

TYNE & WEAR
archives &
museums

IMPACT REPORT

2018/19



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

Tyne & Wear Archives & Museums (TWAM) is a major regional museum, art gallery and archives service. We manage a collection of nine museums and galleries across Tyneside and the Archives for Tyne and Wear.

We are supported by the four local authorities in Tyneside and Newcastle University. TWAM is also a National Portfolio Organisation funded by Arts Council England.

On behalf of Arts Council England we manage the North East Museum Development Programme supporting smaller museums across the region and Culture Bridge North East, working to make sure that every child and young person has the opportunity to experience the richness of the arts and culture.

Image: Woman with Lilies by Thomas Armstrong, 1876, Laing Art Gallery - displayed in the Enchanted Garden exhibition in summer 2018.



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The design of this report is inspired by the Enchanted Garden exhibition at the Laing Art Gallery in 2018 - one of the gallery's most successful exhibitions in recent years.

It was curated by Amy Barker, Keeper of Art, who sadly passed away in June 2019. She is fondly remembered and dearly missed by colleagues.



Chair's Welcome



Rt Hon Baroness Joyce Quin
Chair, TWAM Strategic Board

I have thoroughly enjoyed my first full year as Chair of TWAM's Strategic Board and I am very proud of TWAM's achievements over this past year.

People are at the heart of everything that TWAM does and we have continued to deliver a high quality service, with over 1.2 million both from our community in the North East and from visitors to our region.

We engaged 137,244 children and young people in 4,612 activities and visits across our venues and almost 8,000 engagements with our adult health and wellbeing programmes. We collaborated in pioneering research such as 'Not so grim Up North' - exploring the health and wellbeing benefits to participants engaging in cultural interventions and we hosted the first national Culture Health and Wellbeing Alliance conference at the Great North Museum: Hancock.

I am delighted that TWAM fulfils an important leadership role in the cultural sector, including co-ordinating the 'Late Shows' - Newcastle Gateshead's event to mark museums at night, which attracted 32,000 visits in 2018.

TWAM also runs Culture Bridge North East - connecting cultural venues and schools across the region. With the support of Culture Bridge, the North East is the only area in England to have seen an increase across all levels of Arts Award: Discover, Explore, Bronze, Silver and Gold.

Our role delivering the Museum Development programme in the North East has involved providing professional advice and guidance to ensure that all Accredited museums can maximise their benefits to audiences and communities.

I would like to pay my personal tribute to the staff of TWAM whose commitment, enthusiasm and willingness to innovate has impressed me hugely. They have demonstrated in so many ways how our museums can and do change lives. Their work in involving and reaching out to young people in our area - which is becoming increasingly diverse - has been something that I have found particularly inspiring.

Director's introduction



IAIN WATSON
Director, Tyne & Wear Archives & Museums

First, let me thank all of our clients, funders, partners and advocates who helped us to deliver everything we describe in this report. I am particularly proud of the exceptional exhibition and events programme we delivered in 2018-19 - with a summer of stunning exhibitions curated by our own talented staff.

TWAM played a key role in securing the Great Exhibition of the North for the North East and we rose to the challenge in delivering our part in the exhibition. Over 150,000 people visited the **Which Way North** exhibition (sponsored by Home Group and Podfo) at the Great North Museum: Hancock. Visits also topped 150,000 at Discovery Museum as people flocked to see Stephenson's Rocket locomotive take centre-stage.

The Laing Art Gallery had great success with its **Enchanted Garden** exhibition with ticket sales up 44% and extensive critical acclaim. In celebration of its achievement, we have given this report an Enchanted Garden theme.

The Shipley Art Gallery hosted the magnificent tapestry exhibition **Julie Cope's Grand Tour: The story of a life by Grayson Perry** in spring 2018, which was very popular with visitors to the Gallery.

Hatton Gallery's transformation following its £3.8 million redevelopment in 2017 was recognised at the Northern Soul Awards in Manchester, where it won Gallery of the Year.

In North Tyneside, Segedunum Roman Fort commemorated local people who played their part in WWI in the **Hearts at Peace** exhibition and Stephenson Railway Museum had a very busy year full of events including the ever-popular **Santa Special** train rides.

In South Tyneside, South Shields Museum & Art Gallery celebrated the South Tyneside mining communities in the **King Coal** exhibition including several paintings by local artist Bob Olley. Arbeia, South Shields Roman Fort revealed the results of its redevelopment project.

Tyne & Wear Archives launched the **100 Archives of the North** website (sponsored by Rosedale Advisory and The Alternative Board) as part of the Great Exhibition of the North and exhibited the Blue Peter Millennium Time Capsule (which was accidentally dug up too soon) as part of its national tour.

As a National Portfolio Organisation we are particularly grateful for the support of Arts Council England whose funding enables us to provide a range of opportunities for both local people, and visitors to the region to engage with our museums.

I hope you all enjoyed working with us and visiting our venues and we look forward to working with you in future.

In 2018-19 we achieved...

1,289,763

visits to our venues

342

loan boxes used by 19,468 children, young people, teachers and adults - generating £15,235

ALMOST 8,000

engagements with our outreach programme

£91,006

income from facilitated learning visits up 4% on target

167,839

followers on social media, up 13%

£419,000

generated in retail sales

500

sound recordings digitised (from reels, cassettes, mini discs, CDs) as part of the Unlocking our Sound Heritage project.

137,244

children and young people took part in 4,612 activities and visits across our venues In 2018-19

20,754

people signed up to our Must-see Museums membership scheme an increase of 144% compared to 2017-18

32,074

visits to The Late Shows - Newcastle Gateshead's annual culture crawl co-ordinated by TWAM.

850,009

visits to our website

43,983

volunteer hours, from 798 volunteers

+65%

donations income up 65%



Audiences



Image: The Baby Takeover event at the Great North Museum: Hancock

Everyone has the opportunity to experience and to be inspired by the arts, museums and libraries.

Arts Council England Goal 2

In 2018-19 we welcomed over 1.2 million visits to our venues.

We engage a wide range of audiences through our venues, projects and initiatives. We have a loyal local audience - 82% of TWAM's UK visitors are from North East England and of those 76% are from Tyne and Wear. We're particularly popular with families - 66% visit with children aged under 16 years and we attract audiences from all economic backgrounds - 32% are from socio economic groups C2DE. Research into our visitors' experience shows that levels of satisfaction are very high: 98% rated their visit to our museums and galleries as good or very good and 63% of visits are repeat visits.

We aim to engage the broadest possible audience and our exhibitions and events respond to popular, accessible and topical themes. We also deliver targeted programming for audiences who do not traditionally engage with museums and galleries or are under-represented.

In 2018-19 our targeted programmes involved working with LGBTQ groups, disabled people, people with autism, people with dementia and people from disadvantaged socio-economic backgrounds.

More about these programmes is detailed throughout this report.

Our free membership scheme, Must-see museums had an excellent year and increased membership by 144% compared to last year with over 20,000 subscribers. It provides subscribers with tailored information about exhibitions and events to match their interests and provides us with valuable information about our audiences, helping to sell tickets and increase footfall. Priority booking is particularly popular with members and promoting the opportunity to get priority booking for Dippy on Tour tickets for the Great North Museum: Hancock led to us securing over 7,000 new subscribers.

www.mustseemuseums.org.uk.

We have continued to work with our Newcastle Gateshead Cultural Venues (NGCV) partners to lead audience development initiatives to increase the number and reach of audiences including Family Explorers, a project that helps families in the region enjoy a wider range of cultural experiences.

www.familyexplorers.co.uk

**In 2018-19, 798
volunteers
contributed
43,983 volunteer
hours to help us
deliver work in
our venues.**

Volunteers

The support of volunteers is essential to the success of TWAM. Our volunteer roles are wide-ranging from maintaining and running heritage trains to cataloguing collections and helping to deliver public activities.

We successfully attracted funding from the Community Foundation Pea Green fund to develop a volunteering project aimed at engaging refugees and asylum seekers as tour guides. We will be working with local refugee organisations to develop the programme in 2019-20.

During The Great Exhibition of the North (GEOTN), we worked with Newcastle Gateshead Initiative to deliver the volunteer programme planning and developing the volunteer experience, supporting recruitment, training and delivery.

Many GEOTN volunteers signed up to volunteer with TWAM after the event and feedback showed a positive experience in our venues.

Part of the legacy of this programme was the implementation of new volunteer management software which enables better communication and interaction with volunteers along with improved reporting and data collection.

Volunteers were involved in delivering programmes funded by the National Lottery Heritage Fund at Arbeia and Hatton and were supported with training.



Image: Participants from the Live Well programme for older adults who had not previously engaged with museums.

Community engagement

In 2018-19, we achieved close to 8,000 engagements through our adult community engagement programmes including 670 creative sessions co-designed with community and healthcare professionals and participants.

We provided training to over 90 community and social care workers and free session plans to support them to deliver their own heritage and creative sessions with their clients/patients/service users.

We collaborated in research such as Not So Grim Up North (with UCL, NHS England and Manchester Museums and Whitworth Art Gallery) - exploring the health and wellbeing benefits to participants engaged in cultural interventions and hosted the first national Culture Health and Wellbeing Alliance conference at the Great North Museum: Hancock.



Every child and young person has the opportunity to experience the richness of the arts, museums and libraries.

Arts Council England Goal 5



Image: Children at Discovery Museum

Children and young people

In 2018-19, 137,244 children and young people took part in 4,612 activities and visits across our venues. 83% of schools in Tyneside's four local authority areas visited our museums and galleries.

53% of schools in the North East who have Arts Council's Artsmark quality standard visited TWAM venues to support their arts learning. All TWAM's venues are Artsmark partners and our learning programmes are designed to support the delivery of Artsmark and Arts Award.

Targeted work for children and young people has included, facilitated Early Years programmes delivered across venues including for children with learning disabilities and ongoing work with staff from community family hubs to develop insight into barriers for less advantaged families.

The Laing Art Gallery worked with schools in deprived areas of Newcastle to improve the communication and oracy levels of KS2 children, as well as increasing the confidence of pupils, teachers and families in visiting the Gallery.

The Great North Museum: Hancock developed its work with under 5s including Baby and Toddler Takeover events and working with family community hubs on the Little Explorers programme.

South Shields Museum & Art Gallery continued its partnership with Bamburgh School's (SEND) staff; working with their All Girls Club they used the Ethel Walker exhibition at the museum to look at issues of body image. Bamburgh School's Year 5 students also took control of the museum for a Takeover Day as part of Disability Week.

Segedunum Roman Fort worked with pupils from Hadrian Primary, to develop summer programmes for their families.

Developing Teacher expertise has also been an important strand of our learning team's work. We lead a number of programmes focused on teacher CPD including: a new professional network supporting teachers to develop arts and cultural activity in the primary curriculum and Transforming Learning in Science CPD programme supporting primary school science subject leaders through sustained and quality engagement with local museums. We were also successful in an award for a PHF funded programme of creative learning CPD for teachers for 10 schools in Newcastle and North and South Tyneside.

We supported Newcastle Gateshead Cultural Venue's City of Dreams programme, a 10 year strategy to make Newcastle and Gateshead the best place to be young through engaging cultural activity.

Digital Programmes

We are continuing to work towards developing an organisational culture where digital thinking and practice is embedded. One strand of this is **Try New Things**, a CPD focused programme designed to support staff to generate new ideas and make them happen in a rapid prototyping setting. We have also created opportunities for staff to be exposed to creative practitioners through a series of maker days and the Inventors in Residence programme at Discovery Museum.

2018's Great Exhibition of the North provided the opportunity for us to experiment with collections metadata and predict the future of science and industry collections through the creation of an interactive artificially intelligent machine which was displayed at the Great North Museum: Hancock. Alongside this, we hosted a mini-conference exploring Machine Learning and Artificial Intelligence technologies which featured talks from international artists.

The Great North Museum: Hancock also hosted Abandon Normal Devices' virtual reality experience 'We Dwell Below', which invited participants to take on the role of an underground cave-dweller.

We produced the **'A History of the North in 100 Objects'**, an online exhibition showcasing 100 prominent objects nominated by museums across the North. This website went on to win the Northern Soul award for 'Exhibition of the Year'.

We continue to build TWAM's Digital Leadership including taking part in GIFT, a research project led by Culture 24 and IT University of Copenhagen in collaboration with eight museums across Europe and the US to explore the use of technology as a tool for deepening visitor engagement. We joined Let's Get Real 7 an Action Research Module, led by Culture24 to test the ways in which we can use our existing digital channels in more thoughtful and socially purposeful ways. We participated in One by One, led by University of Leicester to help create a framework to better define, improve, measure and embed the digital literacy of staff and volunteers in all roles and at all levels.

Image: Children from Wingrove Primary School joining in a workshop with one of Discovery Museum's 2018-19 Inventors in Residence, Matt Wright





Excellence is thriving and celebrated in the arts, museums and libraries.

Arts Council England Goal 1

Our Collections

Creative Case for Diversity

We are committed to ensuring that diverse voices influence our programming and collections development. Our activity over 2018-19 has been wide-ranging, encompassing gender, disability, race, class and socio-economic status.

Our ambitious project around gender, **Women of Tyneside**, was generously supported by the Esmée Fairbairn Collections Fund. This involved working with women's groups to acquire new material for the collection, reinterpreting existing collections, tagging over 200 items related to a protected characteristic and an extensive programme of events and exhibitions.

We have also worked with Blind Veterans UK and people with mental health issues to help shape our programme and collection and have used the Destination Tyneside gallery at Discovery Museum to work with BAMER communities, including a new display, Hidden from History highlighting stories of female refugees.

Representing class and socio-economic status is important to TWAM and we have recently collected a range of material which represents the demographics of our local communities, from photography depicting shipyard workers to items from the set of the film *I, Daniel Blake*.

Acquisitions and loans

We continue to add items to the TWAM collections, with 4,189 acquisitions in 2018-19. Loans out have also supported exhibitions and research around the world, with pictures in our collection by Giovanni Battista Crespi, John Martin, and Francis Bacon being loaned to institutions in Germany, Hungary and Switzerland.

Conservation

As well as caring for our own collections, our team of conservators ensured items as challenging and diverse as Stephenson's Rocket (installed at Discovery Museum for the Great Exhibition of the North) and tapestries by Grayson Perry, (displayed at the Shipley Art Gallery), were installed and displayed in the right conditions.

Unlocking our Sound Heritage

October 2018 saw the start of the Unlocking Our Sound Heritage Project, a national partnership led by the British Library and funded by the National Lottery Heritage Fund. TWAM is one of ten hubs across the UK that are digitally preserving at risk sound collections. We are the hub for the North East and Yorkshire, digitising our own and partner collections which reflect the rich story of the region and wider UK history. An audio preservation studio has been set up at Discovery Museum, and recordings are being shared with the British Library to form a collection of national recordings made publicly available online.



Environmental Records Information Centre (ERIC)

This year saw ERIC increase the number of species records held by the project to 3.6 million. ERIC's online portal, which allows members of the public to log wildlife sightings, also exceeded 33,000 records, adding to ERIC's bank of data on species and habitats in the North East, which is used to help inform nature conservation in the region.

The ERIC team continued to work with the Northern Upland Chain Local Nature Partnership to create and improve a series of tools to help with the conservation of curlews across the upland areas of Northern England. During this year, ERIC also created bespoke biological recording tools for various partners to allow them to capture species data for specific projects. The team held two Wildlife Recording Conferences in September and November, with a range of speakers on the topic of biological recording.

www.ericnortheast.org.uk



Friends and other organisations

Friends organisations, volunteer groups and learned societies play an invaluable role in supporting our nine museums and galleries.

In 2018-19 they contributed almost £30,000 to support TWAM venues. We are incredibly grateful.

- Friends of Discovery Museum
- Friends of the Hatton Gallery
- Friends of the Laing Art Gallery
- Friends of Segedunum
- Friends of the Shipley Art Gallery
- Natural History Society of Northumbria
- North Tyneside Steam Railway Association
- Society of Antiquaries of Newcastle upon Tyne
- The Arbeia Society
- The Light Dragoons Heritage Trust





Tyne & Wear Archives & Museums working in Gateshead

Shingley Art Gallery



Image: In Its Familiarity, Golden, Grayson Perry, 2015. Crafts Council Collection: 2016.19. Purchase supported by Art Fund (with a contribution from The Wolfson Foundation), Maylis and James Grand, Victoria Miro and other private donors. Courtesy the Artist, Paragon Press, and Victoria Miro, London. © Grayson Perry

The Shingley Art Gallery started the year on a high with the popular exhibition, **Julie Cope's Grand Tour: The story of a life by Grayson Perry**. The exhibition featured tapestries, telling the story of Julie Cope - a fictitious Essex 'everywoman', who was inspired by the people Perry grew up among.

It was followed by an exhibition by another talented contemporary artist. In **Laura Carlin Ceramics**, award-winning illustrator Laura Carlin explored the power of ceramics and storytelling.

The Shingley continued its popular events programme with activities for all ages and backgrounds from Creative Baby for infants and their carers to Creative Age for older people including people with dementia.

Targeted events included a craft session especially for local Syrian families which attracts around 80 people each week and the Gallery celebrated World Mental Health Day on 10 October which included TWAM signing a pledge to support workplace mental health.

24,649

visitors over 12 months

5,144

children took part in organised educational visits



Was not expecting to find an excellent collection of pots including work by Hamada, Bernard Leach, Lucy Rie and Hans Coper for starters. It was the most wonderful surprise."

Visitor, via facebook.

We are grateful for the generosity of:

- Enviresearch, Community Foundation Tyne & Wear & Northumberland for supporting the Conducting Sound Programme
- Tesco Bags of Help for supporting the Shingley Garden Project
- Historic England for supporting the schools heritage project - Great Artists of the North.



Tyne & Wear Archives & Museums working in Newcastle

Discovery Museum



Image: Stephenson's Rocket, Science Museum Group Collection, on display at Discovery Museum.

391,022

visitors over 12 months

17,556

children took part in organised educational visits



Visited for the weekend and read up on the best things to do. Without a doubt I recommend this to families. Absolutely brilliant morning here. Loads to see and do. And it's free. We bought something at the end to donate some money. My little boy is 6 and was absolutely loving every single second. He didn't want to leave."

Visitor, via Tripadvisor.

We are grateful for the generosity of:

- The Platten Family Fund at Community Foundation Tyne & Wear & Northumberland and the Sir James Knott Trust for supporting Discovery Museum's Inventors in Residence programme
- The National Heritage Lottery Fund who continue to support the Charge: England's Northern Cavalry display and for supporting TWAM's exhibitions and events for the Great Exhibition of the North.

Discovery Museum's highlight of the year was the return of Stephenson's locomotive Rocket to Tyneside for the first time in 150 years, on loan from the Science Museum Group and funded by the National Lottery Heritage Fund. Rocket's arrival for the Great Exhibition of the North, led to over 175,000 visits (53% up on summer 2017) and received extensive media coverage including featuring on BBC's The One Show.

A series of other exhibits complemented the It's Rocket Science exhibition including **Rocket Reimagined**, a virtual reality experience designed by Hedgehog Lab, which invited visitors to be transported back to the 1800s to experience the sights and sounds of the early steam age.

Juxtaposing the historic with the contemporary, the front carriage of a new Azuma train took was displayed on the plaza outside the museum highlighting the future of rail travel on the East Coast Main line.

The museum also hosted the **Little Inventors North 2030 Challenge** throughout the Great Exhibition and some of the brilliant inventions by children aged 5 to 12 were prototyped and exhibited at the museum.



Tyne & Wear Archives & Museums working in Newcastle
Laing Art Gallery

227,000

visitors over 12 months

9,495

children took part in organised educational visits



“I enjoyed my gentle time in this beautiful gallery so much that I went round twice!”
‘Some stunning works which you might not expect. Well-arranged and curated. Great shop and café. Well worth the time to visit.’

Visitor, via Tripadvisor.



Image: Glenn Brown, In the end we all succumb to the pull of the molten core, 2016

It was an outstanding year for the Laing Art Gallery with a programme of exhibitions which exceeded targets and received critical acclaim.

The first in a new series of exhibitions produced by the Gallery using its own collections and significant loans, **The Enchanted Garden** was a huge success with ticket sales up 44% on target and media coverage in titles including The Times, The Guardian, The Financial Times, The Mail on Sunday and Apollo Magazine.

The Enchanted Garden featured 90 paintings, works on paper and books, from a wide range of artists including Claude Monet, Lucien Pissarro, Dante Gabriel Rossetti, Edward Burne-Jones, William Morris, Stanley Spencer, Beatrix Potter, Vanessa Bell, and Francis Bacon.

The Laing also worked with the internationally acclaimed artist Glenn Brown to curate a captivating exhibition, **Glenn Brown: Fantasy Landscapes, Portraits and Beasts**, which combined new works by the artist alongside art from the Laing collection, some of which hadn't been shown for many years.

In the autumn the Gallery concluded the year with a partnership with the National Portrait Gallery to jointly curate **Exposed: The Naked Portrait**, an exhibition of unclothed portraits exploring questions around identity, gender, the real and the ideal.

We are grateful for the generosity of:

- John Lewis Partnership for supporting the refurbishment of the under 5's space
- The John Ellerman Foundation for supporting research and exhibition development
- Finnis Scott Foundation and the Golsoncott Foundation in support of the Enchanted Garden exhibition
- Historic England in support of the schools heritage project - Great Artists of the North.



Tyne & Wear Archives & Museums working in North Tyneside
Segedunum Roman Fort

45,438

visitors over 12 months

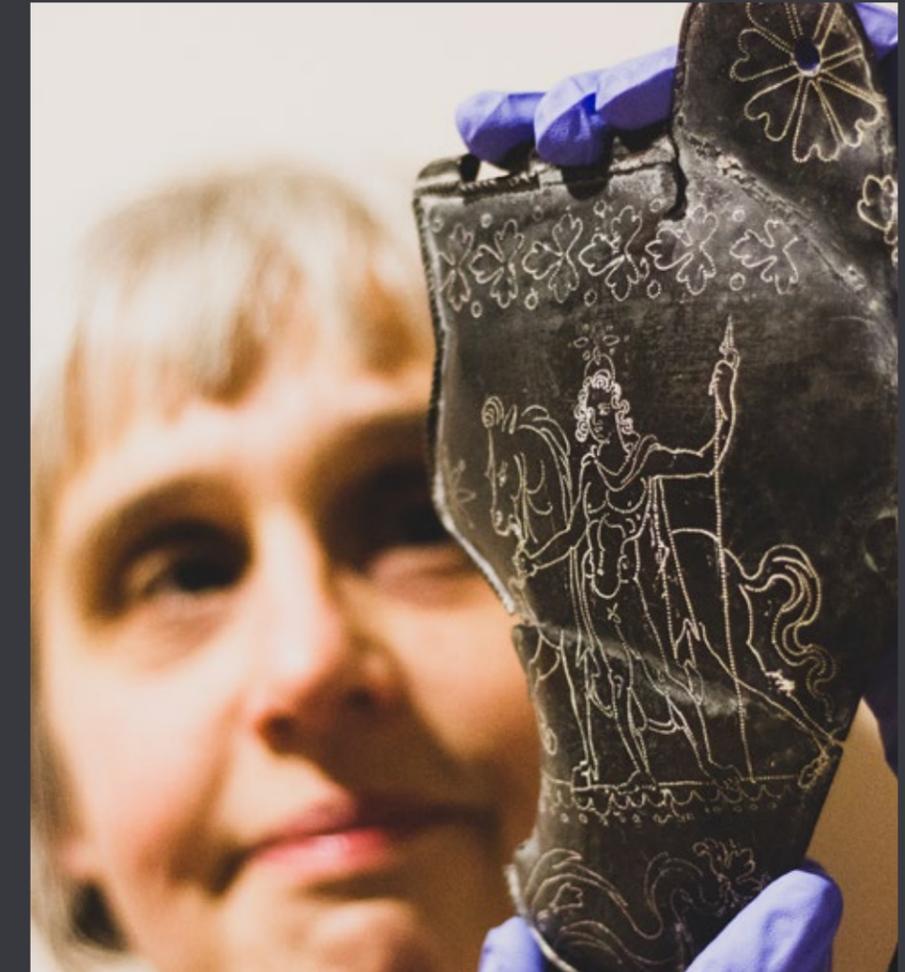
9,327

children took part in organised educational visits



The museum is small but well defined and the look-out tower offers great views of the Roman fort ruins and the River Tyne, including the dockyards. It was an unexpectedly great visit and I would highly recommend it to anyone interested in history, Newcastle, Tyneside or the Roman Empire.”

Visitor, via Tripadvisor.



We are grateful for the generosity of:

- The Wellesley Trust Community Foundation Tyne & Wear & Northumberland and RW Mann Trust who support learning and engagement work with young people with Special Educational Needs and Disabilities
- The National Lottery Heritage Fund for supporting The Returning from the Front Project.

Segedunum hosted two very different exhibitions as well as its popular events programme in 2018-19. The first exhibition, **Saving Face** explored the significance of the Roman helmet cheek-piece, and included a fragment of a rare iron cheek-piece found at Segedunum, which hadn't previously been on public display.

The second exhibition, **Hearts at Peace: How WWI changed people's lives in North Tyneside** chronicled the aftermath of the First World War in North Tyneside. The exhibition was part of The Returning from the Front project, funded by the National Lottery Heritage Fund. The project brought together North Tyneside Council, South Tyneside Council, Community Arts Project North East and TWAM, to mark the centenary of the Armistice at the end of the First World War.

Popular events included the annual Fireworks at the Fort, the Hadrian's Festival and Age Friendly Museums Day which offered free entry for over 55s. Visitor support was evident when a new donation admission ticket was introduced at the museum, raising £5,111 with an average uptake of 69%.



Tyne & Wear Archives & Museums working in North Tyneside

Stephenson Railway Museum



44,070

visitors over 12 months

909

children took part in organised educational visits



A wonderful and magical experience on the Santa Special train. The look of awe and excitement on my 2 year old daughter's face made this an unforgettable memory for my family and a great start to Christmas. Santa and his helpers were amazing; we loved every minute, with music and stories for all on the lovely vintage Santa Special train. Thank you."

Visitor

We are grateful for the generosity of:

- The Wellesley Trust Fund at Community Foundation Tyne & Wear & Northumberland and RW Mann who support learning and engagement work with young people with Special Educational Needs and Disabilities (SEND).

The museum worked on some notable projects in partnership with the North Tyneside Steam Railway Association and other volunteers, including completing the refurbishment of the 401 steam locomotive. We are very grateful for the volunteer hours and financial support the Association contributes to the museum. The 401 engine is now back in operation hauling the regular passenger train service.

The events programme was extremely popular and combined with the addition of more heritage train rides resulted in the museum enjoying its second highest visitor numbers in its history. Highlights included the Easter Eggspress, 1940s Weekend, Drive a Diesel Locomotive Day, Hallowe'en Specials and of course the Santa Specials.

A new donation ticket was introduced for train rides raising £2,290, with an average uptake of 66% from generous visitors.



Tyne & Wear Archives & Museums working in South Tyneside

Arbeia, South Shields Roman Fort



21,916

visitors over 12 months

4,047

children took part in organised educational visits



The reconstruction of the south gate of this port fort really brought it home how much the Romans had done. Realizing the size of their constructions and the permanence that they imbued them with was awesome. It was gratifying to see painted walls, finished floors and complete buildings with furnishings. It really gave me a chance to imagine more fully the life of the Romans."

Visitor, via Tripadvisor

We are grateful for the generosity of:

- The National Lottery Heritage Fund and DCMS Wolfson Museums & Galleries Improvement Fund for supporting the refurbishment of the museum.

Arbeia celebrated the 30th anniversary of the reconstructed Roman West Gate in April. Officially opened by the Duke of Gloucester in 1988 is the only reconstructed Roman gateway in the UK erected on its Roman predecessor's actual remains.

The first phase of Arbeia's redevelopment project was completed including a new interpretative film in the Commanding Officer's House, a hay meadow and signage for a Roman trail from the ferry landing, The Word, and South Shields seafront.

Local residents volunteering as part of the Our Fort, Our Heritage project helped to curate an exhibition **Defending the Fort** which included items excavated at the fort, such as weapons, medical implements, crucibles and pottery to illustrate life at Arbeia in Roman times.

Event highlights included, the Roman Spring Festival, the Arbeia Festival, and the Arbeia Conference.



Tyne & Wear Archives & Museums working in South Tyneside
**South Shields Museum
& Art Gallery**

105,833

visitors over 12 months

771

children took part in
organised educational visits



“The Museum may not be on the scale of the big national museums, but to me it does South Shields proud and is somewhere you should definitely visit.”

Visitor via Tripadvisor.

We are grateful for the generosity of:

- The Wellesley Trust Community Foundation Tyne & Wear & Northumberland in support of learning and engagement work with young people with Special Educational Needs and Disabilities
- The Art Fund for supporting the Capturing a Star: exhibition.
- The National Lottery Heritage Fund for supporting The Returning from the Front Project.
- Bob Olley, for his contribution to the King Coal exhibition and for donating paintings to the museum.



Image: High Speed Drifters by Bob Olley © Robert Olley Artwork

South Shields Museum delivered two exhibitions putting a spotlight on important stories of South Tyneside heritage.

King Coal: The life and legacy of South Tyneside’s coal mining communities explored the industry’s impact on the lives of the people in coal communities, from pit accidents and family life to the physical legacy of the coal industry in the South Tyneside area today. The exhibition featured over 20 paintings by renowned North East artist Bob Olley, who worked for 11 years at Whitburn Colliery, depicting men at work in various tableaux examining different aspects of the coal miner’s life. The exhibition was well received with footfall to the museum up by 26%.

Our Hopes Profound: How WWI changed peoples’ lives in South Tyneside chronicled the aftermath of the First World War in South Tyneside. It was part of The Returning from the Front project, funded by the National Lottery Heritage Fund. The project brought together South Tyneside Council, North Tyneside Council, Community Arts Project North East and TWAM, to mark the centenary of the Armistice at the end of the First World War.

In the art gallery works by the artist Ethel Walker RA were displayed on loan from the Royal Academy of Arts collection as part of the Royal Academy of Arts 250th anniversary celebrations. The highlight was a portrait of Dame Flora Robson, feted actor of stage and screen, born in South Shields.



Tyne & Wear Archives & Museums working
with Newcastle University

**Great North Museum:
Hancock**

402,152

visitors over 12 months

30,852

children took part in
organised educational visits



“My two year old grandson loves dinosaurs so he was in his element when he saw the T. rex. There is so much to look at and do; it’s a real gem of a place.”

Visitor via Tripadvisor.

We are grateful for the generosity of:

- The Shears Foundation for supporting the Mouse House early years programme
- The Culture Fund at Community Foundation Tyne & Wear & Northumberland for supporting the Little Explorers programme
- The National Lottery Fund for supporting TWAM’s exhibitions and events for the Great Exhibition of the North.
- Which Way North sponsors - Home Group, Podfo, Rosedale Advisory and The Alternative Board.



Image: Damien Hirst. Heaven, 2008-2009. © Damien Hirst and Science Ltd. All rights reserved, DACS 2019. On display in the Which Way North exhibition.

Over 150,000 people visited the **Which Way North** exhibition as part of the Great Exhibition of the North, a 15% increase compared to the same period in 2017.

Which Way North, funded by the National Lottery Heritage Fund, was a complete takeover of the museum and featured over 200 items borrowed from collectors across the UK. Attractions which captured the public’s imagination included the last piano played by John Lennon, the space suit of Britain’s first astronaut Helen Sharman and artist Damien Hirst’s shark in formaldehyde – Heaven.

The museum hosted a fascinating exhibition bringing together art and medicine to reflect on the beauty and complexity of the human heart. **The Heart of the Matter** was the result of a collaboration between an artist, bioengineer and health psychologist and presented a series of multimedia artworks inspired by patients with congenital heart conditions, including some from Newcastle’s Freeman Hospital.

To open up collections in the museum’s stores to wider audiences, a series of online 360° virtual store and gallery tours have been published and they have already received around 7000 views.



Tyne & Wear Archives & Museums working with Newcastle University

Hatton Gallery



Image: Louisa Hodgson, The Collingwood Monument, Tynemouth, Trafalgar Night, c. 1930-38

Hatton Gallery's transformation following its £3.8 million redevelopment in 2017 was recognised at the Northern Soul Awards in Manchester, where it won Gallery of the Year.

Exhibitions continued to highlight the gallery's unique part in art history and as a showcase for emerging talent, with a focus on academics, researchers and students in Newcastle University's Fine Art department – both past and present.

Exhibitions included Newcastle Fine Art BA Degree Show and Master of Fine Art Degree Show featuring work of the next generation of artists studying at Newcastle University.

The summer programme featured **The Making of an Englishman: Fred Uhlman**, **Louisa Hodgson: A New Perspective** and **Machines and Myths: Sculpture and Drawings by Michael Lyons**.

In the autumn the gallery launched **Exploding Collage** a collection of exhibitions exploring how artists of the early twentieth century expanded the notion of collage into immersive formats, inspired by Kurt Schwitters' Merz Barn Wall which is proudly presented at the centre of the Hatton.

27,683

visitors over 12 months

2,728

children took part in organised educational visits



"I'm lucky enough to live in Newcastle so can call The Hatton, my favourite local! The exhibitions that The Hatton has staged since its reopening in October 2017 have been phenomenal. The curation of which has shown astonishing insight into the importance of Newcastle University's art department in the history of British art and modern art in general. A must!"

Visitor, via Twitter.

We are grateful for the generosity of:

- The National Heritage Lottery Fund who continue to support the Gallery programme following its redevelopment.
- The Friends of the Hatton Gallery.



Tyne & Wear Archives

3,061

visitors over 12 months

1,893

children took part in organised educational visits



"Archives can give people who have been stripped of everything a voice."

Heads & Tales participant.

We are grateful for the generosity of:

- Fenwick Ltd for their continuing support of Tyne & Wear Archives.



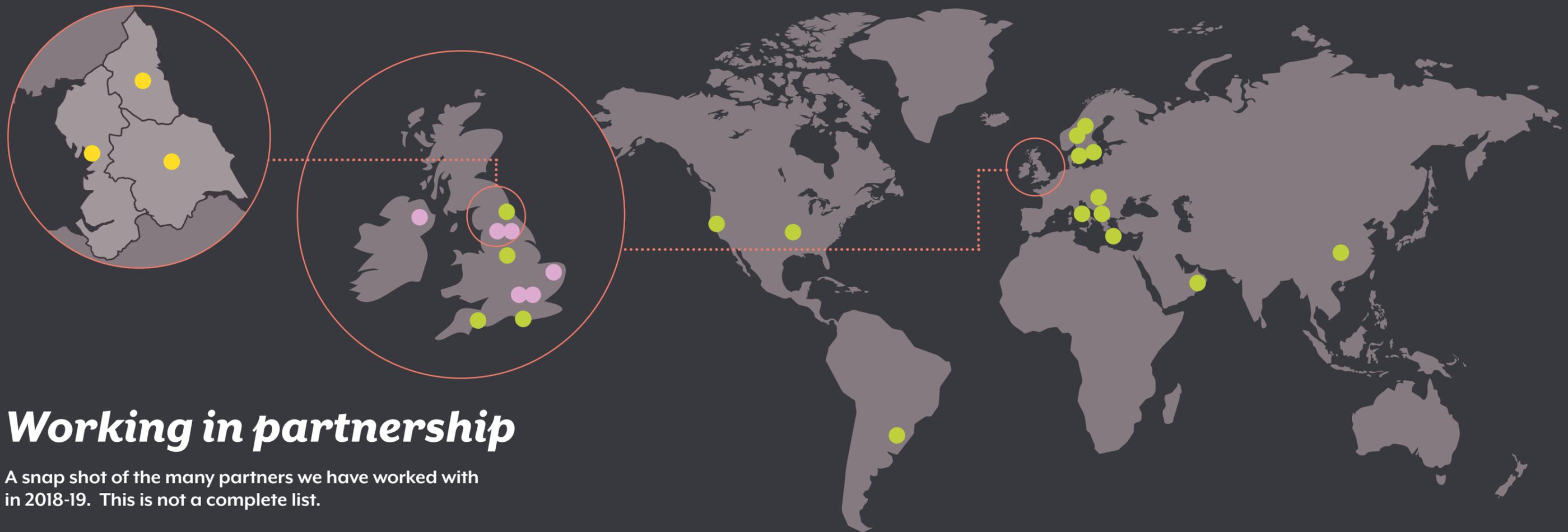
Image: Blue Peter presenter Lindsey Russell meets school children to talk about the Blue Peter Millennium Time Capsule.

To celebrate the Great Exhibition of the North, Tyne & Wear Archives created the **100 Archives of the North** (www.100archivesnorth.co.uk) - hosting 100 documents nominated by archives and record offices from across the UK, which define the North and tell the story of its innovation and creativity.

The Archives also displayed an exhibition tracing the involvement of the North in The Great Exhibition of 1851 and over 2,000 people visited the Archives to see the Blue Peter Millennium time capsule (which was accidentally dug up too soon) as part of a national tour. The opening event attended by local school children was hosted by Blue Peter presenter, Lindsey Russell and Horrible Histories Author, Terry Deary.

Work progressed on the Lahav Jewish heritage project including recruiting an oral historian to carry out interviews with the local Jewish community. The Archives also welcomed an artist in residence as part of the Heads and Tales mental health project and helped participants access the archives.

The Archives will also featured in the BBC2 programme 'A House Though Time', following a visit from the show to research a house in Ravensworth Terrace, Newcastle.



Working in partnership

A snap shot of the many partners we have worked with in 2018-19. This is not a complete list.

Regional

Summer 2018 saw the delivery of the Great exhibition of the North, which saw us work alongside other key partners to deliver this once in a lifetime experience. This included working with Museum Development providers in Yorkshire and the North West to create the History of the North in 100 objects website.

We co-ordinated the 13th annual Late Shows event to mark Museums at Night, bringing together over 60 cultural venues in Newcastle Gateshead for a weekend of after hours culture.

We continue to collaborate with our Newcastle Gateshead Cultural Venues colleagues, not least around the City of Dreams, Children and Young People programme, which included supporting Twi-lates at The Late Shows, an early evening slot programmed to attract young people to cultural venues.

We also work as part of the Creative Case North consortium, supporting Arts Council Portfolio organisations to embed diversity in their programming.

National

This year saw us commence the third year of our Live Well project partnership with National Museums Northern Ireland working to engage older people with museums. We are working in ever-closer partnership with the other regional sector support organisations for Museum Development and the Bridge programme to connect the cultural and education sectors.

Examples of exhibition partnerships in 2018-19 include the Laing working in partnership with the National Portrait Gallery on Exposed: the Naked Portrait, while the Science Museum Group supported the Great Exhibition of the North. Discovery Museum worked in partnership with the Fairground and Circus Archive, Museums Sheffield and Norfolk Museum Service on Circus, Show of Shows.

International

We hosted curators from Croatia, China and Oman, as part of the British Museum International Training Programme, and participated in the British Council's Transforming Future Museums programme which matched regional Greek (in our case the Kazantzakis Museum in Myrtia, Crete) and UK Museums to exchange knowledge and best practice.

Our partnership with the Museum of Science and Technology, PUCRS, Brazil involved speaking at 'Connecting Museums', a conference about education in museums in Brazil and the UK.

We are participating in EU funded partnerships including GIFT, a network of 10 museums in Europe and the US working to create a framework for developing playful and personalised digital experiences for audiences and EVOKED, which involves museums from several European states coming together to explore skills development of young adults in the further education sector.



Image: Duchess' Community High School, Alnwick

Culture Bridge North East

TWAM manages the North East Bridge organisation, Culture Bridge North East, which connects cultural organisations and the education sector so children and young people can have access to excellent cultural opportunities. This year we delivered 10 CPD, briefing, or network events, which were attended by 535 delegates.

Culture Bridge North East has maintained strong levels of engagement with schools, having now engaged in total with 44% of primaries, 58% of secondaries and 42% of SEND schools in the North East since this programme began in 2015. 25% of the region's schools are now registered for the Artsmark Award, which recognises and develops their commitment to the arts across the curriculum. 82 arts and culture organisations are now members of the Artsmark Partnership Programme, supporting schools with their Artsmark journeys. The North East is the only area in England to have seen an increase across all levels of Arts Award: Discover, Explore, Bronze, Silver and Gold.

Our Partnership Investment-supported programmes are delivering exciting results. For example, ARC Stockton's programme for children living in or with experience of the care system and in Gateshead, an artist in residence and Mental Health Youth Nurse were recruited to co-develop and deliver a programme to help improve the mental health of pupils in five schools. We also awarded small grants from our Endowment Fund at the Community Foundation for Tyne and Wear and Northumberland, supporting a range of activities including Hip Hop Arts Award and training for young band leaders.



Because I have been involved with CBNE it has meant that I am well networked and have become aware of so many more opportunities. It makes me want to deliver and do more."

Head Teacher, Sunderland school.



Image: A volunteer at the Oriental Museum at Durham University

Museum Development

TWAM manages the North East Museum Development Programme, helping around 50 museums (accredited or working towards accreditation) to be more sustainable, more creative, and to increase their engagement with audiences and communities. The programme, funded by Arts Council England, provides development opportunities and specialist advice across collections care and management, learning, audience development, volunteer management, governance and income generation.

2018-19 saw the delivery of first year of the current four year programme cycle. One area of work was the continuing development of the Conservation Advisory Network which supports collections care across the region's museums – five training events covered topics including Costume and Textile Care and Collections Hazards. Over 300 enquiries were answered, and 25 organisations were directly supported. The 'Back to Basics' training programme supported 14 museums with topics including Bid Writing and Volunteer Management.

In another key area of work, 13 organisations (involving 20 museums) were directly helped to apply or renew their Arts Council England Accreditation (the best practice standard for museums).

The small grants programme is an important tool for supporting museums to undertake specific pieces of development work. In 2018-19 a total of £27,030 was awarded to 15 museums for projects ranging from installing LED lighting at the Bailiffgate Gate Museum (Alnwick), to providing cameras enabling better collections recording and digital access at the Cleveland Ironstone Museum, and assisting the Heugh Gun Battery Museum (Hartlepool) with governance development.

Another way of improving museum sustainability is through partnership building, and one example in 2018-19 was the involvement of Museum Development North East in linking museums into the digital 'History of the North in 100 objects' project which featured objects from 30 museums in the North East and won the Northern Soul award for Exhibition of the Year.

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**The arts, museums
and libraries
are resilient and
environmentally
sustainable.**

Arts Council England Goal 3



Enterprise



In May 2018 TWAM launched its independent trading company, TWAM Enterprises Ltd. It also recruited two new independent board members to its trading board, namely Nicola Short and Amy James, who joined Chair Geoff Hodgson, Councillor Angela Douglas and Iain Watson and Jackie Reynolds from TWAM.

TWAM Enterprises generated sales of over £661k during its first year, driven largely by retail sales which contributed £421k to the total. The next biggest contributor was venue hire, with sales of £98k, followed by catering which generated £75k. The company was also successful in further developing the wholesale side of the business, with sales of £42k, generated through partnerships forged with Newcastle City Library and Jarrow Hall.

Environmental sustainability

We were delighted to win the Best Creative Group category at the national Julie's Bicycle Creative Green Awards 2018-19 in recognition of our commitment to environmental sustainability.

To encourage our staff to be green we run Green Office Week each year. In 2018 we promoted the 5 'Rs' to engage our workforce to refuse, reduce, reuse, repurpose and recycle. In the last 12 months TWAM signed up to Arts Council England's (ACE) Sustainability Programme 2018-2022 delivered by Julie's Bicycle.

This programme will support TWAM to critically look at our environmental literacy and strategy, and to devise achievable targets to further reduce our carbon footprint.

Corporate Partners

Barbour

Fenwick



NORTHUMBRIAN WATER *living water*



CLOUSTON GROUP



Fundraising

We are incredibly grateful for the support we receive from businesses, grant making bodies and individuals across the region and beyond.

May 2018 saw the beginning of a new approach to fundraising across TWAM with support from the National Lottery Heritage Fund's Resilient Heritage programme. 2018-19 was spent researching and taking steps to integrate philanthropy across the organisation with the ambition to significantly increase income from voluntary donations across all venues and the organisation.

We installed contactless donation points at the Great North Museum: Hancock and Discovery Museum in anticipation of the Great Exhibition of the North in the summer of 2018 - these contactless points alone raised £10,870 in donations for the museums.

We continue to encourage donations across all venues and we have seen a significant rise in visitor giving, from £109,040 in 2017-18 to £179,951.35 in 2018-19. The average donation per visitor has risen from 8p per person in 2017-18 to 14p per person in 2018-19. We will be building on this success to look to increase our average visitor donation further in 2019/20.

Corporate partners are vital to Tyne & Wear Archives & Museums. We offer an exceptionally rich and varied range of tailored opportunities, including multi-year exhibition & event sponsorship, annual Business Club membership, Preferred Partnerships and in-kind support for products and services.

For more information on how your business can support heritage, culture and learning across Tyneside, email development@twmuseums.org.uk or call (0191) 277 2269

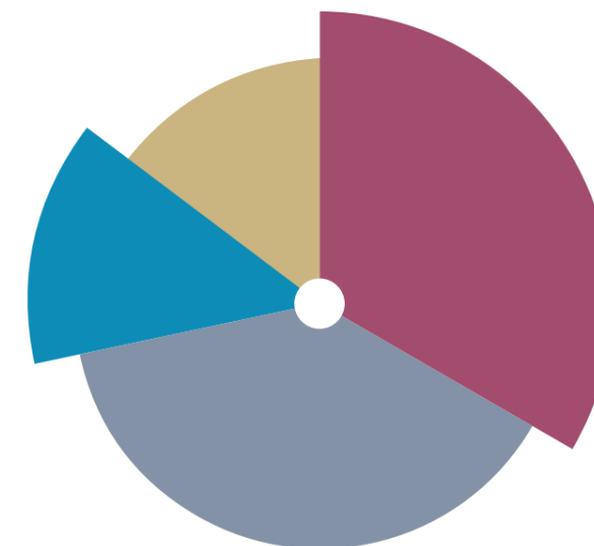
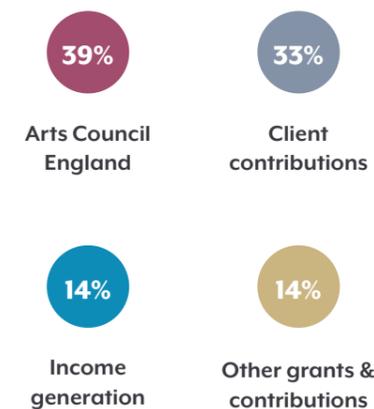




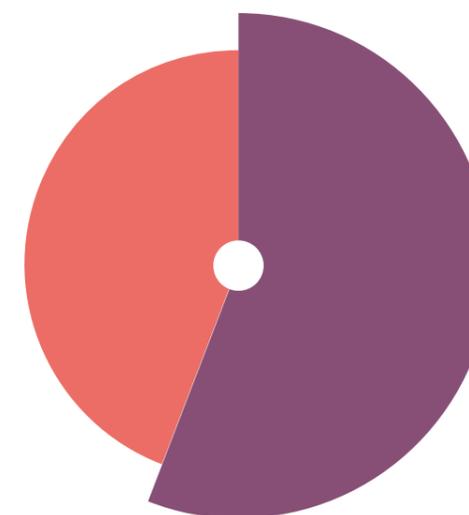
Financial Results

Gross Operating expenditure	£10.03m
Contributions from Local Authorities & Newcastle University	£3.36m
Grants received from Arts Council England	£3.93m
External Trading activity	£1.46m
Other grants & contributions	£1.36m
Contribution to Reserves	£0.08m

Where the money comes from



What the money was spent on





Thank you!

**Your support is vital
in enabling us to
continue to welcome
over 1.2 million
visitors every year.**

Some of the ways you can support us:

- Make a donation - at one of our venues or online
- Leave a gift in your will
- Sponsor an event or exhibition
- Regular giving
- Business Club Membership
- Hire our event spaces
- Preferred Partnerships
- In-kind support
- Volunteer

twmuseums.org.uk

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