

**BRANDWEER**  
**MUSEUM**  
**WASSENAAR**  
DE VAN DER MARK COLLECTIE

# Annual Report 2013



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## Preface

The Fire Brigade Museum Wassenaar (*Brandweermuseum Wassenaar*) is a small volunteer museum founded in 1923. The past year was marked by the 90<sup>th</sup> anniversary of the museum. We devoted special attention to this on several occasions.

In the past year we managed to offer 'something for everyone' again. In 2013, we organised numerous exhibitions and events, some of which were dedicated to children. This annual report will give you an overall picture of 2013.

The exhibition "Wallace the Firedog" was made possible in cooperation with the Scottish Fire and Rescue Service Museum & Heritage Centre in Greenock. We are crossing borders now! The exhibition with privately owned historical illustrations was probably the highlight of 2013. We made use of the facilities of Raadhuis de Paauw, which created a beautiful combination between museum and exhibition space.



The financial means of the museum remain limited, but a lot was made possible through the dedication and resourcefulness of the volunteers, benefactors and sponsors.

The Fire Brigade Museum Wassenaar:

"Technology, history, culture, the role of the fire brigade in the community, as well as the human aspect - all of these themes presented to people of all ages". "The museum is fun, educational and surprising!" Visitor comments such as these are typical characterisations of the museum, which under the inspirational leadership of Kees Plaisier, offers something for everyone. The number of visitors in 2013 was almost 3000. This proves that the museum obtained a solid place in the cultural life of Wassenaar, so much so that Wassenaar cannot really be pictured without the museum any more.

The board of the Foundation for Preserving the Fire Brigade Museum Wassenaar (*Stichting Beheer Brandweermuseum*) would like to offer thanks to all who were committed to the Fire Brigade Museum Wassenaar in 2013.

On behalf of the Foundation for Preserving the Fire Brigade Museum Wassenaar,  
Rob Gussekloo, chairman

1. **In this annual report:**

- looking back
- the museum and its audience
- the cooperation
- the care for the collection
- press, publicity and social media
- gifts
- the number of visitors
- volunteers
- award for social trainings
- finances
- list of activities for 2013

2. **Looking back**

In 2013, we had close to 2900 visitors in the museum, which is 400 more than in 2012. The number of volunteers increased steadily. In 2013, our educational commitment received a lot of attention through numerous activities, events and publicity. Our curatorial efforts were developed further this year. We managed, gradually, to create a solid base of support for the museum in this area.



*On the 21<sup>st</sup> of April 2013 we welcomed the 1000<sup>th</sup> visitor of this year. It was Mrs Sue Horton, who visited the museum with a group of the British Fire Brigade Foundation*

Over the past year we realised that it is not completely understood by everyone that we care for a collection that is owned by the municipality of Wassenaar. We need to make this clearer.

A small museum must, even though it is small, perform all the duties that make for a good museum. Combined with a small number of volunteers and a limited budget, this is a difficult task to achieve. The challenges we face are evaluated on a regular basis, to make sure we still meet the requirements of a good museum. We discuss the standards mentioned in the Register of Museums, but find that this sometimes goes into too much detail, and at other times offers minimal guidance (for example regarding visitor guidance). Therefore, we must make our own plans, and select the most important regulations from the Register that can be applied to our museum.

### **3. The museum and its audience**

The most important sentence of the mission statement of the museum is:

*The Fire Brigade Museum Wassenaar is bringing alive the history of the Fire Brigade of Wassenaar*

We achieved this in 2013 by organising a large number of activities for the general public. The knowledge in the museum and the collection of the museum must be made available to as many people as possible.

#### **a. new traditions and recurring facts on the museum agenda**

In the previous years we have created some new traditions, such as the celebration of Jan van der Heijden's birthday and Innovations Day. We also hosted the Children's Christmas Afternoon again. Other recurrent events are the National Museum Weekend and the Open Monuments Day.

To celebrate Jan van der Heijden's birthday we collaborated with the Museum of Gorcum. For the first time one of the events around his birthday was especially focussed on the English speaking community in his area.



For the Innovations Day we joined up with the Institute for Physical Security of the Fire Brigade of The Netherlands the IFV (*Instituut voor Fysieke Veiligheid Brandweer Nederland*), with the Fire Brigade of Bergen op Zoom, as well as with other individuals and businesses.

The National Museum Weekend was visited exceptionally well with 450 people in 2013.

**b. Exhibitions and events**

The exhibitions that were hosted in 2013 were: Luke and Lucy & the Fire Brigade (at the occasion of Willy van der Steen's 100<sup>th</sup> anniversary); gifts (an overview of all the generous donations we received over the past two years); Wallace the Firedog, historical illustrations and pages from an unknown book.

The exhibition about Wallace the Firedog was made possible in co-operation with the Scottish Fire and Rescue Service Museum & Heritage Centre in Greenock. In this museum the original drawings of the six books about Wallace are kept. We were allowed to borrow a significant number of original drawings. For the first time in our existence we had a bilingual exhibition, with all the texts and marginal notes both in English and Dutch.



The opening of the exhibition was very special, with a dog parade on the lawn in front of De Paauw. At the time, the large statue of a bulldog by the Russian artist Alexander Taratynov was displayed on the lawn. In the exhibition it was possible to see the drawings made by the Scottish and the Dutch illustrators of the Wallace books, which made for an interesting comparison.

Associated with the exhibition, we organised a contest to find “look alike” of Wallace and the Dutch counterpart Fikkie.

The historical illustrations from the collection of the museum were on display in the exhibition space of *De Paauw*, on the ground floor. Designer Rob Schenk made a beautiful design for the display of the illustrations. The fact that the illustrations were shown for the first time was thanks to one of our volunteers who drew up an inventory and commented on all the illustrations.



These stories behind a number of the illustrations turned the exhibition into an impressive achievement which was highly appreciated by everyone. Because several of the illustrations need paper restoration, we started the “Adopt an Illustration” campaign.

With “Pages from an Unknown Book”, we opened the book that our founder Gerard van der Mark made about old and historical buildings in Wassenaar. This photo diary was finished in 1943 by Van der Mark. We have had it in our possession since 2005. The book is full of beautiful images accompanied by interesting notes about Wassenaar. We feel it is important to share this with the members of our community. We are currently investigating whether we can reprint the book.

Another remarkable event was Museum Monday. An initiative by the Bank Giro Lottery to stimulate museums to visit care homes and give presentations there on Mondays. In November 2013 several of our volunteers gave such presentations in *SWZ Willibord*. In 2014 we will continue with this.

At the end of the annual report you will find a list of all the activities done by the museum.

#### **4. Collaboration**

In 2013 we collaborated with:

- The *Reinwardt* Academy in Amsterdam (Higher Vocational Education for heritage professionals)
- Museum Voorschoten
- The Scottish Fire and Rescue Service Museum & Heritage Centre in Greenock
- The Museum of Gorcum
- The National Fire Brigade Museum in Hellevoetsluis
- The city of Wassenaar
- The English Theatre
- The Fire Brigade
- The Historical Foundation “*Oud Wassenaar*”
- The city archives
- The staff association of the Fire Brigade of Wassenaar “*De Brandbel*”
- The Public Library
- The Association for Volunteers
- The working group “Fire Brigade History”
- The NBDC (National Fire Brigade Documentation Centre)
- The Foundation for Historical Fire Brigade Equipment

- Security Region Haaglanden
- Foundation for the Interested in the Fire Department (VBB)
- The owners of the several Magirus oldtimers

## 5. Taking care of the collection

The collection is owned by the city of Wassenaar. The Foundation Fire Brigade Museum Wassenaar curates the collection and looks after her interests.

The curation entails: maintenance, repair, registration, and research. These tasks require specific skills, so in 2013 we started to train our volunteers in this field. We continue doing so in 2014, partly because of a programme by the Fund 1818 that offers courses of the Organisation for Heritage (*Erfgoedhuis*) free of charge.



*A look into the museum depot*

For the curation, the physical conditions in the museum and in the depot are of crucial importance. The climatic conditions in the museum are reasonable. We are currently negotiating with the city council about the replacement of two dehumidifiers that broke down in 2013. The fact that the washing machine and dryer of the city hall are in the same space as the museum depot causes a problem, because it changes the temperature and humidity of the room, which is devastating to the museum collection. The storage of the museum collection in the same room, was also discussed with the city council. In 2010 we regained possession of two vehicles that were used by the fire brigade of Wassenaar in the 1970s. The storage of these vehicles, which are part of the communal collection, is another debated issue; one of the vehicles is parked outside and the other is partly stored in a garage box on the wharf of the city. Attempts to improve the storing conditions of these vehicles have failed so far. The board has therefore decided that at the beginning of 2014 we shall move one of the engines to Leidschendam-Voorburg in order to have this vehicle parked indoors as well. To restore these vehicles we need a new space where volunteers can work on them.

We are constantly working on the registration of the collection. In order to do this we use the free programme Adlib Lite. Through the website of the city archives, the photo collection of the museum is gradually unlocked to the general public.

Through our own website and with the weekly bulletin on Wassenaarders.nl we contribute to sharing our knowledge and our collection.

We do not have the means for thorough research. We happily use the working group History and investigate on a small scale while preparing for exhibitions and events.



## 6. Press, publicity and social media

The press is overall very enthusiastic about us, especially the local and regional press on the internet. The websites of Wassenaar and the Department Haaglanden always print our articles. When there is an event or exhibition, we send out press releases to about 40 different media. In addition, we are active on Facebook, Twitter and LinkedIn.

## 7. Donations

In 2013 the museum received a large number of donations: from private collections, fire brigades and other institutions:

- Ranks and emblems
- Lanterns
- Rotating light
- Positive-pressure self-contained breathing equipment
- Digital camera
- An image of a fire fighter
- Pictures
- Nozzles and fittings
- Protective firefighting clothing
- Children's books on the fire brigade
- Books on fires and the fire brigade
- A chemical suit
- A catalogue on fire engines from the late 1940s
- Newspapers and articles from the 1970s
- An invitation to a lecture in 1941 about causes of fires and fire fighting
- A video film about the engines of the Fire Brigade Drenthe
- Newspaper clippings and personal belongings of a fire fighter
- A builder's level and a medal owned by G J van der Mark
- Movie by Charlie Chaplin "fire alarm"
- Replica of the fire hoses book by Jan van der Heijden
- Technical drawings of a Ziegler vehicle





## 8. Number of visitors

The total number of visitors was in the past three years per quarter and in total

	2011	2012	2013
1 <sup>st</sup> quarter	50	690	440
2 <sup>nd</sup> quarter	316	608	862
3 <sup>rd</sup> quarter	225	689	957
4 <sup>th</sup> quarter	386	506	634
Total	976	2493	2893

The visit to the joint activity with “*De Brandbeel*” and the spectators in *SWZ Willibrord* were not counted (but were estimated to a total of approximately 75 people)

## 9. Volunteers

The museum exists thanks to the dedication of the volunteers. The museum does not have any paid staff. In 2013, the volunteers again performed many different duties: maintenance of the regular set-up; building and painting; helping with the exhibitions; guided tours; research; registration of the photo collection; reading sessions for children; maintenance of the website and keeping it up-to-date; designing the depot; working at the archives; giving lectures and visiting to elderly homes.

We estimate that a total of 2200 hours of volunteer work was carried out over the past year.

## 10. Award for social trainings

The attention the museum paid to social trainings was rewarded with a prize. We were chosen as Internship Supervisor of the Year 2013.

## 11. Finances

The city of Wassenaar pays the Foundation Fire Brigade Museum a fee of € 3500,- per year for taking care of the collection.

The Foundation Friends of the Fire Brigade Museum Wassenaar contributed to some of the costs of the Illustration Exhibition.

A private person paid for an advertisement for the museum, published in the magazine of the staff association of the Fire Brigade Haaglanden.

The costs of the volunteer meeting were paid by the Fire Brigade of Wassenaar.

Museum Monday brought a contribution of € 150,- of the Bank Giro Lottery.

The museum also generated income from visitors' donations. The largest source of income was the volunteer work, the volunteers provided a lot of man hours free of charge.

Expenditures in 2013 (roughly):	
Exhibitions and events	€ 5000
Office costs	€ 1000
Other costs	€ 300

Source of income:	
City of Wassenaar – annual fee	€ 3450
Foundation Friends	€ 450
Museum Monday	€ 150
Award Internship Supervisor	€ 500
Donations and other income	€ 1750

The municipal fee in 2013 was almost 55% of the total income.

## **12. Activities in 2013**

- 10 January: students *Reinwardt* Academy make quality reports
- 20 February: extra opening hours due to Spring break
- 26 February: guest appearance on *Radio Midvliet*
- 02 March: lecture by Gijs Brandt (Museum of Gorcum) on the book on fire hoses by Jan van der Heijden
- 03 March: lecture by Peter Snellen in English on Jan van der Heijden
- 05 March: volunteer meeting at the fire station
- 01 April: exhibition on Luke and Lucy & the Fire Brigade
- 01 April: exhibition donations
- Spring: co-operation and advice given to exhibition Museum Voorschoten (20 April – 16 June), on loan, treasure hunt and co-operating with working group
- 21 April: visit English colleagues
- 16 June: Innovations Day
- 06 & 07 April: Museum Weekend with several activities
- 06 July: Donation Day
- 07 July: Closing Day for Luke and Lucy, with lectures and programme for children
- 21 July: opening exhibition of Wallace the Fire Dog with dog parade
- 24 July: first of the six extra Wednesday opening days due to the Summer holiday
- 25 August: opening exhibition illustrations and campaign Adopt an Illustration
- 01 September: presentation book on Magirus with 10 Magirus Fire Engines
- 08 September: Fire Brigade Music Day in co-operation with the American School
- 28 September: anniversary staff association "*de Brandbel*" at the fire station
- 02 October: reading session for children, reading done by Caren Frentz, department chief of the Fire Department Wassenaar, Leidschendam-Voorburg
- 09 October: reading session for children, reading done by alderman Fatima Koser Kaya

16 October: reading session for children, reading done by library director Jaap Bulle  
23 – 26 October: Fireman Sam afternoons  
04 November: evening for new inhabitants; booth in the *Spiegelzaal* en museum open  
18 November: students of the *Reinwardt* Academy on making a collection plan  
25 November: visit to *Willibrord* because of Museum Monday  
01 December: opening exhibition “Pages from an Unknown Book”  
01 December: start 90 cents campaign  
16 December: award ceremony to the winners of the Wallace Lookalike Contest  
18 December: Children’s Christmas Afternoon

Furthermore: visits from Party for Animals; Day-care facility *Binnenste Buiten*; Karman Ghia club; *Kievietsschool* grade 4; children’s parties; small groups of adults; *VVD* (Dutch People’s Party for Freedom and Democracy); *Herenwegschool*; Volvo club; grade of a primary school in The Hague; 4 groups of primary school *De Vos* from Voorschoten; group from HRO.

And: weekly publication on [Wassenaarders.nl](http://Wassenaarders.nl); regular publications in newspapers, on Facebook, Twitter and LinkedIn

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**BRANDWEER**  
**MUSEUM**  
**WASSENAAR**  
DE VAN DER MARK COLLECTIE



History, technique, cultural history, the human factor

**The Fire Brigade Museum Wassenaar  
makes you curious!!**



Photo : Carolien Poels