

TYNE & WEAR
archives &
museums

TYNE & WEAR ARCHIVES & MUSEUMS

IMPACT REPORT

2017~18



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Cover image: Billy at Stephenson Railway Museum recently discovered to be the third oldest surviving locomotive in the world.

OUR MISSION

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 of the area and Newcastle University. TWAM is also a National Portfolio Organisation funded by 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.



This year TWAM made changes to its governance, in order to ensure that the organisation is more enterprising, strategic and sustainable going forward, establishing a new Strategic Board and a new Trading Company, TWAM Enterprises Ltd.

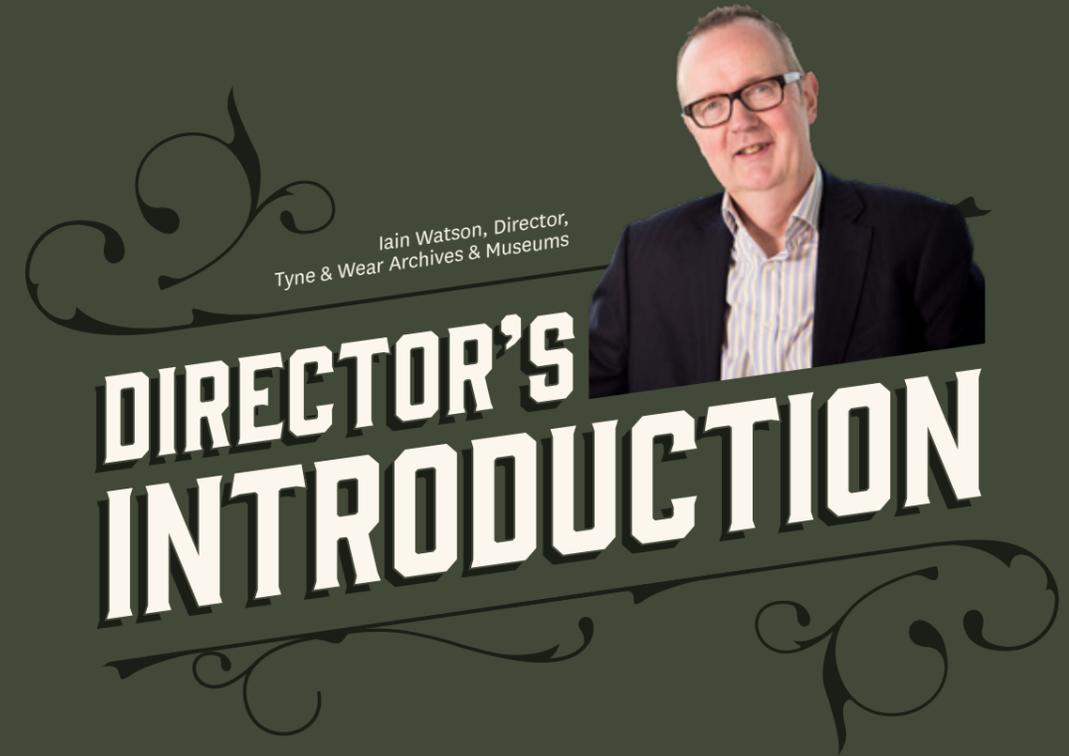
I was delighted to be appointed, in September 2017, as the founding Chair of the new Strategic Board and I have thoroughly enjoyed working with my enthusiastic and committed fellow board members, TWAM staff and volunteers, TWAM Development Trust, TWAM Enterprises Ltd and

the TWAM Audit Committee - all members of the TWAM family!

Whilst I have had the chance to meet many people across TWAM and many of our stakeholders, there are still a lot of you who I haven't yet met and I hope to meet many more of you over the coming year.

TWAM, as I already know, is a great organisation with an outstanding track record, it is a privilege to be the founding Chair and to help shape TWAM's ongoing success.

**Rt Hon Baroness Joyce Quin
Chair, TWAM Strategic Board**



Iain Watson, Director,
Tyne & Wear Archives & Museums

DIRECTOR'S INTRODUCTION

It was fantastic this year to see two of our venues launch new major developments, thanks to funding from the Heritage Lottery Fund - Hatton Gallery's £3.8million refurbishment and the *Charge! England's Northern Cavalry* gallery at Discovery Museum. Both have had excellent feedback from audiences.

We have continued to innovate and develop new ways of working across the service from standout activities for under 5s that have been recognised with national awards to a range of programmes to engage audiences with Special Education Needs and Disabilities.

We had award success at the Journal Culture Awards where *The Late Shows* won Best Event Tyneside and our entrepreneurial achievements

were recognised when our Finance and Trading teams won the Public Sector Team of the Year at the North East Accountancy Awards in 2017.

Finally, it is always good to learn new things and while we knew that the steam locomotive *Billy* at Stephenson Railway Museum was very special and one of our star exhibits, we were thrilled that a research study into its history discovered that it is even older than previously thought and is in fact the third oldest surviving locomotive in the world.

Thank you to all of our funders, partners and supporters who help us to deliver everything we describe in this report, demonstrating the positive impact we can make to people and places.



Supported using public funding by
**ARTS COUNCIL
ENGLAND**



**IN 2017-18
WE ACHIEVED...**

The Late Shows - winner of the Journal Culture Award 2017 for Best Event Tyneside

1,336,296

visits to our venues

£94,883

income from facilitated learning
visits up 8%

783,566

visits to our website

51,837

volunteer hours,
from 490 volunteers

150,505

followers on social media, up 22%

£1,007,346

raised through fundraising for
major projects at our venues

Over 9,000

engagements with our
outreach programme

13,857

loan boxes used by children,
young people, teachers and adults

161,898

children took part in organised
educational activities

36,446

visits to The Late Shows
winner of the Journal Culture Award 2017 for
Best Event Tyneside and generously sponsored
by the Port of Tyne for the third year.

£485,000

generated in retail sales, up 4%

48

exhibitions across TWAM venues

8%

Donations income increase

9,688

people signed up to our new
Must-see Museums membership scheme



AUDIENCES

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

Arts Council England Goal 2

Our audiences

Visits to our venues were up 6% compared to 2016-17 with over 1.3million visits. We attract a broad range of audiences. 82% of visitors are from Tyne and Wear, 48% visit with children aged under 16 years and 44% are from socio-economic groups C2DE. Research carried out into our visitors' experience shows that levels of satisfaction are very high: 97% rated their visit to our museums and galleries as good or very good and 56% of visits are repeat visits.

Our free membership scheme, *Must-see Museums*, goes from strength to strength reaching 9,688 members in 2017-18. It provides audiences with tailored information about exhibitions and events to match their interests and provides us with valuable information, helping to sell tickets, increase footfall and elicit donations. Evaluation showed that 89% of members would recommend the scheme, 69% of members have found out about exciting new things at TWAM venues, and half of members (47%) have got inspiration for days out.

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. TWAM chairs the Audience Development Group which co-ordinates the data sharing marketing initiative, *The Insider*, which has over 16,000 members.

www.thisistheinsider.com

We are members of the steering group for *Family Explorers*, a project that helps families in the North East enjoy a wider range of cultural experiences. In 2017-18 *Family Explorers* secured funding from the Family Arts Campaign to implement marketing activity targeting older people looking for cultural activities to do with the younger generation (for example, grandchildren, great-nieces and nephews). A series of targeted Facebook campaigns resulted in reaching 21,721 over 45s and 518 new followers on the *Family Explorers* Facebook page.

www.familyexplorers.co.uk

Volunteers

During 2017-18, 490 active volunteers have worked alongside our staff in 147 volunteer roles. Volunteers come from diverse ages and backgrounds; of those that gave their ages, 31% of our volunteers are under 25, 39% are 25-50 and 25% are over 50.

We have a committed group of volunteers who run and maintain the trains, workshop and tearoom at Stephenson Railway Museum and both new and seasoned volunteers have assisted with a range of programmes this year including: supporting events; helping with archaeological activity on the Willington Waggonway project; getting involved in the development of the Shipley Art Gallery's community garden; leading guided tours; and helping to fundraise at a number of our venues.

Following on from our Culturetrack programme which we completed in July 2016, we wanted to revisit, explore, and embed some of the learning and recommendations. We developed a work experience programme for young people with additional needs to experience working with the Front of House team at Discovery Museum. Specific staff were identified to be mentors for the young people. This has become a fitting legacy for the Culturetrack project creating a sustainable programme which has been beneficial to both the staff involved and the young people.



A family enjoying a day out at Arbeia, South Shields Roman Fort



COMMUNITY ENGAGEMENT

In 2017-18 we achieved more than 10,000 engagements with individuals through our community programmes. 605 creative sessions were delivered under the four community programmes, co-designed with community/healthcare professionals and participants.

The Big Lottery funded Live Well programme working with disadvantaged older people engaged 486 individual participants as part of our Platinum community engagement programme for over 55s.

We have developed relationships with armed forces personnel, their families and veterans as part of the Heritage Lottery funded development of the *Charge: England's Northern Cavalry* gallery at Discovery Museum. We employed a dedicated outreach officer to co-design a programme of activity with these groups. This has also involved workshops with Blind Veterans UK and a number of oral histories have been recorded.

We successfully piloted Slow Museums, an initiative encouraging people with dementia and their carers to visit our venues at specific times with the reassurance that our staff have appropriate training and they can expect a relaxed atmosphere and warm welcome.

Our work with people experiencing mental health issues, in addiction recovery and within the justice system, has involved over 1,500 engagements with key commissioned services across the North East. These partnerships have led to TWAM supporting community organisations with

applications to access heritage funding that would otherwise not have been seen as available to social care professionals.

We have also been developing collaborations with local university medical schools to create a Culture and Heritage module aimed at increasing empathy with patients. This has involved working with the Culture Health and Wellbeing Alliance to promote the findings of the Creative Health report published by the All-Party Parliamentary Group on Culture, Health and Wellbeing (APPG).

CHILDREN & YOUNG PEOPLE

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

Arts Council England Goal 5.

Schools

132,356 children and young people took part in 3,189 activities and visits across our museums and galleries.

81% of schools in our four local authority areas visited our venues in 2017-18 which meant that **75,543 school children** had the opportunity to experience a visit to a museum or gallery.

More than 95% of teachers rated their experience good or excellent, 94% thought our schools programme was good value for money and 93% valued the support our specialist learning staff gave to support their planning of the learning experience.

Museum and gallery collections provide unique experiences and the Shipley Art Gallery centenary programme used collections as inspiration enabling schools to explore the use of new technologies in craft making activities.

The Hatton Gallery has been working with Newcastle University academics and South Wellfield School to develop a creative enquiry approach, involving learning through investigation inspired by Hatton exhibitions.

Continuous Professional Development (CPD)

Developing Teacher expertise and confidence in the museum has been the focus for delivery of professional development opportunities across venues.

The Laing Art Gallery worked with the North East Art Educators network to develop a new professional network specifically aimed at primary school teachers. The network focusses on supporting teachers to develop arts and cultural activity in the curriculum.

Primary School Subject Leaders in Science participated in the Transforming Learning in Science through Collaboration with Museums CPD programme. This was a free pilot project run by the Great North Museum: Hancock in collaboration with the Natural History Museum as part of the Real World Science programme.

Special Educational Needs and Disability (SEND)

Many of our venues have created programmes that provide social spaces that are safe, stimulating, supported and most of all enjoyable for children with SEND and their families. South Shields Museum and Arbeia, South Shields Roman Fort have developed a relationship with Bamburgh School in South Shields, to develop new programmes and ways of working with children with additional needs. This has resulted in ambitious schools programmes where children have achieved Arts Award and there has been further development of a range of family programmes.

Family Learning

Increasingly we are building on programmes that make the most of the link between families and schools. We are creating opportunities where families can get involved and support their children's learning connecting in and out of the classroom.

Discovery Museum's PLAY + INVENT is a family and schools programme for budding inventors, designers and makers. It has provoked learning through STEM related activity.

Partner Schools

Partner Schools are a useful way for us to explore how we can best support learning in and out of school. Take One Object was a collaboration between the Great North Museum: Hancock, Newcastle University and local primary schools: Chillingham Road, Hotspur and West Jesmond. All pupils and staff visited the museum to see a specific object and families also got involved during October half term. The experience gave the children real stimulus for writing and making and their teachers were impressed with the impact on children's writing.

Segedunum has been working in partnership with Carville Primary, in Wallsend, developing History for Families. The museum and school have a shared objective to engage with the community around the school and so families and parents have been invited to come along to a series of after school sessions both at the school and the museum.

Early Years

We aim to engage children from as early as we can and we have early year programmes in many of our venues.

Thanks to the Great North Museum: Hancock's growing reputation for excellence and innovation in early years learning, three articles are featured in the Museum of London's online Early Years Toolkit, and the museum's early years specialist supported the launch event at the Museum of London Docklands with an inspiring practical workshop.

Discovery Museum has introduced Tiny Sparks, a new programme for early years using objects to inspire young children and raise their aspirations about what they can do when they grow up, whilst challenging gender stereotypes.



Children taking part in the award winning early years programme, Tiny Sparks at Discovery Museum

Other under 5s programmes which continue to thrive include Shipley Art Gallery's Creative Baby, Little Lions at South Shields Museum and Little Artists at the Laing Art Gallery.

Young people

Programmes for young people such as L-Ink at the Laing provide space to create and be supported. The young people have developed their own manifesto and also delivered a programme for their peers as a part of the Twilight shows, an early evening extension to *The Late Shows*, which forms part of the Newcastle Gateshead Cultural Venues', City of Dreams programme to engage children and young people in culture.

We have also been working with young people to support skills development, through our involvement with Project Choice an organisation that supports young people with learning disabilities to gain employability skills. Staff at South Shields Museum and Discovery Museum were supported to be mentors to these young people.

Arts Award

We have delivered 171 Discover, 82 Explore and 36 Bronze Arts Awards across our venues. We have worked with young people to support them to achieve silver and gold awards which will be moderated later this year. There has been particular progress in development of Arts Award delivery with home educated groups.



DIGITAL PROGRAMMES

We became a project partner on *Memoryscapes* a year-long research project jointly funded by the Arts and Humanities Research Council (AHRC) and the Engineering and Physical Sciences Research Council (EPSRC) to investigate how museum collections or historical events can be brought to life in public spaces using technology to create immersive experiences and memory based connections. *Memoryscapes* is led by Northumbria University working in partnership with Tyne & Wear Archives & Museums and FaulknerBrowns Architects.

We began working on GIFT, an 18 month European Union funded research grant led by Culture 24 and IT University of Copenhagen, Denmark in collaboration with eight museums across Europe and the US to explore the use of technology as a tool for deepening visitor engagement with collections and exhibition content.

Christ Washing the Disciples Feet by Tintoretto on display at Shipley Art Gallery was featured in the BBC Civilisations AR (augmented reality) app to accompany the nine part TV series telling the story of art from the dawn of human history to the present day. The app brings artefacts from museums across the UK into the homes and spaces of the British public.

Digital maker activities

Discovery Museum's popular PLAY + INVENT family programme for budding inventors, makers and designers continued to be successful and we collaborated with a range of artists including CHALK, Gary Malkin and Lorna Fulton, Benjamin Freeth, Unfolding Theatre and Lalya Gaye and in summer 2017 the museum hosted its first Cardboard Engineer in Residence, Lottie Smith. The museum and PLAY + INVENT activity also featured in *Invented in the North East*, a BBC documentary hosted by Inventor Dominic Wilcox showcasing the inventions that changed how we travel from the windscreen wiper to GPS shoes.

Other activity included First Lego League, a global STEM (science, technology, engineering and maths) event for 9 - 16 year olds hosted at South Shields Museum.



OUR COLLECTIONS

Excellence is thriving and
celebrated in the arts,
museums and libraries.
Arts Council England Goal 1.

Items from our collection took their place beside national and international loans in the *Hadrian's Cavalry* dispersed exhibition in venues across Hadrian's Wall. At Arbeia, South Shields Roman Fort fragments from a decorated helmet from our own excavations went on display for the first time and three items from the fort were lent to Corbridge Roman site. As a result of the research undertaken for the exhibition a note on an Iron Age horse bit will be published next year.

Contemporary Collecting

We continue to add items to the TWAM collections which represent life today for people in the region, and to use our collection to reflect and highlight contemporary social issues and support positive social change.

We were awarded £117,000 from the Esmée Fairbairn Collections Fund to develop a women's collection and festival of events in 2018-19. A new team was recruited and objects from history, art, costume & textiles, archaeology and archives collections have been identified to celebrate the achievements of women in history and stimulate discussions around issues of gender inequality now.

A programme of contemporary collecting with groups of women and girls includes the acquisition of placards and material from women's activism demonstrations, objects to represent menstruation and women's health, oral history interviews from female carers about their opportunities and aspirations in the 1960s and portraits of Tyneside women and girls.

We supported the HLF funded History of Homelessness project led by Crisis, exploring homelessness in the North East. Participants have explored the collections looking at representation and how we can tell stories of people who have experienced poverty and homelessness.

The Give a Little Extra scheme at Discovery Museum in partnership with Sodexo Prestige, Crisis, Newcastle West End Foodbank and Youth Homelessness North East was introduced to encourage cultural participation and support people experiencing poverty and homelessness. This has generated a significant number of donations of food and drinks from visitors which will be given to people who need them.



Participants in the Women of Tyneside project

Recent acquisitions include: a script and props collected from the award winning film *I, Daniel Blake* directed by Ken Loach set in Newcastle which addressed real and current issues of poverty including foodbanks, and the archive of Gay Men, Tyneside 1992 - 2016.

Try New Things (TNT)

TNT is a new initiative supporting staff from across TWAM to develop different and innovative ideas. TNT funded projects included: *Sound of the Singing Sands* - a study investigating musical sand which featured in the *Science Uncovered, European Researcher's Night* at the Great North Museum: Hancock; *Bees!* at the Great North Museum: Hancock, a community event produced in collaboration with Newcastle University Openlab and Tyneside Beekeepers Association dedicated to Bees and Apiculture; *IdeasFest*, a one day event at the Shipley Art Gallery bringing together TWAM staff, researchers from Newcastle University and community representatives to develop ideas for small scale research and development grants.

Environmental Records Information Centre (ERIC)

This year saw ERIC increase the number of species records from across the North East held by the project to 3.5 million records.

ERIC's online portal, which allows members of the public to log wildlife sightings, also exceeded 20,000 records for the first time, 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 worked with the Northern Upland Chain Local Nature Partnership to create a series of tools to help with the conservation of curlews across the upland areas of Northern England. During this year, ERIC also carried out a project for Darlington Borough Council where habitat data for the whole Borough was converted to a digital format to assist decision making in relation to planning. The team held two Wildlife Recording Conferences in September and November, with a range of speakers on the topic of biological recording.



Members of the North Tyneside Steam Railway Association

FRIENDS AND OTHER ORGANISATIONS

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

- 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

SHIPLEY ART GALLERY

29,494
visitors over 12 months

6,102
children took part in
organised educational
activities

Craft on display in the
Companion Pieces exhibition which
celebrated 100 years of
the Shipley Art Gallery collection



“Wonderful gallery with an amazing collection of art. A real oasis of culture in our town. A focal point for the arts.”

Visitor, via Tripadvisor

This was an important year for the Shipley as it celebrated its Centenary by hosting a year of events marking the 100 years which the gallery has spent at the heart of Gateshead’s cultural life.

The programme supported by the Heritage Lottery Fund included *Companion Pieces*, an exhibition to showcase the inspiring variety in the Shipley collection, from paintings to craft, design, ceramic, glass and textiles.

There were also community art and craft projects such as the Centenary Quilt where 100 members of the community gathered together and worked with a textile artist to make a square quilt, now part of the collection.

Events for all ages included tea parties and craft activities and culminated in a birthday party for the Gallery’s visitors and supporters, attended by the Mayor of Gateshead.

DISCOVERY MUSEUM

368,652

visitors over 12 months

15,000

children took part in organised educational activities

Charge! The Story of England's Northern Cavalry, wooden horse sculpture being dressed in ceremonial uniform



"Free entry and so much to see and learn. Great for kids and adults alike. When the kids come out asking questions about the past then you know it's worth it."

Visitor, via Tripadvisor

Discovery Museum celebrated the launch of a new permanent gallery *Charge! The Story of England's Northern Cavalry* uniting the collections of the antecedent regiments of The Light Dragoons. The gallery which was supported by the Heritage Lottery Fund charts the pivotal moments in the colourful history of these regiments.

The PLAY + INVENT programme was enhanced with a new Inventors in Residence programme funded by the Community Foundation. Lottie Smith delivered three weekends of Cardboard Wizardry workshops as part of her cardboard residency at the Museum.

The Tiny Sparks pre-school programme challenging gender inequality in STEM won the Women's History Network Community History Prize.

Discovery Museum's programme of interventions exploring issues of social justice included *If You Lived Here*, which involved a UNESCO shelter installation outside the museum and a weekend of events exploring global issues of displacement (delivered in partnership with Comfrey Project, maker networks, and public groups).

A further intervention looked at gender inequality and was installed to coincide with the centenary of some women gaining the right to vote. It invited people to share their views about the challenges women still face today.

LAING ART GALLERY

203,130

visitors over 12 months

11,462

children took part in organised educational activities

Sunset, The Bay,
North Devon, Bomberg



"Excellent Paul Nash exhibition with a large selection of his art painted over many decades. Well done Laing for offering a 30 minute talk to accompany the exhibition, really helped to appreciate the paintings."

Visitor, via Tripadvisor

The Laing's year was marked by exhibitions featuring the work of three major British artists. Paul Nash was one of the most distinctive British artists of the 20th century and was a key figure in British Surrealism. This significant exhibition spanned Nash's lifework, from his earliest drawings and the iconic war paintings to his powerfully emotional final landscapes.

Later in the year the Laing worked with Sean Scully, renowned as the master of post-minimalist abstraction, to present a major retrospective of his work across both the Laing and the Hatton Gallery.

The third great British artist featured at the Laing was David Bomberg. This show marked the 60th anniversary of the artist's death and was the first full Bomberg exhibition in the UK for more than a decade. The exhibition was curated by the Ben Uri Gallery and Museum in association with Pallant House Gallery.

Echoes of Abstraction II and *The Bottomless Pit of Outros* brought together newly commissioned work by artists, alongside highlights from the Laing's painting collection. The exhibition explored, and was inspired by, the legacy of abstract art. It was delivered in partnership with Newbridge Project.

SEGEDUNUM ROMAN FORT

47,367

visitors over 12 months

9,099

children took part in organised educational activities

New centurion sculpture Sentius Tectonicus stands guard at Segedunum Roman Fort.



"This is a very special place to visit, because it is the end of Hadrian's Wall! It has a scenic view from a modern tower with an elevator. It has a fantastic museum of Roman and English history. It has interactive displays, such as constructing an arch yourself, and a view that changes over time. It has a gift shop. Well worth the Price!!"

Visitor, via Tripadvisor

High profile loans from the British Museum and private collectors for the *Hadrian's Cavalry* and *Striking the Emperor* exhibitions led to a busy year for Segedunum with increased footfall and visitor spend.

Hadrian's Cavalry explored the role and daily life of the Roman army's cavalry forces in a unique wall-wide exhibition that stretched the full 150 miles of the Hadrian's Wall World Heritage Site. At Segedunum the exhibition included weapons and armour that would have been used by cavalry both for daily use and for spectacular public displays. There was also a weekend of Roman Cavalry demonstrations where visitors could see the skills soldiers would have used as they challenged opponents with arms whilst on horseback.

The image and propaganda of the Roman Empire were explored through photographs and real examples of ancient coins in *Striking the Emperor*.

Segedunum also hosted a range of events for all ages across the year including the annual *Hadrian Festival* and *Fireworks at the Fort* which attracted around 12,000 visitors.

STEPHENSON RAILWAY MUSEUM

42,350

visitors over 12 months

884

children took part in organised educational activities

The Santa Specials event at Stephenson Railway Museum



"Had an excellent day here today with my three children ages 4, 5, & 8. They absolutely loved seeing all the trains and getting to ride on a real steam train. All the staff were so friendly too, we will definitely be back."

Visitor, via Tripadvisor

This year the Stephenson Railway Museum received the exciting news that its star exhibit, the locomotive Billy is even older than previously thought.

The report, produced in March 2018 by early railway experts, concludes that *Billy* which was built by Tyneside's George Stephenson was built in 1816, not 1826, and establishes the locomotive as the third oldest surviving locomotive in the world.

Members of the North Tyneside Steam Railway Association, the volunteers who support the museum and run the heritage railway, opened the Waggonway Tea room, offering a café service for visitors on busy event days.

Santa Specials, our annual Christmas train ride for families, goes from strength to strength and for Christmas 2017 3,775 tickets were sold, generating over £50,000 in income and over £22,000 profit towards the running costs of the museum.

ARBEIA, SOUTH SHIELDS ROMAN FORT

25,480

visitors over 12 months

4,899

children took part in organised educational activities

The Regina tombstone being cleaned before it featured in a BBC documentary



"This is an amazing site. It's astonishing to realise that such a large area was occupied and developed by the Romans over several centuries. There's so much of interest here in a small museum and such a big site to wander over. Well worth the visit on my return to my home town after many years away. The staff are also very friendly and helpful."

Visitor, via Tripadvisor

Arbeia's programme of capital work continued throughout 2017-18 with new landscaping and interpretation, and improvements to some of the reconstructed Roman rooms.

Plans for 2018-19 include interventions to raise awareness of the fort in South Tyneside via a new brand identity, a marketing campaign and improved signage drawing links between Arbeia and South Shields town centre and seafront.

The fort was the setting for a number of events throughout the season including Tunes in June, the popular music event featuring local bands and the annual Arbeia Festival including market stalls, craft activities and re-enactments.

The Regina Tombstone, one of Arbeia's star objects, featured in the BBC's Civilisations Festival as one of 12 *Amazing Treasures on Your Doorstep*. This included coverage in a documentary broadcast on BBC2 and an article on the BBC Civilisation's website.

SOUTH SHIELDS MUSEUM & ART GALLERY

112,715

visitors over 12 months

1,121

children took part in organised educational activities

Winner of the poetry slam in the Kids Takeover Day at South Shields Museum with Darren Henley, Chief Executive of Arts Council. Part of the #AliOnTour project



"This is well above the usual standard of local town museums. It might be small but it is interesting and well laid out to tell the story of South Tyneside. There is a good collection of paintings, many from the 19th century and these are well worth seeing. If all this is too much you can recoup your energies in the small coffee shop which serves a good selection of drinks and snacks. Good little shop in foyer selling a good range of souvenirs and books. Well worth seeing and all for Free!!!!"

Visitor, via Tripadvisor

A rich and varied programme at South Shields Museum received positive feedback and engagement from audiences.

To mark 130 years since L.S. Lowry's birth, the museum hosted a Lowry exhibition. In the later years of his life he spent much of his time in Sunderland and South Shields and the exhibition included a Lowry artwork set in Marine Park, South Shields.

Over the summer families flocked to see *Little Landmarks* an exhibition of ten familiar South Shields landmarks rebuilt in miniature with LEGO®.

The *Three Days... a Queen, a Prince and a King* exhibition commemorated 40 years since Her Majesty the Queen and Prince Phillip visited South Shields as part of the Silver Jubilee celebrations and the same year heavyweight champion and civil rights activist Muhammad Ali visited the town and even had his marriage blessed in a local mosque.

The exhibition was complemented by the #AliOnTour project which captured oral history interviews with people in South Shields. Taking a life-sized image of Muhammad Ali around the town, TWAM staff talked to people in cafes, public buildings, the beach, the ferry and the streets of South Shields and recorded their opinions about life, including subjects of race, disability, gender and religion.

GREAT NORTH MUSEUM: HANCOCK

470,107

visitors over 12 months

24,422

children took part in organised educational activities

Toddler Takeover at Great North Museum: Hancock



"Great place to visit and so much work has gone into it. So much to see and take in you could spend hours here. I'd definitely recommend to go if you're ever in Newcastle."

Visitor, via Tripadvisor

In 2017-18 the Great North Museum: Hancock delivered programmes to engage more adult audiences and was also recognised for the quality and innovation of its family-focused programme.

The museum was nominated for the Kids in Museums Family Friendly Award largely due to its innovative Early Years programme. The Toddler Takeover events invited 200 toddlers into the museum to participate in 'museum jobs', and were an overwhelming success.

It hosted two exhibitions as part of Freedom City 2017 - a city wide programme across Newcastle inspired by Dr Martin Luther King Jr's 1967 speech at Newcastle University. The politically charged exhibitions responded to the themes

of racism, poverty and violence that formed the central ideas of Dr King's historic address.

The Great North Nights programme of adult after hours events was developed including the second *Science Uncovered*, European Researchers' Night featuring public talks, demonstrations and interactive activities and the museum's first *Wildlife Discotheque*. This involved soundtracks from obscure 1970s vinyl releases such as Songs of the Humpback Whale, British Wild Birds in Stereo, Parakeet Training records and BBC sound effects LPs.

High profile loans from the Museum of London and private collectors were exhibited in *Mithras: Roman Religion from Thames to Tyne* and *Hadrian's Cavalry*.



HATTON GALLERY

37,001

visitors over 12 months

2,626

children took part in organised educational activities

The recently refurbished Hatton Gallery



"The Hatton is a stunning little gallery, tucked away in Newcastle University. It has always been a favourite of mine but even more so since its recent renovation which has been done so beautifully. The venue is attracting some great exhibitions recently and this year's programme looks great. Well worth a visit for anyone."

Visitor, via Twitter

In October 2017 the Hatton Gallery reopened following a £3.8 million redevelopment supported by the Heritage Lottery Fund, attracting over 10,000 visits in the first month.

The developments included conserving the historic and architectural elements of the Grade II listed building while creating a modern exhibition space. It also enabled urgent conservation and better interpretation of the iconic *Merz Barn Wall* by Kurt Schwitters, one of the most significant figures in 20th century art.

The inaugural exhibition *Pioneers of Pop* focused on the contribution of Newcastle artists to the global art movement. The exhibition contained around 100 works by some of the leading British artists associated with both Pop and abstract art and firmly positioned Newcastle as the birthplace of Pop Art.

The second major show was a collaboration with artist Sean Scully, to present a retrospective of his work across both the Hatton and the Laing Art Gallery. Renowned globally as the master of post-minimalist abstraction, Scully was returning to his roots for the show having studied Fine Art at Newcastle University in 1968.

TYNE & WEAR ARCHIVES

3,378

visitors over 12 months

1,092

children took part in organised educational activities

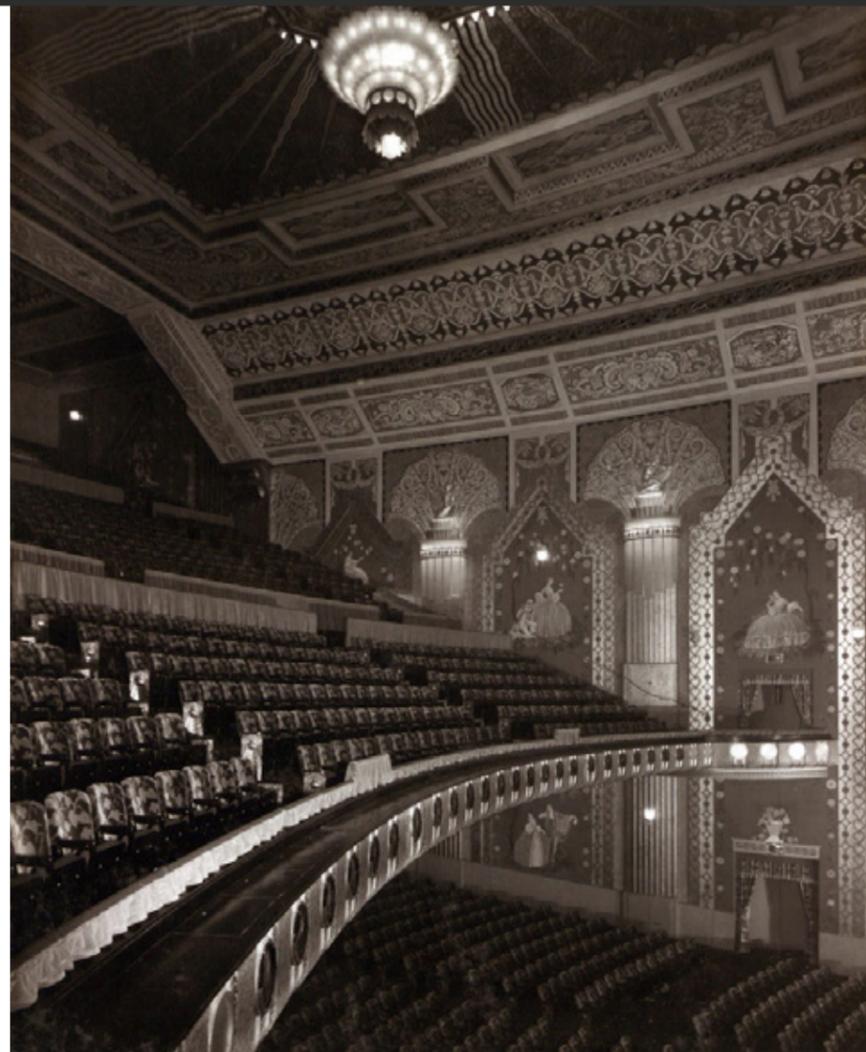
The Odeon Cinema Newcastle upon Tyne, 1931. The cinema closed in 2002 and was demolished in 2017.

"Thank you very much - I truly believe that you have helped to solve a family mystery!"

Archives visitor

"I visited the archives yesterday with my wife and I wanted to say a huge thank you to the staff that were in there yesterday. They were very helpful with everything and very knowledgeable. We will definitely be coming back."

Archives visitor



Tyne & Wear Archives continues to engage audiences via social media and has a strong twitter following of 10.6K followers. The archive photographs on Flickr continue to be extremely popular with a total of 30.7 million views. A single photograph of RMS *Mauretania*, an ocean liner built on Tyneside, has now been viewed 78,000 times.

Tyne & Wear Archives team members have attended local history events across the region including the Gateshead Local History Month and Sunderland Local History festival. Loans from the archives have been displayed in local venues including the popular exhibition *Harry Potter: A History of Magic* at Newcastle Central Library.



WORKING IN PARTNERSHIP

Regional

TWAM has worked with a host of partners on the planning and delivery of *The Great Exhibition of the North*. Key delivery partners included NewcastleGateshead Initiative, BALTIC Centre for Contemporary Art, Sage Gateshead, DCMS and Science Museum Group.

We continue to collaborate with our Newcastle Gateshead Cultural Venues (NGCV) colleagues in nine other cultural organisations to share knowledge and resources, and explore ways to innovate together.

We work closely with local groups in Gateshead, North Tyneside, South Tyneside and Newcastle.

National

Working with a range of national partners enabled TWAM to bring outstanding loans and exhibitions to the North East, not least the organisation of over 200 loans for the *Great Exhibition of the North* programme to be exhibited in 2018.

In 2017-18 the Laing Art Gallery worked with Tate Britain on *Paul Nash* and the Ben Uri Gallery and Pallant House Gallery on the *Bombardier* exhibition. Segedunum received loans from the British Museum for the *Hadrian's Cavalry* exhibition. The Great North Museum: Hancock collaborated with the Museum of London to bring Mithraic material to the museum. The Hatton Gallery received loans from the National Galleries of Scotland, Pallant House Gallery and the British Council Collections for its *Pioneers of Pop* exhibition.



Training on the conservation of industrial objects, delivered by the Conservation Advisory Network (CAN) at Head of Steam, Darlington

International

We were contracted by the British Council to deliver workshops on partnership working in Sao Paulo, Recife and Cuiaba in Brazil, and in museum retail in Greece. We also continued to work on science learning with our partners in the Univeristy Museum in Porto Alegre, Brazil.

Once again, TWAM participated in the British Museum International Training Programme, hosting museum and heritage professionals from Indonesia, Lesotho and Turkey.

TWAM presented a paper in Antwerp about its adult health and wellbeing focused community engagement work at a conference organised by FARO (Flemish interface centre for cultural heritage). This has led to TWAM engaging in the establishment of an international project that aims to bring together cultural heritage collections and staff, with people working in the field of health and wellbeing (whether clinical or community organisations) to create positive change on the health or wellbeing of people or communities. We also presented a paper on community engagement at an international conference in Bologna.

TWAM is working as part of the Wall to Wall project to connect the World Heritage Sites of Hadrian's Wall and the Great Wall of China, which included presenting at the inaugural seminar to colleagues from both China and the UK.

Museum Development

TWAM manages the North East Museum Development Programme, helping over 50 accredited museums 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.

Between 2015 and 2018, 61 small grants were awarded totalling £64,770, 880 staff and volunteers were trained, 102 events delivered and £180,000 of capital funding was made available to the region.

In 2018-22 TWAM will continue to provide a comprehensive programme of support to ensure that museums deliver excellence in the management of their collections, understand and respond to the needs of their audiences - increasing the size and reach of this engagement- and are resilient and sustainable. Partnership working with Culture Bridge North East, NPOs, other Museum Development Providers and Sector Support Organisations will also maximise opportunities for the North East museum sector over the next four years.



Oriental Museum, Durham University, one of over 60 North East museums supported by Museum Development.

"The course has given me the courage to go to my Senior Leadership Team and champion an arts policy in school, not just in support of Artsmark, but also ensuring all students have access to arts and cultural engagement across all subject areas to develop a broader and more sustainable skill set."

Teacher, on Culture Bridge North East's, Cultural Leadership in Education programme.

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.

Culture Bridge North East has maintained good levels of engagement with schools this year, having now engaged in total with 35% of primaries, 49% of secondaries and 36% of SEND schools in the North East. 24% of the region's schools are now registered for Artsmark, the highest proportion of any region nationally. We have also enjoyed a very successful launch of the Artsmark Partnership Programme, with 64 organisations signed up so far, the highest number of any region. In addition, we delivered 19 CPD, briefing or network events which were attended by 589 delegates. Arts Award moderations in the region have continued to rise, with 5,724 moderations this year, representing a 13% increase on the previous year.

Through Partnership Investment we secured £500,000 for cultural education in the region. This is supporting a wide range of work on themes including mental health, co-creating art with looked after

children, and embedding artists in schools. The Prince's Trust 'Get started with apps' programme recruited economically inactive young people through job centres and youth employment initiatives who learned how to create apps exploring the art collections at Mima in Middlesbrough. By the end of the course three young people had applied to university, two were being supported to apply for apprenticeships, eight were interested in volunteering with Mima, one had found a job, ten were working with Prince's Trust progression mentors and nine had received Prince's Trust development awards. An unemployed young father, was supported to gain a place on Teesside University's Games Design BA, to apply for student finance and to purchase a suitable home computer with a development award.

We also awarded small grants from our Endowment Fund, supporting music and literature projects in rural and deprived areas of County Durham, theatre for inactive young people in Gateshead, glass art for young carers in Sunderland, combined arts for a school in a deprived area of Sunderland and theatre for a special school in Northumberland.

ENTERPRISE & RESILIENCE

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

Arts Council England Goal 3



Komatsu UK Ltd event at the Shipley Art Gallery

The progress that TWAM has made in its approach to enterprise in recent years was recognised when our Finance and Trading teams won the Public Sector Team of the Year award at the North East Accountancy Awards in 2017.

We introduced some major changes to our governance model in order to help us to be more enterprising, strategic and sustainable, establishing a new Strategic Board to replace the Joint Museums Committee and a new Trading Company, TWAM Enterprises Ltd. Baroness Joyce Quin was appointed as founding Chair of the Strategic Board and Geoff Hodgson as founding Chair of the Trading Company. In early 2018 Peter Judge took over as Chair of the Development Trust and the three boards (Strategic, Enterprise and Development) will work together to ensure that TWAM's business planning is closely aligned with

strategies for self-generated income and philanthropy.

In 2017-18 TWAM won the contract to deliver a business planning consultancy for St Nicholas Cathedral and also secured a contract to deliver further Commercial Enterprise training with the British Council.

In January 2018 TWAM appointed Dr Hari Shukla CBE as its first ever Ambassador for Diversity and Inclusion. To mark the occasion, the Development Trust in partnership with Dr Shukla, launched a new leadership fund to support a wide range of museum activities with under-represented communities.

Retail performed steadily during 2017-18, with turnover 5% ahead of 2016-17. Facilitated learning generated over £93,000, an increase of more than 20% on last year. Revenue generated by Events, Talks, Tours & Experiences also rose by 16%.

Fundraising

Work to encourage individual giving at our venues is showing significant results as donations continue to increase year on year. In 2017-18 donations were up 9.7%.

Unrestricted income from fundraising also increased in 2017-18. We secured £32,550 in corporate support, gifts from connected charities £27,500 and grants from trusts and foundations grew by 26%.

We also raised over £1 million for major projects including Heritage Lottery Fund support for the *Great Exhibition of the North* programme at the Great North Museum: Hancock, Discovery Museum and offsite commissions, and funding from the HLF's Resilient Heritage programme for a philanthropy initiative to strengthen our fundraising team with specialist posts and to embed a 'whole organisation' approach to philanthropy.

Corporate Members

We are very grateful for the support we have received from the following corporate partners:



Environmental sustainability

We were delighted that four of TWAM's venues were awarded a 4-star Creative Green rating with a further four achieving 3-stars. This is a tremendous achievement given that some of our buildings are over 100 years old and designed in a time when environmental management and consideration of our carbon footprint was not a factor. We continue to improve despite the challenges that older buildings present and it is our commitment of TWAM staff and volunteers in relation to being mindful of saving energy and to use

less materials in their everyday roles that we have to thank for our success, and to date, TWAM's total carbon footprint has reduced by 1.8%.

TWAM continues to support Green Office Week encouraging staff to recycle and to think innovatively about how to save energy and protect the earth's resources. TWAM's Green Champions, a team of staff from across the organisation who have volunteered for this role, continue to encourage colleagues to be 'green' and to find new ways to make our workplace more environmentally sustainable.



SUMMARY OF FINANCIAL RESULTS

2017-18

Gross Operating expenditure	£11.3m
Contributions from Local Authorities & Newcastle University	£3.7m
Grants received from Arts Council England	£4.0m
External Trading activity	£2.1m
Other grants & contributions	£1.2m

The shop at Segedunum Roman Fort

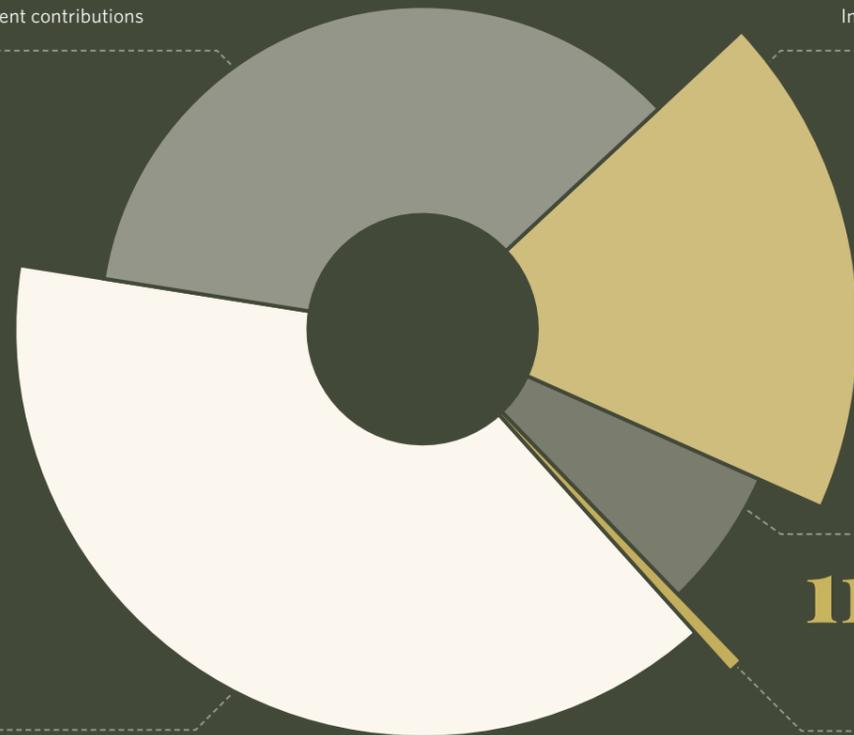
WHERE THE MONEY COMES FROM

32.8%

Client contributions

18.4%

Income generation



11.1%

Other grants and contributions

35.8%

Arts Council England

1.9%

Transfer from reserves

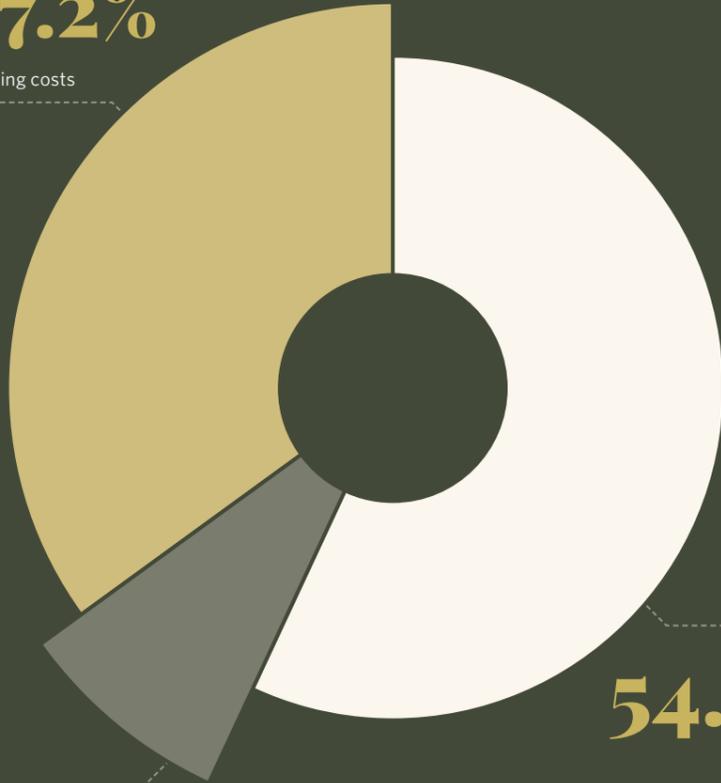


Schoolchildren at South Shields Museum & Art Gallery

WHAT THE MONEY WAS SPENT ON

37.2%

Running costs



54.8%

Employees

8%

Trading activity



A child in the play area at Segedunum Roman Fort



THANK YOU FOR YOUR SUPPORT

There are lots of ways you can help us, by making a donation, leaving a legacy, volunteering your time, sponsoring an activity or becoming a member.

For more information on how to help, please visit

www.twmuseums.org.uk/supportus

To donate £5 to support TWAM now text **TWAM12 £5 TO 70070**.

