



IMPACT REPORT

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.

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Chair's Welcome

In these challenging times, the role of museums and galleries in our communities feels even more significant to help people and places recover.

Since lockdown in March 2020 TWAM has strived to continue to engage and entertain its communities, to provide leadership within the sector working with DCMS on Covid crisis planning for museums and working with Bridge organisations across the country to connect culture and education.

Partnership, leadership and a focus on people and place are part of TWAM's DNA.

In 2019-20 we facilitated over 6,500 engagements through our adult community engagement programmes targeting least engaged audiences in partnership with community and healthcare professionals and participants.

Over 133,000 children and young people took part in activities and visits across our venues and Culture Bridge North East supported 341 North East schools encouraging them to use cultural assets to enhance learning.

The Museum Development programme supported 50 North East museums to be more sustainable, more creative, and to increase their engagement with audiences and communities.

TWAM co-ordinated the Late Shows, Newcastle Gateshead's annual culture crawl involving over 50 cultural venues and attracting over 31,000 visits.

It is the strength of these many and varied partnerships that help us to deliver a diverse and quality offer to our communities. Thank you to all who worked with us in 2019-20.

RT HON BARONESS JOYCE QUIN

Chair, TWAM Strategic Board



Director's introduction

Whilst I would like to highlight the successes of last year, it would be wrong to do this without acknowledging the unprecedented times in which we are living. The Covid-19 pandemic has affected us all in all areas of our lives. For cultural organisations it is undoubtedly the biggest crisis we have collectively faced in decades.

I am reassured by the support we have received from our audiences who have missed visiting our venues and have shared their delight that we're reopening but we know that there are more challenges ahead.

Reflecting on last year, it was a positive year for all of our venues but particularly the Great North Museum: Hancock which saw a blockbuster exhibition (Dippy on Tour), record visitor numbers, strong income and national award recognition (Best Medium-sized Museum at the Family Friendly Museum Awards).

We welcomed over 1.2million visits to our venues to enjoy high quality events and exhibitions including the Enchanted Interior at the Laing Art Gallery, the Story of Football in South Tyneside at South Shields Museum and ARTIST ROOMS Roy Lichtenstein at Hatton Gallery.

We also engaged audiences digitally with over 850,000 visits to our website, more than 180,000 followers on social media and we launched a new podcast series - Heavier! Faster! Louder! The Story of Tyneside Heavy Metal.

Our visitors continue to be loyal and local with 83% from the North East and 61% repeat visitors, proving that our venues are an essential part of life in our region.

Looking forward - we developed capital plans for Stephenson Steam Railway (completed in August 2020), Segedunum Roman Fort (a long-term strategy working with North Tyneside Council) and for the Blandford House site which is home to Discovery Museum and Tyne & Wear Archives (ongoing) as well as exploring options for Arbeia, South Shields Roman Fort in partnership with South Tyneside Council. At the Shipley Art Gallery the new garden space gave children without access at home the chance to grow their own herbs and vegetables.

I would like to thank our staff and volunteers for their energy and commitment and all of our partners, funders and friends for your ongoing support.

IAIN WATSON

Director, Tyne & Wear Archives & Museums

In 2019–20 we achieved...

1,258,722

visits to our venues

28,320

children, young people, teachers and adults
used 339 of our collection loans boxes

£83,123

income from facilitated learning visits

187,123

followers on social media, up 11%

31,386

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

133,106

children and young people took part
in activities and visits across our venues

3,334

physical items digitised (reels, cassettes,
mini discs, CDs) and 5,622 recordings fully
catalogued as part of the Unlocking our
Sound Heritage project.

£545,000

in retail sales, including
729 Dippy soft toys

OVER 6,500

engagements through our adult community
engagement programmes including 350 creative
sessions co-designed with community and healthcare
professionals and participants

£18,000

in contactless donations

22,896

people signed up to our Must-see Museums
membership scheme, up 10%

858,393

visits to our website

£150,897

in donations income

22,231

volunteer hours from
359 volunteers



**In 2019-20 we
welcomed over
1.2 million visits
to our venues.**

Audiences

We engage a range of audiences through our venues and other projects and initiatives. We have a loyal local audience - 83% of TWAM's UK visitors are from North East England and of those, 65% are from Tyne and Wear. We continue to be popular with families - 50% visit with children aged under 16 years - and we attract audiences from all economic backgrounds, with 32% from socioeconomic 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 61% of visits are repeat visits. Our 'net promoter score' is very high at 72, where 100 indicates universal satisfaction and -100 universal dissatisfaction.

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 2019-20 our targeted programmes involved working with women in the criminal justice system, older people, armed forces veterans, people with autism spectrum conditions, Tyneside's Asian community, asylum seekers and refugees, disabled people and people from disadvantaged socioeconomic backgrounds. More about these programmes is detailed throughout this report.

Our free membership scheme Must-see Museums continues to grow, reaching 22,896 subscribers in 2019-20. It provides subscribers with tailored information about exhibitions and events to match their interests and provides us with valuable information about our audiences. This year we trialled new ways to reward members including special offers to be redeemed in our venues.

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 across the North East enjoy a wider range of cultural experiences.

www.familyexplorers.co.uk



Volunteers

In 2019-20 359 volunteers contributed 22,231 hours to support our museums through research, caring for our collections, learning activities and events.

Many volunteers are regular contributors to our work, particularly those who are part of Friends groups and organisations such as the North Tyneside Steam Railway Association who maintain the engines and support the delivery of programmes at Stephenson Steam Railway.

Other volunteers support particular events; stewarding for The Late Shows is always popular and 2019's event was particularly successful at attracting student volunteers.

Our most popular volunteer role this year was supporting public engagement at the Great North Museum: Hancock's Dippy on Tour exhibition. 62 registered volunteers contributed over 1,577 hours, reporting many positive experiences and memorable moments. One volunteer said:

“ Everyone really seemed to love Dippy. They had personal connections such as remembering seeing him as a child at the Natural History Museum and I think that's part of what made them bring their children here. ”

During the year we also began work on a new volunteer project funded by Community Foundation Tyne & Wear and Northumberland to engage refugees and asylum seekers with volunteering opportunities in museums.

A small group has been recruited to develop tours of our museum collections. The programme has attracted positive responses and generated new networks.

Volunteer interest has well surpassed the original target and we have more participants than we originally imagined. In addition, this work is also supporting a proposed application for our venues to be part of the Museum of Sanctuary scheme.



Community engagement

In 2019-20, we achieved over 6,500 engagements through our adult community engagement programmes including 350 creative sessions co-designed with community and healthcare professionals and participants.

We have developed the Museums, Health & Social Care Service (MHSCS) through collaboration with Northumbria University with a steering group made up of health and social care professionals, academics and researchers.

The aim of the group is to develop resources and training to support Health & Social Care professionals' understanding and engagement with cultural activities for specific care and clinical outcomes. The resources are primarily focused on supporting older people but can be adapted to meet other people's requirements.

We are grateful for the generosity of:

- The Roland Cookson Fund at Community Foundation Tyne & Wear and Northumberland, in support of the TWAM wide initiative Slow Museums.
- Pea Green Boat Fund at Community Foundation Tyne & Wear and Northumberland, in support of work with refugees and asylum seekers.

Key projects we have completed this year include:

Free But Not Free

Working with women in the criminal justice system in partnership with Changing Lives. One of the women involved with Free but not Free said:

“ It's made me think differently. It's made me realise that people can listen to me. I've never had that before. I know I can talk about stuff now ... The project's helped me to communicate my story, to talk about my experiences. ”

Charge! England's Northern Cavalry

Using the military collections and display, an extensive outreach and engagement programme was delivered which focused on developing new audiences and encouraging serving personnel, veterans and their families to see Discovery Museum as a resource for information, exploration and learning.

2020 International Winter School in Cultural Heritage & Outreach

TWAM hosted the winter school which focused on using heritage collections for wellbeing activities. FARO (a heritage development organisation in Belgium) lead on co-ordinating winter schools and collaborated with TWAM due to the extensive knowledge and experience TWAM staff have of using heritage collections for health and wellbeing activities.



In 2019-20, **133,106** children and young people took part in activities at our museums and galleries during a school visit or with their families, carers or friendship groups.

Schoolchildren enjoying an Inventor's workshop at Discovery Museum



Children and young people

The Dippy Partner Schools programme was a significant opportunity for the Great North Museum: Hancock to play a key role in encouraging children to aspire towards better educational outcomes. Over half of the 53 partner schools represented areas where children were least likely to enter higher education, with schools given the opportunity to engage with local researchers and contribute to citizen science through fun and inspiring learning activity.

Stephenson Steam Railway worked with dance company Made by Katie Green along with staff and pupils from New York Primary in North Shields to test ways of using dance and movement to draw out what children find most interesting and memorable about the railways.

Discovery Museum and Tyne & Wear Archives developed a project exploring the centenary of the Peace Day celebrations held in Newcastle using collections to inspire children and young people to produce creative responses.

The art galleries learning team worked with young people from black, Asian and minority ethnic backgrounds. This programme enabled new audiences with a low representation among our traditional visitor demographic to meaningfully engage with **The Enchanted Interior** exhibition.

This year's L-INK project used the **ARTIST ROOMS Roy Lichtenstein** exhibition as a starting point to explore popular culture through a variety of media. As well as working with the Laing Art Gallery and Hatton Gallery, project participants now have access to a studio space within The NewBridge Project in the heart of Newcastle, in which they can develop their own art practice.

Working in partnership is key to the successes of TWAM learning teams, collaborating with school leaders or working with colleagues locally, nationally and internationally to share their expertise and contribute to planning and sector publications.

Our Paul Hamlyn Teacher Development Fund project launched in September with an event held at Segedunum Roman Fort and the Primary Art Network steering group delivered a Primary Art Conference at the Shipley Art Gallery. All venues continued to support the development of the City of Dreams programmes with Newcastle Gateshead Cultural Venues colleagues.

Learning staff from across venues are taking part in the three-year, Erasmus funded programme E-Voked in partnership with eight European museums and Gateshead College, exploring opportunities for working with young people in vocational education.

The year was capped with the Great North Museum: Hancock's Best Medium Museum prize at the Kids in Museums Family Friendly Museum Awards.

Digital Programmes

In February 2020, we launched Heavier! Faster! Louder! The Story of Tyneside Heavy Metal, a six-part audio documentary series narrated by local radio DJ and rock hero, Alan Robson.

TWAM worked with music journalist and author John Tucker to create this series which explores the beginnings of the New Wave of British Heavy Metal and the impact the North East metal scene had on the world, inspiring bands like Metallica, Slayer and the controversial black metal subgenre.

We have continued to develop TWAM's reputation as digital leaders in the sector through collaboration with Culture24 and a network of museums in Europe and the US.

In November 2019, TWAM and nine museums who had taken part in GIFT, an EU-funded collaborative research project, presented a new framework for embracing digital technology to foster personal, emotional and playful experiences for cultural and heritage sector audiences to the Europeana conference in Lisbon.

We also participated in Let's Get Real 7, an action research project led by Culture24 to test the ways in which we can use our existing digital channels in more thoughtful and socially purposeful ways.

We were delighted to be selected to take part in the British Museum's Skills for the Future programme, Museums Futures, supported by The National Lottery Heritage Fund.

**HEAVIER!
FASTER!
LOUDER!**

In its five-week run, the series exceeded **10,000** downloads and reached number 3 in Apple Podcasts' Music Interviews chart. The series has been featured in Metal Hammer and Rock Candy.



Our Collections

**We are committed to ensuring that
diverse voices influence our programming
and collections development.**

Our activity over 2019-20 has been wide-ranging, exploring gender, disability, race, class and socio-economic status.

The year saw the successful conclusion of Women of Tyneside, which was generously supported by the Esmée Fairbairn Collections Fund. The project was highly commended in the Collections Trust Awards and shortlisted for the Museum Association's Changing Lives award. A significant outcome of the project was new developments in collaborative working with community groups. For example, participants have created over 100 object interpretations, breathing new life into the collections we hold, helping ensure their relevance for future generations. We are now looking at how to tag collections with relation to the protected characteristics of the Equalities Act to ensure we are able to bring out hidden meanings in objects and to support our efforts to ensure that TWAM's collections truly are representative of the communities we serve.

Our staff also worked with NAAM (Newcastle Asian Arts & Music) who have delivered the Newcastle Mela over the past 26 years, helping them capture people's memories of the Mela; and with GEM arts in South Tyneside to engage local BAMER communities. The Equal Arts carers group continued their residency at the Laing, producing a pop-up exhibition of their work.

Most of our exhibitions feature content that contributes to the Creative Case for Diversity, highlighting stories that explore/represent the experiences of people from different backgrounds. This year included **Arrivals** at Discovery Museum, a powerful photographic portrait exhibition charting the lives of people who have migrated to Tyneside over the last half century. Discovery Museum's Charge gallery mounted an exhibition co-curated with BLESMA - the limbless veterans association, celebrating the lives and service of its North East members. At South Shields we worked with communities to tell the story of grass roots football in South Tyneside, while at the Laing **The Enchanted Interior** explored the recurring motif of female subjects enclosed in ornate interiors - alluring yet sinister images carrying implications of enforced isolation.

This year saw TWAM complete its term of office as Chair of Creative Case North, although we will still provide a secretariat function. The consortium supports the wider sector to deliver on its commitment to the Creative Case for Diversity, which this year took the form of supporting Culture sector boards to better engage with the Creative Case.

Collections records and loans

We have supported loans out to institutions across the world including Germany, the Netherlands, the USA and New Zealand. 4,045 new records were added to the collections database this year and a further 93,659 were edited.



Environmental Records Information Centre (ERIC)

This year saw ERIC increase the number of species records held by the project to 3.7 million. ERIC's online portal, which allows members of the public to log wildlife sightings, also reached a milestone of 50,000 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 work with the Restoring Ratty project, supporting the re-introduction of water voles to Kielder.

During this year, ERIC also created bespoke biological recording tools for various partners to allow them to capture species data for specific projects. ERIC NE also has worked on a large-scale habitat digitisation project for the Tees Valley, providing vital data for decision making in the area. The team held one Wildlife Recording Conference in November, with a range of speakers on the topic of biological recording.

Unlocking our Sound Heritage

The Unlocking Our Sound Heritage Project, a national partnership led by the British Library and funded by the National Lottery Heritage Fund, is currently into its second year. Digital preservation has been going well with collections from seven content contributors now fully digitised and catalogued. TWAM currently has the highest number of physical audio carriers digitised on site of all the hubs with 66% of our target completed.

Cataloguing work has been assisted by the generous support of a team of volunteers who have been creating summaries of oral histories. In the summer, work began on rights clearance and then in the autumn learning activities started for families and schools. Outreach work has been planned, working with practitioners who help people with acquired brain injuries.

The project team are starting to develop plans for audio heritage training for museum, library and archive colleagues from across the North East and Yorkshire.

Conservation

This year the team carried out several significant projects beyond the usual care of collections, including a major reframing project at the Laing Art Gallery, a rehang at the Shipley Art Gallery, and storage improvements in the Great North Museum: Hancock's Biology store. Loans out of the collections were also supported including loans from Great North Museum: Hancock's Captain Cook Collection to New Zealand as part of the 250th anniversary of Cook's arrival there. The team also facilitated a ceremony conducted by Maori ambassadors prior to the objects being transported to New Zealand.

In addition, we have provided support to Sunderland Museums for their programme of exhibitions from the Arts Council national collection, and carried out conservation on behalf of other external clients. The team took over the delivery of the regional collections care advice network delivered as part of the Museum Development programme, ensuring all museums in the region have access to advice and support in caring for their collections.

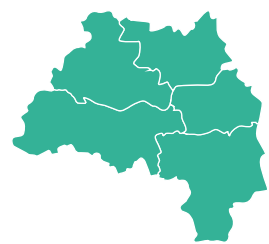


Friends and other organisations

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

We are incredibly grateful for their contributions of time, expertise and money. We also thank our generous donors who give monthly or annually and all of those who have given in 2019-20.

- Friends of Discovery Museum
- Friends of the Hatton Gallery
- Friends of the Laing Art Gallery
- Friends of Segedunum
- 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



2,330

visitors over 12 months

1,388

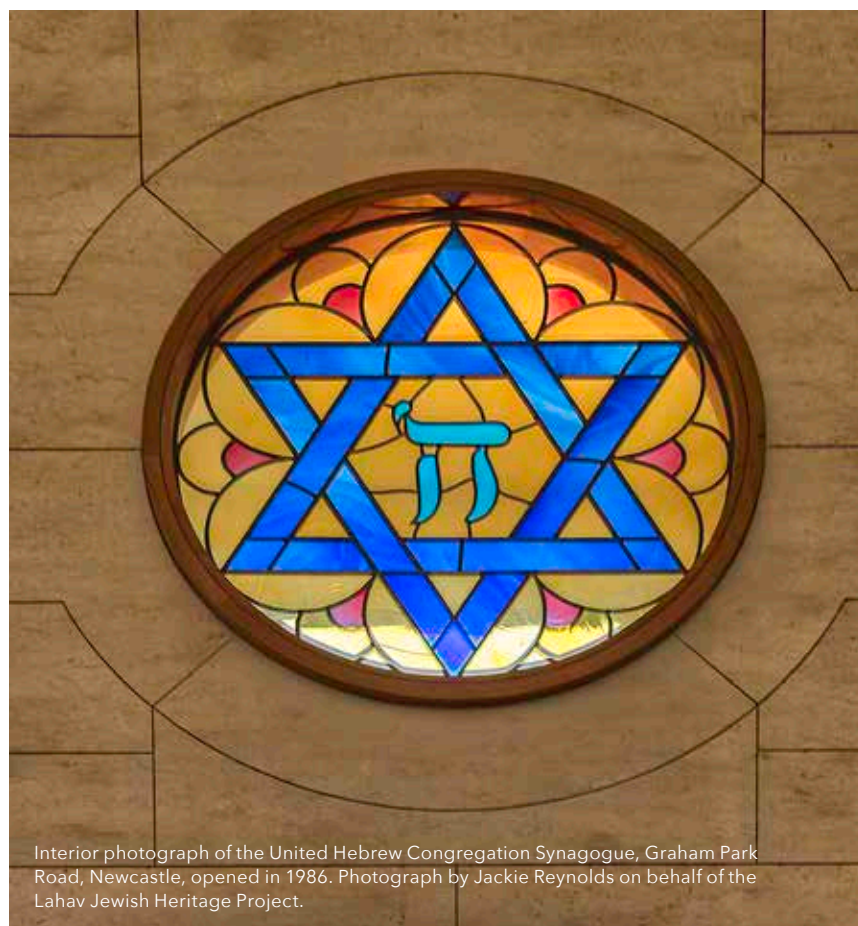
children on school visits

"A big thank you...for showing this Canadian archivist around Tyne & Wear Archives, including their gorgeous ships' plans. Archivists really do form a worldwide community."

Visitor, via Twitter.

We are grateful for the generosity of:

- Fenwick Ltd for their continued support of Tyne & Wear Archives.
- National Archives Test Bed Fund for supporting the exploration of new technologies to widen access to our archives.
- Unlocking Our Sound Heritage project, a national partnership, funded by the National Lottery Heritage Fund and led by the British Library.



Interior photograph of the United Hebrew Congregation Synagogue, Graham Park Road, Newcastle, opened in 1986. Photograph by Jackie Reynolds on behalf of the Lahav Jewish Heritage Project.

Tyne & Wear Archives

The Archives set out on a mission to save rare and unique sound recordings as the North East and Yorkshire hub for the National Lottery funded and British Library led **Unlocking Our Sound Heritage** project. From wax cylinders to cassette tapes, the historical sounds of our region will be saved over the next three years for future generations to enjoy.

Exhibitions held in the Archives included **Missing Pieces: A History of Homelessness in Newcastle** and **Hidden Newcastle Faces**, which featured 25 monoprints of the carved stone heads of Worswick Chambers created by artist Lucy Morrill.

Dr Shane McCorristine's sold out public lecture **The Ghosts of Newcastle Gaol** was inspired by documents held within the Archives and marked the 100th anniversary of the last execution in Newcastle.

The Archives continued to accession important regional documents for posterity, including the last paper registers of Newcastle Magistrates Court.



29,512

visitors over 12 months

4,143

children on school visits

"Lovely small gallery with an interesting permanent collection and some absolute gems... It was lovely to see local groups paying close attention to the artworks in an appreciation class. The staff were very informative and friendly."

Visitor, via Tripadvisor.

We are grateful for the generosity of:

- The Postcode Local Trust, for supporting the continued development of the community garden and associated learning programmes.
- The Decorative Arts Society, for supporting ongoing research and curation of the Shipley ceramics collection.



The Treasures of the Shipley Art Gallery display

Shipley Art Gallery

The year at the Shipley Art Gallery began with the opening of a striking new permanent display of artworks from the collection. **Treasures** features highlights of the Shipley bequest, including important Dutch, Flemish and British paintings hung in the French 'salon' style.

Other exhibitions included **Dry Run**, featuring glass and ceramic works by University of Sunderland students, and **Gateshead Art Society's** annual show.

The Shipley continued to deliver for the local community. The new garden space gave children without access at home the chance to grow their own herbs and vegetables. Art therapy and dementia friendly sessions ran alongside popular craft groups and the ever-popular Creative Baby programme.

Stand-out events at the Shipley included Anime Attacks, delivered in partnership with Gateshead Libraries, which attracted 900 visitors, World Mental Health Day and the annual Henry Rothschild Memorial Lecture given by internationally-renowned ceramicist Philip Eglin.



315,089

visitors over 12 months

12,952

children on school visits

“Used to always visit this place as a kid and I still love going now as an adult. Love to see the exhibitions and particularly like the new army exhibit.”

Visitor, via Facebook.

We are grateful for the generosity of:

- National Lottery Heritage Fund, for supporting the World War One, Peace Day 2019 schools project.
- The Nineveh Charitable Trust, The Society for Applied Microbiology, The Biochemical Society and The Holmes Hines Memorial Fund for supporting the museum's Science Week 30th Anniversary celebrations and activities.
- The Platten Family Fund at Community Foundation Tyne & Wear & Northumberland for their support of Discovery Museum's Inventors in Residence programme.



Phina Nwoye with her portrait in the Arrivals: Making Tyneside Home exhibition

Discovery Museum

Discovery Museum began the year with the exhibition **Arrivals: Making Tyneside Home**, featuring the portrait photographs of Jeremy Abrahams. The exhibition captured the stories of 41 individuals who settled in Newcastle between 1939 and 2018, exploring their reasons for emigrating and feelings about their adopted home.

Another highlight of the exhibition programme was **Brilliant Bricks: A LEGO® Timeline of Northern Innovation**, which saw the Geordie Lamp, Stephenson's Rocket, Turbinia and other icons recreated by Steve Mayes in more than 50,000 bricks.

A jam-packed summer events programme had science engagement at its heart, with popular liquid science shows, a light and sound disco and a four-day science club for children.

Discovery performed well as an events venue and as the year drew to a close, Baroness Quin welcomed former Prime Minister Gordon Brown to the Great Hall as the main speaker of a major conference about the UK constitution. Discovery Museum also hosted a lively panel discussion with Tyneside's pioneering headbangers to celebrate the launch of the new podcast series **Heavier! Faster! Louder! The Story of Tyneside Heavy Metal**.



187,728

visitors over 12 months

7,938

children on school visits

“I was once more glad to make a return visit to my local art gallery. A number of new paintings were on display and I was equally delighted to spend time with old favourites too. It's always a pleasure to revisit the Laing and I'm sure it will not be too long before I come back.”

Visitor, via Tripadvisor.

We are grateful for the generosity of:

- The John Ellerman Foundation, for supporting curatorial research and exhibition development.
- The Art Fund, Weston Loan Programme, in support of The Enchanted Interior exhibition.
- The Austin & Hope Pilkington Trust, for their support of our young people's art programme L-INK.
- Bon Bloemen for their in-kind support of The Enchanted Interior.



A visitor at the Whistler and Nature exhibition

Laing Art Gallery

The Laing enjoyed another successful year, hosting three major exhibitions. The first was the Compton Verney touring show **Whistler & Nature**, which featured around 90 of James Abbott McNeill Whistler's oil paintings, watercolours, lithographs and etchings. One of the best-known artists of the late-19th century, Whistler's work depicts nature on the margins, where the river meets city, trade and industry.

The Royal Collection Trust's exhibition **Victoria & Albert: Our Lives in Watercolour** followed, marking the bicentenary of their births. Capturing the pomp and spectacle of the British court, foreign travel and diplomacy, the show garnered strong press coverage in the Mail on Sunday and the Times.

Finally, **The Enchanted Interior** opened to critical acclaim in the Guardian, Country Life, the Daily Mail and the Spectator. The exhibition explored the depiction of the interior as a 'gilded cage' in which women are pictured as ornamental objects. It featured iconic Pre-Raphaelite paintings by Edward Burne-Jones and William Holman Hunt alongside works by their female peers such as Emma Sandys and Evelyn De Morgan.

This original exhibition, developed by the Laing and freelance curator Madeleine Kennedy, went on to tour to the Guildhall Art Gallery in London.



45,484

visitors over 12 months

7,605

children on school visits

“Segedunum is great for kids! There are lots of exhibits to touch and play with, even dress up! They really like walking around the fort and pretending to be soldiers. It's fantastic value with kids and most events being free. The staff and volunteers are knowledgeable and very friendly.”

Visitor, via Facebook.

We are grateful for the generosity of:

- The Wellesley Trust Fund at Community Foundation Tyne & Wear & Northumberland, RW Mann Trust, and The Percy Hedley Foundation who support learning and engagement work with children and young people with Special Educational Needs and Disabilities.
- Workwear Express for their in-kind support providing warm outdoor clothing for our events team.



Visitors at the Borderline Funny exhibition

Segedunum Roman Fort

The year at Segedunum began with the launch of the **Borderline Funny** exhibition of cartoons and satirical sketches depicting Hadrian's Wall throughout history. It was opened by Paul Hanson, Chief Executive of North Tyneside Council, and Graham Dury, Editor of Viz magazine.

2019 also saw the 14th Pilgrimage of Hadrian's Wall, a tradition dating back to the 1849. This event was marked with an exhibition, **The 1886 Pilgrimage of Hadrian's Wall** in Photographs, and a visit to Segedunum by more than 200 pilgrims.

Segedunum supported its local community by introducing a new free entry scheme for residents with a NE28 postcode, covering Wallsend and nearby Howdon. This benefit was enjoyed by thousands of visitors.

The annual programme of events and re-enactments at Segedunum continued to draw big crowds to the museum, with particular highlights including Hadrian Festival, the Gladiator Gauntlet, Fireworks at the Fort and the Marvellous Mondays offer for families during the school summer holidays.



44,831

visitors over 12 months

344

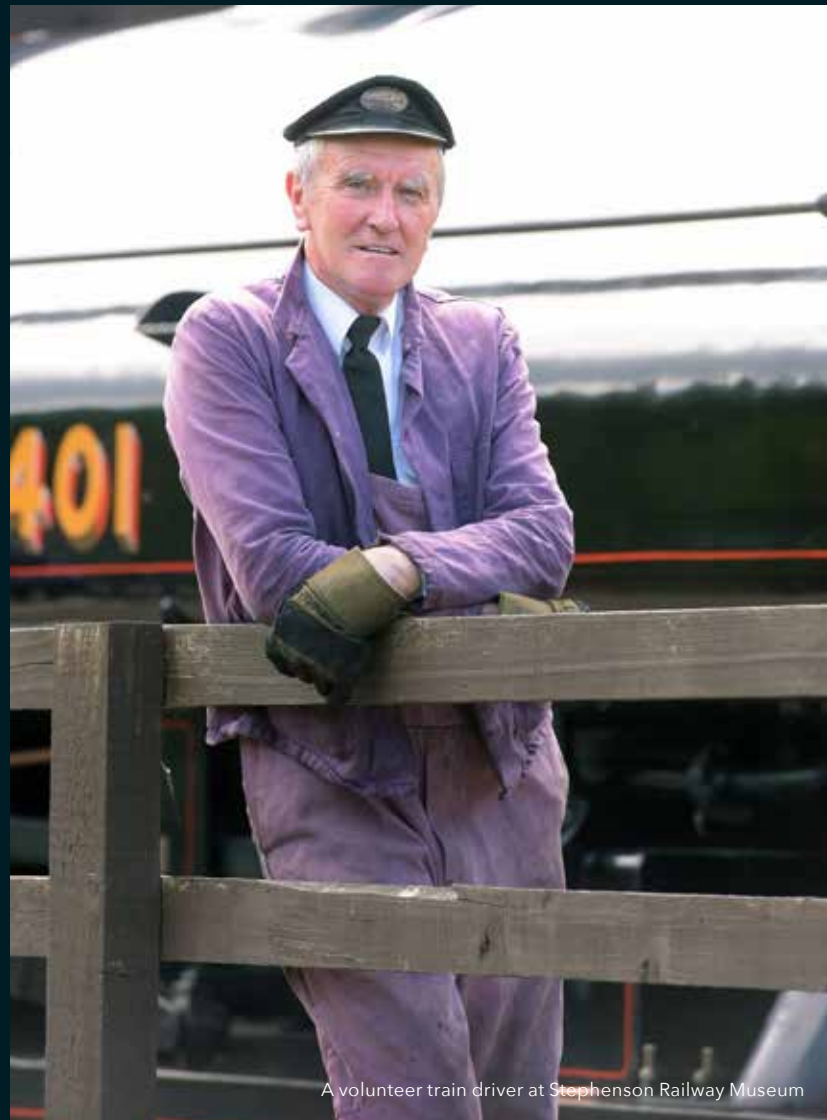
children on school visits

“We had a lovely day out today at Stephenson Railway Museum, definitely the best Christmas Santa experience I've seen in the north east.”

Visitor, via Tripadvisor.

We are grateful for the generosity of:

- DCMS Wolfson Museums and Galleries Improvement Fund, Garfield Weston Foundation, The Pilgrim Trust, The Aurelius Charitable Trust for supporting the Pioneers from the Dawn of the Railways capital project.
- The Association for Industrial Archaeology, in support of the Waggonways preservation project.
- The Wellesley Trust Fund at Community Foundation Tyne & Wear & Northumberland, RW Mann Trust, and The Percy Hedley Foundation for supporting learning and engagement work with children and young people with Special Educational Needs and Disabilities.
- Surf the Wave Generator Seed Support, for supporting Making Tracks a community dance activity.
- Workwear Express for their in-kind support providing staff uniforms for the Santa Specials event.



A volunteer train driver at Stephenson Railway Museum

Stephenson Steam Railway

The volunteers of the North Tyneside Steam Railway Association continued to make huge contributions to the museum this year, refurbishing the Guard's van and making important progress with the mechanical overhaul of the Jackie Milburn steam locomotive. We are very grateful for the Association's ongoing support.

Stephenson again delivered a superb programme of events which boosted income to 47% above target. Star events included the much-loved Santa Specials, the Easter Eggspress, Drive a Diesel days and the Fairytale Express.

Work on the **Pioneers from the Dawn of the Railways** capital project neared completion at the end of the year. The new displays and interpretation will focus on Killingworth Billy, now known to be the third-oldest locomotive in the world.



24,687

visitors over 12 months

3,996

children on school visits

"What an amazing place! The staff are very friendly and informative, and you are left to wander around at your own pace, some of the finds are truly amazing. The kids loved this place, and its FREE. Do yourself a favour visit Arbeia and take a look at your history."

Visitor, via Facebook.

We are grateful for the generosity of:

- The Wellesley Trust Fund at Community Foundation Tyne & Wear & Northumberland, RW Mann Trust, and The Percy Hedley Foundation who support learning and engagement work with children and young people with Special Educational Needs and Disabilities.
- Workwear Express for their in-kind support providing warm outdoor clothing for our events team.



A 'Native Briton' at Arbeia

Arbeia, South Shields Roman Fort

Arbeia began the year with the special visit of Dr Hartwig Fischer, Director of the British Museum. Hartwig enjoyed the archaeological site and reconstructed buildings before taking part in a Q+A event with invited guests.

A new display for the 2019 season, **Britons at Arbeia**, explored the native inhabitants of Arbeia before the Roman occupation. 2019 was also the year that Arbeia became a dog-friendly venue.

The popular summer events programme featured Roman Cavalry displays, Gladiator Challenges and the Destination Arbeia event, produced in association with GEM Arts. A live outside broadcast of the BBC Radio Newcastle breakfast show with Alfie Joey and Jayne Middlemiss also led to strong interest in Arbeia.

Arbeia rounded off another successful year by claiming the Bronze award in the Small Visitor Attraction category of the North East England Tourism Awards.



95,683

visitors over 12 months

720

children on school visits

"Visited as part of a school activities visit to South Shields. Even a group of 20 kids aged 13-15 came away having enjoyed their experience. Lots of interesting exhibits, well-stocked gift shop and a nice little cafe for the teachers/grown-ups. I enjoyed it so much that I went back with my own daughter the following week!"

Visitor, via Tripadvisor.

We are grateful for the generosity of:

- The Wellesley Trust Fund at Community Foundation Tyne & Wear & Northumberland, for supporting learning and engagement work with children and young people with Special Educational Needs and Disabilities.
- Bob Olley for his donation of a collection of paintings and continued support.
- The Barbour Foundations for supporting our work with Children and Young People.



Football shirts from the More than a Game exhibition

South Shields Museum & Art Gallery

The year at South Shields Museum began with the loan of a portrait of **Charles Dickens** from the National Portrait Gallery, London. Dickens was a regular visitor to the North East and it is said that he was inspired by a stay at Cleadon House in South Shields while writing *Great Expectations*.

June saw the opening of the museum's main summer exhibition, **More than a Game: The Story of Football in South Tyneside**. Celebrating the 100th anniversary of South Shields FC entering the Football League, the exhibition highlighted the rich history of grass-roots football in the Borough and featured a wide range of team photos, programmes, medals, trophies and strips.

Other exhibitions included **Chasing the Rainbow**, a display of photography by members of the South Shields Photographic Society, and **Winterbottom**, which delved into the life and times of Dr Thomas Masterman Winterbottom.

In November, young people with Special Educational Needs and Disabilities took over the museum as part of Creative Careers Day, delving into front of house duties, marketing, documentation and object handling.

The museum continued to acquire objects to tell the story of South Tyneside for future generations, including enamel signage from the recently closed South Shields Metro station and wooden escalator treads from the refurbished Tyne Pedestrian Tunnels.



488,806

visitors over 12 months

23,420

children on school visits

“My boyfriend and I visited midweek just after the Dippy exhibition opened. The entire place is amazing, the Roman exhibits are incredibly interesting and the interactive Hadrian's Wall is really fun. The Egyptian room was equally as fantastic, especially considering the size of the museum, and the dinosaur exhibit did not disappoint.”

Visitor, via Facebook.

We are grateful for the generosity of:

- Arts Council England, Designation Development Fund, for supporting the sustainability of the Brady collection of marine invertebrates.
- The Shears Foundation for supporting the Mouse House early years programme.
- The John Horseman Trust for supporting Learning & Engagement activity.
- Art Fund for supporting the Headley Fellowship research sabbatical.



Dippy the Dinosaur at the Great North Museum: Hancock

Great North Museum: Hancock

The Great North Museum: Hancock celebrated its 10th anniversary with a blockbuster year as **Dippy on Tour** arrived from the Natural History Museum. The iconic Diplodocus skeleton attracted over 300,000 visitors, up 82% on the same period in 2018, and boosted retail sales to £169,000, up 273% on 2018.

The supporting exhibition throughout the entire building explored topics such as climate change, habitat loss, biodiversity and extinction. Visitors also enjoyed a programme of events inspired by the museum's special guest, culminating with a sold-out Silent Disco underneath Dippy.

Our Assistant Keeper of Archaeology completed her Headley Fellowship with Art Fund. **Creative Power** was a six-month research sabbatical that vastly improved the knowledge the museum holds about its Native North American collections.

The museum's success was widely recognised as it won Best Medium Museum at the Family Friendly Museum Awards, Attraction of the Year at the Living North Awards and a high commendation in the Large Visitor Attraction category of the North East England Tourism Awards.



26,902

visitors over 12 months

3,233

children on school visits

“A small gallery with a difference. Well worth a visit. We were welcomed by a lady at reception who explained the layout and tips to make the experience more memorable. We particularly enjoyed the 'Illuminating the Self' presentation which was absolutely fantastic... We experienced a true sense of peace and tranquillity as the lights were ever changing into images. Totally amazing.”

Visitor, via Tripadvisor.

We are grateful for the generosity of:

- The Headley Trust, who continue to support the conservation of art works and archival material



Lothar Götz's Fairground Abstract exhibition

Hatton Gallery

The Hatton enjoyed a successful and busy year, including presenting no fewer than 15 exhibitions, from major touring attractions, to community displays and Newcastle University student degree shows.

The stand-out exhibition was **ARTIST ROOMS Roy Lichtenstein** which focused on an extraordinary collection of screen prints made by the famous 'pop' artist in the 1990s. This high-profile show helped boost both donations and retail sales to 30% above target for the year.

Other highlights included Lothar Götz's **Fairground Abstract**, a large-scale mural which transformed the gallery space with intense colour and geometric shapes, and **Illuminating the Self**, an exhibition of new work by Susan Aldworth and Andrew Carnegie in response to groundbreaking Newcastle University research into developing a new treatment for epilepsy.

The Hatton continued its important work delivering art sessions with female refugees and asylum seekers from Iraq, Syria, Iran and Pakistan.

Working in partnership

A snap shot of the many partners we have worked with in 2019-20. This is not a complete list.



Regional

We co-ordinate the annual Late Shows festival across Newcastle and Gateshead, bringing together over 50 cultural venues in Newcastle and Gateshead for a weekend of after-hours culture. We continue to collaborate with our Newcastle Gateshead Cultural Venues (NGCV) colleagues, not least around the City of Dreams, Children and Young People programme, and by chairing the Family Explorers initiative.

We recently took on responsibility for the North East Development forum, designed to support art, culture and heritage organisations and their fundraisers across the region. We also work as part of the Creative Case North consortium, supporting Arts Council Portfolio organisations to embed diversity in their programming. This year we supported sessions designed to help the boards of cultural organisations engage with the Creative Case for Diversity.

TWAM supports the work of the North East Cultural Partnership, including coordinating its children and young people group, as well as other regional forums such as the North East Historic Environment Forum and the Hadrian's Wall Partnership Board.



National

This year saw the completion of the Live Well project, working in partnership with National Museums Northern Ireland to engage older people with museums. We also continue to work with our partners in other regions on the co-ordination of the Arts Council funded Bridge and Museum Development programmes. We are closely engaged with the work of the English Civic Museum Group and the National Museum Directors Conference.



International

We hosted curators from the Philippines, Ghana, Romania and China as part of the British Museum International Training Programme, and TWAM's Director co-led a participatory workshop in Armenia for Museum Directors there. TWAM also participated in the second international Wall to Wall conference, held in Jinshanling in China, exploring the potential for programmes and collaborations between the World Heritage sites of Hadrian's Wall and the Great Wall of China.

TWAM were one of 10 partner museums from Europe and the US who took part in the EU Horizon2020 funded action research project GIFT. The project culminated in the GIFT box, a set of free, open source tools and ways of working to help museums offer richer digital experiences for their visitors and our research was presented at the Europeana Conference 2019 in Lisbon. We are also partners in EVOKED, which involves museums from several European states coming together to explore skills development of young adults in the further education sector.

"The case studies were very helpful... I will now use this in curriculum design across the whole school; arts and culture to be embedded rather than bolt-on."

Teacher at a CBNE Creative Classrooms CPD day



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 strong levels of engagement with schools this year, engaging with 254 primaries, 61 secondaries and 26 SEND schools across the North East. 26% of the region's schools are now registered for Artsmark, the highest proportion of any region nationally. In 2019-20, we delivered 27 CPD briefings or network events which were attended by 542 delegates. Arts Award moderations in the region have continued to rise, with 5,554 moderations between April and February, representing a 2% increase on the same period of the previous year.

This year we created a targeted programme of professional development for teachers based in Redcar & Cleveland and Middlesbrough, and have delivered 10 sessions focusing on a range of subjects including Arts Award adviser training, creative writing and visual art, working with local and national cultural partners. Teachers from 23 different schools attended these events.

Our Partnership Investment programmes have enabled young people to access culture in new and exciting ways. As part of their Young Writers' City programme, New Writing North have worked with over 3,000 young people from economically disadvantaged backgrounds across Newcastle, Gateshead and Sunderland, during their 3 years of Partnership Investment support.

Our Newcastle Cultural Education Partnership are supporting 3 of the city's schools trusts to co-create creative programmes focusing on pupils' health and wellbeing in partnership with artists and arts organisations, in the first phase of their ambitious #InspiredBy programme.

In Northumberland, 12 schools are working with Museums Northumberland, Queens Hall and Théâtre Sans Frontières to develop teachers' confidence as artist educators and to bring new experiences to pupils.

We also awarded small grants from our Endowment Fund, supporting a range of activities across the region including museum visits for 145 young people with learning difficulties and physical disabilities in Stockton, an Artist in Residence programme supporting early-career artists in Durham, the creation of a reading bus in Northumberland, and co-creation of a play celebrating local heritage with pupils in North Tyneside.

Collections Digitisation,
Oriental Museum, Durham



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.

2019-20 was the second year of the current four-year programme. One area of ongoing work is to provide opportunities for smaller independent and volunteer-based museums to share skills and experience. We brought 21 museums together for sessions which included information exchange, training (on topics including Accreditation and Collections Care), and updates from the Arts Council and other key partners.

In addition, our annual Museums Forum brings together all museums in the region and this year's event served to launch a number of new Museum Development initiatives, including the Enterprising Museums and Digital Residencies schemes.

This year saw Arts Council England introduce new guidelines and systems for the museum Accreditation standard. Working with a specialist consultant, Museum Development North East has supported 14 museums to develop and complete their Accreditation returns, and to achieve Accreditation from 'Working Towards' status. In addition, we support museums to commence Accreditation, providing assessment of initial applications.



TWAM Enterprises Ltd

TWAM Enterprises delivered a very successful start to its second year of trading, with the arrival of Dippy the Dinosaur at the Great North Museum: Hancock in May. Retail sales at the venue more than tripled during the period of the exhibition with Dippy inspired merchandise proving popular. Catering and venue hire sales also performed well.

The overall annual performance was seriously impacted by the arrival of COVID-19 with sales for March being hugely reduced due to venue closures. Sales of over £778,000 were generated throughout the year, driven largely by retail which contributed £545,000 to the total. Venue hire contributed sales of £102,000, followed by catering which generated £72,000.

Environmental sustainability

In May 2019, TWAM supported Green Office week. The 5 Rs - refuse, reduce, reuse, repurpose and recycle - were promoted via an email campaign to all staff and volunteers, focusing on one topic each day of the Green Office week.

This generated a number of suggestions and green ideas that will be shared with staff to encourage further engagement in environmental issues. As part of this TWAM Enterprises phased out plastic bags in our venue shops.



On 25 June, TWAM joined 29 other cultural institutions across the UK in pledging to reduce its carbon footprint, ideally by 2023, as part of a new programme from Arts Council England called Spotlight and in July, TWAM won the **Best Creative Group at the Creative Green Awards**.

TWAM also now receives utility data weekly outputs as part of the Spotlight programme allowing better management of resources.

Our Supporters

In 2019-20 we saw the first fruits of the fundraising programme introduced the previous year and were delighted to see an increase of 20% across our philanthropic income.



We are working to significantly increase individual giving and installed more contactless devices across our venues to make it easier for visitors to donate. These devices raised over £18,000 and through the generosity of our visitors we raised £150,897 in donations across all venues. All donations go towards supporting learning activities, conservation, research, community programmes, and to help us keep our doors open.

We have completed work on a TWAM case for support, laid the foundations for stronger online giving processes, and reviewed the way in which we work with our partners and supporters.

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

For more information on how you can help us keep culture at the heart of the North East, contact the Development Team at development@twmuseums.org.uk or visit our website.

A look back over fundraising activity in 2019-20

We welcomed new Trustees - Ron Ashtiani, Lauren Regan, Helen Cadzow & Anna McCready



Dippy helped us raise £55,000 from visitor donations at the Great North Museum: Hancock



Coordinated a series of North East Development Forum events, hosted by Brewin Dolphin in association with the Institute of Fundraising's Cultural Network programme, RAISE



Christmas Party & AGM at the Shipley Art Gallery, with a performance from members of the Northumbrian Pipers Association

Planned and delivered profile raising events such as business breakfasts and networking events across our venues

The TWAM Development Trust also welcomed Ramy Zack as an ambassador to supporting our charitable work

Brought North Tyneside businesses together at Fireworks at Segedunum Roman Fort

The Late Shows Launch Party, hosted by new partners, The Biscuit Factory



Worked with Arts, Fundraising & Philanthropy to develop TWAM's case for support which will support our fundraising messaging going forward



Grants have been secured from trusts, including The Paul Hamlyn Foundation which awarded nearly £150,000 towards teacher development, and The Sir James Knott Trust, which has pledged three years support totalling £24,000

6

New Business Partners

Guest enjoying conversation over a coffee at NE1 Bid Business Breakfast Networking Morning, Laing Art Gallery

4

New Trustees

23

Trusts & Foundations

20

Business Partners

New Business Partners



Business Partners



Valued Partnerships and Networks





Supporting the NE cultural sector

In association with the Institute of Fundraising's Cultural Sector RAISE programme the Development Team at TWAM coordinate the North East Development Forum.

This includes quarterly events which support the sharing of best practice and building fundraising resources across art, cultural and heritage organisations in the region. Speakers who have joined the group cover a wide range of areas of expertise from digital fundraising, event planning, legacies, membership and visitor donations.

Trust and Foundation Funders

- ACE Designation Development Fund
- The Art Fund: Weston Loan
- Association for Industrial Archaeology
- Aurelius Charitable Trust
- Austin Hope Pilkington
- Biochemical Society
- DCMS Wolfson
- Decorative Arts Society
- Garfield Weston Foundation
- Golsoncott
- Headley Trust
- The Holmes Hines Memorial Fund
- Paul Hamlyn Foundation
- Percy Hedley Foundation
- Horseman Trust
- Sir James Knott Trust
- John Ellerman Foundation
- John George Joicey Bequest
- National Archives Test Bed Fund
- National Heritage Lottery Fund
- Nineveh Charitable Trust
- Northumberland Tyne & Wear Community Foundation
- Pilgrim Trust
- Postcode Local Trust
- Shears Foundation
- Surf the Wave Generator Seed Support
- RW Mann, Society for Applied Microbiology
- The Wellesley Trust Fund Community Foundation

Summary of Financial Results

£9.17m

Gross operating expenditure

£3.87m

Grants received from Arts Council England

£3.34m

Contributions from Local Authorities & Newcastle University

£1.37m

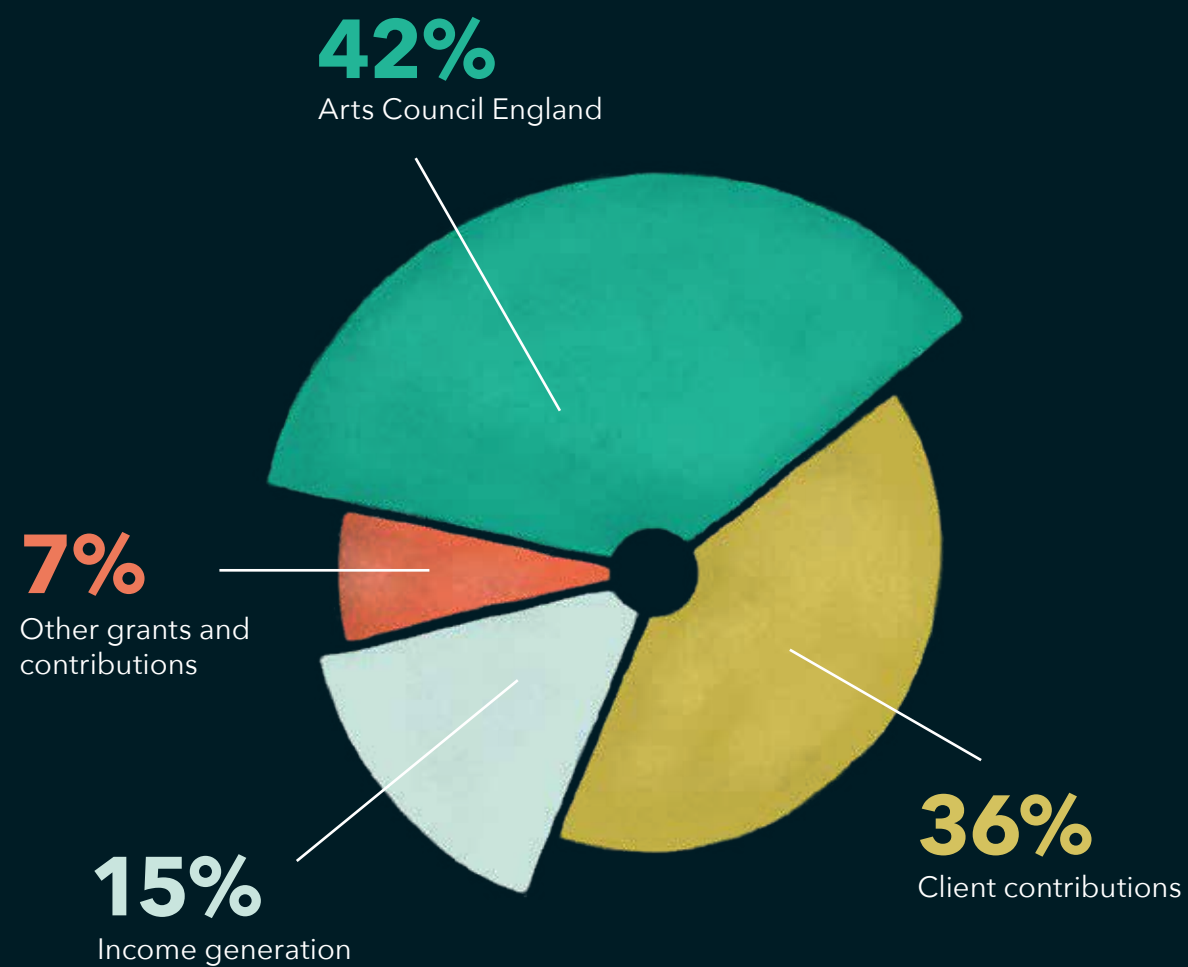
External trading activity

£0.63m

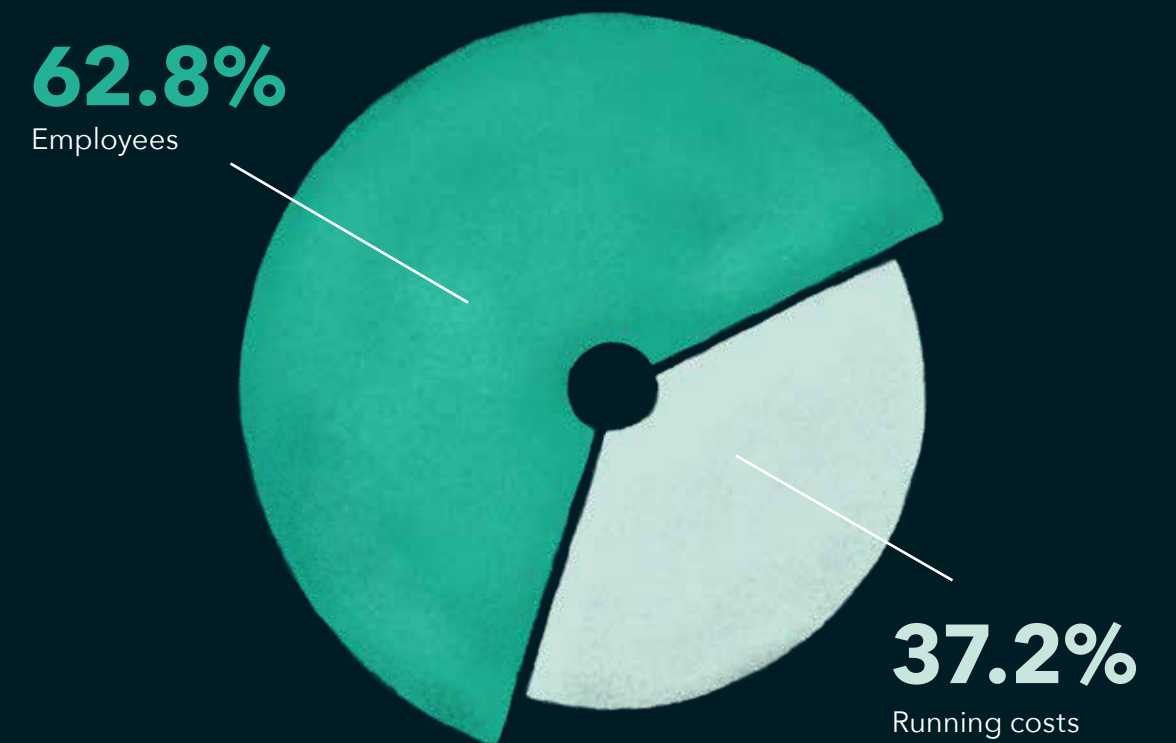
Other grants & contributions



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
- Regular giving
- Leave a gift in your will
- Sponsor an event or exhibition
- Business partnership
- Volunteer

twmuseums.org.uk

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