has been selected for the new Museum & Art Gallery and the survey did not ask opinions on possible venues/buildings. This, however, was a subject which respondents addressed robustly and gave opinions on in the free text boxes.

The survey questions were designed to discover:

- Current usage of museums and galleries generally and in particular Kirklees Museums & Galleries - Huddersfield Art Gallery, Tolson Museum, Oakwell Hall and Bagshaw Museum but concentrating the more in-depth questions on uncovering reasons for not or rarely visiting Huddersfield Art Gallery and Tolson Museum.
- A better understanding of the themes and stories audiences would like to see reflected in a new Museum & Gallery and also to understand better what is special about the Huddersfield area for them.
- To discover which activities held at a new Museum & Art Gallery would most be desired as well as which annual events might be popular and important to be explored with communities in the future.

- To find out more about which facilities were important to visitors in a new Museum & Art Gallery, including areas within the gallery, as well as establishing what the biggest barriers to visiting would be.
- It also included two questions specific to those living outside the Kirklees area, who could also be important future users of a new Museum & Art Gallery, to establish what would be the biggest draw to encourage them to travel to visit a new Museum & Art Gallery in the centre of Huddersfield, and who they were likely to visit with.

In terms of population, Kirklees is one of the larger local authority districts in England and Wales, ranking eleventh out of 348 districts. Its population is estimated at 438,727 (ONS Mid-Year Estimate 2019). The last survey carried out by Kirklees Museums & Galleries was carried out in 2016 and since then circumstances have changed considerably. Museum services were withdrawn from two of their then six sites (Red House in Gomersal and Dewsbury Museum) due to austerity driven budget cuts in 2016 and in 2020 the Council launched a Blueprint for the regeneration of Huddersfield town centre, which included a new Museum & Art Gallery to be sited in the town centre as part of a new Cultural Heart.

It was very encouraging that 728 participants completed this survey. This confirms that there is a strong interest in the museum and gallery offer in Kirklees and that the public are keen to engage with the process. The survey incorporated areas for free text, in order to hear the views and unrestricted opinions of those filling in the survey. These areas proved popular, and it was positive that so many people wanted to give valuable qualitative information in these boxes in addition to the tick box questions.

The survey questions reflected many of the same themes and questions addressed in the one-to-one in-depth interviews and focus groups templates, to enable key comparisons to be made across the different methodologies. These include an overall understanding of current use of Kirklees Museums & Galleries and what barriers presently discourage visiting or repeat visiting amongst potential audiences. In addition, it is possible to look at which themes proved popular with the under-represented audiences in focus groups, as with the wider communities answering the survey and conclude that textiles and textile heritage prove appealing to all, as well as multi-culturalism. It is also possible to compare discussions in the focus groups about whether contemporary current issues should be explored in a new Museum & Art Gallery with what has been fed back via the wider broader survey.

#### 4.12 Wider Context

Initially planned to take place over the summer of 2020, the survey was delayed and was launched on the main Kirklees Council website on 27 October and ran to 7 December 2020. Restrictions put in place in regional and national lockdowns meant that at the time the survey went live the museum and gallery sites were all closed to the public. Huddersfield Art Gallery had already closed earlier for building work and roof repairs.

There was much consideration given to how best to carry out the survey in the Covid-19 context. The fact that the museums may or may not be open impacted on the planning and risks, and opportunities for highlighting the survey with visitors. Certain issues needed to be considered:

- Could there be tablets or computers available at council sites for the survey to be completed?
- What council sites, including museums, galleries and libraries would be available to host the survey?
- Would paper copies be suitable during the pandemic and if so, how could they be safely/securely distributed, returned and processed in lockdown?
- How could the information from the paper copies be processed given that the museum and gallery sites were closed, and staff were working from home whilst safeguarding staff?
- Would the Covid-19 context impact and affect the answers people gave?
- Would there be less take up as people were overwhelmed by challenges presented by the Covid-19 situation or would there be more take up as more people were at home and would potentially have more available time to complete surveys?

#### 4.13 Methodology

The consultants developed a detailed general survey after extensive discussion, a presentation to the Citizen Engagement Panel on the approach to the engagement, and working on appropriate questions with Jenny Salton, Kathryn White, and Ralph Parmar and with curatorial and senior management feedback. The survey was further developed, advised on and built by Grace Brame from Kirklees Council's Intelligence and Performance department.

The survey takes account of the wider context of the *Bringing out the Best* programme and reflected current priorities in local authorities and in the heritage sector, and best practice in the development of new museums, for example:

- the current Covid-19 crisis and implications for future audience needs

- links with current museum sectors standards e.g., [Arts Council England's Museum Accreditation Standard \(Users and their Experiences\)](#), [Creative Case for Diversity and Investment Principles](#)
- Kirklees Council's current focus on Climate Change and Inclusion & Diversity
- best practice in audience engagement in the heritage sector linked to Audience Agency's Audience Finder
- strategic aims for the Cultural Heart area as a whole, and links to other functions e.g., library, archive and music venue

The questions were designed to cover a number of different subject areas and to establish trends in the use of current Kirklees Museums & Gallery sites. The aim was for it to gather detailed information but not take too long or be too arduous to complete. There were 23 main questions with 7 opportunities to give further details or feedback in free text boxes, and 7 questions designed to provide feedback on who had responded to the survey. Many of the questions allowed for multiple answers, allowing people to choose 3 to 5 answers. The survey was completely anonymous, no names or addresses were captured and only the first part of the postcode was asked for in order to data map. We were aiming for the survey to take around 15 minutes to complete. The average time that the survey took to complete was **16 minutes**.

Once the questions had been set, a trial was carried out with responses compiled from Oakwell Hall volunteers, garden rangers, staff members from different departments of Kirklees Council of all ages, marketing professionals and as well as individuals from beyond the Kirklees area. Feedback from the funder, the National Heritage Lottery Fund, was gathered, presented and discussed, leading to the amendment of certain questions. The final questions were signed off by the *Bringing out the Best* Project Manager, Kathryn White, Museums and Galleries Manager Deborah Marsland and Kirklees' Head of Culture and Tourism and Project Board Chair, Adele Poppleton. Approval of the survey in principle had been sought from Portfolio holder and at Service Director level.

It was important that the survey was made accessible to as many people as possible, therefore a paper version of the survey was also created. This was delivered to all the museum sites as well as to the West Yorkshire Print Workshop in the Huddersfield town centre Piazza, for those who do not have access to the technology in order to allow them to complete it online. However, due to a re-activation of Covid-19 lockdown restrictions in October 2020, the paper survey could not be handed out in person, as all these sites closed. As a result, the paper and large print versions were only available via a phonline request, though there was very little take up of this service. People were also offered the survey in Braille or Audio but again, no requests for this came through. It was initially hoped an incentive would be offered and that everyone who completed the survey would be entered into a prize draw for an Amazon voucher, however, this was not possible due to GDPR issues and collecting personal data on the printed version of the survey. It is probable that an incentive would have increased the number of responses and held appeal to underrepresented audiences.

#### 4.14 Marketing

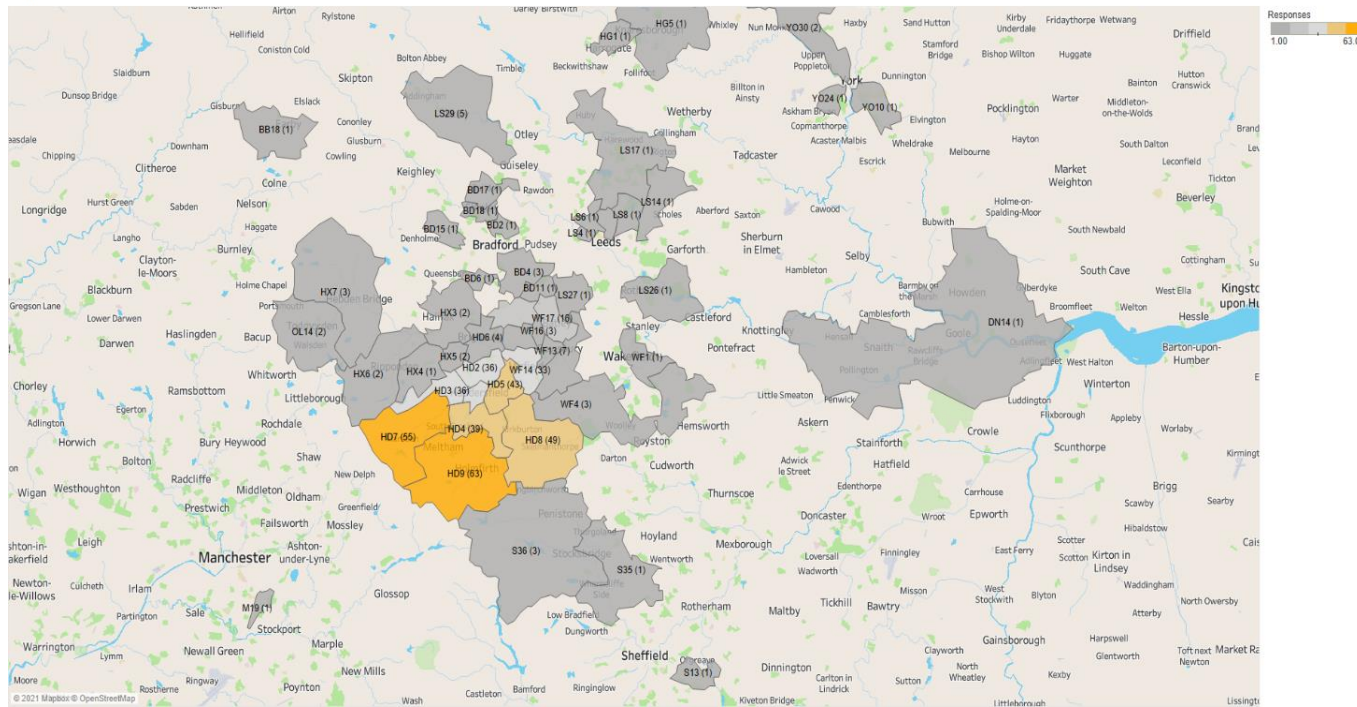
A press release drew attention to the opportunity to complete the survey and it was further marketed online through social media, via publicity postcards, posters and large vinyl graphics in a town centre shop window. Links to the survey were circulated to many of Kirklees Museums & Galleries stakeholders and networks. The charities and different groups engaged through the *Bringing out the Best* project work were also contacted and asked to share it with their own contacts and on their social media sites.

There was also an [article](#) in the Examiner newspaper.

## 4.2 Who filled in the Survey

The survey was filled in **728 times**. 47% of respondents filled out the survey on a smartphone, 42% used a PC or laptop and 11% used a tablet. 87% of respondents stated that they were Kirklees residents, while 13% were from outside the Kirklees region. The survey was mainly filled in by people in Kirklees or the surrounding regional areas but there were also responses from people who lived some considerable distance away from Huddersfield, including in London, Edinburgh, Exeter and York.

Map



This map shows the concentration of the responses in the Kirklees area by postcode

**Fig 7 Map showing response concentration in the Kirklees area**

Responses were received from across Kirklees, but the majority were in the areas directly around Huddersfield, as might have been expected for a survey which focused on a new museum and gallery for the town. These areas were Almondbury, Ashbrow, Crosland Moor and Netherton, Dalton, Greenhead, Lindley and Newsome.

*The population of Huddersfield has increased by 12,643 in the last 10 years. It has a population of 138,133 (Information from Kirklees Factsheets, 2019)*



Most of the respondents were female (61%), with males 38% and 2% identified as gender non-conforming or transgender.

The survey was not filled in by children under 16 and only 3% of the respondents were in the 16-24 age bracket. Just under half (48%) were in the 25-55 age bracket, 27% were 55-65 and 23% were over the age of 65.

*The number of people aged 65 and over in Kirklees is expected to increase by around 15,000 (19%) between 2018 and 2028. The number of men aged 65 and over is expected to increase at a faster rate than women with 21% more men in 2028 compared to 18% more women. (Information from Kirklees Factsheets, 2019)*

92% of people who filled in the survey described their ethnicity as 'White', only 1% described their ethnicity as Black or Black British, 2% described themselves as Asian or Asian British and 5% described themselves as Mixed/Multiple Ethnic Groups or Other Ethnic Groups.

*This is not an even response. 79% of Kirklees population is White, 16% Asian or Asian British and 2% Black or Black British. It proves how important it is to actively seek out the opinions of some communities through one-to-ones and focus groups. (Information from Kirklees Factsheets, 2019)*

11% of respondents considered themselves to have a disability.

*17.7% of Kirklees population are described as having day-to-day activities limited. 48,702 adults aged 16 to 74 have a limiting long-term illness in Kirklees. Of these, 11,242 (23%) are in employment, 1,373 (2.8%) unemployed, 14,946 (30.7%) permanently sick, 14,410 (29.6%) retired, 1,257 (2.6%) students and 5,474 (11.2%) otherwise economically inactive. (Information from Kirklees Factsheets, 2019) Again the underrepresentation in the survey shows how important it is to proactively engage with wider groups rather than to rely solely on surveys.*

37% of respondents were in full-time employment, 14% were in part-time employment and 10% were self-employed. 29% of respondents were retired. Only 2% of respondents were currently unemployed and 2% look after home/family. A further 2% of respondents were students, and 1% were permanently sick/disabled, with 1% being carers.

*In 2019 the Kirklees unemployment rate was 3.5% (2.7% UK).*

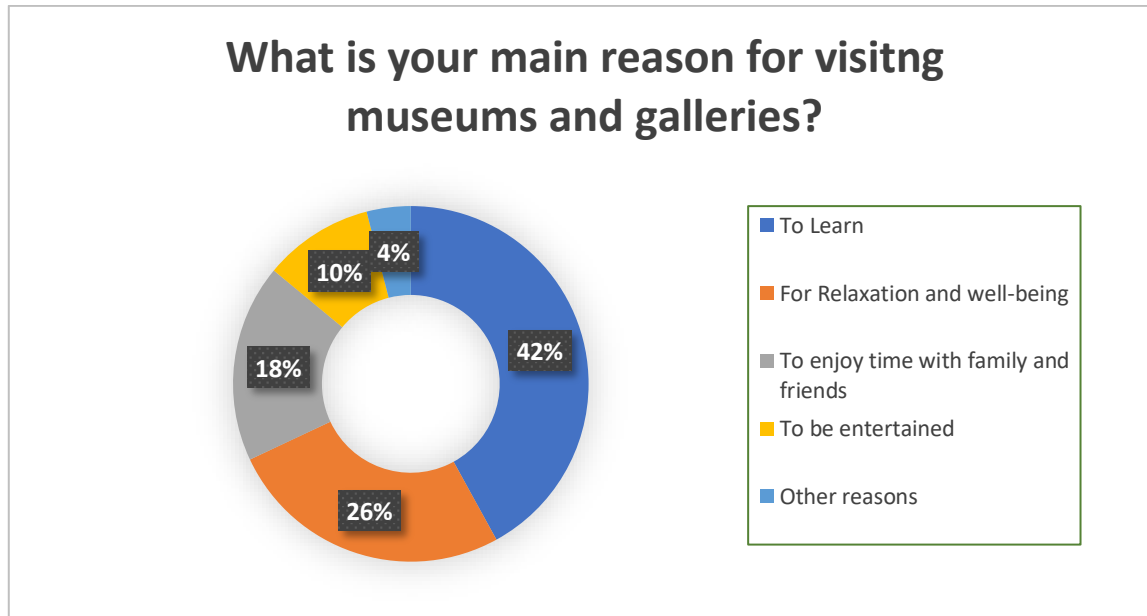
It was hoped that the focus groups could be used to encourage underrepresented communities to complete the survey to address balance, however, most of the focus groups took place after the survey had closed.

## 4.3 Findings

### 4.31 General museum habits and Kirklees museum habits

Most of the survey participants have experience of visiting museums and galleries. Only 5% stated that they **never visited museums**, and the majority stated that they **visit occasionally** (62%) with 33% stating that they **visit frequently**.

The majority of respondents stated that the main reason for visiting museums and galleries is to **learn** (42%), a significant number of people go **for relaxation and well-being** (26%), 18% go **to enjoy time with family and friends** and 10% go **to be entertained**.

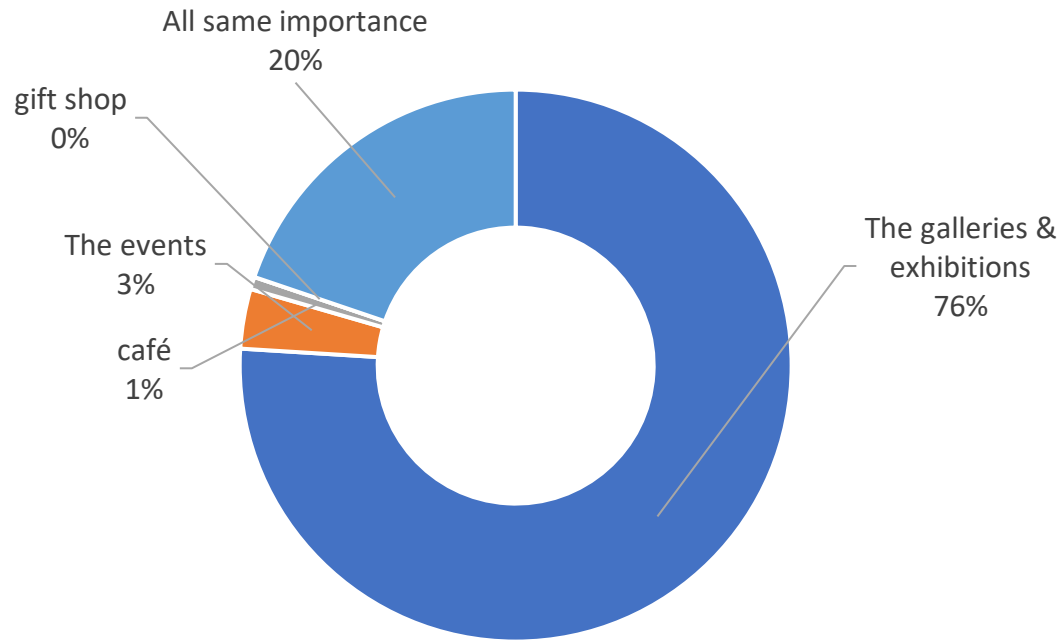


4% of respondents gave other reasons for visiting, some stating that they did not have one main reason but felt all the reasons were relevant. Others state the main reasons were **‘Stimulation, learning, reflection and curiosity’**. One respondent wrote **‘To see history, art and science in a local place. To be inspired to create things based on what I experience’** whilst another differentiated the reasons for visiting art galleries and museums: **‘I visit art galleries to learn and to be inspired by the work of other artists. I visit museums to increase my understanding of issues such as the holocaust,**

**refugees, what life was like for people who worked in the mills, slavery, technology and famous people.’ ‘Entertainment, learning, well-being and relaxation may be positive by-products of visits to art galleries, but I go to them for the most profound experience and expansion of my humanity’.**

By far the majority of respondents thought the most important part when visiting is the **galleries and exhibitions** (76%), 20% felt that the galleries and exhibitions, events, café and gift shop were of the same importance. Very few respondents chose the café as the most important facility when visiting and none chose the gift shop.

### Which is the most important part for you when visiting a museum or gallery



■ The galleries & exhibitions ■ The events ■ café ■ gift shop ■ All same importance

### 4.32 Visits to Kirklees Museums and Galleries

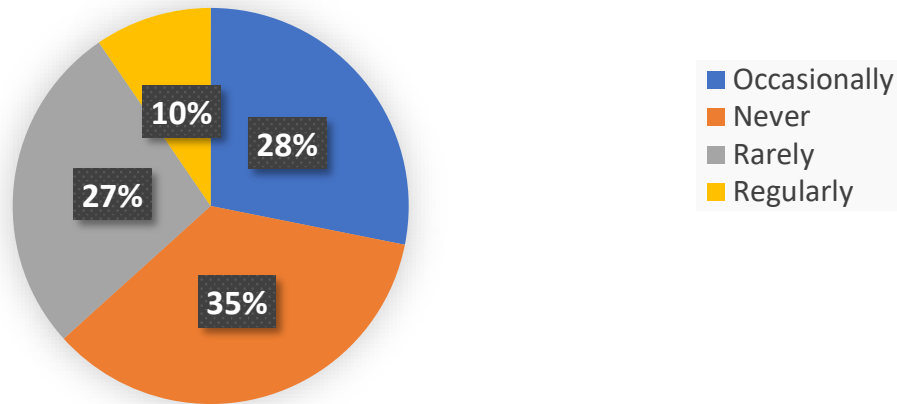
Despite 95% of respondent stating that they visit museums and/or galleries occasionally or frequently, only 10% of respondents stated that they regularly visit any of Kirklees Museums and Galleries (Huddersfield Art Gallery, Tolson Museum, Oakwell Hall and Bagshaw Museum). Overall, 65% of respondents said they never or rarely visited Kirklees Museums & Galleries.

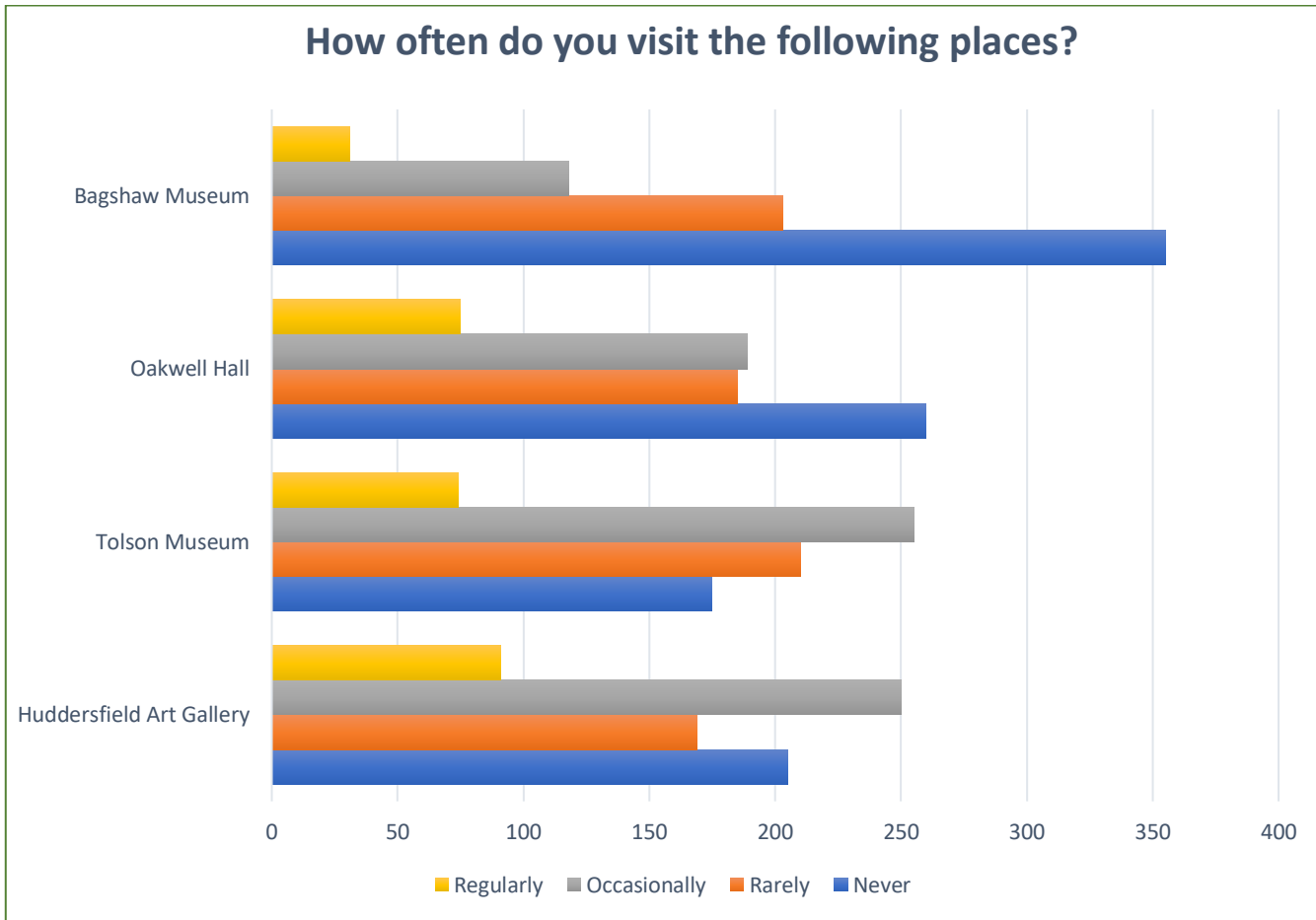
**There is potential to increase visitor numbers to Kirklees Museums & Galleries sites from local audiences, who are visiting museums and galleries beyond Kirklees.**

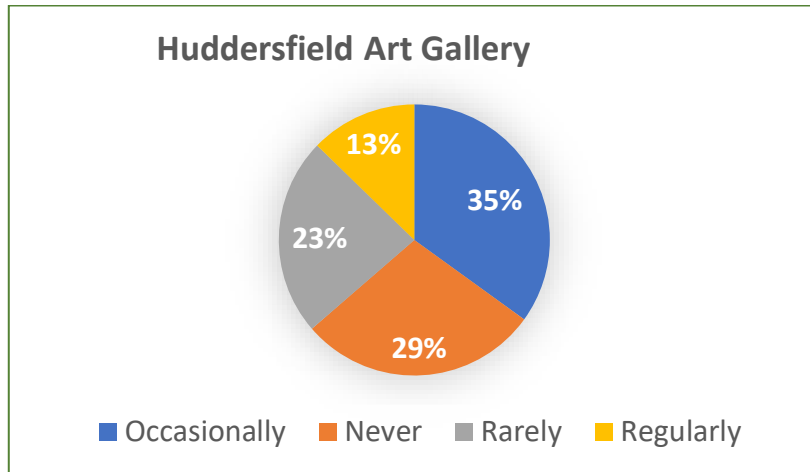
**Number of Visitors 2018/19** - Bagshaw Museum 27,078, Oakwell Hall 7,388, Oakwell Visitor Centre 69,159, Tolson Museum 26,042, Huddersfield Art Gallery 15,203  
 Total 144,619

This graph shows the combined results for the four Kirklees sites – Huddersfield Art Gallery, Tolson Museum, Oakwell Hall and Bagshaw Museum:

### How often respondents visit Kirklees museums and galleries







### Huddersfield Art Gallery

The main reasons given for not or rarely visiting Huddersfield Art gallery were quite evenly spread, the most popular ones being **I have limited spare time** (17%), **The location is not convenient** (16%) and that **I had not heard about the gallery** (16%). 13% said **I am not interested** and 7% chose **I do not think the collections relate to me and my heritage**.

15% of respondents ticked **other** and there were 55 free text answers giving reasons for not visiting. Again, the reasons were varied. Some indicate a preference for other galleries:

**‘There are other museums/galleries I would prefer to visit’**

**‘It doesn’t compare with other galleries e.g. Hepworth, Henry Moore, YSP’**

Some responses commented on the gallery exhibits:

**‘Some nice pieces but it feels a little bit neglected and forgotten about’,**

**‘I enjoyed it, but didn’t think there was enough to go back and see again’**

**‘Top floor access is off putting for a quick pop in. Old building feels tired and dated’**

There was clearly a lack of awareness of the gallery and any exhibitions in several responses:

**‘Not really aware of it’**

**‘Lack of reputation’**



**'I am not aware of what exhibitions are on and for me to travel to it I would have to feel the exhibition was worth the journey time'**  
**'Poor programme of changing exhibitions'**

There were several comments on public transport and parking issues, and a reluctance to go into Huddersfield town centre

**'Poor public transport and easier to go to Leeds'**

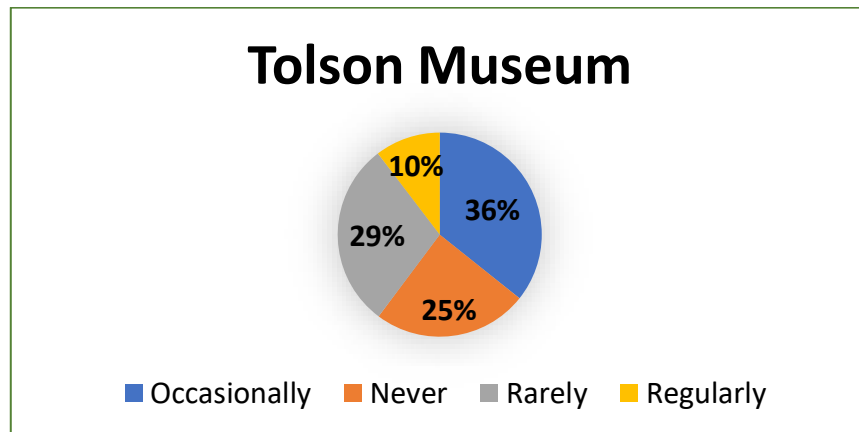
**'Parking in Kirklees is expensive and now with the loss of the Market Street car park not practical'**

**'Don't often go to Huddersfield'**

**'I only go to Huddersfield for a quick visit to the bank or the hairdressers these days'**

**'I am not in Huddersfield town centre very often as I mainly visit the area to see family who live near Holmfirth'**

### Tolson Museum



The main reason given for not or rarely visiting Tolson Museum was that **The location is not convenient** (27%). 20% of respondents ticked **Other** and in the free text there were 68 reasons given for not or rarely visiting.

A significant number of the comments (24%) gave a lack of change in museum displays as a reason,

**'The museum doesn't seem to change much'**

**'Having visited a couple of times I wasn't sure there was much 'new' to see'**

'It doesn't seem to have changed much in all the years I have visited'

'I have visited a number of times earlier in my life and perceive the exhibits will still be the same'

'I am 41 years old and it hasn't changed AT ALL since I was a kid. No point'

'Doesn't seem to be updated very often, only has limited space for new exhibitions'

'It has desperately needed a refit for years. There's brilliant stuff in there, but some is very difficult to access or appreciate. Seems starved of investment'

Several comments referred to going when their children were young:

'used to visit often but my children grown up now'

'I had forgotten about this museum! We visited regularly when my children were young'

### 4.33 Why would people visit a new museum?

#### New Museum and Gallery in Huddersfield

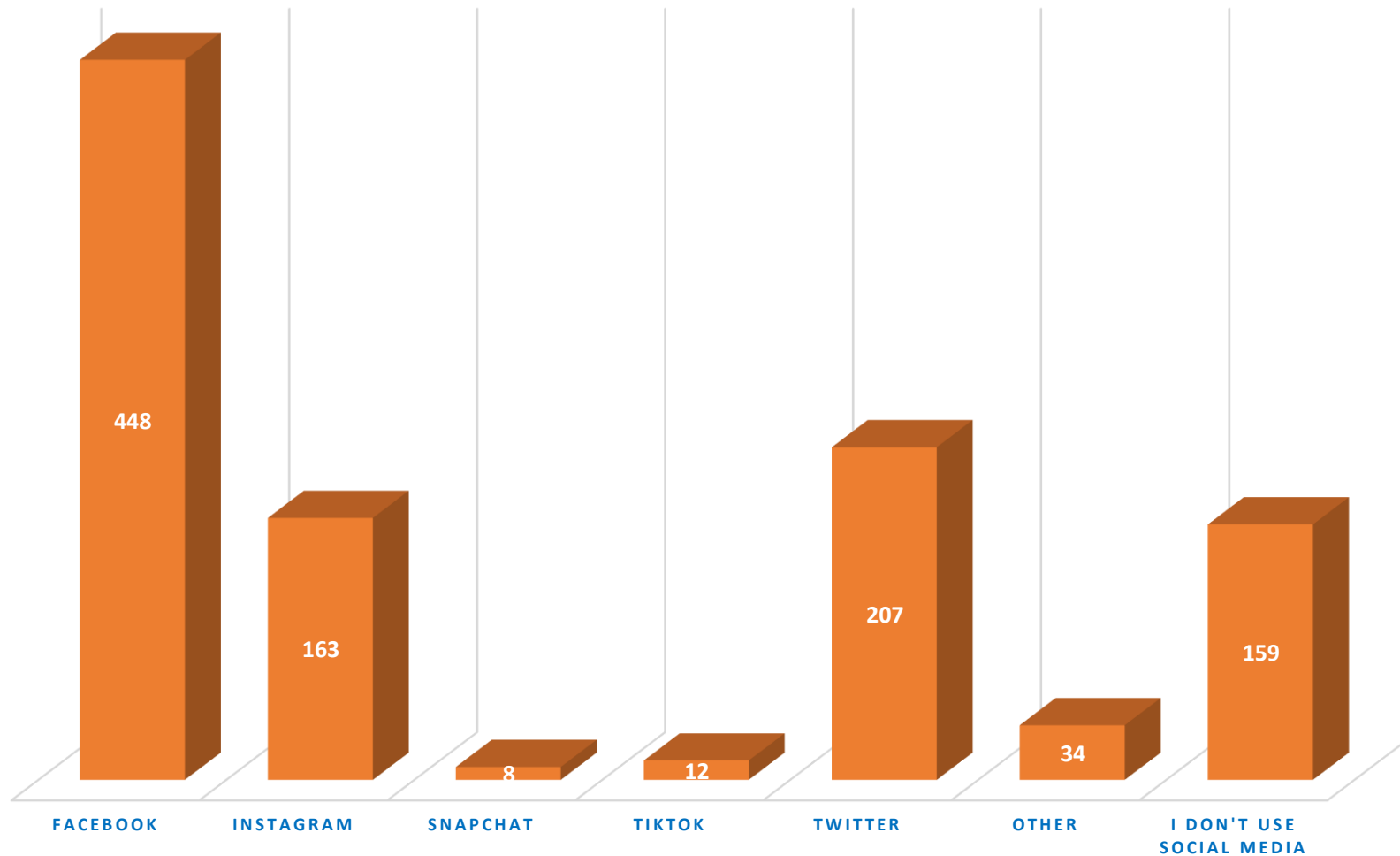
A large majority of the respondents were **very interested** (57%) or **interested** (30%) in visiting a new Museum & Art Gallery in the centre of Huddersfield in the future.

**It is very positive that 87% of participants gave a positive response to this question and confirmed a strong interest in a new Museum & Art Gallery.**

23% of respondents are **very interested** (8%) or **interested** (15%) in volunteering at a new Museum & Gallery and a further 33% were not sure.

**Facebook** (63%) is by far the most popular social media platform to find out about the development of a new Museum & Art Gallery. **Twitter** (29%) and **Instagram** (23%) were also popular. In the free text a dedicated website was mentioned as desirable as well as direct email newsletters and news on the council website.

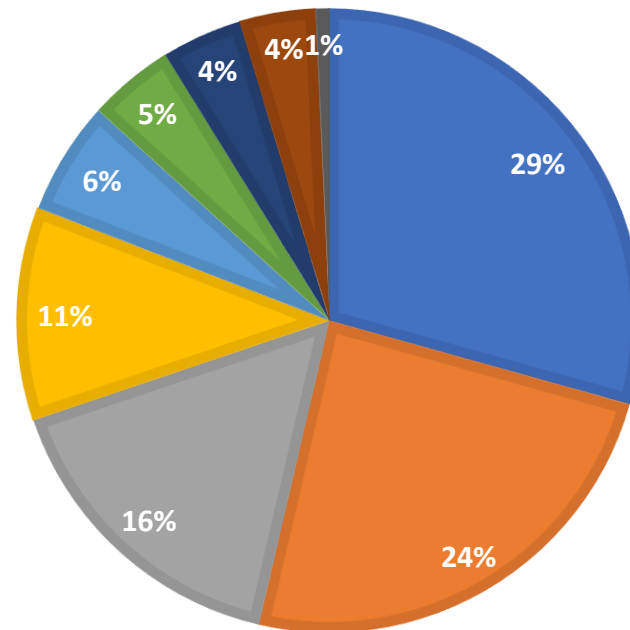
**WHICH SOCIAL MEDIA PLATFORMS WOULD YOU USE TO FIND OUT ABOUT THE DEVELOPMENT OF A NEW MUSEUM & ART GALLERY?**



#### 4.34 What would be the main barriers to visiting a new Museum & Art Gallery

WHAT WOULD BE THE ONE THING THAT WOULD MOST PUT YOU OFF VISITING A NEW MUSEUM & ART GALLERY?

- Entrance Fee
- Unwelcoming staff
- Lack of clear information
- Paid parking
- Not family Friendly
- No café
- Poor public transport
- Poor access
- Expensive shop



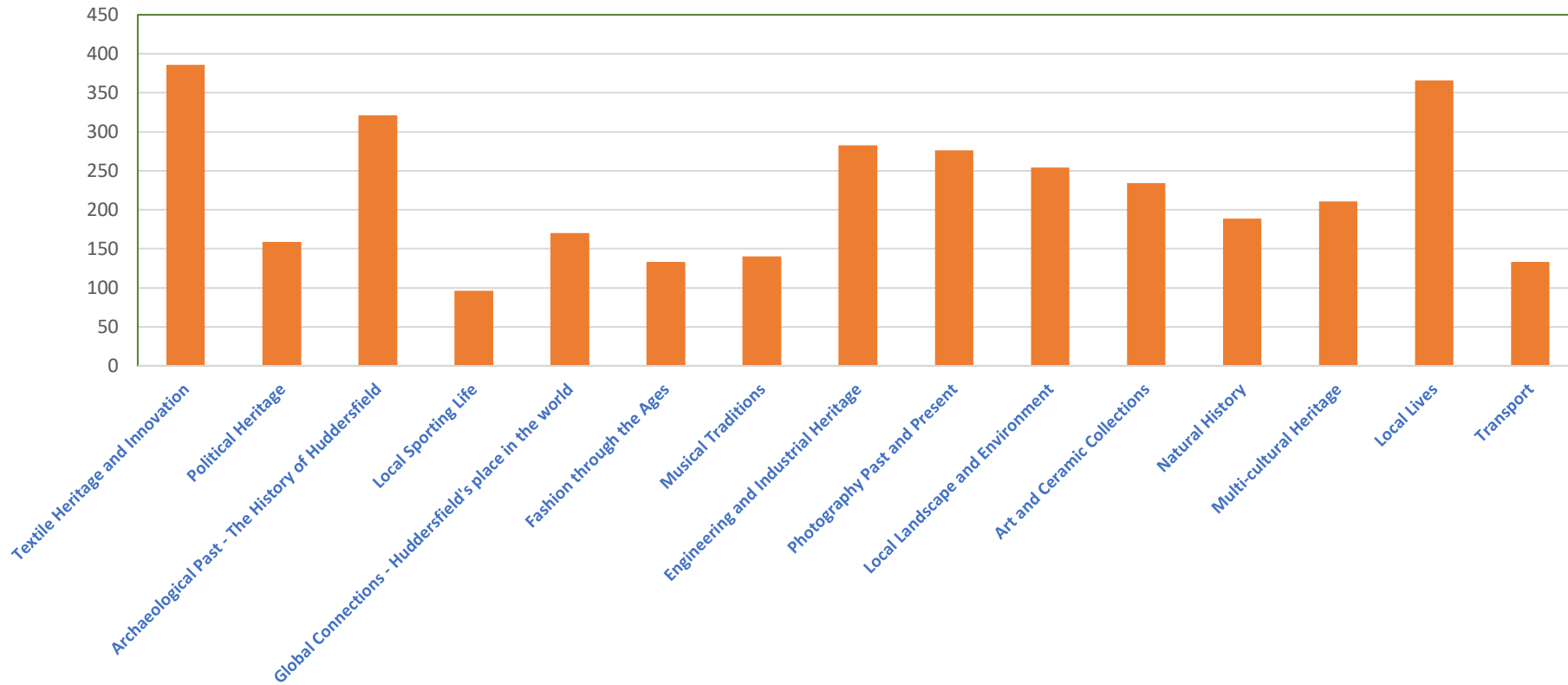
When asked to choose the one thing that would most put you off visiting a new Museum & Art Gallery, **Entrance Fee** came out as the biggest barrier with 29% of respondents choosing it. The second biggest barrier chosen by respondents was **Unwelcoming staff** (24%). It should also be noted that a **Lack of clear information about what is on offer** also scored highly in terms of barriers.

#### 4.35 Ideas for stories/themes/exhibitions

One of the key objectives of the *Bringing Out the Best* engagement was to investigate what exhibition themes potential visitors would like to find in a new Museum & Art Gallery and what stories they would like told. There were several questions in the survey to address this subject, together with areas of free text for people to describe what is special about Huddersfield and any stories from local communities which were important to them. Both of these free text questions received an excellent response and provided much rich information.

Firstly, respondents were asked about exhibition themes that they would be most interested in visiting in a new Museum & Art Gallery in Huddersfield. There were 15 choices and respondents could choose up to 5 answers. All of the options received a good number of votes, suggesting that potential visitors are interested in a range of subjects. The most popular theme was **Textile Heritage and Innovation**, which was chosen 386 times. It was followed closely by **Local Lives – shops, work, home, family traditions, wartime** (366) and then **Archaeological Past – the History of Huddersfield** (321). All other themes received between 283 and 133 votes showing that interest was broad, except for **Local Sporting Life**, which was chosen the least number of times at 96. **Multi-cultural heritage** was chosen 211 times, showing that there is certainly an interest in seeing displays under this theme despite only 8% of respondents identifying as from Black, Asian or Mixed/Multiple Ethnic Groups.

### Which of these exhibition themes would you be most interested in visiting in a new Museum & Art Gallery?



## **Please tell us what is special about Huddersfield for you**

561 respondents wrote free text in answer to the question **Please tell us what is special about Huddersfield for you**. A number of responses reference the same subjects regularly and demonstrate what is distinctive about Huddersfield for people. The largest number highlighting the position of **Huddersfield within a distinctive landscape setting**, followed closely by the **architecture of the town** and then its **textile heritage**. 65 people stated that the **diversity and multi-culturalism** of Huddersfield is what was special for them. **The friendly welcoming nature of residents** was mentioned as well as **people's creativity**, while **sporting heritage** was also highly valued. There were 47 responses that could be categorised as 'negative', one commenting **'it breaks my heart to see how it has deteriorated over the 10 to 15 years'** or that there was nothing special, with comments such as, **'Actually, there is nothing special about Huddersfield for me, it just happens to be the place where I was born. It really is a dismal place, held up by the underpinning of the University economics. If it wasn't for the University this Town would die! Although, because I've lived here so long, I wouldn't want to live anywhere else. (Unless I won the lottery)'**. Others commented that it was special simply because it was where they were from or their home, **'It's home and always will be'**.

### **Huddersfield and its landscape**

The most popular response focused on the location of the town close to **'great', 'fantastic', 'rural' 'dramatic'** countryside, which reflected the rich industrial heritage of Huddersfield. 120 respondents referenced the surrounding landscape/countryside – **'the Pennine scenery is brilliant'** - and the closeness of the town to beautiful countryside, easily accessed by foot as well as the views of the surrounding landscape. One commented **'we have epic landscapes on our doorstep'**, another that they were **'able to go for walks without the need of a car'**, **'It's convenient situation for the countryside'**, and one commented, **'it is true you can see a green field from every street in the town'**, and another emphasised it was the advantage of seeing the landscape from the town, **'It's hills, surprising views, weavers' cottages'**. **'Hills and mills'** are mentioned in a number of responses, as well as the **'traces of industrialisation on the landscape e.g., mill ponds, tenting fields, coalmining etc'**, and one respondent emphasised how much paintings of the local landscape were valued.

### **Huddersfield's distinctive architecture**

The architectural buildings of the town were also greatly valued by respondents, 91 of whom cited them as being of significance to them, describing them as **'iconic', 'beautiful', 'lovely'**, even **'proud'**, reflecting the Victorian era. One person felt that what made Huddersfield special was **'The many (thousands) of Listed Buildings'**. Certain buildings were specifically singled out for favour such as the **'villas of Edgerton'**, the 1930s Huddersfield Library/Art Gallery and the Lawrence Batley Theatre. 14 people singled out **Castle Hill** in particular, the ancient monument in Almondbury with the Victoria Tower overlooking the town. One recalled it featuring in coverage of the Tour de France and the current link to the Tour de Yorkshire and

cycling. 7 people singled out the **railway station building** and **St George's Square**. One individual commented evocatively about arriving in the town by train - **'I love getting off the train in Huddersfield. I don't think even Italy's piazzas rival St George's Square (except the sunshine)'** and suggests more cafés should be encouraged in the area.

### Huddersfield's rich textile heritage

The rich textile heritage of the town was specifically mentioned on 80 occasions. Generally it is simply referenced as textile heritage but some elaborated more, emphasising why it is special to them – **'World class textile industry'**, **'The incredible textile history past and present'**, **'Huddersfield has a rich, diverse history of stories and people especially in its textile heritage'**, **'It's heritage in textiles and being a world leader in this area'** and **'Working class heritage with an emphasis on textiles'** are mentioned with reference to this textile heritage on more than one occasion. One person cautions that **'the new museum must supplement what other museums are doing regionally and not try to replicate existing provision, for example textile provision is well served in West Yorkshire – the museum's collections of machinery are small and not fully representative'**.

### Huddersfield as a diverse, multi-cultural town

65 respondents positively mentioned the diversity and multi-cultural makeup of the town – **'the social and cultural mix of our many communities'**. One respondent wrote **'Huddersfield has always been a place of waves of immigration, from Europe, India, the Caribbean and now the students'**, while another notes that it is a **'Melting pot of different cultures'** and another **'So friendly to in-comers (despite the pretence). Really culturally, 'Multicultural mix and Caribbean contributions to the town', 'It's a fantastic place to live within a rich diverse and multi-cultural area', 'Diversity, be that cultural, artistic, architectural or natural. Huddersfield is a very diverse place', 'Friendly, far happier with its ethnic mix compared to similar places'**.

### Sense of Place/Huddersfield as Home

38 people mentioned that a personal attachment to place was the most important thing about Huddersfield. Positive comments include **'It's my home'**, **'It has given me the opportunities I had hoped for in life'**, **'Huddersfield is my adopted home and has a rich heritage to enjoy'**, **'My home town and heritage'**, **'Born here, Live here, Hope to die here'**. A number of people indicated that their families had lived in the town for generations – **'My family live in Huddersfield and have done for 100 years'**. Members of the Tolson family responded explaining their connection to the museum.



### Other general comments

Some comments were negative. **'The town I was born in which I love is sadly in decline'**, as well as **'It is where I was born and I remember a time, not that long ago (10 years ago) when it was a decent town that one could be proud to say you were from. Now alas, it is riven with crime, closed shops and a bum economy'**, **'Not much. It is now a rundown town with boarded up shops and it costs every time you visit. Prefer on-line shopping. Will do anything to avoid going there'** others were ambivalent, writing **'I have no opinion'** or **'Nothing'**.

The current art collection was mentioned positively six times, including one individual saying the Francis Bacon was the most special single thing about Huddersfield. 16 people actually specified the Luddites/Radical politics as being most special, and 3 the Suffragettes with 15 saying that various musical traditions were what made Huddersfield special for them, while a further 3 people referenced famous people including Harold Wilson.

### Can you tell us any stories from your local community which are important to you that you would like to see reflected in a new Museum & Gallery?

**'The history of the town and its citizens over the centuries and presented in a variety of formats: still photography, videos, art and sounds.'**

Respondents who had ticked that they were Kirklees residents were asked this free text question. There were 301 free text responses to this question. Most respondents discussed general themes and ideas rather than gave particular community stories, although there are some specific stories, one example being, **'The story told to children that the lion in St George's Square came to life at night and patrolled the town making sure everyone was safe and all was well'** another example being **'Joseph Priestley and his contribution to science'** or **'The Flying Fortress crash above Meltham'**.

Most of the comments detail local stories and ideas or related to local places. A lot of the comments relate to the history of Huddersfield and the area, and textile heritage was a popular theme, as well as the industrial past more generally. Many of the comments contained several different areas of interest as opposed to a single subject, with comments such as, **'I would like to see: a focus on the young men who left Huddersfield to fight in the Great War; an examination of the history and archaeology of Castle Hill; an overview of Storthes Hall; a thorough consideration of the impact of the textile industry; the digitisation of archive photographs of the area with the opportunity to view them online and as much interpretation/information as possible; a consideration of key figures such as Harold Wilson or James Mason (and newer celebrities)'** and another

broad example, was as follows - **'What life was like - the dangerous conditions and tragedies...the resilience of people. The multi-cultural heritage. The local stories in the valleys Golcar Lillies etc. Luddites'**.

### History

The vast majority of the comments relate to the different histories of Huddersfield. Some comments are quite general such as **'The history of the town and its citizens over the centuries and presented in a variety of formats: still photography, videos, art and sounds'** or **'The past and history about Kirklees in whole and the future for Kirklees'**. Other comments, on the other hand, were quite specific. For example, the history of the Luddites is mentioned in 18 different comments and is amongst the most popular theme, as is the desire to see the story of the local Suffragette movement which was mentioned in 7 comments and **'The history of Denby Dale Pie tradition'** was highlighted on 6 separate occasions. Political history in general was also mentioned several times, **'political history of Huddersfield, Luddites, Chartists, Suffragettes, conscientious objectors, ILP, Socialist Sunday Schools, Victor Grayson and home to a Prime Minister - whilst far from Westminster it is part of the national story of progress and democracy'**.

Over 23 comments refer to wishing to see stories from industry and the industrial past reflected in a new Museum & Art Gallery. **'I would like to see the story of the rise of the mills and engineering in Huddersfield, and I would like to see the explanations as to why we no longer have these industries, or any other if it comes to that.'** One respondent wrote, **'I'm personally really interested in the history of the waterways'** whilst another referenced **'Penistone rail line and associated transport networks - packhorse routes, toll roads etc'** and **'Standegde tunnel and transporting goods'**. Others also mentioned, **'Our amazing rural countryside'** and one comment suggested farming be reflected, **'A section on how farming has changed over time would be relevant to today's challenges regarding food access and quality. Food security will become more uncertain after Brexit and the future of our farms will be affected by a future trade deal with the US (many are predicted to become unviable). Also modern farming methods are degrading the soil - many soil scientists are proposing that we go back to a more mixed kind of farming as was practiced 70+ years ago e.g. rotation, use of livestock for fertilisation of soil, use of hedgerows and trees to improve water retention...- but also embracing some modern technologies for efficiency'**.

Engineering is also mentioned in several comments such as **'Hopkinsons and engineering'** and **'Engineering - David Brown Tractors, Holsets etc'**.

### Textiles

Huddersfield and Kirklees's textile heritage is referred to specifically in over 45 separate comments and is amongst the most popular subject that respondents wanted to see reflected in the new Museum & Art Gallery, comments such as **'I would like to learn more about early textile/weaving in cottages'**, **'Stories of the textile mills'** and **'Life in the local mills and the weaving industry around Skelmanthorpe'**. One person thought the textile and mill history could be used to explore many other subjects: **'I think the history of the mills encapsulates the luddites, socialists, industrial**

advances, community traditions and the value of immigration and the important role families from other countries played in developing the industries in this area.’ Another thought that clothes and actual textiles should be displayed as well as machinery, **‘I think the story of local textiles and examples of local textiles are really overlooked. You tend to see machinery displayed but you don't get an idea of the actual textiles - perhaps made up into clothes?’** A further respondent wrote that they would like to see **‘For North Kirklees and South Kirklees to be treated as equals, a division seems to have been caused by its textile heritage - it would be good to see textiles bringing Kirklees together’.**

### Multi-cultural stories and migration

**‘I would like to see more diverse cultural information and arts to reflect the diversity in Kirklees, including African-Caribbean heritage and positive contributions to this town. It is important that the museum reflects our town and showcases various backgrounds.’**

There was a strong interest in multiculturalism and migration, which was mentioned in some form in 48 separate comments. **‘I would like to see more diverse cultural information and arts to reflect the diversity in Kirklees, including African-Caribbean heritage and positive contributions to this town. It is important that the museum reflects our town and showcases various backgrounds’** one respondent wrote. Another wrote, **‘The Windrush story, black history month and black people’s contributions and achievements’** whilst someone else wanted to see the inclusion of the **‘Wartime contribution of South Asian communities’** in the Museum & Art Gallery.

Migration was mentioned several times, including the comment, **‘The diverse histories of people coming from elsewhere deserve better visibility so that the museum becomes a 21C museum that engages with national narratives from local perspectives - to understand the legacies of colonialism/imperialism, industrial decline, migration and notions of twentieth century shifts in thinking about public life, the individual, freedom and equality’**, another wrote **‘Migration from India/Pakistan/ South East Asians from colonial countries like Malawi.’**

One participant suggested different cultural and religious festival: **‘I would like to see, and it would help, if food and cultural events were organised in near/in museums. This will give families and the local community to celebrate multi culture and great opportunity to go in the museum's as well. People would then see the exhibition as well enjoying the outside space. There are many celebrations from the community people can enjoy. Christmas, you could show Huddersfield celebrated it through the past year. New Year you could show events that have happened in the year good and bad, Sikh celebrations, Hindus and Muslim, Jewish, Pride, LGBTQ+, African, Irish all the events can play a part with the museum. People would love to see more events like these. And they can be celebrated within the museum premises showing history, you can have a speaker, you can have music. Food outside, photos, dance groups. People love to get together. And great for families mainly.’**

## Places

**'I think it is important for the new museum to tell stories from all areas of Kirklees not just Huddersfield.'**

45 separate comments named local places that they wanted to be reflected in the stories in the new Museum & Art Gallery, **'our unique local places'** one commented. Some comments named Huddersfield areas **'Mirfield is under-represented... we have a Norman castle mound and a medieval church site'**, other wanted to ensure all of Huddersfield would be included, **'Make sure it covers all of Huddersfield (Denby Dale area always gets missed!)**'. Some respondents want the Museum & Art Gallery to represent all of Kirklees, **'I think it is important for the new museum to tell stories from all areas of Kirklees not just Huddersfield'** one respondent commented and another, **'I'd like it to not only reflect Huddersfield but also the surrounding villages - lots of interesting stories such as for Holmfirth: Fenella the Tiger, and the story of Bamforth's'**. Others mention specific buildings or sites, **'Spitfire building in Meltham'**, **'We walk up on Crosland Moor and want to know about the stone circle and observatory that we've visited'**.

## People

Some respondents mentioned the names of 'famous' people from the area whose stories they would like to see included in the new Museum & Gallery, Harold Wilson was named 6 times, the Ramsdens are referred to several times, one person wrote, **'local celebrities like Jodie Whittaker, Big Daddy the wrestler, Radio 1 presenter Sophie Kostrowski, local sportspeople and singers'** and another, **'My recollection of James Mason living on Croft House Lane and his acting career'**. Anita Lonsborough, Simon Armitage and the MP Jo Cox and were also named.

Other respondents wanted to see the inclusion of the stories of the 'ordinary' people, such as **'the Higglers of Shepley'**, **'a focus on the young men who left Huddersfield to fight in the Great War'** **'Life in the local mills'**. **'I would want to see stories about people who worked in the Mills. We mainly hear about those who owned them. I would like to see an exhibition about Patrick Stewart. And lots of stories about 'ordinary' people', 'I should like to know more about the workhouses and the development of hospitals. How the poor working class survived'**.

## LGBTQ+

6 separate comments suggested LGBTQ+ stories in the new Museum & Art Gallery **'LGBTQ+ history when Huddersfield had a larger gay 'scene' (more venues) than Manchester'**, particularly referencing the **'National Gay Pride'** happening in Huddersfield 1983. **'I find the LGBTQ+ history fascinating, particularly the early pride march etc'** and another wrote, **'I wish I'd known Huddersfield hosted the first Pride parade outside of London when I was younger / stories from the Climate Strikes / setting up Huddersfield's first queer open mic (Out+Loud)'**.

### Art, Artists and Photography

16 comments specifically reference art and artists with a particular desire to see local artists, **'I would like to see also space given to local artists'** and **'Local creative artists past and present, links with wider art world, development of the art collection, artists traditionally under-represented in galleries'** and **'There are some excellent landscape photographers, and artists who could be given a platform through community art'**. Other comments mention art and creativity more generally, **'Stories of arts and creativity in all its forms - local artists, carnival etc.'**

### Music and Festivals

Music was mentioned in 16 separate comments. The music ranged from **'brass bands'** mentioned twice, as was **'choral'** music, to **'local reggae sound system culture'**, which also mentioned several times.

In addition, festivals were mentioned including the **'contemporary music festival'** to **'Local festivals like Moonraking and Imbolc really mark the changing seasons and bring people together'**.

### Other General comments

Several comments stated that they wanted to see a focus on children, **'The children's stories ... they are the future of the town!'** and **'I'm interested in how young people are helped to be creative and live by their creativity'**. A few comments spoke of wanting to see the work of volunteers and charities recognised in the new Museum & Art Gallery, **'The huge impact local charities have, such as the Deanery Project (luncheon clubs for older people) and DASH (helping refugees)'**. Two comments specifically referenced a desire to see the current pandemic reflected, **'Barracks Fold Plague history in Hepworth - pertinent with the virus currently - past & present plagues/pandemics'**.

Around 14 comments could be interpreted as negative, some commented on the focus on Huddersfield as opposed to other areas in Kirklees and museums that have closed down **'Is it just about Huddersfield? What about North Kirklees? If it is to be simply for Huddersfield, how will Kirklees council justify spending council taxpayer's money who live in North Kirklees and have seen beautiful important local Museums such as Red House, left to decay?'** Others referenced a desire to keep current buildings, **'Frankly, I do not want to consider the destruction of yet another iconic building in my town'**. **'None of your questions take into account the views of people like me who wish to preserve what we already have, a wonderful Art Deco building that ought to be conserved.'** And what they saw as potential **'frivolous'**, **'uneven'** or **'wasted'** spending.

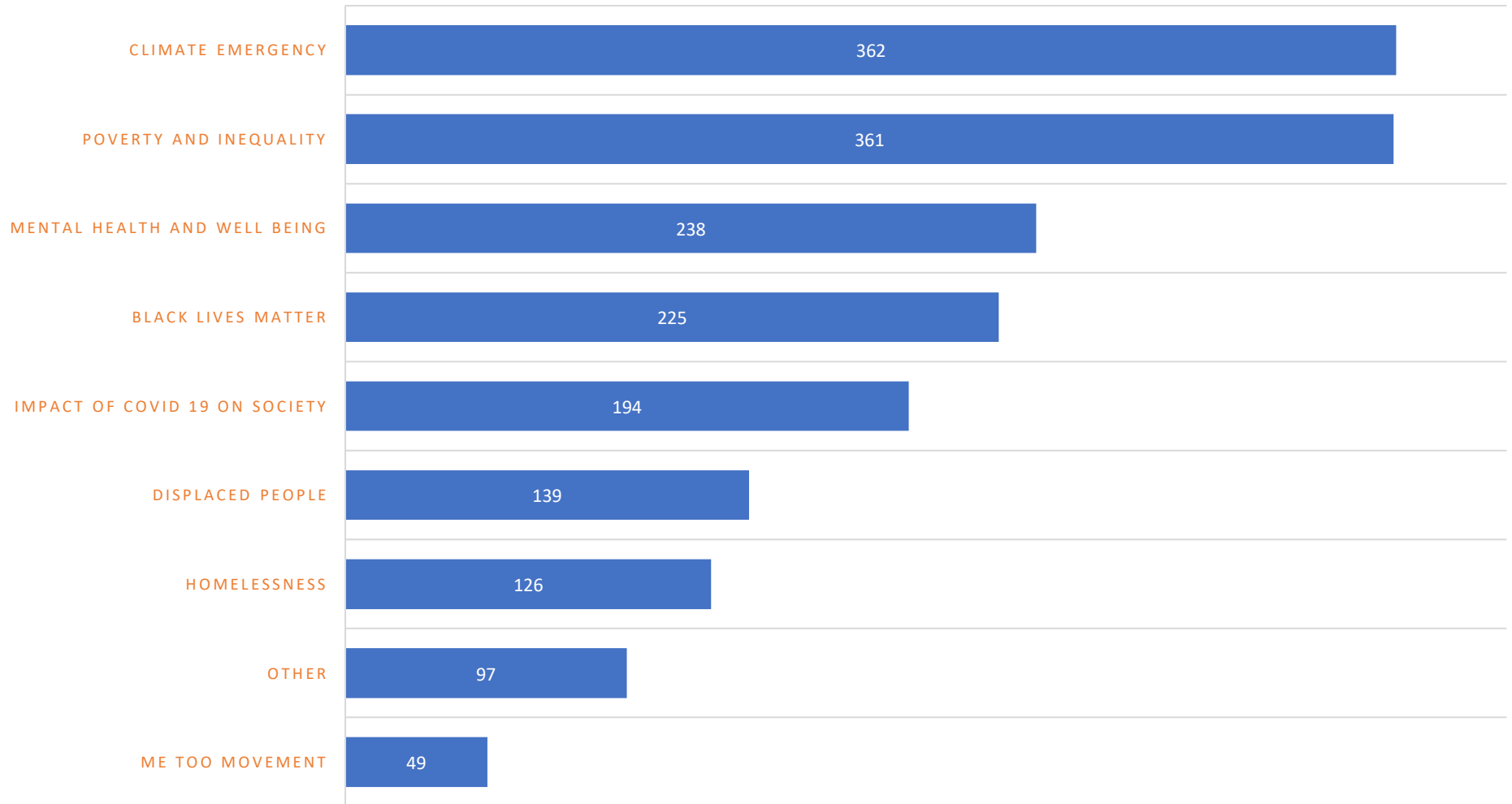
### 4.35 Current Issues

Kirklees aims to show how world issues affect life in the area and asked respondents to choose up to three from a list of current issues which they thought should be explored in a new Museum & Art Gallery. Two issues came out as the most important, with 52% of respondents choosing **Climate Emergency** and 52% choosing **Poverty and inequality**. **Mental Health and Wellbeing** was chosen by 34% of respondents and **Black Lives Matter** by 32%. All the issues were chosen over 126 times except the **Me Too Movement** which was chosen 49 times (7%).

97 responses chose to tick 'Other' (14%) and there were 93 comments in the box 'Please use this box to tell us your other issue(s) that you have in mind'. Some comments made suggestions of other issues that could be addressed such as '**Disability rights**' and '**Social Care and how we support our elderly/vulnerable citizens**' '**The impact of the global market on local lives ...this is really pertinent to Huddersfield both positively and negatively...**' and some felt that all the options were relevant '**Museums are not neutral – at times the museum service should explore all of these issues through exhibition and events across the service**'.

39 of the responses were negative with 'none' being written frequently. Some people felt that these issues should not be explored in a new Museum & Art Gallery '**I don't think a museum/gallery is a place for comment on current affairs or politics at all**', '**Do we have to do this? I would rather the space was used celebrating our history not current issues**' '**oh dear these questions are so sociological, rather than aesthetic. Come on, an ART gallery, open up the imagination!**', '**The above options are not appropriate to being highlighted in a museum/art gallery**'. A number of people made quite strong comments against all the options, commenting that the options were too 'political' or 'woke' or 'loaded left wing activist arguments'. Other comments were not relevant to this question.

**WHICH OF THESE CURRENT ISSUES DO YOU THINK SHOULD BE EXPLORED IN A NEW MUSEUM & ART GALLERY?**

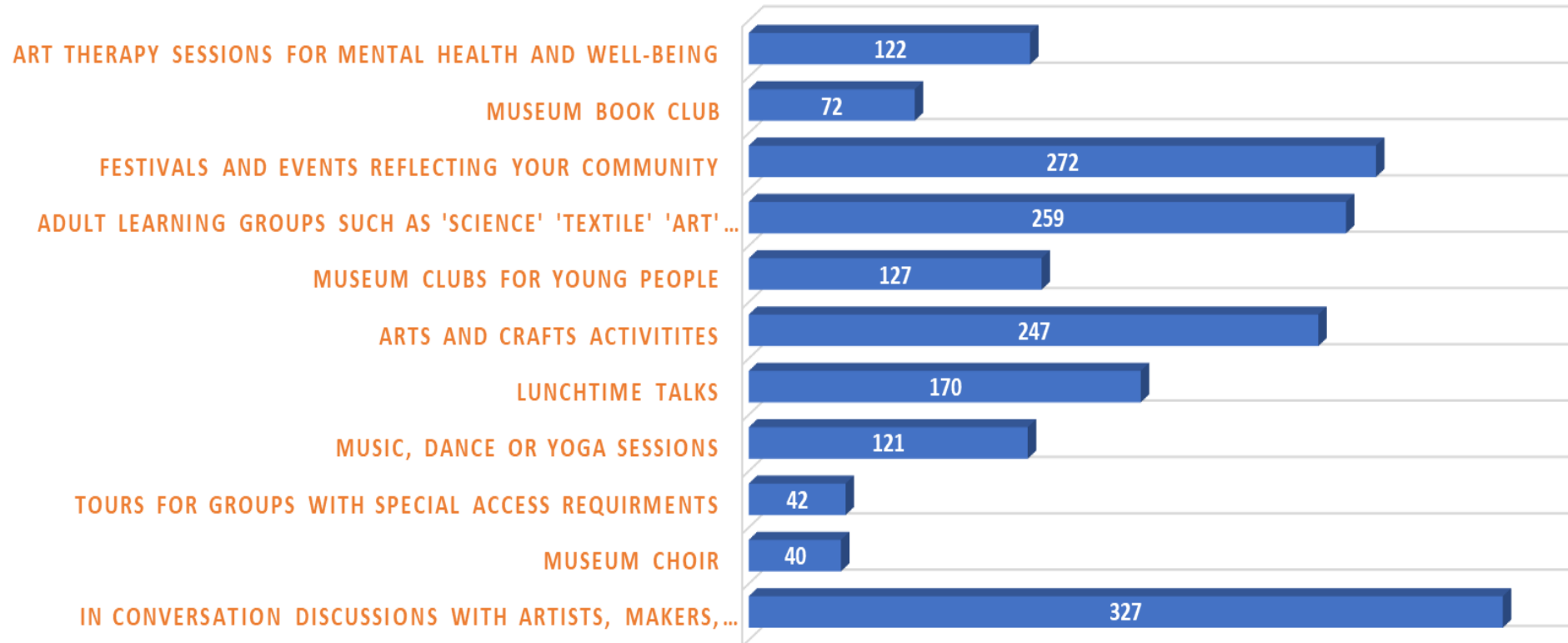


#### 4.36 Activities and Annual Events

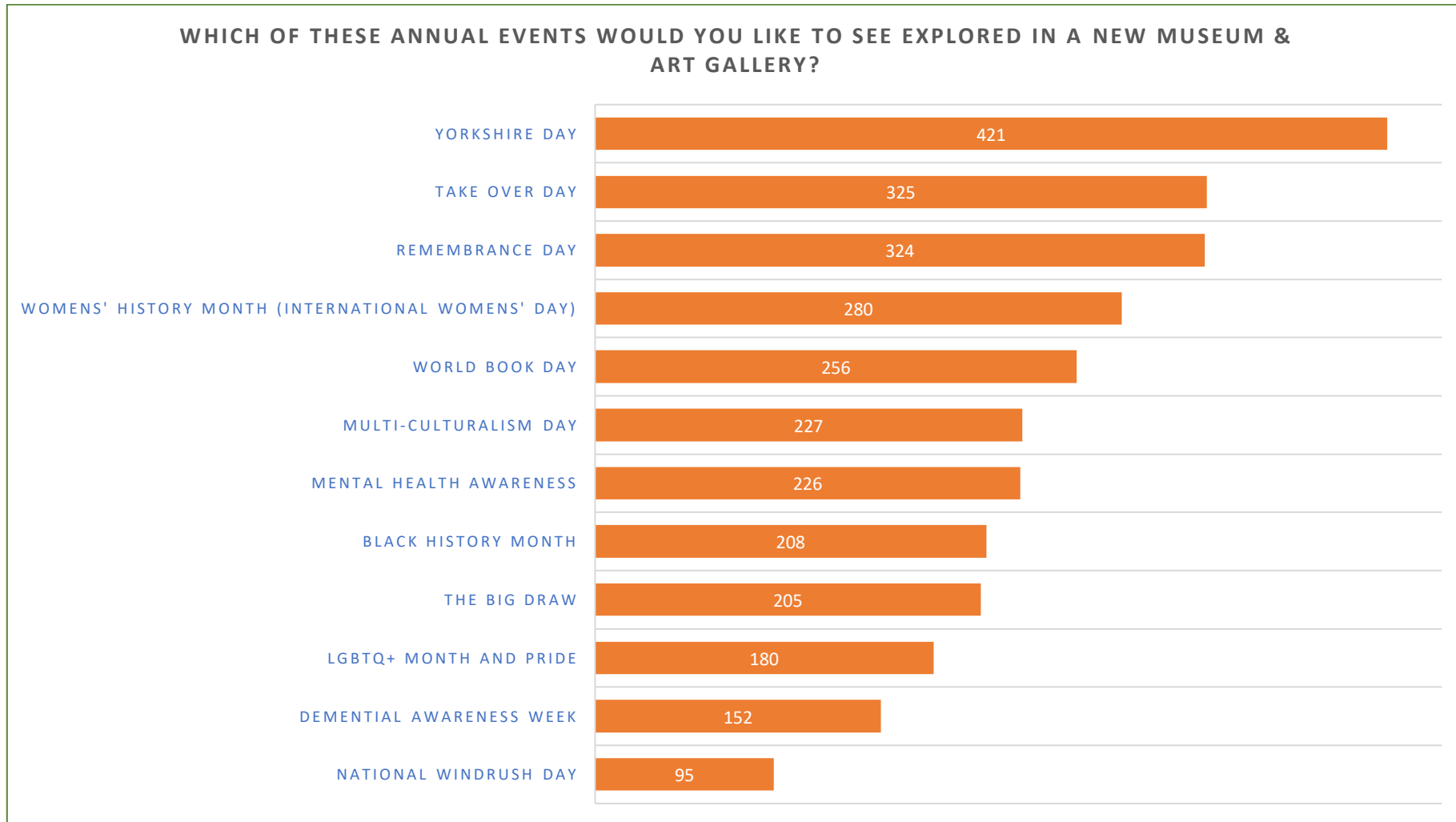
In order to establish what type of activities and events would be of interest to visitors in the new Museum & Art Gallery, respondents were asked to respond to two questions, one on activities and the other on annual events. One question asked participants to choose 3 activities they would be interested in attending, or a family member would be. 48% of respondents chose **In conversation discussion with artists, makers, poets, historians and communities**, whilst **Festivals and Events reflecting you community** also scored highly being chosen 272 times. **Adult Learning groups** also came out high [this statistic will have been impacted by the fact no under 16s and few 16-24 year olds filled in the survey]. All the options received some votes and showed wide interest with the lowest being Museum choir with 40 people choosing it.



## WHICH OF THESE ACTIVITIES WOULD YOU AND/OR YOUR FAMILY BE INTERESTED IN ATTENDING?



## Annual Events



Respondents were asked to select up to 5 annual events they would like to see explored in a new Museum & Art Gallery as part of the events programme or in displays. By far the most popular annual event that respondents would like to see explored was **Yorkshire Day** with 60% of people choosing this option. Also of great importance was **Take Over Day – when museums and galleries let young people take over** and **Remembrance Day** with 46% of respondents choosing each of these options. All of the options received over 14% of the choices so there was good interest in all of the annual events.

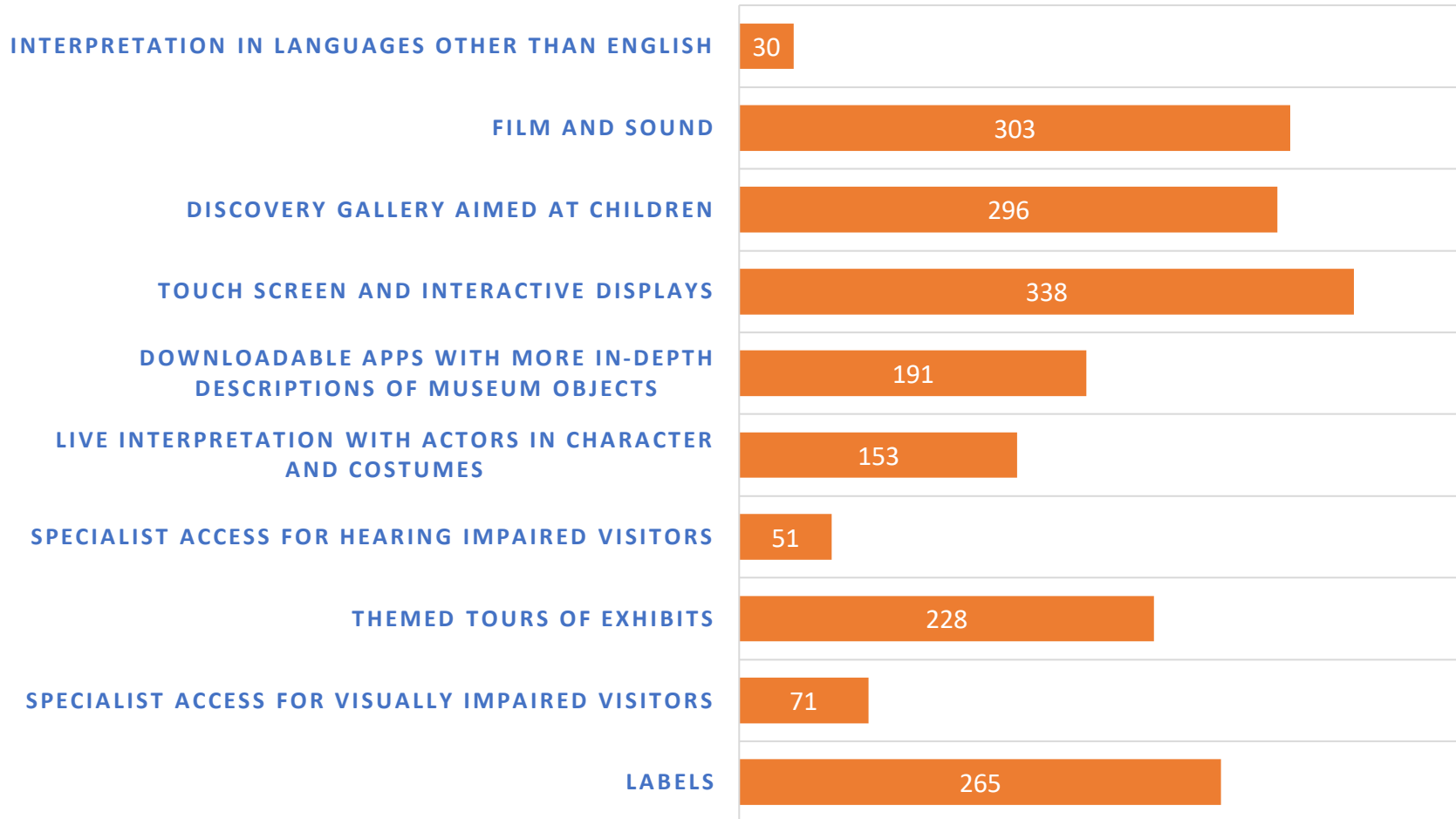
### Interpretation

Respondents were asked about what kinds of interpretation they would find most useful in a new Museum & Art Gallery and were able to choose 3 options out of 10 options. Whilst what may be seen as traditional interpretation **Labels** was still the fourth most popular option, screen-based interpretation **Touch Screen and interactive displays** (338) and **Film and Sound** (303) were the most popular choices. **A Discovery Gallery aimed at children where objects can be touched, and self-led exploration encouraged** was also a top choice with 42% of respondents choosing it.

Although only 4% of respondents (30) chose Interpretation in languages other than English, there was a free-text box to state which language would make the visit a better experience. Five comments suggested that the languages should reflect the Huddersfield population and the most common languages, but some languages were named as in the table below:

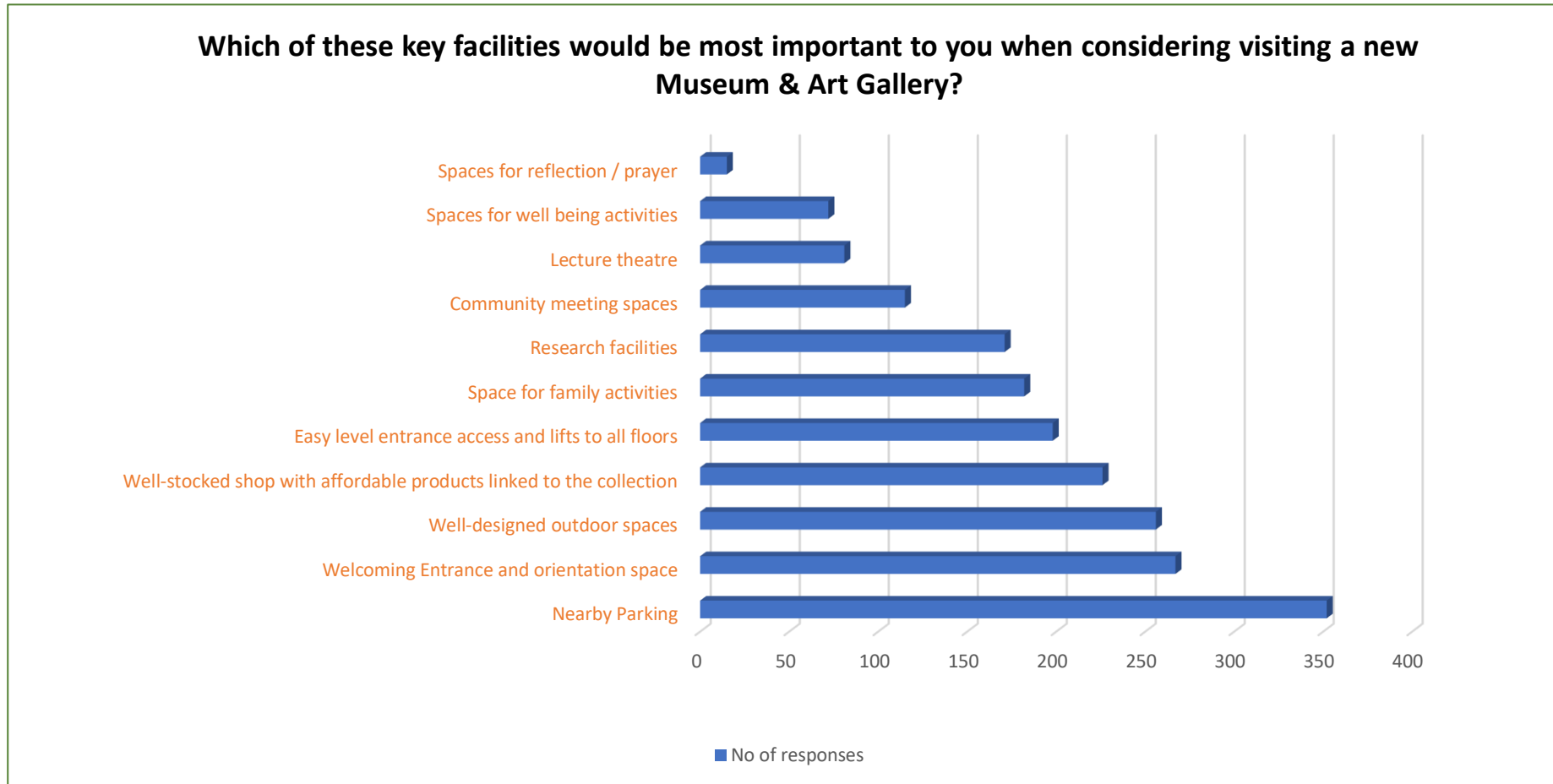
Languages mentioned once	Languages mentioned more than once
Japanese	Urdu (5)
Braille	Arabic (4)
Kurdish	Punjabi (3)
Hindi	Polish (3)
Gujarati	French (2)
Spanish	
Chinese	

## WHICH OF THESE OPTIONS WOULD YOU FIND MOST USEFUL IF VISITING A NEW MUSEUM & ART GALLERY?



### 4.37 Key facilities / important spaces / rooms

In order to establish the key facilities that would be important when survey participants were considering visiting a new Museum & Art Gallery, respondents could choose up to 3 answers to this question.

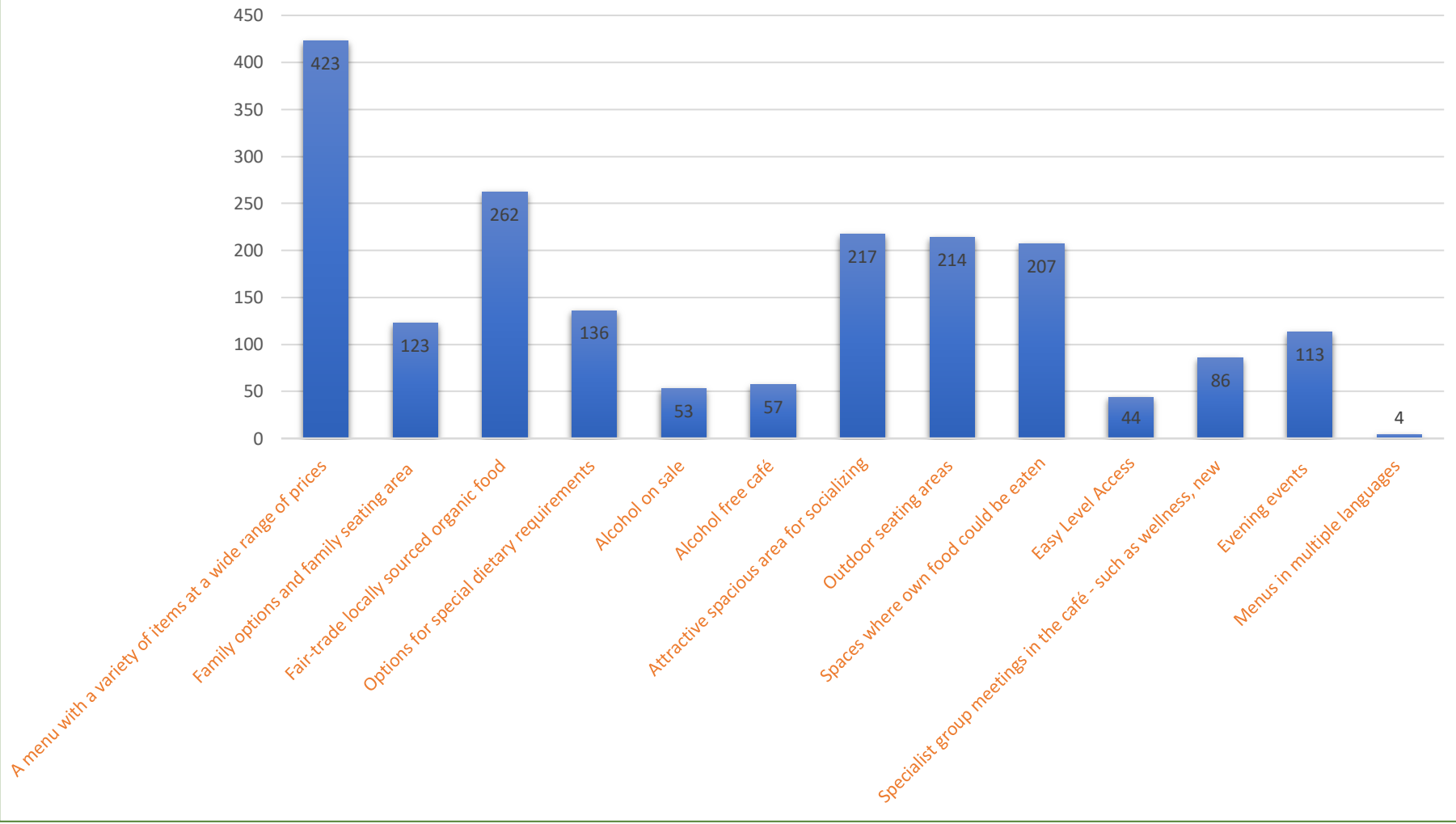


**Nearby Parking** was chosen more times than any other key facility that would be most important when considering visiting a new Museum & Art Gallery and received 50% of the vote. Also of great importance to respondents were **Welcoming entrance orientation space** and **well-designed outdoor space**. All the options received significant votes, apart from **Space for reflection/prayer** which only received 2% of the vote.

The survey included a question specifically about the most important facilities in a café, with respondents being able to choose 3 options out of 13 options. By far the most popular option was **A menu with a variety of items at a wide range of prices**. **Fair-trade locally sourced organic food** was the second most popular option, with **Attractive spacious area for socialising**, **Outdoor seating areas** and **Spaces where own food could be eaten** were also of importance.

**Options for special dietary requirements** and **Family options and family seating area** received 136 and 123 with **Evening Events** being the next most popular. **Specialist group meetings in the café** was chosen 86 times, which **Alcohol on Sale** and **Alcohol-free café** received almost even number of votes but were both relatively low importance. **Menus in multiple languages** was only chosen 4 times and was the least supported option.

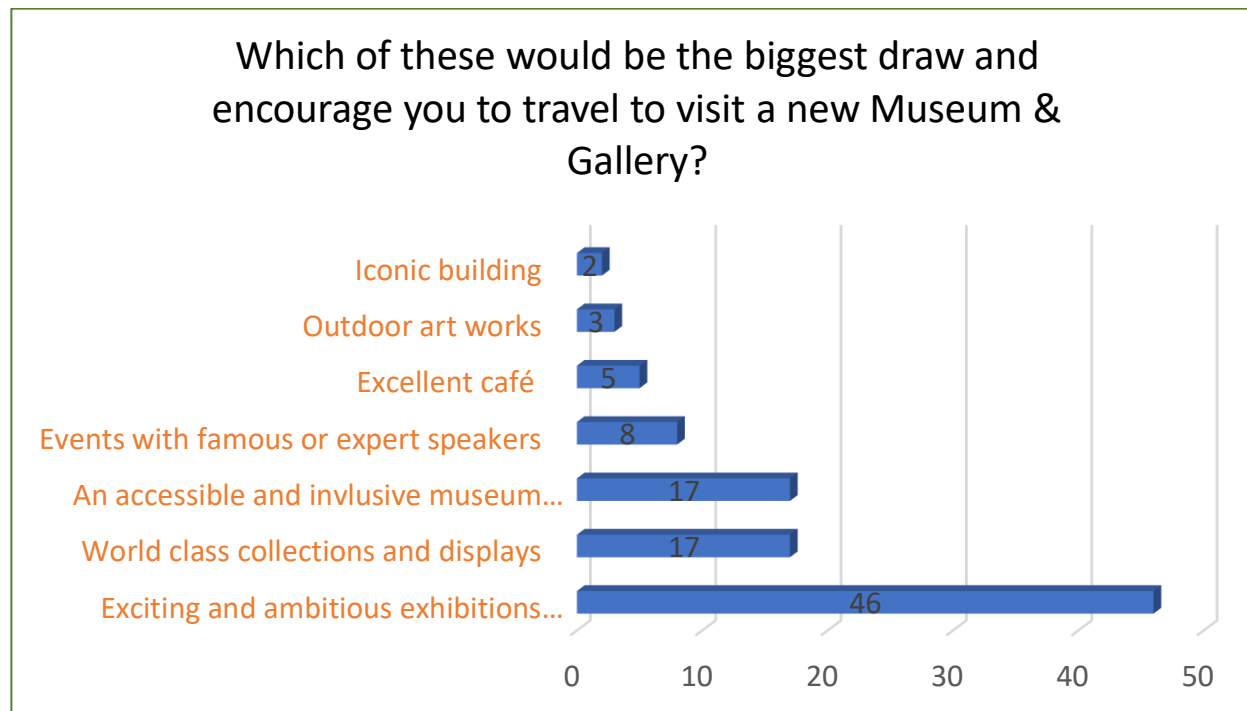
### What would be important factors for you when considering a visit to a new museum café?



### 3.37 Potential Visitors from Beyond Kirklees

Two of the questions in the survey were particularly aimed at the respondents living outside of Kirklees (14% of the respondents). People living outside Kirklees was previously identified as underrepresented audience, so although the majority of the survey was aimed at discovering what makes Huddersfield special and stories from local communities, it was important to also understand the views from those living outside of Kirklees.

By far the biggest draw that respondents chose which would encourage them to travel to visit a new Museum and Art Gallery was an **Exciting and ambitious exhibitions programme** with 47% of respondents selecting this option. Also of significance was **World Class collections and displays** and **An accessible and inclusive museum designed for everyone**. **An Iconic building** came out as being the lowest draw to those living outside of Kirklees.





Of those living outside Kirklees, 38% of respondents said that they would be **visiting with family or friends**, whilst 34% said that **they regularly visit museums and galleries and would make a destination visit**. 25% of respondents said that they **sometimes visit Huddersfield for other reasons and would visit whilst there**. Only 2% of respondents said that they were like to visit **as part of an organised group such as an history or art society** and only 2% said they would be likely to **visit whilst holidaying in Yorkshire**.

#### 4.39 Further feedback on the proposed new Museum & Art Gallery in Huddersfield

The last question of the survey was a free text box that allowed respondents to write any opinions or ideas and give further feedback. It was intended that participants would express what was important for them here and give ideas and comments that they had not covered in the survey to this point. There were 309 separate comments in this box, and many were quite extensive, varied and covered a number of different subjects. There is a lot on information in these free text comments and participants spent some time giving their opinions and thoughts, which is a very positive result. Some of these responses were long and considered. Some comments were cut off due to the word limit in the box. Some people took the opportunity to further express opinions about themes and stories for a new Museum & Art Gallery, others wrote more extensively about the facilities they felt are important. A group of respondents expressed positive opinions about the project.

The most common subject addressed in this question was the location of a new Museum & Gallery, the areas it could be situated, suggestions of possible existing buildings, and considerable concern was expressed about the fate of existing museums and galleries in Kirklees, particularly Tolson Museum in Huddersfield. Some comments suggested that buildings should be repurposed or that funds should be spent on the existing museums and galleries instead. Other comments highlighted a concern about the money being spent. The comments are grouped and summarised here, but a full review of all these comments is advised.

##### Themes and stories, events, displays and exhibitions

**‘Invite the local community to bring in objects which will become part of a new collection for Huddersfield.’**

Over 36 comments made reference to themes and stories. These are in addition to the free text comments that were available earlier in the survey.

**'I feel the museum should be a celebration of all the talent, skill, history and people of the whole Kirklees area, from success stories in the arts, culture, sports, politics, religion and national life, as well as a promotion of local businesses, crafts, industries that could benefit from the many visitors to such a museum.'**

Another person wrote about community co-curation in the displays: **'Commitment to meaningful involvement of local people and groups in the running of the museum - e.g. exhibitions not all decided behind closed doors by 'experts'. This needs to be more than a tokenistic 'community session' here and there but the new museum is a place that feels properly publicly owned and run i.e. an example of a democratised public service. I would like to see the museum's themes not just be of historical interest but with clear links and relevance to today. What can we learn from the past - and have a sense of solidarity and commonality with communities that were here before us? For example, a huge issue today is poverty and inequality - many people feel powerless to change things, but we can be inspired to understand how ordinary people responded to exactly the same problems throughout history. E.g. the night classes people set up for themselves at the start of the industrial revolution in order to understand the reasons for their oppression'**.

Some comments were directly related to the art collections and displays.

One wrote: **'Any gallery of this kind should encourage artists from the region, working with smaller organisations but it should also have an ambitious perspective on displaying work of national and international quality'** and another respondent wrote, **'Exciting, contemporary art exhibitions would be a huge draw in my opinion.'**

Some comments were directly related to the collection. For one person the most important factor for the new Museum & Art Gallery was the objects, **'For me, the main thing is the exhibits, whether that is artwork or artifacts. It is important to put on exhibitions which have substance and meaning'**.

Another person wrote, **'PLEASE PLEASE PLEASE don't use this as an opportunity for a wholesale rationalisation of Kirklees' various collections. Don't throw away the physical history that has been collected over decades. DO exercise curatorial rigour and harness expertise to create an impressive museum but do not attempt to use a smaller facility to justify this.'**

One respondent wrote, **'You missed out Holocaust Memorial Day on your list of events. Yes, please, keep that going - it can be broadened, and its relevance to 'black lives matter' needs highlighting.'**

### Facilities

Over 52 comments discuss what facilities the participants would like to see at a new Museum & Art Gallery. There was also a significant number of comments that stress the importance of concentrating on being a museum and art gallery above other provisions.

The survey questions did not ask about lighting, but there were several comments in this free text about lighting with comments such as, **'Lots of light and space, windows with views onto the town, a great gift shop and cafe that's an experience in itself. The Tate in Liverpool is a fine example.'**

Other comments on facilities include:

**'Accessible, clean toilet facilities are a deal-breaker for visiting an art gallery or museum.'**

**'It needs to be easy to access and little or no charge for entrance or parking and have exhibits that attract all walks of life.'**

**'A wonderful, spacious and creative cafe would be fabulous to both meet friends and take in art.'**

A decision was made not to include toilet facilities in the survey, however some participants comments that these were important to them, **'U did not mention toilet facilities!!! Accessible, clean toilet facilities are a deal-breaker for visiting an art gallery or museum. I would not be able to spend time there if no toilet facilities & would not bring children or my Mum to visit such a place if toilet facilities were inadequate.'**

A number of comments comment on the activities it was suggested could take place in a new Museum & Art Gallery:

**'A museum is not a sports centre, plenty venues for yoga etc. Cafe not too important, but an area to accommodate a school outing with rest rooms etc would be more applicable. People don't want bombarding with current issues important as they may be. Please go with word museum and don't turn it into a drop-in centre.'**

**'I don't understand half of this, museums are not health clubs or community centres. We have a brand-new sports centre which is where you should do your yoga or Pilates. There is a town hall & several other buildings in the town centre like the Mission or Media centre or that Brian Jackson place by station for community stuff.'**

**'I thought this was going to be a Museum, the way these questions are worded seem loaded and leading the witness. If this is going to be in the town centre, we have a Town Hall for community activities and we have a sport centre for Pilates and other stuff. Please can we have a Museum that looks and feel like a Museum. Our ancestors developed fantastic museums, think of the British Museum or the Bodleian Library or the National Gallery. I fear this will end up like the Millennium Dome achingly politically correct but a total turn-off for visitors. I bet this comment doesn't appear in any published summary!!'**

**'Although I strongly believe Tolson Museum should stay where it is, and the art gallery and library should be looked at. I have 3 children with a large age gap between each (17yr old an 11yr old and a 3yr old) so it needs to appeal to all ages, also 2 of my children are autistic and so it would be amazing if there were quiet places they could go if too overwhelmed and also something to prepare them for the visit with info on what to expect. One last thing would be to keep home-schooled children in mind.'**

**'An entrance fee andor paid parking would be very off putting and detrimental to visitors. Priority should be given to exhibits rather than spaces for add on activities.'**

### Positive comments

**'I am personally very excited about new museum and art spaces in Huddersfield and it would certainly encourage me to come into the town centre with my family more often.'**

Some people used the opportunity to express their excitement and enthusiasm and to support for a new Museum & Art Gallery. 29 comments were in this vein, **'How exciting!'** simply wrote one respondent, another wrote, **'I am personally very excited about new museum and art spaces in Huddersfield and it would certainly encourage me to come into the town centre with my family more often.'** Another respondent wrote, **'It's great that the council are committed to providing a new museum and art gallery and despite financial pressures I hope they see this though and deliver the project. Art and culture are important on many levels, many of which are difficult to measure directly in pounds and pence.'**

### Location of a new Museum & Gallery, building and questions of existing museums and galleries

Over 95 of the comments are directly related to location of a new Museum & Gallery, some questioning its proposed location in Huddersfield, others questioning specific buildings and many suggesting that funds should be directed to the existing museums and galleries. Many comments expressed concern that this museum would mean others closing. Some people queried whether the museum would just be for Huddersfield or whether it would represent other areas of Kirklees.

Some responses regarding Tolson Museum felt that that museum should be developed and invested in, recognising the strengths of the site, in clear preference to investing in a new Museum & Art Gallery. Some felt the Museum already told the story of the area and some parts of collection, such as textile heritage and for some groups birds and transport collections were appealing. People expressed the opinion that the museum required

development, updating and upgrading, both in the stories told and the displays, with the need for regular change and more exhibitions. A linked but separate engagement process will be undertaken as part of an options appraisal for Tolson Museum in the near future.

**'There is an excellent museum already at Ravensknowle Park gifted to the people of Huddersfield. Develop that further rather than wasting money on another enterprise and betraying the spirit in which it was given.'**

**'I am concerned that Council Tax money is not being fairly allocated to Museum and Art services across Kirklees. If this was a proposal as part of a regeneration and investment which included existing local museums across Kirklees, I would be more positive. Existing historic museums e.g. Red House, Crow Nest, Bagshaw, are either closed or much reduced in scope . People who live in Kirklees have understanding of how local communities function, e.g. willingness to travel across KMC: most communities are very local and like to be within easy travelling / walking distance of facilities.'**

**'Although the new museum is part of Kirklees Museums, I think the focus must be on Huddersfield and the surrounding areas and not include displays on north Kirklees. The areas of north Kirklees and south Kirklees are very different and north Kirklees deserves more museums/sites to tell their local history properly. Oakwell is limited in the local history that it can represent and Bagshaw doesn't do enough to tell the story of Batley, never mind the history of the rest of the area. In addition, Huddersfield is not easily accessed by public transport from much of north Kirklees and it should not be made difficult for people to visit a museum about their own heritage. I think temporary exhibition space is really important in the new museum. There's been a massive lack of new exhibitions and associated events at Tolson Museum. I understand this is due to small budgets, but this is the best way to get repeat visits, so space must be made available for this. I would like to see art integrated.'**

**'Any new facility must meet recognised standards for collection storage, display and most importantly for public access which are an improvement on the existing provision - there is a great risk that the council will find an inappropriate town centre building and then try to shoehorn in the collections and displays into an entirely unsuitable building.'**

**'Exactly what will be the future of all existing Museum & Art gallery buildings? I would object most strongly against mutilation or loss of the Main Library in the piazza - magnificent Art Deco.'**

**'I am concerned about the future of Tolson Museum if this goes ahead. I presume that this will not affect the location and future of the current main public library, it will be a complete disaster for the town if this building does not continue as a public library and particularly that it retains its local history function. I would not agree with any move of local history and archives functions across the ring road to the University as I have heard mentioned in the past.'**

**'A re-purposing and refurbishment of the Town Centre Library Building would be ideal. The Art Gallery is already in place, and the Library could be re-sited in a suite of the many empty shop units in the Piazza, which the Council now owns'**

**'The old Tolson Museum was lovely - but it was 'out of town'. As we know, town centres need to attract people in to them, and putting the museum and art gallery in to one town-centre site is a very good very idea. The more attractions on that site the better: café, bar, performance/ event/ lecture/ community space. Please don't sacrifice'**

**'What would happen to the old art gallery building? I am not interested in any new museum & art gallery if it means giving you an excuse to tear down the beautiful building that currently houses the art gallery!!'**

**'What would happen to the other museums and art gallery? We particularly like the Tolson Museum and it would be a shame if this were to close.'**

**'Why Huddersfield? It's all Huddersfield and More Huddersfield. There are other places in Kirklees.'**

**'Why does Huddersfield need a new museum? What about the rest of the district? Can't find funds for Red House but can find funds for a new one?'**

**'Where will the site be and will it include the one that is in the central library in town centre?'**

**'Why open another after years of closing other ones across Kirklees'**

### **Concern over public funding**

21 comments expressed a concern for the funding being directed to a new Museum & Art Gallery, one person wrote, **'There are other priorities Kirklees should be concentrating on. Stop spending money on stuff we don't need currently'**. Several comments referred specifically to a 'wasting' money, one participant another wrote, **'A waste of money. Update the present Art Gallery and Tolson Museum. Do not waste public money on a new museum & art gallery, especially at this time!'** and another, **'Would this cost too much when so many people are surviving below the bread line'**.

### Other comments

Very many of the comments in this section have great value and should therefore be considered in full by Kirklees Museums & Galleries. This is a selection of the remaining comments:

**'I think it's very important that the new Museum & Art Gallery has a clear identity and purpose - but there's a risk of 'design by committee' resulting in it becoming weak and contrived (I'm thinking of museums such as Urbis in Manchester - or even the Millennium Dome!) Having said that, I do think it's a great idea'**

**'I am worried that this is simply a wish list and does not address practicalities, e.g. existing collections, items in storage and not visible to the public, funding constraints, building/space constraints including commitments in the Council's Huddersfield Blueprint. I would prefer to see a menu of realistic options being presented for comments and prioritisation'**

**'Really really important that staff are trained on unconscious bias and diversity. As an Asian Muslim female, I hate going to museums which are predominantly white and getting judged or spoken to rudely, ignored etc. Sometimes it is unconscious bias, they don't realise they are being rude.'**

Some comments advise of the need for a changing programme and exhibition programme:

**'As I don't live in the vicinity, I would only be interested in visiting if exhibitions changed periodically and offered opportunity to view exhibits normally seen in London and other less accessible venues around the world.'**

**'Ability to stage national touring art exhibitions, ability to liaise with University and local industry regarding graduate shows and contemporary products e.g. textiles.'**

A number of comments suggest that there is a lack of knowledge of the art gallery and programming and a need for marketing. This is shown in the following three comments:

**'Huddersfield and surrounding areas are wonderful. I am a countryside person so rarely venture into town. That said I love art and craft and have favourite museums to visit (Manchester Art Gallery, Sculpture Lounge, YSP). After 4years of living here I didn't know Huddersfield had an art gallery until 2 months ago.'**

**'I enjoyed visiting the art gallery on the couple of occasions I have been there, but it took a long time of me living in the town for me to consider going in having been past so many times. It was only because I had some free time and was in the area. If I was more aware of it being there and saw regular posts or information about special'**

**'I think Huddersfield needs this to attract visitors to the town centre, but it needs to be well publicised and promoted and offer something different to other museums and galleries. Encourage all schools to use it and encourage parents to take their children. Seasonal crafts like they do in museums in Halifax.'**

Some people mention examples of other museums and art galleries that they visit or that should be looked at for inspiration with comments such as, **'I regularly visit Yorkshire Sculpture Park and the Hepworth. Any new gallery needs to match these in terms of architectural quality, both inside and outside, and in its exhibition offer and outreach if it is to be really successful.'**

Other participant wrote, **'Look at the Hepworth in Wakefield or the Baltic in Gateshead and how much of an attraction they are. They are a reason for people to specifically go to the area. That should be the template and not some naive fuzzy-wuzzy approach that might sound "inclusive" on paper but will be the opposite because no one will go'** and other museums and galleries mentioned within the comments include, The Ferens Art Gallery, National Media Museum, Bradford, Halifax, the Tate, Liverpool, The British Museum, Barnsley Museums and The National Gallery.

#### **A few comments are critical of the survey:**

Some commented that art was not addressed enough:

**'This whole survey didn't ask about actual art pieces - great museums have great art collections and exhibitions. A great permanent collection could draw people who would normally visit places like the Hepworth.'**

**'There wasn't a 'none of these' option for some of these answers.'**

**'This questionnaire seems to have been designed to gather info about a general museum/gallery. But it can't be all things to all people - because that would replicate what already exists, make commissioning and procurement unfocused, and makes its identity much weaker.'**

**'This survey is biased as the question on what would put you off going allows only one answer all the others allow three.'**

**'This survey is not asking open questions, so it is not clear what kind of data it is collecting and why!'**



## 4.4 Key Survey Conclusions

### Who answered the survey – numbers, age, race, location, postcodes , about you

- 728 was a good number of responses.
- 87% or 630 participants are Kirklees residents; therefore this survey can be seen to show very strongly the opinions of local residents.
- The survey unfortunately did not reach young people and future further engagement should target this under-represented group as it is also a growth area in the population around Huddersfield.
- BAME communities are under-represented in this survey, a fact which confirmed that it was important to target certain communities through direct contact, one-to-ones and focus groups as part of the *Bringing out the Best* engagement.

### General Museum habits and Kirklees museum habits

- The galleries and exhibitions are the most important consideration when visiting a museum or gallery, although 20% thought it was wider and about the whole experience – café, events, giftshop.
- There is not widespread use of the current museum and gallery offer in Kirklees.
- 50% of participants had never visited Bagshaw Museum (the main concentration of respondents where not from the local area around Bagshaw).
- The perception of a lack of ‘change’ at Tolson and the location were the main reasons for not visiting Tolson.
- Limited spare time and the location is not convenient were the top reasons for not visiting Huddersfield Art Gallery.

### Why would people visit a new Museum & Art Gallery

- 57% of participants were very interested in visiting the planned new Museum & Art Gallery in the centre of Huddersfield and 30% were interested, so by far the majority of participants in the survey gave a positive response. This is a very encouraging response for future planning.

### Themes and Stories

- There was widespread interest in different themes and there was not much between a lot of different themes in the tick box questions. This shows a wide and varied interest by the participants. The most popular themes overall from the ticked box question and free text are:
  - Textile Heritage and Innovation
  - Local Lives – shops work, home and family traditions
  - Local areas – surrounding countryside, architecture of Huddersfield, villages
  - Multi-cultural heritage

- Migration
  - History
  - Stories of 'ordinary' people
  - Industry and engineering
- Art and ceramics was chosen by 234 respondents in the tick box question, local landscape paintings was cited a particular interest in the free text, along with world-class collections of great importance. Some participants felt that there was not enough in the survey on art. Good quality exhibitions, particularly of art, and in particular contemporary art was considered the most important driving factor for people to travel to Huddersfield from outside the region.

#### **What is special about Huddersfield**

- The surrounding landscape was the most popular theme.
- Lots of enthusiasm for the area.
- Concern about deterioration of Huddersfield town centre.

#### **Stories from local communities**

- The majority of responses were not specific stories, but themes and ideas.
- Lots of different suggestions.

#### **Activities, annual events, Interpretation**

- Climate change and poverty and inequality were the most important world issues that participants thought should be explored in a new Museum & Art Gallery.
- Mental Health and Wellbeing were also important.
- Impact of Covid-19 pandemic was chosen 194 times.
- By far the majority of respondents chose issues showing that majority felt these issues should be explored in a new Museum & Art Gallery, however there was a significant number of responses who expressed that did not want such 'current issues' explored in a museum & art gallery setting.
- Yorkshire Day was the most popular annual event that participants would like to see explored.
- Also of great importance was Take Over Day and Remembrance Day – two very different kinds of annual events.
- There was a widespread interest in the annual events.

- Although only 1% of respondents described themselves as Black or Black British, 95 people ticked that they wanted National Windrush Day explored.
- One participant pointed out that Holocaust Memorial Day should have been included in the list of annual events.
- In-conversation events with artists, makers, poets, historians and communities was the most popular activity that people would be interested in attending.
- Adult learning groups was the third most popular activity – but the demographics of those who replied must be taken into account for this answer.
- Touchscreens, Interactive displays and Film and Sound were felt to be the most useful interpretation tools.
- A discovery gallery for children was strongly supported.

### What are the barriers and gateways

- A significant majority of people felt that nearby parking was the most important key facility.
- A welcoming entrance and orientation space also scored highly.
- Well-designed outdoor spaces were the third most popular – it must be remembered that the Covid-19 context may have influenced this outcome.
- Spaces for well-being and reflection/prayer came out of lowest important and this opinion was reflected in the free text comments.
- Entrance Fee was identified as the biggest potential barrier.
- Unwelcoming staff was also considered to be a potential barrier.

### Visitors from Beyond Kirklees

- An exciting and ambitious exhibitions programme was by far the biggest draw to those participants who would travel to visit a new Museum & Art Gallery.
- Visiting with family and friends would be the most likely situation for visiting a new Museum & Art Gallery for those outside Kirklees, closely followed by making a destination visit.

### Social Media

- The demographic of the participants needs to be kept in mind for this question.
- Facebook was far the most popular platform.
- 22% of respondents ticked that they don't use social media platforms, which is a significant number.

### Free Text Boxes

- There were over **1390** separate comments in the free text boxes throughout the survey.
- There is a lot of really good and useful information within these free text boxes that needs to be taken into consideration.
- There were long and detailed comments. Many people taking the time to write a considerable amount.
- Some comments seem to be cut off mid-sentence, there were technical reasons for this which were resolved as soon as the glitch was recognised.
- There were significant questions and comments on the siting of a new Museum & Art Gallery and what would happen to the existing museums although the introductory text stated that the exact location is yet to be decided and would take several years to develop.
- Themes and stories in many ways reflect the tick box options.

## 5 Engagement Conclusions

Across the three forms of engagement we were able to draw some overall conclusions from the research:

### **Current usage of Kirklees Museums and Galleries**

There was varying usage of current Kirklees Museums and Galleries. Tolson was the most recognised/visited museum overall. Bagshaw was the least recognised/visited but this may be because the engagement was focused on Huddersfield. There was very low 'regular' use of any of the museums and galleries across all the research strands. However, 65% of respondents had visited (either regularly, occasionally or rarely). Some participants had not been to any site for many years and some in the focus groups did not recognise any of the sites. There was therefore a lack of knowledge of the sites, and of their activities and events amongst the participants, and a feeling that marketing was not effective or reaching their communities.

- There were a number of responses from people living in Kirklees who are 'culturally engaged' but they tended to go outside the area to visit museums and galleries rather than visit those on their doorstep
- This is in part explained by the fact that the profile of Kirklees Museums & Galleries is low, marketing is seen as poor and they didn't necessarily know about the offer
- There is a perception that the displays were static and therefore were not encouraged to make repeat visits, particularly at Oakwell and Tolson
- Some participants felt that the displays were tired and lacked investment
- Some participants chose to go to museums and galleries outside the region as the facilities better suited their needs, including groups with special needs
- Some communities felt that the current offer did not relate to their heritage and identity and only told 'one' story rather than the story of 'multiple' voices/histories
- Often open green spaces and family trails were seen as essential for family visitors, and others, who recognized the buildings but were not tempted to go inside

### **Potential use of a new Museum & Art Gallery in Huddersfield**

There is genuine enthusiasm and interest in this project. 87% of survey respondents were very interested or interested in visiting a new Museum & Art Gallery in the centre of Huddersfield in the future. All one-to-one interviewees and the vast majority of focus group participants were eager to see a new Museum & Art Gallery. Many people were keen to contribute to the planning and developing of the project. The location of the new Museum & Art Gallery was not discussed in focus groups but was discussed extensively in the free text of the survey.

- There is much potential to appeal to broader audiences many of whom regularly visit nearby museums and galleries, with a new offer
- Many people would like to be involved and positively engaged

- Dedicated community membership panels could be set up to guide the development of a new Museum & Art Gallery
- Many potential access barriers lie with the staff and their training, so well-trained front of house staff, were seen as the most important in terms of accessibility
- Accessibility needs investment
- Accessibility and inclusivity need to be embedded into the ethos of an institution/project from the start
- Community engagement needs to be incorporated from the beginning of planning
- The use of collections interpretation is key, both with regard to inclusivity and accessibility
- Community curation has been neglected in recent years due to loss of resources and capacity. Doing this effectively is a change to working methods and requires a holistic co-production approach to integrated story-telling
- Covid-19 has caused people to re-evaluate what 'local' means and to look anew at their local offer, which could be a major opportunity for heritage. There will be a long-term impact, including more people working from home and not necessarily in cities and town centres, which will also potentially be impactful.
- This project could learn from the [Liminal Space report](#), created by a team of creative consultants engaged with as part of the *Bringing out the Best* project, on museums in the post Covid-19 time and perhaps be part of the on-going research.
- A new Museum & Art Gallery was felt to have the potential to be ground-breaking and it is a real opportunity to raise the profile of Huddersfield and be a catalyst for the regeneration of the town centre.
- A new Museum & Art Gallery is felt to be a space that can complement other learning, a different space that can tell stories not currently on the National Curriculum
- People were keen to be involved in volunteering and this project presents potential to develop a new volunteer programme, capturing local enthusiasm

### **Potential for current Kirklees Museums & Galleries Service**

- Partnership working could facilitate new loans and exhibitions with key national partners, to engage broad audiences and raise profile
- Set up cross-site community membership panels drawing from some of the participants in the focus groups, continuing dialogue in a sustainable way
- Reinterpretation of current museum and gallery displays with community curating could uncover untold stories and increase inclusivity of current offer
- Raise the profile of the current Kirklees sites and collections through this project
- There is the potential for a relaunch of the Huddersfield Art Gallery after roof works, take this opportunity to re-launch as a smaller project to trial and test methods and outcomes while show-casing permanent art collections for example involving local community groups and employee networks, in new interpretations of the Bacon and its partner work which could be borrowed
- Respond to the current appetite for outside activity with curated heritage or landscape walks incorporating historic architecture of town centre, starting from the

Art Gallery, walks with heritage themes/wellbeing, linked to a local landscape, and outside activities at Ravensknowle Park, curating the space to trial new initiatives for the new Museum & Art Gallery

- Explore further potential partnerships with national museums and galleries, such as Tate, British Museum
- Increase and enhance the volunteer programme, recruiting from broader communities
- Increase staff training on accessibility and inclusivity (e.g. Dementia Friendly training, audio description, deaf awareness training)
- Increase usability of website, making it more user-friendly with more information available and easier to search collections online
- Improve website branding and marketing communications to promote existing offer and build audiences for the new museum and gallery

### **What is special about Huddersfield to the people of Huddersfield**

There were 561 free text responses to this question in the survey. **The surrounding landscape and architecture** were what was most special about Huddersfield. There was a varied and widespread response to this across all research. Local landmarks such as Castle Hill were mentioned frequently.

There was general recognition that the **textile heritage** of the region had shaped the town and landscape, as well as the lives of its inhabitants.

- There was a lot of pride in the local area reflected in the responses
- Many people wanted their particular local area reflected in the museum

### **How to be accessible to everyone**

Making a new Museum & Art Gallery accessible for everyone was felt to be important and accessibility should be an integral part of the project from the beginning. It was suggested in the focus groups that the opinions of specific user groups should be sought and expert advice taken as appropriate. Some focus group participants also felt displays needed to better reflect local communities and tell wider, more inclusive stories.

- Designing the space with access in mind from the outset is important – being accessible for one would make it more accessible for another
- Signage is important for accessibility, starting outside a new Museum & Art Gallery
- Work with user-groups and set up advisory membership panels
- Work could be carried out on accessibility of current sites with user groups, including working with VocalyEyes, Stagertext, Autism in Museums and local user groups. Please see recent [Access survey](#).

### **What ethos a new Museum & Art Gallery should have**

Over 100 different words were given when discussing what the ethos of a new Museum & Art Gallery should be in the focus groups. The most popular words used **welcoming, accessible, community, relevant and inclusive**.

## Facilities and museum spaces

**The galleries and exhibitions** were the most important spaces for participants overall in the research. **Community spaces** and **green outdoor spaces** were thought to be crucial by many participants in the focus groups.

A **café** facility was not selected as a major draw in the survey, and the lack of catering facility was low in a list of things that would put people off visiting. However, **A menu with a variety of items at a wide range of prices** was the most important factor when considering a visit to a museum café.

In contrast, in the focus groups there was widespread support for a good café which was seen as part of the community offer, a place to meet, socialise and discuss the museum displays. Many focus group participants also felt that the café should source local produce and a different distinctive offer. People travelling to Kirklees from outside the area were particularly eager that a good café was part of the museum experience.

- Welcoming entrance with staff 'meeters and greeters' is very important, creating a friendly environment
- The galleries and exhibitions are considered the most important areas of a museum and gallery - being an amazing museum and gallery was the primary concern.
- Café was important with a strong desire for local produce to be served. A community café was also mentioned, for food from different cultures. It was important that the café was 'different' and 'distinctive' and a 'destination
- Toilets were not in the survey/focus groups but were mentioned as a priority in both
- Community spaces are important for some, as were family activity spaces and a discovery gallery for children
- Wellness activities are not high on a list of requirements for most inside
- It is important to have a clear website with all accessibility details clearly described. Descriptions should include information on the external and internal of the building, as well as information on exhibits

## Barriers to visiting

**Entrance fees** were seen as the one thing that would most put participants off visiting a new Museum & Art Gallery with **unwelcoming and inaccessible entrance** being the second barrier. The availability of close **parking** was also very important with adequate provisions for disabled spaces and drop off points also being crucial to certain groups.

- Parking is important for accessibility, including well-designed drop off points
- Free Entry is a very important and an Entrance Fee was identified as being a major barrier that would put people off visiting. Some focus group attendees, however, suggested that they would be happy to contribute to interactive events or to make a donation.



## How to appeal to different audiences

**An exciting and ambitious exhibitions programme** was felt to be by far the biggest draw which would encourage visitors to travel to visit a new Museum & Art Gallery.

Reflecting the multi-cultural heritage and make-up of Kirklees and diverse story-lines came out strongly in focus groups. It was important that displays and themes have multiple voices and different histories should be included with a strong preference for integrated holistic storytelling.

An inclusive approach to accessibility of the building, diverse display content and community-curated spaces, would provide the opportunity to tell different stories and thus appeal to currently underrepresented audiences.

## Stories that are important to different local communities

There were 301 free text responses to this question in the survey and each focus group discussed stories from their own heritage or communities. Most responses detailed the history of Huddersfield and its stories - **Local People** and **Local Places**. There were considerable similarities between the opinions expressed in the focus groups and those in the survey with key stories including **Activism, Multi-Culturalism** and **Migration, Textiles, LGBTQ+, Art, Artists and Photography, Music and Festivals** all cited.

## Themes and storylines for future exhibition and display

The overall most popular theme for displays and exhibitions was **Textile Heritage and Innovation** across all research. Also of importance was **Local Lives**. However, there was widespread interest in different topics which were explored in the focus groups.

## Themes and Stories

- How the stories are told is as important as which stories are told. It is important to people to ensure different voices and stories are included in the main displays – not isolated in ‘community’ galleries.
- Community galleries are viewed as important for specific community groups and many would like to use it as an opportunity to raise awareness of their group activity.
- Other groups wanted to be involved but not necessarily tell their personal stories or be creative.
- Underrepresented groups all showed enthusiasm for being involved with a new Museum & Art Gallery. If approached and included they wanted to be involved.
- Textile heritage – historic and contemporary and community responses has great potential for programming.
- Multi-culturalism is seen as an important story for Huddersfield to tell and had great appeal beyond BAME groups.
- Themed displays offer the opportunity to explore different histories and cultures, such as food, dress/headwear and celebrations. People from different cultures and

backgrounds wanted to contribute and tell their story to raise awareness of their culture and traditions.

- Local history, local landscape and local artists are strong themes.
- There are many different suggestions for themes so lots of potential for different subjects. For example, Activism – Luddites to BLM
- Be ambitious – have major exhibitions or smaller focused exhibition with big names – artists, poets musicians
- Curate outdoor spaces which have been appreciated during lockdown with trails

## Forms of interpretation

**Touchscreen and interactive displays** were the most popular choice overall with **film and sound** also popular in the survey, and a **Discovery gallery** for children also seen as an important asset. In the focus groups, interactive displays were also popular and there was a desire to have multiple forms of interpretation to suit different needs. This included **audio descriptions** and **live guiding** for the partially sighted but once again a desire that this was integrated into overall programming for all visitors. Variety and choice were seen as important.

- Accessibility was not about have one offer, but multiple forms of interpretation
- Different groups and communities have different needs and requirements

## How to explore current and world issues

**Climate Emergency** and **Poverty and Inequality** were the issues most selected as being crucial for exploration in a new Museum & Art Gallery. Health and wellbeing and Displaced people also emerged from the focus groups as key areas for inclusion. There was widespread support for exploring current issues within the new Museum & Art Gallery, however there was also a significant response against addressing current issues and concern about being political, particularly in the survey and occasionally in the focus groups.

## What events and activities potential visitors are most interested in

**‘In conversation’ discussions with artists, makers, poets, historians and representative of communities** was the most popular choice in the survey response with **Festivals and events reflecting your community, Adult learning groups** and **Arts and Craft activities** also being seen as important.

**Yorkshire Day** was the most popular annual event participants would like to see explored in a new Museum & Art Gallery. Also important was **Take Over Day** and **Remembrance Day**. Specific dates were highlighted from communities in the focus groups such as **National Windrush Day, Black History month** and **LGBTQ+ History Month** and **Pride**.

## **Future volunteering and participation**

23% of participants in the survey were interested or very interested in volunteering in the future. Many of the focus group participants were also very keen to participate, some in the co-curation of community spaces and others in community panels. It was felt that stories should be coproduced and told 'with' the groups, giving them a voice within the new Museum & Art Gallery. There is much interest and opportunity to develop community participation and to better reflect a range of communities.

- Many focus groups were very keen to be involved in planning and engagements going forward
- Opportunity to develop the Friends and Volunteers to capture the interest in volunteering and embed the museums and galleries in the community.

## **Conclusions from public engagement processes developed for this project and reflections on carrying out engagement work during the Covid 19 pandemic**

- Initial overtures although often well received, did not come to fruition with many organisations contacted, due to Pandemic issues and these particular groups should be prioritized in future public engagement.
- Ideally the engagement would have been directly with certain groups such as those living with Dementia, but it is represented in this research via third party organisations and carers, so it should be acknowledged that online sessions are prohibitive for some groups.
- One-to-one interviews were overall extremely helpful in setting up focus groups and encouraging participants to become involved.
- Online sessions were much easier for certain groups and even a preferred option, so they should be continued for some groups in future public engagement such as the partially sighted and those living with anxiety.
- Site visits before focus groups to familiarize participants with collections should still be seen as a preferred option as they stimulate informed discussion, when restrictions allow.
- Powerpoint presentations using strong images during online focus groups undoubtedly made some of the engagement easier and led to good responses and encouraged some participants to say that they were encouraged to visit sites.
- Although the incentive was only small, feedback suggested that for some groups it was a major reason why some people participated.
- Kirklees Council's preferred platform was Microsoft Teams for online meetings which became the main form of engagement. The video platform most groups seemed to be familiar was the more accessible Zoom and some had received training on using it.
- An introduction to the platform was therefore included in initial information sent to groups and further information was developed to instruct potential users with support from the Kirklees Council Senior IT Officer. The groups engaged were much more likely to be logging on through their phones than on computers and some struggled to access sessions.

- Focus groups held with staff networks within Kirklees Council had the advantage of participants having a good working knowledge of Microsoft Teams, so time did not have to be dedicated to explaining the system and enabled reach to broad participants.
- As time went on people had generally become more comfortable with using online platforms and seemed to find logging on to Teams sessions easier.
- During the Covid pandemic Kirklees Museums and Galleries were mostly shut, so no surveys were conducted onsite and did not therefore reflect immediate responses to collections and displays, and the Art Gallery had been shut for some time before.
- The survey was therefore completely online and no images of the Collections could be included as these would not be downloadable easily on mobile devices but in future if images could be included, this might stimulate responses to collections.

## 6 Key Recommendations and Actions for Next Steps

Recommendation – Short to Medium Term	Action
<b>1</b> <b>Communication – Colleagues</b>	Share findings with Bringing out the Best Programme Board, Culture and Tourism, Blueprint and Museum and Gallery Teams.
<b>2</b> <b>Communication – Public reporting</b>	Design and publish summary report with PR strategy and explore potential for open, on-line follow-up meeting with groups/individuals who have contributed
<b>3</b> <b>Communication - Maintaining contacts</b>	Maintain contact with those who have participated in one-to-ones and focus groups, organise in person meetings when possible after report is public, updating them on developments from report recommendations and actions taken forward
<b>4</b> <b>Communication - Profile</b>	<p>Build on survey feedback to raise profile of current museums, Kirklees sites, exhibitions and events</p> <p>Develop strategies to reach different audiences/communities and communicating relevant stories to specific groups</p> <p>Review current marketing strategy</p> <p>Build momentum and excitement for new Museum and Art Gallery</p>
<b>5</b> <b>Communication – Social Media</b>	Respond to findings in survey and implement social media plan to keep public up to date with developments of a new Museum & Art Gallery and future of current sites

<p><b>6</b>     <b>Communication – website/newsletter/staff email/weekly council public update emails</b></p>	<p>Ensure these communication channels are all in use and regularly employed to update on a new Museum &amp; Art Gallery</p> <p>Reinstall/set up weekly staff updates of ‘what’s on’ at museums/galleries</p>
<p><b>7</b>     <b>Review staff capacity for short/medium-term goals</b></p>	<p>Ensure capacity and resources to oversee development and implementation of report feedback</p> <p>Ensure capacity and resources to enable co-curation (neglected in recent years due to loss of resources and capacity)</p> <p>Ensure capacity and resources to continue engagement and communication with community groups, nurturing relationships</p>
<p><b>8</b>     <b>Benchmarking</b></p>	<p>Organise for Museums &amp; Galleries staff to have opportunities to benchmark with organisations highlighted in the report – including The Hepworth, Yorkshire Sculpture Park, Bradford Media Museum</p>
<p><b>9</b>     <b>Workshopping</b></p>	<p>The new Museum &amp; Art Gallery concept should be workshopped to identify a unique selling point to distinguish it from other offers in the region. It is important to find a clear voice and vision and not try and be everything to everyone</p>
<p><b>10</b>    <b>Identify and plan for continued Engagement</b></p>	<p>Plan for next stages of engagement, identifying further/different audiences for detailed engagement, including children/young people, learning providers, culturally engaged within Kirklees, those who were unable to engage in this project due to Covid-19 pandemic impacts</p> <p>Plan for engagement on the Options Appraisal for Tolson</p>

11	<b>Community advisory panels</b>	Ensure that varied community groups are consulted, engaged with and listening to with meaningful input from the beginning of planning process
		Explore opportunities and set up cross-site community membership panels drawing from some of the participants in the focus groups, continuing dialogue in a sustainable way for a new Museum & Art Gallery and for existing sites
12	<b>Community panels feeding into Staff Training</b>	Staff Training linked to meeting with community members to share their experience of museums and galleries
13	<b>Scope development of volunteer programme</b>	Increase and enhance the volunteer programme, recruiting from broader communities
		Plan for development of volunteer opportunities including public facing volunteers. Work with Third Sector Leaders (TSL) to encourage diversity in volunteer recruitment, which in the long term could help to increase workforce diversity
14	<b>Add accessibility to all budget profiles</b>	Becoming accessible takes time, commitment, and funding - incorporate accessibility as a cost to all budget profiles in set up, not as an afterthought
15	<b>Scope Accessibility aids/tools/publications</b>	Increase usability of website, making it easier to search collections online
		Create easy read guides to museums/collections
		Add audio descriptions of collections/buildings to website
		Use relevant charities and organisations (VocalEyes, Stagertext, Autism in Museums and local groups) to develop tools to make the museums and galleries more accessible

<p><b>16 Future Museum &amp; Art Gallery collections development</b></p>	<p>Curatorial staff should consider emerging themes/stories from the engagement and assess possibilities and identify relevant collections to acquire. Create and recruit to collection development roles for the new Museum &amp; Art Gallery which align with the emerging stories from communities</p>
<p><b>17 Programming</b></p>	<p>Work with community panels on programming which may be in the form of events initially</p> <p>Consider list of suggested exhibition and display topics emerging for engagement</p> <p>Consider how to include current issues in programming</p>
<p><b>18 Inclusive interpretation at current sites</b></p>	<p>Respond to report findings by identifying short-term fixes, such as key displays and exhibitions that can be re-interpreted with more inclusive storylines, working with community panels; if there is space and staff capacity, identify community curated areas</p>
<p><b>19 Art Gallery re-launch opportunities as part of wider Heritage Strategy</b></p>	<p>Opportunity for re-hanging art gallery taking on board some of the key points from the report including inclusive multi-cultural loans and involving local community groups with new, different interpretations</p> <p>Take this opportunity at the art gallery to re-launch, as a smaller pilot project to trial and test community co-production projects while show-casing permanent art collections</p> <p>Re-launch with return of Bacon and the major related Bacon loan from Scotland for in context focused show – link to recent publications on Bacon, author events, working with LGBTQ+ networks</p>
<p><b>20 Review and scope for additional outside activities.</b></p>	<p>Respond to the current appetite for outdoor activity with curated heritage walks incorporating historic architecture of town centre, starting from the Art Gallery.</p> <p>Explore landscape walks with heritage themes/wellbeing, linked to a local landscape</p>



Develop more outside activities at Ravensknowle Park, curating the space, reviewing outdoor clubs offer (such as gardening), working with artists and creatives to trial new initiatives for the new Museum & Art Gallery

## 21 Outreach

Explore expanding Museum in a Tent programme – with relevant collections, marketed appropriately

Explore other ‘pop-up’ opportunities to pilot ideas for the new Museum & Art Gallery – potential to gain feedback on ideas before new displays at events

Benchmark other ‘pop up’ museums for ideas

Review and expand Museum in a Box scheme – consider new themes curated with communities, trailed with groups to ensure relevance, regularly updating boxes

## Recommendations – Strategic / Longer term

### Action

## 1 Vision

Clearly identify and define the role and purpose of a new Museum & Art Gallery – responding to findings regarding ethos and aims, focusing on being a museum/gallery for all and programming the display and exhibition spaces in a holistic manner.

Learn and respond to current papers and policies on the future of museums, including the Liminal Space report on museums in the post Covid-19 time and perhaps be part of the on-going research: [Mindsets for Museums of the Future — The Liminal Space \(the-liminal-space.com\)](https://www.the-liminal-space.com/)

<b>2</b>	<b>Accessibility planning</b>	Diverse access requirements to be considered in all aspects of design of a new Museum & Art Gallery from the outset, including welcoming spaces and facilities, including toilets (Changing Places standards).
<b>3</b>	<b>Findings to feed into town centre location/building decision on new Museum &amp; Art Gallery</b>	The findings indicate it was key to the success of the whole project. Have a Communications Plan to keep public informed of developments.
<b>4</b>	<b>Assess post Covid-19 world/local environment</b>	Consider how people's lives have changed, what now needs to be considered when planning a new Museum & Art Gallery.
<b>5</b>	<b>Project Team to work inclusively from outset</b>	Develop and implement a Diversity and Inclusion plan. Ensure community groups are engaged with and part of the process from set up.
<b>6</b>	<b>Designing space requirements - internal</b>	Respond to findings in report, about the needs and preferences of audiences when planning the use and configuration of spaces from the outset, working with community panel/groups.  Prioritise display and exhibition spaces  Ensure appropriate welcome and orientation space
<b>7</b>	<b>Designing space requirements - external</b>	Consider and respond to the preferred options for adjacent outside curated space, possibly including public art, as part of a new Museum & Art Gallery
<b>9</b>	<b>Collections Development Policy Review</b>	Review policy in line with the Arts Council's Creative Case for Diversity and incorporate new areas of collecting from underrepresented audiences in response to the findings of the report

<b>10</b>	<b>Co-production approach to new Museum &amp; Art Gallery</b>	Embed a holistic, co-production approach to curating across the board, including hidden histories and embedding in strategies, including underrepresented and multicultural stories.
<b>11</b>	<b>Interpretation</b>	Respond to findings on different forms of interpretation – interactive displays, different options for different preferences, not one solution.
<b>12</b>	<b>Communications plan for Museum &amp; Art Gallery of the Future</b>	Create communications plan – internal, external, stakeholders within Cultural Heart. Develop long-term branding, including name and use community groups to consult on long-term branding for the new Museum & Art Gallery
<b>13</b>	<b>Sustainable Design of new Museum &amp; Art Gallery</b>	Respond to feedback that sustainability is important in the design of a new Museum & Art Gallery, in the context of the priority to the climate emergency
<b>14</b>	<b>Workforce Development and Training</b>	<p>Much of accessibility is related to having capacity and ensuring staff are fully trained in accessibility. This was seen as one of the most important factors in welcoming new audiences</p> <p>Ensuring staff profiling reflects the demographics of the Kirklees region</p> <p>Set up a programme of staff training on accessibility and inclusivity (eg Dementia Friendly training, audio description, deaf awareness training)</p>
<b>15</b>	<b>Review staff structure and capacity</b>	<p>Develop plan for resources and capacity to ensure co-curation, future programming and accessibility in the new Museum &amp; Art Gallery is core function</p> <p>Explore potential for new roles such as a Diversity and Accessibility Officer</p>

- |           |   |  |
|-----------|---|--|
| <b>16</b> | <b>Explore ambitious programme that is relevant and inclusive</b> | <p>Plan for major exhibitions or smaller focused exhibition with established names – work with artists, poets, musicians</p> <p>Respond to report findings and conclusions</p>   |
| <b>17</b> | <b>Scope partnership working</b>                                  | <p>Partnership working should facilitate new loans and exhibitions with key national partners, to engage broad audiences and raise profile.</p> <p>Explore potential partnerships with national museums and galleries, such as Tate, British Museum</p>  |
| <b>18</b> | <b>Heritage Strategy</b>  | <p>Ensure the general findings relating to respondents’ views about the potential of heritage in the district feed into the development of the Kirklees Heritage Strategy which is under development.</p> <p>Particularly explore textile heritage reflecting the stories of diverse communities and distinctive stories of the town and surrounding area.</p> |
| <b>19</b> | <b>Culture and Tourism Strategies</b>                             | <p>Ensure that the findings relating to regional and local tourism and that the wider cultural developments are incorporated into the Culture and Tourism Strategies.</p>  |

## Appendix A – Full List of Public Survey Questions



Huddersfield’s remarkable story deserves no less than a town centre world-class museum & art gallery for the twenty first century. Whether you never or rarely visit, are a regular museum visitor or an intrigued passer by – **let us know what you think by completing this survey.**

A new museum & art gallery is proposed as part of the town’s Cultural Heart and would be a major part of the regeneration set out in Kirklees Council’s Huddersfield Blueprint. Its exact location is yet to be decided and it will take several years to develop, so we’d love to hear from you right at the start.

This survey will be open until Monday 7 December 2020 and should take around 10-12 minutes to complete. All of your answers will be treated confidentially and will not identify you as an individual.

For further details please read our Privacy Notice on the back cover.

Kirklees Council is working with independent consultants Ann Sumner and Beth McIntyre ([www.annsumner.co.uk/consultancy](http://www.annsumner.co.uk/consultancy)) on this survey, and your responses will be shared with them.

**To ensure anonymity, please do not leave your name or contact details anywhere within this survey.**

**Please use a black/blue pen to fill in the survey.**

### 1. In your free time, how often do you visit museums and/or galleries?

- I never visit **please go to question 4.**
- I visit occasionally
- I visit them frequently

### 2. What is your main reason for visiting museums and/or galleries?

- To be entertained
- To enjoy time with family and friends
- To learn
- For well being and relaxation
- Other

**Please use this box to tell us about your other reason.**

### 3. Which of the following do you feel is the most important part for you when visiting a museum or gallery?

Please choose one answer.

- The galleries & exhibitions
- The events
- Cafe
- Gift shop
- All same importance

### 4. How often do you visit the following places?

	Never	Rarely	Occasionally	Regularly
Huddersfield Art Gallery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tolson Museum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Oakwell Hall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bagshaw Museum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you ticked 'Never' or 'Rarely' please go to questions 5 and 6. Otherwise please go to question 7.

### 5. What is your main reason for not or rarely visiting Huddersfield Art Gallery?

Please choose one answer.

- I do not think the collections relate to me and my heritage
- It is not open when I want to visit
- I do not know where it is
- I have not heard about the gallery
- I have limited spare time
- I am worried about disabled access or other access issues
- I am on a tight budget
- The location is not convenient
- I am not interested
- I did not like the art gallery when I visited
- Other

Please use this box to discuss your other reason.

### 6. What is your main reason for not or rarely visiting Tolson Museum?

Please choose one answer.

- I do not think the collections relate to me and my heritage
- I do not know where it is
- I have not heard about the museum
- I have limited spare time
- I am worried about disabled access or other access issues
- I am on a tight budget
- It is not open when I want to visit
- The location is not convenient
- I am not interested

- I did not like the museum when I visited
- Other

Please use this box to discuss your other reason.

**7. As part of the Huddersfield Blueprint, Kirklees Council is planning to develop a new Museum & Art Gallery in the centre of Huddersfield. How interested would you be in visiting in the future?**

- Very interested
- Interested
- Not interested

**We aim to share amazing stories of the past and present to inspire the future.** These next questions are about hearing what the people of Kirklees, and visitors from further afield, would like to see in a new Museum & Art Gallery.

**8. Are you a Kirklees resident?**

- Yes
- No

**9. Which of these exhibition themes would you be most interested in visiting in a new Museum & Art Gallery?**

Please choose up to 5 answers.

- Textile Heritage and Innovation
- Political Heritage
- Archaeological Past – The History of Huddersfield
- Local Sporting Life
- Global Connections – Huddersfield’s place in the world
- Fashion through the Ages
- Musical Traditions
- Engineering and Industrial Heritage
- Photography Past and Present
- Local Landscape and Environment
- Art and Ceramic Collections
- Natural History – animals, plants and the natural world
- Multi-cultural Heritage
- Local Lives – shops, work, home, family, traditions, wartime
- Transport – from carriages to cars

**10. We aim to be rich in diverse history, objects, art, local stories and people and to highlight what is special about the Huddersfield area.**

Please tell us what is special about Huddersfield for you.

**11. (Kirklees Residents only) Can you tell us any stories from your local community which are important to you that you would like to see reflected in a new Museum & Art Gallery?**

**12. We aim to show how world issues affect life in Kirklees.**

Which of these current issues do you think should be explored in a new Museum & Art Gallery?

Please choose up to 3 answers

- Impact of Covid-19 pandemic on society
- Black Lives Matter
- Climate Emergency
- Me Too movement
- Mental Health and Well being
- Homelessness
- Displaced People
- Poverty and inequality
- Other

Please use this box to tell us your other issue(s) that you have in mind

**13. Which of these annual events would you like to see explored in a new Museum & Art Gallery, as part of the events programme or in displays?**

Please choose up to 5 answers.

- LGBT + History Month and Pride
- World Book Day
- Black History Month
- Mental Health Awareness Week



- Big Draw - The Worlds largest Drawing Festival
- Dementia Awareness Week
- Womens' History Month (International Womens' Day)
- National Windrush Day
- Take Over Day - when museums and galleries let young people take over
- Remembrance Day
- Multi-culturalism Day
- Yorkshire Day

**14. Which of these activities would you and/or your family be interested in attending?**

Please choose up to 3 activities.

- Art therapy sessions for mental health and well-being
- Museum book club
- Arts and crafts activities
- In conversation discussions with artists, makers, poets, historians and communities
- Lunchtime talks
- Museum choir
- Music, dance or yoga sessions
- Festivals and events reflecting your community
- Museum clubs for young people
- Tours for groups with special access requirements
- Adult learning groups such as 'Science' 'Textile History' 'Art' 'History'

**15. Which of these options would you find most useful if visiting a new Museum & Art Gallery.**

Please choose up to 3 answers.

- Labels
- Specialist access for visually impaired visitors, including large print labels and audio descriptions
- Themed tours of the exhibits
- Specialist access for hearing impaired visitors
- Live interpretation with actors in character and costumes
- Downloadable apps with more in-depth descriptions of museum objects
- Touch screen and interactive displays

- Discovery Gallery aimed at children where objects can be touched, and self-led exploration encouraged
- Film and sound
- Interpretation in languages other than English

**Please state which language(s) would make your visit a better experience.**

**16. Which of these key facilities would be most important to you when considering visiting a new Museum & Art Gallery?**

**Please choose up to 3 answers.**

- Easy level entrance access and lifts to all floors
- Research facilities
- Community meeting spaces
- Lecture theatre
- Welcoming entrance and orientation space
- Well-stocked shop with affordable products linked to the collections
- Spaces for reflection/prayer
- Nearby parking
- Space for family activities
- Well-designed outdoor spaces
- Spaces for well being activities (such as yoga, pilates, mindfulness)

**17. (Non Kirklees Residents) Which of these would be the biggest draw and encourage you to travel to visit a new Museum & Art Gallery?**

- World class collections and displays
- Iconic building
- Exciting and ambitious exhibitions programme
- Excellent café
- Events with famous or expert speakers
- Outdoor artworks
- An accessible and inclusive museum designed for everyone

**18. What would be important factors for you when considering a visit to a new museum cafe? Please choose up to 3 answers.**

- A menu with a variety of items at a wide range of prices
- Outdoor seating areas
- Family options and family seating area
- Spaces where own food could be eaten
- Fair-trade locally sourced organic food
- Menus in multiple languages
- Options for special dietary requirements
- Easy level access
- Alcohol on sale
- Specialist group meetings in the café - such as wellness, new parents, dementia friendly and loneliness prevention groups.
- Alcohol free cafe
- Evening events
- Attractive spacious area for socializing

**19. What would be the ONE thing that would most put you off visiting a new Museum & Art Gallery?**

Please only choose one.

- Poor public transport
- Paid parking
- Entrance fee
- Poor access

- No café
- Expensive shop
- Unwelcoming staff
- Not family friendly
- Lack of clear information about what is on offer

**20. (Non Kirklees Residents) If you were to visit a new Museum & Art Gallery, which of these situations would most likely apply to you?**

Please choose one answer.

- Visiting with family or friends
- As part of an organised group such as an history or art society
- I regularly visit museums and galleries and would make a destination visit
- I sometimes visit Huddersfield for other reasons and would visit whilst there
- It would likely be a visit whilst holidaying in Yorkshire

**21. Which social media platforms would you use to find out about the development of a new Museum & Art Gallery?**

- Twitter
- Instagram
- Facebook
- Snapchat
- Tiktok
- Other
- None, I don't use social media

Please use this space to discuss which other platform you would use.

**22. How interested would you be in volunteering at a new Museum & Art Gallery?**

- I would be very interested
- I would be interested
- I am not sure
- I would not be interested at all

**23. Please use this box to provide any further feedback on the proposed new Museum & Art Gallery in Huddersfield**

## About You

This section asks you for some details about you.

**Please tell us the first part of your postcode.**

**This will only be used for data mapping purposes**

This information will help us to understand who has responded to the survey and any differences in views between groups.

As with all the questions, your answers are completely confidential and will not be used to identify you as an individual.

### Are you...

- Male
- Female
- Transgender
- Gender non-conforming
- Other

### Do you consider yourself to have a disability?

- Yes
- No

### What is your current employment status?

- Carer
- Volunteer
- Full time employee
- Self-employed
- Look after home/family

- Student
- Currently unemployed
- Retired
- Permanently sick/disabled
- Other

**How old are you?**

- Under 16 years
- 16 – 24 years
- 25 – 55 years
- 55 – 65 years
- 65 years – 79
- Over 80 years

**How would you describe your ethnic group?**

- Asian or Asian British
- Black or Black British
- Mixed / Multiple Ethnic Groups
- White
- Other Ethnic Group

**Thank you for taking the time to complete this survey**

The results will be analysed and the findings published in 2021.

## Appendix B – Survey Responses (Free Text)

We aim to be rich in diverse history, objects, art, local stories and people and to highlight what is special about the Huddersfield area. Please tell us what is special about Huddersfield for you.

Free Text Responses in full of exact wording taken from survey responses

The rebellious spirit, from Luddites to Rugby League
Nothing
It's landscape and it's industrial and social history, particularly the textile industry and the Luddites. It has some beautiful buildings and green spaces as well as a diverse population and an Art Gallery in the centre of town.
Part of industrial revolution. History of radical politics.
The closeness to country side
Where I was born
Nothing
I have lived here for all my 84 years and have seen many changes in that time. Greenhead Park and Beaumont Park are special places and I am pleased they have been kept in good condition. Something for everyone in both. The old market hall was unique and I was sorry to see it demolished. The newer modern buildings have no character. I remember the war and how everyone pulled together both during and after it.
It's home! I like the history of the town, the old interesting buildings, the Choral society, the train station, the canal, the George Hotel. Proud of the University.
I was born there, as were my parents, grandparents and great grandparents. I'm proud to be from a town that bought itself. It is true that one can see a green field from every street in the town. The water is the softest in the country and the people are wonderful
Nothing
Rich textile heritage
not sure
The architecture, surrounding countryside, the growth of the town before and throughout the textile industry and its connections with other towns and cities.
Diversity
Music

Castle Hill
Respect for history & heritage - Good transport links
Castle Hill
Castle Hill
The way our industrial development has shaped our communities
It's heritage
Rich local history going back into Norman times and before.
Architecture, heritage, people
The beautiful architecture (the library is so wonderful, please don't knock it down....) and the surrounding nature (please don't chop down the trees at the top of Blacker Road - spots like that are exactly what make this town what it is)
not much anymore
The history of the people of the area - e.g. the luddites and the modern local artists and poets.
Worked in Huddersfield and loved the place!
It's heritage as the Town that bought itself
It is my home for the last 30+ years.
Building heritage
The local history, the stories of the poor working classes over hundreds of years.
Geography, industrial heritage and the future prosperity of the Town.
The people, diversity, the buildings, canal, landscapes, the no nonsense attitude of the people
It's where I grew up and I have a lot of memories of people from there
The surrounding rural area.
Architectural and textile heritage
Famous people from Huddersfield
It's History, rooted in the area where we live
Our industrial and political heritage - and the way that has shaped the landscape, the built environment and the social and cultural mix of our many communities
The countryside
Its my home town
I love its textile heritage and Castle Hill, would love to know more about the old castle up there. Love the stuffed birds in Tolson.
Landscape and industrial heritage



It's industrial past and development from domestic industry to modern trends. The lives of ordinary people in the past is of particular interest to me.
The cosmopolitan population.
Huddersfield is my adopted home and has a rich heritage to enjoy.
Industrial heritage and culture
The town I was born in the town I love which sadly is in decline.
It's geography, landscape and surrounding countryside. I don't think the town centre lives up to the capital of Kirklees at the moment and the museum could help redefine that by promoting all there is to celebrate across Kirklees and in Huddersfield. I can't think of anything special to call out about the town centre aside from Greenhead Park and the sports centre as I do t think there is enough promotion of things to draw people in.
Not a lot at the moment - all looking very tired and shabby. Shops too spread out.
Huddersfield used to be a vibrant town but it has lost it's heart.
The history especially the textile industry. The countryside especially the valleys.
It is extremely diverse in a way that is rarely told.
It is where I was born, and I remember a time, not that long ago (10 years ago +) when it was a decent town that one could be proud to say you were from. Now, alas it is riven with crime, closed shops and a bum economy.
A town with a past rich in industrial history , both in engineering and textiles and driven by numerous characters who were innovative and creative.
Historical interest. Nice countryside.
cultural and religious diversity, radicalism (Luddites, social & educational reformers), textiles and industry, landscape
The rise and fall of our town.
Born here Live here Hope to die here
Huddersfield isn't special. Pity you can't see past Huddersfield when you talk about Kirklees
Not much. It is now a run down town with boarded up shops and it costs every time you visit. Prefer on line shopping. Will do anything to avoid going there.
The train station
I don't think Huddersfield is special. It is interesting because it is ordinary. A small town with a past trying to forge a future. That said, I do love the permanent collection at the Art Gallery, which is remarkably good for a small provincial town. A relic of the temporary prosperity that came with the wool trade.
M62
My family live in Huddersfield and have fir 100s of years

Why is this restricted to Huddersfield when the history of Kirklees is deep and includes other interesting towns such as Dewsbury, Batley, Birstall etc
Our beautiful countryside
Musical traditions, textile history
Buildings, musical heritage and festivals, political history, civic innovation, countryside, beer.
The rural villages
Home of rugby league
The values of the Yorkshire people straightforward honesty integrity. Vision to have had a diverse industrial heritage
Landscape
It's history and landscape.
Woollen industry
Landscapes and being able to go for walks without the need of a car
History and pictures of Huddersfield and surrounding areas gone by
Local history, textile industry and local distinctive landscape
Industrial history, former prosperity and architecture.
Beautiful architecture, world class businesses, Textile heritage, countryside. Punk history.
Good central hub to visit other place, great countryside on your doorstep.
Location, a beautiful part of the country. The heritage and how big we were on the map for textile production.
The architectural heritage of the area, both in the town centre and throughout the local district.
Actually, there is nothing special about Huddersfield for me, it just happens to be the place where I was born. It really is a dismal place, held up by the underpinning of the University economics. If it wasn't for the University this Town would die! Although, because I've lived here so long, I wouldn't want to live anywhere else. (Unless I won the lottery)
I have lived here all my life. A good mixture of town and countryside.
the buildings in the town centre, especially around the railway station, and the close access to open countryside
Its musical past and present. Its people. Its architecture. Its topography/landscape.
history are the area
History of the place.
A diverse place with a rich history and characterful people. Industrial and technological achievements also.
Trolley buses, red tarmac on the roads, Huddersfield Town football club, Harold Wilson
The history of the mills and former jobs

Architecture around the town centre, against the beautiful green hills reveals a fascinating history. Rich industrial past- textiles, and local characters who led the movement. The canals and water ways that powered our industries, the countryside, and the diverse population reflected in cultural aspects such as variety of quality food available locally. Sporting history through rugby league and football, military history, musical history and the direction of our future alongside our ever evolvi
A legacy of municipal pioneers, it's amazing public transport history, it's beautiful buildings and it's on the doorstep to countryside.
The architecture and industrial heritage of the town.
Huddersfield is my Home Town and I have lived here all my life.
Industrial heritage and proud local traditions - creativity
Political and industrial history and geography of the wider area.
Huddersfield Town
Huddersfield feels like home even though I was born in London . I was fostered as a child in Huddersfield There are very special sights in Huddersfield
Nothing is special to me about Huddersfield, they just bleed local communitys
Castle Hill
The Town is small with lovely architecture and surrounded by beautiful countryside.
It is situated in centre of some beautiful countryside. It has a rich social and cultural heritage - first local authority to run a transport system, first to let council houses, very strong musical heritage largely based originally on churches, chapels and schools, and in the past a strong work ethic. About the present, I'm not so sure. It seems to have lost its way.
nothing
Huddersfield was never afraid to be different, in its politics, in its social attitudes, in it's sport, tude
The friendliness of people.
Growing up in Huddersfield , it was a wealthy town with a base of textile, engineering and chemical industries; if one was in a slump then one of the others would be expanding. Sadly, most of that has now gone ; the main industry is now the University. Huddersfield has always been a place of waves of immigration, from Europe, India, the Caribbean and now the students. However, like many old northern towns it is now struggling to retain an identity and to regrow; but it is my town and always will be.
Huddersfield is home to independent, determined and creative people.
The architecture
I have lived my whole life here.
Birthplace of rugby league

Used to be the town with most rolls royces in the country. Glorious history from the Textile manufacturing era and sporting legacy both of Huddersfield Town
Its industrial heritage
A lovely, intimate town in a beautiful rural setting. Lovely buildings and a rich heritage which deserves celebrating.
I love getting off the train in Huddersfield. I don't think even Italy's piazzas rival St George's square (except the sunshine). Just needs part of the road along the bottom blocked off and a few cafes along there, facing up towards the station.....The brass band tradition is a very important social and cultural part of many of the surrounding villages - be good if the bands playing in the Yorkshire band competition in the Town Hall could play out on the streets too.
Nothing I am from Dewsbury everything from Dewsbury ends up in Huddersfield we don't have our own museum anymore
It's history
Northern landscape; size; diversity; architecture; industrial past and present
Its location in the Pennines and its part in the industrial revolution and its multi cultural diverse population
its role in the Industrial Revolution and associated developments in society
I was born in Huddersfield and have lived here half my life. I remember Huddersfield long before Kirklees existed.
The Industrial past of Huddersfield should be preserved for the future, the architecture, countryside, Parks, musical history and stories of the past should be available for children to learn about and realise what has made Huddersfield such a great place to live and to learn about how the town centre and shops were the hub of the town where people visited and socialised.
The musical tradition, sadly depleted in the last 40 years.
The textile heritage. The historic buildings. The multi-racial people, restaurants and shops.
I love Huddersfield's glorious Victorian past, the mills and fabulous buildings. How Huddersfield developed in it's heyday, as displayed in the Tolson Museum.
How the town developed through the ages and it's potential to reinvent itself again
World foods on offer in restaurants and The Grove pub.
So friendly to all comer-ins (despite the pretence.) Really culturally mixed, great little pockets of artsy sorts.
History
Our industrial heritage
Wide variety of music.
Our multi cultural communities
The postcard museum in Holmfirth was amazing a great loss include that
Scenery, textiles heritage

It's small enough to feel "local", but large enough to encompass a diversity of things, views, shops, industries, etc
It is a fantastic place to live with a rich diverse and multi-cultural area.
Diversity
It is my birthplace and my family have lived in and around the town for several generations.
Multicultural mix and caribbean contributions to the town
It's a meeting point, geographically and culturally. It has a world-class textile heritage. It's full of creative artists who need and deserve a higher profile.
Yorkshire folks, our inventions, our attitude,
Multicultural
History
The stunning and inspirational landscape that surrounds us. The people are something special. The heritage is rich. Creativity pours out of the people that live here.
The worsted wool industry, canal, castle hill, birth of rugby, rich history
The heritage and architecture
Nothing really
Strikes me that's quite limiting, need international events, modern artists, revolving exhibitions, don't be like Barnsley Museum.
History and legacy of the woollen textile industry
The proximity to big cities but also being so close to nature
diversity of population
Its textile heritage and its current architecture (most of it - not all of it).
It's history
countryside, walking, history regarding engineering, textiles, mills etc
I've lived here or nearby most of my life, I have fond memories of visiting the 'animals' at Tolson museum as a kid, though my own kids find them too scary.
the architectural showing its industrial past
It has a very interesting and varied history both politically and social. With many unique features.
history, especially Roman history
The smaller towns and villages, especially Holmfirth. The way the industrial heritage and the natural landscape are interlinked.
I think the thing that defines Huddersfield town itself for me is the quality of the architecture, and the way that it is distinct from, say, Halifax or Dewsbury. The way that the town has grown depended on the wealth generated by the textile, chemical and engineering industries, and the

sense if civic coherence depended on the land ownership and the nature of the people who made money from the industries and gave it generously for public works.
The history of the people and the stories that can be told
its architecture, its industrial heritage, the grade one listed train station and the many different communities that comprise this rich and diverse town. Also the surrounding landscape, the hills and the mill buildings - it is a Pennine town market town that is not as well known as it could be
Sense of place and community and its history; surrounding countryside and natural history.
I came to Huddersfield almost by accident - a new job 54 years ago. I like the near Pennine location, the convergence of road, rail and canal routes, the industrial heritage and the people , particularly of the Colne valley.
- Its history from a small village, to a market settlement to a major industrial town. - Huddersfield's Architecture - Industrial History
The Textile industry
The textile industry, the beautiful buildings in the town, Colne Valley Museum, the Heritage Centre in Skelmanthorpe, village life.
The textile heritage
I grew up there and have many memories there
Home. hat else?
The town the bought itself
I went to university there
Textile
My wife was born there and I have family there but my main interest is the canal and the industrial heritage
My home town & heritage
I dont know Huddersfield at all!
It's where I grew up
The proximity of urban and rural landscapes.
Industrial heritage and the proximity of this with the countryside and beautiful scenery
Its rich industrial heritage. Luddites, weavers, wool.
My parents were Irish immigrants who were born in Ireland, but met and married in Huddersfield, and raised their family here, including me. I was born and breed in Huddersfield and I continue to live and work here and have raised my own family, so Huddersfield is my home and always will be - with connections to Ireland of course.
It's textile history & also the medieval history of Castle Hill
its diversity
It's known for the famous market, which seems like today, it's all abandoned.

Nothing. Kirklees spend money in Huddersfield instead of the rest of the area.
Hills and mills. Some nice architecture. Ethnically diverse population. Needs more / improved / invested in, high quality arts cultural venues, including museums and art galleries.
History and current arts scene
The landscape and heritage
Varied landscape
It is where I was born.
the diverse community, the textile heritage, the variation in landscape
Famous people born in Kirklees involved in industry , education , politics , sport , etc. The impact on the nation ie rugby League Encourage local talent to excel in their chosen field by showcasing past and current achievements. .
Radical creativity and innovation
The town has been a centre of chemistry, engineering, textiles and music.
A wide range of cultures and backgrounds.
Rugby league birthplace
Rich industrial heritage which connected it to the world
I live in North Kirklees and Huddersfield doesn't feel like the centre, access is difficult and not the normal go too place.
It is where I studied and now work. I love the heritage and the landscape
History of industry
Landscape, community, diversity, textiles
Huddersfield is literally the centre of the country
Diversity, be that cultural, artistic, architecture or the natural world. Huddersfield is a very diverse place
The vibration of the heritage of the industrial age alongside the history of the luddites. The richness and the diversity of our communities.
Another town area to visit - Calderdale resident
Countryside canals , hills, history
Peopket
It is where I was born and grew up. My sister still lives there and I still have friends in Hudds and so I always enjoy my visits to the town. I shall be disappointed if Kirklees shut the Tolson Museum unless they designate the building as a cultural venue open to the public. it was gifted to the people of Huddersfield not the current council.
The incredible textile history past and present. The wildlife and countryside and natural history. The artists who have depicted Huddersfield in Thierry works.

multicultural. natural beauty.
Huddersfield welcomes people
Sounds like you have got it covered.
Huddersfield has a rich, diverse history of stories and people particularly linked to it's textile heritage. Also a fantastic university, creative sensibility and beautiful surrounding natural landscapes
The textile heritage, the landscape and the determined people who stand against the tide. The multi-cultural heritage which makes the area interesting and diverse
Landscape and textile history
The industrial heritage
The architecture is fantastic, please do everything you can to preserve it.
Nothing special about the Town at all
It's my home town
People. Textile history. Local artists.
Architecture, landscape, independence, proximity to two cities, green spaces and closeness to the countryside,
Nothing, except it is where Kirklees spend money.
It is a cultural melting pot
Green hills can be seen from the main streets. Very friendly people and a reasonable range of shops, restaurants, and bars. Fine buildings on some areas. The 'new' market hall is NOT special and should be bulldozed!
The historical buildings and its industrial heritage
It used to be the buildings but you just want to tear them down and go modern
The incredible buildings that unfortunately we don't make the most of
Our architecture, textile and engineering heritage, great sports achievements by individuals and teams, our business people and our local scenery is beautiful.
The textiles and the hills
A strong sense of culture and community
Windrush generation and carnival
How the town originally was just a small collective of rural villages that grew, became connected due to industrial revolution housing needs, into the powerhouse of today as a huge well developed town. It's a monument to the achievements of Capitalism.
I lived there as a child and frequently visit. I love Castle Hill.
The diverse community



Surrounding countryside
It's heritage in textiles and being a world leader in this field.
Its natural beauty, its history, its music and its new local industry
Its textile history
The unique history and landscape of the area with areas of natural beauty all around and industrial-revolution-era heritage. Luddites, textiles, canal etc... to acid house and modern design like Attik or James Marsh
It's beautiful buildings
The countryside. Particularly towards the pennines.
The countryside and moorland.
The mixture of industrial and rural landscape and tradition
Textile Heritage
Easy access to the countryside.
textile heritage
Wonderful architecture
Local area
The countryside. The beauty that surrounds The town
friendly. far happier with its ethnic mix compared to similar places. eclectic mix of places.
I find it's industrial past fascinating
The museum refuse to let me see donated items from dewsbury. Nothing else special about huddersfield
Musical history
The Francis Bacon
It's social & industrial history... mills, the old buildings, the people, at work in textiles, sport and religious beliefs and its unique culture of music.
History and architecture
History relating to textile industry
Industrial past, multi cultural, artsy
The architecture
The people, it's textile history and the fact it's so close to the countryside
Town & country both close by, rich industrial heritage, reflected in local architecture. Diverse tolerant community. Creative area
Working class heritage with emphasis on textiles. Strong sense of place and community set in glorious yet wild at times countryside.

I was born here and appreciate its proximity to the open countryside and its history. A photograph of me as a 2 year old with my dad in the snow of Holme Moss appeared in one of the Huddersfield photo books and was shown around to who ever cared to listen over the years.
The people
Textile history, multicultural, beautiful countryside
Nothing.
Local arts and textiles and textile heritage, architecture and landscape.
The people
Textiles, strong northern town, cultural diversity, friendliness of residents
Textiles, all aspects of local history and local people
Countryside, mill heritage
The moors and how previous industry has left its mark
Its my home town
The industrial history, the canal and the beautiful environment
The people and buildings.
It is diverse I was born in HUDDERSFIELD not Kirklees it was a great place
It's history and grand buildings
The sense of community
The Huddersfield area has a rich industrial and polical heritage which has shaped the town we see today. I live in the Colne Valley and love the contrast of how heavy industry and natural heritage sit side-by-side.
Very rarely visit.
The landscape, textile and industrial heritage, mix of cultures, art, local artists.
Huddersfield has a very rich history and the existing collections of the museum service as displayed at Tolson reflects that radical past, social movements, suffrage struggles and innovation are all important. The new museum and art gallery must supplement what other museums are doing regionally and not try to replicate existing provision, for example textile history is well served in West Yorkshire - the museum's collections of machinery are small and not fully representative so that story is b
It is multi-cultural. There are a lot of creative and forward-thinking people. The University is very good. I like the architecture. There are a lot of rural areas. There are people who care about the environment. It's not too big. It feels like home. I love the Market and Temporary Contemporary, and the units in the Piazza.
Too far
Nothing

Nothing really i never go, i can't drive and the bus links are terrible from cleckheaton, its easier to go to leeds or bradford
Location
Nothing is special about Huddersfield
Nothing it's not my town, there are needs in many other kirklees towns.
Long history of making/creating
The birth place of rugby league
Radical political history. The people. The mix of urban and rural
Piece Hall
South Huddersfield community, Woodsome Hall ( a grade 1 listed building) , it's industrial heritage And plans for the future
Its diverse people and landscape
The architecture, the cultural heritage seen in the environment (ie the stone, the waterways, the landscape)
Nothing
It's not special at all. It gets all the money from Kirklees and surrounding areas get practically nothing.
Multiculturalism and shared community values
rich diversity, local history, proud people
Nothing
Music scene, beer scene, green spaces.
The buildings and architecture in the Town Centre are some of my favourite pieces of Huddersfield, there is some great examples of Victorian architecture. I also appreciate how well located the Town Centre is to parks and woodlands
the local history of the different areas of Huddersfield
I don't know - I'm hoping the museum can help me with that. At the moment, Huddersfield is the place that potentially takes all the money and doesn't help anywhere else.
its proximity to the countryside. its stone houses.
My home town , my family have lived here since records began . It has history both ancient and social/economic and was an important place .I would like it to be so again .
Nothing
It was a go ahead town, very much at the forefront on providing local amenities to residents. It was the town that bought itself.
God architecture in town centre. Needs a good weekly food market. Not just Pakistani clothes shops. Local crafts people to have a monthly free stall, etc.
Castle hill and history, textile and engineering heritage and music, architecture of the town

I was born in Holmfirth and grew up there. I work in Huddersfield. Huddersfield has been part of my life for a long time and I love the architecture, history and open green fields and villages surrounding it. Huddersfield is also an area of many creative and inventive people that should also be celebrated. We have so much here!
Its place in the Industrial Revolution
It's industrial and architectural history.
Nothing it's a place to live run by a poor set of councilors
Landscape, textile heritage, music, architecture, friendly people...
Fascinating history and architecture
The architecture, mills, textile heritage, development of the town & villages, the canal, castle hill
The People, the pride in industry and the landscape
The diverse local history and industrial past and my family history connections
The history from early beginnings to present day
The people, their personalities and their skills.
Not very much. My main admiration is of the architecture and its industrial heritage
A friendly place with a heritage
Great atmosphere
Immigration - people from all over the UK and the world came to Huddersfield to work. Would be interesting to see their stories and teach people why immigration happens Art - we have a wealth of arts and crafts to showcase, both past and present Our industrial heritage and how Huddersfield was built on on this. Pictorial life of huddersfield, then and now.
The people and the landscape. World class woollen industry.
I live in Dewsbury now, though I am from Leeds so I don't feel any strong connections to Huddersfield, but more to the whole Kirklees area. I enjoy working with the different communities in the Huddersfield area, I would enjoy finding out more about the people of Kirklees, their stories, more social history. I love art and would enjoy seeing special art on tour.
Open spaces
Family connections, the town's textile history. Diverse art collection with potential to tell different stories
The diversity and string arts heritage.
Its growth as an industrial town, and the politics of its people
A town with industrial roots but with beautiful parks and surrounded in scenic countryside. A multi-cultural community with carnivals and festivals to celebrate that.

Huddersfield's foundations as a textile town are crucial to understanding the area today: how it made its name and reputation, how people worked, how/where they lived and, consequently, how the town prospered and evolved. Understanding that history and heritage - and its legacy - is crucial to appreciating the town today with its very diverse population, particularly when recognising the importance of immigrants to the area as a key workforce in the '40s, '50s and '60s.
People and history
I live in Huddersfield
N/A
Nothing really. It's just a place. I don't think making the museum just about Huddersfield will be much of a draw.
its industrial past but for the aspirations of people. So-peoples sufferings and triumphs. But most imporatantly for me, a theologian, its faith history
HTFC
Huddersfield rich architectural history, with many hidden gems, the wide and open St Georges Square welcomes you right after your arrival, there are only little outdoors cfe's that are missing and it would be like one of the many magical European places.
I am a member of the Tolson family and have a particular interest in the Tolson Museum
Kingsgate
Central with good access
Its rich diversity and industrial heritage, the people who formed the place we live in now.
Mix of natural landscapes/environment and industrial/social/political history, especially in relation to socialist/cooperative/radical history. Modern-day mix of cultures Independent and creative spirit - more could be done to celebrate its identity as a distinctly Pennine place that isn't Leeds or Manchester (or Bradford, or Halifax)
The Tolson museum is part of my family heritage as Legg Tolson was my ggg uncle and James and Robert were gg uncles. It is important to me to know that the legacy lives on in a vibrant and relevant way in the world as it is today.
There is a strong family connection to the Tolson Menorial museum
it is a former textile town and there are a lot of mill buildings around today it is part of the industrial north
I have no opinion
Its a multi cultural town with no racial tension and its surrounded by countryside
Where my children were born
The many ( thousands ) of Listed Buildings
Friendliness of residents. Compact centre with good rail and bus links.
It's rich Cultural diversity.

Not much since Kirklees councillors killed it
It is the home of Tolson Museum given to the town in memory of my great uncles Robert and Jim who were killed in WW1.
Always lived. My cultural formation
Things made in Huddersfield can be found world wide, so we should be proud of our products and firm's
the events that have gone on over the years like the festival of light and the food festival ect
Tolsen museum which needs to remain where it is
I'm a new resident, keen to know more
Rich industrial past, surrounded by attractive countryside.
Rugby league, textiles, political history, architecture
Huddersfield is centrally located to get to Leeds. Bradford. Halifax and Manchester. It's in the middle of all these places so to speak, easy access and great for commuting.
I began my working life in engineering as a young woman, as did my father before me, in a time when Huddersfield was a wonderful place to live.
Melting pot of different cultures
It's place in our political history
Northern heritage
It is a sad depressing place that has had the heritage of its built environment disrespected, damaged and destroyed by a council which has no vision or understanding of what it is doing. The recent approval of plans to build on Castle Hill are a case in point.
Memories of how Huddersfield was before the town centre deteriorated.
Huddersfield is set in beautiful scenery - ancient woodland, moors, farmland, rivers etc with many historically important buildings, interesting geology and natural wildlife. It's part of England's industrial history and heritage and can play a role in future developments which include care for the changing climate.
Being a industrial town, with decent local professional sporting teams, a vast amount of 19th century architecture, with the diversity of learning campuses. Huddersfield has it all albeit not the finished article.
Family connection
The lovely villages like Marsden, Slaithwaite, Holmfirth
The diversity of the town
Architectural history and position in the landscape
My adoptive home. I'm proud of it's industrial heritage.
It is my town of birth and its history has been a major part of my upbringing especially the Tolson Memorial Museum.
All the beautiful buildings in the town.

It was the first place I lived in the UK when I moved from Greece
Radicalism, independence, people
It's an important Yorkshire town that I'd like to know more about
History, landscapes, buildings
Civic, ecclesiastical and Industrial architecture and archaeology.
It's History which sadly has been destroyed by the current Council
It's my home
It has given me the opportunities I've hoped for in life
My family history is based in and around Huddersfield with a strong connection to the mills and engineering companies. The town boasts some stunning architecture which sadly goes unnoticed due to the run down state of the town centre.
Having smooth roads instead of potholes the size of the Grand Canyon
Industrial, Textile and sporting heritage
It isn't other parts of Kirklees have more heritage and existing museums that have been shut and could easily be repurposed
History of resistance - the Luddites, etc. Textile Heritage. Large population from Grenada & Carriacou
Landscape and architecture
The historic architecture
Parks and open spaces
Its diversity. Its beauty, its history
It's not that special really - run down by successive councils for their own self-interest and represented by a useless absentee MP. High rents and greed have driven away smaller retailers.
Architecture
Multi cultural town with a warm atmosphere
The history
Surrounded by stunning landscape and inhabited by genuine local people - rich history in industrial development - great sporting triumphs
Huddersfield is no somewhere I go much, I like the architecture and feel of its Victorian heritage.
It's disparate communities, industrial heritage and upcoming artists/
World class textile industry. [ Still here] Success and wealth of the town down to certain individuals in the past, [ Hanson Transport for example] In 1948 there were more Rolls Royce cars sold in Huddersfield than anywhere in the UK. A very successful town with many types of industry, Aston Martin owned by David Brown at Meltham!

The museums, parks and open spaces. Why do we need an new museum? The ones we have are fit for purpose. Money should be spent wisely in this day and age. The museums we have should have more funding.
I am interested in Kirklees as a whole. I enjoy spending time with my family and friends in the beautiful spaces we have available. I live in walking distance of Red house museum and find it insulting that you will only ask about Huddersfield and spending money there.
Fascinating architecture, historical interest eg castle hill
Diverse communities
The mix of town and country. The heritage.
My Alma Mater University
Huddersfield have a long, diverse and varied history that combines to bring distinction, significance and make links with wider narratives of historical change - and it's there to discover, sometimes with a bit of help, in the buildings, the stories, the street names, the people and what's on the skyline
Transport links
I lived there the majority of my life and love the amazing architecture and character of the amazing old buildings
People and culture
I like the architecture in Huddersfield. It is also a friendly place.
Some of the buildings - the railway station
It's mill heritage
The industrial history, especially the connection to textiles. The landscape and the varied environment such as the open countryside, the waterways and the networks villages across the town The sporting history, the connection to rugby league to the more recent connection to cycling, Tour de Yorkshire and the Tour de France Castle Hill and its historical importance
It has a strong identity unique to Huddersfield that is rooted in many significant stories (town that bought itself, non conformist politics/religion, rugby league...). I hope Huddersfield's unique stories/identity are celebrated in this new facility.
The people, the landscape.
Victorian heritage and current multiculturalism
Textile industry
Industrial history, mix of amazing landscapes and heritage
Its textile heritage and the diversity of its population.
Its textile heritage and historical buildings
Its rich history and it's diversity
The landscape, with beautiful countryside and so much industrial history with the Mills and canals



Its unique heritage and landscape
The diverse communities and a sense of a shared community.
Nothing in particular
The textile heritage and landscape
Architecture, heritage and industrial, cultural and social development
Its history, its music and its people. The countryside and environment around huddersfield.
It is where I was born and grew up and my family still live there. The town has a rich industrial history and has beautiful surrounding countryside.
Transport music heritage
The landscape, history of Huddersfield and it's villages
A rich variety of people and of history
Historic market town
Its radical past and its multi-ethnic present.
Local history
The atmosphere of the town
Huddersfield is the town that bought itself! It's amazing!!
Its amazing industrial heritage. The fact that it is so multicultural. The beautiful countryside which is just on our doorstep.
Industrial heritage, sporting heritage, culture, landscape
The history of the town and its setting in Yorkshire.
Links to the cloth trade
It is one of the larger towns within 1 hours drive
Town with a proud history of radicalism, ethnic diversity, world renowned textiles, so green i.e. trees wherever you look, music
I don't live in Huddersfield, so it doesn't feel particularly special to me
I work locally and it is my 'second home'
Local political history - industrialisation Architecture Natural environment Friendliness of people
The University is the only connection I have had with Huddersfield
Amazing History
The history
diversity and heritage
It's rich history, I love finding out more about the past.

Castle Hill, Emley Moor Mast, the moors, the hills and views, the people
Huddersfield' diverse heritage and place on a worldwide stage. Huddersfield is not inward looking.
Creative writing groups and The Albert Poets
It's convenient situation for countryside and large towns
It's my home town
I live on the southern edge of Huddersfield, so for me its rural countryside and communities, although the architecture of the Huddersfield is very impressive.
I grew up here and lived going to the library on a Saturday and my mum felt safe letting me and friends shop in the town. Nowadays I love going in to do research on local history.
The old buildings
Its hills, surprising views, weavers' cottages in quaint little yards. I love the mellow stone buildings and the way it has retained its character. I'm not a resident, but I fell in love with the town the first time I stepped out of the railway station.
Access to countryside
Industrial past to present. Landscape & town scape and how it has formed both naturally and man made.
Heritage, Industry, Architecture
Not much anymore Kirklees council have destroyed the Town.
It's industrial past and it's transition to current times.
Victorian architecture that is getting neglected and destroyed by Kirklees council
The industrial history and the landscapes
Convenience to town and countryside
It's what I now call home
Its my adooted area and for 3 of my grandchildren it is their city
History
Family
I am interested in the growth and industrialisation of Huddersfield, and how local villages were involved in the textile trade. The old mills and industrial equipment are interesting and also the traces of industrialisation on the landscape, e.g. mill ponds, tenting fields, coal mining etc.
Multicultural with nature on the doorstep.
History
Lovely old buildings that are being demolished and replaced by concrete that will be crumbling in 20 years time!
I have lived in Huddersfield all my life and hate to see the idea of moving the library and Tolson Museum

Rich with diversity - people. Breath taking architecture in the town centre
Architecture and history
The landscape, its industrial history and innovation, easy access to open countryside and transport infrastructure to other major towns and motorways
It's past heritage and the pioneers from the town and how we move forward.
The historic buildings, culture and easy access to both countryside and big cities like Leeds, Manchester, Sheffield
It's fantastic scenery, it's fascinating historical heritage
I'm from Batley & Spen but I feel Huddersfield is special because a late friend of mine was a huge fan of Huddersfield Town FC and the entire place brings Kirklees closer together and more united.
I don't have any connection to Huddersfield but would happily travel to visit for good exhibitions
Huddersfield is where I was born and it breaks my heart to see how it has deteriorated over the 10 to 15 years. It once was a vibrant and enjoyable place to live. So, any improvement to the town would be most welcome.
born and bred Huddersfield area, also the surrounding countryside.
Its diversity and industrial heritage
The diversity, working class history, role in birth of modern capitalism
It's not special any longer.
Textile heritage, and music.
Beautiful buildings within a dramatic landscape, friendly locals and people like me who are from elsewhere and have made Huddersfield their home.
The history, landscape, architecture
Architecture, especially the villas of Edgerton, the mills and their regeneration, the canal
The history
It is a nice place.
the architecture - there are some beautiful buildings. the heritage with textiles. i like the LBT theatre and the mix of shows they put on, i also like the cultural events put on in the town halls, and the library service events
It's home
Heritage and mixture of cultures
The sandstone is attractive, it feels like home, people seem friendly. I'm looking to move to Huddersfield.
It has a long industrial heritage and together with the Pennine scenery is brilliant
It isn't... budget should be spread out across the district

Huddersfield is quite close to Dewsbury which has a fantastic history and also heritage.
Cultural diversity and industrial heritage rise and
Absolutely nothing. I live in Birstall, it's a small village about 8 miles from Huddersfield although Kirklees councillors have probably never heard of it!,
Kirklees council's neglect of kids' playgrounds
Absolutely nothing. The town centre is hopeless for shopping. I would move away tomorrow if I could! I shop in Halifax or Leeds.
Very rich history
The beautiful architecture.
The history, people past and present, great place to live
Its diversity of everything , from its landscape, heritage, buildings and its people. So welcoming!
The surrounding countryside. The friendly people.
Nothing, Kirklees Council really need to start acknowledging that there is more to their jurisdiction than Huddersfield. The residents of Kirklees are getting sick of being ignored and left to rot!
All money from Kirklees gets spent in Huddersfield and we are left to rot. Sort cleckheaton out
Beautiful architecture that is undervalued
The easy access to canal and cycling networks.
It isn't special at all to me. My own area of Batley is special to me but all my local museums are closing down: Red House closed up, Bagshaw hardly ever open,
Countryside, people, family, music
The buildings and architecture.
As an outsider moving here, Huddersfield is a unique town with an individual story to tell across many faces of life
It has a football team one of us supported since childhood. It has great parks. It used to have quality, independent shops
its proud buildings and culture
The landscape political heritage creativity and community
I have lived here all my life (so far). I don't want another idiotic Council to destroy our Heritage with rubbish. Keep our Libraries and Art galleries & museums in good repair. No new ones needed
Friendly place with a significant 19th Cy history, some beautiful buildings and easy access to its countryside
The rich cultural.and industrial heritage
The beautiful buildings that are not loved by the council, but we love them! Kepp them and maintain them! Dont let them rot and fall apart!

Landscape, iconic buildings and structures, inventions and industry, history of sound system culture, multicultural, Sex Pistols at Ivanhoe's, The Killermeters
Local area and landscape/countryside
Friendly people
Has an identity above and beyond Kirklees
Born here, live here and will die here how more special can it be
We have a special geographical and architectural culture of rolling pennine hills and attractive stone buildings
It's home and always will be.
The landscape and natural environment that surrounds our town.
For me it's a place I've returned to 3 times even though I wasn't born here and don't have family here. I was drawn to the community the multi cultural elements and also that it always felt like a town punching above its weight, I like that! I also love the situation of town in the countryside we have epic landscapes on our doorstep. We are also ideally placed for Leeds, Sheffield and Manchester so I can enjoy the cities without having to live in them!
I moved to Huddersfield frkm Manchester, originally being from Bradford. I chose to live in Huddersfield because I liked the area, it's changing landscapes, the friendliness of people, the wildlife and the tranquility of living near the moorlands.
The industrial heritage especially the remaining buildings
How it has grown from its beginnings to how it has evolved.
Much under estimated town, thriving cultural scene, amazing heritage with many local events which have had a global impact - rugby league, industrial revolution, textiles, music, Harold Wilson, social reform. Very grand town with lots of listed buildings and wonderful landscape, we should be promoted much more positively.
it's where family is, where i belong, where i work, where i live
I originally come from there. The Tolson Museum and Park were a regular visiting place in my youth and remain so today.
Its textile and industrial heritage, also its multicultural heritage and music and much more!
I was born and bred in Huddersfield and used to visit Tolson Museum with my grandma. It was magical for me. The parks are diverse and beautiful and the buildings of this town are art in their own right. I'm proud of the town which bought itself and regret its loss of identity when it was engulfed in Kirklees
It has a vibrant arts scene, a historical fabric and is a seat of learning. There is much to celebrate in terms of the town's development as a cultural, textile, engineering and chemical centre. I value the availability of cost effective exhibition space in the Art Gallery and hope very much that it will be a feature of the new gallery.

Very good art gallery in the centre of things. I particularly enjoy the annual photographic exhibition organised by the Huddersfield photo-imaging club. The quality of some of the images is first class over a wide range of genres.
beautiful architecture
Its industrial history
It's a place that is very welcoming with interesting social diversity
The architecture and it's heritage
It's textile and music connections
The station and George square. The chess set outside the gallery. The incredible painting collection, Bacon, Eardley, Lowry etc
it has a story to tell
I think Huddersfield and the surrounding areas are made special by the contrast between the rural valleys and industrial town.

**Can you tell us any stories from your local community which are important to you and that you would like to see reflected in a new Museum & Art Gallery?**

Free Text Responses in full of exact wording taken from survey responses

Nothing relating to huddersfield
I would like to see various stories from around the area from a variety of people and subjects
Migration from india/pakistan/ south east asians from colonial countries like Malawi.
Joseph Priestley and his contribution to science
Mary Taylor and the Taylor woollen merchant family of Red House, Gomersal
How the community has supported events i.e Hudds Food Fest, Hudds Lit Fest , Hudds Contemporary Music fest.
The history of radicalism -Quakers, Luddites, Chartists, Suffragists, socialists, conscientious objectors etc.
Suffragist movement
Creation of the Socialist movement, support for Women’s Suffrage, dominance of textile industry.
Only lived in Huddersfield for two years.
An exhibition on Simon Armitage and modern Huddersfield people.
The industrial heritage
I would like to see the history of individual areas reflected e.g. Berry Brow; Honley etc
I would like to see the medieval history of the area reflected in the new museum. The original castle of Huddersfield at Hill House rarely gets a mention but this along with its associated settlement is interesting.
People relocating to work in the area from uk and abroad.
Music and sub cultures, Punks, the Sex Pistols last ever gig at Ivanhoes, Romans, Doomsday
Our radical (in all sense of the word) and non-conformist heritage - chartists, suffragettes, luddism, industrial innovators etc
The story of immigration to the town, from as far back as it started.
I think the museum should celebrate the town's rich heritage including such as transport,sport and textiles.
I would support none of the ideological ideals below. None of the listed catagory items below have value of inclusion into a Museum of the town I was brought up in. This is pandering to the activists who are a minority of both Huddersfield and the country. I am aware that this opion poll is a tick box exercise but you have just turned it into something completely different. Which World issues affect Huddersfield and the people who live here?
Local people in music, tv and film

We have lots of local artists of all kinds as well as poets and the market hall would make an amazing place to display things. It is fully accessible and ideal for the purpose, when all the stalls have been removed.
All the valley mills
I'd like to see stuff related to the Luddites, local political history, how the World Wars and other conflicts impacted on the area, local Archaeology and ancient history and Prehistory, local Industrial and Economic History, local Geology and landscapes, and local Natural History. What about commemorating the area's rich musical history - you could start with Mrs. Sunderland.
I would like to see also space given to local artists and events such as the Holmfirth Floods.
Contribution of different European minorities (Polish, Ukrainian, Italian, Latvian, Czech, Irish, etc.) to local social fabric
The work of voluntary organisations Like the excellent exhibition about the suffragettes
No. Spending money frivolously when the town is rapidly becoming bankrupt is the height of foolhardy, typical of people who never have to MAKE money in the first place.
Stop wasting money on stupid things.
I deplore this insistence on stories. I understand the power of narrative but not everything has to be expressed that way. I think you're underestimating the intelligence of your audience. Though as HL Mencken said, "No one ever went broke underestimating the intelligence of the American public."
Local industry. We should be teaching people about their local history
Our amazing rural countryside, our textile heritage and our stone quarrying heritage stone for Buckingham Palace came from Huddersfield
Success of Mrs Sunderland music festival. Brass bands success. Huddersfield Choral society.
How the wealth of the town was created and how residents were allowed to prosper
The struggles of the working class.
History of M62 & surrounding areas
Multi-cultural community and diversity of Huddersfield.
The history of the Drill Hall on St. Pauls Street.
History of Castle Hill through thousands of years. Exhibition for local artists. History of Textiles in Huddersfield.
More on Huddersfield's amazing musical past and present, please.
Old pictures of areas
Learning more about the heritage of the town- I was once told that as a result of the textile industry there were more Rolls Royce cars in Huddersfield than London- fact or fiction I do not know, but it would be really interesting to know more about the families who lived here- from every walk of life, not just those who drove the Rolls Royces! A picture that builds up a rich (textile!) tapestry - from the green hills to the industrial mills and terraced streets, to the beautiful old regal looki



Much more about how the town bought itself and how the Ramsden family impacted and influenced the design of the town
I've always found it interesting how there are so many small villages and hamlets around the area, each with their own distinct history. I'd be interested to know more about these and the people that lived there.
Engineering - David brown Tractors, Holsets etc. Important war time contributions. Contribution of women through the ages
The history of the mining and mill industries
story of rugby league loads of local kids now professional , including my two sons suffragette movement the artist trevor stubley Harold wilson his story
Sporting highlights.
The History of Huddersfield with particular interest about the stone age people of Castle Hill.
The unique history of the town, how it was owned by the Ramsdens first then sold.
As above I think you have to show the political history and the varied industrial heritage of the town,
Our strong democratic heritage should be celebrated, along with the history of our unique local places. The story of our textile heritage and how this has affected local lives and landscapes is particularly important to our community.
The luddites movement
Tenants movements; allotments
History of Huddersfield Police
The luddites
Local festivals like Moonraking and Imbolc really mark the changing seasons and bring people together
Changing communities landscapes over time
the development of a multi-cultural community
The people who lived in the town and contributed to its development and some who were famous more widely in the country, for example, Harold Wilson, the Ramsdens, James Mason, Anita Lonsborough etc.
The past industrial and farming heritage.
I should like to know more about the workhouses and the development of hospitals. How the poor working class survived.
Jo Cox
- Devil's Rock Netherton and the Magdale area MUST be included! - Luddites of Hudds (see Alan Brooke as he's the expert) -
Luddite heritagr
The local suffragette movement
The Windrush Generation up to present
The Flying Fortress crash above Meltham and the Holmfirth floods

I only moved to Huddersfield 13 years ago, so no.
I would like to see more diverse cultural information and arts to reflect the diversity in Kirklees, including African-Caribbean heritage and positive contributions to this town. It is important that the museum reflects out town and showcases various backgrounds.
Contribution of South Asian women
Frankly, I do not want to consider the destruction of yet another iconic building in my town. None of your questions take into account the views of people like me who wish to preserve what we already have, a wonderful Art Deco building that ought to be conserved. #
The windrush story black history month and black peoples contributions and achievements
Reggae in Huddersfield - it's key to the story of reggae in Britain Textile history and art, including the key role of Asian immigrant communities The stories of established community arts festivals - eg Imbolc and Moonraking The meeting of rural Landscapes and urban environments The building of the canal network and Wessenden dams - from a landscape, engineering, human and creative perspectives Simon Armitage and poetry across Kirklees
The diverse Local Festivals celebrating our multicultural heritage.
Stories of Black People and their contribution.
Some very inspiring stories and creative responses coming from the pandemic. I would love to see stories around how creativity has been expressed and celebrated within our communities.
General humanitarian efforts of local people / organisations during the pandemic
The story told to children that the lion in St George's Square came to life at night and patrolled the town making sure everyone was safe and all was well.
Marsden has significant number of mills etc would be good to know the history and see it explained and displayed somewhere.
I find the LGBT+ history fascinating, particularly the early pride march etc.
Skelmanthorpe flag and its history, Needs to be properly preserved and displayed. Textile history particularly the story of the "fancies" villagers south of huddersfield.
Excavation at Slack Roman fort
Denby Dale Pie
I live in the Colne Valley and we have our own museum. However, the development of the textile industry from dual economy to world-leading specialisms needs to be told.
political history of Huddersfield, Luddites, Chartists, suffragettes, conscientious objectors, ILP, Socialist Sunday Schools, Victor Grayson and home to a Prime Minister - while far from Westminster it is part of the national story of progress and democracy
Wartime contribution of South Asian communities

As a member of the Huddersfield and District Archaeological Society I have been involved in several excavations and publications. Often I meet local people who are very surprised to know that there was a Roman fort and an important military way connecting the legionary forts in Chester and York. I have given talks to school children and older students who find it hard to believe that there is a Roman connection and a strong native British population. Ideal subjects for a modern museum presentation
Life in the local mills and the weaving industry around Skelmanthorpe.
The history of the denby dale pies
The award-winning local parks.
There are so many different areas/wards within Huddersfield/Kirklees, but it would be nice to see old pictures of how things used to look and maybe people from those areas remembering things they used to do - in the area, at school, groups they belonged to, etc. Also, maybe something showing 'famous/well-known' people from Huddersfield and what they achieved like James Mason, Harold Wilson, Jodie Whittaker, etc.
What about the Higglers of Shepley
the families culture and traditions in weddings and birth celebrations. people who contributed to make Huddersfield where it is now and their origins and diversity.
The past and history about Kirklees in whole and the future for Kirklees
It's not just about local stories, although they are of course important. Museums and art galleries should primarily be places of wonder, with incredible objects on display that are not necessarily local but can excite and inspire.
Textiles at university of Huddersfield and historic textile facts
Emley's history as a market town.
I don't want to see my community reflected I want to see the world reflected.
The history of the chemical industry in all its avenues
How Spen Valley was annexed but never felt included even after all these years huge resentment exists.
People helping each other .
Is this going to be linked to the Rugby League museum?
Improvements for younger people's futures
I would like to see in depth stories of the luddites and local celebrities like Jodie whittaker, Big daddy the wrestler, radio 1 presenter Sophie Kostrowski, local sportspeople and singers.
The musical history ie. Choral singing /Bass bands. The history of the canal which goes through Huddersfield Basin.
I think it is important for the new museum to tell stories from all areas of Kirklees not just Huddersfield. Telling people's stories from the textile industry is really important, not just the development of the textile industry.
Johnson's Welkfield quarry, local stone, local artists of merit, community projects

More Black history associated with the Town
Examples of famous products made in Huddersfield
Batley Rugby League Club, mungo & shoddy, Methodism in the area, working conditions in textiles, local artists through the ages, Bronte connections.
Huddersfield's sound system culture/history
First National Gay Pride happened in Huddersfield 1983. Textile & engineering work was the backbone income of many local families ~ now mostly gone.
My recollection of James Mason living on Croft house lane and his acting career, Greenhead park through the ages and the history of our great buildings in and around the town centre.
YES. Caribbean cultural concerts and children African dance group
Yes, Huddersfield carnival and Windrush generation
The stories can be found in the Facebook group 'Huddersfield: then and now'. Lots of stories told by older generations of old shops, old factories, the jobs they did, the cinemas, theatres, nightclubs, pubs they went to. It would be nice to see these stories immortalised in galleries and interview audio clips, before these stories become lost forever. Also, the town went through a massive change between 1850 and 1890. ( especially 1850-1852 with the demolition of the George Inn to build John William St
Carnival
Denby Dale Pie
Denby Dale Pie heritage
Listening to testimonies from past local workers and residents
How people progressed beyond backwards superstitions, obsessing over petty status within the immediate community (as relayed by Orwell in his studies of the north) and just waiting to die and go to heaven by educating themselves, engaging the material world and then creating positives for the communities like parks, pubs, breweries, shopping arcades, bandstands, cinemas, music halls etc...
Local characters .Eg Holmfirth Tiger Holmfirth flood . Coalmining/Textile history
David Brown transport
All my family for at least 3 generations have links to the local textile industry
Needs to be more about Afro Caribbean and Asian communities
Industrial revolution and the loss of the weavers' cottages
My pawnbroker's balls were taken from dewsbury to huddersfield and I would like thrm back in dewsbury where they belong NOT HUDDERSFIEKD
What life was like - the dangerous conditions and tragedies.. the resilience of people. The multi-cultural heritage. The local stories in the valleys golcar Lilys etc. Luddites

Stories of the textile mills
Proud of innovation in textile industry but also proud of the Luddites for their sense of community and protecting rights and artisan skills. Huddersfield and especially the Colne Valley still has a thriving and expanding community of crafts people, artists, poets and musicians which build in the heritage but at the same time move things forward. This is a common theme, past heritage and traditions providing a foundation and even springboard for the future.
Would like to see the voluntary sections of our small villages in the past and present as they are the community fabric not the town centre.
Weavers cottages Golcar
Gomersal has a rich history linked to the Taylor's, Mary Taylor's travels for example, her brother's links to Methodism.
I'm interested in how young people are helped to be creative and live by their creativity- studio & gallery spaces &
Luddites, woolen trade, unions and suffragettes, Huddersfield as a welcoming place for refugees
Lucy Fairbanks, Merrydale Dick, Victor Grayson
People who volunteer
Building of Standedge Tunnel, Harold Wilson, the textile industry
We need to celebrate local talent and enterprise past and present
I work at The Kirkwood which has a very interesting story about it's history and its founder
Luddites!
I'm particularly keen on pre-history in the local area and the Roman road.
Anything relating to the Spenn Valley
Stories of arts and creativity in all it's forms - local artists, carnival ect.
The museum service already holds a fantastic photographic and sound archive - the sound archive in particular has not been used in Huddersfield in recent years ( it was drawn upon in a very positive way in both Dewsbury and Red House museums- the new museum should utilise those fantastic resources and make them more widely accessible digitally (the photographic archive was pioneering in that respect - but again limited resources have gone into it recently). Storytelling must be at the heart of the new museum
None that I can think of, except that my great uncle used to work for Standard Fireworks and he used to put on displays, my Great Aunt was an artist and my paternal grandparents used to work at Washpit Mill. On my mother's side, one lady part-owned a mill. The family was very rich. They owned most or all of the houses in a street in Golcar. One or more of them owned a Rolls Royce. Another lady was a Bond Street milliner.
Moorland quarries that provided stone for reservoirs, railways, canals etc
Yes, why our council spends our funds unevenly.
Slaithwaite Moonraking
The MP who disappeared. The suffragettes from Huddersfield

Huddersfield is only concerned about itself it's out lying areas seem to be ignored, Red House museum at Gomersal was a joy to visit but now closed.
Windrush Generation
I'd be interested in the slave trade and how that impacted Huddersfield's development and evolution
More than just Huddersfield - North Kirklees as well
Instead of spending money on an art gallery people would appreciate better roads. They are disgusting.
I think the history of the mills encapsulates the luddites, socialists, industrial advances, community traditions and the value of immigration and the important role families from other countries played in developing the industries in this area.
Why is Huddersfield here where it is? Why did people settle here? Why did others travel here from around the world? Their journeys to Huddersfield. Why Huddersfield?
the Holocaust and the learning we can gain from the history of this atrocity
Has Huddersfield got enough on its own to justify a museum. The Liverpool museum is fascinating due to the city's history but can Huddersfield interest people enough to keep coming back to the gallery With the National Coal Mining Museum not far away, this would be a good connection, to show mines, mining and how it affected the area. Dewsbury, with it's textile history should be considered
our ancient and industrial history .Our contribution to the world today.
A room that is state of the art tech, like Bradford photographic museum, with sound challenges, visual effects, etc.
Growth of certain firms, eg Thornton and Ross, Johnson's Dyers and Finishers
I work at Huddersfield Local Studies Library so I know the Huddersfield area is full of stories. I am particularly interested in the social and industrial history of the area, including the varied cultural heritage of people in the area. I think local people and visitors from elsewhere would all be interested in the local history- people, places, political events e.g. Luddites, reformers, campaigners, poverty and wealth, changes in the landscape. It would be great to be able to listen to music
Barracks Fold Plague history in Hepworth - pertinent with the virus currently - past & present plagues / pandemics
Neighbourliness
Historical links to industry in this area ie farming ,textiles and many stories relating to local families over the centuries
The architecture and work of the area
Muslim heritage
The history of medicine and public health in Huddersfield
The story of the mills and the changing uses of the buildings over the last 200 years
Local creative artists past and present, links with wider art world, development of the art collection, artists traditionally under-represented in galleries

I would like to see: a focus on the young men who left Huddersfield to fight in the Great War; an examination of the history and archaeology of Castle Hill; an overview of Storthes Hall; a thorough consideration of the impact of the textile industry; the digitisation of archive photographs of the area and the opportunity to view them online with as much interpretation/information as possible; a consideration of key figures such as Harold Wilson or James Mason (and newer celebrities including Jodie Whittaker)
There is a variety of nationality living in Huddersfield I hope to see art from different background and culture in the Huddersfield art gallery in the future.
I live in Hepworth, and live in a lane where the plague started So Eyam gets noticed and we don't There is a gitty called barracks fol, ie barricaded in from the plague
I live in Almondbury, and one of the buildings that is of great interest is former Library Building, funded by Andrew Carnegie as part of his scheme to give many people access to books, this building was operating as per it's original designation right until July 2019, how many generations have walk through that doors and enriched their souls with written stories...
industrial heritage and the development of working class politics and the peoples voice, a shared heritage.
I've 'only' lived here for 16 years (originally from Dorset) so I'm not sure my community is quite what you're after. But I would be interested in hearing about other people's communities in a more in-depth way than they are sometimes presented in museums/public exhibitions. For example, I'm involved with several aspects of the music-making scene here and I'm getting quite tired of the Sex Pistols fact (neat as it is) being trotted out as the go-to musical heritage fact. So other communities and histories here probably feel the same way about their history/culture only being represented in a cursory way. Depth of content is one of the things that makes a museum visit worthwhile for me.
no I wasn't born here but I am interested in how huddersfield initially developed as an iron age fort on castle hill
The lives of Victorian Philanthropic Industrialists eg James Nield Sykes (" Mr Lindley ") whose extended family provided the land for today's Huddersfield Royal Infirmary.
LGBTQ history when Huddersfield had a larger gay 'scene' (more venues) than Manchester.
The arrival of the immigrant families, their integration & cultural gifts which benefited life & work in Huddersfield.
How Huddersfield had a heritage before it was sanitised and closed down
I grew up in Spa Bottom, Fenay Bridge which I think must have had very old pre industrial revolution origins. There are probably many such hamlets throughout Kirklees which would make an interesting investigation.
Huddersfield textile industry
I have heard many stories about drug addiction and how it affects on a person's mental health and how the addicted are misunderstood and looked down on when really they are just like you and me but with extra struggles caused by mistakes
The political movements - Luddites, trade unions and Labour party movements.

I would like to see and it would help, if food and cultural events were organised in near/in museums. This will give families and the local community to celebrate multi culture and great opportunity to go in the museum's as well. People would then see the exhibition as well enjoying the outside space. There are many celebrations from the community people can enjoy. Christmas, you could show how Huddersfield celebrated it through the past year. New Year you could show events that have happened in the year good and bad, Sikh celebrations, Hindus and Muslim, Jewish, Pride, LGBTQ, African, Irish all the events can play a part with the museum. People would love to see more events like these. And they can be celebrated within the museum premises showing history, you can have a speaker, you can music. Food outside, photos, dance groups. People love to get together. And great for families mainly.
I would like to see the story of the rise of the mills and engineering in Huddersfield, and I would like to see the explanations as to why we no longer have these industries, or any other if it comes to that.
Grandparents migrated from the Caribbean, and other grandparents migrated from Ireland
Harold Wilson! The general strike, miners strike and the impact on our local mines etc
The history of the LGBTQ community History of the buildings that Huddersfield used to have that have been demolished
Denby Dale Pie.
Industry, architecture, farming, the rise of the Uni. The old town from railways, to the big mills and smaller weavers' cottages. Our football and rugby teams with a rich history.
The beautiful Victorian architecture in Huddersfield
The story of almondbury and castle hill through the ages
The luddites, beyond the stereotypical depictions of them
Mine Workers in the 18th and 19th centuries in the Holme Valley (see the Cooksey book)
History of the Ramsden family
Luddites. Harold Wilson. Huddersfield cloth. Galpharm. First settlers. Rugby.
When I was a child and Billy Smarts Circus came to town my mother and father used to take me to see the parade that walked down Wakefield Road towards Moldgreen. The ringmaster in his costume led the elephants with circus performers on their backs followed by jugglers and circus acts drumming up business for their short stay in our town. There was an air of excitement as the crowds followed behind eventually ending up at the Big Top.
The Luddite struggles
1st Gay Pride march outside of London. I wld want to see stories about ppl who worked in the Mills. We mainly hear about those who owned them. I wld like to see an exhibition about Patrick Stewart. And lots of stories about 'ordinary' people.
I'd like to know more about Denby Dale and the areas in the south of Huddersfield as this is where I now live
The experiences of people who came to live hear from abroad. Carnival and industry



History as it was, and not airbrushed away to suit political trends.
Black history particularly caribbean heritage
Is it just about Huddersfield ? what about North Kirkees? If it is to be simply for Huddersfield , how will Kirklees council justify spending council tax payers' money who live in North Kirklees, and have seen beautiful important local Museums such as Red House , left to decay?
The Bronte history at Red house and Oakwell hall. Burnleys Mills.
Mirfield is underrepresented... we have a norman castle mound and a medieval church site
Luddite connection
The story of the hand loom weavers and the domestic system and how it was replaced. This was the making of the modern world.
The diverse histories of people coming from elsewhere deserve better visibility so that the museum becomes a 21C museum that engages with national narratives from local perspectives - to understand the legacies of colonialism/imperialism, industrial decline, migration and notions of twentieth century shifts in thinking about public life, the individual, freedom and equality
Parish church
Things related to the large employers .... David Brown (Aston Martin, etc) and ICI (large population of West Indian employees, innovators on safety, etc)
I think the story of local textiles and examples of local textiles are really overlooked.You tend to see machinery displayed but you don't get an idea of the actual textiles - perhaps made up into clothes?
Town that bought itself, non conformist politics/religion, rugby league...
Sewing asian dress making, recycling energy saving, sewing cooking , poverty , health
Standegde tunnel and transporting goods
The theatrical heritage, amateur and professional, and their associated buildings. Public houses and inns
The pagan/folk traditions in the Colne Valley, moonrakers, leadboilers, cuckoos etc and the different festivals and celebrations
wartime stories
I'm personally really interested in the history of the waterways.
The history of Denby Dale pie tradition
Penistone rail line and associated transport networks - packhorse routes, toll roads etc
Local festivals and events.
Yes, the Huddersfield community has lots of stories: of mining, of textiles, of chemicals, of engineering, of war, of social change etc
Town development and building through history

I would like to see included [among other exhibits] materials relating to the record of various ethnic groups which have arrived/settled in Kirklees - the Irish community, Belgians in the first World War, the Basque children, the Ukrainian group, the Windrush generation, the Pakistani workers [many ex-soldiers] the Kurdish community etc.
The rich heritage of the west riding
Brass band community
I'd like it to not only reflect Huddersfield but also the surrounding villages - lots of interesting stories such as for Holmfirth: Fenella the Tiger, and the story of Bamforth's.
We have a good gallery. It needs life breathing into it. That building is part of our heritage as well as the art collection
I'd like to hear and see more about the history of beer and brewing in the town
the story of migrants and ESOL learners in the community
Denby dale pie
Holmfirth's textile mills history, Bamforth's postcards and films, floods, Transition town
My local arts community is based around West Yorkshire Print Workshop in Mirfield, who have a long relationship with Huddersfield Art Gallery through our Flourish award. I would love to see this partnership nurtured and developed to work more closely with learning and education as well as exhibitions - all arts orgs in kirklees need to keep working together!
A section on how farming has changed over time would be relevant to today's challenges regarding food access and quality. Food security will become more uncertain after brexit and the future of our farms will be affected by a future trade deal with the US (many are predicted to become unviable). Also modern farming methods are degrading the soil - many soil scientists are proposing that we go back to a more mixed kind of farming as was practiced 70+ years ago eg rotation, use of livestock for fertilisation of soil, use of hedgeros and trees to improve water retention...- but also embracing some modern technologies for effiency etc. It's also recognised that we need to build horticultural / agricultural skills back up to we can be more self sufficient in fruit and veg - many skills have been lost eg fruit tree grafting. Farming has not been regarded as a career for a very long time - it's been seen as low status - but that needs to change. People have lost their connection to food
musical history, bands, venues etc.
Hopkinsons and engineering, how the town centre has changed in the last 60 years, the rugby and football, the market hall
Wakefield's rich museum and art gallery provision is often quoted with envy.
The history of Huddersfield U3A
Bronze age settlements
There are some excellent landscape photographers, and artists who could be given a platform through community art
Make sure it covers all of Huddersfield (denby dale area always gets missed!)
Photos of times past and its festivals

Wool and cotton spinning
I would like to learn / see more about Lords Mill on Mag Brook in Honley, which is now derelict, but which has an interesting history. I would love to see it rebuilt and repurposed, although I know this is wishful thinking.
Local history
David brown tractors
I don't want to see a new museum. The library building is magnificent
The only story for any new Museum and Art Gallery would be one of shame and financial stupidity by Kirklees Council! Renovate the library, build NEW LOOS! Put money into Towson Museum - extend if necessary to fill the perceived gap. DO NOT build a new white elephant.
History
We live in the Ramsden Villas opposite Greenhead Park and the architecture in the houses surrounding the park is wonderful. We'd like to see that architecture celebrated in a major way and the story of the building of Huddersfield through the ages easily available through permanent photographic and other exhibitions. The story of Huddersfield is not celebrated enough.
My own personal story about a local shop serving its community and how it brought people together.
My local park, Greenhead Park, has a fascinating history and holds many memories for local people and those from further afield.
A museum should reflect the history of its local people, this might be their working lives, their interests, how it has developed over time
In Batley there is this group called FOBS Friends of Batley Starion which I'm apart of and the late Jo Cox was apart of too so I think maybe throw some FOBS stuff in a new museum & art gallery in memory of Jo Cox.
The history of the Denby Dale Pies
There is a rich variety of music, musicians, artists and artisans living in the town.
Spitfire building in Meltham, suffragette movement in Marsden, Colne Valley labour party, etc etc Huguenots in the Colne Valley
Kids stuff
All information about Huddersfield from the past is needed.
interested in the recent black history month events. ALso finding out about local figures who have played a role on specific events eg the Luddites, and the abolitionists. i am very interested in local history so enjoyed the Tolson museum and the story of the familiy that lived int he house.
Huddersfield has amazing pockets of supportive community groups. I've only lived here 2 years but am bowled over by the community efforts to stick together. A photographic exhibition of the real life community groups would be great to see.
Not in Huddersfield... luddities but local to it..
Rise and fall of the mills and how ethnic minorities were integrated into the town
No, as my community doesn't exist as far as Huddersfield is concerned
Industrial revolution

The huge impact local charities have, such as the Deanery Project (luncheon clubs for older people) and DASH (helping refugees).
We walk up on Crosland Moor and want to know about the stone circle and observatory that we've visited and enjoyed but know nothing about.
Social history over the centuries. Stories from the older generation about the changes they have seen in their lifetime - work, leisure, housing conditions, family life.
Yes you can learn all about them if you visit Red House Museum! Oh wait you can't because this joke of a council closed it and would rather open a new museum rather than fund an existing one.
Stop just spending money in Huddersfield. Sort cleckheaton roads out
I would like to learn more about early textile/weaving in cottages
Black History
It wouldn't be relevant - I don't live in Huddersfield
Luddites, education, religion, political movements, independence
Suffrage
Keep the old buildings in good repair & we save £ on not building new rubbish to suit a Council who want to destroy our Heritage!
The mills, moors and waterways
The childrens stories .. they are the future of the town!
I wish I'd known Huddersfield hosted the first Pride parade outside of London when I was younger / stories from the Climate Strikes / setting up Huddersfield's first queer open mic (Out+Loud)
Black Dick and the Beaumonts
How the Polish community developed & integrated
David Blackburn and Simon Armitage
I would like to see our diverse culture represented by using real stories and art.
Sound system culture, textile heritage and adapting through the 20/21 centuries- also people stories those who are still local and those who have gone on to great success.
The textile mills
There's already a plethora of information at the Tolson Museum, this should be utilised more rather than building a new Museum.
Music both traditional and contemporary scene, importance of landscape, involvement of young people, art and creativity in the community
When my in-laws were children during the war, they went to stile common school and the girls had 3 bombs in their playground whereas the boys only had 2. My children went to stile common school during the 80s/90s but now there is nothing left of it. Nothing to show it ever existed. There was also a polish prisoner of war camp and a 'look out' for german planes just below castle hill.
Mirfield is where I live now. It has lots of stories

Huddersfield Naturalist Photographic and Antiquarian Society has its origins in the 1850s and from its inception drew its members from the successful industrialists and educationalists of the era.
The history of the town and its citizens over the centuries and presented in a variety of formats: still photography, videos, art and sounds example of products made from Worsted through to gaming software. The emergence of its university.
I am interested to hear about hear about local reggae sound system culture.
For North Kirklees and south kirklees to be treated as equals, a division seems to have been caused by its textile heritage- it would be good to see textiles bringing Kirklees together - in fact to see art and creatively bring people together from further afield - like the contemporary music festival
Cultural diversity
I'd like to see stories about protests, radical individuals and groups especially the suffrage movement (male and female). There's so much more that can be done with this beyond the Skelmanthorpe flag and women's suffrage movement.

**Please use this box to provide any further feedback on the proposed new Museum & Art Gallery**

Free Text Responses in full of exact wording taken from survey responses

<p>A core collection complemented by regularly changing exhibitions like in the British Museum. And the exhibitions should tell a story not just show you old stuff. I want to know the answer to the question: 'why should I care about this today?' And I want the exhibition to make me care, not presume I care. British Museum does this excellently - it's not just about their size or age of objects.</p>
<p>A games room including board games role playing games and the ability to bring your own games and play with friends</p>
<p>A good building and design (architecture) would be good for backdrops and encourage social media users to share their experiences. A central location would be ideal, especially one which made people walk through town and pass nearby businesses. I hope the museum can reflect and celebrate the past while also being modern and looking to the</p>
<p>A lot of these questions make is sound like it's going to be a community centre, rather than a museum. Local history is of niche interest it won't draw in many people, I don't think. People just like weird stuff, like dinosaurs, taxidermy, ghosts and medical equipment.</p>
<p>A museum and gallery in a town is an important part of a community, and a welcoming space with easily accessible (in terms of language and relatable) exhibitions and content are a must to ensure local visitors support the place.</p>
<p>A museum is not a sports centre , plenty venues for yoga etc. Cafe not too important , but a area to accommodate a school outing with rest rooms etc would be more applicable. People don't want bombarding with current issues important as they maybe. Please go with word museum and don't turn it into a drop in centre.</p>
<p>A new modern building for it (or the courthouse). Should be fun &amp; not stuffy, family friendly, promote all that's good with our town-textiles,town that bought itself,HTFC,Harold,Pat Stewart,architecture,uni,parks. Should detail plans &amp; vision for the future. Nostalgia for lost shops, nightclubs etc Not focus on BHM, woke, just positives</p>
<p>A re-purposing and refurbishment of the Town Centre Library Building would be ideal.The Art Gallery is already in place, and the Library could be re-sited in a suite of the many empty shop units in the Piazza, which the Council now owns</p>
<p>A waste of money. Update the present Art Gallery and Tolson Museum. Do not waste public money on a new museum &amp; art gallery, especially at this time!</p>
<p>A wonderful, spacious and creative cafe would be fabulous to both meet friends and take in art.</p>
<p>Ability to stage national touring art exhibitions Ability to liaise with University and local industry regarding graduate shows and contemporary products eg textiles.</p>
<p>Access for All is my job and and at the moment Id be reluctant to swap to volunteering</p>

<p>Although I strongly believe Tolson Museum should stay where it is the art gallery and library should be looked at. I have 3 children with a large age gap between each (17yr old an 11yr old and a 3yr old) so it needs to appeal to all ages, also 2 of my children are autistic and so it would be amazing if there were quiet places they could go if too overwhelmed and also something to prepare them for the visit with info on what to expect. One last thing would be to keep homeschooled children in mind.</p>
<p>Although I've answered these questions from the perspective of my individual needs (for example, I don't have any sensory impairments), I do think it's very important to make sure these are built into the design of the venue. I may like reading labels, but a lot of other people may prefer audio guides. Likewise, I'm in the position to pay a (modest) entry fee but want the venue to be accessible to anyone who can't afford that. As mentioned before, the main thing that would attract/deter me to/from the museum (or at least a repeat visit) is having enough depth of content that doesn't just rely upon tried and tested tropes about Huddersfield (Rugby League, wool, Sex Pistols gig, etc etc). I'd like to learn some new things about where I live! I'm also very in favour of changing/touring exhibitions - this is something that kept me returning to the Art Gallery for repeat visits. Also please make sure that you hire a decent copywriter/proofreader for all the written material</p>
<p>Although the new museum is part of Kirklees Museums, I think the focus must be on Huddersfield and the surrounding areas and not include displays on north Kirklees. The areas of north Kirklees and south Kirklees are very different and north Kirklees deserves more museums/sites to tell their local history properly. Oakwell is limited in the local history that it can represent and Bagshaw doesn't do enough to tell the story of Batley, never mind the history of the rest of the area. In addition, Huddersfield is not easily accessed by public transport from much of north Kirklees and it should not be made difficult for people to visit a museum about their own heritage. I think temporary exhibition space is really important in the new museum. There's been a massive lack of new exhibitions and associated events at Tolson Museum. I understand this is due to small budgets but this is the best way to get repeat visits so space must be made available for this. I would like to see art integrated.</p>
<p>An entrance fee and /or paid parking would be very off putting and detrimental to visitors. Priority should be given to exhibits rather than spaces for add on activities.</p>
<p>An inward looking and parochial museum/gallery would be a guaranteed flop. The museum needs a robust business plan to generate income and thus be able to sustain high quality exhibits and regularly refreshed sections. This survey was worrying, there were no questions about Art. Art could be a key attraction, but only if it is contemporary and exciting. The Ferrands gallery in Hull gives a good exemplar of what can be achieved.</p>
<p>Any " new " Museum should NOT be a new building - but rather a refurbishment of one or preferably more than one OLD building, and perhaps the unser-utilised / run down spaces in-between or alongside ie innovative urban design not flashy modern architecture. Comparative examples are the regeneration of Huddersfield's Theatre ( once the largest Methodist Chapel in England ) , or the refurbishment of some of the old shops at Kingsgate - but NOT the new Kingsgate Centre : or Huddersfield University's canalside Maths&amp; Computing Department in a refurbished Yorkshire stone Mill - but NOT the " monstrous carbuncles " of the new Architecture School or the Journalism School !</p>
<p>Any gallery of this kind should encourage artists from the region, working with smaller organisations but it should also have an ambitious perspective on displaying work of national and international quality.</p>

Any new facility must meet recognised standards for collection storage, display and most importantly for public access which are an improvement on the existing provision - there is a great risk that the council will find an inappropriate town centre building and then try to shoehorn in the collections and displays into an entirely unsuitable space
Artist demos/talks, films?
as a disabled person easy access would be important and nearby parking.
As an older person without children I would like adult orientated, child-free options sometimes. Rather than focussing on things like Me Too or Climate Change or Black History Month, I would like to see a broader approach to inclusivity that more naturally incorporated different points of view and made as many people as possible feel comfortable
As I don't live in the vicinity I would only be interested in visiting if exhibitions changed periodically and offered opportunity to view exhibits normally seen in London and other less accessible venues around the world.
As I have already stated, you have not given me an opportunity to have a point of view on preserving and improving what we already have. We have lost enough public buildings, too much of our physical landscape and our industrial heritage to speculators and ill-informed councillors.
As well as reflecting the needs and interests of local people, I think it's very important for the town that the new museum and art gallery attracts visitors to Huddersfield. It should also aim to attract people who don't typically visit heritage places.
Attracting bigger names and putting on bigger events essential for pulling in more people.
But how about you reopen the Dewsbury Park mansion? My kids loved visiting the exhibitions especially in the holidays. Such a. Shame all money always goes towards Hudds!!!!
Can't wait to hear more, see plans and visit. After many years of reading about potential plans and witnessing incomplete developments in other areas of the town, this investment is welcomed. A great thing for Huddersfield town, Huddersfield residents and to attract new people to the area.
Coming from Liverpool it seems bizarre that the museums and galleries aren't widely publicised or spoken about. I honestly didn't know they existed until I saw this post. I have 2 children, so it is important that the exhibits are interactive and informative.
Commitment to meaningful involvement of local people and groups in the running of the museum - eg exhibitions not all decided behind closed doors by 'experts'. This needs to be more than a tokenistic 'community session' here and there but the new museum is a place that feels properly publicly owned and run ie an example of a democratised public service. I would like to see the museums themes not just be of historical interest but with clear links and relevance to today. What can we learn from the past - and have a sense of solidarity and commonality with communities that were here before us? For example, a huge issue today is poverty and inequality - many people feel powerless to change things, but we can be inspired to understand how ordinary people responded to exactly the same problems throughout history. Eg the night classes people set up for themselves at the start of the industrial revolution in order to understand the reasons for their oppression; the 'historic theft of common
Diversity and inclusivity is very important, also family friendly and actively to engage young people.



Dont do it! Maintain what we have and bring the town back to life without empty shops and markets! Family events bring people close together to enjoy our town.
Don't forget to reference local organisations, Colne Valley Museum, Skelmanthorpe Museum, Knitting & Crochet Guild
Don't know why there is a need to create another art gallery when one already exists. Presumably this will be the excuse to pull down the existing one
Don't make it 'Woke' (ie. New 'Left' divisive politics). As they say 'Go Woke, Go Broke'. If it is I won't go, and neither will most people.
Drop the PC agenda. Too many of your questions are painfully so.
essential part of our cultural history
Essential to provide good quality exhibits judged by artistic merit rather than political correctness
Exactly what will be the future of all existing Museum & Art gallery buildings ? I would object most strongly against mutilation or loss of the Main Library in the piazza - magnificent Art Deco.
Exciting, contemporary art exhibitions would be a huge draw in my opinion.
Exhibitions by all local groups, art groups, craft groups, local shops to display now and again. U3A groups, art clubs, etc. Different exhibition each month.
Free or very reasonable parking is needed to encourage visitors. Access (except to special events) should generally be free
Gallery space for local art groups to hold temporary exhibitions, location with outdoor space and plenty of parking. I think Ravensknowle would be ideal
Go look at Barnsley's "museums" especially the Barnsley Experience they are excellent
Good luck! I think it's an excellent idea
Have one space for local artist to be on display, changed monthly.
High profile exhibitions to draw crowds. Cafe with events like special cuisine days/nights
Hope it goes ahead, it would be a great thing for Huddersfield to have
hope there will be adequate parking
Hopefully it will be a true reflection on the history of our area
How exciting!
Huddersfield and surrounding areas are wonderful. I am a countryside person so rarely venture into town. That said I love art and craft and have favourite museums to visit (Manchester art gallery, Sculpture Lounge, YSP). After 4years of living here I didn't know Huddersfield had an art gallery until 2 months ago.
Huddersfield does not need a new facility. Utilise the existing building and stop destroying our heritage.

<p>Huddersfield has a long and rich history often of struggles, oppression and rebellion, from the iron age occupation of Castle Hill and the Brigantes, to the building of the canals and railways and the Irish Navvies, to the textile Industry and the Luddites, to the break away of the the Northern Union to form Rugby League, to the involvement of local people in the first and second world war, and more recently the settlement of immigrants from the commonwealth and their stories and even more recent the stories of European economic immigrants</p>
<p>Huddersfield has a strong historic identity separate from the wider Kirklees area and this needs to be emphasised. The current art gallery / library is an amazing building centrally located in the town whilst the Tolson museum is a fine villa occupying a lovely position within a well used park. Any new building would have a lot to live up to and should be a centre of excellence to assist in the regeneration of the town.</p>
<p>Huddersfield has some beautiful buildings which are the result of private enterprise in the Victorian era from textile inventions, steam power, coal mining and engineering. Banks, building societies and local authorities all did well from it. Today the hundreds of mills in the Calder valley have gone, along with the supporting engineering</p>
<p>Huddersfield is in need of a cultural centre, the town has so much potential.</p>
<p>Huddersfield needs this! The gallery is currently tucked away at the top of the library and I'd love to see it in a new space with vibrant art exhibitions and events at the forefront and working in collaboration with other Kirklees organisations.</p>
<p>I already volunteer for the Museum &amp; Gallery Service</p>
<p>I am a PhD student and my research is multidisciplinary; exploring history, culture and environmentalism. I have a proposal for an exhibition and would love to get in touch.</p>
<p>I am a regular user of the archive service and I would like to see improved access/exhibition/exploration of more of their fantastic items within the new Huddersfield museum.</p>
<p>I am concerned about the future of Tolson Museum if this goes ahead. I presume that this will not affect the location and future of the current main public library, it will be a complete disaster for the town if this building does not continue as a public library and particularly that it retains its local history function. I would not agree with any move of local history and archives functions across the ring road to the University as I have heard mentioned in the past.</p>
<p>I am concerned that Council Tax money is not being fairly allocated to Museum and Art services across Kirklees. If this was a proposal as part of a regeneration and investment which included existing local museums across Kirklees I would be more positive. Existing historic museums eg Red House, Crow Nest, Bagshaw, are either closed or much reduced in scope. People who live in Kirklees have an understanding of how local communities function, eg willingness to travel across KMC: most communities are very local and like to be within easy travelling / walking distance of facilities. How about a Kirklees Museum, sited in North Kirklees eg Dewsbury?</p>
<p>I am concerned this questionnaire is more a political focus group rather than what people would like to see and visit</p>
<p>I am disappointed there is no support for struggling local museums but money for shiny new ones</p>

I am looking for somewhere to create a health and well being garden, I feel like the museum could be an ideal location. Providing a calm, relaxation, space in middle of a bustling city to stop take a moment. I would like to create an area of balanced planting with a mixture of flowers and plants that are good for wildlife.
I am not happy at the decision that this should be Huddersfield based, accept current art galley desperately needs attention, mainly because maintenance has been poor but feel out of town museums make better attractions with free parking, outside space etc.
I am not interested in museums as a platform for social justice - you have barely mentioned the range and quality of the collections, the expertise of staff, innovative design ad interpretation - that is what I'm interested in!
I am personally very excited about new museum and art spaces in Huddersfield and it would certainly in courage me to come into the town centre with my family more often.
I am quite shocked that you are consulting on whether your museums should be accessible. This is not a choice. Every museum, gallery etc should strive to be as inclusive as possible for the disabled (and by law are required to be) just as they should be inclusive of LGBTQ, ethnic, and other groups.
I am sorry but most features are for a social meeting place and do not reflect my interpretation of a museum. Potential to be over political.
I am very dissappointed with this, I would prefer the present museums and art gallery upgrading. You make no mention of plans for redundant buildings once the new place is up and running
I am worried that this is simply a wish list and does not address practicalities, eg existing collections, items in storage and not visible to the public, funding constraints, building/space constraints including commitments in the Council's Huddersfield Blueprint. I would prefer to see a menu of realistic options being presented for comments and priotisation
I cannot see why we need another Art gallery/Museum. At this trying time we need to invest wisely into the facilities we already have and try to encourage more people to visit them. This to me is wasting tax payers' money. We need value for money with the maximum entertainment/therapy. Ludicrous!
I consider that the project is flawed. Instead of closing the Tolson Memorial Museum the site should be developed to include a new art gallery; a conference centre and extensive free parking for cars. A FREE and frequent bus service could take visitors from the rail and bus stations. Allowing good commercial catering.
I don't understand half of this, museums are not health clubs or community centres. We have a brand new sports centre which is where you should do your yoga or Pilates. There is a town hall & several other buildings in the town centre like the Mission or Media centre or that Brian Taylor place by station for community stuff. I want a museum
I enjoyed visiting the art gallery on the couple of occasions I have been there, but it took a long time of me living in the town for me to consider going in having been past so many times. It was only because I had some free time and was in the area. If I was more aware of it being there and saw regular posts or information about special events I would go more

I feel it should not dumb down - exhibitions can be challenging yet accessible if done well, look to The Hepworth and YSP, Huddersfield could become part of the Art tour people do and still serve 'local' people. Young people need to be welcomed - maybe connecting with the university would help. Encourage diversity- it could be a place for groups to meet and mix and learn from each other - I hope the project will reach out and be ambitious- it could have studios and workspaces to support artists starting their careers - be brave and educate - do not panda to 'I know what I like' and 'let's sell the Bacon' mentality
I feel the museum should be a celebration of all the talent, skill, history And people of the whole Kirklees area, from success stories in the arts, culture, sports, politics, religion and national life, as well as a promotion of local businesses, crafts, industries that could benefit from the many visitors to such a museum.
I feel this would be a waste of money seen as you have recently closed other facilities in Kirklees that could easily be updated for less money
I have not prioritised issues such as hearing, visual impairment, signage , ease of access re DDA requirements as I feel that those are a mandatory given for any public gallery and museum . I think that there needs to be more innovative and diversity in the museums collections and events to help bring in different audiences. At the moment events and exhibitions are known only to those who are known to the gallery. More outreach to schools and community groups needs to be done to encourage them to feel that this gallery is THERE'S.. I have been many times to local galleries and although there is some diversity in users ... its not a reflection of the current social and economic demographic.
I have recently been put off going to museums and galleries as I have felt like I am on a school trip. Most museums and galleries quite rightly are aimed at children and families. I am not sure how you get around this, I suppose I am wanting a place to go and find out local info, look at cabinets full of interesting things
I hope I was useful and I bet its going to turn out great!
I hope the redevelopment will create more local cultural jobs for young people and that the gallery will make use of socially engaged community arts practices
I live in Bath where an art gallery was previously situated over the library like Huddersfield, since the library has been relocated to another building and the art gallery extended to cover both levels far more people are aware of it's existence and it now has a much greater footfall.
I look forward to seeing this happen - this will be a big plus for Huddersfield
I marked BLM as an answer, but I wanted it to include multi race history permanently and not just a month or a day event..
I mentioned that an entrance fee would put me off, but I think you could have a system where Kirklees residents enter for free (to encourage regular visits), with paying tickets for people outside the area. I think York does that with their museums/spaces. I also think it should be in the centre, linking with visiting shops and the rest of the town.
I regularly visit Yorkshire Sculpture Park and the Hepworth. Any new gallery needs to match these interns of architectural quality, both inside and outside, and in in its exhibition offer and outreach if it is to be really successful

I think Huddersfield needs this to attract visitors to the town centre but it needs to be well publicised and promoted and offer something different to other museums and galleries. Encourage all schools to use it and encourage parents to take their children. Seasonal crafts like they do in museums in Halifax. Use the gallery to show local artists
I think it inappropriate to be spending large sums of money on a new facility when Kirklees can't look after its children properly because of lack of funds.
I think it is an excellent idea & hope it comes to fruition.
I think it is an excellent idea and very overdue!
I think it needs to be welcoming, accessible, modern, child friendly and full of a wide variety of exhibits and activities to attract all age ranges and interests and make people want to return time and time again. Unlike the the current gallery which frankly makes me scurry round and make for the exit a.s.a.p.
I think it would be a shame if the development of a new museum and art gallery meant that the existing library and art gallery were sacrificed. Possibly sympathetically extending that beautiful building could accommodate the museum? Similarly, the Tolson Museum is a lovely building set in a park and maybe that could be extended to accommodate new exhibits and community activities.
I think it would be great to have a whole area devoted to the natural world - for example rainforests - with videos and sounds and learning materials and information about what we can do to help save the rainforest, to help protect fragile ecosystems, to help save animals from extinction, to live in closer harmony with nature.
I think it's just what Huddersfield needs! But i think there needs to be care taken to not do too much with it - it couldn't possibly have displays on everything - so there needs to be consideration into making a coherent set of displays that don't feel disjointed
I think it's very important that the new Museum & Art Gallery has a clear identity and purpose - but there's a risk of 'design by commitee' resulting in it becoming weak and contrived (I'm thinking of museums such as Urbis in Manchester - or even the Millennium Dome!) Having said that, I do think it's a great idea
I think the indoor market would be the ideal location, being in the centre of town and showing off the 'one of a kind' parabolic?? (Not sure if I've got the correct word?) The amazing ceiling!!
I think the new museum should be created in Queensgate Market and the market relocated to the BHS building to make it central and to consolidate the town centre. Queensgate Market is an important building and its position between library, uni. and town hall is perfect.
I think you might wish to include questions about the design of the interior galleries rather than simply than the outside as more of the year will involve indoor than outdoor visits. Think about lighting, ambiance, seating, avoiding overlap between audio displays, a balance between making the site family friendly and maintaining a sense of the place as a site where the past is made meaningful to contemporary audiences of all ages in different ways. You need flexible spaces that may be adapted for a variety of visiting and temporary exhibitions; where people may engage digitally

at different levels but interactive exhibits must be sustainable and not stop working. Have children's clubs but engage with the communities you wish to attract so that they help to identify the barriers to access, participation and representation.
I think you need to listen more to the people of Huddersfield.They do not want the centre of town turning into one big arty farty display.There are much better things to do with rate payers money .Improve the shopping experience for one.Just because certain councillors love art does not mean that the majority do .If you spend all this money it will be a total white elephant and kill town offnot improve it as a shopping place.
I thought this was going to be a Museum, the way these questions are worded seem loaded and leading the witness. If this is going to be in the town centre we have a Town Hall for community activities and we have a sport centre for pilates and other stuff. Please can we have a Museum that looks and feel like a Museum. Our ancestors developed fantastic museums, think of the British Museum or the Bodleian Library or the National Gallery. I fear this will end up like the Millenium Dome achingly politically correct but a total turn off for visitors. I bet this comment doesn't appear in any published summary!!
I understand Kirklees has no money. This is not a suitable project at this time.
I very much hope you can continue to support the annual photographic exhibition mounted by the Huddersfield camera club.
I want a museum that I will be able to learn and be challenged by and to engage with our present via the past. Somewhere I can visit more than once. I understand you need to be family friendly but please don't dumb down Have straightforward explanations but also the opportunity to easily find more in-depth info about exhibits
I welcome a new purpose built building
I would ask that the ambitions reflect diversity as much as possible which in turn is likely to draw in people who typically don't visit such places. A place where there is a balance between heritage (which is absent of systemic racism and other inequalities) and current issues/ opportunities which inspire all, especially our young, to think about what part they can play in shaping their future and that of others.
I would be disinclined to visit because it is to be in a town centre.
I would be interested in exhibitions and facilities like a good cafe with outside seating. I would also like car parking and easy access from major roads eg M62
I would be very disappointed if any development resulted in the closure of the Tolson or any departure from the objectives set out by the original donor, Legh Tolson.
I would favour Tolson Museum becoming the new Museum and Art Gallery. Set in a beautiful park with easy access this museum is in a central location and could host indoor and outdoor events alike. A well placed coffee shop (preferably pet friendly) would service not only visitors from out of the area but would be a welcome addition to Moldgreen which does not have anywhere for local people to meet for a coffee and a chat.
I would like a properly inspiring and environmentally friendly building, which local people can connect with because it reflects our values. We have great pride in our built heritage, but we also have respect for our natural environment - we are inspired by both. The story of our industrial textile heritage is also the story of our local work

I would like other local museums to stay open
I would like to know what the space in the library will be used for if the new museum and art gallery go ahead, this location is very convenient
I would like to see an exhibition of local artists (those living, working or from the Huddersfield area). I'd also love to be involved in that too as a local artist. I think a lot of adults who don't have children, don't go to libraries and museums as they don't think there is anything in it that would interest them.
I would like to see community accessible inclusive events and exhibitions. It is very exciting to have a new gallery
I would like to see the 'Fray Bentos' painting by Lobley in a place where it can be properly viewed. I would not like it if Tolson & Bagshaw Museums were closed because the buildings are living museums
I would like to see the old library kept in some shape or form maybe with an extension added, if it is to be situated in the town centre it is a lovely building.
I would love to see an open art exhibition and opportunities for local artists to exhibit in the art gallery
I would seriously prefer to see the current museums and galleries developed and invested in before any new build is considered, just across the border in Wakefield both the Hepworth and the YSP have so much more to offer because they have invested and developed in a way which hasn't happened at Tolson or the art gallery. For some reason, Oakwell Hall does better at attracting visitors as does Shibden Hall. Modelling our current museum and art gallery spaces along those lines would surely be a better proposition. Why is Queensgate Market being developed as an arts space without including the art gallery as an integral if not central feature. Why has the stable block at Ravensknowle park not been upgraded and turned into a lovely cafe with courtyard shops, it's crazy and just feeds the moaners negative view of Huddersfield and the council. Is it that funding is only available for something new?
I would volunteer if I had any available time! Very hard to limit some of the choices to only three or five options.
I'm quite surprised at the opening of a new museum when you've closed Red House, a perfectly good museum.
I'd like to see something akin to the management of Huddersfield Library Gallery in the 1970s and 80s where the exhibitions and events were both traditional and challenging. I would like to see a space that could be seen from. Street level to encourage access for people other than the chattering middle classes
I'd like to see upcoming artists supported
I'd love to see dance performances in galleries and interaction with the audience is also great too
If I were fit and able I would love to volunteer my services, but sadly that is not now the case. Please consider parking near the entrance for those of us unable to walk very far.
If the Museum created jobs this would be a massive draw for me. I have worked as an invigilator at Art galleries before and it can be a great job for creative people. From my personal experience I think a few part time/full time positions are much better than casual positions as these are very difficult to secure a stable living off.

If you have to do an entrance fee - keep it sensible (like Manor Heath Jungle Experience - in Halifax) - this is also council owned, so it's do-able. You can always give a 'donate more' option. Most important of all is getting a good stakeholder group for the design and oversight of the new museum. People need to feel that it isn't top-down .
I'm excited that Kirklees is looking at making a new museum and art gallery, but very worried that you might knock down the existing library that houses the art gallery at the moment. We've lost so much of our wonderful architecture and so many beautiful old trees, it feels like the council is constantly ruining and destroying all these a
Is there a genuine need for such a facility bearing in mind there are 4 satellite museums in the area?
It has to be in Huddersfield centre.
It is a sad waste of time and money. Huddersfield already has a museum and an art gallery. The town centre is dying and building / converting homes in the middle of town should be the priority
It is quite obvious from the questions that the Museum will not be about the history and growth of the town but about pushing left wing political views. which the silent majority are fed up to the back with. So crack on with the minority aspect of this project. When most people read the questions they will know the views of the majority will be ignored and not fill in the questionnaire so by default you will only get the minority view.
It is very exciting. For me, the main thing is the exhibits, whether that is artwork or artifacts. It is important to put on exhibitions which have substance and meaning.
It might be useful to ask respondents which other galleries or museums they visit and why as this might give an indication of what direction Huddersfield's aspirations should be going in.
It must be well promoted enticing folk to visit it from other areas with interesting events for all ages. It should be a welcoming, attractive building to suit many needs .
It needs dedicated exhibition space and regular programme, not shared or flexible space. There should be a national and international focus to exhibitions, properly funded and curated.
It needs to be accessible both in terms of parking up and getting to it from all over Kirkless, but it also needs to be accessible on a people level. Exhibitions can't be too 'weird' all the time, they need to bring some fun and interesting exhibitions into the building. Does Huddersfield have any connections with TV makers (eg Salford)
It needs to be easy to access and little or no charge for entrance or parking and have exhibits that attract all walks of life.
It needs to be in the town centre and it needs to find a way of making the history of Huddersfield relevant to the diverse population of the town.
It should be a KIRKLEES museum featuring the history and achievements of the various towns and villages ....not just about Huddersfield
It should be an opportunity to include a diverse narrative of the mix of peoples living in Kirklees..currently whats offer is one dimensional
It should be light and airy, the present museums and art gallery are dark and uninviting



It will be a tragedy to lose Tolson museum. I suggest Kirlees councillors visit Canon Hall to see how a museum should be run be for they waste tax payers' money. What is going to happen to the beautiful library building?
It would be good if it linked to and developed the local creative community and economy
It would be great to see a wonderful new, or refurbished building housing a fantastic new Museum and Art Gallery, but it will inevitably take years to complete and in the meantime investment should be made not just in existing cultural venues such as Tolson Museum and LBT, but in a cultural programme of really high quality
It would be nice if local Artists and Artists from Huddersfield were given the opportunity to have an exhibit in their home town Art Gallery so that friends and family can be invited and enjoy their work.
It would be nice to incorporate Dewsbury Museum exhibitions in to the Huddersfield one with Dewsbury closing.
It's a great idea to develop our town. A genius template are the wide variety of museums in Washington USA.
It's great that the council are committed to providing a new museum and art gallery and despite financial pressures I hope they see this though and deliver the project. Art and culture are important on many levels, many of which are difficult to measure directly in pounds and pence.
It's not just about the building and collections but also well resourced programmes of events and activities accessible to all that will make people return for visits
It's pointless we already have everything that has been proposed.
It's a great idea and one that could really benefit the town.
It's very exciting, not something I knew about.
I've answered these questions based on my current life situation, so I'm aware I haven't ticked "accessibility" as a need, nor family friendliness. I think these should be a priority as a matter of ethics. Also, the space itself, if refurbished or Newbold should be done to high environmental standards (so the museum space walks the talk!)
I've been involved in gallery projects in another city. What we got wrong was the hard flooring which was tiring to the feet and slippery when wet. Make the museum too child friendly and it alienates the adults and those who want to learn. Toys, games and buttons are everywhere, so here's your chance to stretch minds. I'd be interested to know how many pictures you have in store but consider double hanging and moveable screens to change gallery layouts.
Keep it as a proposal i.e. do NOT BUILD. We have a library and museums already. Put money into them, build extensions/improve as necessary. Promote them more. All of this should be cheaper than a new build.
Keep it local. Skip the modern issues
Lighting in the art gallery is key and put me off visiting the existing gallery as the lights reflected on the glass of he art work frames- annoyed me so much I stopped visiting

Location and parking is important. If town centre then important to look at strange one way road systems, bus gates etc which put people off as they don't want a fine and don't understand their own town centre anymore so don't bother.
Location has not been mentioned. I would like to see an expanded museum at the Tolson. A new town location would not be suitable as Huddersfield town centre is not visitor friendly. In fact I hate using the town centre.
Location is so important. Near a water feature and easy to walk to.
Look at the Hepworth in Wakefield or the Baltic in Gateshead and how much of an attraction they are. They are a reason for people to specifically go to the area. That should be the template and not some naive fuzzy-wuzzy approach that might sound "inclusive" on paper but will be the opposite because no one will go.
Lots of light and space, windows with views onto the town, a great gift shop and cafe that's an experience in itself. The Tate in Liverpool is a fine example.
Love the idea of a central location - this should add a vibrancy to the centre of Huddersfield which is feeling very sad at the moment
Make interesting spaces for people to enjoy the museum, light, airy, in and out spaces need to be intertwined so you have a journey through the museum. It's not the museum that's the problem it's how you market it towards the people. As I said there are many celebrations throughout the year make it educational. You can even set up treasure trails through Huddersfield that link back to the museum. Have actors do a theme walk around Huddersfield, do an interactive tour in the museum, have virtual games and apps that link back to the museum. If you have a good marketing team the museum will be great and you have a lot of people visiting the city centre. More revenue. Must stay with the times.
Make this museum a reason to come into Huddersfield
Many of the contemporary themes mentioned above are, of course, important. However, it is essential that the museum tells the town's story in a thorough way, from earliest times to the present. A focus on 'migrations; for example, could address post-war immigration but also the local history of Roman, Anglian and Norman settlement. The art gallery, meanwhile, should offer an ever-changing series of glimpses into local, national and international artistic production.
more relevant history with items to touch, not all worked around touch screens and social media
Museums and galleries are great places to take children, or for adults to go to with carers and support workers on rainy days but they are rarely designed with those people in mind and made welcoming, engaging and accessible.
Museums and galleries should be places that are accessible and relevant to everyone, but especially people from deprived backgrounds. I think this would be a great opportunity to inspire young people and struggling individuals and give them a place to grow and feel like they are part of something.
Museums I enjoy are set in spaces which I enjoy. The ambience of the venue adds greatly to enjoyment of exhibits.
Must link to rugby league as so well known to RL world as the starting point

Needs a great café. Modern art, let the Uni students have a space, be like the Baltic not like Tolson. Celebrating local history only has local interest, can't be world leading if just doing that, be bold.
Needs Regular changing exhibitions. Bright inside. Using a world class CRM/ticketing/fundraising system (like Tessitura)
Needs to be inviting, welcoming, diverse, represent Huddersfield and its history
New art and objects in a changing exhibition programme. Invite the local community to bring in objects which will become part of a new collection for Huddersfield. Look at Experience Barnsley, they have a museum built on the artifacts from the community. They also have a temporary programme focusing on different aspects of their past e.
new buildings which keep popping-up in huddersfield in my opinion are poorly designed and lack any wow factor i.e. the latest extension to the university, yet just up the road in wakefield is the hepworth it would be great if huddersfield could create a museum space which had so much impact maybe using the canal waterfront as a setting for it.
Not too far from town centre
Nothing wrong with current library. Do not need a new one
Tolson Museum is part of cultural heritage and needs preserving
Other areas seem to celebrate their industrial past really well - Huddersfield nothing, apart from Colne Valley Museum. Tolson great but needs updating with more fun interactive displays. Quality Cafe is essential, mums and dads will travel for great coffee and fresh cakes!
Other towns in Kirklees are better suited than Huddersfield and have more heritage. You could use existing buildings and museums. Pop up museums at key Kirklees areas across school holidays.
Part of that culture and heritage is wrapped up in the building that currently houses The Tolson Museum. Rather than start again, build on what we were given in memory of the sacrifice made by so many during WW1. The current Tolson Museum building could be regionally amazing with some investment and could be all of the things that you are trying to achieve.
Please also think about day time group visits/ overnight adventures with young people through organisation such as Girlguiding. This works successfully at other venues, for example, The Deep.
Please can we have a Museum about the history of Huddersfield, this feels more like a community centre with talk about yoga and prayer rooms and socialising spaces. We have a sport centre in the Town Centre and a Town Hall that cater for these type of things, let's maximise the space to show off as much of our collections as possible.
Please consider investing in existing museums before building something new. It was such a shame that Red house closed. Both bagshaw and tolson museums need investment, please invest in them first before starting a new project.
Please consider keeping the Tolson Memorial Museum, it was a formative experience in my childhood and led to my future career in archaeology.
Please consider using the buildings you already have. Tolson. Bagshaw. Oakwell. Dewsbury Park museum. I was gutted we lost red house. That was a favourite part of my childhood

Please don't dumb down the information available around exhibits. Simple descriptions are fine, as long as there are more detailed and properly researched (i.e. accurate) longer pieces available for people who want to learn more. The museum exhibits shouldn't be "decorations" for some kind of social centre. It shouldn't feel like a them
Please don't introduce an entrance. Fee this will price many people/families out of being able to access this.
Please don't put it in the town centre. Parking and access are awful and it's currently an empty dump!!
Please don't wait until the proposed new Museum & Art Gallery is a reality to reopen Huddersfield Art Gallery. Missing you already!
Please invest in the current museum
PLEASE invest in the ones that we have now, they desperately need it!!!!
Please let someone lead this project who has passion and creativity and not be half arsed about it.
Please please don't use the phrase "world class" again. That is Boris Johnson hyperbole that must stop.
PLEASE PLEASE PLEASE don't use this as an opportunity for a wholesale rationalisation of Kirklees' various collections. Don't throw away the physical history that has been collected over decades. DO exercise curatorial rigour and harness expertise to create an impressive museum but do not attempt to use a smaller facility to justify the c
Please reconsider this and spend the money on some of the wonderful historic buildings already a part of Kirklees.
Please re-use Queensgate Market. With careful conversion and extension, it could be an amazing museum and art gallery. It has space for the museum's vehicle collection. A viewing tower/gallery could be added for views of the town and Castle Hill. We need something as good as the Hepworth Gallery, Neues Museum or the New Art Gallery Walsall
Please use this grant to make the most of the beautiful buildings already there. We need to treasure what we already have. Not have more empty buildings and new white elephants
Please can you do sewing skills sessions as more people could save clothes from landfill and is a positive way to increase confidence and skills . Skills with a needle and sewing machine free sessions to make a difference to lives. Also can you do Asian Mela which kmc stopped was wonderful please revive kirklees mela this venue/ space would be beaming with atmosphere are family friendly event very enjoyable food dance music stalls activities and much more.
Rather than opening a new museum in Huddersfield, I would like to see existing historic buildings such as Red House Museum or The Mansion at Crow's Nest Park restored.
Really really important staff are trained on unconscious bias and diversity. As an asian muslim female I hate going to museums which are predominsntly white and getting judged or spoken to rudely, ignored etc. Sometimes it is unconscious bias, they don't realise they are being rude. Staff also need awareness on the cultural identity
Regular changing exhibitions please. Ability to purchase local art.

See above comments. Huddersfield is not the be all and end all of Kirklees Council. Please can they wake up and stop trying to make Huddersfield shining gem, when all the surrounding areas are being left to crumble.
Showcase Huddersfield's history and heritage not political or woke causes
Some of these questions indicate a leaning towards the latest crazes in political correctness and/or plain politics. These have no place in a museum and presence of such would guarantee my non-attendance.
Some things you suggest are already provided elsewhere eg art for wellbeing - focus on the museum and the quality of what is on show and don't try to be all things to all people. Be more ambitious - BLM, International women's day etc are all well and good but not exactly thrilling as they are also celebrated elsewhere in Kirklees. What about some exhibits which show the art, history etc of some of the people who have come to live in kirklees. Very important to be able to add new things and have regular changes. I only visit Tolson rarely because some of the things are unchanged from when I visited as a child and when I took my children. This survey is really pretty awful re questions, choices and general lack of inspirational ideas. I was excited about it until about page 2 and then felt rather depressed.
Sometimes impossible to choose 1,3, or 5 items. I think Huddersfield has been crying out for a central museum and art gallery for a long time. Although I work in the library, the art gallery being on the top floor is a bit of a barrier for me as well as others. Important to have a welcoming bright entrance and places to sit and meet people
Sounds great!
Special learning activities for families in the school holidays
Spend as little as possible so monies can be redirected to most vulnerable people needing social care in Kirklees
Spend our money wisely not on a white elephant.
Stop prioritising Huddersfield over the rest of Kirklees and centralising everything in one town.
Stop spending money on new things that nobody wants and start fixing what we already have like the shambolic roads that affect us everyday
Stop wasting money on art galleries and spend it on things Kirklees actually needs.
Support what we have and not build anything new
The advantage of Tolson Museum as it stands is that it is easy to access with free parking. The staff were brilliant and compiled Quizzes and Trails when my children were younger so they really enjoyed going.....the Art Gallery on the other hand seems remote ...and with parking time limits I always shop so don't go to the Art Gallery
The current gallery enables local societies to showcase their work. Huddersfield Photo-Imaging Club and the Art Society both hold their annual exhibitions there and they bring good levels of footfall. This facility must be included in future plans.
The current Tolson Museum is a fantastic building with on site parking, close to the town centre. It is also a poignant war memorial so deserves to be invested in as the future museum and art gallery.
The emphasis should be local as opposed to international.

The excellent Tolson Museum collection of textile history and artefacts will be included and all items relating to local suffragettes
the lighting is really important, you dont mention loos
The M&AG should not substitute for properly organised college based evening classes, which is what it appears to me you are planning to do. Why not work with the colleges and WEA, so they can use your skills, knowledge and resources.
The Museum and Art Gallery will need to have changing exhibitions to keep people coming back. Good signage from Bus and Rail station if you want people not local to visit. In the shop there should be local relevant products.
The museum needs to celebrate the rich heritage of the town and its growth. It has a rich industrial heritage both in and around Huddersfield.
The Museum needs to cover the history of local people, events and the growth and decline. It does not need to go into BLM, LGBT and Global Warming these issues have no bearing whatsoever on Huddersfield. If you are including these issues into the questionnaire for political reasons or because you feel that pressure would be brought by min
The new museum should be accessible in every sense - not just physical access, but access to information and collections. It should tell the stories of the people of Huddersfield from the earliest settlers to the recent arrivals from the Middle East and Eastern and Southern Africa. In addition to galleries displaying large numbers of ob
The old Tolson museum was lovely - but it was 'out of town'. As we know, town centres need to attract people in to them, and putting the museum and art gallery in to one, town-centre site is a very good very idea. The more attractions on that site the better: café, bar, performance/ event/ lecture/ community space. Please don't sacrifice
The present art gallery is in a beautiful building which I hope we do not lose
The questions appear loaded toward ticking cultural boxes such as LBGT and BLM finally the Green Party. This is supposed to be a history museum, history of Huddersfield and areas not a grievance centre. I am not interested in LGBT, BLM, Global Warming and Windrush. These issues are being thrust down our throats every single day and people
The questions seem to be geared towards providing a cafe with some events reflecting the latest fashionable issues. your money needs to be spent on upgrading and bringing tolson museum back to what it could/should be. A new museum in town could then reflect the more recent history for example the windrush generation, the rugby heritage.
The questions seem to be leading towards the Museum and Art Gallery being imagined as a comunity centre more than a museum or art gallery. It is not that these things are mutually exclusive but the main thrust of the options that you offer suggest that what you are intending to build is a large community centre with a museum and art galle
The scheme is long overdue and it is in town's best interest to have a new museum in a central location sooner rather than later.
The siting of a new museum would be crucial to its success. Beware trying to be all things to all people!
The suggestions offered seem much wider that suits an art gallery and museum. It cannot be everything. It should decide what it is and do it well, no novelty stuff.

The use of schools in kirklees area to visit easily.it's the young who need to be encouraged which offers facilities which may not be offered at home
The whole point of a local museum is people can use it to be inspired to better themselves, and be put in touch with the sublime and extraordinary found in the everyday and the history of the area they live in. Anything reflecting back or trying to minimise the lack of progress among ethnic or religious minority groups will not serve thi
There are other priorities Kirklees should be concentrating on. Stop spending money on stuff we don't need currently
There are some really daft suggestions in here. Yoga etc is not something that should be in a museum or art gallery - that can be done in a sports centre. I would question whether whoever designed this survey has ever been to some of our great museums such as the science museum or the Imperial War Museum. This has to be self sustaining
There are surely more worthy causes for this investment that will contribute more effectively to the regeneration of what is a dismal town centre.
There is a definite political agenda here. This is totally unacceptable.
There is an excellent museum already at Ravensknowle Park gifted to the people of Huddersfield. Develop that further rather than wasting money on another enterprise, and betraying the spirit in which it was given.
There is nothing wrong with either buildings in Huddersfield! Told on museum is a grand building set in parkland and the library is an iconic landmark made with local stone!! Why waste money???
There must be a gallery space both for the current art collection and for contemporary exhibitions
There wasnt a 'none of these' option for some of these answers
This development is welcome, but it should not be at the expense of any of the existing facilities.
This has great potential for a much needed regeneration of Huddersfield's town centre - as shopping habits change the town centre can be repurposed to become a civic and cultural space. I warmly support this initiative
This is a great idea, and would hopefully draw people into Huddersfield (town centre?) (including myself, and I live here!)
This is a waste of money. We have plenty of buildings and museums and galleries that can be used. Money should go on other priorities not vanity projects!!
This is an exciting opportunity to create a new, accessible museum for the people of Kirklees//Huddersfield. Bringing more people into the city centre will hopefully kick start cultural and commercial regeneration in the city, acting as a community hub. The space should be designed and curated in partnership with locals, eg like St Fagans
This line for further feedback doesn't make it easy to provide more feedback. I would have a steering group of representatives from across the community who can provide input. I would also consult the latest research on exhibition and gallery design and finding the balance between online and physical displays and collections.

<p>This questionnaire seems to have been designed to gather info about a general museum/gallery. But it can't be all things to all people - because that would replicate what already exists, make commissioning and procurement unfocused, and makes its identity much weaker. To be world class, or even nationally outstanding, it probably needs a</p>
<p>This sounds exactly what is needed - the continuing success of the YSP and the Hepworth show that the area is becoming established as a cultural centre. When my children were young, we loved visiting Tolson, Bagshaw and Crows Nest on Dewsbury, especially enjoying the local history. Opportunities for group workshops/get togethers/Book readings/talks is especially important - the effects of Covid 19 and isolation/mental health will be felt for a long time to come and a new museum/gallery has a responsibility, I think, to bring the whole community together.</p>
<p>This survey is bias as the question on what would put you off going allows only one answer all the others allow three.</p>
<p>This survey is not asking open questions so it is not clear what kind of data it is collecting and why!</p>
<p>This whole survey didn't ask about actual art pieces - great museums have great art collections and exhibitions. A great permanent collection could draw people who would normally visit places like the Hepworth</p>
<p>This would be a brilliant opportunity for people to learn about our once thriving, productive industrial past .</p>
<p>This would be good for Huddersfield and well supported if established in the right way by listening to peoples needs</p>
<p>To encourage repeat visits you'll need to have regularly changing temporary exhibitions or changing of the permanent displays and advertising of this</p>
<p>To have a warm welcoming Museum and Art Gallery in central Huddersfield would be a real boon. As an incomer, I know Huddersfield is great, let's show it off! I have always loved Tolson Museum, but it often wasn't open when I wanted to take friends round. I have found the Art gallery a bit dour, perhaps the moneyed classes in Huddersfield'</p>
<p>To me the new place need to be attractive visually, there need to be space that is not getting overcrowded to easy, nice attractive looking outdoor space with lots of greenery and screens separating from passerbys so to give you a feeling of being in different world, cleanliness is a must too often these days places are just scruffy. Comfortable indoor cafe preferably with separate section for families, so people who enjoy reflecting on what they experienced have that space to do so and families can have space that is child friendly and more casual with meal options at affordable prices. Many exhibitions and activities promoting local artists and local art groups, interactive learning opportunities for children and adults, comfortable benches and chairs at exhibitions where possible to enable the viewer to sit and reflect. Regular local themed art and craft competitions for young and old to help them gain confidence and enrich their portfolios. Exhibition opening sessions with artists</p>
<p>To reflect the Black Community in Huddersfield</p>
<p>Toilets would be key and also if you are charging for an entry there should be food for free with it and also voucher for the gift shop</p>
<p>Transport huddersfield led the way</p>
<p>U did not mention toilet facilities!!! Accessible, clean toilet facilities are a deal-breaker for visiting an art gallery or museum. I wld not b able to spend time there if no toilet facilities &amp; wld not bring children or my Mum to visit such a place if toilet facilities were inadequate</p>



Visit Hull
Waste of money
Waste of ratepayers' money. More important things to spend resources on.BD19
We already have the Tolson Museum which has many relevant and accessible exhibits. The staff are welcoming and helpful. Better advertised opening times would help. The Art Gallery in the Huddersfield Library has some super art - we are very fortunate to have such quality. Pre -Covid, I would go just to look, not necessarily because there
We do not need a bloody art gallery end of.
We have a perfectly good museum & art gallery already in Huddersfield. It is ridiculous you want to build new. You are not there to spend OUR money on your pet projects. Please stop pandering to your own egos. If we can afford this why isn't Tolson Museum open regularly? I think this Council is an utter disgrace!
We have an amazing space in the existing Huddersfield Library and gallery, which is in much need of a renovation and improved accessibility.
We have enough museums and galleries, we do not need another pointless one!
We need to help museums in surrounding Kirklees areas, Huddersfield has enough money spent there
What impact will it have on existing museums and galleries ? Does it add to or replace provision?
What use will the old one be put to? What will happen to Tolson Museum? Will all the others crumble and disintegrate?
What will happen to existing town centre library/art gallery and Tolson Museum
What would happen to the old art gallery building? I am not interested in any new museum &art gallery if it means giving you an excuse to tear down the beautiful building that currently houses the art gallery!!
What would happen to the other museums and art gallery? We particularly like the Tolson Museum and it would be a shame if this were to close.
Where does the library fit in with these plans? I visit the local history library in huddersfield a lot for research and it seems a shame not to have this research facility in with a museum. Also what will happen to kirklees archives?..why no mention of the library and archives when in huddersfield the art gallery and library are all together. hope whatever new development happens will be environmentally sound
where will the site be and will it include the one that is in the central library in town centre
Whilst I support a new museum, I would be interested to understand what will happen to the current space available- Tolson, etc.
Why ? We have existing facilities and money could be better used
Why are you talking about stuff like yoga or community meeting space, we have community buildings including a Town Hall very nearby, I want the space using to show off our exhibits so we can learn about past
Why does Huddersfield need a new museum. What about the rest of the district? Can't find funds for red house but can find funds for a new one? Money would be better spent elsewhere and on more pressing issues at the current time
Why Huddersfield

Why Huddersfield? It's all Huddersfield and More Huddersfield. There are other places in Kirklees.
Why open another after years of closing other ones across Kirklees.
Why reinvent the wheel? We have a perfectly serviceable museum in Moldgreen With Tolson which had everything you need to know about Huddersfield in it. The art gallery just needs a decent lift installing then it's accessible for everyone, it's a lovely old building.
wonderful idea make it affordable for everyone could be a really positive thing for Huddersfield profits from the cafe back in to the gallery please don't have a separate provider a big company etc to run the cafe. This ruined the Lawrence Batley nice healthy meal for visiting school children thus tackling one of the poverty agendas
Would be good for Huddersfield can't wait.
Would be good for residents to be kept informed of plans throughout key stages of development
Would like it to look to the long term, broad picture and not be too focused on present "issues", which could soon be dated
Would like to see interpretation which is relevant to debates about objects and issues eg women artists, black lives matter, why collections are presented in certain ways etc
Would like to see regular exhibitions from local artists and local art organisations.
Would the money for the facility be better spent on another project? I believe that a museum/art gallery would have a limited attraction for the local population of Huddersfield/Kirklees and of more interest to visitors to the town/area.
Would this cost too much when so many people are surviving below the bread line
Wrong place to spend the budget.. if you can tell me how this would result in other underfunded venues would benefit I could support. If not spend the budget and bringing the other underfunded, run down venues up to scratch.
You mentioned other museums in Kirklees's but only mention Huddersfield! It is important to connect with communities and organisations and collaborate more. Mental well-being is vital. Why not work with the Recovery College run by NHS!
You missed out Holocaust Memorial Day on your list of events. Yes, please, keep that going - it can be broadened, and its relevance to 'black lives matter' needs highlighting. I am all for encouraging children, I just don't have any.
You need innovation not virtue signalling nonsense.
You need to focus on it being a museum & art gallery & not get drawn into the political views to 2020
You need to make the museum fun, attractive and welcoming. You need to make it so fun that kids and adults want to keep coming back time and time again. I have been to many museums and some of them have only been good for 1 visit only.

