

North East Museums  
Impact Report

2023-24

# NORTHEAST MUSEUMS

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.



Part of the Scran: A History of Food & Drink in South Tyneside exhibition

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## DIRECTOR'S INTRODUCTION

**Keith Merrin**

Director, North East Museums



Whilst this report reflects on the impact of our work in 2023-24, at the time of sharing it we are entering a new exciting phase as an organisation. From 1 April 2025 it is planned that Northumberland County Council will join our partnership, and we will take on the management of Woodhorn Museum, Hexham Old Gaol and Morpeth Chantry Bagpipe Museum.

The museums in Northumberland tell an important part of North East England's story and are much-loved by local communities and visitors to the area. We're looking forward to managing these museums alongside the other nine venues we run on behalf of the local authorities of Tyneside and Newcastle University.

To better reflect our recently refreshed mission and commitments and expanded portfolio, we have introduced a new name and brand - so Tyne & Wear Archives & Museums is now North East Museums - as you can see throughout the design of this report.

Looking back over the year, we delivered an amazing range of activity to ensure impact across our five commitments - equality, wellbeing, social mobility, place and climate.

### Highlights include:

The Our Shared Stories of South Tyneside project at South Shields Museum which involved members of the local British Bangladeshi community, working with museum staff to create a wonderfully vibrant exhibition celebrating their rich history.

Hearing from local people in addiction recovery about their experience of being part of our Ceramics and Recovery programme at the Shipley Art Gallery. A great reminder of the power of art and creativity to change lives and the vital role that our museums play within our local communities.

The introduction of a new work experience programme across all our venues targeting schools with a higher-than-average percentage of students accessing Free School Meals.

The Laing Art Gallery's selection as Museum of Residence at 10 Downing Street which provided a fantastic opportunity for us to advocate for North East England.

Putting Jarrow in South Tyneside in the national spotlight, when we helped facilitate a special six-day display of John Constable's *The Cornfield*, in Jarrow's Viking (Shopping) Centre as part of the National Gallery's Visits programme.

The Woodland Walk at Stephenson Steam Railway, which will create a sanctuary for nature and wildlife and a space for learning and community programmes, received another injection of funding.

Looking to the future - we'll be sharing our new name and identity more widely and we're thrilled to be welcoming more brilliant museums into our partnership.

## CHAIR'S WELCOME

**Chris Mullin**

Chair, North East Museums

Strategic Board



In my first year as chair of the strategic board, I have been impressed by the scope and impact of North East Museums' work across Tyne and Wear. Work that will shortly be extended when we take responsibility for the management of three other museums in the region.

The year's highlights include the Uniquely North East Award at the North East Charity Awards for our work supporting local communities and heritage. We have also received recognition for our partnerships with Nexus promoting free and low-cost family days out and, for the second year running we won Best Partnership at the North East Culture Awards, this time for Ad Gefrin Museum and Whisky Distillery's sponsorship of the Lindisfarne Gospels exhibition at the Laing Art Gallery.

I am particularly pleased by the award of Museums of Sanctuary accreditation for all nine of our venues in recognition of our work with refugee and migrant communities.

My thanks to our staff and volunteers for their hard work and commitment and to our partners for their support.

# Our venues

North Sea



## Newcastle upon Tyne



Hatton Gallery



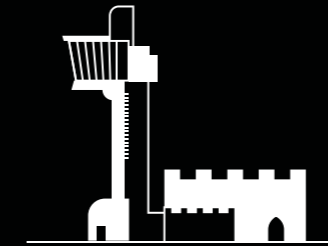
Great North Museum: Hancock



Laing Art Gallery

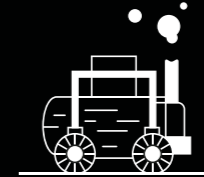


Discovery Museum  
and Tyne & Wear Archives



Segedunum Roman Fort

## North Tyneside



Stephenson  
Steam Railway



River Tyne

River Tyne

## South Tyneside



South Shields Museum  
& Art Gallery



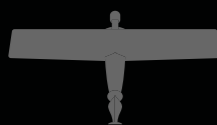
Arbeia Roman Fort,  
South Shields



## Gateshead



Shipley Art Gallery



# In 2023-24 we achieved...

# 1,003,871

visits to our website

# 10,682

community participants engaged in our wellbeing programmes



# 24,957

volunteer hours from 449 volunteers



# 108,369

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

# 778,630

visits to our venues



# 43,099

collections records updated



A young child in the Spirit of Invention exhibition at Discovery Museum



Visitors watching a demonstration at the Late Shows



The cake to celebrate Arbeia's 70th anniversary as a museum



The Myth Quest: Monsters & Mortals exhibition at the Great North Museum: Hancock

# HIGHLIGHTS

# SOUTH TYNESIDE

## Arbeia, South Shields Roman Fort

**19,326** visits

In June Arbeia celebrated its 70th anniversary as a museum (opened on 20 June 1953) with a packed programme of events across the summer.

*The Re-imagining Regina: Past & Present* exhibition explored contemporary artistic approaches to memory, memorial and ritual and Arbeia's multicultural and multinational past.

The refurbishment of the *Timequest* learning resource was completed. The archaeological excavation and post-excavation experience for children is enduringly popular with schools.

The work was funded through the Carol van Driel bequest in memory of her father, who was deeply inspired by the site.

## South Shields Museum & Art Gallery

**85,646** visits

A special six-day display of John Constable's *The Cornfield*, from the National Gallery, opened on 20 June in Jarrow's Viking (Shopping) Centre. Part of the National Gallery's bi-annual Visits programme, the artwork was visited by 2,973 people including engagement from schools, community groups and families and attracted national media coverage.

The exhibition *Scran! A History of Food & Drink In South Tyneside* explored how local and regional foods and food businesses are part of the character of South Tyneside. An important part of the development of the exhibition was working with the local Bangladeshi community to collect oral histories capturing their experiences and stories.

Working with South Tyneside Council, funding was secured from the Museum Estates and Development Fund (MEND) and work completed on improvements to air conditioning, heating and lighting systems.

*"What a brilliant find the Arbeia Fort was. Lots of notice boards explaining the grounds in fine detail, so interesting felt like we had gone back in time. Lots to see. Commanders living quarters really do bring it to life. Lots of cabinets with artifacts. So much has gone into the restoration of the fort. It's well worth a visit & entry is free but well worth a donation."*

Visitor, Arbeia, South Shields Roman Fort



South Tyneside Council

# NEWCASTLE

## Discovery Museum

190,192 visits

Discovery Museum's exhibitions celebrated the museum's themes of industrial heritage and invention, including *The Congruence Engine*, a touring exhibit from Science Museum Group, *Powering the Past*, which explored power generation, and *Spirit of Invention* in partnership with The National Archives, which featured a range of creative designs and inventions.

The *Steam to Green* project was launched to businesses, academics and policy makers with a view to collecting artefacts, raising awareness and securing funds for an exhibition and events programme for 2024-2026.

## Laing Art Gallery

143,506 visits

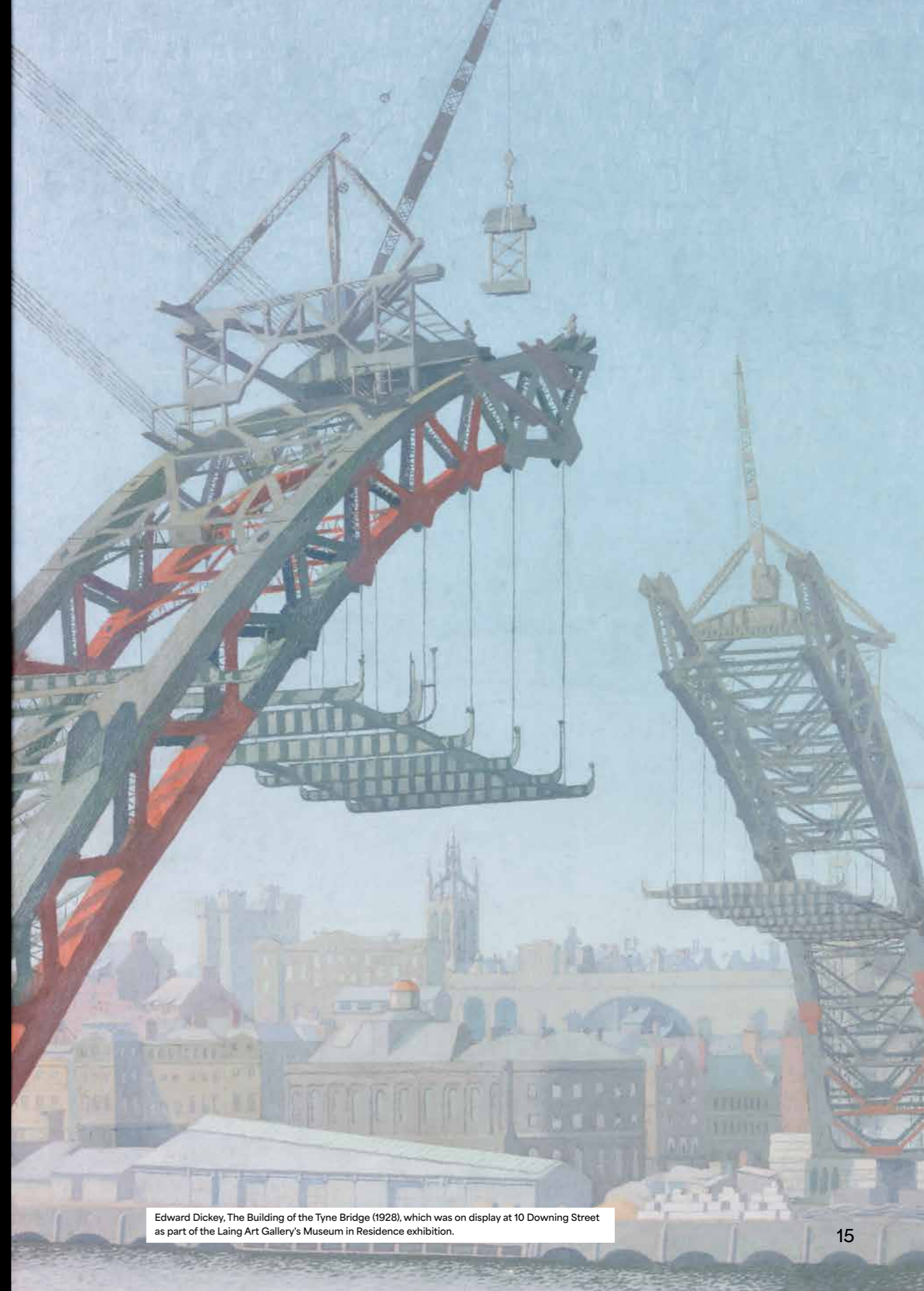
It was an exciting year for the Laing after being selected by the Government Art Collection as their *Museum in Residence at 10 Downing Street*. Nine artworks from the Laing collection were displayed in 10 Downing Street's corridor leading from the famous black door through to the Cabinet Room to be seen by an estimated 96,000 visitors including world leaders and high-profile guests attending events in the building.

There were two major exhibitions back in the Gallery. *Essence of Nature: Pre-Raphaelites to British Impressionists*, curated in-house, traced radically different approaches to depicting the natural world, from Pre-Raphaelite, Rural Naturalist and British Impressionist schools. *Yevonde: Life and Colour*, organised by the National Portrait Gallery, showcased the ground-breaking work of 20th century British photographer Yevonde Middleton and featured over 150 works.

*"Caught the magical Yevonde exhibition on its Newcastle stop - so much courage, humour and sheer technical achievement in the two big rooms: far, far more than 'just' fashion in colour. Enthralling: congratulations to everyone who contributed."*

Visitor to Yevonde: Life in Colour

Newcastle  
City Council



Edward Dickey, *The Building of the Tyne Bridge (1928)*, which was on display at 10 Downing Street as part of the Laing Art Gallery's *Museum in Residence* exhibition.



# NEWCASTLE UNIVERSITY

## Great North Museum: Hancock

**245,800** visits  
over 12 months

The museum opened the year with **Myth Quest: Monsters & Mortals**, an immersive exhibition combining storytelling and live-action gaming, conceived and curated by the museum team. It was sponsored by Gateshead-based games developer, Coatsink. The exhibition attracted 130,326 visits in its five-month run.

The **Great North Nights** late events, delivered in partnership with academics from Newcastle University, grew in popularity. **Insight & Ink** on 28 April focused on mythology, archaeology, and philosophy. Tattoo artist Fade-Meraki presented her research, visitors designed tattoo flash sheets and discussed Greek myths. **Afterlife Afterhours** on 20 October explored the timeless theme of death and the afterlife through music, performances, and learning opportunities. **Festive Folklore & Magical Musings** on 8 December included jazz, talks and experiments, crafting and ghost stories, folk tales, cocktails and pizza.

## Hatton Gallery

**20,370** visits  
over 12 months

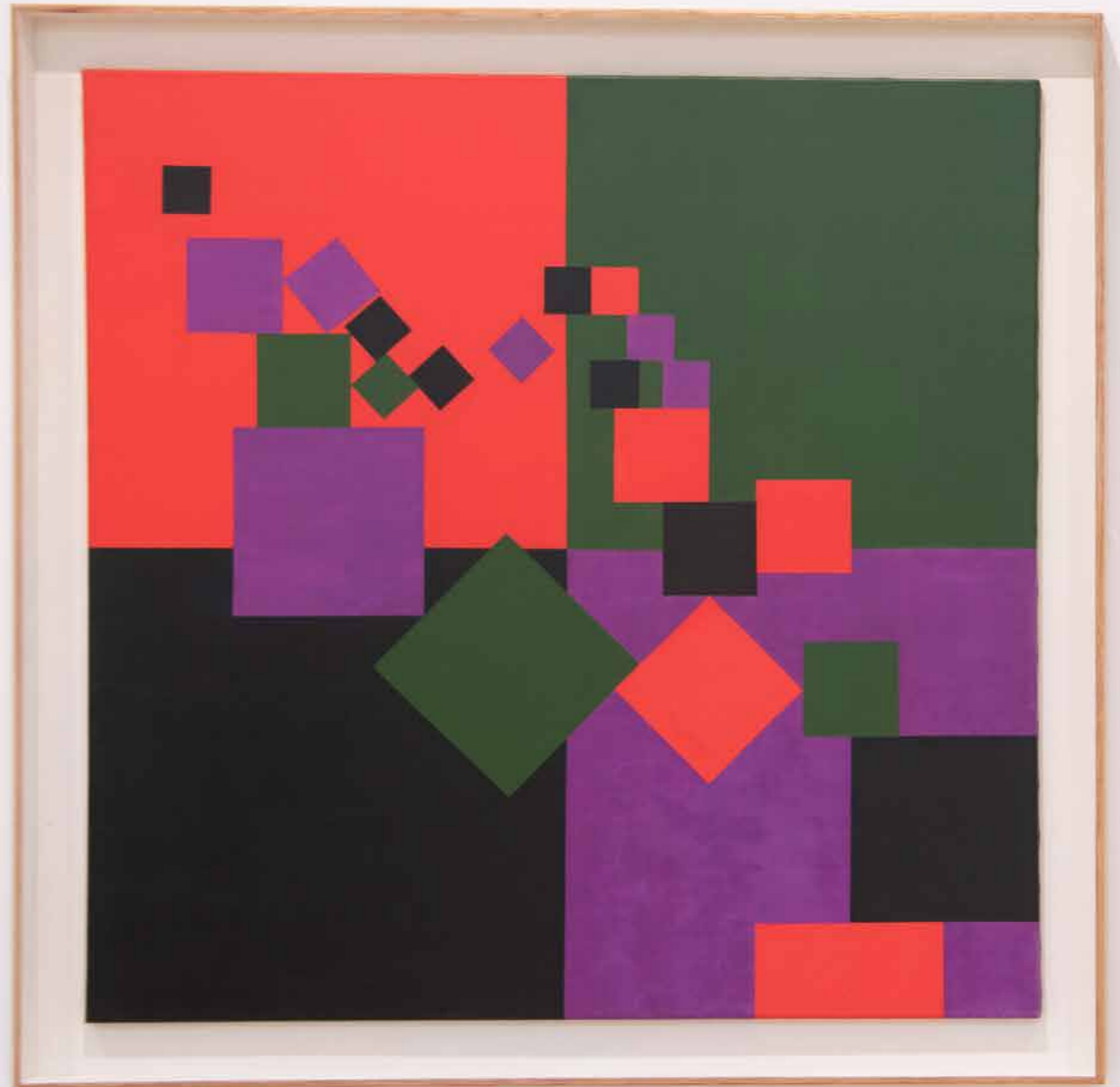
The Hatton delivered a packed exhibition programme. **Wilhelmina Barns-Graham: Paths to Abstraction**, in collaboration with the Wilhelmina Barns-Graham Trust, charted the first half of the career of the celebrated Scottish artist. **Works on Paper** featured drawings, watercolours and prints from the Hatton and Laing Art Gallery collections. **The BA Fine Art Degree Show** and **Counterpart: Newcastle University Master of Fine Art Degree Show 2023** showcased the work of Newcastle University Fine Art students.

**Matt Rugg: Connecting Form**, curated by Dr Harriet Sutcliffe in collaboration with Gallery staff, was the first major retrospective of the work of the British abstract artist and teacher. **ARTIST ROOMS: Vija Celmins** featured the Latvian American artist's exquisitely intricate drawings and prints. **Katie Cuddon: A is for Alma** explored the union between mother and child and the emerging dialogue between them. **About suffering, they were never wrong** was led by the MA Curating Art course at Newcastle University and paired historic works from the Hatton with works by contemporary artists.

*"A really beautifully presented exhibition and so great to see an overlooked female painter so gorgeously celebrated. Thank you."*

Visitor to Wilhelmina Barns-Graham: Paths to Abstraction

 Newcastle  
University



# NORTH TYNESIDE

## Segedunum Roman Fort

**31,355** visits  
over 12 months

Segedunum's main exhibition for 2023-24 was ***To the Roar of the Crowd*** (8 April 2023 - 29 October 2023). Featuring artefacts depicting scenes of Gladiator fights and chariot-races, it examined different types of gladiators, their weapons and equipment, the experiences of charioteers, and the rituals of arena and circus.

Segedunum celebrated the 20th anniversary of the ***Hadrian's Wall Path National Trail*** (which starts at the fort site) with a weekend of Living History re-enactments. The railings around the museum were decorated with colourful, Roman-themed knitted bunting, made by members of the local community.

## Stephenson Steam Railway

**21,999** visits  
over 12 months

Developments began to accommodate the display of the first of a fleet of trains built for Tyne and Wear Metro (**Metro Car 4001**) which was trialled at the Stephenson Steam Railway site when it was the Metro Test Centre.

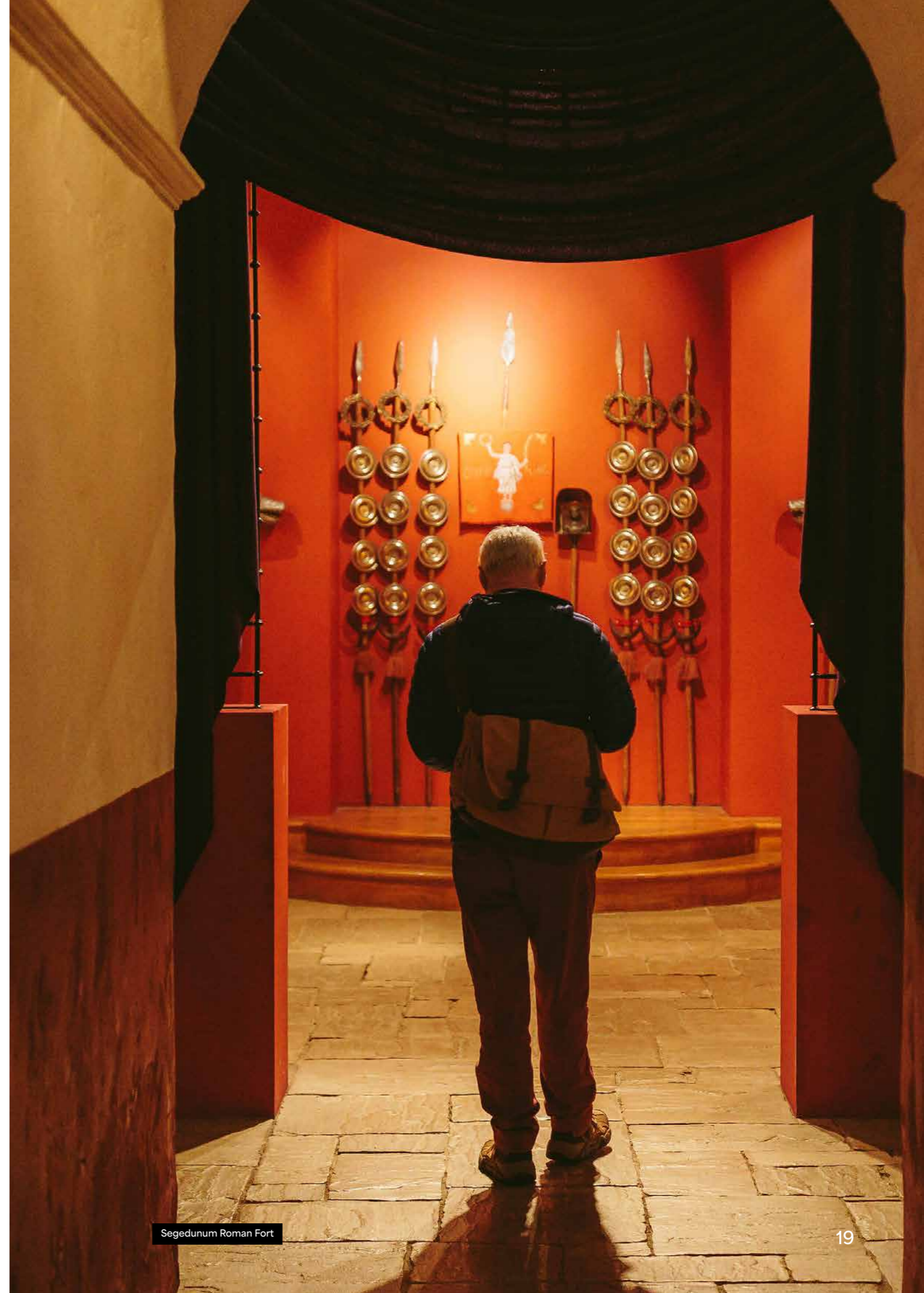
The development of the ***Woodland Walk*** (funded by the National Lottery Heritage Fund) continued, including volunteers planting 420 native species of trees and consultation with communities. A crowdfunding initiative through the Aviva 'Save Our Wild Isles' Community Fund raised a further £7,133.17 to build a wildlife pond, plant a wildflower meadow, and create bug hotels, a learning shed and provide objects to enhance the sensory walk.

Events included **Bioblitz** activities in partnership with ERIC North East and the Natural History Society of Northumbria, and a **1940s weekend and Steam Gala** organised by the North Tyneside Steam Railway Association. The ever-popular Christmas Elf Express train experience also sold out and received excellent reviews.

The North Tyneside Steam Railway Association volunteers restored a coal hopper with the new youth group, which now sits outside the main entrance to raise awareness of the railway to traffic passing by.

*"Staff were incredibly helpful - went out of their way to furnish us with maps and guidance and we picked up the Hadrian's Wall passports also - super helpful team working here and we were grateful for their energy and support. Museum super good too."*

Visitor, Segedunum Roman Fort





A performance during the Late Shows at the Shipley Art Gallery

# GATESHEAD

Shipley Art Gallery

**20,436** visits  
over 12 months



Exhibitions and displays included: *Dry Run 2023*, the annual pop-up exhibition by University of Sunderland's BA (Hons) Glass and Ceramics students; *Makers in Clay: British Studio Pottery*, a new display featuring items from the Shipley's outstanding ceramics collection; and the 75th edition of the *Gateshead Art Society Annual Exhibition 2023*, highlighting art created by the society's members.

The Shipley's popular events programme continued with the Family Arts Festival during school holidays, artist-led workshops for adults throughout the year and very successful spring and Christmas craft markets.

## Tyne & Wear Archives

On 7 July Tyne & Wear Archives held a celebration event to mark the renewal of its accredited status - only 6% of archives in the country have achieved this status. The event was attended by Lucy Fletcher, Director for Public Records, Access and Government Services at The National Archives, who presented the new Accreditation certificate.

*Unlocking North East Jewish Heritage*, a new platform showcasing the collections of the Jewish communities of the North East, was launched. Over 21,000 images were generated as a result of digitising Tyne & Wear Archives' Jewish collections.

## Digital

Award winning artist, Lizzie Lovejoy (Visual Artist of the Year, North East Culture Awards 2023), worked with pupils at XP School to explore the North East's relationship with energy production and climate crisis using Tyne & Wear Archives' Flickr account as a source for discussion. They co-produced a blog series, **Activate, Innovate, Change**, in which Lizzie and pupils talk about how the use of this digital platform can support creative engagement with activism, and high-quality intergenerational conversations. The blog series is designed to support young people, and those who work with them, to take part in climate activism through digital engagement.



Collecting the award for Best Partnership at the North East Culture Awards

## Awards

We were recognised with several awards including winning the Uniquely North East Award at the North East Charity Awards for supporting local communities and heritage.

We won Best Partnership at the North East Culture Awards for our partnership with Ad Gefrin Museum & Whisky Distillery as headline sponsors of the Lindisfarne Gospels exhibition at the Laing Art Gallery. Hadrian's Wall 1900 Festival, which involved our three venues with Roman collections, also won Best Event.

We were shortlisted for Partnership of the Year at the national Museums & Heritage Awards for our partnership with Nexus promoting great value family days out.



The steering group for the Sharing Stories project at South Shields Museum & Art Gallery

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

# EQUALITY



# Equality

## Sharing diverse stories

We have worked with our communities across our venues and programmes to ensure their stories are represented.

The ***Our Shared Stories of South Tyneside*** project, funded by the Esmée Fairbairn Foundation, involved community-led research by a steering group of South Tyneside residents with diverse heritage, particularly from the Bangladeshi community. One outcome of the research will be an exhibition in summer 2024, and we will also be collecting items to add to the museum collection.

Autism in Mind (AIM) South Tyneside, a pre- and post-diagnostic service for autistic adults, produced an exhibition at South Shields Museum & Art Gallery using the starting point of a physical mask to explore the emotional and habitual 'masks' that individuals with autism often present to people around them. The exhibition presented a powerful message and a route to deeper understanding of the impact of autism.

We held events to mark ***Black History Month*** at both the Hatton Gallery and Discovery Museum. Interns from Newcastle University Students' Union worked with practitioner Precious Oluleye to lead an art workshop at Hatton Gallery and Discovery Museum worked with the North East African Community Association to deliver its annual event.

Tyne & Wear Archives ran a programme of events to mark ***Holocaust Memorial Day***, including an online public lecture by Dr Rebecca Clifford from the University of Durham, a college group visit, and a showcase event and tour for the public.

Tyne & Wear Archives worked with members of the Jewish community and Newcastle Libraries to preserve and celebrate the rich history of the Jewish community and increase access to records and archival collections. This work has been achieved via two Jewish heritage partnerships projects - the ***Lahav Jewish Heritage Project*** and ***Unlocking North East Jewish Heritage***.



A sensory story in action for the Cornfield display at the Viking Shopping Centre, Jarrow

## Improving access

As part of John Constable's ***The Cornfield*** being displayed in Jarrow's Viking Centre (on loan from the National Gallery) we delivered sensory workshops for schools and groups with Profound Multiple Learning Disabilities (PMLD) and Special Educational Needs and Disabilities (SEND). We also created Sensory Journeys, a digital sensory exploration of the Constable painting, featuring items from the museum collection, activities, a poem and sounds.

Also, in South Tyneside we worked with partner organisations WHIST (Women's Health In South Tyneside), Hospitality and Hope and the South Tyneside Library Service to run sessions in the museum and community settings exploring food and food poverty, inspired by the Scran! exhibition at South Shields Museum & Art Gallery.

South Shields Museum & Art Gallery delivered an Art After-School club to support families by providing a warm, welcoming space, a free activity and a healthy snack. Most families were from a Bengali background, and some of the children were encouraged to join to help reduce their anxieties about visiting an unfamiliar place.

The Shipley Art Gallery worked with Community Voice, a project led by local organisations Bliss=Ability, Your Voice Counts, and Vision & Hearing, to support isolated people with learning disabilities, neurodivergence, and sight and sound impairments to access opportunities, including visits to art galleries and creative activities.

### Museums of Sanctuary

We were awarded Museums of Sanctuary accreditation for all nine of our venues, in recognition that we provide a safe and welcoming space for everyone seeking sanctuary and that we are committed to representing the diversity of our communities in our venues and programmes.

Our **Multaka North East** programme, supporting refugees and asylum seekers, recruited new members and they developed resources to support new arrivals to the area including Instagram posts in dual languages and short films exploring collections at the Great North Museum: Hancock.

The Multaka group hosted an event at the Great North Museum: Hancock for Refugee Week where they showed audience members their favourite aspects of the museum and talked about smells made to make perfumes in the past. **Refugee Week** events were also held at other venues including the Hatton Gallery, which holds weekly art activities for refugees and asylum seekers.

Informal English skills sessions for refugees and asylum seekers, led by the Multaka group and supported by the Comfrey project, were held at the Shipley Art Gallery. The sessions were focused on local history and the collections at the Gallery.

The Multaka group also worked in partnership with Walking With, a charity supporting refugees and people seeking asylum in North Tyneside, to organise visits to Segedunum Roman Fort.

Training was delivered to most staff to provide an insight into the lives of asylum seekers and refugees on Tyneside and help us support people with refugee backgrounds as well as tackling prejudice and racism in the region. The training was delivered by the West End Refugee Service.

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

# WELLBEING



## Wellbeing



A participant on the Platinum programme on a tour of Segedunum Roman Fort

**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 2023-24 10,682 community participants visited our venues or engaged with our adult community wellbeing programmes.**

### The Platinum programme for over 55s

The Platinum programme focuses on working 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 worked with Karbon Homes to bring some of their older residents on trips to our venues and other cultural venues including the Lit & Phil and Farrell Centre.

We attended a memory café and used food and drink related handling objects to support a project about hydration care and nutritional support for people living with Dementia, in partnership with Search Newcastle, a charity for older people. We also delivered regular guided tours and monthly meetings across our venues for Search Newcastle's clients.

The Creative Age Dementia group, organised by Equal Arts, held weekly art sessions at the Hatton Gallery and visited the Hatton Archive to view posters and catalogues from the collection for artistic inspiration.

Participants from Helix Arts' Falling On Your Feet group met weekly at Segedunum Roman Fort. The programme offers people aged 65+ the chance to work with professional artists to create dance together and express stories through movement, while developing strength and flexibility and making new friends.

Regular sessions exploring how sounds and songs can stimulate memories continued with Age UK North Tyneside's Dementia support group. We also attended their Dementia café at Morrisons supermarket in Preston Grange, providing museum handling objects and activities.

We continued to deliver history workshops with Age Concern Tyneside South for their clients on topics including chocolate, Anglo Saxons and Romans.

For Dementia Action week in May, we provided a stall showcasing museum handling objects at Gateshead Admiral Nurses' Dementia information event at the Shipley Art Gallery.

We held regular Slow Museums sessions at our venues, providing a welcoming environment for anyone with a disability or who needs more time to visit museums and galleries.



### The Wellbeing programme for promoting positive mental health recovery and general wellbeing

The Wellbeing programme supports adults in mental health recovery with a variety of needs, from those in clinical settings, to connecting with people through community support services.

We deliver an ongoing programme with Cumbria, Northumberland, Tyne and Wear (CNTW) NHS Foundation Trust at their St. Nicholas Hospital site. We worked with adult males on the Bede Secure Ward and both male and female adults on the Willow View ward, supporting the patients to co-create museum handling boxes to be used on the wards.

At Elm House (CNTW) in Gateshead, we delivered a heritage programme every Wednesday afternoon. Elm House is a community based, mixed ward for adults in rehabilitation and recovery. Between March and June, patients worked with Artist Rob Hutchinson to create a mural on the garden wall.

We supported a Crisis (The Homeless Charity) volunteering group to develop skills in grounds maintenance and horticulture by helping to care for the museum site at Segedunum Roman Fort.

### The Recovery programme for people in addiction recovery and /or people working with the Criminal Justice System

The Recovery programme works with addiction support services to provide activities and resources to aid people in their recovery journey.

We received funding from Gateshead Mental Health Transformation to work with Recovery Connections, a Gateshead based organisation who support people in addiction recovery, and Bensham Grove pottery at the Shipley Art Gallery on a year-long Recovery and Ceramics programme. It was an opportunity for people to learn creative skills in ceramics, find out about the Shipley ceramic collection and to be involved in the development of the new ceramic exhibition at the Gallery.

In September the Shipley Art Gallery hosted a Recovery Awareness event with seven other Gateshead based Recovery organisations. The event offered creative activities, information and guidance.

A Recovery Connections group continue to meet at the Shipley Art Gallery every week to explore different creative activities based on the collection. We also continue to work with Oaktrees Addiction Service, collaborating on weekly creative and heritage sessions, including supporting employability skills.

### The Network programme for community development in targeted locations and supporting people to access our museums.

We delivered **Museum Socials** across our venues and the new **Meet @ The Laing** sessions each month for people at risk of social isolation, as part of our Warm Welcome offer. The events have a strong social element and are aimed at making people feel welcome and comfortable in our venues, as well as giving the opportunity to get creative.

We supported the Ocean Road Mela, working with a large cohort of community organisations including Ocean Road Community Centre, Bangladeshi Welfare Association, The Customs House and CREST.

We worked with communities focusing on the universal topic of 'food', inspired by the **Scran! A History of Food & Drink In South Tyneside** exhibition. This included recording oral histories with five people of Bangladeshi heritage, including restaurant owners and community workers. The oral histories featured in the exhibition and will be accessioned into the collection. We also worked with community groups in Hebburn, Boldon and Jarrow, holding sessions on themes of food and food poverty.

Working with Housing 21 at Linskill Court in North Shields, we helped establish a monthly Heritage Group and supported staff and residents to gain the skills and confidence to run the group independently.

### 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.

During Creativity and Wellbeing Week we held a training event at Discovery Museum for health and social care staff from across the region, to help them use museum resources in their workplace.

As part of our ongoing partnership with Northumbria University we hosted a multi-disciplinary placement for Occupational Health and Physiotherapy students. The students focused on the links between health, wellbeing and creativity.



Community participants in the Scran! exhibition at South Shields Museum & Art Gallery



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

# SOCIAL MOBILITY



A child exploring activities at the Great North Museum: Hancock

A volunteer for the Late Shows



Young volunteers at Stephenson Steam Railway



## Social mobility

### Volunteering

In 2023-24, volunteers contributed 24,957 hours to support our museums through research, caring for collections, and helping with learning activities and events.

We partnered with Groundwork South and North Tyneside to deliver a volunteering day for 38 volunteers from Sage to help with the **Woodland Walk** project. The volunteers helped to clear the site of weeds and cut back vegetation ahead of the development of the sensory and sculpture display areas of the walk.

33 volunteers supported **The Late Shows** this year and feedback from both the volunteers and the venues they were stationed at was very positive.

We introduced a new work experience programme across all our venues, targeting schools with a higher-than-average percentage of students accessing Free School Meals. Students attend in cohorts across the year and feedback has been very encouraging.

We entered the second and final year of the **Volunteer Here** programme, in partnership with Newcastle Gateshead Cultural Venues and supported by the Arts Council England Volunteer Futures fund.

At the start of the year, we surpassed the project target to recruit 650 volunteers who are underrepresented in our workforces/audiences and who face barriers to participation.

North East Museums and Live Theatre both provided volunteering placements for Disabled people. They presented case studies about the placements at the Percy Hedley Foundation's Nurturing Diversity event on 27 September.

### Inspiring Children & Young People

**In 2023-24, 108,369 children and young people took part in activities and visits.**

*"Thank you once again for a lovely workshop. The children really enjoyed themselves and the work they produced was great!"*

Teacher, after a visit to the Shipley Art Gallery

A young visitor at one of our Toddler Takeover events

### Learning programme highlights

**Arbeia, South Shields Roman Fort** worked with year 10 and 11 students from Kenton School to support alternative provision. The students took part in the newly refurbished Timequest activity as well as a bespoke printmaking session using the museum collection for inspiration.

**Discovery Museum** successfully piloted a new Women in Science workshop with two classes from Cragside Primary. Science Works activities for KS2, KS3 and Home Educated groups included Solids, Liquids and Gases sessions and Science shows from Professor Pumpernickel. Discovery Museum also started the 'Science in Your World' science capital project with the Science Museum Group.

The Wild Escape project at the **Great North Museum: Hancock**, led by artist Jane Lee McCracken and supported by Art Fund, engaged six local Primary schools in art and habitat-related activities. Art created by Esh Winning Primary School students was displayed in Kings Cross station, London. An event on Earth Day marked the end of the project, including showcasing children's artwork, encouraging participation in a collective artwork, and storytelling sessions connecting art, nature, and community to foster a deeper appreciation for the environment.

Secondary schools participated in a 'Sense of Place', a special project between the **Hatton Gallery**, the Robinson Library Special Collections team at Newcastle University and The Sill. Pupils from local schools visited The Sill Centre, walked along Hadrian's Wall, looked at material from the library and took part in a sensory 'walk and draw' session at the Hatton, culminating in making fused glass artworks.

The **Laing Art Gallery's** national partnership project 'Schools Linking', which pairs classes from schools in different parts of the region, engaged thousands of children from diverse backgrounds between April and July. With a mix of in-school assemblies, on-site gallery games and art activities, the Laing provided opportunities for children to forge new friendships and create work that focuses on storytelling and imagination.

A Home Educators' Day was held at **Segedunum Roman Fort** on 21 July in partnership with the Great North Museum: Hancock to promote the Hadrian's Wall on Tyneside offer. Children took part in a range of activities exploring the site and collections. It was a great success attracting Wallsend parents who had never visited before or hadn't visited in a while.

**The Shipley Art Gallery** was selected to take part in the V&A's Design Lab Nation Project, a national initiative that explores new ways of engaging secondary schools with design. The project included working with a local textile artist to deliver workshops using the Shipley's Sowerby glass collection as inspiration. Pupils and teachers from the participating schools also had the opportunity to visit the V&A in London.

Using **South Shields Museum & Art Gallery's** art collections as inspiration, the team supported Harton Primary School with its First Lego League's engineering programme. The children were tasked with devising a solution to a problem posed by the Institute for Engineering and Technology and this year's theme was 'Masterpiece'.

**Stephenson Steam Railway** worked in partnership with local schools and ERIC North East to inform the development of the Woodland Walk. A new workshop was introduced, including a creative enquiry activity exploring the natural and industrial heritage of the site, and producing artworks which will be incorporated into a sensory area of the Woodland Walk.



A child enjoying a family activity

## Teacher CPD

The **Great North Museum: Hancock** team provided CPD for teachers in partnership with the Natural History Museum. They also delivered sessions for the Real World Science Leadership Programme and supported biology practical sessions and museum learning introductions at local universities.

The **Laing Art Gallery** team continues to host the Primary Art Teacher and Educators Network (PATERN), bringing local primary teachers and educators together to promote the learning offer at the Gallery and support primary school art co-ordinators with delivering a dynamic visual arts curriculum back in the classroom.

We promoted our Hadrian's Wall on Tyneside learning offer across **Arbeia, South Shields Roman Fort, Segedunum Roman Fort** and the **Great North Museum: Hancock** in partnership with Newcastle University's 'Classics for All' programme via a Primary Teacher CPD event at Segedunum in November. The event aimed to enhance teachers' skills and confidence in using the Hadrian's Wall UNESCO World Heritage sites and Roman collections in Tyneside.

The **Shingley Art Gallery** hosted the North East Art Teacher and Educators Network (NEATEN), bringing 30 local secondary Art and Design teachers and educators to the Gallery. This was an opportunity to promote the learning offer at the Gallery and support local teachers.

Trainee Teachers from Northumbria University's Art, Craft and Design Partnership visited the Shingley to look at the handling collection and find out how the Gallery engages with children and young people, before being set a live brief to create a lesson plan.

## Young people

**Discovery Museum** worked with a group of eight young people through Digital Voice for Communities to create a short promotional film for the museum. The Museum also supported two careers fairs - the My Future, My choice event at St James Park and another at Easington Academy - engaging over 1000 young people and delivered its own careers fair with over 20 employers exhibiting.

Nineteen participants joined the **Laing Art Gallery** and **Hatton Gallery's** young people's group L-INK this year. The first theme the group explored was 'identity', using the Laing's portraiture collections and the Yevonde: Life in Colour exhibition as inspiration to create large scale paintings in which they immersed and photographed themselves.

The L-INK group also used the ARTIST ROOMS: Vija Celmins exhibition at the Hatton Gallery to consider how identities are adapted through time and experience. They explored these themes in depth, working with Allenheads Contemporary Arts as part of an Astronomical Residency programme at the North Pennines Observatory. The residency included creative workshops, artist talks and presentations focusing on the ways in which artists have been inspired by the vastness of the universe.

## Under 5s

The **Laing Art Gallery's** Little Artists programme continued to prove so popular that session sizes were increased by 50%. The Laing also introduced Tiny Artists for 0-2 year olds and their carers, including sensory exploration, play, and stories linked to the Gallery collections.

**The Shipley Art Gallery** held weekly Crafty Kids sessions for under 5s with activities linked to the collection including songs, stories and crafting.

An Under 5s Fun Day was held at the Shipley Art Gallery in August to promote the under 5 offers at Discovery Museum, Great North Museum: Hancock, Laing Art Gallery and Gateshead Libraries. The event was very popular and demonstrated the demand for bespoke activities for this audience.

As part of British Science Week, **Discovery Museum** delivered its third Toddler Takeover. There was a wide range of STEM activities which engaged over 350 under 5s and their carers.

**The Great North Museum: Hancock** welcomed 84 toddlers and 80 adults to its Toddler Takeover in December, and 64 babies and 73 adults to its Baby Takeover in January.

Discovery Museum and the Great North Museum: Hancock worked together to deliver sessions for under 5s to develop their 'school readiness' - this was funded by NESTA/Art Fund.

## 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.

Many of our venues also delivered Holiday Activity and Food programmes in partnership with local authorities and other providers for children from low income families who would otherwise miss out on out-of-school activities.

## Regional learning

Our North East Combined Authority-funded programme, **Cultural Match**, paired Early Career Teachers from twelve schools with a cultural venue to address a key need for pupils. An event in July brought pupils from the diverse range of schools together at Discovery Museum to celebrate their achievements.

We continue to deliver **CreatED**, subject-specific online CPD sessions linked to our collections, for primary school teachers. The events are also recorded and added to our online resource hub accompanied by guidance notes and resources.

**The North East Cultural Learning Fund**, managed on our behalf by the Community Foundation, was hugely oversubscribed this year, attracting 43 applications. Four organisations were awarded £2,000 each for partnership working between schools or community organisations and cultural organisations or freelance artists. 11 applications were also supported by other funds held by the Community Foundation.

We are working with the North East and North Cumbria Child Health and Wellbeing Network to deliver the **Chris Drinkwater Creative Health in Primary Schools Awards** over the next three years. Awards celebrate primary schools who have worked in partnership with cultural organisations or artists on projects focused on health and wellbeing outcomes. Winning and highly commended schools receive a financial prize to enable continuation of the work.

Our annual **LCEPs North East** event took place on 12 March. This event brings together members from all eight of the region's Local Cultural Education Partnerships (LCEPs) to share progress from the past year and make joint plans for the future. At the request of our LCEPs, this year's session looked at the current funding landscape, opportunities to partner with universities, and best practice case studies from Newcastle and Tees Valley LCEPs.



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

# PLACE



## Place

In 2023-24 we put a spotlight on North East England with must-see exhibitions and events that celebrated the culture and heritage of our region.

22,210

visits to 48 Newcastle and Gateshead venues for The Late Shows

130,326

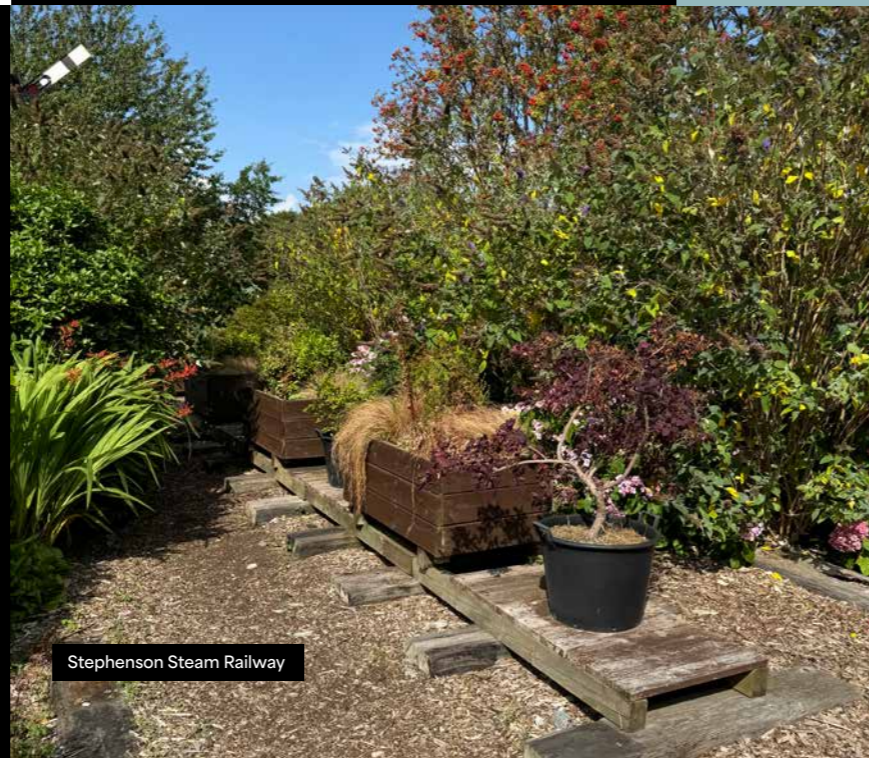
visits to Myth Quest: Monsters & Mortals at the Great North Museum: Hancock

96,000

visits to 10 Downing Street during the 'Museum in Residence' exhibition

£20 m

economic impact of visitors to the local economy



Stephenson Steam Railway

### Must-see events

For *The Late Shows* 2023 we brought 48 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 22,000 visits and received brilliant feedback from visitors, volunteers and venues.

On 30 January 2024 we held a special event at 10 Downing Street in partnership with DCMS and the Government Art Collection to celebrate the Laing Art Gallery's year as *Museum in Residence at 10 Downing Street*. The exhibition was an opportunity to promote North East England to world leaders and high-profile guests attending meetings and events in the building.

A special six-day display of *John Constable's The Cornfield*, from the National Gallery, in Jarrow's Viking (Shopping) Centre attracted national media attention and engaged 2,973 people who might not traditionally visit an art gallery.

*Myth Quest: Monsters & Mortals* at the Great North Museum: Hancock was the first time any of our venues had created an adventure-style exhibition combining live-action gaming and storytelling. It was very popular and attracted 130,326 visits in its five-month run.

### 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 made progress, including:

Work continued with North Tyneside Council to develop plans for the Segedunum transformation project. The vision includes the restoration of the bath house, a new tower panorama presentation, new galleries, enhanced interpretation of the archaeological site, and an attractive standalone café.

We also began maintenance work at Segedunum Roman Fort funded by Arts Council England's Museum Estates and Development Fund (MEND) and received further MEND funding for South Shields Museum & Art Gallery and Discovery Museum.

South Shields Museum & Art Gallery received £540,000 MEND funding and work was completed on improvements to air conditioning, heating and lighting systems.

Discovery Museum was awarded £3,079,042 from MEND in February 2024 for works to the roof over the magnificent Great Hall which will begin in the coming year.



A volute-krater (bowl for mixing wine and water) which featured in the Voicing Objects exhibition at the Great North Museum: Hancock.

### A catalyst for research

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:

Two Collaborative PhD students worked with **Tyne & Wear Archives**. The first, with Durham University, explored the growth and decline of North East Jewish communities from 1881-2000. The second, with Northumbria University, explored the Bewick-Beilby Enterprise and Newcastle print history.

MA Creative Writing Students from Newcastle University were given a tour of the **Wilhemina Barns-Graham** exhibition at **Hatton Gallery** and wrote poems and prose inspired by her life and works. The Newcastle Centre for Literary arts published a pamphlet of the students' poetry as part of the Newcastle Poetry Festival. Hatton Gallery worked in partnership with the Robinson Library Special Collections Education Team to deliver anatomy sessions to 12 Medical students from Newcastle University. The students looked at anatomical illustrations from the Robinson Library Special Collections department and then learned how to create anatomical illustrations in close-up, using watercolour.

A rare 2,500-year-old carved Etruscan egg from the Shefton Collection at the **Great North Museum: Hancock** underwent analysis at the Diamond Light Source, the UK's national synchrotron - a giant microscope. The synchrotron radiation analysis aimed to determine if ancient paint pigments were preserved on the egg. Initial results were promising, revealing traces of iron, copper, and arsenic, indicating the presence of original pigments.

The **Voicing Objects** spotlight exhibition, created in collaboration between Dr Sally Waite (Newcastle University), Dr Olivia Turner (Newcastle University / artist) and Leah Wild (Cambridge University), opened at the Great North Museum: Hancock. The exhibition presented a new moving image artwork by Olivia Turner in response to selected clay artefacts from the Shefton Collection of Greek Archaeology. The objects related to the lives of women in the ancient world, bringing voice to historically marginalised stories.



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

# CLIMATE





**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; and implementing measures to reduce our carbon footprint.**

**Raising awareness**

We have approached a number of North East businesses in the renewable energy sector to feature in the Steam to Green exhibition at Discovery Museum. The exhibition, which is being developed in partnership with Newcastle University, will tell the story of North East England’s role in the UK’s energy story, from the industrial revolution to the present day.

All our staff received Net Zero training in Autumn 2023. This enabled staff to understand the basics of climate change science, what Net Zero means and the challenges it poses, and the benefits that delivering Net Zero will bring. It also required all staff to complete a pledge to do at least one thing to reduce their impact on the environment.

We encourage our staff and visitors to walk, cycle or use public transport to travel to our venues rather than driving, to reduce their own carbon footprint and collectively to make a significant impact to reducing carbon emissions.

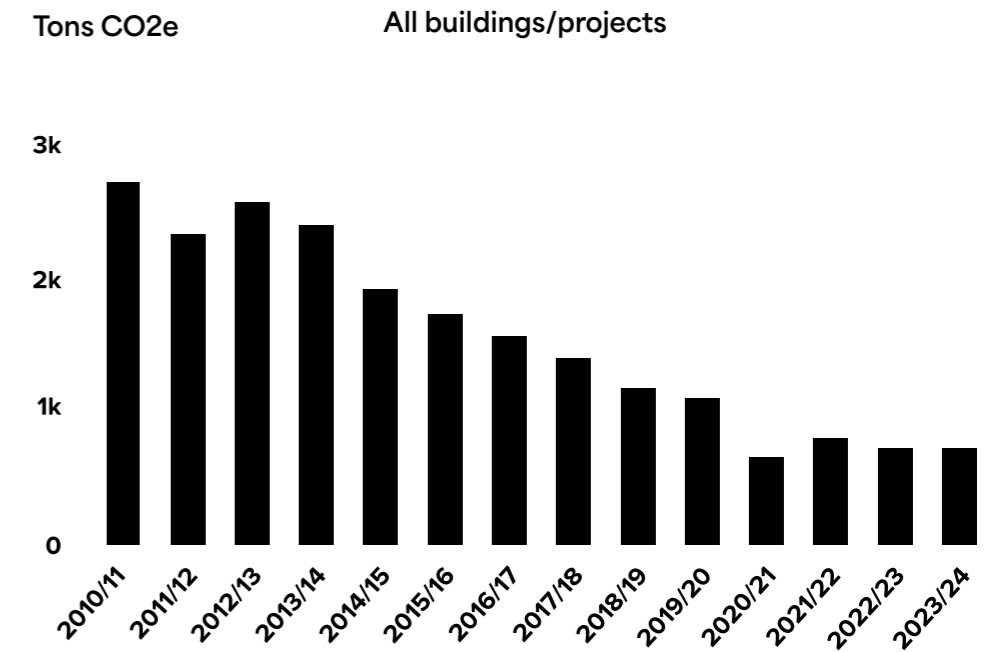
We have a partnership with Tyne and Wear Metro which encourages families to use the Metro to visit our venues for a good value day out.

**Understanding our impact**

We continue to implement changes to ensure a downward trend in our energy use.

We established base-line data for both 'waste' and 'audience travel' Co2e emissions for the first time in 2023-2024 and will look to monitor and reduce our impact in these areas moving forward.

In addition, we have also been collecting and analysing data around emissions generated in the production of our Steam to Green exhibition to inform decision-making around future exhibition production decisions.



Energy emissions at our museums and galleries 2010-2023.



Guillemot on the Farne Islands recorded by ERIC North East

### Making changes

The **Woodland Walk** at Stephenson Steam Railway is well underway with 420 native species of trees planted so far. It will transform two acres of unused scrub land into a nature sanctuary where flora, fauna and wildlife can thrive. It is possible thanks to funding from the National Lottery Heritage Fund.

The **Herb Garden** at Arbeia, South Shields Roman Fort, was given a new lease of life. New raised beds were created, and the garden volunteer group is working with schools, particularly Hadrian Primary, on the planting and care of the garden.

Energy panels and new light emitting diode (LED) lighting was installed at South Shields Museum & Art Gallery.

We are currently developing more advanced classroom Carbon Literacy training for staff working in key roles, and we have also appointed leads to our seven priority areas of environmental work, to help us drive further improvements in these areas in the future.

### 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 almost 4.7 million species records for the region.

ERIC North East has supported local and national government bodies with data services and serviced more than 1,400 requests to inform planning development. We are currently working on a two-year project to improve the Ancient Woodland Inventory, in partnership with Natural England and Woodland Trust. We have secured funding from local authorities in the region to help with the creation of four Local Nature Recovery Strategies covering the area, providing specialist mapping and data support. We also held a Nature Recovery Strategies Conference in March 2024.

# WORKING 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 support the work of the North East Cultural Partnership and other regional forums such as the North East Historic Environment Forum, and local cultural forums in South Tyneside, Newcastle and Northumberland.

We are also closely engaged in the Hadrian's Wall Partnership. 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.



North East Museums staff and colleagues from The National Archives at the opening of Spirit of Invention at Discovery Museum

In addition, we lead several regional programmes including:

### Museum Development

We delivered Museum Development North East (one of nine regional Museum Development services in England funded by Arts Council England up to March 2024) helping museums across the region to be more sustainable, more creative, and to increase their engagement with audiences and communities.

Our work, which included activities delivered in collaboration with the Yorkshire and North West Museum Development services, involved:

- 28 training courses with 144 participants
- six focused cohort programmes with one-to-one support, engaging 57 North East museums
- grant aid totalling £64,026 (part funded by Art Fund) supporting 17 museums
- regular advisory support dealing with 123 queries and ongoing communications via newsletter, website and other media.

### Some specific support programmes included:

- The **Get Your House in Order** series of eight training sessions delivered by the Collections Trust to support museums with strategic collections management.
- The **Enterprising Museums** programme which provided initial training for 10 museums to develop their retail offer with follow up one-to-one support to three museums
- An **Energy Audit** programme which funded three museums to undertake a detailed professional review of their energy use with a follow up report and action plan.
- Our support for Arts Council's **Accreditation Scheme** involved seven online training sessions engaging eight museums, and direct support for three museums developing their Accreditation returns.
- The **Recovery and Development Grant Scheme** supported improvements in museums ranging from a visual impairment project at the Oriental Museum, Durham, to Trustee Training at Heugh Battery, Hartlepool.

Museum Development North East was amalgamated into the new Arts Council funded Museum Development North in April 2024. Museum Development North operates via a partnership including North East Museums, York Museums Trust, the Manchester Museums Partnership and Cumbria Museum Consortium and continues to offer and develop a wide range of services for museums in the North East and beyond.

### North East Family Arts Network

The network is administrated by North East Museums and supports North East based cultural organisations to provide high quality and inclusive experiences for families of all backgrounds. 24 cultural organisations representing over 50 venues were members of the network in 2023-24. 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 delivered a member conference about engaging families during the cost-of-living crisis at the Great North Museum: Hancock on 21 September. We also began planning an event with the Northumberland Parent Carer Forum and Disability North which will include the opportunity for venues to hear from families with children who have SEND about their experiences of visiting cultural attractions.

[www.familyexplorers.co.uk](http://www.familyexplorers.co.uk)

### Portable Antiquities Scheme

In our role delivering the Portable Antiquities Scheme for the northern half of the region on behalf of the British Museum, the Finds Liaison Officer recorded 23 treasure cases featuring 90 objects, including two hoards of coins. A further 281 non-treasure objects were recorded.

The British Museum awarded additional funding to support a part-time assistant for the programme which enabled extended liaison work at metal detecting rallies and education work with students from both Newcastle and Durham universities. The North East area was also successful in an application for funding from the Worshipful Company of Art Scholars, a City of London Livery company, for a nine-month part-time internship that will commence in 2024.

### The Late Shows

We continue to co-ordinate The Late Shows festival across Newcastle and Gateshead for two nights every May. This year the 48 participating venues welcomed 22, 210 visits.

### 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. We worked in partnership with the National Gallery this year on their Visits programme to bring Constables' The Cornfield to a shopping centre in Jarrow.

### Internationally

As part of the British Museum International training programme we hosted curators from Kenya, China, Malaysia and Romania. The year also saw us welcome scholars from Xi'an in China to discuss potential exhibitions. We are also a partner in a long-term project, Bridging the North Sea, to explore the role of the North Sea and the Dover straits as a highway in the Roman period.

### 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

# 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.

**110** Supporters and regular donors

**3,585** individual donations

**11** business partners

**£800,000+** raised

**23** trusts and foundations provided support

**£18,285** raised from two appeals

For more information on how you can support heritage and keep culture at the heart of the North East visit [northeastmuseums.org.uk](http://northeastmuseums.org.uk)

## This year, fundraising activity has included:

### Sponsorship

Over £50,000 was raised through business sponsorship in 2023-24. This included:

- Nexus renewed our award-winning business partnership in support of our Ways to Play programme of free and low-cost holiday activities for families.
- Gateshead-based games developer Coatsink, sponsored the Myth Quest: Monsters & Mortals exhibition at the Great North Museum: Hancock.
- Dawson & Sanderson and LNER sponsored the Museum in Residence event at 10 Downing Street.
- Vattenfall UK sponsored the Steam to Green exhibition and events programme at Discovery Museum.
- We also received in-kind sponsorship from Bazaar Group who provided bean bags for the Great North Museum: Hancock’s exhibition and events spaces.

We were delighted to win the Best Arts and Business Partnership at the North East Culture awards for the second year running, for Ad Gefrin’s sponsorship of the Lindisfarne Gospels exhibition at the Laing Art Gallery.

### Individual Giving

Individual giving totalled over £200,000 generated through visitor donations in our venues, support from our Friends groups, fundraising appeals and our new Supporters’ programme.

We ran a crowdfunder appeal to raise funds for a pond and educational resources for the Woodland Walk at Stephenson Steam Railway raising £7,133.17, surpassing our target by an incredible 185%.

In this year’s Big Give Christmas appeal, we raised £11,151.86 including gift aid, against our target of £10,000 to support our programmes for children and young people.

To improve our regular giving offer we launched our new Supporters’ programme in August. By the end of the financial year, we had 89 Supporters and generated £9,831.74 income from regular giving.

### Trusts & Foundations

We raised over £660,000 in funding from 23 Trusts and Foundations.

Support for our Learning and Community programmes included: funding from the North of Tyne Combined Authority to support our Teacher CPD programme; funding over three years from the Community Foundation, Platten Family Fund for Stephenson Steam Railway’s Young Volunteers programme; and support from NESTA/Art Fund for early years activity with disadvantaged communities at the Great North Museum: Hancock and Discovery Museum.

We received funds to support the Turner: Art, Industry & Nostalgia exhibition at the Laing Art Gallery from the Foyle Foundation, the Barbour Foundation and the Friends of the Laing Art Gallery.

The Steam to Green exhibition and STEM learning programme at Discovery Museum received its first pledge of support from the Reece Foundation.

We also benefited from significant funding from Arts Council England’s Museum Estate and Development fund (MEND) for repairs to Discovery Museum’s roof and support from the Sir James Knott Trust for a new under 5s space at Discovery Museum.

**With thanks to our business partners**



**Our Trust and Foundation Funders**

- Art Fund
- Arts Council England
- Banks Community Fund - C/O County Durham
- Community Foundation
- The Barbour Foundation
- The Baring Foundation
- British Library
- Esmée Fairbairn Foundation
- The Foyle Foundation
- John George Joicey Bequest
- National Lottery Heritage Fund
- NESTA
- Newcastle City Council
- Newcastle Gateshead Clinical Commissioning Group
- North of Tyne Combined Authority
- Peter Sowerby Foundation
- The Radcliffe Trust
- Reece Foundation
- Rothschild Foundation Hanadiv Europe
- Royal Society Of Chemistry
- The Shears Foundation
- Sir James Knott Trust
- The Wellesley Trust Fund - C/O Community Foundation Tyne & Wear and Northumberland

# ENTERPRISE

In 2023-24 we sold:

£469,000

total shop sales

58,507 hot drinks



5,676 ☕

Lattes (most popular hot drink)

279 Roman Soldier rubber ducks

£506,000

total café sales



1,511 Tuna Mayo jacket potatoes (most popular filling)

712 Hadrian's Wall Passports (bought by people walking the wall)



## Enterprise

Despite significant pressures around the cost of living for our visitors and inflation, our trading income rose to £1.5 million in 2023-24 - an increase of 25% on the previous year. This was driven by an increase in footfall and high-profile exhibitions including Myth Quest: Monsters & Mortals at the Great North Museum: Hancock and Essence of Nature at the Laing Art Gallery.

Every penny that we raise through trading activity via our shops, cafes and venue hire is reinvested into North East Museums to support its mission and objectives. Plans for the coming year include the introduction of a 'pay it forward' scheme and work around poverty proofing, as well as menu relaunches in our cafés.

A focus on sustainability means that we have reduced the use of single use plastics and prioritised high quality, eco-friendly items in our retail offer.

# FINANCIAL RESULTS

## £9.83m

Gross Operating expenditure

## £3.85m

Grants received from Arts Council England

## £3.55m

Contributions from local authorities and Newcastle University

## £0.92m

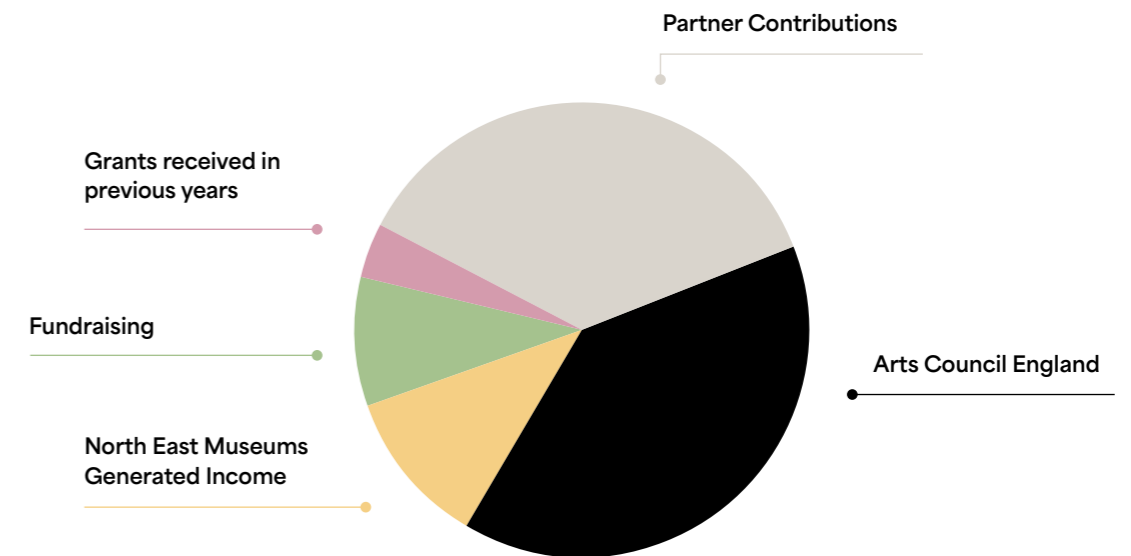
Grants, donations and sponsorship

## £1.12m

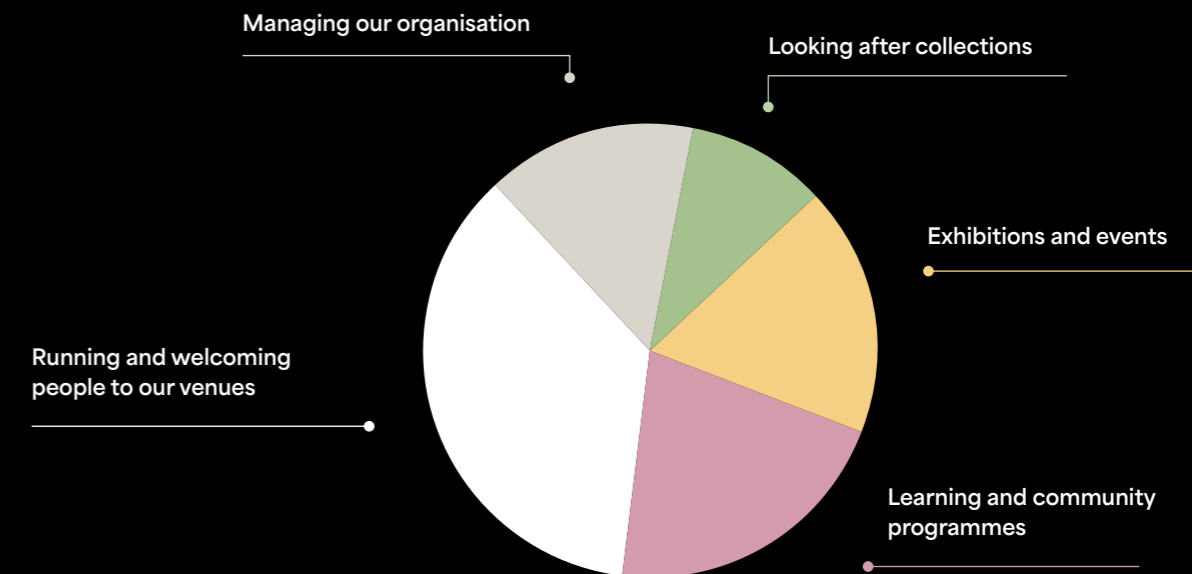
Direct activity and trading income



## Where the money comes from



## What the money was spent on





**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



A child enjoying a craft activity

**[northeastmuseums.org.uk](http://northeastmuseums.org.uk)**

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

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

