



Museums Worcestershire  
2013-14

# In 2013-14 Museums Worcestershire continued to be

**Visible** this year we took our museums out on to the streets in MOTHS (Museums on the High Street)

**Viable** we raised the largest amount of income from grant funding and continued our Museum Futures programme to build a sustainable future for our venues

**Valued** we presented two blockbuster exhibitions at Worcester Art Gallery & Museum which achieved record audience figures

# Income Raised

**£234,841 from voluntary income**, up from £79,656 in the previous year

includes

- £132,500 grant from Arts Council England to *Strengthen Museums and the Visitor Economy in Worcester*
- Funding from major partner organisations such as the Art Fund and The Tate

**And raised in partnership, £450,000 for Hartlebury** from Heritage Lottery Fund stage one, which Museums Worcestershire worked with HCPT to achieve

*We wish to thank all of our funders including those who have invested large grants to enable us to spread our wings: those who have supported workshops and events for major exhibitions, and those who simply give unrestrictedly whenever they can to support the museums that they know and love.*

# Economic impact of Museums Worcestershire's work

**£943,520** for Worcester City

**£1,074,634** for the region as a whole

# Museum Futures

Two years ago Museums Worcestershire set out its Museum Futures programme to build a sustainable future for our venues as well as addressing key priorities:

## **Corporate Context**

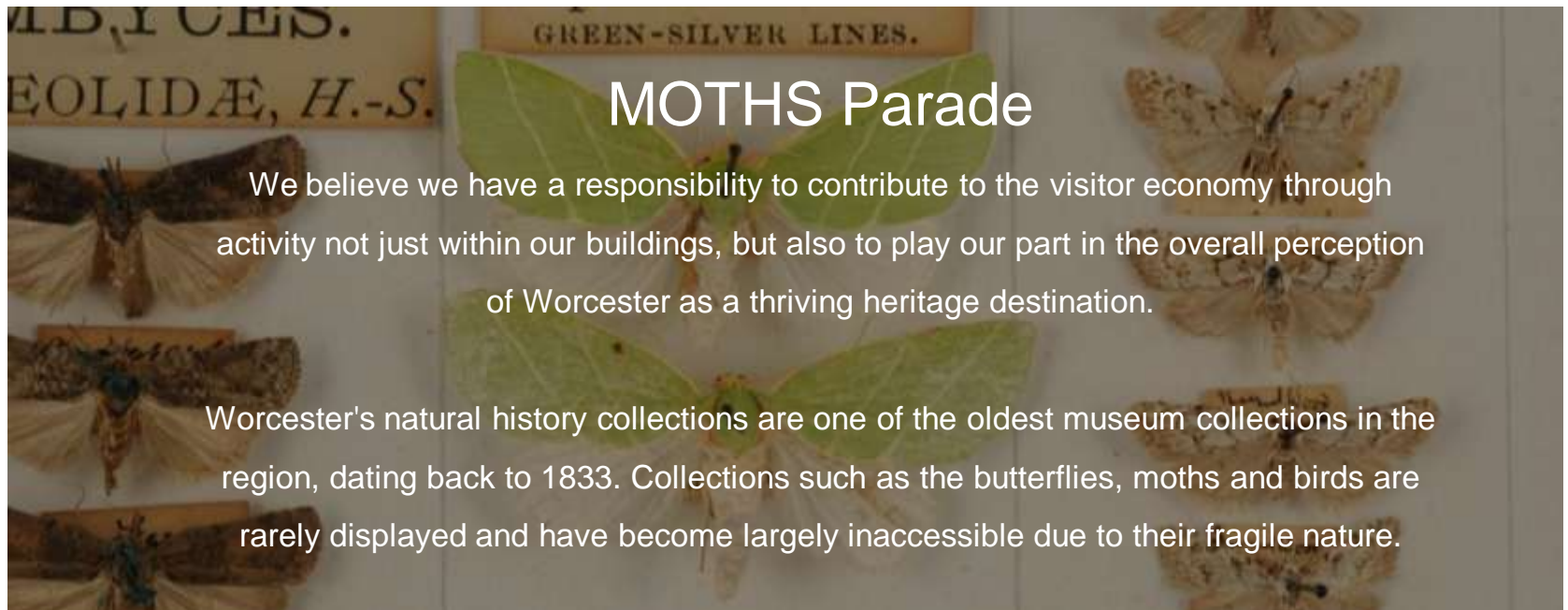
- Supporting *Open for Business* and local economy through increase in visitors and spending
- Making City and County attractive, unique destinations and places to live
- Bringing heritage to life joining up the offer
- Cultural shift towards marketing and tourism
- Developing skills and volunteering
- On-going review of assets
- Deliver reductions in budget

## **Museum Futures**

- Marry together potential audiences and a sustainable product with possibilities for income generation
- Planning to be audience and marketing-focussed
- Priority to contribute to visitor economy
- Look at what gives us competitive advantage
- Use our strengths and work with them

# Strengthen Museums and the Visitor Economy in Worcester

- Research to inform development of the Commandery to realise its potential as a visitor destination
- Look at the potential to grow the city's tourism offer
- Fundraising strategy to support capital and revenue streams
- Creation of a major city centre event - the MOTHS parade - to provide a focus for *Love Worcester* and provide innovative access to the city's most fragile collection







*The timing of the parade just after the devastating floods in Worcester played a big role in getting the city back up and running and the feedback that we obtained from both businesses and the public for the project has been superb*

*Adrian Field, Worcester BID*



# Art Gallery & Museum

The image shows a museum gallery with several glass display cases. In the foreground, a large, ornate sarcophagus with a dark, patterned surface is visible. To the left, there is a tall, dark, cylindrical vase. In the background, other museum displays and visitors are visible, creating a sense of a large, well-lit gallery space.

*The most enjoyable visit I have made to an art gallery*  
Visitor to Song of the Sea 2014

*It's great to have something like this on your doorstep*  
Visitor to Secret Egypt 2013

The **Art Gallery & Museum** continued to embed its focus on destination exhibitions: a focus on big-name artists with themes that link into the historic and contemporary art collections.

- make maximum use of the only venue in the county equipped to accept loans from national museums to give visitors the chance to experience something they would only normally encounter in a major regional or national museum
- bring visitors from a distance into Worcester for special exhibitions and associated events
- highlighting unique Worcestershire connections, giving our local audience insight and pride in their heritage and culture

#### **Over 2013-14**

*Secret Egypt* exhibition, 16,367 visitors enjoyed the chance to see a real mummy in Worcester

*Song of the Sea* exhibition, 17,000 visitors, many travelling especially to see the exhibition

*Vintage Fair* space hire, 800 visitors

*Fossil Road Show* events, 500 visitors supported by Arts Council Funding in partnership with Earth Heritage Trust

## **Art Gallery & Museum: the Future**

We shall continue to develop and deliver destination exhibitions; we are already looking forward to a focus on Stanhope Forbes in 2015 and are in very early discussions with the Art Fund and the Tate to explore the possibility of bringing an exhibition of Pop Artist Andy Warhol's work to Worcester in 2017.





# The Commandery

*We have thoroughly enjoyed our time; everyone has been very helpful, friendly and chatty.*

*Always find out something new every time we come. We love The Commandery. This has been the best event so far that we have been to here!*

In order to ensure **The Commandery** contributes effectively to the visitor economy a review has been undertaken of its event programme to see which events can provide a tourist focus and attract larger visitor numbers.

Pilot - Living History event, Love Worcester Heritage Festival:

Over a period of 3 days the Commandery became home was home to ancient Greeks, Vikings, Tudors, Stewarts as well as an army of fully equipped soldiers from Napoleonic, Zulu, Boer, First and Second World Wars.

- more than 1,000 visitors
- 22% were visitors from outside Worcester.

### **Over 2013-14**

Visitors increased by 6%

New programme of Civil War talks provided in association with the Battle of Worcester Society

Forging links with local societies and friends groups such as Worcester Re- Enactors

Almost 1,000 children participated in activities throughout the year

2,500 children enjoyed formal learning sessions

## **The Commandery: the Future**

The research carried out this year has provided a pathway for The Commandery and the reintroduction of the Civil War focus will begin during 2015. In the meantime the event programme continues to be enhanced and this August Bank Holiday Monday sees as new event highlighting The Commandery's role in the Battle of Worcester.



# Hartlebury

*What an absolutely marvellous museum you have hidden away here. We will be telling everyone to take the time and come and spend the day.*

Visitor





The County Museum at Hartlebury re-focussed the events programme at our family audience. The programme was packed with fun and informative family days as well as the ever popular craft activities during school holidays. We also worked alongside the Hartlebury Castle Preservation Trust to expand events, including a Burns Night meal with entertainment in the Great Hall, Shakespeare at the Castle in the Carriage Circle, a Big Band Night and two wedding fayres.

### **Over 2013-14**

5% increase in attendance at events and a 13% upturn in income generated on event days

Special events and exhibitions increased to 61 in 2013/14 (previously 58)

Cafe income increased 13.5% on the previous year

Our main exhibition for the year *Hoards, Handbags and Highwaymen* explored the subject of money, allowing us to display for the first time the complete Bredon Hill Coin Hoard

## **Hartlebury Castle: the Future**

2014 sees the submission of the Round 2 application to HLF for the purchase and development of Hartlebury Castle. Museums Worcestershire have been working alongside Hartlebury Castle Preservation Trust on the application and we will find out in September 2014 if Round 2 has been successful.



# Learning and Community

*I just don't know what's happening, I'm actually excited about learning!*  
Primary school visitor

### **At the Art Gallery & Museum**

- new working partnership with SEN students from Tudor Grange School
- programme for primary schools centred on the *Secret Egypt* exhibition, bringing in 11 schools over 3 weeks
- As part of the MOTHS project, the Art Gallery & Commandery worked alongside Imagineer Productions organising workshops providing families with the opportunity to make banners and head-dress for the MOTHS half term parade, including new links with Worcestershire Home Educators Group.

### **At The Commandery**

- repackaged our Tudor programme, with Tudor Music and Dance and Tudor Food for a special Tudor Christmas
- launched *Pepys, Pudding & Pox* as part of our Great Fire of London package
- received the Sandford Award 2013 for its wonderful education programme

### **At the County Museum, Hartlebury**

- WW2 'Classroom at War' is suitable for years 4+ and is always well received.
- In early May, Children's Services at Wildwood brought groups of children to Hartlebury to study the Romany caravans and participate in related practical activities

## **Museums Learning: the Future**

Developing and enhancing our learning programmes in line with developments in the new National Curriculum, launched in 2014. Our aims are to continue to offer a relevant, well resourced quality service for teachers and pupils that supports them in developing a broad and balanced curriculum.



## **Museum on the Move**

Supported by Arts Council England, MOM's vehicles exist to challenge rural isolation and social exclusion, providing access to museums' services. They visit schools, sheltered accommodation, disability groups, hospitals, community groups & events, town centres, festivals and shows.

The exhibition *The Magic of Colour* in 2013 welcomed over 5000 visitors aboard.

## **Outreach**

In partnership with St. Richard's Hospice, we have selected and lent handling material for clients to engage with in the hospice setting. The loans service has also been used by students at the University of Worcester, using them as part of their teaching practise in Worcester and Hereford Schools.

## **Skills for the Future**

Nurturing Worcestershire's Treasures is a work-based training scheme. Five graduate trainees are based with a variety of independent, local government and university based heritage institutions in and around Worcester, and gain work-based skills relevant to the heritage sector as well as Post Graduate Certificate.

## **Outreach and Community Projects: the Future**

Following successful applications to the Heritage Lottery Fund:

- Skills for the Future will facilitate seven more trainees, starting summer of 2014.
- a programme of WW1 events and projects in schools and community settings.



# Volunteering

*61 volunteers across Museums Worcestershire*

## Art Gallery & Museum

This year the city collections volunteers have cleaned, measured, weighed and catalogued medieval roof tiles from The Commandery, they have cleaned, marked and repackaged the human remains collection.

Most recently they have been working on gathering stories from the archives of the Museums Worcestershire, Worcestershire Record Office, the Worcestershire Regiment and Worcestershire Yeomanry collections for the museum's WWI exhibition in the autumn.

## The Commandery

When I come to The Commandery, I help out with the craft and activities that are going on that day. I also help when there are large groups visiting The Commandery - this can get a bit chaotic from what I've seen! But it was great chance to develop my personal skills. I really like to help out because I get to interact with people that I wouldn't normally, plus the staff are all incredible friendly and make anyone feel at home!

*Kristina Lockyer, aged 16,  
holiday activities volunteer*

## Hartlebury

Worcestershire County Museum has a dedicated team of seven workshop volunteers, who between them have expertise in various practical skills including woodworking, wheelwrighting, engineering and blacksmithing.

This year the workshop team have produced a new circular bench to replace the one which used to exist around the large lime tree near the museum entrance.

Leading the project was blacksmith and former Museum Technician, Eric Jones, but in the end it was teamwork that finally got the bench set up, painted and into position around the tree.

***Thank you to all our volunteers who do such magnificent work for the service. We appreciate their commitment, energy and enthusiasm.***



*Burton wagon and its contents*



*250-million year old plant fossil*



*Silver brush and mirror set owned by Vesta Tilley*

# Collections

56 items acquired for  
Worcester City collection

32 items acquired for  
Worcestershire County collection





# Museums Worcestershire Year in Numbers

103,072 visitors to our museums

Grants and donations £234,841

Total shop income £65,262

MOTHS reached 72,000 people via Twitter

91 significant objects and artworks borrowed from British Museum, Tate, Ashmolean and Birmingham Museum collections and 46 from private lenders