



TYNE & WEAR
museums

Annual Report 2007/08

This is Tyne & Wear Museums' annual report for 2007 – 2008. More detailed information on Tyne & Wear Museums, including detailed financial information and a full account of our exhibition programme can be downloaded at www.twmuseums.org.uk/annualreport2007 or a copy can be requested from: communications@twmuseums.org.uk

This report has been reproduced on McNaughton paper: Take 2 Offset (100% recycled fibres sourced only from post consumer waste).



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.

| | |
|---------------------------------------|----|
| World Class Museums | 4 |
| About us | 7 |
| Foreword from Councillor Ged Bell | 8 |
| Introduction from Director Alec Coles | 9 |
| North East Regional Museums Hub | 10 |
| TWM Working | |
| in Gateshead | 14 |
| in Newcastle | 17 |
| in North Tyneside | 21 |
| in South Tyneside | 25 |
| in Sunderland | 29 |
| with Newcastle University | 34 |
| Our Contribution | 38 |
| Summary of Financial Results | 46 |
| Our Supporters | 50 |

World Class Museums

Tyne & Wear Museums (TWM) is a collection of twelve museums and galleries across Tyne & Wear, supported by the five local authorities of the area.

The partnership of the five authorities represents their commitment to provide high quality cultural and heritage services to the people of Tyne & Wear and visitors to our region.

A sixth partner is Newcastle University.

TWM 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.

Other funding partners include the Ministry of Defence, who fund a post to curate the collections of the 15th/19th the Kings Royal Hussars and the Northumberland Hussars – now the *A Soldier's Life* gallery in

Discovery Museum. Discovery Museum also hosts the John George Joicey Museum in the form of the *Newcastle Story* gallery by arrangement with the Trustees of the John George Joicey Bequest.

Since 2003, TWM has led the North East Regional Museums Hub on behalf of its Hub partners, Beamish: the North of England Open Air Museum, 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.



RENAISSANCE
NORTH EAST
museums for
changing lives



Photo: Sunderland Museum & Winter Gardens





Our vision

Our vision for the future is for everyone in Tyne & Wear to have access to museum provision, to use this access and to value it for the significant and positive impact that it makes upon their lives and to provide worldwide access to museums and collections using appropriate media.

Our commitment is to a World-class service that is innovative, imaginative, creative, totally inclusive, secure and sustainable.

Our achievements

- More than 1.5 million visits to our museums and galleries.
- More than 140,000 children taking part in educational activities.
- 506 volunteers contributing 22,625 hours of their time.
- Discovery Museum scooped Gold in the Tourism for All award at the North East England Tourism Awards 2007, as well as the Silver award for Large Visitor Attraction of the Year. Sunderland Museum & Winter Gardens was awarded Bronze for Best Family Experience.
- Tyne & Wear Museums won the coveted Hotspur Award, awarded by the Northumbrian Association at the House of Commons.
- Tyne & Wear Museums won the Museums & Heritage Awards for Excellence Classic Award, for continued growth, development and visitor interest.
- More than £1.6 million raised in grants, sponsorship and charitable giving.
- A 51% increase in income from our catering outlets.
- Our staff undertook 1,400 days of formal development and training.
- The acquisition of more than 60 objects and 40 oral histories as part of TWM's contemporary collecting scheme, collecting items and stories for the collections of the future.

Foreword

Cllr Ged Bell, Chair of the Tyne & Wear Museums Joint Committee

I am delighted to introduce the Tyne & Wear Museums Annual Report for 2007/08. This has been another year of high achievement: over 1.5 million visitors, 140,000 school visits and once again, a huge contribution from our wonderful volunteers are just some of the highlights.

It was particularly gratifying this year to receive prestigious national and regional awards, for the overall achievements of our service. The Museum and Heritage Show Classic Award recognised years of consistent achievement by TWM, whilst the Northumbrian Association's Hotspur Award was announced at a dinner at the House of

Commons. I would like to thank all our staff, volunteers and members for their continuing endeavours that have helped us achieve such honours.

It has also been an important year for the North East Regional Museums Hub. One of the most successful events was *The Late Shows*: created as a NewcastleGateshead celebration for International Museums Night, this late evening 'open house' in museums and other cultural venues attracted some 4,000 visits.

The Late Shows involved a number of 'non-Hub' museums, as did *North Face: Photographs from the National Portrait Gallery*. Both these projects provided proof, if it was needed, that the Hub really is working on behalf of the whole region.

The coming months and years will see new challenges: the Heritage Lottery Fund, the Northern Rock Foundation and the corporate sector are all under pressure. The importance of Renaissance funding is magnified in these circumstances and we hope that this crucial investment in our regional museums is secure.

In such a climate, we will need to build our income generation potential, and for this reason, I was particularly pleased to see increases in income from our trading activities and charitable donations. If ever here was a time to prove that museums can be effective businesses, then this is it.



Introduction

Alec Coles, Director of Tyne & Wear Museums

It is essential that we continue to renew and update facilities so it was a great year for Gateshead's Shipley Art Gallery, and Sunderland's Monkwearmouth Station Museum. Both enjoyed major refurbishments, funded largely by the Heritage Lottery Fund and the DCMS / Wolfson Foundation Museums and Galleries Improvement Fund.

August saw the re-opening of Monkwearmouth Station Museum with new galleries, new roof and heating system and bespoke education facilities. This handsome building also received much-needed conservation.

In March, *Designs for Life*, the Shipley's new gallery of art and design was opened by Wayne Hemingway. It is a great testimony to the skills, tenacity and determination of our staff that we continue to fund-raise and plan for such projects, and deliver them so successfully. It is our reputation for delivery

that led to TWM playing a major part in the regional Dott 07 (Design of the Times 2007) programme. Discovery Museum hosted *Our Cyborg Futures: Me or Machine?*, the signature exhibition of the programme, whilst Sunderland Museum & Winter Gardens launched the international touring *Design4Science* exhibition.

Perhaps our most important organisation-wide achievements this year have been in diversifying our audiences and workforce. Through the North East Regional Museums Hub, TWM has continued to embrace the MLA/ Museums Association *Diversify* scheme and has led the creation of the *DeciBel* programme with Arts Council England North East to develop visual art curators from BME backgrounds. If we are to ensure that we include, engage and serve all our communities, it is important to ensure that our work-force is representative of

them. Initiatives such as *Diversify and DeciBel* are just two steps towards achieving this.

We now look forwards to 2008-09 and more exciting projects, notably *Imagine a Nation*, a partnership with Tate Britain, and museums in Sheffield and Norwich, which will address nationhood and identity through British art. Meanwhile, *Culture Shock* will allow us to work with partners across the region to help 1,000 people create digital stories linked to museum collections. We received news that both had received substantial grants from the Heritage Lottery Fund and we look forward to reporting on progress next year!



North East Regional Museums Hub

As the leader of the North East Regional Museums Hub, TWM has continued to work with key partners across the region (Beamish: the North of England Open Air Museum, the Bowes Museum, Hartlepool Museums and MLA North East), providing support in the three priority areas: audiences, workforce and collections.

Some Highlights

A Public Catalogue

The Hub worked with the Public Catalogue Foundation to catalogue all the oil paintings in TWM's collections. This book, containing over 2,500 colour images, will be published in 2008/9. The project, which aims to catalogue all paintings in public ownership in the UK, will see two more volumes produced for the North East. Supported by the Northern Rock Foundation, Fenwick Ltd, and Renaissance North East.

We All Like Museums

That's what the summer museums marketing campaign – *I Like Museums* – set out to prove. The project, created through a partnership of MLA North East's *Broadening Horizons* programme, the Hub and ten non-Hub museums, promoted what the museums of the North East have to offer, showing that museums have something for everyone. The campaign linked museum collections to people's interests, creating more than 60 themes, from *I Like ... Romans* to *I Like... Things to do in the Rain*.

Diverse Workforces

A key issue for the Renaissance programme, nationally, is to increase the diversity of the museum workforce, to ensure that it is better able to reflect the communities it serves. To this end, the Hub has supported partners in developing workforce diversification plans.

The Hub also leads on programmes such as the Museums, Libraries and Archives Council's and Museums Association's *Diversify* scheme to support positive action trainees in the museum sector, and the *DeciBel* programme, funded by Arts Council England North East, to develop visual art curators from BME backgrounds. This latter partnership has created Curatorial Fellowships at the Laing Art Gallery, mima and BALTIC.

Photo: The Late Shows





Collections

This year saw collections information from museums across the region being made available online via the *People's Network Discovery Service* website. The project included four non-Hub venues as well as collections from TWM and its Hub partners, allowing anyone to find out more about the region's collections through the internet.

A Night to Remember

The Hub led on the development of *The Late Shows* across NewcastleGateshead, with 4,500 visits being made to 15 venues in one night, as part of Museums and Galleries Month / International Museums Night. Museums and galleries hosted a range of events and exhibitions, staying open until 11pm for one night only. A free bus service connected venues to encourage visitors to visit multiple venues in one night.

Prehistory: Who Cares?

The publication of *Prehistory: Who Cares?*, which reviews the prehistoric material held in the region's museums, demonstrated the significance of this subject to our region. Aimed at researchers, and anyone interested in the heritage of the region, the publication demonstrated the extent of the North East's prehistoric collections and their potential for future research.

Famous Faces

North Face: Photographs from the National Portrait Gallery was the first Hub exhibition held across several venues at once, allowing photographs from this important national collection to reach a greater number of museums and audiences. The project also provided opportunities for closer working partnerships and cross-promotion of venues. Ten venues were involved in total, including eight non-Hub venues. Each displayed a photograph from the National Portrait Gallery, of a famous face from the region, including Rowan Atkinson, Steve Cram and Jack Charlton.



Shingley Art Gallery

It has been a busy year for the Shingley, with the development of an exciting new gallery, *Designs for Life*, alongside an eclectic exhibition programme which brought historic and contemporary art, craft and design to Gateshead.

Visitors enjoyed work by some of the world's best-known artists, as well as paintings by members of the Gateshead Art Society, and works by young people from the region.

Some highlights

Designs for Life

The Shingley's new gallery of design was launched by Wayne Hemingway in March 2008 to enthusiastic reviews. It confirms the Shingley's reputation as an important centre for craft and design with one of the most important craft collections outside London.

Looking North

Developed in partnership with Northumbria University, *Looking North: Visual Culture from Post-war to Present Day* explored the visual heritage of Tyneside over the past 60 years, from fashion and popular culture to architecture.

Image & Identity

Image & Identity is a partnership project with the V&A, NCH - the Children's Charity and five regional museums and galleries. Local schools created artworks inspired by historical material to mark the 200th anniversary of the Parliamentary Act to abolish the slave trade in the British colonies.

**31,906 visitors to
Shingley Art Gallery
over 12 months**

**5,493 children took
part in educational
activities**





HE LATE S

Saturday
www.the





Discovery Museum

Discovery Museum enjoyed a year of successful partnerships, including the nostalgic *Tea Times* exhibition with Ringtons tea company. More contemporary was the glimpse into a brave, new, technological world, provided by *Our Cyborg Futures*, created with Dott07 (Designs of the Time 2007 - a year of community projects exploring what life in a sustainable region could be like, and how design can help us get there). Discovery also participated in the successful AV Festival (the international festival of electronic arts).

In February 2008, more than 600 guests and clients of Komatsu, from 30 countries, attended a series of dinners in the Great Hall. These events contributed to Discovery's quadrupling of venue hire income.

Some highlights

Remembering Slavery

Discovery led the *Remembering Slavery* commemorations in the region by producing a touring exhibiton of the same name. This was visited in May by Baroness Lola Young.

Staying Up Late

Also in May, Discovery participated in *The Late Shows*, attracting more than 500 visitors of all ages to view the film *A Night at the Museum*, screened in the Great Hall.

Tea Times

The Lord Mayor of Newcastle opened the *Tea Times* exhibition in July, and presided over a ceremony awarding Ringtons tea company the freedom of the city.

**439,864 visitors to
Discovery Museum
over 12 months**

**24,133 children
took part in
educational
activities**

Laing Art Gallery

Inspiring exhibitions and pioneering projects continued to attract visitors to the Laing. The strong exhibition programme included the National Portrait Gallery's *BP Portrait Award*, showcasing the best in contemporary portraiture.

Meanwhile, the partnership with the National Gallery and Bristol's Museums and Archives Service continued with *Work, Rest & Play* which included work by Monet, Gainsborough and Lowry. This was supported by the Heritage Lottery Fund, The Northern Rock Foundation and the Esmée Fairbairn Foundation.

Some highlights

La Bouche du Roi

As part of the *Remembering Slavery* programme, the Laing hosted a British Museum Partnership UK tour of a remarkable multi media art work by contemporary artist, Romuald Hazoumé, from the Republic of Benin, West Africa. Sculpture, video, sounds and smells were used to recall the famous 18th century print of a slave ship, the *Brookes*.

Visual Dialogues

Working with Tate for a third year, students from Newcastle College produced interpretive materials focused around a video installation from the Tate collection by Zineb Sedira. The group worked with a range of creative professionals including visual artists, film makers and writers.

Gordon Cheung

Laing Solo is a competition for emerging artists. Gordon Cheung was one of the selected artists - his newly commissioned paintings were influenced by the works of 19th century Romantic artist John Martin, in the Laing permanent collection.

257,655 visitors to Laing Art Gallery over 12 months.

12,731 children took part in educational activities

Photo: Romuald Hazoumé at the Laing.

The main components of the artwork are a tin and two plastic petrol cans. The tin is the shape of a slave ship. Every metal has its own identity and represents a person. We have the people using oil in the languages of Yoruba, Fon, Igbo, Ibibio, Ewe and Ndebele.

The scenes of violence and greed, as well as the terrible cruelty of a slave ship, including urine and faeces, are also represented. Other elements of the artwork include gun bottles, tobacco, nails, shells, salt and mirrors. There were some of the trade goods taken to African countries by Europeans in order to slave.

The tin also shows the motorcycles who transport petrol illegally between Nigeria and the Republic of Benin. They are plastic petrol cans of the type that would be turned into music. These containers are expanded over a flame in order to make them as large as possible, a process the vendors then use frequently both to fuel explosions, like enslaved people, to create a new and sacred breaking point, and then discarded.

The artist uses night movement, like the motorcycles - though powerless to escape to economic resources that they have - all represent resistance to that oppression. They are the last vestige of Africa's natural resources which make fortunes for a few, leaving the majority in desperate poverty.







Segedunum Roman Fort, Baths & Museum

Segedunum broke new ground with a range of exciting new learning and outreach programmes. These included the establishment of an after school club, where pupils from three local schools worked with artists to create a painted backdrop for the school workshops.

Segedunum also became an Advanced Learning Centre, working with gifted and talented schoolchildren from across North Tyneside. Pupils worked with an archaeologist and artist to decorate parts of the bath house with authentic fresco-style designs.

Some highlights

Heritage Open Days

The launch of Tyne & Wear's Heritage Open Days took place at Segedunum on 3 September with John Grundy, historian and local media personality, opening the event. Segedunum's programme of activities included a choir singing in the bath house, part of a Hadrian's Wall-wide *Singing in the Baths* event.

Ermine Street Guard

The highlight of the summer programme was the return to the fort of the Ermine Street Guard, Britain's premier Roman re-enactment society, to give a display of Roman might.

Deaf Family Days

The Museum held two very successful Deaf Family Days in the summer with re-enactors, presentations and tours. The second of the two days was part-sponsored by the Friends of Segedunum.

40,204 visitors to Segedunum over 12 months

12,339 children took part in educational activities

Stephenson Railway Museum

It was full steam ahead at Stephenson, as volunteers and staff enabled the Museum to run its popular passenger train service for an extended season, while school groups were occupied with a range of new workshops.

The Museum also benefited from site improvements including the demolition of the redundant platform close to Percy Main, the landscaping of the adjacent area, the removal of damaged and unwanted rolling stock from the yard, and the replacement of sections of the perimeter fence.

Some highlights

Victorian Christmas Specials

The Victorian Christmas Specials ran over three weekends in December and again attracted large numbers of families to meet Santa Claus on board one of the steam trains.

Magic Moments

The enormously successful Harry Potter event run in conjunction with North Tyneside Libraries attracted over 1,800 visitors to ride the Hogwarts Express to Percy Main and back.

Award Success

Stephenson Railway Museum enjoyed success this year as its *Community Sounds and Voices* (CSV) project was shortlisted in the Jodi Awards, which recognise excellence in accessible museum technology. The CSV project has provided visitors with visual, audio and tactile information.

**42,618 visitors to
Stephenson over
12 months**

**5,154 children took
part in educational
activities**







Arbeia Roman Fort & Museum

It has been a year of positive change at Arbeia Roman Fort, with a new visitor reception area and the opening of *The Centurion's Quarters*, a new reconstruction at the Fort. Meanwhile, archaeological investigations continue, helped by teams of volunteers.

Some highlights

The Centurion's Quarters

This newly reconstructed area allows visitors to see the living accommodation of a Roman Centurion and his family, compared with that of the soldiers in barracks and the more sumptuous accommodation of the Commanding Officer's house.

The Staffordshire Moorlands Pan

Discovered in Staffordshire in 2003 and dating from around AD122, this highly decorated pan is noted for the fact that Hadrian's Wall is named for the first time in the inscription around its rim. The pan was on show to visitors at the start of 2008. This important piece was lent by its co-owners, The British Museum, The Potteries Museum & Art Gallery and Tullie House Museum, Carlisle.

Archaeological discoveries

Investigations into two seals found on the site revealed that the fifth cohort of Gauls, a unit of around 500 soldiers, was stationed at Arbeia and that the unit was part-mounted – this was the first evidence to be uncovered in 130 years of excavation which showed that the some of the soldiers served on horseback.

**78,588 visitors
to Arbeia over 12
months**

**8,129 children
took part in
educational
activities**

South Shields Museum & Art Gallery

A wide range of exhibitions and events meant a busy year at South Shields. Best remembered was *Shoes: The Agony & the Ecstasy* which brought exhibits from the V&A and legendary footwear designer Manolo Blahnik, amongst others, and helped to attract new audiences to the venue. As for events, the annual Local History Fair and Christmas Fayre continued to be popular and well supported.

Some highlights

Commemoration

On 23 August, the International Day for the Remembrance of the Slave Trade and its Abolition, the Museum hosted music and reading by Freedom Think Tank, a voluntary group, to remember the abolition of slavery. The day continued with family-focused events.

A Force to be Reckoned With

October half-term was a time for learning and fun, with the *Forcesworks* exhibition bringing science to life and introducing younger audiences to forces including gravity, magnetism and pressure.

Looking Forward

Plans are well underway for *Changing Faces*, a new interpretation of the story of South Tyneside from the Bronze Age to the beginning of the 20th century. The new gallery includes the provision of a café for the first time in the Museum. The new gallery is funded by the DCMS/Wolfson Foundation Museums and Galleries Improvement Fund, DCMS, South Tyneside Council and the Catherine Cookson Charitable Trust.

**167,691 visitors
to South Shields
Museum over 12
months**

**4,804 children
took part in
educational
activities**

Photo: South Shields Museum & Art Gallery



Winsford & all dailies
museum & art gallery

FREE LIBRARY





Sunderland Museum & Winter Gardens

Topics as wide ranging as pop music, climate change and molecular biology featured in the programme at Sunderland Museum & Winter Gardens. Relationships with national partners brought exhibitions such as the *Shell Wildlife Photographer of the Year* from the Natural History Museum and *Pop Stars* from the National Portrait Gallery.

The Winter Gardens was brought to life with a sound installation using the noises of the rainforest, commissioned for the AV Festival 2008.

Some highlights

Looking at Lowry

The Heritage Lottery Fund supported the *Looking at Lowry* project which allowed the creation of new materials to support the Lowry collection at Sunderland, including an interactive CD Rom, a 3D version of the painting *Dockside*, a Lowry Festival and school workshops.

Design4Science

In partnership with the University of Sunderland, and as part of Design of the Times (Dott07), this innovative exhibition showcased work by students inspired by science. It included jewellery and sculpture which celebrated the visual archive of work produced at the famous Laboratory of Molecular Biology, Cambridge.

Whatever the Weather

Created in partnership with Museums Sheffield and Croydon Museums, *Whatever the Weather* was an engaging and informative exhibition dealing with one of the most topical issues of the day, climate change.

**326,714 visitors
to Sunderland
Museum over
12 months**

**18,333 children
took part in
educational
activities**

Monkwearmouth Station Museum

August 2007 saw the grand re-opening of Monkwearmouth Station Museum after an extensive £1 million refurbishment. The 18 month programme involved specialist repair work to the fabric of the building and improvements to accessibility, opening it up to the widest audience possible.

During its first seven months of opening, the Museum received an impressive 36,288 visitors.

Some highlights

New Galleries

Seven new interactive galleries tell the story of the station, look at the theme of journeys and house temporary exhibitions. Upstairs, the refurbished rooms offer an improved service to schools and space for community groups to meet.

Many organisations have made use of the rooms, including the University of the Third Age, ESOL and adult learning groups.

Sunderland to Saigon

The first exhibition on show at the new Museum was *Sunderland to Saigon*, the story of the epic rail journey from Sunderland to Ho Chi Minh City (formerly Saigon), Vietnam. The journey was made by Jennie Beale, assistant learning officer, who travelled with two filmmakers. The film, photographs and objects they brought back made up this fascinating exhibition.

Sunderland Scouts

Scouting in Sunderland was commemorated through this exhibition *Join the Adventure: The First 100 Years of the Sunderland Scouts*.

36,566 visitors to Monkwearmouth Station Museum during the summer

3,660 children took part in educational activities over one week

Photo: A portrait of George Hudson is moved into the refurbished museum.

**George
Hudson**
The Railway King





Washington 'F' Pit

Washington 'F' Pit serves as a monument to the region's coal-mining heritage and was opened to the public for two weekends in the summer, and for five days during September for schools. Special visits were bookable at other times.

Some Highlights

Family activities

Family activities involved young visitors creating images of the pit and of life as a miner, which were displayed at the site.

Heritage Open Days

As part of the Heritage Open Days programme, 'F' Pit visitors received a tour of the site.

Outreach

Washington Millennium Men's Group, a support group for unemployed men, took part in a seven-week project working on the theme of identity, culminating in the production of a banner in the style of a traditional miners' banner.

705 visitors to Washington 'F' Pit during open days

479 children took part in educational activities over one week

Great North Museum

The transformation of the Hancock Museum site into the Great North Museum, due to open in 2009, is now well underway. From the careful renovation and extension of the original Grade 2* listed building to the commissioning of models and interactives for the new museum, it has been a busy year for all involved.

This £26 million project is a partnership between Newcastle University, Tyne & Wear Museums, Newcastle City Council, The Natural History Society of Northumbria and The Society of Antiquaries of Newcastle upon Tyne.

It has been made possible with funding from the Heritage Lottery Fund, TyneWear Partnership, One NorthEast, European Regional Development Fund, Newcastle University, Newcastle City Council, Northern Rock Foundation, Garfield Weston Foundation, Clore Duffield Foundation, DCMS/ Wolfson Foundation Museums & Galleries Improvement Fund, Sir James Knott Trust, Monument Trust, SITA Trust, Shears Foundation, Ernest Williams & Rachel Todd Bequest, Roland Cookson Trust, J F Costopoulos Foundation, Rayne Foundation, Charles Hayward Foundation, Diana Shipping, Mercers Company, Joicey Trust and the Ridley Family Fund.

Some highlights

Grand Designs

A new three-storey extension has been added to the Hancock Museum building. This will provide learning spaces, offices and a library, as well as a new, world-class exhibition space, capable of housing some of the largest exhibitions available.

Exciting Times

New galleries will include *Hadrian's Wall*, where visitors can re-build the wall virtually; *Ancient Egypt*, where they can cross the bridge from the world of the living to that of the dead; and a fossil gallery where they can cower beneath a T. rex skeleton.

Thanks are due to everyone who has donated to the Great North Museum. To find out how you can Be Part of It, please visit www.greatnorthmuseum.org





Real World Science

The *Real World Science* partnership (with the Natural History Museum, the Oxford University Museum of Natural History and Manchester University Museum) held a successful conference considering the role of museums in teaching secondary science. The keynote speaker was the Rt. Hon. Margaret Hodge, MBE, MP, Minister of State for Culture. This initiative is funded through the Strategic Commissioning scheme, sponsored jointly by the Department for Culture, Media and Sport and the, then, Department for Education and Skills (now the Department for Children, Schools and Families).

A Web of Wildlife

The EYE (Exploring Your Environment) Project's new wikiTOD website, www.eyeproject.org.uk, went live this year, allowing people to record their species sightings online using innovative technology. Progress has also been made with the development of the Project's Regional Environmental Data Hub - a database of regional species records and habitat information.

The EYE Project is a Newcastle University project in partnership with Tyne & Wear Museums. It is funded by the Heritage Lottery Fund, Newcastle University, Tyne & Wear Museums, Renaissance North East, Natural England, Northumberland Wildlife Trust with support from Tyne & Wear Museums' Business Partners. The EYE Project is sponsored by Northumbrian Water.

Our Contribution

Reaching Out

Museums, galleries and their collections have been used to inspire projects exploring everything from dance and new technology to gardening.

This year's partners have included Sunderland Youth Offending Services, South Tyneside Drug and Alcohol Service, Futures Plus Youth Inclusion Programme, Sight Service, Compact for Racial Equality in South Tyneside, the African Group North Tyneside and the North of England Refugee Service.

Some highlights

Fijate!

Working with Newcastle's Latin American community, this evening of film and music at the Laing Art Gallery was inspired by the National Gallery Touring Partnership exhibition, *Work, Rest & Play*.

HMP & Me

An exhibition in Discovery Museum's People's Gallery explored the lives and personal identities of people living in prisons today.

Tackle it!

A film project by young people for young people, *Tackle It!* raises awareness of issues associated with substance abuse, and was the result of a partnership with Sunderland Youth Offending Services.

Photo: Fijate! event at the Laing Art Gallery



Increasing Diversity

During 2007/8 TWM developed and delivered a wide range of activities, events and exhibitions demonstrating our commitment to diversifying our audiences and our workforce.

A key focus was a year-long series of activities to mark the 200th anniversary of the Parliamentary Act to abolish the slave trade in the British colonies. TWM led a regional programme of events, exhibitions and learning activities. New partnerships were created, including a collaboration with the Literary and Philosophical Society of Newcastle upon Tyne on a series of lectures and an outreach programme involving local community groups and young people, culminating in a live performance at Dance City.

Destination Tyne & Wear was a major exhibition celebrating cultural diversity in our region. Touring to three TWM venues, it explored historic and contemporary migration, and aimed to help people make connections between their own experiences and people from other cultures.

Workforce diversification remained a key priority and a new workforce diversification plan enabled a strategic approach to the delivery of work in this area. TWM also hosted two curators from China and two from Sudan as part of the British Museum's International Curatorial Training Programme, as well as placements from South Africa, funded through DCMS.

TWM was particularly honoured to be a finalist in the Chartered Institute of Professional Development Awards for its equality and diversity work.

Education and lifelong learning

A major focus of this year's work has been working in partnership. New activities and resources for schools, with particular focus on after-school clubs and summer schools were piloted in North and South Tyneside.

Innovative video-conferencing projects took place at Segedunum and the Laing Art Gallery. Live link-up sessions using the collections provided a new, exciting and interactive experience for children and created keen anticipation for follow-up visits.

Strategic Commissioning projects, funded by the DCMS and the Department for Education and Skills (DfES, now the Department for Children, Schools and Families), such as *Real World Science* with the Natural History Museum and *Image and Identity* with the V&A continue to increase engagement with secondary schools.

Delivering science to schools through history and art collections continued to develop strongly. A co-ordinated series of workshops was delivered, linked to National Science and Engineering week in March. These included the *Stormy Science Festival* at Sunderland, *Corn to Crust – Making Roman Bread* at Segedunum, *Art Detectives* at the Laing, Professor Brainstorm shows at Discovery, and the *Science of Materials* at the Shipley.

Collective Minds, TWM's children's consultation panel, continues to advise on resources, activities and displays – their assistance helped the Learning team receive an *Investing in Children* award.

Volunteers & Friends

2007/2008 saw an increase in volunteer activity, with 506 volunteers contributing 22,625 hours to the organisation.

The *Our Way, British Sign Language in Museums* project has gone from strength to strength with 16 Deaf volunteers engaged as tour guides delivering a series of BSL tours across TWM and Hub venues, engaging with Deaf audiences from across the region.

TWM volunteers have played a vital role in the facilitation of a number of exhibitions including *Our Cyborg Future* at Discovery Museum and *La Bouche du Roi* at the Laing Art Gallery.

In April 2007, TWM hosted a conference, bringing together professionals from the museum and voluntary sectors to explore the benefits of museum volunteering. Discovery also hosted the North East Regional Museums Hub annual celebration, bringing together volunteers from across the Hub

partnership. TWM's Volunteer Awards were presented at this event.

In August 2007, we hosted our biggest business volunteering event to date with two teams (from John Lewis and Newcastle Chronicle & Journal) competing at The Rising Sun Country Park for the EYE Project Team Challenge. Teams identified as many species as possible and this information was fed into the EYE Project database.

TWM's friends' organisations continued to play active and important roles within our museums and galleries. Their members support the venues in a variety of ways, from funding acquisitions to volunteering at events and encouraging new visitors.

Friends of the Shipley Art Gallery

The successful guest speaker programme, featuring makers, curators and historians, was well attended and will continue in

the coming year. The Friends of the Shipley also launched a new website, www.shipleyfriends.co.uk, providing information on the Friends and a link to the Shipley's own site.

Associates of Discovery Museum

The Associates continued to support science activities at Discovery, from fronting activities and acting as hosts for participating schools, to assistance with judging and donating prize money. A new corporate member, BAE Land Systems was welcomed, and will provide graduate trainees and apprentices to assist with future activities.

Friends of the Laing Art Gallery

The Friends supported the Laing in numerous ways, including exhibition funding, conservation of works in the permanent collection and a number of significant acquisitions. Two works by contemporary artist Gordon Cheung were acquired

outright and a watercolour by Myles Birket Foster was purchased in memory of Charles Warrick a former member of the Friends. An 18th century Newcastle silver sauce boat by David Crawford was also purchased in memory of Margery Stevenson, a founder member of the Friends.

Friends of Segedunum

At Segedunum, the Friends organised a popular programme of Saturday morning talks and provided practical assistance for the Museum, including supplying equipment for the conference room and providing guides at special events.

North Tyneside Steam Railway Association

The North Tyneside Steam Railway Association continues to play a critical role in the Museum by providing conservation work and advice as well as running the passenger train service, including for the popular Victorian Christmas Specials. New, much-improved facilities

including an office and mess room have been provided.

Friends of South Shields Museum & Arbeia Roman Fort

The Friends enjoyed a wide variety of speakers covering a wide range of topics. In May the Friends were also represented at the Local History Fair in the Museum while the Christmas Fayre again provided a very successful fund-raising exercise.

Friends of Sunderland Museums (FOSUMS)

The Friends of Sunderland Museums held regular meetings, on subjects as diverse as local history, Antarctica, Canada, and the Sunderland to Saigon journey. Donations were made towards the Lowry project, and the Public Catalogue Foundation. FOSUMS also bought a display case for their Guardians Book which is now on display in the Museum, to encourage further donations.

Doxford Engine Friends' Association

Visits this year included the group's first international event, a trip to Copenhagen to see the acclaimed DieselHouse Museum. The Doxford engine preserved at the Regional Museums Store continues to benefit from the attention given by members, and over 420 hours' voluntary work was committed during the year. Guided tours of the engine were also put on for visitors.

TWM Archaeology

TWM's archaeology field unit, TWM Archaeology, worked on more than 200 projects this year, relating to periods from prehistory to the twentieth century.

Large excavations, in advance of development, revealed previously unknown prehistoric sites at Pelton, Easington and near Chester-le-Street, Sunderland, and Blagdon.

The largest and most spectacular piece of fieldwork was an excavation in advance of opencast coal mining of a site near Blagdon, Northumberland. This recovered a previously unknown pre-Roman Iron Age settlement - an entirely new class of site which shows that Iron Age settlements in the North East were larger and more sophisticated than previously was thought.

A major project, funded by the Heritage Lottery Fund and English Heritage, to rescue the remains of the Roman bridge at Corbridge from river erosion was completed. After being carefully studied and reassembled by TWM archaeologists the massive stone blocks surviving from the bridge were unveiled to the public.

Research excavation continued at Arbeia Roman Fort, revealing how the Romans built the first stone fort around AD 160. A report was completed on excavations in the civil settlement that surrounds the fort, showing how much of it survives intact, buried up to 2m beneath the buildings of modern South Shields.

Who came – and what did they think?

- TWM continues to attract a large proportion of visitors from non-traditional museum-going groups with 42% of visitors from socio-economic groups C2, D and E.
- TWM venues made a positive impact on visitors, who were found to have had an enjoyable visit (97%), feel better because of their visit (84%), to have been left curious about the things they saw (79%), and gained knowledge and understanding (78%).
- Visitor satisfaction remains high with 96% stating that they would recommend a visit. The museums and galleries continue to attract repeat visits with 43% of visitors having visited within the last 12 months.
- These positive visitor experiences continue to encourage repeat visits, with a previous enjoyable visit being the main reason people give for visiting one of our venues.
- TWM venues are regarded by visitors as being family-friendly with 57% visiting with children and the main reason given for satisfaction with their visit was that it was 'good for children.'

This year's research* was undertaken at Arbeia Roman Fort, Discovery Museum, the Laing Art Gallery, Monkwearmouth Station Museum, Segedunum Roman Fort, the Shipley Art Gallery, South Shields Museum & Art Gallery, Stephenson Railway Museum and Sunderland Museum & Winter Gardens.

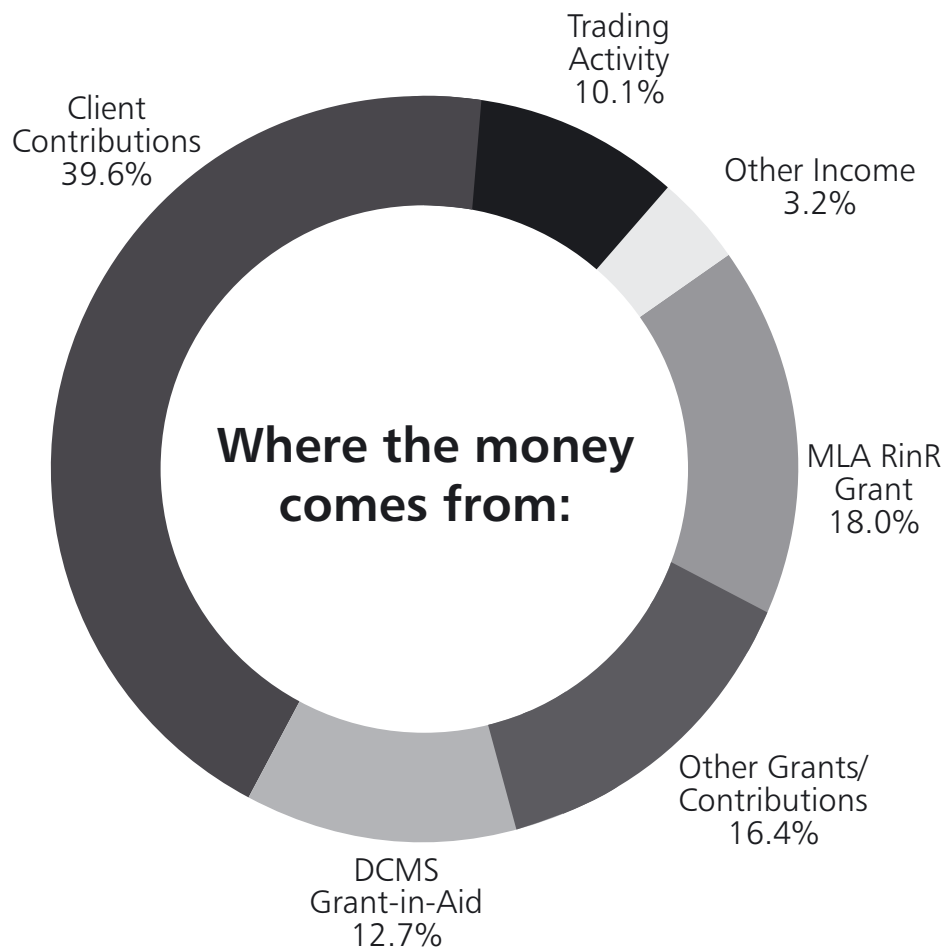
*2007 Benchmarking research was carried out by Survey & Marketing Services Ltd in August 2007.

Summary of Financial Results

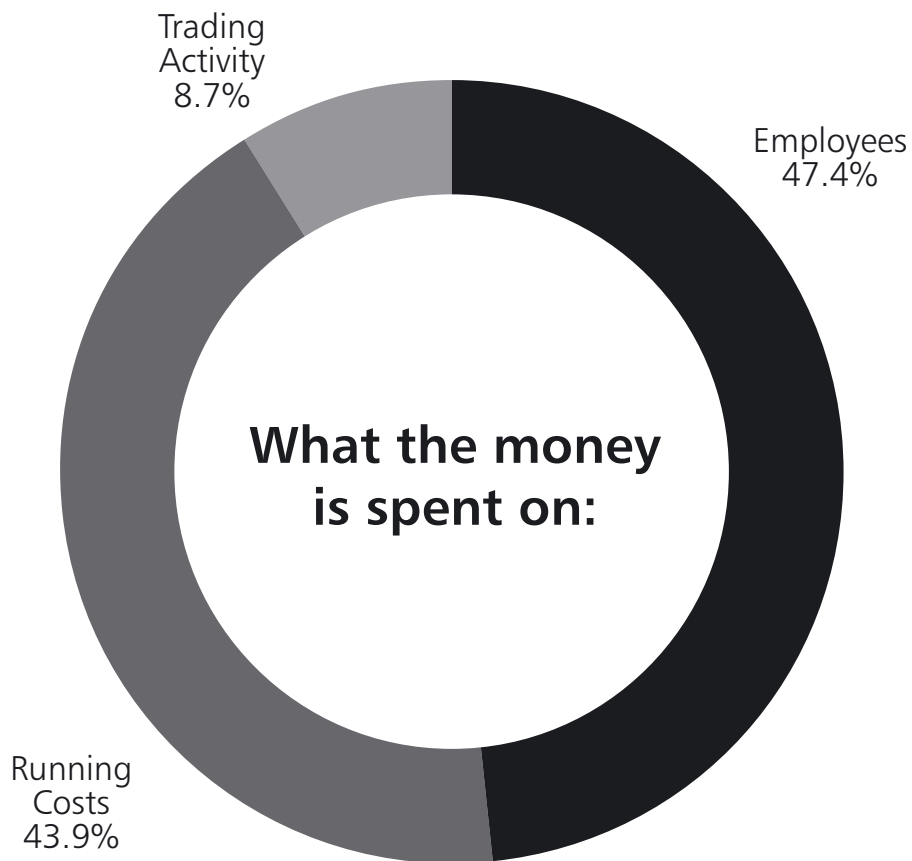
The principal financial results of the year 2007 / 2008 can be summarised as follows:

- Gross operating expenditure, excluding trading, was £13,769,536, an increase of £737,787 (5.7%) over 2006/07.
- The expenditure on core activity was primarily financed by client contributions of £5,604,232 and a Grant-in-Aid from the Department for Culture, Media and Sport of £1,796,017. Funding of the increase in gross expenditure against the revised estimate was financed by increased income generation.
- In 2007/08, TWM received a grant of £2,548,915 from the MLA Council in respect of the Renaissance programme.
- The gross operating expenditure in respect of the Hancock Museum was £274,213. This was financed primarily by a University contribution of £217,589. Any shortfall of income over expenditure incurred in relation to the Hancock Museum is 100% recoverable from the University of Newcastle upon Tyne.
- Gross operating expenditure on projects was £2,208,273. This was financed by grants and income generation.
- The turnover for external trading activity in respect of shop sales, gallery hire and café franchises was £594,136 while TWM Archaeology earned £835,697.
- At the close of the 2007/08 financial year, Tyne & Wear Museums' reserves increased by £396,000 to £1.94 million. The existence of these reserves helps Tyne & Wear Museums to maintain stability and withstand unexpected financial events.

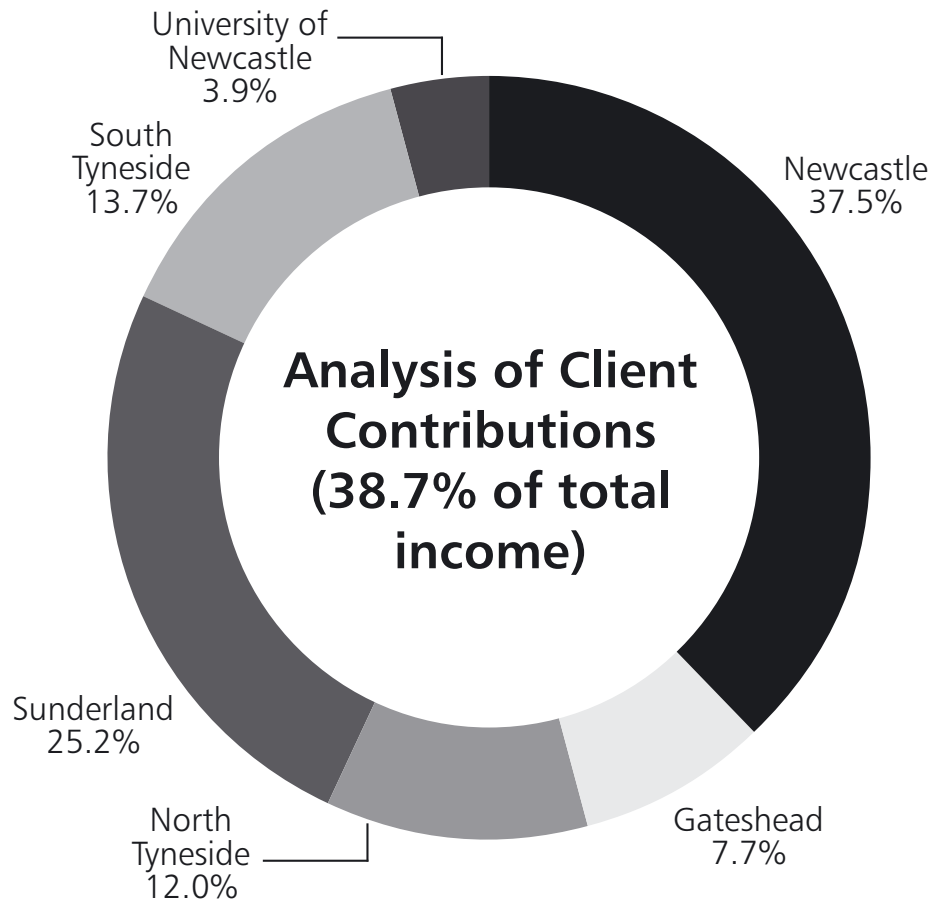
The full Statement of Accounts is published in The Treasurer's Report and Accounts 2007/08 and is available on request from the Senior Manager: Corporate Affairs, Tyne & Wear Museums, Blandford Square, Newcastle upon Tyne, NE1 4JA or on the TWM website at www.twmuseums.org.uk



| 2006 - 2007 | | 2007 - 2008 | | Change |
|----------------|------------------------------|---------------|------------|-------------|
| £000 | | £000 | % | £000 |
| 5,582 | Client Contributions | 5,604 | 39.6 | 22 |
| 1,842 | DCMS Grant-in-Aid | 1,796 | 12.7 | (46) |
| 2,428 | MLA RinR Grant | 2,549 | 18.0 | 121 |
| 1,387 | Other Grants & Contributions | 2,331 | 16.4 | 944 |
| 1,508 | Trading Activity | 1,430 | 10.1 | (78) |
| 521 | Other Income | 456 | 3.2 | (65) |
| £13,268 | | 14,166 | 100 | £898 |



| 2006 - 2007 | | 2007 - 2008 | Change |
|----------------|------------------|---------------|---------------------|
| £000 | | £000 | % £000 |
| 6,334 | Employees | 6,529 | 47.4 195 |
| 5,549 | Running Costs | 6,046 | 43.9 497 |
| 1,149 | Trading Activity | 1,195 | 8.7 46 |
| £13,032 | | 13,770 | 100 £738 |



| 2006 - 2007 | | 2007 - 2008 | | Change |
|---------------|----------------------|---------------|------------|------------|
| £000 | | £000 | % | £000 |
| 431 | Gateshead | 430 | 7.7 | (1) |
| 2,107 | Newcastle | 2,104 | 37.5 | (3) |
| 622 | North Tyneside | 673 | 12.0 | 51 |
| 776 | South Tyneside | 767 | 13.7 | (9) |
| 1,423 | Sunderland | 1,412 | 25.2 | (11) |
| 223 | Newcastle University | 218 | 3.9 | (5) |
| £5,582 | | £5,604 | 100 | £22 |

Our supporters

Connecting through Culture

TWM is fortunate to work with many outstanding businesses and business people. This year, the following companies have made a significant contribution to our work through their membership of *Connecting through Culture*.

Projects supported in 2007/08 included the new *Designs for Life* gallery at the Shipley Art Gallery, the *Collective Minds* children's book project and the *Remembering Slavery* exhibition.

Patrons



northern rock

wardhadaway



Fenwick



Barbour

Supporters



GREGGS
—plc—



D
DICKINSON DEES



ncjMedia



U.K. LAND ESTATES

Muckle^{LLP}

Members

John Lewis
Newcastle



SILVERLINK
HOLDINGS LIMITED

SIEMENS

mitchellhaltonwatson^{pr}

KOMATSU

Volunteers & Friends

Every year, hundreds of people give their time, skills and financial support to TWM.

More than 500 volunteers have given their time as part of our volunteers programme in the last year alone, undertaking tasks ranging from meeting and greeting visitors to cataloguing and caring for the collections. In return we offer the chance to learn new skills, meet new people and become an important part of the organisation.

Equally, our Friends organisations are critical to our success, with thousands of people joined up as fully-fledged supporters of our museums and galleries.

Their support is vital in helping us to achieve our goals. As well as organising successful events and talks, and encouraging new members and visitors to come to our venues, the Friends groups also provide vital funds towards the acquisition of key pieces.

Thanks to

Associates of Discovery Museum

Friends of Sunderland Museums (FOSUMS)

Friends of Segedunum

Friends of the Shipley Art Gallery

Friends of the Laing Art Gallery

Friends of South Shields Museum & Arbeia Roman Fort

North Tyneside Steam Railway Association

Arbeia Society

The Doxford Engine Friends' Association

To find out more about the Friends organisations and their support during 2007/08, visit our website

www.twmuseums.org.uk

Grants, Donations and Partners

TWM would like to thank the following organisations for their support in 2007/08:

Art Fund
Access to Work
Andrew Weir Shipping
Arts Council England North East
Association of North East Councils
BALTIC
Bristol Museums & Art Gallery
British Museum
Browne Smith Baker
Business Link North East
Campaign For Learning Through Museum and Galleries
Carbon Neutral Newcastle
Catherine Cookson Charitable Trust
CBI North East
Centre for Life
Charles Hayward Foundation
Cheltenham Art Gallery & Museum
Chillingham Road Primary School
Community Foundation
Crafts Council
Cultural Cities Network
Culture 10
Culture 2000
Culture North East
Dance City
Department for Children, Schools and Families
Department for Culture, Media and Sport
Dott 07
Durham University
Earthwatch Institute
English Heritage
Esmée Fairbairn Foundation
European Social Fund
Evening Chronicle
Fenwick Ltd
First Step

| | | |
|--|--|--|
| Futures Plus Youth Inclusion Programme | Museums Association | North East Cultural Diversity Arts Forum |
| Garfield Weston Foundation | Museums Sheffield | Northern Cultural Skills Partnership |
| Gateshead Art Society | National Gallery | Northern Film and Media |
| Gateshead Crossroads Caring for Carers | National Glass Centre | Northern Lights Film Festival |
| Gillian Dickinson Trust | National Maritime Museum | Northern Rock Foundation |
| Government Office for the North East | National Museums Liverpool | Northern Stage |
| Hadrian's Wall Heritage Ltd | National Portrait Gallery | Northumberland Scouts |
| Henry Rothschild and his family | National Trust | Northumberland Wildlife Trust |
| Heritage Lottery Fund | Natural England | Northumbria University |
| iniva (Institute of International Visual Arts) | Natural History Museum | Northumbrian Association |
| James Wilson Fund | Natural History Society of Northumbria | Nova International |
| Live Theatre | Newcastle Gateshead Initiative | One North East |
| Liverpool Culture Company | Newcastle University | PF Charitable Trust |
| LSC North East | NEXUS | Pilgrim Trust |
| MLA North East | Norfolk Museums & Archaeology Service | Prince of Wales Arts & Kids Foundation |
| MLA/V&A Purchase Grant Fund | North East Chamber of Commerce | PRISM Fund |
| Monument Trust | North East Council on Addictions | Public Catalogue Foundation |

Regional Youth Work Unit North East

Renaissance Designation Challenge Fund

Ringtons Limited

Royal Academy of Arts

Royal Armouries

Seven Stories

Shields Gazette

Shipley Trust

Sir James Knott Trust

Society of Antiquaries of Newcastle upon Tyne

Sponsors Club for Art & Business

Stavros Niachos Foundation

Sunderland U3A

Sunderland Youth Offending Service

Tate

The Journal

The Northern Stars Young Persons' Film Academy

The Royal Pavilions & Museums

The Sage Gateshead

Theatre Royal

Tyne & Wear Archive Service

Tyne Tees TV

Tyneside Cinema

TyneWear Partnership

University of Leicester

University of Sunderland

V&A

Valley Gardens Middle School

W A Handley Charity Trust

Wolfson Foundation

Woodhorn Colliery Museum

TWM would also like to thank everyone who gave a donation to the Tyne & Wear Museums Development Trust in 2007/08. Thanks to your generosity, TWM has been able to support a wide range of museum activities that otherwise would not have been possible.

For more information about how you can help us make a difference, please
visit our website at: www.twmuseums.org.uk/supportus

Tyne & Wear Museums Development Trust is a registered charity.
Charity number 1055974

Published 2008
Tyne & Wear Museums
Discovery Museum
Blandford Square
Newcastle upon Tyne
NE1 4JA