

IMPACT REPORT 2015-18



**Museum Development
North East (MDNE)
exists to drive and
support the development
of museums in the region.**

**All of its activity is
focused on creating a
stronger North East
museums sector.**

**museum
development**

NORTH EAST



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

**TYNE & WEAR
archives &
museums**

Overview

From April 2015 to March 2018 Tyne & Wear Archives & Museums (TWAM) led the North East Museum Development Programme*. The programme supported over 60 museums in the region, responding to their immediate needs and providing opportunities for growth and greater sustainability.

Access to specialist advice, grant funding, training and networks was enabled through a range of projects and activity across areas such as collections care and management, learning, audience development, volunteer management, governance and income generation.

Partnership working was central to the programme, adding additional capacity and maximising opportunities available to regional museums.

MDNE collaborated with the wider Museum Development Network (MDN) across the UK, to increase the reach of the programme and the impact of public investment.

Museum development activity was delivered with the support of funding from Arts Council England (ACE), totalling £441,000. This report presents the highlights of the programme's achievements aligned to ACE's five strategic goals, demonstrating its contribution to creating a resilient, vibrant and relevant North East museum sector.

*TWAM has responsibility for providing museum development support in the North East region. It is one of nine development providers funded through Arts Council England to ensure that development support is available to all Accredited museums and those working towards Accreditation.

MDN
Museum Development Network

Goal 1: Excellence is thriving and celebrated in museums

There is greater access to collections as a result of improved collections management, increased opportunities for research and interpretation, and the sector has gained confidence to engage in wider partnership working at a regional and national level.

CAN Impact

151

ENQUIRIES ANSWERED

108

ADVISORY VISITS

59

TRAINING DAYS

397

STAFF AND VOLUNTEERS TRAINED

Maintaining and Improving Collection Management Standards

In partnership with The Bowes Museum, MDNE delivered the Conservation Advisory Network (CAN) raising standards of collections care through free conservation advice. Support included training covering topics such as emergency planning, object cleaning, industrial heritage conservation and marking and labelling.

Collections management support was enhanced through collaborative working with the Collections Trust, and workshops were programmed in response to regional needs, focussing on documentation planning, collections review and rationalisation and backlogs.

Enabling New Partnerships

MDNE collaborated with the Museum-University Partnership Initiative and the Share Academy, creating opportunities for museums and universities to develop joint projects. Kirkleatham Museum secured Heritage Lottery Funding to work with Teesside University, celebrating the lives of iron and steelworkers through a touring exhibition called Year of Steel.

Through the Ready to Borrow Scheme* an additional £180,000 was invested in 11 museums, enabling them to borrow significant items from national museums, including the British Museum, Tate, Imperial War Museum, and National Portrait Gallery as well as other regional museums.

*Capital funding for museums to upgrade building and display spaces administered by MDNE on behalf of ACE.



Goal 2: Everyone has the opportunity to experience and be inspired by museums

There is improved knowledge of museum audiences and more effective systems in place for capturing visitor data. Museums have developed focussed methodologies for increasing both numbers and reach and had the opportunity to test new approaches and ways of working.



“
We now have an established mechanism to collect audience data... Without this programme the museum would not have been collating audience feedback.”

Understanding Audiences participant.

**i like...
museums**
www.ilikemuseums.com

This MDNE marketing initiative raised the profile of the region's museum offer, promoting over 70 museums via ilikemuseums.com and Twitter [@ilikemuseums](https://twitter.com/ilikemuseums)

Increasing Knowledge of Museum Audiences

The Understanding Audiences programme supported Tees Valley local authority museums over 3 years to establish a framework for visitor data collection. Working with the Audience Agency they adopted the Audience Finder methodology and the data is being used to inform programming, build an evidence base for advocacy, and to shape audience development strategies including Tees Valley's bid for City of Culture 2025.

Building and Diversifying Audiences

MDNE worked with arts agency Arts&Heritage to partner museums with UK and international artists as part of the Meeting Point project. Six North East museums took part, each commissioning a new artwork produced in response to the venue's collections, with the aim of developing new audiences and skills in commissioning artists.

In 2017-18 over £29,000 of strategic grants were awarded to support audience development activity. Recipients included George Stephenson's Birthplace which recruited an audience specialist to develop a new audience engagement plan. The Heritage Centre, Bellingham used the funding to produce an audio guide for blind, partially sighted and older visitors.

Goal 3: Museums are resilient and environmentally sustainable

There is increased resilience across the sector. Museums are more commercially aware, driven and are generating a greater proportion of their own income. Regular collection of core data is helping to build an evidence base to demonstrate the value and economic importance of North East museums.



Accreditation in the North East

64

ACCREDITED MUSEUMS

15

MUSEUM MENTORS

“
Enterprising Museums has given us a strategic way forward... it's changed the way we think.”

Enterprising Museums participant

Increasing Resilience

Enterprising Museums delivered bespoke support to implement realistic plans for improving entrepreneurial practice. Seven organisations took part, working towards reduced dependency on current funding sources and an improved ability to develop new sources of income.

The programme also rolled out seminars and networking events for the wider region focussing on 'building a successful 21st century museum' and different financial models.

Evidencing Impact

In 2015 MDNE established an Annual Data Survey, helping to monitor regional trends, and providing data to build and develop audiences, and inform strategy, advocacy and fundraising. The data supplied is providing evidence of the social and economic impact of North East museums.

Supporting Sector Standards

MDNE provided technical advice to enable museums to achieve and maintain Accreditation. Workshops promoting the requirements of the Accreditation standard were delivered in partnership with other sector bodies and MDNE supported the Museum Mentor scheme, helping to develop museums that do not have qualified and experienced professional staff.

Goal 4: The leadership and workforce in museums are diverse and appropriately skilled

Increased partnership working, governance support, as well as the new skills and knowledge gained through training, events and networking opportunities have all contributed to establishing a stronger sector that is more appropriately skilled to deliver all aspects of operations and management.



Workforce Development

880

STAFF AND VOLUNTEERS TRAINED

102

TRAINING EVENTS DELIVERED



To have support from MDNE has been a lifblood for us and has been incredibly supportive and useful

Bailiffgate Museum

Upskilling the Workforce

MDNE offered a comprehensive training and events programme, ranging from collections care and management workshops to social media, copyright, and trustee training. Opportunities for networking and knowledge exchange were enabled through strategic development support (Understanding Audiences and Enterprising Museums), the annual Regional Gathering and CAN conference.

Collaborations with external organisations including the Collections Trust, Association of Independent Museums, Museums Association, the Touring Exhibitions Group and The Audience Agency provided additional support and specialist expertise for the sector.

Valuing Volunteers

Individuals volunteering their time to manage and operate small museums were supported through the Volunteer Organisations' Network (VON). The forum provided essential peer support and access to training and sector updates.

In partnership with the North West and Yorkshire, the Northern Museums Volunteer Pass was launched, offering free entry and other benefits to volunteers. This provided the opportunity for volunteers to build relationships and gain inspiration and ideas from other sites.

Goal 5: Every child and young person has the opportunity to experience the richness of museums

Museums have had access to networks, CPD opportunities and grant funding to continue delivering excellence for children and young people, specifically around raising aspiration and attainment levels through quality engagement with museum venues and collections.



The team have been accessing Secret World of Schools for some time. It has been very helpful as part of the induction of new staff... and as top-up CPD and networking for other team members.

Secret World of Schools participant.

Strengthening Links with Schools

Secret World of Schools was delivered in partnership with Culture Bridge North East. This series of workshops kept museums up to date with changes in priorities for the region's schools.

18 venues took part in the workshops which tackled topics ranging from measuring the impact of cultural learning and understanding the curriculum, through to working with young people with special educational needs and disabilities.

Ensuring Quality Engagement for Children and Young People

In 2015-18, £20,540 of funding was awarded to support engagement with children and young people.

Head of Steam Railway Museum in Darlington used grant funding to purchase equipment to develop activities for under 5s, tailored to their collections. Funding has widened the range of activity the museum offers and increased knowledge, through the experience of working with an early years specialist.

Thank you to all the museums and partners we collaborated with in 2015-18. We look forward to working with you over the next four years.

To keep up to date with our new programme visit www.museumdevelopmentne.org.uk

Museum Development North East
Discovery Museum
Blandford Square
Newcastle upon Tyne
NE1 4JA

MDNE@twmuseums.org.uk

 [@MD_NorthEast](https://twitter.com/MD_NorthEast)

EXAMPLES OF FUNDING AWARDED 2015-18

SCHEME	AMOUNT AWARDED 2015-18
Small Grants Scheme	£64,770
Strategic Grants	£39,630
Ready to Borrow Scheme	£180,000



LADY WATERFORD HALL, BERWICK-UPON-TWEED

Award: £1,000

The venue received Small Grants Scheme funding to improve its shop display.
"The project has enabled the Hall to extend what was previously a very limited retail offer and has resulted in a big increase in retail sales, providing much needed revenue to the museum."



DURHAM MUSEUM & HERITAGE CENTRE

Award: £2,200

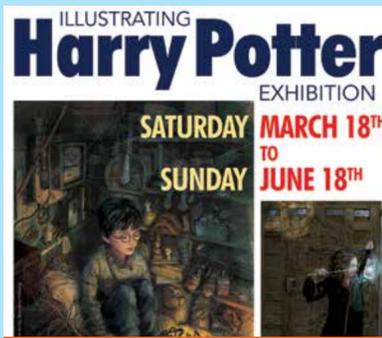
The museum received an Audience Development Grant to broaden engagement with local schools developing a new education programme in partnership with Durham University.



DURHAM LIGHT INFANTRY COLLECTION

Award: £965

The museum received Small Grants Scheme funding to update their collections management database, to make the collection more accessible to the public.



BAILIFFGATE MUSEUM, ALNWICK

Award: £37,536

'Ready to Borrow' funding enabled Bailiffgate Museum to host an exhibition of Harry Potter illustrations, in partnership with Seven Stories. The exhibition was shortlisted in the Museums + Heritage Awards 2018.



BOWES RAILWAY, GATESHEAD

Award: £1,044

To increase energy efficiency and improve conditions for the collection, Bowes Railway used Small Grants Scheme funding to replace their fluorescent lighting with LED tubing.



Image: Kubbet Duris 1900, A_340 © Gertrude Bell Archive, Newcastle University.

KIRKLEATHAM MUSEUM, REDCAR

Award: £11,205

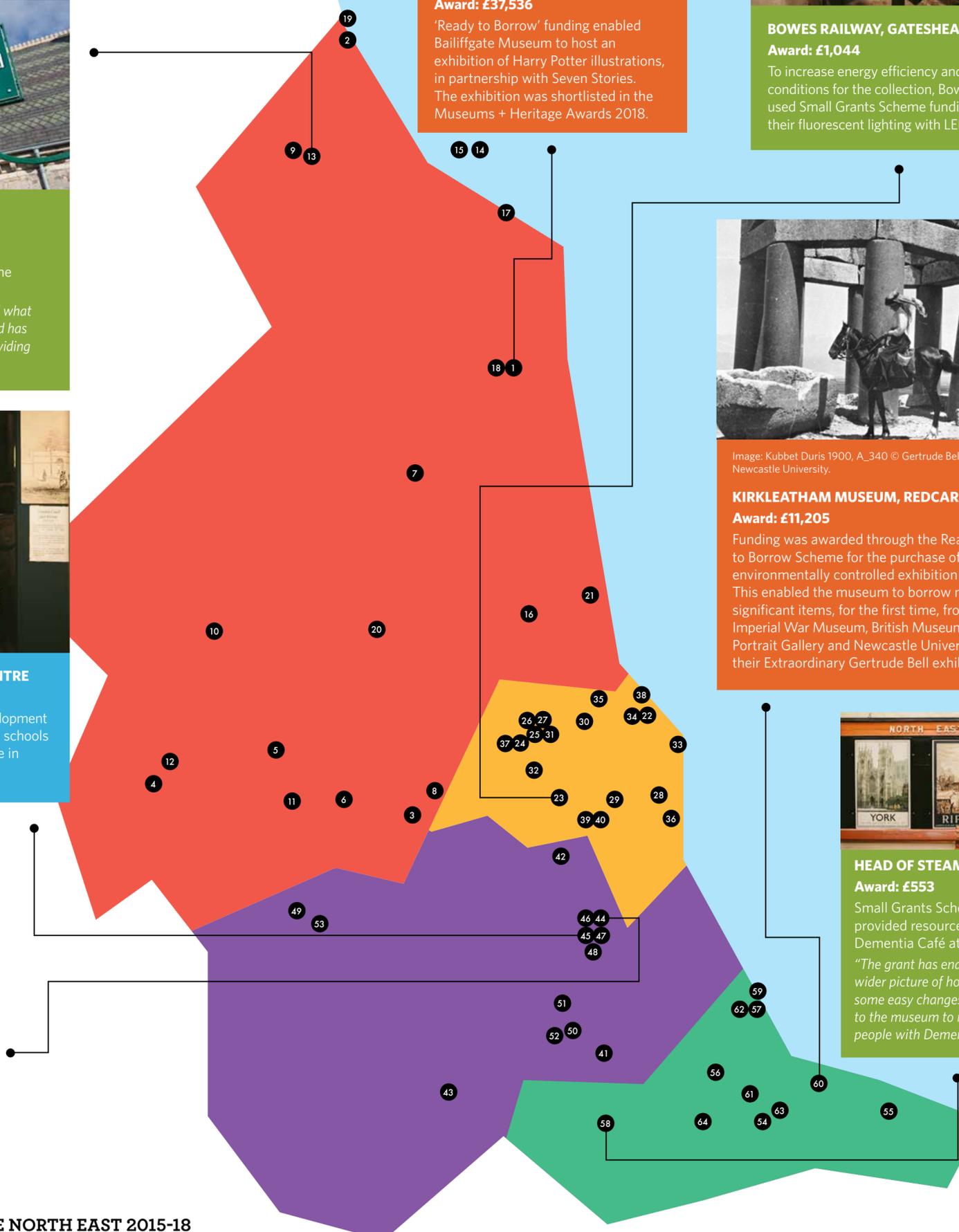
Funding was awarded through the Ready to Borrow Scheme for the purchase of environmentally controlled exhibition cases. This enabled the museum to borrow nationally significant items, for the first time, from the Imperial War Museum, British Museum, National Portrait Gallery and Newcastle University, for their Extraordinary Gertrude Bell exhibition.



HEAD OF STEAM, DARLINGTON

Award: £553

Small Grants Scheme funding provided resources to set up a Dementia Café at the museum.
"The grant has enabled us to see the wider picture of how we can make some easy changes and adaptations to the museum to make it better for people with Dementia."



ACCREDITED MUSEUMS IN THE NORTH EAST 2015-18

NORTHUMBERLAND

- Bailiffgate Museum
- Berwick-upon-Tweed Borough Museum and Art Gallery
- Cherryburn Thomas Bewick's Birthplace
- Chesterholm Museum - Vindolanda
- Chesters Roman Fort
- Corbridge Roman Site Museum
- Craggside
- George Stephenson's Birthplace
- Heatherslaw Corn Mill
- Heritage Centre, Bellingham
- Hexham Old Gaol
- Housesteads Roman Fort
- Lady Waterford Hall
- Lindisfarne Castle
- Lindisfarne Priory
- Morpeth Chantry Bagpipe Museum
- RNLI Grace Darling Museum
- The Fusiliers Museum of Northumberland
- The King's Own Scottish Borderers Regimental Museum
- Wallington
- Woodhorn Museum

TYNE & WEAR

- Arbeia Roman Fort & Museum*
- Bowes Railway Museum
- Discovery Museum*
- Great North Museum: Hancock*
- Hatton Gallery*
- Laing Art Gallery*
- Monkwearmouth Station Museum
- North East Land, Sea and Air Museum
- Segedunum Roman Fort, Baths & Museum*
- Seven Stories, The National Centre for Children's Books
- The Shipley Art Gallery*
- Souter Lighthouse
- South Shields Museum & Arts Gallery*
- Stephenson Railway Museum*
- Sunderland Museum & Winter Gardens
- The Light Dragoons (15th/19th The King's Royal Hussars) Museum
- Tynemouth Volunteer Life Brigade Watch House
- Washington 'F' Pit Museum
- Washington Old Hall

COUNTY DURHAM

- Aycliffe and District Bus Preservation Society
- Beamish, The Living Museum of The North*
- The Bowes Museum*
- Durham Light Infantry Collection
- Durham Museum and Heritage Centre
- Durham University, Durham Castle
- Durham University, Museum of Archaeology
- Durham University, Oriental Museum
- Killhope Museum
- Locomotion: The National Railway Museum at Shildon
- Auckland Castle Trust, No. 42 Market Place
- Sedgefield Borough Council Collection at Locomotion
- Weardale Museum

TEES VALLEY

- Captain Cook Birthplace Museum
- Cleveland Ironstone Mining Museum
- Dorman Memorial Museum
- Hartlepool Art Gallery
- Head of Steam - Darlington Railway Centre and Museum
- Heugh Battery Museum
- Kirkleatham Museum
- Middlesbrough Institute of Modern Art (MIMA)
- Museum of Hartlepool
- Ormesby Hall
- Preston Park Museum and Grounds

*Major Partner Museum in 2015-18, not eligible for MDNE funding