



Annual Report 2004–2005
Learning & Interpretation
Division

Morna Hinton, Head of Learning Services

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1. INTRODUCTION

The Learning and Interpretation Division annual report for 2004–2005 is presented in a new leaner format, with a greater emphasis on statistical data. Commentary is provided primarily to illuminate unexpected rises or falls and other changes, as well as to give the background necessary for an understanding of the varied work of the Division.

Staff from Learning and Interpretation continued to provide a full range of services for all audience groups, including families, schools, young people, students, adults, community groups, people with disabilities and those at risk of social exclusion. 2004/5 saw the programme for disabled visitors expand, as well as record numbers for our family programmes and website visits. The number of school visits also increased, accompanying a general increase in group bookings and ticket sales for events. Income, including sponsorship and external funding, hit a new high although core funding had to go further, due to expanding programmes in some areas, which meant a reduction in other programmes such as demonstrations and special events.

Over the course of the year the Learning and Interpretation Division engaged in a wide range of national and international working as well as regular publications and conference papers by members of staff. We contributed to many of the V&A's key strategic objectives, in particular Access and Audiences, and our work is essential in meeting four out of six of the V&A's Funding Agreement targets: the number of visits by children; the number of C2, D and E visitors, the number of website hits; and the number of children in organised educational programmes.

Many staff around the V&A contribute to the Learning and Interpretation Division's work, from the curatorial departments to Marketing and the cleaner-reporters. We also have a dedicated and well-trained pool of casual staff who do much of the on-the-ground delivery of family programmes and who assist with the running of courses, conferences and other events. Without all of these people we could not have achieved what we have this year.

Morna Hinton
Head of Learning Services

2. SYSTEMS AND ADMINISTRATION

The Systems and Administration Section provides group booking services, event ticketing, audio-visual services, a telephone information service and financial management for the Division. It also deals with visitor comments on behalf of the Museum, as well as internal room bookings.

2.1. Financial summary

Year		2002/3	2003/4	2004/5
Income (£)	Grant-in-aid	1,992,063	1,803,757	2,049,800
	Sponsorship & external funding	11,420	266,100	352,762
	Generated income	305,090	380,216	330,509
	Gross income	2,308,573	2,450,073	2,733,071
Expenditure (£)	Expenditure exclusive of salaries	524,282	209,860	189,136
	Salary costs	1,191,446	1,720,713	2,058,538
	Gross expenditure	1,715,728	1,930,573	2,247,674

The figures above are based on the V&A's official published accounts. According to standard accounting practice, expenditure exclusive of salaries includes a provisional expense for the annual use of fixed assets over £2,000 in value – e.g. specialist art or AV equipment, computers etc. Their value decreases over time (depreciation in accounting terminology) until it is either zero or written off, if no longer in use.

2004/5 saw a further rise in sponsorship and external funding. This was the result of externally funded projects such as Image and Identity and Every Object Tells a Story, both from central government and private sponsors. Some of these projects had new posts associated with them, resulting in a rise in salary costs. These major projects only started in 2003/4, which is why there is such a big difference in the sponsorship and external funding between 2002/3 and 2003/4.

2.2. Visits and Bookings

Comparative summary of total numbers of bookings taken (event tickets and groups)

Year	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Total
------	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-------

2002 /3	1,188	1,304	551	572	463	1,097	1,343	1,023	650	1,410	880	751	11,232
2003 /4	1,172	1,237	808	704	341	1,266	1,511	962	476	1,203	1,076	1,282	12,038
2004 /5	1,307	808	948	639	544	1,527	1,744	1,481	715	1,047	790	1,031	12,581

Telephone Calls

2004/5	Total incoming calls	Total answered	% answered
April	5,011	3,645	72.74%*
May	2,341	2,072	88.51%
June	2,373	2,011	84.75%
July	2,227	1,774	79.66%
August	1,932	1,533	79.35%
September	4,978	2,109	42.37%**
October	6,532	3,205	49.07%***
November	3,616	2,577	71.27%
December	1,675	1,155	68.96%
January	3,261	2,222	68.14%
February	2,058	1,846	89.70%
March	2,114	1,803	85.29%
Total	38,118	25,952	68.08%

* Vivienne Westwood's Fashion in Motion booking opened 1 April – 1,289 calls received

** Short-staffed and new staff training

*** Unusually busy programmes – Black British Style, Encounters and new schools programme

Comparative summary of group bookings by group type

Audience	2002/3		2003/4		2004/5	
	Groups	Individuals	Groups	Individuals	Groups	Individuals
Schools	1,280	44,622	1,285	47,567	1,821	51,089
HE/FE students	1244	34,560	1,118	27,506	1,670	36,092
Children & pre-school groups	58	1,393	51	1,130	80	2,159
Adult & community groups	989	27,252	835	19,698	1,000	22,825
Groups from Minority Ethnic communities	20	627	28	1,770	30	942
Total	3,591	108,454	3,317	97,643	4601	113,107

School and FE/HE group figures include self-guided visits and taught programmes

Private Group Tours Attendance and Income

	2003/4	2004/5
Total no. of tours and talks:	200	185
Total number of people:	4343	3447
Talks and Tours income:	£21,520.00	£19,656
Income for V&A from catering	£1434.18	£1002.63
Total income:	£22,954.18	£21,875.33

N.B. 2003/4 was the first full year of the Group Talks and Tours programme

Group visits to major exhibitions 2004/5

Exhibition	Groups	Individuals
<i>Bill Brandt</i>	242	4,108
<i>Black British Style</i>	675	14,110
<i>Christopher Dresser</i>	435	6,846
<i>Encounters</i>	328	7,667
<i>Arts & Crafts</i>	53	1,504
<i>Shhh...</i>	33	417
<i>Vivienne Westwood</i>	763	17,811
Total	2,529	52,463

Gallery Bookings (self-guided)

Rooms	2002/3 No. of groups	2003/4 No. of groups	2004/5 No. of groups
20th Century	78	100	75
Architecture (opened autumn 04)			22
Arms and Armour	10	3	5
British Galleries	719	510	694
British Galleries Norfolk Room	0	54	19
Carpets	6	3	Closed
Cast Courts	54	64	59
Ceramics	61	66	47
China	49	62	53
Europe 1600–1800	14	33	4
Europe and America 1800–1900	0	5	2
Fakes and Forgeries	0	6	6

Fashion	128	169	92
Frank Lloyd Wright	2	7	2
Glass	10	24	25
India	52	17	0
Ironwork	4	4	5
Islam	49	53	Closed
Japan	45	75	56
Jewellery	8	16	10
Korea	7	37	37
Medieval & Renaissance	26	23	12
Metalwork	15	Closed	Closed
Musical Instruments	1	3	13
Northern Renaissance 1500–700	0	0	1
Paintings	23	19	22
Photography	20	15	7
Raphael	15	18	14
Renaissance 1400–600	0	29	26
Church Plate	6	0	2
Sculpture	55	76	59
Silver	11	10	14
South East Asia	0	22	18
South Asia	0	26	9
Tapestries	14	17	13
Textiles	170	64	87

Many group-bookers are unable to specify which galleries they plan to visit at the time of booking, so the figures above should not be taken as a complete record of all group visits to these galleries. Further, galleries can be closed for extended periods of time (e.g. for security reasons or redevelopment), or renamed as FuturePlan progresses.

Room bookings

Room	2002/3	2003/4	2004/5
Lecture Theatre	459	376	356
Jean Muir seminar room	364	316	336
Bernard Leach meeting room	454	461	415
Seminar Room 3 (opened during 2003/4)		142	405
Education studio	297	232	366
Education study room	348	250	298

2.3. Visitor Comments

The Systems and Administration Section compiles visitor comments on behalf of the whole V&A.

Nature of visitor comments

	2002/3		2003/4		2004/5	
	No.	%	No.	%	No.	%
General comment	580	27.6%	641	29.2%	337	25.5%
Complaint	859	40.8%	1,047	47.7%	744	56.3%
Compliment	666	31.6%	507	23.1%	241	18.2%
Total	2,105	100.0%	2,195	100.0%	1,322	100.0%

How visitor comments were received

	2002/3		2003/4		2004/5	
	No.	%	No.	%	No.	%
Comments Form	893	74.1%	905	75.2%	686	85.4%
Email	67	5.6%	107	9.0%	43	5.4%
In person	19	1.6%	3	0.2%	2	0.2%
Letter	174	14.4%	148	12.3%	60	7.5%
NAL comments book	16	1.3%				
Note	16	1.3%	19	1.6%	5	0.6%
Telephone call	20	1.7%	21	1.7%	7	0.9%
Total	1,205	100.0%	1,203	100.0%	803	100.0%

Visitor compliments summary

Issues	2002/3	2003/4	2004/5
Catering	15	36	8
Disability	10	15	5
Exhibitions & Display	371	266	103
Facilities	12	7	6
Major Projects	2	0	3
Orientation	0	2	0
Programme	97	55	40
Retail	1	3	2
Staff	97	101	49
Other	61	22	25
Total	666	507	241

Visitor complaints summary

Issues	2002/3	2003/4	2004/5
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Catering	141	72	68
Disability	11	18	11
Exhibitions & Display	344	434	237
Facilities	96	43	48
Major Projects	7	8	9
Orientation	53	177	141
Programme	26	17	36
Retail	21	35	23
Staff	85	86	72
Other	75	157	99
Total	859	1,047	744

3. GALLERY INTERPRETATION, EVALUATION AND RESOURCES

The Gallery Interpretation, Evaluation and Resources team encompasses a range of functions including: editing text for galleries, exhibitions, promotional material and learning resources; developing interpretative schemes for new galleries; evaluation and visitor research; running the Learning and Interpretation Division's Resource Centre.

3.1. Gallery Interpretation

A number of L&I staff – including Education Officers in Learning, members of the Access, Social Inclusion and Community Diversity team, as well as dedicated project posts – act as Gallery Educators on Futureplan gallery redevelopment projects. Developing the interpretative framework for the galleries, these educators work with the project team to identify the key messages of the gallery. Other tasks include planning and delivering the opening education programme, managing evaluation and visitor research and generally acting as audience advocates to ensure that the gallery meets the needs of different visitors and learning styles. During 2004/5 Gallery Educators worked on:

- The Architecture Gallery (opened November 2004)
- The Sculpture Gallery (opened October 2004)
- The Medieval and Renaissance Galleries (ongoing)
- The Sacred Silver and Stained Glass Gallery (ongoing)
- The Miniatures Gallery (opened March 2005)
- The Islamic Middle East Gallery (ongoing)

3.2. Evaluation and audience research

The Gallery Interpretation, Evaluation and Resources (GIER) team also manage a programme of evaluation and audience research, related to specific gallery developments, museological topics and ongoing learning and access programmes. Please see Appendix 3 for a full list of all reports and other work completed during 2004/5.

The team also collaborated on several studies in partnership with academic institutions including observation of interactives, with Kings College London, and families visiting museums, with Salford University. In addition the team has taken on several post-graduate student projects and work placements for students from a range of institutions including the Institute of Archaeology, University College London and Berlin University, Museology Department.

3.3. Resource Centre

The GIER team includes the Learning and Interpretation (L&I) Resource Centre, which provides a vital source of information for both V&A staff, external museum professionals and students, giving access to a unique collection of books, periodicals and journals related to V&A Education, Interpretation, and Visitor Research and Evaluation studies.

Resource Centre Users

	Internal Users (V&A)				External Users			
2004 /5	Books	Slides and Photos	Non-Borrowers	Total Int. Users	Slides	Researchers (ref. only)	Total Ext. Users	Average users per month
Apr	4	7	18	29	8	2	10	39*
May	10	7	39	56	1	3	4	60
Jun	9	10	21	40	3	3	6	46
Jul	8	5	22	35	0	0	0	35**
Aug	8	2	29	39	1	3	4	43
Sep	14	7	25	36	4	12	16	52
Oct	16	4	23	43	4	0	4	47
Nov	8	7	21	36	4	0	4	40
Dec	9	5	13	27	1	1	2	29***
Jan	12	5	21	38	7	1	8	46
Feb	6	2	12	20	2	22	24	44
Mar	4	6	28	38	3	4	7	45
Total	108	67	262	437	38	51	89	526/44

* Stats down in April due to 2 week closure

** Stats down in July due to 1 week closure

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*** Stats down in December due to 2 week closure

The 2003/4 average users per month was 45 so this year shows a very slight decrease at 44 per month on average.

Books and slides borrowed

2004/5	Books Borrowed	Slides Borrowed
April	15	268
May	20	72
June	21	342 (+16 photos)
July	16	78
August	23	11
September	33	87
October	21	295
November	12	95
December	29	46
January	22	258
February	40	41
March	15	65
Total	247	1674
2004/5 average	20.5	139.5
2003/4 average for comparison	19	155

Three year comparison of books and slides borrowed

	2002/3 Borrowers	2002/3 Loans	2003/4 Borrowers	2003/4 Loans	2004/5 Borrowers	2004/5 Loans
Loan of books	56	103	90	226	108	247
Loan of slides	120	1,876	130	1,855	105	1,674

4. Access, Social Inclusion and Community Development

The Access, Social Inclusion and Community Development team runs programmes for new audiences including diverse communities, people who are socially excluded and visitors with disabilities. The team also puts on a major exhibition each year, *Inspired by... the V&A*, along with developing touring exhibitions and resources. The team's work is facilitated by a dedicated administrator and support worker.

4.1. Programmes for Visitors with Disabilities

The V&A has continued to build on the innovative disability talks programme for people with a hearing or visual impairment, which has been running for the past 20 years. The programme has now been expanded to include talks and workshops for people with a learning disability.

By programming events at weekends as well as during the week, the talks and event programmes for the three disability groups now reach people who may not otherwise be able to visit the V&A due to work or study commitments.

The talks programme for people with a hearing impairment has now been developed to include deaf speakers. The monthly talks are now available on Saturdays, as well as the last Wednesday of each month.

The visually impaired programme has been extended to include audio description events, the first being Fashion In Motion in November 2004 where 50 people attended the two described performances. A workshop looking at sound and architecture was held for visually impaired people in February 2005, the first workshop for five years.

Summary of attendance at programmes for people with disabilities

Title	2002/3		2003/4		2004/5	
	Events	People	Events	People	Events	People
Events for visually impaired visitors						
Talk and guided tour	11	140	12	114	13	207

Workshop	1	17			1	5
Total	12	157	12	114	14	212
Events for hearing impaired visitors						
Talks	13	34	12	96	12	95
Events for visitors with learning disabilities						
Talks					7	21
Workshop					1	11
Total					8	32
Grand total	25	191	24	210	34	339

4.2. Social Inclusion Programme

The Social Inclusion programme, now in its second year of operation, offers a general programme of workshops, talks and projects linked to the V&A collections and exhibitions. The programme also runs work experience placements for C2, D, E and socially marginalised groups.

Summary of attendance at Social Inclusion programme

	2003/4		2004/5	
	Group/ event	Individual	Group/ev ent	Individual
Inclusion Event				57
Inclusion Group Visit		353	7	143
Inclusion Workshop		140	20	697
Total		493	27	897

4.3. Work Experience Programme

This programme was developed with East Potential in Stratford to provide quality work experience placements in the cultural sector for young people at risk of homelessness. Four placements in the Technical Services team of the V&A ran successfully from September to November 2004. The young people helped install the new architecture gallery and *Black British Style* exhibition, with a further two

placements from January to March 2005, de-installing the *Vivienne Westwood* exhibition and Renaissance gallery.

Summary of attendance at work experience programme

	Group	Individual
Recruitment events	2	24
Work experience placements	0	6

4.4. *Inspired by ...*

This programme is a competition open to adult learners who submit works of art, craft and design based on the V&A's collections. Ten prizes were awarded to winners in ten different categories, along with the popular People's Prize voted for by the public. The Janet Cobb prize was awarded by Richmond upon Thames Adult and Community College to a group of group of people with learning disabilities from Scope for their ceramic dish inspired by a Renaissance piece. The 2004 *Inspired by ...* display was launched to celebrate Adult Learner's Week and Museums and Galleries Month on 15 May 2004, with a day of musical performances on 19 May in the Raphael Gallery by adult education music groups.

From September 2004, Museums Libraries and Archives North West and Tyne and Wear Museums piloted the regional development of *Inspired by ...* thus fulfilling aims of increasing access and diversity of the competition and supporting the V&A's regional strategy. In February 2005 we received 217 entries from adult learners studying in 39 colleges and institutions in and outside London, representing the great diversity of adult learners of all ages, abilities and backgrounds. These entrants were encouraged to take part in the competition by 85 tutors.

Summary of participation in *Inspired by ...*

	2002/3		2003/4		2004/5	
	Group	Indiv.	Group	Indiv.	Group	Indiv.
Entries		261	1	172	1	216
Choir performances during the day (open to all)		1,506*		498		540

Award ceremony (private event)		360		360		250
Tour of <i>Inspired By</i>					1	57
Total		2,127	1	1,030	1	1,063

*The choir performances were in a larger venue in 2002/3, which is why numbers are lower in subsequent years.

4.5. Language and Literacy Programme

The Language and Literacy programme sustained its popularity with 87 groups bringing in 1,491 students. The majority are adults studying English for Speakers of Other Languages (ESOL) part-time at F.E. colleges, adult education and community centres, including refugees, and from across London.

Summary of attendance of Language and Literacy Programme

	2002/3		2003/4		2004/5	
	Group	Individual	Group	Individual	Group	Individual
ESOL group tours	71	1,334	92	1,650	87	1,491

4.6. Community Displays

In September 2004 a leaflet was produced to promote the *Travellers* touring display. This was sent out to various organisations in the community by arrangement with Stepping Stones School. Although we handled several enquiries no firm bookings were made during this period. The other community display available for hire during 2004/5 was the *Sacred Spaces* display.

Summary of hire of community displays

	2002/3		2003/4		2004/5	
	Venues	Individuals	Venues	Individuals	Venues	Individuals
<i>Travellers</i> display	2	2,436	1	2,700		
<i>Sacred Spaces</i> display	7	5,570			1	13,571

4.7. Community Resources and Publications

Following a mailing to interfaith and cultural groups we had 75 requests for Sacred Objects packs, which were sent to different organisations including the Qualifications and Curriculum Authority, Punjabi centres, a yoga and health

magazine, the European Institute for Sikh studies and an Islamic photographic library. Up to the end of this financial period a total of 110 packs were sold in the shop.

4.8. Black Heritage Programme

Black British Style, an exhibition held at the V&A in the autumn of 2004, was the first exhibition in the UK to focus on black fashion and styling from the last 50 years. Marketing and outreach to black British audiences combined with a full events programme meant that 47% of people attending events were black British or mixed race.

In September 2004 the V&A mounted its largest ever celebration of carnival arts and history to mark the 40 years of the Notting Hill Carnival, including displays and events. Members of the public were encouraged to use their mobile phones to text comments about the displays for the Every Object Tells a Story website (www.everyobject.net). Approximately 200 text messages were received.

Summary of events related to black heritage/work with black British communities

	2002/3		2003/4		2004/5	
	Events	Individuals	Events	Individuals	Events	Individuals
Carnival	1	6,404		See below	4	9,043
Black History Month	48	6,815	47	13425		
Art Deco/Cultural Revolution in Harlem and Paris			1	2108		
Black And Asian Studies (BASA) conference			1	80	1	60
Tuareg Productions performance					2	400
Black British Style Education events					25	8620
Total	49	13,219	49	15,533	32	18,153

4.9. South Asian and *Encounters* Programme

The *Encounters: The Meeting of Asia and Europe 1500–1800* exhibition provided an ideal opportunity to create programmes to sustain and develop links with the South Asian and other Asian communities, and to encourage intercultural interactivity and understanding.

During the summer before *Encounters* the V&A attended the Asian Mela in Gunnersbury Park employing actors to play the role of key personalities in the exhibition and hand out relevant multi-lingual information. In addition key artists, local authority officers, community leaders, business people and media personalities were invited to a Cultural Celebration evening at the V&A to introduce them to the exhibition and related events. They in turn were urged to encourage others to attend.

Summary of attendance at South Asian and *Encounters* Programme

	2002/3		2003/4		2004/5	
	Events	Individuals	Events	Individuals	Events	Individuals
Diwali		1,634				
Sikh lecture series		201				
Events and demonstrations (on-site)	11	336				
Festival of Light			2	2098		
Storytelling and miniature painting (<i>Hamza</i> exhibition)				7,989		
Community days			10	299		
South Asian/ <i>Encounters</i> Programme					25	6512
Outreach			3	180		
Mela			1	1081	1	6150
Bangalore			1	245		
Total	11	2171	17	9794	26	12,662

4.10. Chinese Programme

The regular celebrations of the Mid Autumn Festival and Chinese New Year continued during 2004/5. Other special events included hosting the annual UK Federation of Chinese Schools Performance and Chess competition, which was attended by 400 people. Outreach projects included the Dragon Boat Race celebration and the V&A also worked with Soho Family Community Centre to organise an event for the multiracial residents of Soho. This was attended by 300 people.

The Chinese programme contributed to the Encounters of Faith and the Cultural Encounters themed days that accompanied the *Encounters* exhibition. Particularly popular events were the Gamelan music and Malaysian cultural dance performances which attracted 1,060 people in the V&A lecture theatre.

A group of 60 Chinese professionals visited the Encounters exhibition as well as groups of people who attended the mid Autumn Festival and other themed Encounters days. Several groups visited the Encounters exhibition, particularly during the two days of the Mid Autumn Festival. These included the British Chinese society, the Age Concern Chinese Camden Day Centre, the North Westminster Chinese Women's Group, the Golden Bell Pan South East Asian Group, and the Chinese Wise Language School.

Summary of attendance at Chinese Programme

	2002/3		2003/4		2004/5	
	Events/days		Events/days		Events/days	Individual
Group bookings/guided tour	3	146	5	105	3	60
Chinese Mid Autumn			1	1750	2	3,815
Chinese New Year	1	8,450	1	8320	2	17,000
Schools activity/performance	2	540	2	948	2	400
Outreach			2	1574	2	1100
Total	6	9,136	11	12,397	11	22,375

5. Learning Services

The Learning Services Section provides on-site programmes for a wide range of audiences including: families, young people, schools, FE/HE students and adults. The courses, workshops and other events are facilitated by a dedicated team of learning administrators. Educators in Learning Services also produce trails, activity packs, and web-based resources for the audiences they serve.

5.1. Adult Learning Team

The Adult Learning team provides a full range of bookable and drop-in programmes for adult visitors to the V&A. It also develops trails and web-based resources for adults.

Wednesday Late View Programme

The Wednesday Late View public programme continued to deliver a range of non-specialist, informal learning activities for a wide range of adult visitors. A few changes were made to the organisation and content of the programme, which are listed below. The programme of events, however, was still based upon a wide variety of art, design and architectural themes, including both historical and contemporary subjects.

For 2004/5 there were 52 Wednesday Late View evenings with 51 lectures.

Comparative summary of Wednesday Late View programmes

Event	2002/3		2003/4		2004/5	
	Event	People	Event	People	Event	People
Lectures	51	10,469	51	10,585	51	6,388
Gallery talks	51	1,017	51	693	52	553
Introductory tours	51	1,178	51	719	52	310
Norfolk House Music Room concerts	43	1,169	42	2,744	44	3,900

Drawing courses	10	98	12	144	1	17
Special events	N/A	N/A	3	833	6	994

The Wednesday Late View Programme Summary for 2004/5

Event	Price for tickets and maximum number of people able to attend	Changes in 2004/5
Lecture in the Lecture Theatre 19.15–20.10	£8.50, £6.50 for V&A members plus one guest & senior citizens, £5.50 students, £3.50 disabled people, and ES40 holders. A free place for carer of registered disabled person. Patrons free. Max. 275	From April 2004 ticket price for members rose from £5.50 to £6.50. Maximum number in Lecture Theatre was reduced from 325 to 275.
Introductory tour of an area of the V&A 19.30–20.00	Free Maximum 25	The last tour was given on 30 March 05
Gallery talk 18.30–18.50	Free Maximum 25	From April 2004 the time was changed from 18.45–19.05
Concert in the Norfolk House Music Room In partnership with the RCM and supported by the family of Belle Shenkman 18.30–19.30	Free Maximum 120	
Live music in the Grand Entrance 18.00–21.15	Free	From March 2005 the time was changed from 18.30–21.45

As well as the above programmes the Late View Programme Manager organised one-off special events linked to the exhibitions and galleries such as Angika Dance Company performing Bhakti as part of the *Encounters* education programme, and performances by the comedienne Gina Yashere and the London Adventist Chorale for *Black British Style*. Singles Night was also introduced to Wednesday evenings, in partnership with Art to Heart.

Attendance at Wednesday Late View during 2004/5

	Totals for 2004/5	Average per evening
Visitors (17.30–22.00)	64,749	1,245
Lectures (51)	6,388	125

1 cancelled		
Gallery Talk/ Short Talk/Pinpointing the Collection (52)	553	11
NHMR Concert (44)	3,900	89
Introductory Tours (52)	310	6
Special Events (6)	994	165

Lecture booking by visitor type

Visitor type	Totals for 2002/3	Totals for 2003/4	Totals for 2004/5
Adult	1,156	1,349	1,087
Member/Friend	5,457	5,529	2,621
Member guests	3,068	2,382	989
Concession	2	N/A	N/A
Student	28	316	314
Disabled	In concession	3	110
Senior Citizen	In concession	7	382
ES40	N/A	N/A	23
E-news – offers	N/A	41	27
Total	10,469	10,585	6,388

It is interesting to note that the number of V&A members booking the lectures has always been more than twice that of non-members, and they often bring with them a significant number of guests buying tickets at the Members' rate. There is however a marked drop between 2003/4 and 2004/5. It was in early 2004 that the stand-alone Late View leaflet was stopped and a regular annual rise in prices, which hadn't occurred yearly before, was started in April 2003. Students, senior citizens and disabled visitors have however increased with the number of other non-member adults attending remaining fairly constant.

Drop-in Programmes

Demonstrations of art, craft and design techniques took place in the galleries or the Studio. Gallery talks took place at 13.00 daily, with a short talk every Wednesday evening during the period covered by this report. The tours included general introductory tours and British Galleries tours. There were also occasional performances and other special events.

Summary of Drop-in Programmes

L&I Annual Report 2004-2005

	2002/3		2003/4		2004./05	
	Events	Individuals	Events	Individuals	Events	Individuals
Demonstrations	102	5,250	99	14,746	17*	2,826*
Tours	2,214	28,543	2,214	17,909	2,286	21,828
Gallery talks	359	5,107	362	4,298	426	5,027
Special events	62	3,062	34	5,482	1*	27*
Open House	6	72	6	72	6	72
Total	2,681	42,034	2,681	42,507	2,736	29,780

*The drop in number of demonstrations and special events was due to budget cuts. It reduced the overall number of attendees at these events.

The most popular tours in 2004 were 10.30 & 11.30, which attracted respectively 4,042 and 4,350 visitors in total. The tour that attracted the least interest was the 15.30 which drew in a total of 2,912 visitors. This is 67% of the number of visitors on the most popular tour. Budget reallocation meant that there were significantly fewer special events and demonstrations this year, with a corresponding drop in overall numbers.

Courses

This year saw the continued delivery of a wide range of courses in history of art and design to our target audiences of individual adult learners. These course programmes offer a formal environment in which adult learners can focus on particular aspects of the V&A's collections.

Summary of courses

	2002/3		2003/4		2004/5	
	Events	Individuals	Events	Individuals	Events	Individuals
Medieval– Renaissance year course (year average)	1	62	1	49	1	52
High Renaissance– Baroque year course			1	70*	1	67
Rococo–Modernism year course**	1	52	1	40	1	33
Summer practical courses	11	150	***		11	143
Short courses	10	463	5	353	1	35
Evening courses (average weekly recruitment)	2	82	2	63	1	14

Study days	11	1,485	5	942	6	1,284
Total	36	2,294	15	1,517	22	1,628

* Started September 2004

** Previously known as the Visual Arts Year Course, renamed Rococo to Modernism in 2004/5

*** No venue for courses this summer due to relocation of the studio

5.2. Families and Young People Team

This team's main aim is to improve families' and young people's access to the collections through facilitated activities together with informal learning programmes and interpretation. Programmes include weekend, holiday and special event provision for families and workshops for young people.

Family Programmes

Family events range from digital photography, handling sessions and special events like The Big Draw, the Activity Cart and Back-Packs. Most of these programmes are available on specified weekend and holiday days. The British Galleries Back-Packs are available seven days a week. The Murder Mystery Back-Pack was taken out of circulation due to gallery changes and closures. We expect other Back-Packs to be similarly affected as FuturePlan developments progress. Complementary activities for under-fives have been introduced on a trial basis as a way to better accommodate families with younger children in their family group.

Summary of attendance at Family Programme

	2002/3		2003/4		2004/5	
	Days	Individuals	Days	Individuals	Days	Individuals
The Activity Cart	115	13,918	93	9,851	110	13,303
Back-Packs	118	11,205	91	8,034	108	8,319
British Galleries Back-Packs*					157	2,663
Family events**	96	17,744	177	28,168	269	39,027
Special events***	64	19,500				
Total	393	62,367	361	46,053	644	63,312

* Available daily in the British Galleries

** Includes Object Handling, holiday events and national initiatives

*** Special events included events for mixed audiences, these are now included in adult events – see above.

Young People's Programme

Young People's programmes this year included the Create! artist- and designer-led workshops for 11–18 year olds with seasonal themes such as product, fashion and digital design, and V&A College critical studies for gifted and talented young people from diverse backgrounds.

Summary of programmes for young people (sessions /people)

	2002/3		2003/4		2004/5	
	Sessions	Indiv.	Sessions	Indiv.	Sessions	Indiv.
Portfolio building workshops	7	53	3	26		
Talks (lectures for young people)	3	255	1	71		
Workshops (used to be masterclasses)	4	30	24	244		
Gifted and Talented programme	4	52	9	292		
Create! young people's workshop programme					38	636
V&A College programme for gifted and talented young people					10	32
Total	18	390	37	633	48	668

5.3. Formal Education Team

During 2004/5 the team's scope of work covered schools, further and higher education, and academic programmes.

Schools Programme

Updating the schools service has been a priority this year. An external evaluation report of the service was commissioned, new marketing print was developed and the schools mailing list updated. In addition taught sessions were piloted for the *Encounters* and *Black British Style* exhibitions and the permanent collections.

The Head of Formal Education project-managed the programme for *Joined Up Design for Schools*, a national design & technology education project led by the

Sorrell Foundation that included workshops for over 1,000 pupils, Continued Professional Development (CPD) for teachers and an exhibition at the V&A.

Schools programmes

Title	2002/3		2003/4		2004/5	
Programme	Groups	Individuals	Groups	Individuals	Groups	Individuals
Taught Programme					241	4,529
Key Stage 5 Study Days			N/A	71	N/A	121
Joined Up Design for Schools Workshops					56	1,041
Total			N/A	71	297	5,691

See comparative summary of group bookings by type in the Systems and Administration Section of the report for total school visits.

Continued Professional Development (CPD) programme for educators

The FE team recognises the importance of professional development for educators in the formal education sector. There has been an increase in attendance, despite the fact that provision is limited because of staff shortages.

CPD courses

Title	2002/3		2003/4		2004/5	
Programme	Events	Total attendance	Events	Total attendance	Events	Total attendance
Educators' private views	2	291	3	591	5	1051
CPD (teachers)	1	13	3	30	1	10
CPD (lecturers)	3	57	3	42	2	29
InSET (whole school days)	3	41	5	58	3	68
Total	9	402	14	721	5	1158

Academic and FE/HE student programme

This included conferences, critical debates, Style Lounge, student study days, symposia and the Talking Design series of conversations with practitioners.

Title	2002/3	2003/4	2004/5
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	Events	Attendance	Events	Attendance	Events	Attendance
Conferences	3	830	5	890	2	515
Student study days/symposia	3	468	4	279	5	828
Critical debates	N/A	N/A	1	92	9	332
Style Lounge	1	250	4	792	3	527
Conversations	N/A	N/A	9	849	5	365
RIBA+V&A gallery private view for students	N/A	N/A	N/A	N/A	1	207
Total	7	1,548	23	2,902	25	2,774

See comparative summary of group bookings by type in the Systems and Administration section of the report for total FE/HE student visits.

Architecture Education Programme

2004/5 marked the opening of the Architecture Gallery with special events for different audiences and the beginning of the Architecture Education Programme. Attendance figures for the Architecture Education Programmes are included in the Schools and FE/HE tables.

6. The Online Museum

The Online Museum has been extremely successful this year. The main website for V&A South Kensington has been redesigned and re-launched, and its new appearance and clarity has been rewarded with constantly increasing visitor numbers, so that by the end of the year it had had a total of over 6,500,000 user sessions. Content has been increased and the site is well on the way to being the best art and design site on the web.

6.1. Content Development

Total content on site (pages)

	April 2003	Sept 2004	April 2005
Main website	1,573	4,020	5,244
Microsites	23,101	28,547	30,063
Access to Images	18,403	40,411	46,364
Total	43,077	72,978	81,671

The number of web pages has doubled in the last two years. In 2004/5 moving the website into a new content management system (see below) meant recreating 5,244 pages and associated images in the new system.

Major microsites and exhibition-related pages added in 2004/5

Date	Site
April 2004	Birthday Book
April 2004	Vivienne Westwood
May 2004	Shhh...
September 2004	Christopher Dresser
September 2004	Encounters
October 2004	Black British Style
November 2004	Neverending Drawing
November 2004	Architecture Style

November 2004	Architecture in the Arts
November 2004	Architecture Object Database
February 2005	Style & Splendour
March 2005	International Arts & Crafts

Other major sites added in 2004/5

April 2004	Conservation Section
May 2004	Fashion in Motion: Vivienne Westwood
June 2004	The Other Flower Show
July 2004	Discover Oriental Carpets
October 2004	The Gilbert Bayes Sculpture Gallery
October 2004	Frederick Hollyer (Photographer Biography)
October 2004	FuturePlan
November 2004	Metalware: Brass, Pewter and Cutlery
November 2004	Beauty
November 2004	Ceramic Points of View
December 2004	The Radiant Buddha
December 2004	Fashion in Motion: Swarovski
December 2004	Fashion in Motion: Central St Martins
January 2005	Frederick Sommer (photography display)
January 2005	Tudors
February 2005	Miniatures Gallery
February 2005	Spectres
February 2005	Conservation Journal

Content Management System

At the beginning of the year most of the efforts of the web team were still going into converting our site from MediaSurface to our new content management system, Rhythmyx. The site was simultaneously redesigned to make it look more exciting and present the content in a clearer way, and a Google-powered search engine was added. The new site was launched on 11 August 2004 and was greeted favourably within the V&A. From outside the V&A its success was confirmed by rapidly increasing visitor figures.

Funding and Partnerships

In order to extend the amount of work that might be done with current resources, work is underway to develop partnerships with other organisations. In January 2005 the V&A launched the Tudor site in collaboration with the National Archives

and by the end of the year it was receiving over 30,000 visits per month. Culture Online agreed to fund *Every Object Tells a Story*, a collaborative project with Ultralab and Channel 4 (see Special Projects below). Discussions about developing curriculum materials with the DCMS and DfES came to nothing despite their having funded a consultant to work with the V&A.

6.2. Web Visitors

The number of visits to the V&A website went up by more than 50% – from 4.1 million in 2003/4 to over 6.5 million in 2004/5 – and the V&A exceeded its target of 2.6 million user sessions. It is now possible to report on all the websites that the V&A runs, which include the main V&A website, the Bethnal Green Museum of Childhood website, the Theatre Museum website (including PeoplePlay UK), the online National Art Library catalogue and the V&A Enterprises online shop.

Total visits to all V&A websites

	2002/3	2003/4	2004/5
April	(not available)	327,595	446,351
May	(not available)	342,340	408,732
June	(not available)	314,134	353,057
July	(not available)	333,109	399,938
August	(not available)	243,688	521,476
September	(not available)	297,516	530,073
October	(not available)	377,115	559,808
November	(not available)	421,258	590,284
December	(not available)	307,511	597,615
January	(not available)	389,157	635,899
February	(not available)	362,050	691,261
March	(not available)	437,997	781,388
Total	3,080,578	4,153,470	6,515,882

Total visitor numbers to V&A South Kensington website.

	2002/3	2003/4	2004/5
April	149,402	259,373	344,760
May	172,651	273,522	314,998
June	152,596	252,223	251,986
July	153,388	269,558	290,442
August	170,062	191,165	409,848
September	140,249	219,894	417,530

October	277,420	286,343	438,048
November	240,320	328,949	459,774
December	203,213	222,497	477,991
January	258,059	283,169	513,056
February	202,736	266,541	561,382
March	318,617	333,306	581,189
Total	2,438,713	3,186,540	5,061,004

Web Visitor Research

Three visitor surveys were carried out on the web this year. The use of Access to Images and Exhibition microsites were investigated, as was how people use the website to plan museum visits.

6.3. Online Facilities

Increasingly the web is being used for commercial purposes and to offer better services for visitors. The V&A continues to sell exhibition tickets online via an external agency and the proportion of online sales is slowly increasing. Work started on enabling event tickets to be sold online.

Ticket sales via website

Exhibition	Total advance tickets sold	Total exhibition attendance	Advance tickets sold online	% of advance tickets sold online	Tickets sold online as % of total sales
<i>Bill Brandt</i> 24 Mar 04–25 Jul 04	2,445	65,510	1,368	55.9%	2.1%
<i>Vivienne Westwood</i> 1 Apr 04–18 Jul 04	13,072	170,834	6,502	49.7%	3.8%
<i>Christopher Dresser</i> 9 Sep 04–5 Dec 04	693	35,116	304	43.9%	0.9%
<i>Encounters</i> 23 Sep 04–5 Dec 04	1759	56,432	844	48.0%	1.5%
<i>Black British Style</i> 7 Oct 04–16 Jan 05	803	45,735	287	35.7%	0.6%
Total	18,772	373,627	9,305	49.6%	2.5%

7. Special Projects

7.1. Image and Identity

During 2004/5 the V&A continued to lead the Image and Identity project through its second year. The project partners in this phase were: Manchester City Galleries; Tyne and Wear Museums; Birmingham Museums and Art Gallery; Royal Pavilion, Libraries and Museums, Brighton; Sheffield Galleries and Museums Trust; and NCH the Children's Charity. The project involved workshops with schools and NCH groups, and CPD for teachers, artists and NCH centre managers.

Image and Identity Participants in 2004/5

V&A Image and Identity projects 2004/5

Schools		NCH projects		Total	
Groups	Individuals	Groups	Individuals	Groups	Individuals
2	115	1	3	3	118

Individuals are counted once, but each participated in 4-5 sessions

Image and Identity comparative data (project started in 2003/4)

2003/4		2004/5	
V&A (Individuals)	Partners (Individuals)	V&A (Individuals)	Partners (Individuals)
5,934	16,460	118	822

Figures were much higher in 2003/4 due to more funding. The programme in 2003/4 also incorporated large-scale events such as Family Learning Weekend, Family Carnival Weekend, The Big Draw and London Mela, rather than only targeted Image & Identity groups, which was the case this year.

7.2. Every Object Tells a Story

The V&A was commissioned by Culture Online, part of the DCMS, to produce *Every Object Tells a Story*, a website (www.everyobject.net) and digital-events programme that uses new technology to engage people with the meanings of both personal possessions and objects in museums. 2004/5 was a year of development and testing for the project, and staff from across the V&A collaborated in the development of content, as did staff from our regional partners: Brighton and Hove Museum, Birmingham Museum and Art Gallery, and Tyne and Wear Museums. The events element included the successful addition of an SMS commenting system for the Forty Years of Carnival display. The project also developed state-of-the-art digital capture equipment, for use in V&A events, including a travelling video booth.

Every Object participation figures for 2004/5

Month	Visitors
April	240
May	395
June	1421
July	438
August	405
September	433
October	498
November	445
December	388
January	732
February	1578
March	2465
Total	9438

Every Object Tells a Story was active July 2003–July 2004 (phase 1) but this was primarily preparatory work between the consortium partners. Although some events were run during this period, they were mainly a test-bed to explore how to run future events. The figures reported for 2004/5 relate to the collection of participants' stories at live events as the site was not launched until after 1 April 2005.

9. Appendices

9.1. Appendix 1: Publications

Anderson, David. 'Cultural Websites : Classroom Treasures? Interview with David Anderson OBE by Anja Kennedy'. Online publication at www.24hourmuseum.org.uk on the website of the 24 Hour Museum, May 2004.

Anderson, David. 'Participation Attracts – Participation Binds', in *Event Zieht – Inhalt Bindet : Besucherorientierung von Museen auf neuen Wegen*, Beatrix Commandeur, Dorothy Dennert (ed.s), Transcript Verlag, Bielefeld, 2004, pp.19–28.

Anderson, David. 'Our Enlightenment', in *Nordisk Museologi*, Volume 2, Copenhagen, Denmark 2004, pp. 121–130.

Deal, Diana [written under maiden name of Will]. *The Adventures of Hamza: Family Trail*. V&A, March 2003.

Durbin, Gail, 'The educational basis for the galleries' in *Creating the British Galleries at the V&A: A Study in Museology*, ed. Christopher Wilk and Nick Humphrey. London: V&A Publications/ Laboratorio museotecnico Goppion, November 2004, pp 37–47.

Durbin, Gail. 'Learning from Amazon and eBay: user generated material for museum web sites' at *Museums & the Web 2004* in Arlington, Virginia on 3 April 2004. Web publication consulted 19 August 2005.
<http://www.archimuse.com/mw2004/papers/durbin/durbin.html>

Frost, Stuart. 'Heavenly Creatures: Donatello's Ascension relief', *Times Educational Supplement*, 12 November 2004.

Ginley, Barry. *V&A Access Guide*. V&A, February 2005.

Hinton, Morna. 'Interpretation in the Galleries' and 'Evaluation: Before and after Opening' pp. 207-217 in *Creating the British Galleries at the V&A: A Study in Museology*, ed. Christopher Wilk and Nick Humphrey. London: V&A Publications/Laboratorio Museotecnico Goppion, November 2004, pp 148–150 and p 157.

Judd, David, 'Low-tech interpretive devices ' in *Creating the British Galleries at the V&A: A Study in Museology*, ed. Christopher Wilk and Nick Humphrey. London: V&A Publications/ Laboratorio museotecnico Goppion, November 2004, pp 145–148.

Saunders, Sarah. 'Crazy Titch stands tall', *Times Educational Supplement*, 29 October 2004.

Thomas, Helen. 'Lanzarote, Wonderland', *OASE*(Holland), Summer 2004, pp 90–109.

Thomas, Helen. 'Invention in the Shadow of History: Joseph Rykwert at the University of Essex', *Journal of Architectural Education*, vol. 58, no. 2, November 2004, pp 39–45.

Thomas, Helen. 'This Old House', *Times Educational Supplement (Teacher Magazine)*, 25 February 2005.

Thomas, Helen. 'Power Struggle', *Building Design*, no. 1673, May 13 2005, p 32.

Wescombe, Kara. 'The Mechanics of Power', *Times Educational Supplement*, 11 February 2005.

9.2. Appendix 2: Professional Lectures and Conference Papers

Anderson, David. 'Why Inspiring Learning for All will not gather dust on the shelf'. Keynote speech at the launch of the publication *Inspiring Learning for All*, organised by SEMLAC (the South East Museums and Libraries Council) and MLA (Museums, Libraries and Archives Council), at the Royal Pavilion, Brighton, 12 May 2004.

Anderson, David. 'A fading light: Museums and the intellectual agenda'. Lecture given at an evening event organised by the RSA in Scotland, held at the National Museum of Scotland, Edinburgh, 20 May 2004.

Anderson, David. 'Models of adult learning'. Plenary lecture at the Collect and Share International Colloquium, organised by the National Association for Gallery Education (engage), held at the Victoria and Albert Museum, London, 18 June 2005.

Anderson, David. 'Museum policies in Great Britain' and 'British museums and their mission: The Victoria and Albert Museum, South Kensington'. Lectures for the course for museum professionals, *Exhibition and Cultural Communication Management* (ECM), organised by ECM, held at the University of the Applied Arts, Vienna, 25 June 2004.

Anderson, David. 'Museum Heal Thyself'. Madeleine Mainstone Lecture at *Healing Division: Do Museums Have a Role?*, the annual conference of GEM (Group for Education in Museums), Stranmillis Halls, Belfast, 10 September 2004.

Anderson, David. 'Volunteers in museums: A look back to the past or a vision of the future?'. Keynote lecture at the conference, *Museer Med Nya Krafter – Eller?*, organised by the Arbetets Museum, Eskilstuna, Sweden, held at the Arbetets Museum, 4 October 2004.

Anderson, David. Chair of the research seminar, 'Learning through Culture – What Did We Learn?', to discuss the evaluation of the DfES / DCMS Museums and Galleries Education Programme Phase 2 (MGEP2), organised by the National Association for Gallery Education (engage), at the Art Fund, London, 4 November 2004.

Anderson, David. 'Learning in museums : New perspectives and policies', paper at the conference, *Museen Neu Denken*, 15–17 November 2004, organised by Lord Cultural Resources, and the Museum Service and the Museum of the City of Cologne, held at the Museum of Applied Art, Cologne, Germany, 15 November 2004.

Anderson, David. 'The professional skills required for interpreting cultural heritage and museum collections: Some European examples'. Paper given at the international conference, *Storytelling in Museum Contexts: Innovative*

Pedagogies that Enhance Personnel Competence, organised by the Fondazione Fitzcarraldo, Turin, Italy, 4–5 February.

Chin, Christine. 'Chinese calligraphy and Chinese spirituality'. Lecture and workshop for international students and guests at the *Atlantic College Inter-Faith Conference*, Vale of Glamorgan, Wales, 14–15 August 2004.

Durbin, Gail. 'Learning from Amazon and eBay: user generated material for museum web sites' at *Museums & the Web 2004*, Arlington, Virginia, 3 April 2004.

Durbin, Gail. 'Where lies the added value in digital cultural heritage?'. *Salzburg Symposium on Digital Cultural Heritage*, 27–28 September 2004.

Durbin, Gail. Panel member in discussion of role of national museums at *UK Museums and the Web Conference*. University of Leicester, 22 April 2004.

Elliott, Laura. 'Social Inclusion in the V&A'. Talk to University of London, Institute of Education MA students, V&A, April 2004.

Fritsch, Juliette, 'The History, Influence and Adoption of Visitor Studies in Museums and Heritage Sites Up to the Present Day', *Association of Heritage Interpretation Conference and AGM*, September 2004.

Fritsch, Juliette. 'Evaluating Our Visitors: Why and How', Association of Heritage Interpretation Seminar, November 2004.

Fritsch, Juliette. 'Case Studies in Evaluation'. Seminar, and practical evaluation exercise in the V&A galleries, *Museology and Museum Education* module, Institute of Education and V&A Masters degree, January 2005.

Fritsch, Juliette. 'Developing interactives at the V&A'. Seminar for MA Greenwich University students, February 2005.

Fritsch, Juliette. 'Developing Interactives: An audience focused approach for museum and heritage sites' as part British Council Creative Industries Unit seminar series. Mehrauli Archaeological Park, (adjacent to the World Heritage Site of the Qutub Minar), Delhi and Champaner-Pavagadh Archaeological Park, a World Heritage Site which is the remains of the 16th century capital of the Gujarat, India, December 2004.

Hinton, Morna. *Picture Perfect: How to Succeed with Audiovisuals*. Chair of one-day conference, Museums Association, The Charity Centre, London, 21 February 2005.

Hinton, Morna. 'Learning Services at the V&A'. Lecture to University of Leicester Museums Studies MA students. V&A, 18 January 2005.

Hinton, Morna. 'V&A College – working with gifted and talented young people'. Case study presented at *Museums and Young People: a Vision for the 21st Century*, conference organised by the Museums Association, London, 14 June 2004.

Judd, David. 'Development of the British Galleries'. Gallery talk to members of the Bank of Thailand Museum, V&A, 28 April 2004.

Judd, David. 'Development of the Interpretative Devices in the British Galleries'. Gallery talk to MA students from University of North Texas, V&A, 17 June 2004.

Judd, David. 'Lessons Learnt from the British Galleries'. Lecture to the staff of the Ashmolean Museum, Ashmolean Museum, 14 January 2005.

Knight, Caroline. 'The Suburban Villa as Rural Retreat'. Conference paper given at Oxford University Department of Continuing Education, 5 January 2005.

Locke, Philip, 'Managing complexity through efficient content reuse; the goal of an Enterprise Content Management (ECM) solution'. Workshop session at *Museums & the Web 2004*, Arlington, Virginia, April 2004.

Nightingale, Eithne. 'Cultural Diversity and the V&A'. Presentation to the Design History Society annual conference: *The Politics of Design: History, Theory, Criticism and Practice*, University of Ulster, Belfast, 9–11 September 2004.

Nightingale, Eithne. 'Cultural Diversity and the V&A'. Presentation to a conference on *Cultural Diversity and Curating Contemporary Design*, Museum of London, 23 November 2004.

Nightingale, Eithne, with **Wescombe**, Kara, 'Access, Inclusion and Diversity at the V&A'. Talk to *Collect and Share Colloquium*, organised by 'engage', V&A, 17 June 2004.

Nightingale, Eithne. 'Diversity and the V&A'. Lecture to University of Leicester Museum Studies MA students, V&A, 18 January 2005.

O'Brien, Lorna. 'Every Object Tells a Story, Digital Events for Families'. Talk for GEM National Training Day, *Beyond the Manifesto: Kids in Museums*, V&A, 10 May 2004

Reid, Barbara. 'Image and Identity'. Presentation to teachers and museum educators at *The Sunderland Art Conference*, Sunderland Museum and Winter Garden, January 2005.

Reid, Barbara. 'Image and Identity'. Presentation to Institute of Education MA students, V&A, February 2005.

Saunders, Angela. 'Developing regular activities for family audiences'. Lecture to University of Leicester Museum Studies MA students, V&A, 3 February 2004.

Saunders, Sarah. 'Students at the V&A.' Lecture to Art Foundation and HND students, Bedford College, 23 September 2004.

Saunders, Sarah. 'Students at the V&A.' Lecture to Art Foundation students, Harrow College, 2 November 2004.

Thomas, Helen. 'Introduction to the RIBA+V&A Architecture Partnership'. Lecture to architecture undergraduate students, University of Brighton, 11 May 2004.

Thomas, Helen and **Gozzard**, Chris. 'Developing Resources for Vocational Teaching and Learning' Workshop for *LSDA Vocational Learning Support Event*, RIBA Headquarters, 22 June 2004.

Thomas, Helen and **Gawne**, Eleanor. 'Interpretation of Architectural Collections' Paper at *International Congress of Architectural Museums Conference*, Venice 23, September 2004.

Thomas, Helen. 'Introduction to V&A+RIBA Architecture Partnership' Lecture at CABE Education Event, 14 March 2005.

Trench, Lucy. 'Museum Text: Planning, Organising, Writing'. Lecture to London's Transport Museum, steering group for the redisplay, London's Transport Museum, 16 March 2005.

Trench, Lucy. 'Richard Chenevix, Bishop of Waterford: A Story of Patronage and Advancement'. Paper given to the Huguenot Society of Great Britain & Ireland, University College, London, 9 November 2004.

Wescombe, Kara and **Nightingale**, Eithne, 'Access, Inclusion and Diversity at the V&A'. Talk to *Collect and Share Colloquium*, organised by 'engage', V&A, 17 June 2004.

9.3. Appendix 3: Audience Research

Boyd, Nicky. *V&A College Evaluation Pilot Module: Textiles*, November 2004. Commissioned by Angela Saunders.

e-digital research. *Access to Images Evaluation*, Feb 23–July 18 2004. Commissioned by Clare Goodwin.

e-digital research. *Exhibition Micro-sites Evaluation*, Sept 21–Nov 4 2004. Commissioned by Clare Goodwin.

e-digital research. *Planning a Museum Visit Section of V&A Website*, Nov 5–Dec 7 2004. Commissioned by Clare Goodwin.

Graham, Jo & **Graham**, John: *An Evaluation of the Gifted and Talented Image and Identity project at the V&A*, June 2004. Commissioned by the Families and Young People Team.

Graham, Jo. *"This was supposed to be a flying visit, but we've stayed longer". A Study of How Current Provision Meets the Needs of Families with Children Under 5 at the V&A and How it Could Develop in the Future*, July 2004. Commissioned by Lorna O'Brien and Angela Saunders.

Moussouri, Theano & Fritsch, Juliette. *Jameel Gallery of Islamic Art: Front-End Report*, November 2004.
Commissioned by Juliette Fritsch.

Pardoe, Ian. *Issues and Recommendations for the Design of Audio Handsets at the V&A Museum*, March 2005.
Commissioned by Juliette Fritsch.

Trembath, Chantal. *Evaluation of Interpretative Provision for Visually Impaired Visitors*, December 2004.
Commissioned by Juliette Fritsch.

Pontin, Kate. *Every Object Tells a Story: Half Term Events at the V&A*, April 2004.
Commissioned by Lorna O'Brien.

Visitor profiling of exhibitions and events

Quarterly Visitor Data Reports – V&A South Kensington

Vivienne Westwood Exhibition

Encounters Exhibition

Free Art Fun Half Term events

Research undertaken by post-graduate students:

Healey, Stephanie. *A Comparison of Educational Spaces in the V&A*, UCL Institute of Archaeology, unpublished Masters dissertation.

Monti, Francesca. *Interpretation of Objects that are Aesthetically Challenging but Concept Rich*, UCL Institute of Archaeology, unpublished PhD thesis.

Reussner, Eva. *Institutional Management of Visitor Studies: Best Practices in Audience Research for Museums*, Berlin University, Museology Dept, unpublished PhD thesis.

9.4. Appendix 4: UK Working

Anderson, David

- Succeeded Deborah Swallow (former Director of Collections at the V&A) as the V&A Trustee for the Sheffield Museums and Galleries Trust (SMGT). The V&A is the only museum represented on the SMGT Board of Trustees. This arrangement arises from the contracted agreement that the V&A will send at least three exhibitions every five years for display in Sheffield

- Contributed, as a member of the working group, to development of the DCMS' Education Strategy. Publication of this was delayed by the publication by the Secretary of State of her discussion document, *Museums and the Value of Culture*, in June 2004, and then by the resignation of the Minister for the Arts, Estelle Morris, before the General Election of 2005
- Board member of the South East Museums, Libraries and Archives Council (SEMLAC)
- Chair of the Campaign for Learning in Museums and Galleries (CLMG), an independent think tank and advocacy organisation
- Member of the College of Arts and Humanities Research Board (now the Arts and Humanities Research Council)

Anderson, Renée

- Welcomed Toni Walker from the University of Brighton who was researching resource management

Cirier, Emmanuelle

- Created a tool kit for the *Inspired by...* competition and display and a presentation to be used by partner museums
- Visited Manchester Art Gallery to see the *Inspired by...* display on 20 July 2004

Coldicutt, Rachel

- 2004/5 saw preparation for the Every Object Tells a Story events happening at Birmingham Museum and Art Gallery, Tyne and Wear Museums, and Brighton Museum and Art Gallery. A steering group was established with members from all regional partners, the V&A and Ultralab (the project's technical partner), which met quarterly throughout the year to capture requirements, to plan for forthcoming events, and to establish a set of 'best practice' criteria for the year ahead

Durbin, Gail

- Beth Thomas, Keeper of Social History, National Museums and Galleries of Wales visited Gail Durbin to discuss the British Galleries
- Gail Durbin was a member of a steering group to set up a history website for the RBKC. She continued to act as a mentor for Museum's Associations AMA students and she attended the 2nd National Conference on the Use of Handheld Computers in Colleges

- Gail Durbin met to discuss web matters with Anthony Hamber; Margaret Benton; Jerome Freeman, History Subject Officer, QCA; David Dawson, MLA; Richard Williams, BBC; Victoria Rogers, Design Council; and Ros Sherwin, RCA

Elliott, Laura

- Developed the *Inspired by ...* arts and crafts competition for adult learners with other regional museums in collaboration with National Institute of Adult and Continuing Education, and in particular with Manchester Art Gallery and Tyne and Wear Museum Service
- Attended a meeting between Manchester MLA North West, Tyne and Wear Museums and NIACE (National Institute for Adult Continuing Education) in Leicester to promote the regional development of the *Inspired by ...* competition in July 2004
- Organised and attended meetings at NIACE HQ Leicester to co-ordinate *Inspired by ...* in the regions, September 2004 and February 2005
- Visited Manchester Art Gallery to see the *Inspired by ...* display, 20 July 2004

Fritsch, Juliette

- Hosted Kids in Evaluation conference in collaboration with the Visitor Studies Group UK at the V&A January 2005
- Committee member of the Visitor Studies Group UK
- Member of London Museums Heads of Interpretation Group
- Member of London Museums Active Research Group
- Advised on the 'Families visiting museums' research project by Salford University
- Advised on the 'Observation of interactives' research project, King's College London

Student work placements mentored:

- MA Museum Studies student from Institute of Archaeology, UCL
- AMA student from Conservation Dept, V&A

Frost, Stuart

- Worked with members of the Medieval and Renaissance Galleries Project Team and the Henry Moore Institute (HMI) on the exhibition *Depth of Field: the Place of Relief in the Time of Donatello* which was shown at the HMI between 23 September 2004 and 27 March 2005

Ginley, Barry

Barry Ginley was visited by:

- Samantha Cairns – Churchill Gallery/Cabinet War Rooms
- Lara Latcham – Hereford Museum and Art Gallery

Barry Ginley visited:

- Simon Lace – Maidstone Museum and Art Gallery

Hinton, Morna

- Member of the V&A's UK Working Group between April 2004 and March 2005
- Attended meetings of the Social Policy and Education Network (SPEN) at DCMS
- L&I senior management responsibility for the national partnership project Image and Identity
- Discussed drop-in public programmes with Tom Andrews, Clore Fellow, on 30 March 2005

Judd, David

David Judd gave talks and tours about the learning theory behind British Galleries, and the development of the interpretative devices to:

- Katie Booth and group from the Ashmolean Museum
- Susan Baldino and group from the British Museum
- John Messner and group from the Museum of Science and Industry, Manchester
- Maria Regan from the Horniman Museum
- Lydia Bartlett, MA Heritage Education and Interpretation student from Newcastle University
- Charlotte Teeple, Museum Studies student

Moxon, Mark

- Mark Moxon worked closely with Matthew Partington of the National Electronic & Video Archive of the Crafts (NEVAC), to produce the Ceramic Points of View website: <http://www.vam.ac.uk/ceramicpointsofview>. NEVAC is based at the University of the West of England's Bristol School of Art, Media and Design

Nightingale, Eithne

- Development of *Inspired by ...* art and craft competition for adult learners with other regional museums in collaboration with National Institute of Adult and

Continuing Education and in particular with Manchester Art Gallery and Tyne and Wear Museum Service

- Advice and contribution of case study material to diversity strategy for London Museums Agency
- Distribution of V&A access, inclusion and diversity strategy to museum studies students and museum professionals e.g. for the National Learning and Access Strategy for Museums and Galleries in Scotland, Scottish Museums Council

O'Brien, Lorna

Lorna O'Brien was visited by fellow professionals in connection with information and advice on gallery activities and family programmes:

- Zoe Renilson, Manchester Art Galleries
- Jude Watt, Baltic Gallery Newcastle
- Ann Matthews, Cardiff Museum
- Alice Mayers, Foundling Museum, London
- Claire Driver, museum education consultant
- Ngaire Bushell, HMS Belfast, Imperial War Museum, London

Lorna also advised on the 'Families visiting museums', research project by Salford University

Reid, Barbara

- Co-ordinator of 'Image and Identity' schools and young people project involving: Manchester City Galleries; Tyne and Wear Museums; Birmingham Museums and Art Gallery; Royal Pavilion, Libraries and Museums, Brighton; Sheffield Galleries and Museums Trust; and NCH the Children's Charity

Saunders, Angela (née Spencer)

- Angela Spencer gave information on gallery activities to Emma Jackson, Fine Art Degree student

9.5. Appendix 5: International Working

Anderson, David

- Following the resignation of Deborah Swallow, the V&A's Director of Collections, David Anderson took over responsibility for development of the V&A's international Strategy. He formed an International Strategy Steering Group, which included representatives from a range of V&A departments,

including Collections, Exhibitions, Development and VAE, to work on the project

Anderson, David

David Anderson had visitors from:

- Oslo City Council
- the National Museum of Japan
- the National Museum of Art in Stockholm
- the Vietnamese Ministry of Culture

Chin, Christine

- Participated in discussion group at the Sangdong Educational Conference, China, 27 December 2004

Durbin, Gail

Interest in the British Galleries continued with visits from:

- Rhonda Winter from Indianapolis Museum
- a group of curators from the Museums of Strasbourg headed by Margaret Phenninger
- Visits to discuss web issues were made by:
 - Louis Le Vaillant, New Zealand
 - Ray Shah, New York
 - Teresa Lai, Metropolitan Museum, New York
 - Susanna Ryden Danckwardt, Moderna Museet, Stockholm
 - Karen Leary, National Museum of Australia

Elliott, Laura

- Organised a guided tour of the 'Inspired By' display at the V&A for international panel from NIACE 25 May 2004

Fritsch, Juliette

- Showed Deputy Prime Minister of Thailand round the British Galleries, talking about interpretive devices, August 2004
- Met with delegation from the Louvre working on their Islamic Galleries to discuss visitor research and engagement strategies, August 2004

- Discussed the British Galleries interpretation scheme with Marianna Adams and Cynthia Moreno from the Institute of Learning Innovation, Annapolis, USA, 28 October 2004 (with Morna Hinton)
- Presented 'Developing Interactives: An audience focused approach for museum and heritage sites' as part British Council Creative Industries Unit seminar series at Mehrauli Archaeological Park, Delhi and Champaner-Pavagadh Archaeological Park, India, December 2004 (see professional lectures and conference papers)

Frost, Stuart

- Attended European Museum Forum workshops in Bologna with a grant awarded by the British Council. 6–10 October 2004

Ginley, Barry

Barry Ginley was visited by:

- Edwina Jans – Historic Houses Trust of New South Wales
- Rebecca McGinnis – Metropolitan Museum of Art
- Diane Gallinger – Canada (author of: 'What Canadian Museums Can Learn About Disability Access from Outstanding British Models')
- Barry Ginley visited:
- Hélène Pagé - Musée de la civilisation, Québec (Québec)

Hinton, Morna

- Discussed the British Galleries interpretation scheme with Marianna Adams and Cynthia Moreno from the Institute of Learning Innovation, Annapolis, USA, 28 October 2004 (with Juliette Fritsch)
- Member of UNESCO funded mission to advise the National Museum of Egyptian Civilisation in Cairo. Specialist advice on the planned educational facilities as part of 2-day meeting, 2–3 December 2004
- Talked to staff from the Ringve Museum in Norway about V&A educational provision, V&A, 12 January 2005 (with Martin Wyatt)
- Was interviewed by Ralf Bähren, an MA student from Germany, about V&A Learning Services, 15 February 2005

Judd, David

David Judd gave talks and tours about the learning theory behind British Galleries, and the development of the interpretative devices to:

- Colin Hicks - Director of Cultural Services - Quebec Government Office, London

- Marie Xantouedaki and group of Graduate Museum Students from Milan
- Helene Nadeau and group of museum educators from Quebec
- Alison Perkins Deputy Director of Education and Interpretation form Baltimore Museum of Art
- Asun Martinez from Museo de Altamira
- Saskia Van Hoaren and Group from Catharyconvent Musuem, Utrecht Netherlands

Mulberg, Colin

Hosted visits to see the newly opened V&A + RIBA Architecture Gallery from:

- Norsk Arkitekturmuseum, Oslo, Norway
- La Cité de l'architecture, Paris, France

O'Brien, Lorna

Lorna O'Brien was visited by fellow professionals requesting information and advice on gallery activities and family programmes:

- Yoshi Miki from Kyushu National Museum, Tokyo
- Teresa Abreu - Museu Nacional Do Portugal
- Vibeke Bryld, Artken, Museum of Modern Art, Denmark
- Maria Margarida Teves de Oliveira and colleagues from Museu Carlos Machado, Azores
- Rosanna Flouty from the Guggenheim, New York
- Sandi Olivo, Curator of Education, Middlebury College Museum of Art Vermont
- Leslie Peart, John G. Shedd Aquarium, Chicago
- Khayoung Kim, The National Folk Museum of Korea
- Janine Jongen and colleague, Maritime Museum, Rotterdam
- Tia Powell Harris, Outreach Programme manager, Smithsonian
- Heidi Pritchard, National Library of Australia
- Isabel Godinho, Director of the Royal Palace, Portugal (Palacio Nacional da Ajuda)
- Asun Martinez from Museo de Altamira
- Tae Higashino, education consultant, Japan

Pettipher, Jo

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- Jo welcomed Holly R. Witchey, Ph.D, Manager for Media Initiatives for the Cleveland Museum of Art in Ohio on Thursday 25 September. Jo took her round *HearWear: The Future of Hearing*

Saunders, Sarah

- Host to Heather Whiteley, Curator National Gallery of Victoria Australia. 24 September 2004

Wescombe, Kara

- Host to Anne Marie Johnsen, Head of Education at the Norsk Folk Museum, Norway, 24 September 2004
- Host to Franklyn Heisler, Head of Education Glenbow Museum, Canada, 15 December 2004

Wyatt, Martin

- Chair of the Board of ETT Ltd (European Ticketing Organisation)
- Chair of ETT Annual Conference, London, January 2005
- Talked to staff from the Ringve Museum in Norway about V&A educational provision, V&A, 12 January 2005 (with Morna Hinton)