



TEC - IN BRIEF

This Month

Discoveries in Kimmeridge | Message From Steve | A New Look for our Online Shop
Fossil Competition Winners Announced | Opportunities to Support the Museum

Discoveries in Kimmeridge

We are heading back into the collecting season and Steve has already managed to take a trip down to the bay. Steve says "It's always interesting heading back down the bay after the summer months. The changes to the landscape can be quite dramatic, and the environment can look quite different." This doesn't necessarily mean conditions are conducive to fossil hunting, but you just never know. The recent trip out proves this, there were ledges clean that he hasn't seen in years, but nothing was found that has been added to the Collection. However, a couple of specimens were brought back, a Kimmeridgian scaphopod and a partial plesiosaur rib. Both of which are uncommon finds for the area, which is exciting but neither sadly are of more scientific value than that we already have in the collection.



Why not join us on Social Media



Welcome to the October edition of our newsletter

Dear Friends,

The fundamental aspect of the day to day running of our museum is vital to its achievements. Our team is committed to the continual development and success in all aspects of the museum. Our Museum Operations Manager Carla Crook is at the forefront of everything related to the day-to-day operations of the museum from human resources, facilities management, accounting, visitor services, front of house, and making sure the museum shop and its online counterpart is run, stocked, and designed to fit retail trends. Carla also acts as Steve's personal assistant (which is not an easy task).

Carla has been with the Etches team since 2014, when she came on board to assist with the creation of the fossil specimen online database as well as the Kimmeridge Trust and museum marketing/PR planning and providing admin support during the museum build project as well as 'PA' to Steve. Prior to this Carla had 15 years' experience in managing teams and supervising a multimillion-pound European branch support desk within the corporate banking sector. Carla knows every intrinsic piece of the puzzle when it comes to the museum, both historically to present day. Her knowledge is unmatched as is her leadership. Carla recently spoke about her role at the museum. "I thoroughly enjoy working at The Etches Collection, there is no doubt my role can be challenging at times, managing so many different facets of our operation. My passion for ensuring that all our wonderful visitors and those who engage with the museum have an amazing experience makes it a joy to work here. We have a fantastic team at the museum, I am so proud of all their hard work in making the museum a success now and for the future."



Message from Steve

October brings cooler weather and with it the opportunity to start fossil hunting down in Kimmeridge Bay along with some much-needed time off for me. It's been a very busy summer between projects inside and out of the museum. I will be using this time to also sit down with the executive team here at the museum and plan for the coming year. We have a very smart and ambitious business plan and operations model to implement, so it's very exciting to get to sit down and go through it in detail. Our team work very hard behind the scenes, not only to bring our museum to life, but to make our operations and business run smoothly. It is very important during the post-covid times to build a solid foundation for the museum in the next few years... Very exciting times ahead!



A new look for our online shop

We are continually looking at ways to improve our online visitor experience here at the museum, from our YouTube Channel to our social media platforms. We are pleased to announce that our online shop has had a huge makeover over the past month. This makeover has allowed us to add more items that were only available in the physical shop and of course add brand new items, including fossils, books, toys and much, much more. With Christmas coming up fast, why not check out our Online Shop!

The Inaugural Children's Fossil Competition Winners Announced!

Between March 28th and August 26th, 2022, children between the ages of 5 and 16, who live in the UK, had the opportunity to enter one of their fossils into the competition, with the six winners having their fossil on display alongside our Collection for an entire year. They also received a family pass to the museum (valid for a year) and a winner's certificate. Every child that entered the competition received a personal annual pass to the museum and an e-certificate. The museum was truly grateful to the sponsors PetroStrat for their support throughout the competition.

The winners are as follows:

5-10 Age Group

Pip Melbourne-Thomson (5)(Hampshire)
Barracuda Jaw, Lower Right
Abigail Selvaratnam (7)(Middlesex)
Dactyloceras, Lower Left
Finn Bown Martin (6)(Dorset)
Echinoid, Top Left

11-16 Age Group

George Madeley (11)(West Midlands)
Dactyloceras, Top Right
Alexander Murray (11)(Dorset)
Ichthyosaur Vertebra, Middle Left
Amber Harris (11)(East Sussex)
Heart Urchin, Middle Right



"As parents we would like to say that your Children's Fossil Competition was such a great experience. To work to a specific and clear brief, sort out ideas, research, videos, and photos etc., to present their fossil. A great idea with enormous educational value!" - A parent of an entrant

For more information visit: <https://www.theetchescollection.org/fossil-comp>

Opportunities to Support the Museum

Etches Collection Friends Membership Package: Support us by subscribing to our Etches Annual 'Friends' Membership package of £49.99. To find out more about this exclusive opportunity and how to purchase, please speak to a member of our team

Etches Online: The Etches Collection Digital Subscription (Etches Online). Your chance to have exclusive virtual access to our amazing museum from wherever you are in the world. Support the museum 'virtually' for a monthly recurring subscription of only £4.99 per month or £54.99 for the full year. To find out more speak to our team or visit our website.

YouTube: You may or may not know that we have a very interesting and rapidly expanding YouTube channel that puts out videos every week. Our YouTube channel is a FREE resource to watch and subscribe to... It is well worth checking out, but don't forget to subscribe to the channel and like our content. This will help us grow our channel and develop new content.