





North East Museums Impact Report

2024-25



Our mission is to welcome and connect people to the past, present and future of the North East through stories, shared spaces and experiences.

We will help people understand and act on local and global challenges:



Equality - we will provide a warm welcome to everyone, break down barriers caused by inequality and discrimination and share diverse stories.



Wellbeing - we will use our spaces and services to support people's physical and mental health.



Social mobility - we will deliver learning experiences, volunteering opportunities and pathways for personal development for people of all ages and backgrounds.



Place - we will celebrate North East England, inspire local pride and use our resources to support research, innovation and economic regeneration.



Climate - we will raise awareness about the environment and encourage people to act for a sustainable future.

















Contents

Introduction

Our venues

We achieved

Highlights

Equality

Wellbeing

Social mobility

Place

51

62

Climate

Partnerships

Fundraising

Enterprise

Financial results





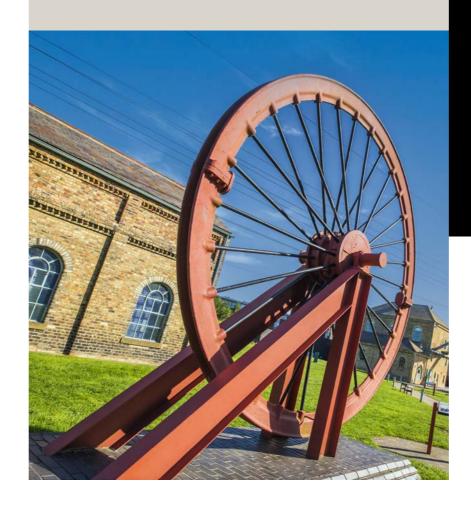
Chris MullinChair, North East Museums
Strategic Board

Introduction

It was a historic year for the organisation as we introduced our new name and brand and planned for the expansion of our museum portfolio with the addition of three Northumberland venues (from 1 April 2025).

This period of growth has been a great opportunity to remind ourselves what North East Museums stands for and what it achieves. Our new heart-shaped logo was designed to reflect the warm welcome visitors can expect at our venues and the pride people feel about art, culture and heritage in North East England.

This can be seen time and time again when reading through this report. In the numbers of people who engage with our venues and programmes, in their positive feedback and through the projects we deliver in collaboration with communities and partner organisations.



We have continued to focus our work around our five commitments:

Equality - we completed a **Poverty Proofing** audit and developed a plan to make changes to remove economic and social barriers to visiting our museums.

Wellbeing - the Recovery through Ceramics programme, which supports people in their addiction recovery journey, received national sector recognition. It was nominated for a Museums Change Lives Award and included as a case study in a new report.

Social mobility - our amazing volunteers contributed almost 30,000 hours to support our work whilst gaining skills to enhance their own personal development. There were 163, 237 engagements with children and young people via our vast and varied learning opportunities.

Place - over 40,000 visitors flocked to the Laing Art Gallery to see the Turner: Art, Industry & Nostalgia exhibition. Featuring JMW Turner's The Fighting Temeraire on loan from the National Gallery, it put a spotlight on our region with positive national press coverage and excellent visitor reviews.

Climate - the Steam to Green: A North East Energy Revolution exhibition at Discovery Museum raised awareness about pioneering contributions regional businesses are making in green technologies. It also won an award at the North East Culture Awards for Best Business Partnership.

2025-26 is set to be equally as busy and rewarding with the addition of Woodhorn Museum, Hexham Old Gaol and Morpeth Chantry Bagpipe Museum to our family. We're excited about engaging more visitors, connecting with more communities and sharing more of our region's rich art, culture and heritage.

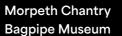
Thank you to our staff and volunteers for your hard work and commitment and to our partners for your support.

Our venues

We manage 12 museums and art galleries in North East England on behalf of five local authorities and Newcastle University and we also manage the Archives for Tyne & Wear. We receive funding from Arts Council England as a National Portfolio Organisation.

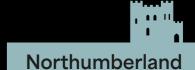
We care for over 1.1 million objects - many of international importance - in archives, art, science and technology, archaeology, military and social history, fashion and natural sciences. We use these collections to engage our visitors and communities in the stories of our region.







Woodhorn Museum







Discovery Museum

and Tyne & Wear Archives

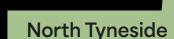


Great North Museum: Hancock





Laing Art Gallery



Segedunum Roman Fort



Stephenson

Steam Railway















Shipley Art Gallery



South Shields Museum & Art Gallery



Roman Fort

eside

South Tyneside





11,339

community participants engaged in our wellbeing programmes

In 2024-25 we achieved...

1,006,012 100.2%

visits to our website



31,410

visits to The Late Shows across 63 venues

793,492 1

visits to our venues



42,208

collections records updated

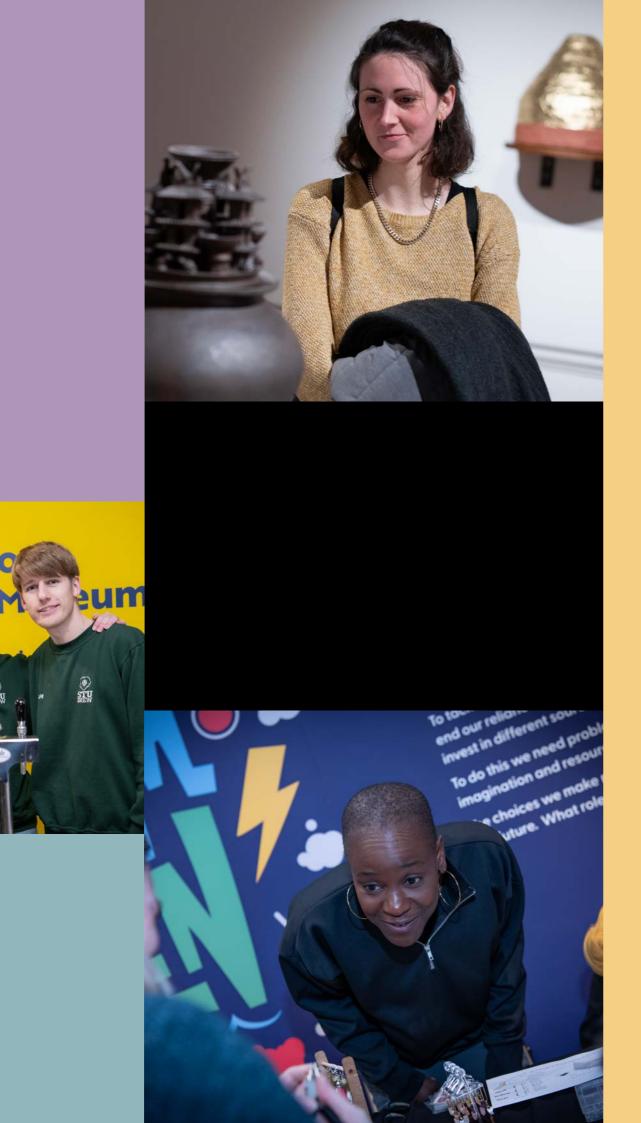


children and young people took part in activities and visits across our venues



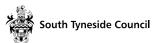
29,775 **1**

volunteer hours from **509** volunteers



HIGHLIGHTS





9,204 visits

"Lovely interpretations and

recreations of Roman life

and buildings, as well as

the archaeological remains

themselves. Creative

custodians as well - loved the sheep hunt. And it's all free!"

Visitor, Arbeia, South Shields Roman Fort

Arbeia, South Shields Roman Fort

Arbeia's main exhibition for the year Flora - Plants in Roman Life explored how the Romans used plants for food, medicine, dyeing cloth, and in religious ceremonies. The fort also hosted the aptly named Baah-beia sheep as part of the Illuminated Sheep Art Trail which encouraged people to explore and connect with the rich landscape, heritage and culture of Hadrian's Wall Country.

The annual music festival **Tunes in June** featuring the Black Corner Band, Rivelino and the People's Mission Silver Band was a sell-out event.

Roman history events included **Gladiator Training**, the **Tungrians** re-enactment group, **Victor the Veteran** and **Marley the Roman Pony**. The Candlelit Tours returned in December demonstrating how the Romans lit their homes at the Fort.

81,786 visits

South Shields Museum & Art Gallery

The Shared Stories of South Tyneside project, funded by the Esmée Fairbairn Foundation, culminated in a vibrant exhibition Routes and Roots: British Bangladeshi Stories of South Tyneside, co-curated by local British Bangladeshi communities. We also ran two successful Museum Takeover days inviting the community to design and deliver a range of activities and offers from dance classes, to martial arts and food and drink.

Other exhibitions included Scran! A History of Food & Drink in South Tyneside, a spotlight exhibition of a mezzotint print of J.M.W. Turner's watercolour Shields on the River Tyne, and Spirit of the North East - Richard Hobson, A Retrospective featuring works by the respected North East artist.

We were successful in our application to be a partner in the forthcoming National Gallery Masterpieces Tour. Claude Monet's **The Petit Bras of the Seine at Argenteuil** will be on display at the museum from January - March 2026.





NEWCASTLE



165,921 visits

Discovery Museum

Steam to Green: A North East Energy Revolution opened in July exploring the story of energy in the region looking back to the industrial revolution, and forward to the pioneering contributions in green technologies happening now. Featuring contributions from 20 businesses based in the region, the exhibition won an award at the North East Culture Awards for Best Business Partnership.

We launched **Discovery Nights**, a new programme of fun, after-hours activities for adults. The first event embraced sustainable living, followed by a stand-up comedy night.

We hosted an installation of digital photography, music and interpretation around the theme of the history of **Black Music on Tyneside** as part of the fringe festival for the **MOBO Awards**, which were held in Newcastle.

Work began on a new under 5s Gallery which has been funded by the Sir James Knott Trust, Catherine Cookson Charitable Trust and the Wolfson Foundation and sponsored by Lumo Travel.

174,432 visits

"I'm so impressed by the Nerys

Johnson exhibition. It's well told,
well displayed and really gives a
sense of not only who she is,

but her versatility and resilience

in spite of her circumstances"

Visitor to the Nerys Johnson: Disability and Practice exhibition

Laing Art Gallery

The highlight of the year was the Turner: Art, Industry & Nostalgia exhibition, featuring JMW Turner's The Fighting Temeraire on loan from the National Gallery as part of its 200th birthday celebrations. The exhibition attracted over 40,000 visits and achieved critical acclaim and glowing praise from visitors.

Further exhibitions included Romance to Realities: The Northern Landscape and Shifting Identities organised in collaboration with The Fleming Collection. It brought together Scottish art with paintings from the Laing's outstanding collection and included works by early pioneers of British landscape art and contemporary works.

The Nerys Johnson: Disability and Practice exhibition celebrated the life and work of the local artist and curator, exploring Johnson's lived experience of rheumatoid arthritis and the subsequent impact of disability on her artistic practice.







249,528 visits

Great North Museum: Hancock

The museum hosted several exhibitions in partnership with Newcastle University to showcase research including: **Space Investigators North East**, a collaboration with the School of Astronomy; **Rome Transformed**, an exploration of the hidden worlds of Rome and **Journeys in Organ Donation and Transplantation**, an exploration of the experiences of individuals impacted by organ donation and transplantation in collaboration Cambridge and Newcastle Universities.

It also raised awareness of environmental issues - SHOAL featured 12 photographs showing evidence of marine plastic debris and the Missing Lynx project included an exhibition and events around biodiversity and species re-introduction in rural Northumberland.

Partnerships with local festivals brought new audiences to the museum. **Novum Festival** in collaboration with Newcastle City Council and Curated Place featured **Shrink**, an event which gave visitors the chance to become a living, breathing artwork and **Secret Cities**, images of rarely-seen Newcastle locations displayed on the museum lawn.

19,729 visits

"Incredible paintings - so

wonderful to have them all up and out together - glorious."

Visitor to the Mali Morris exhibition at Hatton Gallery

Hatton Gallery

Exhibitions showcased the work of Newcastle University students, academics and fine art alumni as well as other contemporary artists. Mirror Neurons featured works from over thirty artists, academics and research fellows in Fine Art. Pipelines: The Master of Fine Art Degree Show brought together the work of emerging artists at both the mid-point and the culmination of two years of study. The Curating Art MA show included three exhibitions featuring Hatton collections.

Mali Morris: Returning was the renowned abstract painter's largest exhibition to date. Mali studied art at Newcastle University in the 1960s. The gallery's Young People's group L-INK took part in a two-day workshop including talking to Mali Morris about her painting practice.

Sustainable Clay explored the environmental impact of this naturally occurring material. All the artists had a link to the North East, through study, teaching, residencies or commissions.





NORTH TYNESIDE



35,062 visits

"This is an absolute gem in the

suburbs of Newcastle. There's

lots of history to see and read

and you could easily spend 2-3

hours here."

Visitor to Segedunum Roman Fort

Segedunum Roman Fort

There has been significant planning and investment in improvements to the building and visitor experience at Segedunum working in partnership with North Tyneside Council.

Plans for a major redevelopment of Segedunum progressed and work funded by Arts Council's Museum Estates and Development Fund (MEND), the North East Combined Authority and North Tyneside Council to replace air conditioning units, the waterproof membrane on the museum's roof and the tower lift was completed.

The museum took part in the **Illuminated Sheep Art Trail** first hosting one sheep 'Ewe-lysses of Woolsend', then the whole flock was gathered on the site in October.

The popular **Fireworks at the Fort** display took place on 5 November attracting its largest crowd yet.

35,062 visits

Stephenson Steam Railway

There have been several new additions to the museum and site this year. The **Woodland Walk**, funded by the National Lottery Heritage Fund and a crowdfunding appeal, made good progress. The meadow pathway is well established, and the Education Lodge was completed. Information panels, including illustrations, for the Lodge and for selected locations on the paths around the Walk are being developed.

A new under 5s area opened with a range of railway themed interactives and resources. The volunteers from the North Tyneside Steam Railway Association have funded and developed a Miniature Railway with two stations, 500 feet of track, a level crossing and a picnic area.

A busy programme of events delivered in partnership with the North Tyneside Steam Railway Association included, the Baby Dinos train ride, the Fairytale Express, the Model Railway Weekend, spooky-themed train rides for Halloween and the annual Elf Express festive train ride experience.





GATESHEAD

Gateshead Em Council

18,992 visits

"A hidden gem well worth a visit"

Visitor, Shipley Art Gallery

Shipley Art Gallery

The annual **Gateshead Art Society** exhibition featured nearly 100 paintings in a mixture of mediums, styles and subject matters.

Pop up exhibitions included work created by members of Equal Arts' Carers Cultural Adventurers group exploring what makes life meaningful in older age and ceramic work produced by participants of the **Recovery through Ceramics** programme – which supports people in addiction recovery or people working with the criminal justice system.

The Family Arts Festival and Family Art Classes were held during school holidays with themes inspired by the gallery art collections. Lego Coding classes were run by STEM education company Kids Hub North East.

A range of craft groups and workshops for adults ran at the Gallery throughout the year.

Tyne & Wear Archives

Tyne & Wear Archives hosted both an **Artist in Residence** and a **Writer in Residence**. Artist in Residence, Richard Bliss, funded by a grant from the British Library as part of the ongoing **Save Our Sounds** project, used digitised sounds to inspire new creative work and ran workshops and community sessions to encourage wider engagement. Writer in Residence, Stephanie Lyttle who is part of the Northern Bridge Doctorial Training programme, developed a portfolio of poetry and created posters of artworks, with QR codes linking to site specific oral histories at the metro stations at Jarrow and Chichester.

The Archives worked with Newcastle Library to host a **Holocaust**Memorial Day event about the Bosnian Genocide which was attended by more than 100 people.

Staff represented the archives at events including the North East LGBTQIA+ Heritage Network, an archive digitisation knowledge exchange with archives across the north and a roundtable convened by The National Archives to explore a new strategic vision for the sector.

We were successful in securing funding for a shared project with the National Archives to host a member of National Archives staff for two years to engage more schools with archive material.

Digital

We launched the first two blogs in the Listening Between the Lines series from Richard Bliss, Artist in Residence at Tyne & Wear Archives.

We created three films highlighting star objects in our collections at Segedunum Roman Fort, Discovery Museum and the Great North Museum: Hancock.

We began a redevelopment of our website to reflect our new brand which will also create a better user experience, enabling people to search for exhibitions and events across all our venues.

Awards

We won Best Partnership at the North East Culture Awards for the third year in a row, this time for our partnership with 19 North East businesses who shared their green technology stories in the **Steam to Green** exhibition at Discovery Museum.

We attended the North East Chamber of Commerce Business Awards where we were shortlisted for Community Business of the Year.

The **Recovery through Ceramics** project at the Shipley Art Gallery was nominated for a Museums Change Lives Award in the Best Small Museum Project category.



Providing a warm welcome to everyone, breaking down barriers caused by inequality and discrimination and sharing diverse stories.



Equality

Sharing diverse stories

We have worked with our communities across our venues and programmes to share their stories.

We began a programme at the Great North Museum: Hancock, funded by the Esmée Fairbairn Collections Fund, building on important developmental work with communities at South Shield Museum & Art Gallery and Discovery Museum. Seven Tyneside residents worked with museum staff to re-imagine the **Explore Gallery** and make it more reflective of all the communities it serves. The group visited museum stores and had presentations from staff and society members to find out more about collections and participated in creative action research around objects and storytelling.

In October we partnered with Skimstone Arts on the **Unity Festival** including a collaborative **Great North Nights** event at the Great North Museum: Hancock. The festival focused on experiences of marginalised communities in the region and attracted a diverse range of participants and volunteers, many of whom had never visited a museum before. The festival welcomed 1,654 visitors and was opened by MP for Newcastle Chi Onwurah.

Work continued on the **Unlocking North East Jewish Heritage** website - which shares stories of North East Jewish communities. The focus has been identifying and digitising material held by Tyne & Wear Archives relating to these communities. Two members of staff spoke about the project at the **Museum Next Digital Collection** summit in October.

Discovery Museum and Tyne & Wear Archives delivered several events linked to **Holocaust Memorial Day** with schools and in partnership with Newcastle Library. This included a talk by guest speaker Smajo Beso who was born in Bosnia in 1985. His father, and several male relatives, were tortured in concentration camps as Bosnian Muslims became targets of genocide.

Work began to plan community engagement for the South Tyneside Cultural Partners' **Making Waves** project. This will include a co-commissioning project which will work with communities of Simonside and Rekendyke to commission an artwork.

Newcastle University's African Society held two events at the Hatton Gallery as part of an **African Lives in Northern England** event. The group walked around Newcastle City Centre finishing at the Hatton, to look at the gallery's display of artefacts from West Africa.



Improving access

The Shipley Art Gallery worked with the Royal Horticultural Society and Big Local Gateshead's Herb Hub to develop outdoor space behind the gallery, funded via Gateshead Council's Food Partnership. This will become a space for communities and school groups to engage with growing herbs and plants. The Shipley was also awarded a grant from Gateshead Council's **Warm Spaces** programme to support its local community over the colder months.

The Great North Museum: Hancock underwent a **Poverty Proofing** audit in partnership with Children North East to identify ways to break down economic barriers to visiting the museum. This resulted in a report and plan outlining strategies to improve access for all audiences, particularly those experiencing poverty as a barrier. Learning from this process will be shared across all North East Museums' venues.

We delivered a **Sensory Journeys** pop up exhibition at The Word in South Shields based on the partnership project with The National Gallery, which brought John Constable's **The Cornfield** painting to be displayed in an empty shop in Jarrow's Viking shopping centre in June 2023. Sensory Journeys invite visitors to create their own sounds, smells, touch, and tastes to bring stories to life.

Museums of Sanctuary

As accredited Museums of Sanctuary our venues provide a safe and welcoming space for everyone seeking sanctuary and we have several programmes supporting refugees and asylum seekers.

At the Shipley Art Gallery weekly informal English practice sessions for refugees and asylum seekers were delivered in partnership with the Comfrey Project and other refugee organisations.

Refugee group Building Bridges attended weekly art sessions led by Fine Art lecturer and printmaker Theresa Easton at Hatton Gallery.

Weekly sessions for participants from Walking With, a charity supporting refugees and people seeking asylum in North Tyneside took place at Segedunum Roman Fort. A variety of activities were trialled to give those attending a taste of what they might like to get involved with in a voluntary capacity at the museum.

Refugee Week was marked at the Hatton Gallery with a refugee group engaging in a sensory walk in the University Quadrangle gardens and at the Great North Museum: Hancock Artist Henna Asikanen led a food and nest making 'workshop' creating a space for conversations about belonging, home and our relationship with nature.

Using our spaces and services to support people's physical and mental health.



Wellbeing

We work with health and care professionals, local authorities, universities, charities and support services to devise community programmes focused on improving wellbeing, targeting areas of need in our region. In 2024-25 11,339 community engagements in activities at our venues or via our adult community wellbeing programmes.

We have developed a new **Community Forum** bringing together representatives of the community groups we work with to guide the future direction of our community work.

Programmes for older people

We work with partners to provide a variety of opportunities and resources for older people to engage with art and history, especially people who are socially isolated or living with Dementia.

We led work in South Tyneside around Age Friendly standards and audited our South Tyneside venues, resulting in a report of recommendations we will be implementing.

Groups for older people held regular meetings and workshops at our venues

Age Concern Tyneside South's history group met twice a month at South Shields Museum and attended museum sessions about the Anglo Saxons, the history of transport in South Tyneside and they also visited the Laing Art Gallery to see the **Turner: Art, Industry & Nostalgia** exhibition.

The Creative Age Dementia group organised by Equal Arts met weekly at the Hatton Gallery and participated in printmaking, painting and collage workshops.

Search, a voluntary project in the West of Newcastle, set up to help the welfare of local older people met every month at Discovery Museum. They enjoyed talks about medicine through time, the **Steam to Green** exhibition, Bridges over the Tyne and the artist Charlie Rogers.

To celebrate Older People's Day 2024 a guided tour of the Steam to Green exhibition at Discovery Museum was offered for older visitors.

Our staff also delivered workshops in community and care settings using our Museum Handling Boxes and Museum Health and Social Care resources which include real and replica museum objects and activities on a range of themes.



Positive Mental health

We deliver programmes supporting adults in mental health recovery with a variety of needs, from those in clinical settings, to connecting with people through community support services.

We have a longstanding relationship with St Nicholas psychiatric Hospital (CNTW) providing creative museum workshops on clinical wards and inviting patients to our venues on facilitated visits. The programme, co-created by the patients, aims to support their mental health recovery through creativity and to build their confidence in visiting cultural venues. Supported by the hospital's Occupational Therapy team, we also worked with patients on the Women's ward to develop an 'object box' featuring objects and creative resources to be used by patients on the ward.

We worked with North Tyneside Art Studio, a specialist art for mental health service in North Tyneside, to develop and deliver activities and events based at Stephenson Steam Railway's Woodland Walk.

Recovery programmes

We work with addiction support services to provide activities and resources to aid people in their recovery journey.

The Recovery through Ceramics project working in partnership with Recovery Connections and Bensham Grove Pottery and funded by Gateshead Mental Health Transformation received national sector recognition. It was nominated for a Museums Change Lives Award for Best Small Museum Project; the Project Co-ordinator spoke about it at the Recovery in Practice UK event at Teesside University and it was included as a case study in a new report, Creatively Minded and in Recovery, commissioned by the Baring Foundation.

The programme supports people in their recovery journey by increasing confidence and wellbeing whilst promoting peer support. Participants learn skills in ceramics and exhibit their artwork in an exhibition at the Gallery. Participants from the first cohort have signed up as volunteers to provide peer support on the project.

North East Museums Impact Report 2024-25

Community development

We support community development in targeted locations and help people to access our museums.

We provided free, drop-in, events for adults including **Museum Socials** across our venues and monthly **Meet at the Laing** sessions. These events included opportunities to meet new people and to hear from our staff about our collections and exhibitions.

We also delivered a programme of **Coffee and Culture** sessions in partnership with Karbon Homes for residents of their properties.

We worked with North East Homelessness charity, Oasis Community Housing and local craft organisation, Crafting Hope CIC to facilitate a textiles project for their clients at the Shipley Art Gallery. This was funded by a donation from North East Modern Quilters, a craft group that meets regularly at the gallery.

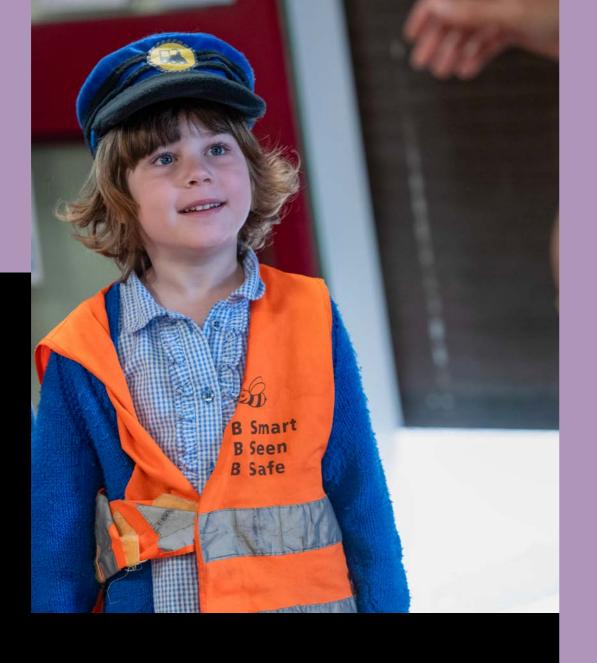
Supporting community, health and social care practitioners

We provide resources and training for community, health and social care professionals to help them use art, culture and heritage to support people's health and wellbeing.

Training was run every three months for healthcare professionals to give them confidence to use our museum resources independently with their clients.

We also worked with nursing students at Northumbria University for their **Skillsfest** event, highlighting how museum objects and activities can help patients with a range of challenges including dehydration and eating difficulties.







Delivering learning experiences, volunteering opportunities and pathways for personal development for people of all ages and backgrounds.

SOCIAL MOBILITY



Social mobility

Volunteering

In 2024-25, volunteers contributed **29,775** hours to support our museums through research, caring for collections, and helping with learning activities and events.

We receive lots of positive feedback from our volunteers and in our 2024 volunteer survey 99% rated the volunteer programme as Good or Excellent.

Volunteers have supported activity across all our venues. The **North Tyneside Steam Railway Association** volunteers at Stephenson Steam Railway continue to support the maintenance of the heritage railway and the operation of Heritage train rides and events such as the popular Christmas **Elf Express** event. They have also played a significant role in the development of the Woodland Walk at Stephenson Steam Railway, with help from volunteers from **North Tyneside Art Studios** where volunteering is promoted to support mental health.

We have supported corporate volunteers including the Department of Work & Pensions and Docks UK, who together with North East Museums volunteers, cleared beds in Arbeia, South Shields Roman Fort's herb garden, ready for planting.

36 volunteers supported **The Late Shows** in May 2024, playing an important role in the stewardship of the event.

We are leading on the volunteer strand of South Tyneside Cultural Partnership's **Making Waves** programme. This has included creating a pool of cultural volunteers for South Tyneside and a small grants scheme for partners to apply to for grants to support volunteering in their settings.

The **Volunteers Access** group continues to meet monthly to give feedback about our exhibitions, events and resources from the perspective of their own lived experience of disability.

In March and July we hosted students aged 16+, from colleges and schools, across our local authority areas for a one-week placement. Ten spaces for each cohort were offered directly to schools in disadvantaged areas.

Inspiring Children & Young People

In 2024-25, there were 163,237 engagements with children and young people across our venues and programmes.

Learning programme highlights

Arbeia, South Shields Roman Fort New workshops were added to the core learning programme at Arbeia, including Art and Artefacts, and tailored SEND workshops which encourage children to build their practical, visual, cognitive and communication skills.

Discovery Museum

The Great Fire of Newcastle workshops commemorating the 170th anniversary of the fire were very successful with 11 schools attending and over 300 pupils. The event was also covered by Tyne Tees news.

Discovery Museum welcomed eight groups and over 200 Beavers, Cub Scouts, Rainbows and Brownie guides to its annual uniformed group day. They took part in a range of STEM activities linked to the **Steam to Green** exhibition.

Great North Museum: Hancock

To celebrate British Science Week the museum held five days of activities for schools, including tailored sessions for SEND schools. This included sessions with Newcastle University researchers, trails around the galleries and workshops especially for home educators with bespoke object handling on the theme of evolution.

Hatton Gallery

Hatton Gallery was popular with both primary and secondary schools visiting exhibitions and participating in workshops. Harton Academy (secondary school) brought classes to the gallery every day for their art week in July, with a total of 250 children attending.

The Hatton's Home Educated art sessions were very popular, with thirty children attending each monthly session covering themes including printmaking, **Mali Morris** inspired abstraction, textiles, and colour theory.

Laing Art Gallery

The schools programme for the **Turner: Art, Industry & Nostalgia** exhibition at the Laing Art Gallery was a success with thirty-one workshops delivered as well as twenty-two self-led visits from primary schools, secondary schools and colleges. A total of 1,487 pupils visited the exhibition.

The **Linking Project** run by the art galleries has continued to connect schools from across the region to build relationships between students from diverse backgrounds.

Segedunum Roman Fort

Segedunum worked in partnership with Carville Primary School and Wallsend Jubilee Primary School to explore the Roman, coal mining and shipbuilding heritage of the Segedunum fort site. The children hosted successful Takeover Days at Segedunum for their parents and carers and created family activities for Wallsend Local History Week.



artist and designer to create an exhibition of student-led design. The exhibition was displayed at the Gallery from July - September and students, their teachers, parents and carers were invited to an event at the Gallery to celebrate their achievements.

South Shields Museum & Art Gallery

South Shields Museum worked with a South Tyneside Educational Psychologist to develop a programme to support children and young people experiencing emotional based school avoidance (EBSA) when a child has difficulty attending school due to emotional factors, resulting in prolonged absences. The programme provided regular creative workshops where the children could express themselves and culminated in a display of the young people's artwork at the museum.

Stephenson Steam Railway

The Woodland Walk meadow at Stephenson Steam Railway was the focus of school Bio Blitz events in July, supported by the Natural History Society of Northumbria and ERIC North East. Students from Percy Hedley School, New York Primary, Percy Main Primary and Woodlawn School worked with an artist and a science facilitator to design and develop resources for the new Sensory Area.

Teacher CPD

We held a range of CPD events across our venues for early years, primary and secondary teachers. Our CPD programme includes:

- · CreatED subject-specialist training for primary teachers
- Let's Play training for early years practitioners
- Pre-Visit Power Ups resources and events to support teachers in planning a visit to our venues
- Online and digital resources.

"Over the whole year

I appreciated how we switched

things up and used our own

imaginations to createand

make and how we've been

able to interpret ourselves.'

L-INK participant

Young people

Opportunities for young people included dedicated groups, work experience placements and student placements.

The Art Galleries Young People's group L-INK worked with artist Paul Dolan to train Al algorithms to recognise abstract concepts, which they then applied to images of the local area and to digitalised versions of works from the Turner exhibition.

They also took part in an intergenerational project with Equal Arts, and their clients who have been affected by, or who live with Dementia. Participants created images of places and spaces generated through Al. Prints of the images were displayed at a celebration event.

The Young Volunteers at Stephenson Steam Railway are supported by museum staff and volunteers from the North Tyneside Steam Railway Association to learn skills associated with maintaining and running a heritage railway. This year they have helped install the new miniature railway and helped prepare the 401 Steam Engine for its annual insurance exam. They also attended training sessions about carriage, engine and track maintenance and went on visits to other railway museums.

Our programmes for Young People are generously supported by Hodgson Sayers.

Inclusive learning

A Sensory Journeys pop up exhibition was displayed at The Word in South Shields. Based on the partnership project with The National Gallery, which saw John Constable's The Cornfield painting displayed in Jarrow's Viking shopping centre, it encouraged visitors to create the sights, sounds and smells they associate with the painting.

The Great North Museum: Hancock piloted a Nook Sensory Pod as a quiet space for visitors to use in the museum in partnership with Nook, Kids in Museums and academics from Durham University and Glasgow University.

It also hosted the Town Moor School in collaboration with Newcastle City Council. This saw significant engagement from parents and children of the Hoppings Community. The children also attended the Hatton Gallery for a painting

The Museum partnered in the Time Odyssey project run by the British Museum and funded by Art Explora. The digital learning adventure aims to remove economic barriers that prevent school trips and targeted schools with 40% or more pupils claiming Free School Meals, schools in isolated rural areas and SEND schools.

Early Years

We held a North East Museums Under 5s Fun Day at Shipley Art Gallery in October providing taster activities to promote the early years offer across our venues. As well providing regular activities for under 5s we have permanent under 5s spaces and resources at:

- · The Mouse House, Great North Museum: Hancock
- Playspace, Laing Art Gallery
- Under 5s area, Stephenson Steam Railway
- · Mini Museum activities, Woodhorn Museum
- · Crafty Kids (weekly sessions), Shipley Art Gallery
- · Tiny Tyneside, Discovery Museum (opens April 2025)

We held successful Baby and Toddler takeovers at the Great North Museum: Hancock and Discovery Museum and the Great North Museum: Hancock hosted the launch event for Newcastle's Baby Week activities alongside 25 organisations supporting family services across the city. 199 babies attended with their carers.

Discovery Museum and the Great North Museum: Hancock worked together on the Mini Wonders research project funded by ArtFund and Nesta. Targeted at families in areas of low cultural engagement, the project involved using playful interventions to help build parent / carers confidence and skills when interacting with their children in a museum environment.

Our early years programmes are generously supported by Lumo Travel and NorthStandard.

Family learning

Activities for families included both art and science themed school holiday clubs and a range of events to inspire children and their carers. Ways to Play, our programme of free and low-cost activities for families, ran every school holiday.

We also delivered a range of popular seasonal events from Spooky Discos and train rides at Halloween to Fireworks at the Fort for Bonfire Night and festive visits from Santa Claus and his elves at Christmas.

Our Ways to Play programme is generously supported by Tyne and Wear Metro.



We received funding from the Combined Authority to deliver Cultural Match 2024-25 with schools in the region. The programme supports early career teachers to work with a Creative Producer and their pupils to address response in partnership with a cultural venue.

We held a celebration event for Cultural Match partners at Discovery Museum in July giving pupils from year 2 to year 6 a chance to meet and spend time together, increasing pupils' cultural capital by providing an opportunity for children from very different backgrounds to work together.

We continue to co-ordinate the Chris **Drinkwater Awards** which celebrate creative health partnership projects in primary schools across the North East and North Cumbria. Creative health approaches address health and wellbeing through engagement in creative activities such as dance, drama, visual art, film making, music and heritage.

We co-ordinated the Youth and Culture collaboration project providing funding for three action research projects (in Berwick, Chester-le-Street and Houghton-le-Spring) between youth organisations and cultural organisations / artists who had not worked together before. The North East Youth Alliance (NEYA) contributed funding and its Peer Action Collective, a group of young people who support with campaigning and advocacy work assessed the applications.

In support of the Local Cultural Education Partnerships (LCEPs) we facilitated a roundtable discussion with LCEP chairs and coordinators as part of the Community Foundation's On the Table initiative. This event used the new Vital Signs reports as a starting point for a discussion around local priorities and how LCEPs can support these, as well as identification of LCEPs' future funding needs.

North East Mayor Kim McGuinness at the Great North Museum: Hancock

where she delivered the Imagine If conference 2024 keynote speech

mpact Report 2024-25

Our flagship regional cultural learning conference, Imagine If... every young person in the North East had a rich cultural childhood, took place at the Great North Museum: Hancock on 20 November 2024. The conference focused on the findings from the **Cultural Match** programme and North East Mayor Kim McGuinness was the keynote speaker. Cultural Match teachers provided practical workshop sessions, demonstrating their progression from inexperienced Early Career Teachers to advocates for partnership working to grow pupils' cultural capital. All 100 places for the conference were booked up within three days of being released.

This year's round of the North East Cultural Learning Fund administered by Community Foundation Tyne & Wear and Northumberland, facilitated partnerships between four schools or youth organisations and local cultural organisations or freelance artists in Shiremoor, Saltburn, Newcastle and Cramlington.



Celebrating North East England, inspiring local pride and using our resources to support research, innovation and economic regeneration.



Place

31,410

visits to **63** Newcastle and Gateshead venues for **The Late Shows**

£20m

economic impact of visitors to the local economy

41,286

visits to the Turner: Art, Industry & Nostalgia exhibition at the Laing Art Gallery



"Loved it .. makes me feel so

positive about the North East

.. seeing behind the curtain

of wonderful spaces!"

Visitor to The Late Shows

Must-see events

Turner: Art, Industry & Nostalgia was a phenomenal success at the Laing Art Gallery, attracting over 40,000 visits and receiving a hugely positive response from visitors and art critics. Central to the exhibition was JMW Turner's The Fighting Temeraire on loan from the National Gallery as part of its 200th birthday celebrations.

We shone a spotlight on pioneering green technologies in our region in Steam to Green, A North East energy revolution at Discovery Museum. The exhibition explores the story of energy looking back to the industrial revolution, and forward to the work of local businesses now. Featuring contributions from 20 businesses based in the region, the exhibition won an award at the North East Culture Awards for Best Business Partnership.

The Late Shows brought 63 venues together for two nights in May showcasing the best of Newcastle and Gateshead's cultural scene, including behind the scenes tours, crafts, discos, live music, exhibitions, food, drink and more. The annual culture crawl attracted over 31,000 visits and received brilliant feedback from visitors, volunteers and venues.

Developing places

Our museums and galleries are important community hubs and tourism assets for the towns and cities where they are situated. Plans for capital projects to maintain and upgrade our venues included:

Work at **Segedunum Roman Fort** to replace the air conditioning units across the venue and the waterproof membrane on the museum's main roof was completed and work began on the replacement of the tower lift. This work was funded by Arts Council's Museum Estates and Development Fund (MEND) with match funding from North Tyneside Council.

We continued to work with North Tyneside Council to submit a Stage 1 Application to the National Lottery Heritage Fund (NLHF) for a major capital transformation of Segedunum.

Discovery Museum's MEND funded roof works also made progress with designs put in place for the roof repairs. It is expected the work will take place in winter 2025/26.

Discovery Museum also received funding to refresh some of its internal gallery spaces including funding to develop its current Working Lives gallery into a temporary exhibition space and to create a new Under 5s space.





We work closely with universities to provide access to our collections as source material and inspiration for a wide range of academic research. We have particularly significant relationships with Newcastle University and Northumbria University. Some examples of projects this year include:

The Great North Museum: Hancock hosted research visits across Natural Science and Archaeology collections and secured funding from the Catherine Cookson fund for 3D scanning of objects to create handling collections for teaching. The Poetry MA students from the School of English Literature, Language and Linguistics at Newcastle University were in residence at the museum for a week as part of their summer school. We continue to support teaching across Newcastle University and have started the process of preparing for a new Environmental History Workshop. We support Museum studies courses and hosted placements for three students this year who were involved in developing and delivering programmes with the Learning Team. We also hosted a placement from the Roman Society and are currently working with an intern for the Portable Antiquities Scheme.

Tyne & Wear Archives delivered sessions for a legal history conference in partnership with Northumbria University. History and Law students from Northumbria University were supported with a legal history project exploring a Victorian murder case in the archives. The Archives team delivered an induction day for Newcastle University postgraduates, and a series of tours and introductory sessions for Northumbria University academics and researchers to support the use of the collections in teaching and research. A collaborative PhD student from Durham University started working with the Archives team in October.

Museums, Galleries and Heritage students from Newcastle University attended sessions on curatorial practice and curated their own exhibition at Hatton Gallery.

MA Creative Writing students at Newcastle University were given a tour of the Mali Morris exhibition and created written pieces based on the artworks. Students from the Northern School of Art in Middlesbrough also visited for a tour of the exhibition.



Raising awareness about the environment and encouraging people to act for a sustainable future.



North East Museums Impact Report 2024-25

ancient woodland pastures assessed via **ERIC North East**

decrease in CO2e from gas and electric usage across venues

species records held for the region via ERIC North East

decrease in gas usage at South Shields Museum following green energy investment



Our environmental sustainability strategy has three aspects: raising awareness amongst staff, stakeholders and audiences to encourage action; acquiring knowledge and collecting data to understand our impact; implementing measures to reduce our carbon footprint.

Raising awareness

Discovery Museum's Steam to Green exhibition and event programme opened in July 2024 in partnership with Newcastle University. The 2-year programme tells the story of North East England's role in the UK's energy supply, by looking back to the industrial revolution, and forward to the pioneering contributions in green technologies happening now across the region.

In January 2025, Hatton Gallery opened Sustainable Clay an exhibition exploring the environmental impact of this naturally occurring material. Potters and artists are becoming increasingly concerned about the sustainability of clay. From industrial mining to international transportation, the toxicity of glaze ingredients to the intense energy and heat required every time the kiln is fired, contemporary artists are questioning the sustainability of clay and adapting their work in response.

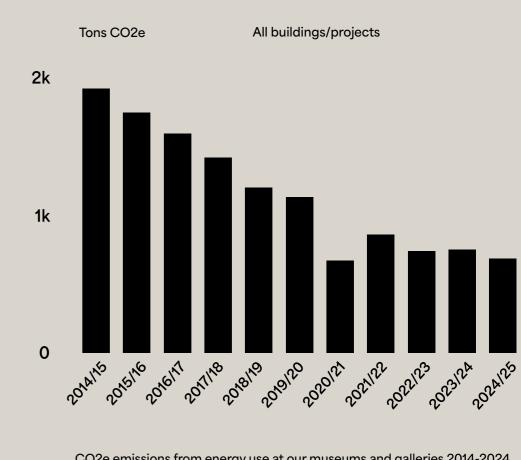
The Great North Museum: Hancock partnered with the Natural History Museum and LEGO for the Build the Change programme: a series of events and activities targeted at young people that encouraged engagement with local and global sustainability challenges. The exhibition SHOAL by Mandy Barker also opened, highlighting ocean pollution and its impacts.

Understanding our impact

We are continuing to collect data on a range of areas to help monitor and reduce the carbon emissions North East Museums produces. These include emissions produced from gas, electric and water usage, and more recently, from waste and recycling and audience travel.

In 2024/25, North East Museums recorded 2,472 tonnes of CO2e (Carbon Dioxide equivalent).

In terms of gas and electric usage, we produced 679 tonnes of CO2e, our lowest total on record, excluding extended closure period during Covid-19 and 9% lower than 2023-24.



CO2e emissions from energy use at our museums and galleries 2014-2024.



Making changes

Something that helped reduce our impact in 2024/25 was the installation of new solar roof panels, air source heat pumps and LED lighting at South Shields Museum & Art Gallery, thanks to a funding grant of £540,000 from Arts Council England via the Museum Estate and Development Fund.

This work has resulted in an estimated 91% decrease in Gas use from the previous 12 months and overall energy consumption is down by 57%. This energy usage converts to 32 tonnes of CO2e generated at South Shields Museum & Art Gallery during 2024/25, significantly lower than any year we previously have on record.

We continue to make other changes too - for example we have switched providers of milk and bottled water in our cafes to reduce waste impact, introduced new vegan items to our menus and have asked our gift card suppliers to switch from polythene sleeves to clasps in our shops.

ERIC North East

We lead the Environmental Records Information Centre for the North East. We are responsible for collation and management of species and habitat data for the region and make this available for environmental decision making such as planning and development or wildlife conservation. ERIC North East currently holds over 5.1 million species records for the region.

ERIC North East has supported local and national government bodies with data services and serviced more than 1,500 requests to inform ecological decision making. We have recently completed a three-year project to improve the Ancient Woodland Inventory, in partnership with Natural England and Woodland Trust. More than 40,000 woodland pastures have been individually assessed as part of the project. We have been supporting the creation of four Local Nature Recovery Strategies covering the area, providing specialist mapping and data support. The Strategies are due for publication in early 2026. We have also been involved in the development of a North East Invasive Non-Native Species Strategy, including the implementation of a rapid response system to tackle new and less established species from spreading throughout the region.

MORKING IN PARTNERSHIP



Working in partnership

We are an organisation steeped in partnership working, from our relationship with our clients to our work across the region; from cultural or third sector organisations to schools and communities. We also maintain a commitment to supporting partnerships outside the delivery of our own programmes. Examples include:

Regionally

We collaborate with our Newcastle Gateshead Cultural Venues (NGCV) colleagues, and regional forums such as the North East Historic Environment Forum, and local cultural forums in South Tyneside, Newcastle and Northumberland as well as the Hadrian's Wall World Heritage Site Management Board.

Following on from our role managing the Bridge programme of 2015-2023, to support children and young people gaining access to excellent culture, we continue to support and facilitate the eight Local Cultural Education Partnerships established across the North East. We also coordinate the Chris Drinkwater Creative Health Award in Primary Schools, an annual prize which recognises partnership projects between primary schools and the cultural sector which have creative health outcomes.

Nationally

We are closely engaged with the work of the English Civic Museums Group and the National Museum Directors' Council, and have strategic partnerships with the National Archives, the British Museum and the Science Museum Group.

Internationally

As part of the British Museum International training programme we hosted curators from Kenya, China, Egypt and Iraq. The Bridging the North Sea network, exploring the shared legacy of Roman history, was launched in January 2025.

In addition, we lead several regional programmes including:

Museum Development

We work as part of a consortium including the Manchester Museums Trust, York Museum Trust and the Cumbria Museum Consortium, to deliver Arts Council England funded activity to support the development and sustainability of museums in the north of England. The consortium provides advice, gives support and creates opportunities for museums to connect, collaborate and grow.

www.museumdevelopmentnorth.org.uk

North East Family Arts Network

We co-ordinate the North East Family Arts network which supports North East based cultural organisations to provide high quality and inclusive experiences for families of all backgrounds. 27 cultural organisations representing over 50 venues were members of the network in 2024-25. Via the network's Family Explorers initiative, families are provided with information, advice and peer networks to help them access North East cultural attractions and events.

We held an event on 31 August at Eldon Square Newcastle upon Tyne, to promote North East cultural venues to visitors to the shopping centre.

On 9 October we held an event at Theatre Hullabaloo for North East cultural venues which included a panel discussion about accessible events.

www.northeastfamilyartsnetwork.org.uk

Portable Antiquities Scheme

We deliver the Portable Antiquities Scheme for the northern half of the region on behalf of the British Museum. The southern half of the region is managed by Durham County Council. Across the region the team recorded 24 treasure cases and 1,717 objects were recorded.

This work was assisted by a nine-month part-time internship funded by the Worshipful Company of Art Scholars, a City of London Livery company. Numbers of Treasure cases and objects continue to rise, with the number of objects recorded almost doubling from 2023-24.

The Late Shows

We continue to co-ordinate The Late Shows festival across Newcastle and Gateshead for two nights every May. This year the 63 participating venues welcomed 31,410 visits.

www.thelateshows.org.uk

North East Museums Impact Report 2024-25

Friends and other organisations

Friends organisations, volunteer groups and learned societies play an invaluable role in supporting our nine museums and galleries. We are very grateful for their contributions of time, expertise and financial contributions.

- 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



FUNDRAISING



£13,558

raised from Supporters and regular donors

£539,657

raised from 27 trusts and foundations

£46,024

raised from Trustee-led Fundraising event

Fundraising

We are incredibly grateful for the support we receive from businesses, grant making bodies and individuals. Their support helps us to care for our region's heritage, deliver programmes to entertain, engage and inspire our visitors and support our communities.

£70,377

contributed from 12 business partners

£11,341

raised in the Tiny Tyneside appeal matchfunded by Lumo

£800,000+

raised in total

For more information on how you can support heritage and keep culture at the heart of the North East visit northeastmuseums.org.uk

Sponsorship

Over £70,000 was raised through business sponsorship in 2024-25



Jo Curry, The Sir James Knott Trust, Keith Merrin, North East Museums, Jen Clare, Lumo

Nexus renewed our award-winning business partnership in support of our Ways to Play programme of free and low-cost holiday activities for families.

Vattenfall UK was headline sponsor of the Steam to Green exhibition and events programme at Discovery Museum. The exhibition was also supported by Lumo, Northumbrian Water and Newcastle International Airport.

Hodgson Sayers sponsored our Young People's programmes.

Lumo supported our early years programmes and Discovery Museum's new Tiny Tyneside under 5s gallery.

We also received in-kind sponsorship from LED Supply & Fit for new LED lighting in Discovery Museum's cafe and Stagecoach provided free buses for the Late Shows event.

We were delighted to win the Best Arts and Business Partnership at the North East Culture Awards for the third year running, this time for our partnership with 19 North East businesses for their support of Steam to Green: A North East Energy Revolution at Discovery Museum.

Individual Giving

Individual giving totalled over £230,000 generated through visitor donations, support from our Friends groups, fundraising appeals and our Supporters' programme.

Former North East Museums Strategic Board Member and Trustee, Helen Cadzow raised over £46,000 through a fundraising lunch with local businesses held at Fenwick Newcastle.

We ran a crowdfunder appeal to raise funds for Discovery Museum's new under 5s space, Tiny Tyneside - raising £11,341. The appeal was generously match-funded by our partner, Lumo.

Our Supporters' programme and regular giving generated £13,558.

Trusts & Foundations

We raised over £500,000 in funding from Trusts and Foundations.

The North East Combined Authority funded our early career teacher creative development programme, helping us to strengthen skills and confidence among the region's educators. The Art Fund UK was particularly generous, enabling early years engagement with disadvantaged communities at the Great North Museum: Hancock, supporting the revitalisation of exhibitions at Hexham Old Gaol, and funding the creation of our first Community Forum.

We received a pledge from the Wolfson Foundation, to support the redevelopment of a gallery at Discovery Museum. The Reece Foundation continued their support for STEM learning at Discovery Museum, and the Shears Foundation continued to support early years activities at the Great North Museum: Hancock. Our first award from the Helen Hamlyn Foundation supported work experience for young people.

The Morrisons Foundation awarded a grant for the upkeep of the Roman Herb Garden at Segedunum Roman Fort. South Tyneside Council supported volunteering initiatives and Gateshead Council continued funding of the ceramics sessions at the Shipley Art Gallery for people in addiction recovery.

North East Museums Impact Report 2024-25

Our Business Partners

Barbour































Our Trust and Foundation Funders

Art Fund

Arts Council England

Art Explora UK

The Barbour Foundation

The Benefact Trust

British Library

Catherine Cookson

Charitable Trust

Community Foundation

North East

Esmée Fairbairn Foundation

The Foyle Foundation

Freelands Foundation

Gateshead Council

Gateshead Food Partnership

The Headley Trust

John George Joicey Bequest

Morrisons Foundation

Museums Association

National Lottery Heritage Fund

Newcastle City Council

Newcastle Gateshead Clinical

Commissioning Group

North of Tyne Combined Authority (now North East Combined Authority) The Radcliffe Trust

Reece Foundation

Rothschild Foundation Hanadiv Europe

The Shears Foundation

Sir James Knott Trust

South Tyneside Council

The Wolfson Foundation

ENTERPRISE



Shop Sales

Café Sales

£593,411 **↑**



Cheese scone

In 2024-25 our bestsellers were:

Turner Companion Guide







Roman Sword and Scabbard





Enterprise

In 2024-25, our turnover from trading - cafes, retail, events and venue hire - was £1.56 million, an increase of 2% on the previous year. Trading income increased significantly at the Laing Art Gallery, where the Turner: Art, Industry and Nostalgia exhibition brought increased numbers of visitors and secondary spend.

Conscious of the cost of living pressures our visitors face, we introduced a 'pay it forward' scheme at our cafes with over 350 tokens purchased by our visitors to donate a free drink or snack to another visitor. We added an outdoor café offer at Segedunum Roman Fort which proved particularly popular with our visitors who have walked Hadrian's Wall, a new afternoon tea menu at Café Laing, and we relaunched our online shop to tie in with the new North East Museums brand.

In 2025-26 our trading priority will be to introduce new seasonal events at our venues to increase footfall and revenue; we have exciting plans for a renewed Christmas offer. We will also be integrating the café and retail offers at Woodhorn Museum and Hexham Old Gaol as they join the North East Museums group.

FINANCIAL RESULTS

£9.84m

Gross Operating expenditure

£3.60m

Grants received from Arts Council England



£3.54m

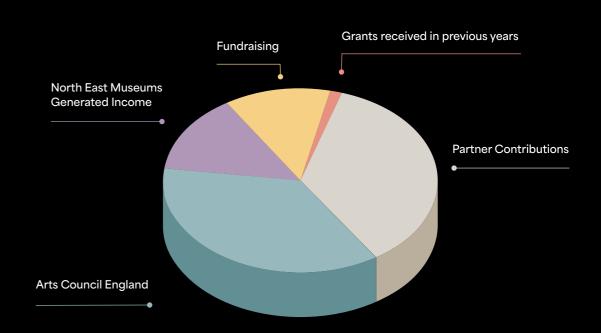
Contributions from local authorities and Newcastle University

£1.23m

Grants, donations and sponsorship

£135 Direct activity and trading income

Where the money comes from



What the money was spent on



Thank you!

Your support is vital in enabling us to keep art, culture and heritage at the heart of the North East.

Some of the ways you can support us:

- Make a donation at one of our venues or online
- · Become a Supporter
- · Leave a gift in your will
- · Sponsor an event or exhibition
- Volunteer



northeastmuseums.org.uk

North East Museums is a major regional museum, art gallery and archives service. We manage a collection of twelve museums and galleries in North East England and the Archives for Tyne and Wear.

We are supported by the five local authorities of the area and Newcastle University. We are also a National Portfolio Organisation funded by Arts Council England.













