

Annual Report

2010/11



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Our mission is to help people determine their place in the world and define their identities, so enhancing their self-respect and respect for others.

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Cover image: Thomas William Pattison
1894-1983 On the Tyne - Shipbuilding
1954. Detail.

World Class Museums

Tyne & Wear Archives & Museums (TWAM) manages 12 museums and galleries and an archive on behalf of the five local authorities of the area. A sixth partner is Newcastle University, with whom we have worked to create the Great North Museum.



Chair of Tyne & Wear Archives & Museums Joint Committee:

Cllr Ged Bell

TWAM receives annual grant-in-aid support from the Department for Culture, Media and Sport (DCMS) in recognition of its commitment to the successful delivery of services to new and diverse audiences.



Director Tyne & Wear Archives & Museums:

Iain Watson

During 2010/11, TWAM has led the North East Regional Museums Hub on behalf of its Hub partners, Beamish – the Living Museum of the North; the Bowes Museum and Hartlepool Museums. The Hub is funded through the Museums, Libraries and Archives Council as part of the Government's Renaissance programme.



North Tyneside Council



UNIVERSITY OF
NEWCASTLE UPON TYNE



About us

A fantastic trip! The children have thoroughly enjoyed themselves. Thank you for making it so fun and interesting.

Wonderful display of Rothschild collection. Plenty of interesting works of art to enjoy. All beautifully presented in an amazing building. Thank you.

Excellent day out. We thoroughly enjoyed our day and would love to come over and over again.

A superb exhibition. It made my day so worthwhile. Thank you.

Been many times and it just keeps getting better. The change is really good. Well done.

Tyne & Wear Archives & Museums is engaged with partners in delivering services relevant to local communities and to the wider world. We work regionally to share services and skills, and engage nationally and internationally to help bring tourists to the region and to ensure that our programmes and exhibitions are world class. Our museums and archives contribute to teaching and research, and support formal and informal learning at all levels. Active engagement with our users ensures our service is accessible and relevant to all.

Our achievements

- More than 2 million visits were made to our museums and galleries.
- More than 152,818 children took part in organised educational activities.
- 655 volunteers contributed their time, with 74% of these staying with us for 6 months or longer.
- Major capital developments included the opening of a BFI Mediatheque in the Archives and the opening of Northern Spirit at the Laing Art Gallery, celebrating artists who lived in, worked in or were inspired by the North East.
- TWAM introduced a new mystery shopper scheme to help improve customer service.
- A new independent charitable trust was created to lead TWAM fundraising.
- TWAM participated in the British Museum International Training Programme, hosting visitors from Egypt and Nigeria
- TWAM contributed to international initiatives in partnership with Banlieues d'Europe (Lyon), the museums of Nelson Mandela Bay Metropolitan Municipality (South Africa), The British Council, The Swallows Project (South Africa) and the City and University of Groningen (Netherlands). TWAM also presented at the Museum 2010 conference in Taipei, Taiwan and the Innovation and Oral History Conference at the Museum of National History, Amsterdam.
- 2,261 new object records were created and 21,933 object records were updated in 2010/11.

Regional working

Our programme of regional activities included:

The Late Shows

The UK's largest Museums at Night event celebrated its fourth year with 20,000 visits to venues across NewcastleGateshead – making up almost a quarter of the UK total visits for the Museums at Night festival.

Green Museums

The programme concluded with a dissemination event attended by 50 museums and green suppliers. Overall, the programme has engaged 30 museums in the North East (45% of Accredited museums), helping them reduce carbon usage and increase sustainability.

Heritage Engineering Skills Initiative

The partnership with the North of England Civic Trust was successful in attracting funding from the HLF Skills for the Future scheme for a three year bursary programme. Participants will learn how to maintain engineering collections in working condition at sites across the North East.

English Civil War

The regional learning team responded to teachers' requests by providing more resources on this topic. A film and comic book were produced to accompany exhibitions at Monkwearmouth Station Museum and Discovery Museum.

Cultural Olympiad

Young people have been working to reinterpret the world cultures collections of the region's museums as part of **Journeys of Discovery**, the Hub's contribution to Stories of the World – MLA's major project for the London 2012 Cultural Olympiad. In addition, the Hub is to deliver **Tech-Max**, which will involve looked-after young people working to develop cultural festivals in the run up to London 2012.

Creative Partnerships

The Creative Partnerships programme for Northumberland, Newcastle and Gateshead worked with over 70 schools this year to embed the use of creativity in their approach to the curriculum. A particular highlight was the **Creative Futures** event at Woodhorn Museum in July. 24 schools from across the programme took part in the event which included exhibitions, films and performances that showcased the work that had been achieved over the past year. It was a huge success with over 300 people attending.



The Human Fruit Machine at the Shipleigh Art Gallery for The Late Shows 2010

The Archives

The Archives

1911 Census

The Archives was one of the regional services selected by The National Archives to provide exclusive access to the 1911 census before its general release.

BFI Mediatheque

The BFI Mediatheque opened in June, offering individual access to a digital jukebox of film and television programmes from the BFI National Archive. The Mediatheque also includes a special collection of North East film footage.

Funding Award

The Archives has received an award from the National Cataloguing Grants Programme for Archives, which will enable a 15-month project to catalogue the records of eight Sunderland shipyards, opening up full access to them for the first time.

Learning activities

Educational activities in partnership with the regional Learning ARC have included programmes relating to **Challenging History, Campaign** and **Take One**, taking in drama, boat building and animation alongside more traditional classroom activities.



Mr & Mrs Pumphrey 1908, Summerhill Square

More than 1,500 film and television titles are available to watch in the Archives' BFI Mediatheque, ranging from Hitchcock classics to historical footage of the Durham Miners' Gala

TWAM working in Gateshead

ShIPLEY Art Gallery

Craftivism

The **Craftivism** exhibition was created by the team at the Shipley and explored the very current phenomenon of making a political statement through handmade objects. It featured work by high-profile contemporary designers and makers as well as historical items from the Shipley and other galleries.

ShIPLEY Lates

The Shipley held its own season of Lates from August to November, attracting sponsorship from IKEA Gateshead.

New Learning and Community Spaces

The school and community workshop was completely refurbished to create a modern, more flexible space which is now available for event hire. The refurbishment included new toilets, improved storage, furniture and kitchen facilities and equipment for projection and presentations.

Taste of Africa

A successful **Taste of Africa** event was held as part of the Cultural Olympiad Open Weekend. It included beadwork made by women in South Africa's Eastern Cape and by members of the Gateshead Young Women's Outreach Project.

Photomapping Our World

As part of the NewcastleGateshead Juice Festival, the Shipley managed **Photomapping Our World**, in which children from St Aidan's C of E Primary School in Gateshead visited the **Taylor Wessing Photographic Portrait Prize** exhibition at the Shipley and worked with internationally known photographers to create an exhibition that presented a vivid portrait of the children's community, and a great record of life in Gateshead in 2010.



Knitting at the Shipley Lates

The Shipley team achieved a 100% rating in its mystery shopping evaluation

TWAM working in Newcastle

Discovery Museum

Exhibitions

Exhibitions which took place over the year included an exploration of the history of the Swan Hunter shipyard, the commemoration of the 200th anniversary of the death of Admiral Lord Collingwood, a celebration of the life and work of William Armstrong, and, in early 2011, exhibitions about Newcastle United and the English Civil War in Newcastle.

Newcastle ScienceFest 2011

The highlight of the Discovery events programme was the **Newcastle Science Festival** (12-17 March). The Centre for Life and Discovery Museum joined forces to host the third **UK Maker Faire**. The opening weekend attracted record breaking crowds to Discovery of over 8,000 people to see Titan, the giant robot, and Arc Attack!, a US-based performance group who make music using giant Tesla coils which produce electrical arcs up to 12 feet long.

Capital Projects

Capital projects included the installation of a new reception and information desk, refurbishment of the Science Maze gallery, refurbishment of the shop and installation of a new kitchen next to the Great Hall to improve its ability to cater for corporate events.



Arc Attack – Newcastle ScienceFest 2011, Discovery Museum

Discovery Museum was the most visited venue during The Late Shows in May 2010. The evening had a games theme which proved very popular, attracting 1,970 visitors

TWAM working in Newcastle

Laing Art Gallery

Northern Spirit: 300 years of Art from the North East

This major permanent display celebrates the art of the North East including works by internationally important artists (John Martin, Victor Pasmore and Thomas Bewick) alongside glass, silver and ceramics. In partnership with Newcastle University's International Centre for Cultural and Heritage Studies the relationship between art identity and place is explored - with local people's stories woven into the displays.

Vision and Imagination

This re-examination of British watercolour was organised as part of the **Great British Art Debate** partnership and featured key artists – including Blake, Turner, Girtin, Burne Jones and Burra. As well as drawing on the Laing's impressive collection, the exhibition included loans from Tate, Museums Sheffield and Norfolk Museums and Archaeology Service.

John Martin: Heaven & Hell

This major exhibition of paintings and prints by the Northumberland-born visionary painter is the first in 40 years and has been organised as part of the Great British Art Debate partnership. The exhibition, which originated in Newcastle, included extensive loans from this country and abroad and tours to Museums Sheffield before becoming the major show for Autumn/Winter 2011/12 at Tate Britain.

Paul Noble Marble Hall

Internationally known artist Paul Noble, who was born in Whitley Bay, created a new installation inspired by the Laing Art Gallery's collection and building.

Visual Dialogues: Young People and Artists Interpreting Art Together

The Laing's young people's art collective worked with Arpeggio films to create the film **Last**, inspired by the post-apocalyptic vision of John Martin. This project was supported by the strategic commissioning programme funded by DCMS and DfE.



Turner, A Lake: Evening circa 1830. All photography © Tate, London 2010 (detail)

Capital Scheme

A pre-feasibility study for capital development at the Laing was completed by Farrell and Partners.

More than 60,000 people flocked to see John Martin's apocalyptic paintings in John Martin: Heaven & Hell

TWAM working in North Tyneside

Segedunum Roman Fort, Baths & Museum

10th Anniversary

To mark the anniversary, a special free entry weekend was held on 12 and 13 June and a celebration event took place at the Museum on 22 July.

My Heritage ID project

This partnership project with the British Museum involved Segedunum working closely with Burnside Business & Enterprise College in Wallsend. Sustainable resources were developed and sessions took place in school and at the Museum. The work of art students featured in the **Wall to Wall** temporary exhibition and in **Hadrian's Column**, a permanent display in the viewing tower of murals reflecting Hadrian's life.

Talking Objects

As part of the **Talking Objects** initiative in partnership with the British Museum, Segedunum worked with a group of young people from Barnados in Whitley Bay. The sessions involved engaging with a specific artefact in the collection. This was the first of the **Talking Objects**

projects to be run outside of the British Museum.

The Eagles have Landed exhibition

This high profile exhibition toured Hadrian's Wall museums in 2010/11. It was a partnership project with Tullie House Museum & Art Gallery in Carlisle and Hadrian's Wall Heritage Limited, and included the loan of a replica bust of the Emperor Vespasian from the British Museum.

Gallery re-development

Segedunum secured funding through the DCMS / Wolfson Museums and Galleries Improvement Fund towards the £400,000 re-development of the third floor galleries. The re-development involved the creation of a larger temporary exhibition space together with a complete re-display of the Industry Gallery.



Mayor of North Tyneside, Councillor Linda Arkley, and Chair of Tyne & Wear Archives & Museums Joint Committee, Councillor Ged Bell, help Maximus the Centurion cut Segedunum's 10th birthday cake.

7,542 visitors came to see the Segedunum fireworks display

Stephenson Railway Museum

Jackie Milburn

The restored locomotive was officially re-launched at a ceremony on 24 November by Jackie's son, Jack Milburn, and the Mayor of North Tyneside. The success of the project, including the fundraising appeal and the huge amount of skills and labour contributed by the volunteers, has established a model for future developments.

Passenger Service

The new 08 heritage diesel has provided a more powerful and reliable diesel engine to work alongside the 03 diesel. There are now three working locomotives at the Museum capable of hauling the passenger service.

Dig For Victory Garden

The Allotment Garden project in partnership with Percy Main Primary School and the Rising Sun Country Park is thriving. Children from the school have established a Dig For Victory Garden and developed a wildlife area. A new schools workshop uses the garden to teach about the Dig For Victory campaign.

Hallowe'en Train

The autumn programme included a Hallowe'en Train on 31 October with spooky stories and creepy crafts and a ride on the haunted train. The event was organised in partnership with North Tyneside Family Learning Alliance and attracted 722 visitors to the Museum.



Jackie Milburn.
Image courtesy of NCJ Media

1,582 visitors joined in the festive fun at the popular Santa Specials

TWAM working in South Tyneside

Arbeia Roman Fort & Museum

Improved Interpretation

Work has included the reinterpretation of the West Gate, the creation of a Herb Garden with Hadrian Primary School, the redisplay of the Altars section of the main museum and the development of new interpretation to help visitors explore the site.

Engaging Events

Highlights included Roman & Viking re-enactors, live music from South Tyneside College and the chance to buy artisan goods at the craft and gift fair. Quantum Theatre returned with a dynamic performance of Charles Dickens' **Great Expectations** and the snow in December created a festive ambience for the Candlelit Tours.

Forensic Investigation

A forensic investigation of the 'Martin Lister' altar was funded by a Royal Society Local Heroes grant as part of the Society's 250th anniversary programme. The investigation brought experts from Germany and the UK to the fort to delve into the inscriptions on the altar.



A re-enactment event at Arbeia

More than 1,800 people visited the Arbeia Festival, which included falconry displays, Roman army training and have-a-go archery

South Shields Museum & Art Gallery

150th Anniversary

The Museum celebrated its anniversary with a blockbuster exhibition programme including **Space Age, Dinomites** and **History in the Making: 150 years of South Shields Museum & Art Gallery.**

Make Your Mark in History

During its anniversary year, the Museum received more than £1,000 in donations from the local community as part of its Make Your Mark fundraising campaign. Highlights included a fish 'n' chip supper hosted by John Grundy.

Bell from HMS Kelly

A cherished piece of South Tyneside history was acquired for the Museum collection. The 32 cm high bell is the last remaining part of HMS Kelly, the brave warship built at the shipyard of R & W Hawthorn Leslie at Hebburn in 1939.



Young visitors at the Dinomites exhibition

The Museum achieved record-breaking visitor numbers with more than 190,000 visits in 2010-11

TWAM working in Sunderland

Sunderland Museum & Winter Gardens

Gallery Refurbishment

The Art Gallery was refurbished with a new hang of Sunderland's important collection of Victorian paintings and a new central display area for works on paper, allowing more of the collection to be displayed. Improvements were also made in the Launched on Wearside galleries, and low energy lighting and new directional signage were installed throughout the Museum.

National Partnerships

Important relationships with both the British Museum and the National Portrait Gallery were sustained through the **China: Journey to the East** and the **Writers of Influence** exhibition projects. During its nine-week run the **China: Journey to the East** exhibition, attracted over 102,000 visitors, the highest number of visitors at any of its tour venues.

The Singh Twins

A major retrospective of the Singh Twins' work, curated by Sunderland Museum staff in partnership with the Singh Twins, featured some of the artists' earliest pieces, their most famous award winning paintings and latest public commissions.

New Acquisitions

The James Wilson Bequest has made possible the acquisition of a number of outstanding pieces of work by glass artists associated with the University of Sunderland.

Events

Outdoor events in Mowbray Park included a Teddy Bears' Picnic, guided tours of the park for Heritage Open Days, a Chinese Lantern Parade involving local school children and the annual **SMILE** concert. TWAM also participated in the Sunderland International Friendship Festival and the Hylton Castle Civil War Re-enactment.



I Feel Pretty
by The Singh Twins, 2003.
© The Singh Twins

There are now more than 4,000 trees and plants in the Winter Gardens, including banana trees, exotic flowers and herbs and spices from around the world

Monkwearmouth Station Museum

Capital Works

DCMS capital supported the building of an elegant new wagon shed for the historic brake van and covered carriage truck, which had stood outside in all weathers for several decades. The two wagons were moved into their new shed in November and were dried out prior to restoration work. A successful application was made to the Heritage Lottery Fund to restore and interpret the railway wagons.

Build It!

The **Build It!** exhibition on the history of construction toys was accompanied by a varied programme of events, including a Meccano Magic event organised with members of the North East Meccano Society.

The English Civil War – Sunderland's Story

This exhibition included important artefacts such as 'Freeborn' John Lilburne's boots and the Lumley Hoard of coins. It also featured film footage of the Civil War re-enactment staged at Hylton Castle.

Sunderland Art Studio

The Museum's learning rooms provided the Sunderland Art Studio with a temporary meeting space whilst their new premises were being prepared. The Art Studio offers a range of art activities to people with mental health issues.



Bob the Builder at Monkwearmouth Station Museum

A visit from Bob the Builder during the Built It! exhibition attracted over 1,000 visitors in one day

TWAM working in Sunderland

Washington 'F' Pit

Family Fun, Festivals and Open Days

The Museum opened for a series of special weekends from July to September including Heritage Open Days which featured a Vintage Bus Tour organised by TWAM with the North East Bus Preservation Society providing participants with guided tours at Monkwearmouth Station Museum, Fulwell Mill, Washington 'F' Pit and the North East Aircraft Museum.

Washington Heritage Festival

The Museum also participated in the Washington Heritage Festival with an artist-led banner-making project in which local people created modern and traditional mining banners, decorated with personal memories and images of the coal-mining industry in Washington.

Schools Workshops

There were also schools workshops in September and on other dates by special arrangement.



Vintage Bus Tour

More than 500 school children visited 'F' Pit during its week of school workshops in September

TWAM working with Newcastle University

Great North Museum: Hancock

In the Long Run

This exhibition celebrated the 30th anniversary of the world's largest half-marathon. It explored the history and significance of the race and raised awareness of the Great North Run's role in the region's heritage and cultural identity. Funding was secured from the Heritage Lottery Fund and Northern Rock Foundation.

Coming of Age: The Art and Science of Ageing

This innovative exhibition curated by Newcastle University, brought together both scientific and artistic communities to explore aspects of ageing and life expectancy. The exhibition featured three new commissions as well as a range of existing contemporary and historic artworks and included loans from several national collections.

Teaching, Research & Collections

The museum continued to contribute to teaching and research within Newcastle University, including supervision of student placements, facilitation of research and input into numerous taught modules.

Awards

- Winner RIBA North East Award 2010
- Highly Commended RICS Awards 2010, Tourism and Leisure category
- Runner Up - National Lottery Awards 2010
- Highly Commended – Design Week Awards 2010
- Winner – Silver Award North East Tourism Awards – Large Visitor Attraction 2010
- Winner – Bronze Award – North East Tourism Awards - Access for All 2010
- MIMA (Meetings Industry Marketing Awards) – Silver award in the best public relations campaign (catering and events)
- Gold Winner Design Effectiveness Awards 2010
- Winner – Gold Award Eventia 2010 Awards – Best Events Venue in the UK (in 250 -750 capacity category)



Portrait of Frances Rose
by Maggi Hambling, 1973.
© Tate, London

The Great North Museum: Hancock reached its 1 millionth visitor in August 2010, only 15 months after the redeveloped museum opened to the public

TWAM working with Newcastle University

Hatton Gallery

Community projects

The Gallery participated in an outreach project with members of Newcastle's Iranian community in response to the British Museum partnership exhibition **Takhti: A Modern Iranian Hero**. Artwork made by community members was shown at the Hatton alongside the exhibition and the project culminated in a public celebration with Iranian food and music.

Another Voice

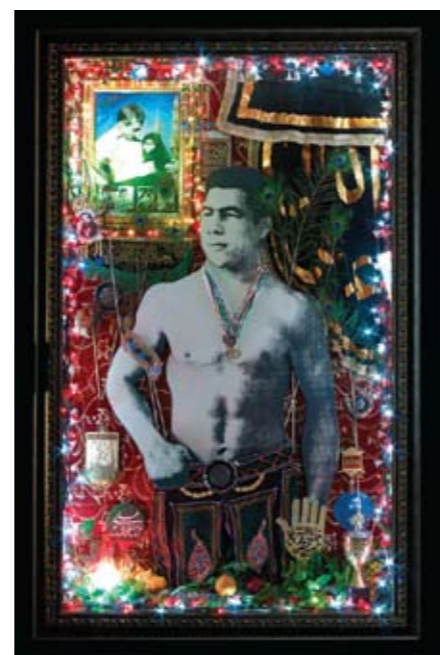
In response to **Another Face: Works from the Arts Council Collection**, writer in residence Stevie Ronnie was commissioned to produce *Another Voice*, a poetic tour of the exhibition and an accompanying pamphlet of poems. Stevie also created literacy resources for use in the Gallery and worked with school groups.

Art Lounge

As a result of visitor feedback, an area of the Gallery has been developed as the Art Lounge, providing comfortable seating for visitors and the chance to relax and find out more about the Hatton's exhibitions.

Kurt Schwitters' Merzbarn

Over the last year the Hatton has worked to establish links with the wider Kurt Schwitters community, contributing to several events and seminars and hosting talks and group visits at the Gallery. A detailed research project into the Merzbarn's history at the Hatton is also currently underway.



Takhti by Khosrow Hassanzadeh.
Mixed media, 2007.
© Khosrow Hassanzaeh

The Hatton shared more than 1,000 Tweets with its Twitter followers in 2010/11

Archaeology

Excavations on Iron Age sites

A series of excavations on enclosed Iron Age settlements in south-east Northumberland has taken place over the last decade. The results have now been analysed, and all the settlements proved to have been deserted early in the Roman period. The full publication, appearing in 2011, will explore the significance of this change in settlement patterns.

Earthwatch Excavations at Arbeia

Further work by 71 volunteers from the Earthwatch Foundation took place in an area just outside the Fort, revealing a road and a rectangular stone building which belonged to the civilian settlement. Finds included a clay statuette of a goddess and a lead baggage-sealing carrying the stamp of an emperor's household.

Anglo-Saxon Village at Shotton

Work on this important site was completed. Six large halls were explored, together with a series of enclosures which also contained smaller buildings and animal pens. Occupation began in the 6th century AD and continued into the 8th or 9th centuries. Finds included pottery and weights from weaving looms.

Corbridge and Hexham

Fieldwork projects carried out since 2004 were fully published. An architectural study of the Roman temples at Corbridge, with colour reconstructions, appeared in the *Arbeia Journal*. Part of the HLF-funded **Work of Giants** project included a survey of the Anglo-Saxon crypt at Hexham, which was published in *Archaeologia Aeliana*.

St Joseph's Primary School, Sunderland

The redevelopment of the school provided an opportunity to investigate the complete plan of a Second World War air raid shelter before its destruction. The subterranean shelter had an area of 1,200 square metres and consisted of four blocks of corridors with three separate entrances. The walls were formed by precast concrete panels.

TWAM working with people

The Learning team delivered over 152,000 engagements with children in organised programmes, facilitating a varied and dynamic programme with over 100 workshops on offer for schools and other educational providers. The team continued to successfully develop the learning offer in different areas, including imaginative use of museums to assist in literacy attainment; involvement in the 'Campaign! Make an Impact' national programme to encourage young people to take action inspired by historical campaigns; delivering inspiring Continuous Professional Development opportunities for teachers and other educators; informal family fun and intergenerational learning; and development of creative learning opportunities for young people at risk of becoming NEET (not in education, employment or training).

Culture Track

The Culture Track volunteer programme completed a successful first phase, supporting those who are economically inactive, by providing them with information, advice and guidance and access to qualifications. 19 volunteers have moved into paid employment, with 80%

of participants reporting that they were more ready for work following Culture Track.

Culture Shock

The Culture Shock project was successfully completed, working in partnership with regional museums to deliver digital stories with over 550 individuals. The project included a region-wide festival, which showcased stories on river cruises, BBC Big Screens and at farmers' markets. Culture Shock was one of five projects shortlisted nationally for the inaugural Clore Learning Award.

Stories of the World

The London 2012 Cultural Olympiad programme, **Stories of the World**, took place across the region in a partnership between TWAM, Durham University Oriental Museum and Middlesbrough Museums. The exciting digital projects re-interpreted world cultures collections for a new audience and laid the foundations for the exhibitions that young people will create in 2012.

Create

Create was a one year initiative funded by V, targeted at 16-25 year olds. Volunteer opportunities were designed around the core Olympic values, and included roles such

as gallery guides and digital documenters. 85 opportunities were filled at the Juice Festival in October 2010, and many volunteers will continue volunteering in these roles with TWAM after the project ends.

Friends Groups

TWAM's numerous friends' groups continued to play a vital role in supporting our museums and galleries.

- Associates of Discovery Museum
- Doxford Engine Friends' Association
- Friends of Segedunum
- Friends of the Hatton Gallery
- Friends of the Laing Art Gallery (FLAG)
- Friends of the Shipley Art Gallery
- Friends of South Shields Museum & Arbeia Roman Fort
- Friends of Sunderland Museums (FOSUMS)
- North Tyneside Steam Railway Association
- The Arbeia Society

TWAM Business Partners

In 2010/2011 £26,900 was awarded from the Business Partners Fund to projects across TWAM. This support has helped to leverage £778,000 in external funding, which added to mainstream TWAM funding, means that Business Partners have supported projects totalling over £1 million in 2010/11. Abercrombies sponsored **Christmas Present** in 2010/11 at the Shipley Art Gallery and IKEA Gateshead

supported the **Shipley Lates** programme. Northumbrian Water began the second year of its three year sponsorship of the **Play Tyne** gallery at Discovery Museum. NCJ Media sponsored the Evening Chronicle Planetarium Shows at the Great North Museum: Hancock and agreed a two year sponsorship of The Evening Chronicle Photography Exhibition at

Discovery Museum. John Lewis Newcastle was shortlisted in the prestigious Jaguar Land Rover A&B Community & Young People Award for its partnership with TWAM's Culture Shock project. IKEA Gateshead was shortlisted in the Bruntwood A&B Awards for Best Cultural Branding and the Journal Culture Awards for Best Arts and Business Partnership for its partnership with the Shipley Lates.

Business Patrons



Business Supporters



Business Members



Summary of financial results 2010/11

Summary of Financial Results 2010/11

- Gross operating expenditure was £17.3m an increase of £903k (5.5%) compared to 2009/10. This was funded through income of £17.1m and transfer of reserves of £0.2m.
- The Joint Committee's budget for core activities in 2010/11 was £6.9m. Core activities include income and expenditure directly incurred in the day to day running of the archives, museums and galleries.
- The final outturn of £6,770m represents an underspend of £115k. The most significant reasons for this were:
 - Savings on building operating costs controlled directly by South Tyneside and Sunderland councils;
 - An in-year reduction of £27k requested by North Tyneside Council.
- The expenditure on core activity was primarily financed by client contributions of £6.77m and revenue Grant-in-Aid (G-i-A) from the Department for Culture, Media and Sport of £1.4m.
- Gross operating expenditure on projects was £5.47m.
- Other grants and contributions were £5.2m, including capital G-i-A of £2.3m an increase of £2m (62%). This is primarily as a result of capital G-i-A funded schemes committed in prior years being undertaken in 2010/11.
- In 2010/11 TWAM received a grant of £2.19m from the MLA in respect of the Renaissance programme.
- The turnover for external trading activity in respect of shop sales, venue hire, café franchises, records management and the Archaeology Unit was £1.17m.

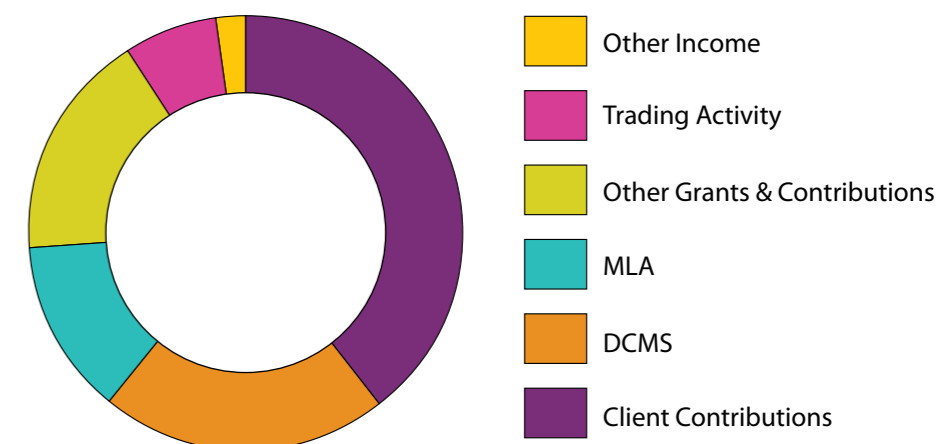
Income and Expenditure for the Year

Table 1 illustrates, in broad terms, where the money comes from:

Table 1 : Where the money comes from

2009/10 £000		2010/11 £000	%	Change £000
(£7,867)	Client contributions	(£6,770)	39.5%	£1,097
(£2,436)	DCMS Grant-in-Aid	(£3,699)	21.6%	(£1,263)
(£2,082)	MLA Renaissance Grant	(£2,185)	12.8%	(£103)
(£2,198)	Other Grants & Contributions	(£2,945)	17.2%	(£747)
(£1,309)	Trading Activity	(£1,170)	6.8%	£139
(£412)	Other income	(£363)	2.1%	£49
(£16,304)		(£17,132)	100%	£(828)

Where the money comes from 2010/11



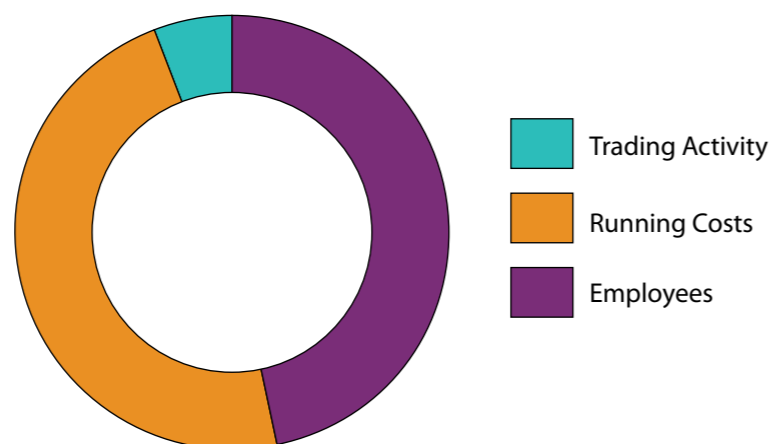
Summary of financial results 2010/11

Table 2 illustrates, in broad terms, what the money was spent on:

Table 2 : What the money was spent on

2009/10 £000	2010/11		Change £000
	£000	%	
£8,733 Employees	£8,130	46.9%	(£603)
£6,647 Running costs	£8,231	47.5%	£1,584
£1,044 Trading activity	£966	5.6%	(£78)
(£16,424)	(£17,327)	100%	£903

What the money was spent on 2010/11



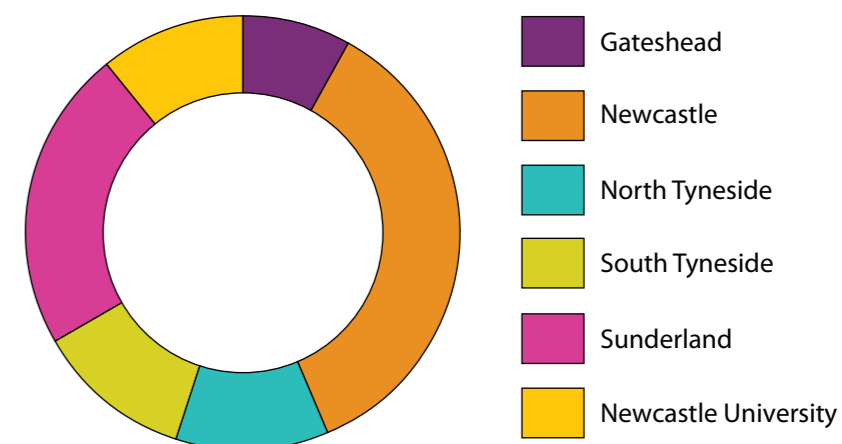
The analysis of individual client contributions is illustrated in Table 3:

Table 3 : Analysis of Client Contribution

2009/10 £000	2010/11 £000	2010/11		Change £000
		£000	%	
(£614) Gateshead	(£545)	8.1%	£69	
(£3,117) Newcastle	(£2,413)	35.6%	£704	
(£847) North Tyneside	(£778)	11.5%	£69	
(£944) South Tyneside	(£783)	11.6%	£161	
(£1,731) Sunderland	(£1,531)	22.6%	£200	
(£614) Newcastle University	(£720)	10.6%	(£106)	
(£7,867)	(£6,770)	100%	£1,097	

The main factors contributing to the decrease in client contributions between years was the requirement to fund back and equal pay included in the 2009/10 contributions and the impact of efficiency savings. For Newcastle University, the increased contribution reflects costs associated with operating the Great North Museum: Hancock, and is inline with the Business Plan.

Analysis of Client Contributions 2010/11



Summary of financial results 2010/11

Budget Comparison with 2009/10

The decrease in TWAM's cost of service between years is primarily due to:

- The requirement to fund back and equal pay included within 2009/10;
- The successful implementation during 2010/11 of efficiency savings of £311k.

The full Statement of Accounts is published in the Draft Treasurer's Report and Accounts 2010/11, produced subject to audit, and is available on request from the Head of Corporate Affairs, Tyne & Wear Archives & Museums, Blandford Square, Newcastle upon Tyne NE1 4JA or on the TWAM website at www.twmuseums.org.uk

Grant and sponsorship support

TWAM would like to thank the following organisations for generous financial support which has helped deliver our programme of activities in 2010-11:

- Abercrombies Interior Design
- Creativity Culture & Education
- DCLG Empty Retail
- English Heritage
- Esmée Fairbairn Foundation
- Friends of the Laing Art Gallery
- Gillian Dickinson Trust
- HLF
- IKEA Gateshead
- James Wilson Fund
- John George Joicey Bequest
- John Lewis Partnership
- Newcastle Gateshead Initiative
- Northern Film & Media
- Northern Rock Foundation,
- Craft Acquisition Fund
- Northumbrian Water
- One North East
- Rothschild Family
- Russell Commission
- The British Museum
- The Institute of Physics
- The Royal Society
- The Sponsors Club for Arts & Business



Who came and what did they think?

In 2010/11, TWAM welcomed a total of 2,018,233 people to its venues.

- TWAM continues to attract a large proportion of visitors from non-traditional museum-going groups, with 43% of visitors from socio-economic groups C2, D and E.
- 97% of visitors rated their overall enjoyment of their visit as 'excellent' or 'good'.
- TWAM venues continue to encourage repeat visits, with 63% of people having visited before, and 37% being first time visitors. A quarter of repeat visitors make at least five visits per year to a TWAM venue.

In-person visitor figures

Venue	Visitors over 12 months	Children in Organised Educational programmes
Shingley Art Gallery	34,920	6,586
Great North Museum	503,973	22,635
Hatton Gallery	24,521	3,336
Laing Art Gallery	274,848	12,456
Discovery Museum	424,059	38,186
Segedunum Roman Fort	44,019	10,229
Stephenson Railway Museum	22,290	5,103
Arbeia Roman Fort	41,974	7,544
South Shields Museum	196,206	5,624
Sunderland Museum & Winter Gardens	340,187	26,008
Monkwearmouth Museum	29,025	4,959
Washington F Pit	1,366	545
Regional Museum Store (Beamish)	80,844	0
Other	0	9,607
Total	2,018,233	152,818
The Archives	7,479	1,618

Every penny helps

If you would like more information about how your donation can make a difference, please visit

[www.twmuseums.org.uk/support us](http://www.twmuseums.org.uk/support-us)

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