

**Annual Report 2006-7**  
Learning & Interpretation Division

Morna Hinton, Head of Learning Services



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# 1 INTRODUCTION

The Learning and Interpretation Division (L&I) is embarking on an exciting phase, with the forthcoming opening of the new Sackler Centre for arts education at the V&A in 2008. During much of 2006/7, the Division has been planning and consulting with colleagues, in order to ensure that the programme for the new Centre is a dynamic and well-focused extension to our current work.

The overall number of learners handled by L&I increased by 77% on 2005/6 (a year in which the 7/7 bombs adversely affected numbers) and even surpassed 2004/5 levels. Group bookings of all visitor types (schools, students and adults) were up 50% on the previous two years due to the popularity of the Kylie and Leonardo da Vinci: Experience, Experiment and Design exhibitions. The website also continued to go from strength to strength, with visits up to 19 million, almost a 70% increase on last year.

	2004/5	2005/6	2006/7
Total number of learners handled by L&I including learning and access programmes, exhibition bookings, collections visits and private events	541,646	388,165	687,086
Total learners excluding exhibition bookings, collections visits and externally organised events	209,710	167,776	225,172

The disability, social inclusion and diversity programmes have all seen large increases in numbers. Social inclusion programmes increased by almost 500%, up on 2005/6 due in part to some major events. The cultural diversity programme saw unprecedented numbers attending Diwali and total numbers on the South Asian programme were up 80%. Programmes funded by the Heritage Lottery Fund (HLF) also attracted large audiences, with a ten-fold increase in numbers for the intercultural programme and a 50% increase for the Black Heritage Programme. Three weekends of events for the opening of the Jameel Gallery of Islamic Art brought in nearly 50,000 visitors.

Visitors attending family programmes increased by 60% on 2005/6 due to attractive programme content, popular exhibitions and an effective marketing campaign. School numbers were also up by more than 30% returning to 2004/5 levels, as the effect of the 7/7 bombings waned. The number of school students participating in talks, workshops and special projects also returned to 2004/5 levels.

Income generated by L&I was up by 44% due to increased numbers of well-attended ticketed events. The introduction of a new year course on the Arts of Asia was a significant factor here too.

Over the course of the year L&I engaged in a wide range of national and international working including the contribution to regular publications and presentation and publication of conference papers by members of staff.

Many colleagues from around the V&A contribute significantly to L&I's work, from the curatorial departments and Finance, to Marketing and the cleaner-porters. 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 L&I. It also deals with visitor comments on behalf of the Museum, as well as internal room bookings.

### 2.1 Financial summary

		2004/5	2005/6	2006/7
<b>Income (£)</b>	Grant-in-aid	2,049,800	2,338,171	2,442,560
	Sponsorship/grants	352,762	853,138	574,814
	Generated/other income*	330,509	296,248	385,656
	<b>Gross income</b>	<b>2,733,071</b>	<b>3,487,557</b>	<b>3,403,030</b>
<b>Expenditure (£)</b>	Expenditure exclusive of salaries			
	Funded	177,347	642,601	400,188
	Other**	532,723	487,442	953,942
	Salary costs			
	Funded – fixed term contract staff	103,353	143,304	313,230
	Funded – casual OPA staff and overtime	25,628	34,258	72,656
	Other – permanent and fixed term contract staff	1,885,076	1,823,313	1,915,679
	Other – casual OPA staff and overtime	44,481	324,745	306,619
<b>Gross expenditure</b>	<b>2,768,608</b>	<b>3,455,663</b>	<b>3,962,314</b>	

\*Includes donations, interest, ticket income, and publication sales

\*\* includes all expenditure funded by grant-in-aid and generated/other income

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.

Externally funded posts paid for from grants and sponsorship have increased, mainly due to the National Museums Online Project, where three staff have been appointed. In addition, there were some maternity leave cover costs for the HLF project.

The total amount received in grants and sponsorship (£574,814) is down on last year (£853,137.49). This is due primarily to the cessation of the Culture Online project, *Every Object Tells a Story*. We only received a small amount of funding for *Every Object* this year as the direct DCMS funding finished in March 2006. However, generated income is up due primarily to improved ticket sales for L&I events.

#### Breakdown of grants and sponsorship

Funder	Total grant received (£)	Grant passed on to project partners (£)	Net grant to L&I (£)
Arts Council - <i>Carnival in Motion</i>	1,882	0	1,882
British Academy – Conference Programme	2,000	0	2,000
DCMS / Culture Online - <i>Every Object Tells a Story</i>	69,828	0	69,828
DCMS – Image and Identity	97,436	95,112	2,324
HEFCE - Centre for Excellence in Teaching and Learning through Design (CETLD)	93,138	0	93,138
HEFCE - Centre for Excellence in Teaching and Learning through Design (CETLD) - Management	24,000	0	24,000
HLF - Cultural Ownership	249,931	0	249,931
Lloyds TSB - Image and Identity	0	21,019	(21,019)
Paul Hamlyn Foundation – Image and Identity	0	37,882	(37,882)
Adapt Trust	1,000	0	1,000
Baring Foundation	25,000	0	25,000
DCMS – Invest to Save	138,295	0	138,295
RIBA Education	10,851	0	10,851
Access to Work	5,965	0	5,965
University of Salford – Family Group Visitors to Museums and Art Galleries in the UK	5,000	0	5,000
Interest and Dividends	4,501	0	4,501
<b>Total</b>	<b>728,827</b>	<b>154,013</b>	<b>574,814</b>

### Breakdown of generated and other income

<b>Activity</b>	<b>Total received (£)</b>
Conferences	7,856
Other Ticket Income	22,363
Courses	294,509
Student Programme	4,125
Lectures	21,200
Young People's Workshops	5,237
Private Group Tours	22,796
Publication Sales	160
School Programme	1,527
Miscellaneous Income	5,883
<b>Total</b>	<b>385,656</b>

### 2.2 Visits and Bookings

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

<b>Year</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Total</b>
2004/5	1,307	808	948	639	544	1,527	1,744	1,481	715	1,047	790	1,031	<b>12,581</b>
2005/6	1,077	1,260	1,083	759	732	1,453	997	1,303	597	981	1,122	1,030	<b>12,394</b>
2006/7	2,441	2,197	2,440	1,977	481	1,286	2,468	1,361	519	834	1,048	1,073	<b>18,125</b>

## Telephone Calls

2006/7	Total incoming calls	Total answered	% answered
April	N/A*	N/A	N/A
May	N/A	N/A	N/A
June	1,937	1,332	68.77
July	2,412	1,834	76.04
August	1,772	1,287	72.63
September	2,572	2,021	78.58
October	14,359	3,942	27.45
November	4,415	2,804	63.51
December	1,368	1,024	74.85
January	2,288	1,633	71.37
February	3,525	2,416	68.54
March	2,701	1,908	70.64
<b>Total</b>	<b>37,349</b>	<b>20,201</b>	<b>54.09</b>

\* Figures not available for these periods

A new museum-wide telephone system was installed in October 2005. Unfortunately, the first phase of this system did not include reporting facilities, and so no figures are available for April and May. However, an additional reporting suite was added to the software in June, and figures were once again available.

The extremely high volume of calls in October (38% of the total number of calls for this reporting period) were the result of a very popular Fashion In Motion event, for which tickets are only bookable by telephone. Unfortunately, the low % answered figure for this month has affected the overall % answered figure for the year. Without this unusual peak, the % answered figure for this period would have been 71.68%.

### Comparative summary of group bookings by group type

Audience	2004/5		2005/6		2006/7	
	Groups	Individuals	Groups	Individuals	Groups	Individuals
Schools (up to 18 years)	1,821	51,089	1,421	39,209	1,951	52,669
HE/FE students	1,670	36,092	1,391	32,599	1,683	38,639
Children outside school & pre-school groups	80	2,159	32	737	71	1,027
Adult & community groups	1,000	22,825	787	18,616	873	22,925
Groups from Black Asian and Minority Ethnic (BAME) communities	30	942	6	114	30	675
<b>Total</b>	<b>4601</b>	<b>113,107</b>	<b>3,637</b>	<b>91,275</b>	<b>4,608</b>	<b>115,935</b>

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

### Private Group Tours Attendance and Income

	2004/5	2005/6	2006/7
Total no. of tours and talks:	185	177	154
Total number of people:	3,447	3,958	3,609
Talks and Tours income (£)	19,656	22,507	29,210
Income for V&A from catering (£)	1,002.63	1,985.47	843*
<b>Total income (£)</b>	<b>20,658.63</b>	<b>24,492.47</b>	<b>30,053</b>

\* The closure of the Café with the loss of The Painted Room as a dedicated groups catering space, and the lack of a replacement facility in the new Café, has meant a significant decrease in income for Groups catering.

#### Group visits to major exhibitions 2006/7

<b>Exhibition</b>	<b>Groups</b>	<b>Individuals</b>
Anna Piaggi: Fashion-ology	61	1,415
Modernism: Designing A New World	604	15,276
Che Guevara: Revolutionary and Icon	77	1,696
Leonardo da Vinci: Experience, Experiment and Design	685	14,680
At Home in Renaissance Italy	179	3,879
Twilight: Photography in the Magic Hour	351	7,484
Kylie – The Exhibition	434	9,498
Surreal Things: Surrealism and Design	19	372
<b>Total</b>	<b>2,410</b>	<b>54,300</b>

#### Group visits to major exhibitions 2005/6

<b>Total</b>	<b>1,544</b>	<b>35,560</b>
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#### Group visits to major exhibitions 2004/5

<b>Total</b>	<b>2,529</b>	<b>52,463</b>
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Two very popular exhibitions (Leonardo da Vinci: Experience, Experiment and Design and Kylie – The Exhibition) were responsible for an increase in group bookings during 2006/7. The number of people visiting in groups is a broad reflection of the popularity of the V&A's major exhibitions.

#### Gallery Bookings (self-guided)

<b>Rooms</b>	<b>2004/5 No. of groups</b>	<b>2005/6 No. of groups</b>	<b>2006/7 No. of groups</b>
20th Century	75	56	119
Architecture (opened autumn 04)	22	35	62
Arms and Armour	5	0	Closed
British Galleries	694	242	377
British Galleries Norfolk Room	19	Included above	Included above
Carpets	Closed	0	Closed
Cast Courts	59	57	93
Ceramics	47	6	9

China	53	54	106
Europe 1600–1800	4	11	15
Europe and America 1800–1900	2	7	10
Fakes and Forgeries	6	1	Closed
Fashion	92	158	426
Frank Lloyd Wright	2	0	Closed
Glass	25	27	30
Ironwork	5	7	9
Islam	Closed	Closed	144
Japan	56	55	123
Jewellery	10	Closed	Closed
Korea	37	25	69
Medieval & Renaissance	12	6	11
Metalwork	Closed	2	4
Musical Instruments	13	6	11
Northern Renaissance 1500–1700	1	2	5
Paintings	22	25	30
Photography	7	3	22
Portrait Miniatures	0	0	3
Prints & Drawings	0	0	3
Raphael	14	7	13
Renaissance 1400–1600	26	5	7
Church Plate	2	0	Closed
Sacred Silver	0	0	2
Sculpture	59	26	61
Silver	14	7	9
South East Asia	18	27	55
South Asia	9	24	54
Tapestries	13	3	4
Textiles	87	53	67

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<sup>1</sup> progresses.

#### Room bookings

Room	2004/5	2005/6	2006/7
Lecture Theatre	356	333	297
Jean Muir Seminar Room	336	336	354
Bernard Leach Meeting Room	415	156*	295
Seminar Room 3	405	365	397
Education Studio	366	327	373
Education Study Room	298	279	292
<b>Total Room Bookings</b>	<b>2,176</b>	<b>1,796</b>	<b>2,008</b>

\*For most of this reporting period the Bernard Leach meeting room was used for storage during office refurbishments.

### 2.3 Visitor Comments

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

#### Nature of visitor comments

	2004/5		2005/6		2006/7	
	No.	%	No.	%	No.	%
General comment	337	25.5%	269	25.8%	256	15.8%
Complaint	744	56.3%	550	52.8%	1,040	64.2%
Compliment	241	18.2%	223	21.4%	323	20.0%
<b>Total</b>	<b>1,322</b>	<b>100.0%</b>	<b>1,042</b>	<b>100.0%</b>	<b>1,619</b>	<b>100.0%</b>

<sup>1</sup> FuturePlan is transforming the V&A's historic buildings and world-class collections, creating attractive and accessible spaces and opening up the buildings and collections to the widest possible audience.

How visitor comments were received

	2004/5		2005/6		2006/7	
	No.	%	No.	%	No.	%
Comments Form	686	85.4%	500	84.2%	807	86.7%
Email	43	5.4%	24	4.0%	73	7.8%
In person	2	0.2%	2	0.3%	0	0.0%
Letter	60	7.5%	59	9.9%	44	4.7%
Note	5	0.6%	6	1.0%	3	0.3%
Telephone call	7	0.9%	3	0.5%	4	0.4%
<b>Total</b>	<b>803</b>	<b>100.0%</b>	<b>594</b>	<b>100.0%</b>	<b>931</b>	<b>100.0%</b>

Visitor compliments summary

Issues	2004/5	2005/6	2006/7
Catering	8	11	34
Disability	5	1	1
Exhibitions & Display	103	106	162
Facilities	6	2	2
Major Projects	3	9	13
Orientation	0	1	0
Programme	40	42	27
Retail	2	2	19
Staff	49	38	50
Other	25	11	15
<b>Total</b>	<b>241</b>	<b>223</b>	<b>323</b>

### Visitor complaints summary

Issues	2004/5	2005/6	2006/7
Catering	68	43	87
Disability	11	15	9
Exhibitions & Display	237	181	467*
Facilities	48	37	75
Major Projects	9	14	3
Orientation	141	112	80
Programme	36	19	51
Retail	23	23	53
Staff	72	51	62
Other	99	55	153
<b>Total</b>	<b>744</b>	<b>550</b>	<b>1,040*</b>

\*The increased number of complaints about Exhibitions and Displays and overall reflect the increased visitor figures for the Leonardo da Vinci: Experience, Experiment and Design exhibition, which was often very crowded due to its popularity. There were a high number of complaints on this issue.

## 3 GALLERY INTERPRETATION, EVALUATION AND RESOURCES

The Gallery Interpretation, Evaluation and Resources (GIER) 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; and running L&I's Resource Centre.

### 3.1 Gallery Interpretation

A number of L&I staff across the various teams – including Education Officers in Learning, members of the Access, Social Inclusion and Community Development 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 and develop and deliver the interpretation strategy. 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 2006/7 Gallery Educators worked on:

- The Islamic Middle East Gallery (opened July 2006)
- The Jewellery Gallery (ongoing)
- Ceramics Phase I (ongoing)
- The Medieval and Renaissance Galleries (ongoing)

The team also includes an Interpretation Editor, who is responsible for editing all types of interpretive text that is publicly available, including labels and panels in all permanent galleries, temporary exhibitions and small displays, as well as trails and web text. With the increasing demands of FuturePlan and the public programme, the Interpretation Editor is now responsible for managing a team of freelance editors who mostly work on Public Access Descriptions for Search the Collections<sup>2</sup>, and designated permanent galleries such as Ceramics Phase 1. We are working on building up interpretive writing expertise amongst curators, for example through a designated mentor scheme for people writing for small displays, increased training days for curators working on permanent galleries, and the document *Ten Tips for Writing Interpretive Text* (published 2007).

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<sup>2</sup> Search the Collections is the online public database of the V&A's collections.

### **3.2 Evaluation and audience research**

The GIER team also manage a programme of evaluation and visitor studies, related to specific gallery developments, museological topics and ongoing learning services programmes. During 06-07, studies were carried out including work assessing proposed interpretation for the FuturePlan gallery projects, and visitor profiling was conducted across a wide variety of programmes and exhibitions. Some specific studies were commissioned, including exploring the relationship between interactives and objects in galleries, as perceived by visitors. Another particular study investigating visitors who work in the creative industries and how they relate to the Museum both as a resource and as a social space has been commissioned but at the time of writing the results were not yet available.

The team also collaborated on several studies in partnership with academic institutions including the observation of interactives (with Kings College London) and the observation of families visiting museums (with Salford University). A three-part international Arts and Humanities Research Council (AHRC) research seminar series on the topic of *The museum as a social laboratory: Enhancing the object to facilitate social engagement and inclusion in museums and galleries* was convened in partnership with the Science Museum and Kings College, London. 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 Camberwell School of Art.

For a full list of reports, please see Appendix 3.

### **3.3 Resource Centre**

The GIER team includes the 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. The Resource Centre has not had dedicated staff since mid-2005 and is run on a reduced basis by casual staff. It is open for visits one day per week. It is essential to sustain some service in the Centre, as a resource for both V&A staff and external lecturers.

Unfortunately due to a combination of casual staff, inconsistency of recording and corrupted computer files there is no statistical data available for the Resource Centre for 2006/7. Data for previous years is available in the relevant reports.

## 4 Access, Social Inclusion and Community Development

The Access, Social Inclusion and Community Development Team develops initiatives and runs programmes for new audiences including culturally diverse communities, people with disabilities and the socially marginalised. It also takes a lead on developing Museum-wide strategies in relation to diversity involving all departments.

### 4.1 Disability Programme and Initiatives

2006/7 saw an increase in the number of disabled visitors to the bookable talks and events, increasing from 708 in 2005/6 to 1366 in 2006/7. There were a number of reasons for this:

- talks for people with hearing impairments were for the first time held on Fridays moving from Wednesday evenings, thereby attracting a new audience;
- talks and workshops for visually impaired people continue to be popular, with the Fashion In Motion audio described performances being a particular favourite;
- the talks programme for people with a learning disability has also developed - the Museum hosted Pathways To Learning, a project which encourages people with a learning disability to visit museums after school, college or the closure of their day centre; and
- the V&A continued to run workshops for people who are mental health service users - a four-week workshop focused on the Leonardo exhibition, where participants created art works inspired by the exhibition.

Summary of attendance at programmes for people with disabilities

	2004/5		2005/6		2006/7	
	Events	People	Events	People	Events	People
Events for visually impaired visitors	14	212	15	279	13	232
Events for hearing impaired visitors	12	95	13	82	12	569
Events for visitors with learning disabilities	8	32	11	153	6	495
Events for mental health service users	0	0	10	46	4	28
Tailored tours for groups/individuals (pilot in 05-06 has not continued)	0	0	10 grps /5 inds	148	0	0
<b>Grand total</b>	<b>34</b>	<b>339</b>	<b>64</b>	<b>708</b>	<b>35</b>	<b>1,324</b>

The Staff Disability Forum has continued to advise the museum on services and facilities for disabled members of staff. The group also had considerable input into the Disability Equality Scheme and development of the Disability Action Plan.

In 2006, the V&A was required under the Disability Discrimination Act to publish a Disability Equality Scheme, outlining the Museum's work to eliminate discrimination and promote positive attitudes towards disabled people. The scheme, which is available on the museum's website at [www.vam.ac.uk/disability](http://www.vam.ac.uk/disability), shows the commitment of the V&A to disability, with highlighted projects detailed within the Disability Action Plan.

The Adapt Trust awarded the V&A an award for Access Excellence at their awards ceremony in November 2006. The award was gained for accessibility to the South Kensington building, and the policies and practices in place for disabled people.

#### **4.2 Social Inclusion Programme**

The Social Inclusion programme offers a programme of talks, themed workshops, projects and events linked to the V&A's collections and exhibitions. The programme also runs work experience placements for young people from NS-SEC groups 5–8 and socially marginalised groups.

Two main projects took place. The first was the 60s Underground *Lost and Found* event which was based on the V&A's 60s summer exhibition and invited top DJs from the UK and international Northern Soul and Ska scenes, with an after club at the Jazz Café. The event was organised with input from the African Caribbean Officer and some of the HLF Capacity Building funding was contributed. It was a great success in crossing cultural domains, both between the Museum and underground culture scene and in attracting audiences of diverse cultural backgrounds who were mostly new to the Museum.

The second project was *Inspire Inside* which was developed from *Inspired by...*, introducing the V&A's collections to prisoners in the UK. Prisons from Yorkshire, Tyne and Wear and London took part in the pilots between January and June 2007 including young offenders and women prisoners in different categories. It is anticipated the art works will be entered in the *Inspired by* competition 2007/8.

Two groups from East Potential Foyers in Harlow and Stratford participated in a project from July to August 2006 linked to the opening of the Jameel Gallery of Islamic Art. This resulted in a performance in front of an audience of 300 people at Harlow

Playhouse theatre in September. Participants made a film of the project and this was also shown in front of an audience of around 300 at Stratford Circus Theatre in November 2006.

#### Summary of attendance at Social Inclusion programme

	2004/5		2005/6		2006/7	
	Group /event	Individual	Group /event	Individual	Group /event	Individual
Inclusion Event	1	57	3	438	1	3,714
External Event	-	-	-	-	2	683
Inclusion Group Visit	7	143	14	144	6	43
Inclusion Workshop	20	697	20	321	22	441
<b>Total</b>	<b>28</b>	<b>897</b>	<b>37</b>	<b>903</b>	<b>31</b>	<b>4,881</b>

For 2005-6 the Social Inclusion Officer's working hours were reduced due to research commitments.

#### 4.3 Work Experience Programme

In 2006 advice was given to the Word and Image Department in piloting work experience placements and Technical Services continued their involvement by accommodating two further placements from organisations working with young people at risk.

#### 4.4 Outreach – disability and social inclusion

In June 2006, the first part-time Outreach Officer, who specifically targeted disability and social inclusion groups, came into post. By developing a dedicated handling collection, the programme visited many organisations and community groups, taking the Museum to previously unreachable audiences.

#### Summary of attendance at outreach programme

	2006/7	
	Events	Participants
Disability	5	265
Mental Health	5	139
Social Inclusion	7	192
<b>Total</b>	<b>17</b>	<b>596</b>

#### 4.5 Inspired by ...

Inspired by... is the V&A's annual art, craft and design competition for students in part-time adult education that celebrates their creativity. The participants engage with the collections, and those selected have their work displayed at the Museum. It aims to reach new audiences as well as older and disabled visitors and socially excluded people. The display illustrates the entrants' diversity and talent and the variety of the V&A collections. Winners in a dozen categories receive their prize and all selected entrants receive a certificate during an awards ceremony held during Adult Learner's Week in May, to which tutors of selected entrants are invited.

##### 4.5.1.1 Artworks on display

	May–July 2005	May–July 2006	May–July 2007
At the V&A	54 artworks in the Café Foyer and 16 artworks in the galleries	62 artworks in the Café Foyer and 9 artworks in the galleries	50 artworks in the public entrance on Exhibition Road
At the Museum of Childhood	N/A	N/A	5 artwork in the new Creativity Gallery
At the Theatre Museum	2 artworks	1 artwork	N/A
<b>Total</b>	<b>72</b>	<b>72</b>	<b>55</b>

In 2006/7, the foyer at the Exhibition Road entrance was chosen to host Inspired by... This was a very good location in terms of profile, even though it accommodated slightly fewer objects.

##### 4.5.1.2 Participation

	2004/5	2005/6	2006/7
No of entrants	217 entrants including 1 group entry	245 entrants including 5 group entries	224 entrants including 2 group entries

The number of entrants was slightly down this year, due to a number of classes having been cancelled in participating colleges. As Inspired by... is an access, social inclusion and community development project, efforts are made to encourage diversity in the participants. This is reflected in the statistics collected about the entrants.

#### 4.5.1.3 Statistics on entrants

	2004/5	2005/6	2006/7
Participation by older students (65 years +)	15%	17%	20%
Participation by disabled students	not known	11%	12%
Entrants who had never visited the Museum before	10% of entrants had never visited the Museum before	6% of entrants had never visited the Museum before, (2 people entered from prison)	4.5% of entrants had never visited the Museum before, (3 people entered from prison)
% BAME	Not known	Not known	14%

#### 4.5.1.4 Outreach

Inspired by... was brought to students in prisons in 2006/7 thanks to the pilot project 'Inspire Inside' (see above under: Social Inclusion).

#### 4.5.1.5 Sponsorship

Two prize sponsors joined the project for the first time: Peter Layton from London Glassblowing for the winner in Glass and the National Institution for Adult and Continuing Education (NIACE) for the Entrant of the Year.

#### 4.5.1.6 Inspired by... in The Regions

The regional partnerships with Tyne and Wear Museums and Manchester Art Gallery were successfully repeated in 2006/7 and both of them ran the competition for the third year running. Manchester Art Gallery received 64 entries (116 the previous year) and Tyne and Wear Museums, 25 entries (45 the previous year). The fall in participation was due to the number of classes and workshops cancelled in the local institutions.

#### 4.6 Arts and Language Programme (formerly Language and Literacy)

This project was successful in receiving money from The Baring Foundation for a new English for Speakers of other Languages and Arts Officer (to start in May 2007). The post-holder will have a remit to widen access to the Museum's collections for asylum seekers, refugees and new migrants; link the existing ESOL programme to both the ESOL and citizenship curriculum; encourage people who come to the programme to participate in the full range of Museum activities including volunteering/work

experience and employment opportunities; and develop art projects leading to display. The project also works with the Museum of Childhood.

#### Summary of attendance in Arts and Language Programme

	2004/5		2005/6		2006/7	
	Group	Individuals	Group	Individuals	Group	Individuals
ESOL group tours	87	1,491	58	989	93	1538

#### 4.7 Community Displays

The community displays did not travel this year as we decided to no longer advertise the Sacred Spaces display. These displays are developed on a project basis and depend on demand and resources.

#### Summary of hire of community displays

	2004/5		2005/6		2006/7	
	Venues	Individuals	Venues	Individuals	Venues	Individuals
Travellers						
Sacred Spaces	1	13,571				
Mela portraits			1	5,250		

#### 4.8 Community Resources and Publications

We did not develop community resources and publications this year as the focus was on programmes. However, staff did start to prepare resources to go on the V&A website.

#### 4.9 Cultural Diversity Programme and Initiatives

##### 4.9.1 South Asian Programme and Initiatives

The South Asian Officer supported the Punjabi Theatre Academy in procuring V&A images for a touring exhibition on Maharaja Ranjit Singh also known as the Lion of Punjab. The project was launched at the House of Commons and was held April–June 2006 at Dominion Arts and Education Centre in Southall, attracting over 1000 members of the local community.

The South Asian Officer developed key partnerships and a full programme of events for the year 2006–07, including the festival of Eid to celebrate the opening of the Jameel

Gallery of Islamic Art and Diwali, organised in partnership with the Swarni Narayan Temple, which attracted unprecedented numbers. The Visual Identity project which worked with young people from London's East End in partnership with Oxford House and culminated in a multi media installation performance in the Nehru Gallery of Indian Art with artist Ravinder Atwal; a Friday evening Bollywood Retro event in partnership with Club Kali and Club Kutch Kutch and Winter Festivals of Diwali and Eid. There was also a series of jewellery making workshops for Afghan and Iranian refugees.

#### Summary of attendance at South Asian Programme

	2004/5		2005/6		2006/7	
	Events	Individuals	Events	Individuals	Events	Individuals
South Asian/Encounters Programme	25	6,512	0	0	0	0
Outreach	0	0	2	250	1	1,000
Mela	1	6,150	1	500	0	0
Visual Identity	0	0	0	0	1	1,000
Diwali / Eid	0	0	0	0	2	18,370
Retro Bollywood	0	0	0	0	1	3,606
Workshops	0	0	0	0	8	40
<b>Total</b>	<b>26</b>	<b>12,662</b>	<b>3</b>	<b>750</b>	<b>12</b>	<b>24,016</b>

#### 4.9.2 Intercultural/Interfaith Programme and Initiatives

##### 4.9.2.1 Winter festivals

These were four days celebrating major winter festivals of different faiths. Events were targeted at the specific communities as well as families and the general public. The Hanukkah day was organised in partnership with Spiro Ark.

Events included story-telling, traditional music performances, a Hanukkah puppet show, Jewish and Christian choirs, costumed tableau of the stories leading up to the nativity, and craft activities such as a Hanukkah lamp workshop, garland making and African-inspired Christmas decorations. There were also gallery talks on the South Asian collections and on world religions and symbols of light.

The Winter Festivals offered a chance to experience the cultural and spiritual significance of world festivals with activities to suit all age ranges. The aims of the festivals were to promote cohesion, respect and understanding between different faith communities.

#### Summary of attendance at Intercultural Programme

	2004-5		2005-6		2006-7	
	Events	Individuals	Events	Individuals	Events	Individuals
Encounters (ran alongside the Encounters exhibition)	7	2,210	0	0	0	0
Hanukkah	0	0	0	0	1	11,227
Christmas	0	0	0	0	1	9,189
Festival of Light*	2	2,098	0	0	0	0
Sacred Silver and Stained Glass	0	0	21	2,517	0	0
<b>Total</b>	<b>9</b>	<b>4,308</b>	<b>21</b>	<b>2,517</b>	<b>2</b>	<b>20,416</b>

\*See Hanukkah and Christmas, and also Diwali and Eid in the South Asian programme

#### 4.9.2.2 Intercultural Guides Training Programme and Sacred Object tours

During the summer of 2006 the Museum advertised through community networks and on the V&A website for intercultural guides who would be able to deliver talks to faith groups, community groups and supplementary schools, either on cross-cultural or faith-specific themes.

There were over 100 applicants, and 10 potential guides who could cover seven different faiths were asked to attend a specially designed training course prepared by the Interfaith Officer in conjunction with the Training Department. This course was held over six days between the end of October and the end of November.

Staff from across the Museum delivered the training which included curators' talks on the different faith objects, access issues, health and safety, research skills and cultural sensitivity. There were two days on presentation skills for which the guides were assessed. Nine out of ten of the participants passed this assessment.

Booking for the tours started in February 2007. The first booking was for the Jameel Gallery of Islamic Art by an interfaith Building Bridges Group of 18 church people and imams from Burnley.

### **4.9.3 Black Heritage Programme and Initiatives**

#### **4.9.3.1 Black and Asian Studies Association (BASA)**

In April 2006 L&I hosted a conference with the Black and Asian Studies Association (BASA). This year's conference, *Moving Forward: New Research Directions in Black and Asian Studies III*, featured papers, amongst others, on the Black Victorians and Bexley's local Black and Asian history.

#### **4.9.3.2 Cuba Afrique**

In July 2006 a series of events was held to complement the Che Guevara: Revolutionary and Icon exhibition, in partnership with the Families, Adult and Contemporary teams. The Cuba Afrique day featured a Havana head-dress making workshop, Cuban muralist Raul Speek, Santeria dance and story-telling, Afro-Cuban rhythms that included Timba tunes and Afro-Cuban salsa, some with instruments initially brought to Cuba by African slaves.

#### **4.9.3.3 Black Heritage Season – Past, Present and Beyond**

During the months between October and December 2006, the Black Heritage Season's *Past, Present and Beyond* theme embraced a number of free events exploring Black culture. Seventeen events based around the Museum's 60s exhibitions were programmed, 52% of which required booking in advance and 48% were drop-in, all with very good attendances. In most cases the topics in this year's Black Heritage programme were new, including the style and format of delivery. In total Black Heritage Season brought over 8,370 visitors to the museum of which 85% were from the target group and the majority of this target group (68%) were first-time visitors. Events included courses, workshops, discussions, music, symposia and debates.

#### **4.9.3.4 Uncomfortable Truths Project**

February 2007 saw the opening of the V&A's Uncomfortable Truths exhibition, to mark the 200<sup>th</sup> anniversary of the British parliamentary act that signalled an end to the transatlantic slave trade. *Traces of the Trade*, five discovery trails exploring links between art, design and the transatlantic slave trade were developed by the African Caribbean Education Officer. These trails were launched in 2006-7 and continued to be available into the next reporting period. The 25 objects on the trails were researched by the Museum's African Caribbean Diaspora Research Fellow and were the main focus of a series of high profile events, remembering slavery and its legacies, which were programmed to take place throughout 2007. Two such events were programmed in March 2006 in conjunction with a number of cultural partners. The first of these, *Afropean – A State of Mind*, was about being an African living in Europe, or a European

living in Africa. The event included live kora music and installations, films, Afro-Haiku poetry, mask making, dance, body percussionists and the London premiere of *I Dream of Accra with the Long Blond Fro*. The second event was *Sugar and Spice and All Things Not Nice*, which highlighted the bitter taste of slavery both past and present. An African libation, call and response songs workshop and performance, creative writing workshops, African dance with drums, a live abolitionist intervention and the *Remembering Slavery* finale performance were just some of the highlights.

#### Summary of attendance at Black Heritage Programme

	2004/5		2005/6		2006/7	
	Events	Individuals	Events	Individuals	Events	Individuals
Carnival	4	9043	1	7787	1	8,552
Black Heritage Season			5 (Africa 2005)	4360	16	6,970
Black And Asian Studies (BASA) conference	1	60	1	80	1	90
Tuareg Productions performance	2	400				
Black British Style Education events	25	8620				
Cuba Afrique					1	785
Underground Lost & Found					1	1,692
Afropean					1	822
Sugar & Spice and All Things Not Nice					1	913
Traces of the Trade Tour no. 1					1	12
<b>Total</b>	<b>32</b>	<b>18,123</b>	<b>7</b>	<b>12,227</b>	<b>23</b>	<b>19,836</b>

Note: the Black Heritage Season events in 2004 /5, 2005/6 and 2006/7 all ran for a three month period between October to December hence moving away from only celebrating black history in one month of the year. Events in 2006/7 had grants from the Heritage Lottery Fund (HLF).

#### 4.9.4 Underground Lost and Found

In August 2006 *Underground Lost and Found* relived the 60s underground scene with a day and night of Northern Soul, Bluebeat, Ska and Rocksteady rare classics. Audiences experienced a highly charged musical adventure and witnessed the true meaning of sound system culture. DJs, MCs and toasters, dance forms, related talks, film screenings and fashion were all part of the experience.

The event attracted 3,384 visitors and received good press coverage, with 89% of the evaluations suggesting that the respondents were new or infrequent visitors to the V&A. It was organised in collaboration with the African Caribbean Education Officer.

#### **4.9.5 Chinese Programme and Initiatives**

We continue to organise regular large-scale public celebrations of events such as the mid-autumn festival and Chinese New Year. These events always draw big crowds and we are grateful to the Chinese community for their support in organising them.

##### **4.9.5.1 Chinese Mid-Autumn Festival October 8, 2006**

The Mid-Autumn festival was a great success, attracting 6,700 visitors to a wide range of events including performances by members of the London Fo Guang Temple, lantern-making and bead-craft. There was a diverse range of people including babies, toddlers and young people. The Chinese community made up approximately a third of the visitors. These included students from universities, colleges and Chinese schools (Swindon Chinese school brought 40 students, parents and teachers); 200 senior citizens from Lambeth; members of the Mauritian community; and people from the Healthy Living Centre in Soho Square.

The Chinese radio station Spectrum promoted the festival for several weeks, encouraging many first-time visitors from the Chinese community to visit the V&A. Other media also took an interest; PCNE television, Sing Tao newspaper and The Guardian promoted the festival.

The National Art Library at the V&A joined us to display their Chinese reference books. This gave the Chinese community the opportunity to see what is available at the library and hopefully encourage them to take advantage of the many valuable resources there. It gained a lot of interest.

##### **4.9.5.2 Chinese New Year**

The V&A welcomed the *Year of the Pig* on Saturday 17 and Sunday 18 February 2007 with, for the first time, an evening performance on Friday 17 February, when a packed lecture theatre enjoyed a selection of acts including wonderful performances by Chinese acrobats.

On Saturday and Sunday there was a 'temple fair' in the Raphael Gallery including displays and demonstrations of traditional Chinese painting by acclaimed Chinese artist, Li Liuhai; displays of oil painting by Yang Guohua and Chinese calligraphy demonstrations by Nan-hsiung Chen. There was also a Chinese tea house, with tea

tasting and tea-making demonstrations, tables of Chinese chess and the traditional Chinese game of 'Go' for people with disabilities. The National Art Library had a stall promoting their services, attracting a sizeable crowd.

Other events included a Chinese costume display and dress-up area complemented by a display of Chinese-style shoes by the shoe designer, Jimmy Choo, a Chinese lion dance children's workshop, and live music from the Rhythm UK Chinese musicians.

This year there were more visitors than ever before for the V&A's Chinese New Year programme, with a total of 26,550 people attending the events (13,738 visitors on Saturday and 12,812 on Sunday). Even allowing for the fact that inevitably there is some double counting as the same individuals may attend more than one event, this is a great success especially considering that London Chinatown was holding celebrations on the Sunday. We also ran a special Friday evening performance for the first time as part of the new Friday late opening programme.

We had widespread media promotion from GLA leaflets, Spectrum Radio International and listings in both Chinese-language and English newspapers such as The Evening Standard, London Lite and The Times.

Visitors' responses to surveys showed these New Year celebrations are enjoyed by both children and adults.

#### Summary of attendance at Chinese Programme

	2004/5		2005/6		2006/7	
	Events /days	Individuals	Events /days	Individuals	Events /days	Individuals
Group bookings/ guided tour	3	60	2	30	3	50
UK Fed of Chinese Schools	0	0	0	0	1	300
Chinese Mid Autumn	2	3,815	1	1,600	1	6,695
Chinese New Year	2	17,000	2	14,000	3	26,870
Schools activity/ Performance	2	400	3	853	3	650
Outreach	2	1100	5	800	5	900
<b>Total</b>	<b>11</b>	<b>22,375</b>	<b>13</b>	<b>17,283</b>	<b>16</b>	<b>35,465</b>

#### 4.9.6 Jameel Gallery Islamic Art Opening Programme

Summer of 2006 saw the opening of the Jameel Gallery. The programme comprised three themed weekends for visitors of all ages. Events including performance, demonstration, workshops and sampling of food, e.g. in a specially constructed Turkish coffee house, were focused on the Garden and were staged in collaboration with organisations from the relevant communities.

<b>Event</b>	<b>Numbers participating</b>
Turkish weekend – 5 & 6 August	15,915
Arab weekend – 26 & 27 August	17,218
Iranian weekend – 9 & 10 September	15,024
<b>Total</b>	<b>48,157</b>

## 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.

#### 5.1.1 Late View Programme

There were 37 Wednesday Late View evenings with 37 lectures (5 April to 20 December 2006). From January 2007 the Museum introduced regular late opening on Friday evenings until 22:00. This replaced the Wednesday evening Late Views. The programme of music, provided by students from the Royal College of Music, and the Curator Talks, were transferred from Wednesdays to Fridays. In addition, the Adult team developed a programme of lectures and talks by artists, critics, historians and designers to run from April 2007 onwards.

The high numbers for the final period of Wednesday Late View reflect a renewed focus on popular programming and effective marketing. The total number of people attending events was almost back at 2004/5 levels despite the fact that Late View only ran for 75% of the year. This was also true of general Museum visitors attending the Wednesday evening opening where the average number per evening was up by 60% and the annual total was more than the previous full year.

## Comparative summary of Wednesday Late View Programme

### Attendance at events

Event	2004/5		2005/6		2006/7 (5/4/06 –20/12/06; no programme after Jan 07)	
	Event	People	Event	People	Event	People
Lectures	51	6,388	50	5,328	37	4,390
Gallery talks (pin)	52	553	52	507	37	458
Introductory Tours	52	310	N/A	N/A	N/A	N/A
Norfolk House Music Room concerts	44	3,900	39	3,008	26	1,924
Drawing courses	1	17	N/A	N/A	N/A	N/A
Special events	6	994	1	150	3	4,541
<b>Totals</b>	<b>206</b>	<b>12,162</b>	<b>142</b>	<b>8,993</b>	<b>103</b>	<b>11,313</b>

### Number of visitors to the Museum

Visitors to the Museum 17.30– 22.00	Average per eve	Annual total	Average per eve	Annual total	Average per eve	Annual total
		1,245	64,749	1,078	53,889	1,626

#### 5.1.1.1 The Wednesday Late View Programme Summary for 2006-7

The Wednesday Late View public programme took a similar format to previous years. A range of non-specialist, informal learning activities for a wide range of adult visitors were offered to evening visitors. The programme of events was based upon a wide variety of art, design, fashion and architectural themes both from a historical and contemporary perspective.

The Museum was open from 10.00 to 22.00 every Wednesday. Wednesday Late View started from 17.30. Visitors arriving after this time were counted as attending Late View. Selected galleries and exhibitions were open to visitors as well as the Café and shop. Live music and a bar were put on in the Grand Entrance until September when they were transferred to the Café. The Madejski Garden was also open during the summer period and some of the live music was performed there when the weather was fine.

The Wednesday Late View Programme Summary for 2006/7

Event	Price for tickets and max. number of people able to attend	Changes in 2006/7
Lecture in the Lecture Theatre 19.15--20.10	£7.00 including V&A members, senior citizens, £5.50 students, disabled people, and ES40 holders. A free place for carer of registered disabled person. Patrons free. Max. 275	Before April: £8.50, £6.50 Senior Citizens and V&A Members. £5.50 students, disabled people and ES40 holders. A free place for carer of registered disabled person. Patrons free.
Gallery Talk (Pinpointing) 18.30--18.50	Free Max 25	
Concert in the Norfolk House Music Room. In partnership with the RCM and supported by sponsors 18.30--19.30	Free Max 120	
Live Music in the Grand Entrance 18.00--21.15	Free	

**5.1.2 Drop-in Programmes**

Demonstrations of art, craft and design techniques took place in the galleries or in the Education Studio. Curator talks by V&A staff took place on Thursdays at 13.00 and Sundays at 15.00, with a short 'Pinpointing' talk at 18.30 every Wednesday, moving to Friday in January 2007. The Volunteer Guides' tours took place every day and included both introductory tours and British Galleries tours.

### Summary of Drop-in Programmes

	2004/5		2005/6		2006/7	
	Events	Visitors	Events	Visitors	Events	Visitors
Demonstrations	17	2,826	18	3,417	24	5,052
Tours	2,286	21,828	2,160	14,166	1,750	14,752
Curator Talks (including Weds Pinpointing talks – Fri from January)	362	4,298	156	2,026	136	1,482
<b>Total drop-in programmes</b>	<b>2,665</b>	<b>28,952</b>	<b>2,334</b>	<b>19,609</b>	<b>1,910</b>	<b>21,286</b>

The move of the regular late opening from Wednesday to Friday has had an adverse affect on numbers attending the pinpointing talks because they only take place on three Fridays out of four, the last Friday of the month being Friday Late run by the Contemporary team. The overall number of people attending tours has gone up slightly despite a reduction in the number of tours per day from seven to six (the 16.30 tour was dropped as it did not attract many visitors).

#### 5.1.3 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. There was an increase in practical courses in particular with the continuation of the South Asian and Islamic practical course programme and other exhibition-related courses.

## Summary of courses

	2004/5		2005/6		2006/7	
	Events	Individuals	Events	Individuals	Events	Individuals
Arts of Asia (year average)*	N/A	N/A	N/A	N/A	1	70
Medieval–Renaissance year course (year average)	1	52	1	47	1	57
High Renaissance–Baroque year course	1	67	1	59	1	50
Rococo–Modernism year course	1	33	1	43	1	42
Summer practical courses	11	143	7	123	10	141
South Asian/Islamic courses	N/A	N/A	4	68	3	41
Evening courses (average weekly recruitment)	1	14	1	18	0	0
Other courses	1	14	1	18	6	131
Study days	6	1,284	4	754	5	638
<b>Total</b>	<b>22</b>	<b>1,607</b>	<b>20</b>	<b>1,130</b>	<b>28</b>	<b>1,170</b>

\* New programme Started September 2006

### 5.1.4 Academic programme

The conference programme for 2006/7 included the following: *Modernism: Designing a New World 1914-1939* (14–15 July 2006); *At Home in Renaissance Italy* (17–18 November 2006); *Beyond the Border: Huguenot Goldsmiths in Northern Europe and North America* (13 January 2007); and *From Cane Field to Tea Cup The Impact of the Transatlantic Slave Trade on Art and Design* (23–24 February 2007). *Beyond the Border* was supported by the Cahn Family, and *From Cane Field to Tea Cup* received a grant from the British Academy.

	2004/5		2005/6		2006/7	
	Events	Attendance	Events	Attendance	Events	Attendance
Conferences	2	515	5	2,157	4	695
Critical debates	9	332	3	295	1	113
<b>Total</b>	<b>11</b>	<b>847</b>	<b>8</b>	<b>2,452</b>	<b>5</b>	<b>808</b>

The turn-out for conferences in 2006/7 is significantly down on the figures for 2005/6. This is due to more specialised subjects of some related exhibitions, as well as the fact that the 2005/6 conferences all ran over two days whereas one of the 2006/7 conferences was a one-day event (figures are recorded separately for each day). The low number of critical debates was a result of a gap between programme managers after the previous Head of Adult Learning left the Museum.

## 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 informal learning with facilitated activities, programmes and interpretation. Programmes include weekend, holiday and special event provision for families, and workshops for young people aged 11–18.

### 5.2.1 Family Programmes

The programme during 2006/7 included the Activity Cart and Back-Packs, handling sessions, holiday events and special events like *The Big Draw* and *Children's Art Day*. These programmes run on specified weekend and holiday days. Budget cuts resulted in fewer days of family events, but we have still achieved high visitor numbers. This can be attributed in part to changes in marketing the family programmes via postcards and the website which have proven very effective. The British Galleries back-pack availability was affected by front-of-house staffing shortages.

#### Summary of attendance at Family Programme

	2004/5		2005/6		2006/7	
	Days	Individuals	Days	Individuals	Days	Individuals
Activity Cart	110	13,303	122	13,541	120	17,290
Back-Packs	108	8,319	119	7,153	133	9,584
British Galleries Back-Packs*	157	2,663	336	2,203	103	1,107
Family events**	269	39,027	172	20,693	103	42,775
<b>Total</b>	<b>644</b>	<b>63,312</b>	<b>749</b>	<b>43,590</b>	<b>459</b>	<b>70,756</b>

\* Available daily in the British Galleries (except during gallery closures)

\*\* Includes Object Handling, holiday events and national initiatives

### 5.2.2 Young People's Programme

Create! programmes for young people are artist and designer-led workshops for 11–18 year-olds with seasonal themes such as product, fashion and digital design. V&A College Museum activities were not continued this year.

Summary of programmes for young people (sessions /people)

	2004-5		2005-6		2006-7	
	Sessions	Individuals	Sessions	Individuals	Sessions	Individuals
Talks (lectures for young people)	0	0	1	13	0	0
Create! young people's workshop programme	38	636				
Create 1 day course	0	0	24	267	14	217
Create 2 or more days course	0	0	4 [3 day courses] [12 sessions]	54 [162]	6	66
V&A College programme (for gifted & talented young people)	10	32	1 [9 sessions]	14		
<b>Total</b>	<b>48</b>	<b>668</b>	<b>30</b>	<b>348</b>	<b>20</b>	<b>283</b>

The method of accounting the sessions and individuals changed in 05/06. A course that ran for 2 or more days was counted as one session and the attendees only counted once, whereas previously each day of the course was counted separately as a session, and the attendees were therefore counted twice, which is out of sync with the methodology used for other courses.

All the advertised sessions were fully booked. However, budget cuts meant fewer sessions, hence the lower numbers. The summer fashion courses were particularly popular and successful and had waiting lists for booking.

We ran two-day digital programmes based on the exhibition Leonardo da Vinci: Experience, Experiment and Design, which interestingly attracted almost all boys to the workshops rather than the normal high percentage of female attendees. Digital programmes are attractive to boys and the content of invention relating to Leonardo was especially appealing.

### 5.3 Formal Education Team

During 2006/7 the Formal Education Team continued to manage services for schools, colleges and universities.

#### Comparative summary of group bookings by type

Audience	2004/5		2005/6		2006/7	
	Groups	Individuals	Groups	Individuals	Groups	Individuals
School students (including Key Stage 5: 16–18s)	1,821	51,089	1083	34,845	2,924	52,669
College/University students	1,670	36,092	1,329	33,021	1,487	38,455

Note: school and FE/HE group figures includes self-guided visits to the Museum, NAL, Study Rooms and Exhibitions only. See tables below for events and taught programmes.

The increase in school figures is due to: sustained effective communication with schools to encourage them to come; the offer of workshops to accompany some exhibitions as well as a collaboration with the Royal College of Art (ReachOut RCA + V&A); and finally the main exhibitions (Kylie and Surreal Things were very popular with schools).

#### 5.3.1 Schools Service

The core services for schools continues to be rather limited compared with other national museums and galleries due to financial and staff constraints. Despite this, free talks for school groups which started in 2005 were sustained 1–2 days per week and were fully booked and overall numbers participating in programmes were up. Workshops were offered alongside the Leonardo and Modernism exhibitions. Other activities included an exciting pilot project organised in collaboration with the Royal College of Art called ReachOut RCA+V&A where MA design students led workshops for 14–19 year-olds at the V&A. Creative Quarter was another successful event organised in partnership with other organisations in the Exhibition Road area, with over 600 14–19-year-old students visiting the V&A to meet designers and artists to find out about different creative practices through talks and practical activities. Steady progress was made on developing online resources with two new resources being produced as part of the *Jain* and *Radiant Buddha* online projects. All paper-based resources for teachers were updated and adapted for the web. In addition, from January, the Head of Formal Education started work one day a week on the National Museums Online (see p. 52) to create new resources for schools in collaboration with other national museums and galleries. Finally, a research report was commissioned into the needs of Design and Technology teachers and students with a view to extending the creative design programme for schools when the Sackler Centre opens in 2008.

### Schools programmes

Title	2004/5		2005/6		2006/7	
	Groups	Individuals	Groups	Individuals	Groups	Individuals
Talks & Exhibition Workshops	241	4,529	185	3,380	196	3,499
Key Stage 5 Study Days	N/A	121	0	0	2	240
Special Projects*	56	1,041	0	0	63	1740
<b>Total</b>	<b>297</b>	<b>5,691</b>	<b>185</b>	<b>3,380</b>	<b>261</b>	<b>5,479</b>

\*Special projects for 06-07 include ReachOut RCA + V&A and Creative Quarter.

### 5.3.2 Continued Professional Development (CPD) programme for Schools and FE/HE educators

The FE team recognises the importance of professional development for educators in the formal education sector, but due to continued budget and staff constraints, provision was limited this year. Education Private Views for teachers and lecturers were continued, but only where funding from exhibition budgets was made available.

#### CPD courses & events

Title	2004/5		2005/6		2006/7	
	Events	Total attendance	Events	Total attendance	Events	Total attendance
Educators' private views	5	1,051	2	546	2	460
CPD (teachers)	1	10	2	35	4	110
CPD (lecturers)	2	29	0	0	0	0
Talks PGCE groups	0	0	0	0	1	32
InSET (whole school days)	3	68	0	0	2	100
<b>Total</b>	<b>11</b>	<b>1,158</b>	<b>4</b>	<b>581</b>	<b>9</b>	<b>702</b>

### 5.3.3 Further & Higher Education Programme

This included symposia, the *Talking Design* series of conversations with practitioners, and projects with universities and colleges. Services were limited between May and October 2006, due to staff changes. In addition it was not possible to continue with *Style Lounge* as the Gamble Room where the event was held previously has been converted back to its original purpose as a public café. No suitable alternative space is available.

Title	2004/5		2005/6		2006/7	
	Events	Attendance	Events	Attendance	Events	Attendance
Symposia	5	828	1	231	2	368
Style Lounge*	3	527	2	192	0	0
Conversations	5	365	1	172	4	90
Student projects	0	0	2	49	2	60
<b>Total</b>	<b>13</b>	<b>1,720</b>	<b>6</b>	<b>644</b>	<b>8</b>	<b>518</b>

\*Discontinued due to lack of venue

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

See Adult Team for comparative summary and report on Conferences and debates.

#### 5.3.4 Architecture Education Programme

The programme was aimed at both independent adults and those in formal education. The programme included talks, study days, pilot programmes with schools to develop resources and events for HE students. During 2006, a season of events called *Alternating Currents* was run alongside the opening of the Jameel Gallery of Islamic Art. The Architecture Education Officer (AEO) also gave a lecture to V&A Year Course students, and introductory talks to student groups in the Study Rooms and galleries. The programme was limited between October 2006 and March 2007 after the Architecture Education Officer left. There was a delay in recruiting a replacement (started July 2007).

Title	2004/5		2005/6		2006/7	
	Events	Attendance	Events	Attendance	Events	Attendance
Architecture And... (Debates)	1	75	3	342	0	0
Inside Outing... (Study Days)	1	27	1	25	2	50
Open House Tours	6	72	6	72	2	41
HE Students & Educators Pilot Events and CPD	4	461	1	6	1	27
Architecture Week Event	N/A	140	N/A	62	N/A	152
Schools Pilot Workshops and CPD	14	271	N/A	N/A	8	218
Gallery/short Talks	9	113	23	105	15	61
<b>Total</b>	<b>35</b>	<b>1159</b>	<b>34</b>	<b>612</b>	<b>28</b>	<b>549</b>

## 6 The Online Museum

The Online Museum has been extremely successful this year with over 19 million user sessions on the site, exceeding the target of 12.5 million by a wide margin. Content has increased and the site is well established as one of the principal art and design sites on the web. It has also been in the vanguard of social functionality and contains greater and more varied user-generated content than any other website in the cultural sector. New interactives have been launched in the Jameel Gallery and some of these have been added to the website as well. Visitors to the Museum of Childhood site have been rising steadily and the new Theatre Collections site was launched successfully in January 2007. As the V&A website becomes more significant, increasing numbers of people working in the Museum are becoming involved with its content.

### 6.1 Content Development

Total content on site (pages)

	<b>April 2005</b>	<b>April 2006</b>	<b>August* 2007</b>
Main website	5,244	9,707	17,739
Microsites	30,063	30,362	31,478
Access to Images	46,364	51,617	69,667
<b>Total</b>	<b>81,671</b>	<b>91,686</b>	<b>118,884</b>

\* We unfortunately do not have figures for April and cannot generate them retrospectively.

The size of the site is constantly growing. New *Access to Images* entries have significantly increased the numbers of pages and in the 18 months since April 2006 the number of pages in Rhythmyx (the content management system) has almost doubled. Developing the rich content on our site is the key to developing more visitors and more repeat visiting.

Major microsites and exhibition-related pages added in 2006-7

Date	Site
April 2006	Modernism: Designing A New World
June 2006	Sixties Fashion
June 2006	Alternating Currents
June 2006	SAVE Britain's Heritage 1975-2005
June 2006	Che Guevara: Revolutionary and Icon
July 2006	Inspired by...
August 2006	Leonardo da Vinci: Experience, Experiment and Design
October 2006	Twilight: Photography in the Magic Hour
October 2006	At Home in Renaissance Italy
October 2006	Paul de Lamerie
October 2006	Collect 2007
December 2006	Beatrix Potter
December 2006	Victorian Sentiment
January 2007	Kylie – The Exhibition
February 2007	James 'Athenian' Stuart
February 2007	Uncomfortable Truths
March 2007	Surreal Things: Surrealism and Design
March 2007	New York Fashion Now

A select list of major sites added in 2006/7

Date	Site
April 2006	ESOL Resource
May 2006	Conservation of the Mazarin Chest
June 2006	Ilse Bing Photography
June 2006	Print Room Topic Boxes
July 2006	Galleries pages
August 2006	Memory Maps
August 2006	Friday Late upgrade
August 2006	Islamic videos
September 2006	Lady Hawarden Photography
September 2006	BBC concert talks audios
September 2006	Research Report 2003/04
September 2006	History of V&A Building
October 2006	Miniature Painters Biographies
October 2006	Chinese Zodiac
October 2006	Sikh site
October 2006	Rodin
November 2006	Craft site
November 2006	Ceramics A-Z
November 2006	Fashion in the Round: historical costume
December 2006	Illustration Awards
January 2007	Photography by blind and partially sighted people
February 2007	Medieval and Renaissance highlights
March 2007	Jain site
Throughout the year:	3 x Masterpieces
	2 x Annual reports
	Conservation Journals Vol 24–37 & 52–54
	4 x Teachers' resources

In addition to these pages there have been innumerable object stories, videos, links pages, reading lists, events and future exhibitions added to the site as well as new acquisitions and general updates.

### 6.1.1 User-generated content, blogs and accessibility

Responses to our online activities are varied but never dull. People continue to contribute their designs in the *Design a Tile* site, up from 14,000 in March 2006 to 24,000 in July 2007 despite the fact that the International Arts and Crafts exhibition, with which the activity was associated, closed in July 2005. There were some very high quality photography entries for the Twilight competition associated with the exhibition and across the site there are opportunities for people to tell us about or send in pictures of 1960s fashion, toys on holiday, learning to knit, imaginary childhood friends, visiting the V&A for the first time, Kylie, and pockets. We have revised the *Things to Do* section of the site to make access to all these activities easier. For the first time we have run an open forum on the Uncomfortable Truths site, which has met with mixed success.

General accessibility has been improved by the introduction of simple pages in 7 languages and an arrangement with *Browsealoud* enables people to have the site read to them as they move their cursor along a line. For resource reasons we have stopped offering podcasts on a regular basis though we do offer occasional ones.

### 6.2 Redesign of the Museum of Childhood and Theatre Collections websites

Much effort has gone into developing the Museum of Childhood website. From its relaunch in October 2005 as a newly designed site with 160 pages it has increased to over almost 1400 pages with many opportunities for active involvement. Visitors have risen from 33,453 in April 2006 to 101,349 by March 2007. More visitors are coming from abroad now that the site covers the collections rather than simply information about activities and events. Development of the site continued at a slower pace when Cynthia Clerk moved on to work on the Theatre Collection site.

With the planned closure of the Theatre Museum in January 2007 it was decided to give the collections a more significant presence on the web. A new site was designed and time and effort were put into creating a new structure as well as migrating content from the old site to the new. Eventually the whole content of PeoplePlay will be transferred to this new site.

User sessions on the Museum of Childhood and Theatre Museum/ Collection site

Site	2004/5	2005/6	2006/7
Theatre Museum (including visit to PeoplePlay)	560,099	1,299,518	1,866,187
Museum of Childhood	119,694	381,929	755,500

### 6.3 Funding and Partnerships

In March 2006 we embarked on a major project funded by the Treasury's *Invest to Save* initiative. The project aims to get the websites of the national museums better used without adding further curatorial content. Carolyn Royston was appointed as project leader and good progress has been made towards creating 100 WebQuests and 30 Creative Journeys. Edinburgh University has been appointed as our research partner. See Special Projects below (p.52) for more details.

*Every Object Tells a Story*, a collaborative project with Ultralab and Channel 4 through Culture Online, came to the end of its DCMS funding and the website was handed over to the V&A.

### 6.4 Online Facilities and Technical Integration

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 but the proportion of advance sales on the web is slowly increasing over telephone sales compared to previous years. During the course of the year we enabled event tickets to be sold online and although sales are currently low we anticipate an increase in subsequent years.

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 attendance
Modernism 6 Apr 06–23 Jul 06	16,293	162,542	11,469	70.3%	7.1%
Che Guevara 7 Jun 06–28 Aug 06	1,386	39,007	1,022	73.7%	2.6%
Leonardo 14 Sept 06–07 Jan 07	15,837	122,420	10,160	64.2%	8.3%
At Home in Renaissance Italy 05 Oct 06–07 Jan 07	5,679	70,970	2,780	49%	3.9%
Twilight 10 Oct 06–17 Dec 06	726	36,288	636	87.6%	1.8%

It is becoming apparent that technical integration is needed. A consultant was asked to do a survey of all the digital projects going on around the museum and another consultant has looked at ecommerce. The DAM (Digital Asset Management) system was established and set up so that images could be delivered via Search the Collections

but we need a persistent URL if we are to capitalise on having our objects online. Some progress has been made towards getting our collections management system online and some galleries have been wirelessed so that PDAs connected to Street Access can draw content from the web for use in galleries.

## 6.5 Multimedia

Lisa Early, the multimedia officer, spent time working with the teams for the Islamic Gallery, the Jewellery Gallery, the Ceramics Gallery and the Medieval and Renaissance Galleries to develop and implement their plans for using multimedia to interpret the collections.

New high tech interpretative devices introduced 2006-7

Device	Gallery	Added to website as well
Islamic World Map animation	Jameel Gallery	Yes
Style in Islamic Art	Jameel Gallery	Yes
7 x Islamic videos	Jameel Gallery	Yes
1 x Islamic audio	Jameel Gallery	No

### 6.5.1 Maintenance

Ways of making the maintenance of interactives in the galleries easier were sought and the audio devices proved especially problematic. Lisa started to produce a list of the digital assets and experiment with Rhythmyx but so far no gallery content has been delivered through this content management system.

### 6.5.2 Research and development

Time was spent working with staff on the CETLD (Centre for Excellence in Teaching and Learning through Design) project (see page 50) and a consultant in order to produce programmes. We worked with ISSD to establish the wireless links in some galleries to make these gallery guides, produced through Street Access, work.

## 6.6 Usage

The number of visits to the V&A website went up by more than 65% – from over 11.5 million in 2005-6 to 19.4 million in 2006-7.

Total visits to all V&A websites

	2004/5	2005/6	2006/7
April	446,351	837,161	1,210,207
May	408,732	822,905	1,348,981
June	353,057	733,504	1,288,979
July	399,938	727,906	1,293,469
August	521,476	697,401	1,245,573
September	530,073	810,593	1,534,322
October	559,808	1,019,588	1,792,967
November	590,284	1,043,227	1,885,639
December	597,615	966,533	1,675,963
January	635,899	1,253,969	1,982,523
February	691,261	1,213,482	2,008,584
March	781,388	1,454,358	2,130,430
<b>Total</b>	<b>6,515,882</b>	<b>11,580,627</b>	<b>19,397,637</b>

Total visitor numbers to V&A South Kensington website

	2004/5	2005/6	2006/7
April	344,760	672,556	912,193
May	314,998	659,231	1,031,544
June	251,986	595,598	983,444
July	290,442	581,646	1,006,109
August	409,848	545,444	979,348
September	417,530	645,091	1,218,166
October	438,048	801,741	1,401,102
November	459,774	809,810	1,450,972
December	477,991	743,459	1,242,965
January	513,056	982,318	1,531,101
February	561,382	939,012	1,568,066
March	581,189	1,128,053	1,660,249
<b>Total</b>	<b>5,061,004</b>	<b>9,103,959</b>	<b>14,985,259</b>

## **6.7 Online Museum Visitor Research**

No visitor surveys were conducted this year.

## 7 Special Projects

### 7.1 Image and Identity

Now in its successful fourth year, the V&A continued to lead the Image and Identity project. The project partners in this phase were: Manchester City Galleries; Tyne and Wear Museums; Birmingham Museums & Art Gallery; Royal Pavilion, Libraries and Museums, Brighton & Hove; Sheffield Galleries & Museums Trust; and NCH, the children's charity. The project involved workshops with schools, NCH groups and Looked After Children's Units (LAC Units), and CPD for teachers, artists and youth workers.

A highlight this year has been the positive impact for all partners of working to a specific theme - the 2006 Festival of Muslim Cultures. This enabled opportunities for shared professional development supported by V&A expertise developed on the Jameel Gallery of Islamic Art project. The theme also provided an impetus for partners to change their display programmes to include Islamic elements and to recruit a more diverse team of artist-educators.

This year was an opportunity for consolidation and embedding sustainable good practice with fewer groups taking part due to external sponsorship finishing (core DCMS money continued). CPD continues to be a strong element within the project and an evaluation report was produced on how to sustain teachers and group leaders' use of museums beyond the project (see Appendix 3, Audience Research). All partners are developing resource materials and programmes around the theme of Image and Identity for wider use. For example, Brighton has produced an Image and Identity handling object session and gallery talk for regular schools visits. In Manchester, NCH staff developed a museum trail for use with other NCH clients.

It was decided not to have an exhibition in March in order to develop a new Youth Forum element. In addition, the project co-ordinator Marnie Hardy went on maternity leave from early December and was succeeded by Sharon Trotter in mid-January so there was a gap in project management.

V&A Image and Identity projects 2006/7 (does not include partners' projects)

Schools		NCH projects		Total	
Groups	Individuals	Groups	Individuals	Groups	Individuals
2	55	1	10	3	65

## Image and Identity comparative data

2004/5		2005/6		2006/7	
V&A (Individuals)	Partners (Individuals)	V&A (Individuals)	Partners (Individuals)	V&A (Individuals)	Partners (Individuals)
118	822	288	2,017*	65**	964***

\*1087 pupils + 164 teachers + 543 NCH/LAC young people + 223 NCH/LAC staff. Individuals are counted once, but each participated in 4–6 sessions.

\*\* Individuals attending main schools targeted by project who may have participated up to 8–10 sessions including some in follow-up youth forum

\*\*\* This figure includes 435 students who used Image and identity resources and materials as well as students participating in workshops etc.

The overall numbers are down because the project funding has been less this year, as noted above. In previous years we have had private sponsorship as well as government funding.

### 7.2 Centre for Excellence in Teaching and Learning through Design (CETLD)

The CETLD is a Higher Education Funding Council of England (HEFCE) funded partnership project consisting of four partners: the V&A; University of Brighton; Royal College of Art (RCA); and Royal Institute of British Architects (RIBA). The CETLD office and meeting room at the V&A opened in May 2006 with three members of staff.

The project has worked with design students and tutors from the University of Brighton and the RCA. Initial research was undertaken into the motivations and needs of design students visiting the museum as part of the baseline research programme. This informed the development of CETLD's four-year research strategy and has led to further ideas for CETLD-funded project proposals, which have been designed to investigate these issues in detail.

A highlight of the project so far is the successful wireless networking of eight galleries in the V&A. Web-based gallery trails, to be accessed on personal digital assistants (PDAs), are currently in development and are expected to be available Spring 2008. These are designed to address particular issues or learning objectives identified through an evaluation and research programme.

#### CETLD Participants in 2006-7 (visits to the museum)\*

University of Brighton		RCA		Other universities	
Students	Tutors	Students	Tutors	Students	Tutors
18	5	6	3	20	0

### CETLD Participants in 2006-7 (online)\*

University of Brighton		RCA		Other universities	
Students	Tutors	Students	Tutors	Students	Tutors
47	26	30	9	n/a	n/a

\* CETLD participants who visited the Museum were invited to take part in CETLD research, which took the form of focus groups and accompanied visits. Online participation took the form of an online questionnaire.

### 7.3 Capacity Building and Cultural Ownership – an HLF funded programme of working with diverse communities

As of November 2006 the project was fully staffed with the Project Manger, African Caribbean Officer, Interfaith Officer, Administrator and Web Content Manager based in L&I. The rest of the team are spread throughout the rest of the Museum.

Over the past 12 months a range of activities have been successfully delivered. The Theatre Museum has now made two further recordings, the most recent being the multi-language production of *A Midsummer Night's Dream* at the Roundhouse. This recording is added to that of *Gem of the Ocean* and the Kali Theatre production at the Soho Theatre. Two more recordings are scheduled to take place over the next 12 months.

In December 2006 the Museum of Childhood re opened with the newly redeveloped World in the East End gallery which explores the diverse ways in which childhood is experienced in the East End. Themes for the gallery include *Festivals and Rituals*, *Early Memories* and *Toys and Games*. Work has already begun to refresh the gallery for next year.

Research on objects of African origin at the V&A has continued apace. At the start of the project some 3,000 objects had been identified as being worthy of further research. These objects have been assessed and 1,124 have been identified as clearly being of African origin and these will now be prioritised. Research already carried out on these objects has seen Asante gold weights placed on display on in the metalwork galleries to commemorate the 50<sup>th</sup> anniversary of Ghanaian independence.

Research also informed the development of the Uncomfortable Truths exhibition Discovery Trails, *Traces of the Trade*, which highlight 25 objects on permanent display in the V&A connected to the Trans-Atlantic slave trade. Objects include teapots, snuff graters, chocolate pots and tortoiseshell combs as well as the now famous Wedgwood

anti-slavery medallion. The trails also include reinterpretations of the objects by four well known personalities.

Research has also been carried out on objects within the V&A collections that may be of significance to the seven major faiths: Islam, Christianity, Hinduism, Buddhism, Judaism, Sikhism and Jain. As part of that process focus groups with faith leaders and practitioners from each faith were held and the significance of a range of objects was recorded. The result of this process is being developed for the website and a series of ways of making the objects available are being devised, including themed boxes of works on paper accessible in the Print Room and a series of tours that highlight the objects.

In response to the training needs analysis conducted by the Training Officer, a range of workshops has been devised to strengthen and enhance heritage skills within the community sector. Sessions have included documenting and archiving, digitisation, object handling and recording, preventative conservation and recording oral history.

#### **7.3.1 Embedding diversity across the V&A**

The Head of Access, Social Inclusion and Community Development chaired the cross Museum Access, Inclusion and Diversity Implementation Group, prepared reports to government on diversity policy and practice and worked with the Head of Training on preparing, carrying out and writing up the diversity and equality audit in which all departments from across the Museum participated.

#### **7.4 National Museums Online Learning Project**

The National Museums Online Learning Project, funded by the Treasury's 'Invest to Save' initiative, and sponsored by the Department of Culture, Media and Sport, is a significant new partnership project involving ten national museums (British Museum, Imperial War Museum, National Gallery, National Portrait Gallery, Natural History Museum, Royal Armouries, Sir John Soane's Museum, Tate, The Wallace Collection) as well as the V&A, which is the lead partner. The project became operational in April 2006 and is due to launch in March 2009.

The project aims to get partner museum websites better used, engage new audiences and transform the way they think about and use existing digital collections. A range of innovative and exciting online learning resources will be developed across the ten websites for pupils, teachers, and lifelong learners. These resources will provide greater access and usage of the museum partners' online collections, and utilise new technologies to encourage and support user participation.

This project is strongly supported by the Department of Culture, Media and Sport and the Treasury. It is a unique project that requires participating national museums to work together in a truly collaborative and creative way, sharing expertise and resources across their institutions, and across departments, including learning and interpretation, online and curatorial.

The project is managed by a dedicated core project team of three people, based at the V&A since July 2006. During 2007, six project resource writers, responsible for writing school-based resources, will join the project and be located around the different partner museums.

During the first year of the project a substantial amount of work and time has been spent on developing the partnership – building relationships between museums, developing good working practices, and communication processes. Extensive scoping of both WebQuests and Creative Journeys has taken place with partners. This includes developing a learning framework and content plan for WebQuests, and for Creative Journeys, building an online prototype in order to explore possibilities for user generated content and ways in which users can take full advantage of the creative potential of the web.

In January 2007, after a competitive tender, Edinburgh University was appointed as the partner research institution. The focus of their research is on exploring the experience of the end users of the project's artefacts and learning opportunities. They will evaluate the extent to which the project is successful in its aim of encouraging active participation in, and increased levels of engagement with, the museums' digital collections, for both formal and informal learners. The research programme will continue throughout the lifetime of the project.

## 8 Staff

Staff in post at 31 March 2007.

### Directorate

#### **Posts paid for by central staffing budget**

- David Anderson, Director of Learning and Interpretation (1.0)
- Hayley Restall, Project Development and Planning Co-ordinator (1.0)
- Sarah Ames, PA to Director of L&I and Divisional (1.0)
- Ruth Lloyd, Sackler Centre Project Co-ordinator (0.2)

#### **Externally funded posts**

- Caroline Lang, Sackler Centre Project Manager (funded by Sackler Centre project budget) (0.6)
- Ruth Lloyd, Exhibition Road Cultural Group Co-ordinator (funded by the Exhibition Road Cultural Group) (0.4)

### Systems and Administration

#### **Posts paid for by central staffing budget**

- Martin Wyatt, Head of Administration (1.0)
- Stephen Dolamore, Booking Systems Manager (1.0)
- Zoe Jackman, Bookings Team Leader (1.0)
- Jeannette Donnelly, Bookings Administrator (1.0)
- Khara-Jade Small, Bookings Administrator (1.0)
- Melissa Appel, Bookings Administrator (1.0)
- Clive Errington-Watson, Finance Assistant (1.0)
- Janet Warans, Administrative Assistant (0.8)
- Gordana Buck, Visitor Information Officer (0.8)
- Jim Divers, Audio Visual Officer (1.0)
- Ian Whittlesea, Audio Visual Assistant (0.8)
- Sean Warwick, Groups Manager (1.0)

### Gallery Interpretation, Evaluation and Resources

#### **Posts paid for by central staffing budget**

- Juliette Fritsch, Head of Gallery Interpretation, Evaluation and Resources (1.0)
- Stuart Frost, Gallery Educator, Medieval and Renaissance (1.0)
- Lucy Trench, Interpretation Editor (1.0)

- Colin Mulberg, Gallery Educator Medieval and Renaissance (o.6)
- Tom Wilson, Print Editor (o.6)
- Hajra Shaikh, Gallery Educator Jewellery (o.6)
- Post vacant, Resources Officer (o.5)

### **Access, Social Inclusion and Community Development**

#### **Posts paid for by central staffing budget**

- Eithne Nightingale, Head of Access, Social Inclusion and Community Development (1.0)

#### **Disability and Social Inclusion Team**

##### **Posts paid for by central staffing budget**

- Barry Ginley, Disability And Access Officer, Team Leader: Disability And Social Inclusion (1.0)
- Laura Elliott, Social Inclusion Officer (o.6)
- Emmanuelle Cirier, *Inspired by...* Exhibition Co-ordinator (backfill for Marilyn Greene) (o.4)
- Maureen McKarkiel, Outreach Officer (o.6)

##### **Externally funded posts**

- Joe Cohen-Evans, Support Worker (o.6) (funded by Access to Work)

#### **Cultural Diversity Team**

##### **Posts paid for by central staffing budget**

- Rajiv Anand, South Asian Officer and Cultural Diversity Team Leader (1.0)
- Post vacant, Chinese Officer (1.0)
- Priya Rekhi, Administrator (1.0)

##### **Externally funded posts**

- Marilyn Greene, Intercultural, Interfaith Officer (o.8) from Dec 2005 (Funded by HLF)
- Janet Browne, African Caribbean Officer (o.8) (Funded by HLF)

#### **Cultural Ownership and Capacity Building Officer (HLF Diversity Project)**

##### **Externally funded posts**

- Machel Bogues, Project Manager (1.0)
- Rosie Cooper, Administrator (o.6)
- Denise Drake, Web Content Manager (Capacity Building & Cultural Ownership) (o.6)

## **Learning Services**

### **Posts paid for by central staffing budget**

- Morna Hinton, Head of Learning Services (1.0)

## **Learning Administrators**

### **Posts paid for by central staffing budget**

- Clare Cotton, Learning Administrator (1.0)
- Post vacant, Learning Administrator (0.6)
- Ruth Lloyd, Learning Administrator (0.4)
- Irimi Papadimitriou, Learning Administrator (0.1)
- Emma Neave, Learning Administrator (0.6)
- Jo Pettipher, Learning Administrator Team leader – post vacant due to maternity leave (0.8)
- Julie Bailey, Learning Administrator partial maternity cover for Jo Pettipher (0.2)

## **Families and young people's team**

### **Posts paid for by central staffing budget**

- Lorna O'Brien, Head of Families and Young People (1.0)
- David Judd, Creative Projects Manager (1.0)
- Julie Bailey/Sylvia Nuthall (job-share), Education Officer for families and young people – maternity cover for Angela Saunders (0.8)

### **Externally funded posts**

- Sharon Trotter, Image and Identity Project Co-ordinator – maternity cover for Marnie Hardy (0.6)

## **Adult Learning team**

### **Posts paid for by central staffing budget**

- Barbara Reid, Acting Head of Adult Learning (0.5)
- Tina Sawyer, Acting Head of Adult Learning (0.5)
- Christina Shannon, Drop-in Programme Manager (1.0)
- Anne Fay, Courses Manager (1.0)
- Mary Le Comte, Wednesday Late View Programme Manager – post vacant due to maternity leave (0.6)
- Sally Dormer, Year Course Tutor (0.2)
- Kathleen Mclauchlan, Year Course Tutor (0.2)
- Caroline Knight, Year Course Tutor (0.2)
- Helen Glaister, Year Course Tutor (0.2)

## **Formal Education team**

### **Posts paid for by central staffing budget**

- Kara Wescombe, Head of Formal Education (1.0)
- Charley Peters, FE/HE Education Officer (1.0)
- Post vacant, RIBA+V&A Architecture Education Officer (0.5)
- Stuart Shapro, Schools Receptionist (1.0)

### **Externally funded posts**

- Post vacant, RIBA+V&A Architecture Education Officer (0.5)
- Nighut Yousuf, Jameel Schools Officer (until autumn 06, she was the gallery educator on the Jameel Gallery project) (0.6)

## **The Online Museum**

### **Posts paid for by central staffing budget**

- Gail Durbin, Deputy Director Learning and Interpretation and Head of the Online Museum (1.0)
- Tom Schulze, Senior Technical Manager (promoted to this post July 2005) (1.0)
- Post vacant, Web Developer, (managed by Senior Technical Manager) (1.0)
- Mark Hook, Web Content Manager (1.0)
- Clare Goodwin, Web Content Manager (on maternity leave as of 31/3/07 –post covered by Lizzy Sutcliffe) (1.0)
- Joanna Cashmore, Web Content Manager (1.0)
- Post vacant, Multimedia Manager (1.0)
- Cassie Williams, Web Content Manager (1.0)
- Jo Salter, Web assistant (managed by the Senior Technical Manager) (0.6)

## **National Museums Online Learning Project**

### **All posts externally funded by HM Treasury**

- Carolyn Royston, Project Manager (1.0)
- Terry Makewell, Technical Manager (0.6)
- Cara Williams, Project Administrator (0.6)

## **L&I Totals**

### **Posts paid for by central staffing budget**

50.7 FTE

### **Externally funded posts**

9.3 FTE

### **Grand total**

60 FTE

**Cultural Ownership and Capacity Building Officer (HLF Diversity Project) – posts based in other departments**

**All externally funded by HLF**

- Helen Mears, African Diaspora Research Fellow, Research Department (o.8)
- Margot Rodway-Brown, Training Development Officer, Training Department (o.6)
- Julie Begum, World in the East End Co-ordinator, Museum of Childhood (o.6)

**Web posts in other departments**

- Cynthia Clerk, Web Content Manager Theatre Museum (1.0)

## 9 Appendices

### 9.1 Appendix 1: Publications

**Fritsch**, Juliette, (contributing author) in Gibbs, K. Sani, M. and Thompson, J. (eds) *Lifelong Learning in Museums: A European Handbook* EDISAI, Ferrara, Italy 2007.

**Frost**, Stuart, 'Secret Museums: Unlocking Hidden Histories' in the *Journal of the Social History Curators Group*, Volume 31, 2006, pp 49-54.

**Frost**, Stuart, 'Object Focus: The Warren Cup', *The Newsletter of the Social History Curators Group*, June 2006, pp 16-17.

**Frost**, Stuart, 'Love at First Sight: The Warren Cup', *Museums Journal*, July 2006, pp 16-17.

**Frost**, Stuart, 'The Warren Cup: Highlighting Hidden Histories' in the *International Journal of Art and Design Education*, Volume 26 Number 1, February 2007, pp 63-73.

**Judd**, David, 'A Step by Step Guide to Developing Back-packs', published in the Grass Roots section of the Group for Education in Museums Website ([www. Gem.org.uk](http://www.Gem.org.uk)) from February to August 2007.

**Nightingale**, Eithne, 'Dancing Around the Collections: Developing Individuals and Audiences' in C.Lang, J.Reeve, V.Woollard (eds.) *The Responsive Museum: Working with Audiences in the Twenty-first Century*, 2006.

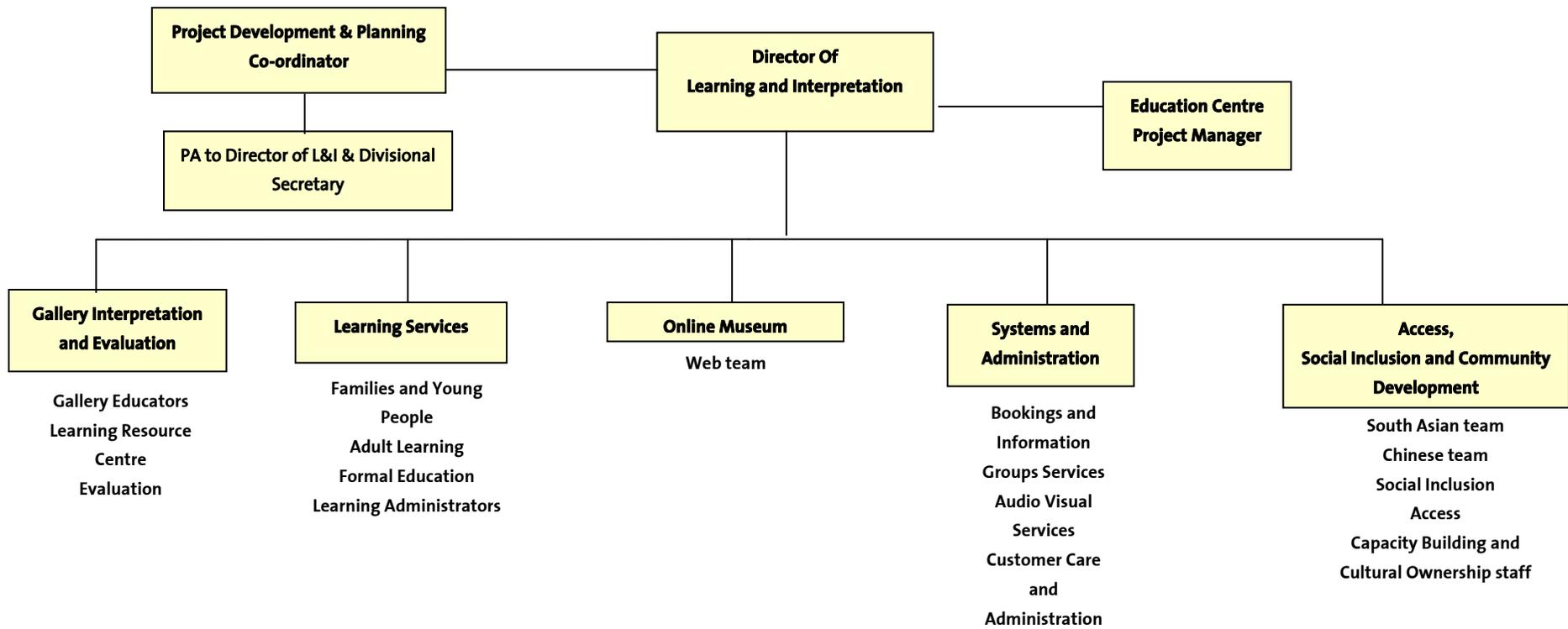
**Nightingale**, Eithne, 'From the Margins to the Mainstream: Embedding Diversity Across the V&A' in *Engage, the International Journal of Visual Art and Gallery Education*, Diversity issue, Volume 19, Autumn 2006, pp 34-41.

**Trench**, Lucy, Review of Colin Thubron, *Shadow of the Silk Road*, For *Irish Times*, 14 October 2006.

**Trench**, Lucy, Review of Thant Myint-U, *The River of Lost Footsteps: Histories of Burma*, for *Irish Times*, 24 February 2006.

**Trench**, Lucy and **Best**, Kate, *V&A Guide*, V&A Publications, September 2006.

**Learning and Interpretation Division**  
**Organisation Chart**



## 9.2 Appendix 2: Professional Lectures and Conference Papers

**Anderson, David**, 'Museums and Social Change: International perspectives', presentation on 29 April 2006 at the American Association of Museums Centennial Conference, organised by the American Association of Museums, held at the Boston Memorial Convention Centre Boston, United States, from 27 April to 1 May 2006.

**Anderson, David**, Chair of the session, 'Mastering Civic Engagement: Examples from Europe' on 30 April 2006 at the American Association of Museums Centennial Conference, organised by the American Association of Museums, held at the Boston Memorial Convention Centre, Boston, United States, from 27 April to 1 May 2006.

**Anderson, David**, 'Hedgehog or Fox: Strategic choices for cultural institutions'. Keynote Lecture organised by the Turkish Historical Association, held at the Imperial Mint, Istanbul on 27 May 2006.

**Anderson, David**, 'A Right to Culture for every school child?', presentation given at the Museums Association conference, organised by the Museums Association and held at the Bournemouth International Centre, Bournemouth, 24 October 2006.

**Anderson, David**, 'Understanding the future: Priorities for England's museums', presentation given at the seminar, *Understanding the Future*, organised by and held at the Department of Culture, Media and Sport (DCMS) London, 11 December 2006.

**Anderson, David**, 'The Exhibition Road Cultural Group', presentation at the British Council Regional Project, *Whose museums are they anyway?* Held at the V&A, London, 13 December 2006.

**Anderson, David**, 'Devil's advocate: Dumbing down or thinking up?', presentation delivered at the Spring Conference of the Association of Swedish Museums, organised by the Association of Swedish Museums, held at the Moderna Museet, Stockholm, Sweden on 19 March 2007.

**Durbin, Gail**, 'What do user contributions tell us about developing museum websites?', lecture given at *User specified: museum audiences and the new web environment*, UK Museums on the Web Conference 2006, organised by the Museum Computer Group, Leicester University, 6 July 2006.

**Durbin, Gail**, 'The creation of museum narratives by visitors', lecture given at *Sites and subjects: narrating heritage* at the Austrian National Library, Vienna, organised by UMA Information Technology, 29 September 2006.

**Durbin, Gail**, Master class on website development given at *Culturele Biografie*, Antwerp, organized by Digitaal Platform IAK / IBK, 19 October 2006.

**Durbin, Gail**, 'User generated content on a museum website', keynote speech given at conference on virtual cultural participation, University of Antwerp, organised by Studies on Media Information and Telecommunications, Vrije Universiteit Brussels, 20 October 2006 .

**Durbin, Gail**, 'Global developments in museum education' keynote speech at international museum symposium *The Vitalisation of Museum Education*, Kyushu National Museum, Japan, 29 October 2006.

**Durbin, Gail**, 'Creating a website with a visitor focus', seminar at Tokyo National Museum, Japan, 2 November 2006.

**Durbin, Gail**, 'Expertise and creativity: involving the visitor in the virtual museum', lecture at conference *Information Technology for the Virtual Museum* at The Institute of Business Communication and Information Science at the University of Southern Denmark, Sonderborg, Denmark, 6–7 December 2006.

**Durbin, Gail**, 'Involving the visitor in a museum website', presentation at a seminar on museum website development at National Museums Liverpool, 13 December 2006.

**Fay, Anne**, 'An Introduction to Italian Renaissance Art', lectures to adult learners as part of the *Renaissance Style* programme, V&A, London, 3 November 2006.

**Fritsch, Juliette**, 'Thinking about bringing web communities into galleries and how it might transform perceptions of learning in museums', paper presented at *The museum as a social laboratory: Enhancing the object to facilitate social engagement and inclusion in museums and galleries (Technology and social enhancement)*, joint AHRC seminar series with KCL and the Science Museum, V&A London.

**Fritsch, Juliette**, Case studies in Evaluation and Practical Evaluation module in *The History and Philosophy of Learning in Museums*, Institute of Education MA Museums and Galleries in Education.

**Fritsch**, Juliette, *Managing a Museum Exhibition Project; Working With Consultants in the Heritage Sector* modules on the MA *Museums Studies* course, Institute of Archaeology, UCL.

**Frost**, Stuart, 'Museums and Galleries as Queer Resources', paper given at conference organised by the National Society for Art and Design and the International Journal of Art and Design, held at the Institute of Education, University of London, 23 March 2007.

**Frost**, Stuart, 'Redisplaying the Medieval and Renaissance collections at the V&A', presentation to a group of students from the Reinwardt Academy, V&A, 18 October 2006.

**Ginley**, Barry, 'Disabled Access at the V&A', talk given at the conference *Accessibility of Historical and Heritage Buildings*, Budapest, 29 June 2006.

**Ginley**, Barry, 'Touch and Handling at the V&A', talk given at the conference *Knowledge transfer in object handling*, held at the V&A, 2 March 2007.

**Ginley**, Barry, 'Access For Disabled People at the V&A', seminar held at Norwegian ABM Disability Network, 21 March 2007.

**Hinton**, Morna, 'The V&A Education Centre and Partnership Working' talk to University of Leicester Museums Studies MA students, V&A, 23 January 2007.

**Judd**, David, 'Family activities at the V&A', talk to University of Leicester Museums Studies MA students, V&A, 23 January 2007.

**Judd**, David, 'Developing programmes for Young People', talk to Birkbeck College MA students, V&A, 17 February 2007.

**Nightingale**, Eithne, 'Partnership with the V&A', talk given to a MLA/GLA/V&A joint initiative *No Illusions: No excuses* - a seminar for both mainstream and non-mainstream Black and Asian cultural heritage organisations on 24 May 2006.

**Peters**, Charley, 'The Domestic Interior and the Imaginary', lecture to MA Fine Art, MA Fashion, MA Graphic Design, University of Salford, 20 March 2007.

**Shannon**, Christina 'Victims of Fashion: Textile Prints for the African Market' paper at conference '*From Cane Field to Tea Cup: The Impact of the Transatlantic Slave Trade on Art and Design*', international conference, V&A, London, 25 February 2007.

**Thomas**, Helen, 'Joseph Rykwert and the Use of History', paper at Society of Architectural Historians Annual Meeting, Savannah, April 2006.

**Travis**, Toby, 'Exploring the use of Web 2.0 technologies on the V&A website', keynote speech at the National Digital Forum in New Zealand, 1 December 2006.

**Trench**, Lucy, 'Gallery Text at the V&A', all-day workshop with curators at the National Museums & Galleries of Wales, 8 November 2006.

**Trench**, Lucy, 'Gallery Text: Medium and Message', lecture to Museum studies MA students at UCL Institute of Archaeology, 22 February 2007.

**Williams**, Cassie, 'V&A Website', talk to students on the Curating Contemporary Design course at Kingston University, London, 1 February 2007.

### **9.3 Appendix 3: Audience Research**

**Audience Focus**, *Summative evaluation of the Jameel Gallery for Islamic Middle East*, commissioned by Juliette Fritsch.

**Boyd**, Nicky with **O'Riain**, Helen, **Seaman**, Jane and **James**, Alison, *Sustaining Teachers' and Group Leaders' Use of Museums: Image and Identity Evaluation*. 1 March 2007. Commissioned by Marnie Hardy and Ruth Lloyd.

**Frost**, Stuart, *Formative evaluation: consultation with faith groups* for Medieval and Renaissance galleries.

**Greene**, Marilyn, ran a series of 7 faith advisory groups consulting with each community about their opinions about the V&A's collections relating to their faiths (April–September). Groups included prominent members of each community - report pending.

**IFF Research**, *Late visiting opening at the V&A*, commissioned by Juliette Fritsch.

**Morris, Hargreaves, McIntyre**, *Front-end research for proposed Exhibitions themes and title*, commissioned by Juliette Fritsch.

**Nightingale, Eithne, Bagues, Machel and Fritsch**, Juliette, oversaw research of HLF programme *Capacity Building and Cultural Ownership – working with culturally diverse communities* - report pending.

**Susie Fisher Associates**, *How do HE Tutors and Students use Museum Collections in Design?* March 2006, commissioned by Juliette Fritsch and Catherine Speight.

**Thomas, Siobhan**, *The perceived impact by visitors of digital interpretation on object display*, commissioned by Juliette Fritsch.

#### **9.3.1 External Partnership Research Projects:**

**Annabel Jackson Associates**, *At Home in Renaissance Italy, An Impact Case Study*, AHRC commissioned, Juliette Fritsch V&A liaison.

**Salford University**, *A study of family group visitors in UK museums and art galleries Phase 2*, Juliette Fritsch V&A liaison.

**King's College London**, *Enhancing interpretation: new technologies in art and decorative art museums*, Juliette Fritsch V&A liaison.

**King's College London, the Science Museum**, *The museum as a social laboratory: Enhancing the object to facilitate social engagement and inclusion in museums and galleries*, Juliette Fritsch V&A liaison.

#### **9.3.2 Visitor profiling of exhibitions and events:**

- Modernism: Designing A New World
- Leonardo da Vinci: Experience, Experiment and Design
- At Home in Renaissance Italy
- Che Guevara: Revolutionary and Icon
- Twilight: Photography in the Magic Hour
- Reporting to DCMS against PFIs

#### **9.4 Appendix 4: UK Working**

**Anderson, David**

- Co-Chair of the Exhibition Road Cultural Group (ERCG).
- Chair of the Campaign for Learning in Museums and Galleries (clmg).
- Member of the Langley Academy Advisory Group, formed to advise on the development of the UK's first school specialising in museum education.

- Gave a presentation on national strategy for museum education to the Conservative Party's Arts Task Force, led by John Tusa.
- Contributed to the DCMS's strategic review of national development of museums *Understanding the Future*.

**Durbin, Gail**

- Mentor for Museums Association AMA programme.

**Elliott, Laura**

Visited by fellow professionals from museums and community groups in connection with information and advice on partnership working with communities, work experience placements, and projects, including:

- Jonathan Pauling, Arts and Sports Manager for East Potential Stratford, London;
- Jennifer Burnham from Capital Arts to discuss gallery workshops with homeless people and people with mental health problems;
- Joshua Bradley of the Metro Centre, London to discuss working with young LGBT groups;
- Samantha Davidson of Nottinghill Housing Volunteers;
- Streetwise Opera London for advice on work experience placements;
- Simon Powell, Arts Manager for Thames Reach Bondway, to discuss museum workshops and set up the 'Stages' art project, which took place from May to June 2006;
- Josie Reader, Development Training Officer, Training Department, Kensington and Chelsea Social Council to consult on volunteer training; and
- Lily Ostasiewicz, New Horizons Outreach Worker, Open Age South Office to consult on talks and workshops for the over 60's.

In addition, Laura Elliott initiated projects with the following:

- Andy Smith of The Jazz Café London; Keb Darge of Madam Jo Jo's Club and Ady Croasdell of 6T's 100 Club for 60's Underground Lost and Found Event 9<sup>th</sup> August 2006;
- Juan Toledo from 'Connect Youth' of the British Council to set up the 'Behind the Scenes' photo-documentary project with excluded young people based on researching hidden histories in the stores;
- Jonathan Pauling and Sandra Shakespeare from East Potential London to consult on various V&A projects with their clients (excluded young people), including Carnival at the V&A; Behind the Scenes project and Inspired by...;
- Kate Louise Smith from 24 Hour Museum, Museum of London to set up the 'Behind the Scenes' project;

- Carlotta Gouldon of STRETCH to consult on the Inspire Inside Project with UK prisons, opening access to the V&A's collections and new learning skills as a development of the Inspired by... competition; and
- representatives from NIACE, MLA North West, Tyne and Wear Museums and Sheffield Museums and Galleries Trust at NIACE HQ to evaluate the regional 'Inspired By' 2006 and discuss future developments, 13<sup>th</sup> June and 10<sup>th</sup> October 2006.

#### **Fay, Anne**

- Represented the V&A at Islam Expo, Alexandra Palace, 9 June 2006.
- Met with colleagues from the School of Continuing Education, Birkbeck, to discuss collaboration on adult courses at the V&A.

#### **Fritsch, Juliette**

- Associate supervisor for PhD student Torunn Kolberg, CELTD (Centre for Excellence in Teaching and Learning through Design) University of Brighton, lead supervisor Lou Taylor.
- External reader (mock viva) for PhD candidate Mukti Bower, University of Central England in Birmingham, lead supervisor Professor Nicholas Stanley.
- Guest lecturer on University of Greenwich, Audience Development module.
- Case studies in Evaluation and Practical Evaluation module in 'The History and Philosophy of Learning in Museums', Institute of Education MA Museums and Galleries in Education.
- Guest lecturer UCL Institute of Archaeology, Museum and Site Interpretation module.

#### **Frost, Stuart**

- Met Kent Rawlinson, Curator at Hampton Court, to discuss possible links with regard to events programming at Hampton Court and the V&A.
- Met with Alex Burghart of Kings College London to discuss contributing to their plans to develop a web-based resource to support teachers of medieval history at A-level.
- Co-ordinated and supervised a Young Graduate for Museums and Galleries (YGMG) student placement. Attended the YGMG presentation evening at the British Museum.
- Met with Dr Richard Sandell (Dept of Museum Studies, Leicester University) to discuss the Medieval and Renaissance Galleries Project, 19 February 2007.
- Met with Rachel Conroy, Curator at Sheffield Museums and Galleries, to discuss the redisplay of the Medieval and Renaissance collections.

- Met with Mike Franklin and Kim Woods of the Open University to discuss collaboration related to the Open University's new Renaissance undergraduate degree course and the Medieval and Renaissance Galleries.

**Ginley, Barry**

- Met with Mavia Brown, MA student in Museum Management, University of Greenwich.

**Greene, Marilyn**

- Liaised and built on previous partnership with Spiro Ark for the Hanukkah festival.
- Intercultural consultation and planning meeting with Spiro Ark, IBPS UK ( London Fo Guang Temple), Aga Khan University-Institute for the Study of Muslim Civilisations (AKU - ISMC) for intercultural festivals in 2007.

**Hinton, Morna**

- Member of the V&A's UK Steering Group.
- Attended meetings of the NMDC Learning and Access committee.
- L&I senior management responsibility for the national partnership project Image and Identity.
- Took on the role of Co-Director for the V&A of the Centre for Excellence in Teaching and Learning through Design (CETLD) a partnership project with the University of Brighton, the RIBA and the Royal College of Art.
- Welcomed Mary Hesling from Harrow Arts (28 September), Simon Jenkins from the Dyson School of Design (28 September) and Andrew Burke from the London Symphony Orchestra (26 October) to discuss the V&A's approach to learning programmes.

**Judd, David**

- Gave introductions to visitors Interested in the provision for families and young people to; Grethe Nymark, The Egmont Foundation; Patirica Sullivan, Etherington Art Centre; Rixt Hulshoff, Stedelijk Museum; and Helen Whitty and Virginia Lovett, Powerhouse Museum.

**Mulberg, Colin**

- Continued as a member on the Education and Training Committee of the Institution of Engineering Designers.

**Nightingale, Eithne.**

- Supported regional development of Inspired By... including working with prisons. Opened the Tyne and Wear Inspired By... exhibition in Gateshead on 20 May 2006 where the winner was a prisoner.
- Served as board member of The Cultural Co-operation organisation.
- Distributed and advised on the V&A's Access, Inclusion and Diversity Strategy, Implementation Plan and related papers to government departments, national and regional museums, research students.
- Advised University of East London on setting up of postgraduate courses on diversity.
- Participated in DCMS discussions on diversity profile of trustees of museums and galleries.

**Nightingale, Eithne and Bagues, Machel**

- Worked with GLA on taking forward recommendations in *Delivering Shared Heritage- Mayor's Report on African and Asian Heritage* in the capital and on *Kulture2Couture* – a fashion show and related workshops of young black designers

**Nightingale, Eithne, Browne, Janet, Chin, Christine, Anand, Rajiv, and Greene, Marilyn**

- Worked with Korean, Chinese, South Asian, African, Caribbean and multi-faith UK based organisations and artists on the planning and delivery of cultural diversity programmes at the V&A.

**Peters, Charley**

- Participated in discussion sessions, at the *Design and Pedagogy* Conference, Leeds College of Art and Design/Design History Society, at Leeds College of Art and Design, March 16 2007.
- Met with Mary Taylor, Business Development Manager – Creative Industries, Liverpool John Moores University, to discuss the development of a new cultural centre of excellence in Liverpool and possible collaborations with the V&A.
- Discussed the provision for HE students, the potential for long-term collaboration between the institutions and developing student projects with community groups with Kingston University on 22 January 2007.
- Met with Colin Wilson, Senior Lecturer in Product Design and Technology, Northumbria University, to discuss a potential collaborative project between the University, the Science Museum and the V&A on 23 March 2007.
- Met with Leanne Manfredi, Co-Ordinator of Young People's and Student Programmes at Whitworth Art Gallery, Manchester, to discuss FE/HE provision at the V&A on 10 May 2007.

- Met with David Collins, public and interventionist artist and lecturer, Leeds College of Art and Design, on 17 May 2007, to discuss a potential project working with HE students and school children in the Jameel Gallery.

**Reynolds, Rebecca**

- Met with staff from the RCA, the RIBA and the University of Brighton and students from the RCA and the University of Brighton in her role as Higher Education Officer for the CETLD partnership.
- Met with students from the University of the Arts London to evaluate a museum trail she developed as part of the above role.

**Shannon, Christina**

- Met CETLD staff from Brighton to talk about the place of demonstrations in gallery interpretation.
- Met with staff from KCCC Photography as a way of encouraging the 16–19 age group into museums.

**Speight, Catherine**

- Met and liaised with staff from the RCA, the RIBA and the University of Brighton and students from the RCA and University of Brighton in her role as Research Fellow.
- Met with a member of staff from the Museums Association and a member of staff from the Centre of Excellence in Teaching and Learning in Applied Undergraduate Research Skills (CETL-AURS).

**Thomas, Helen**

- Welcomed to the museum as members of an advisory group Dr. Anna Contadini and Kaveh Bakhtiar, SOAS; Dr. Habib Kurwa, Ismaili Centre; Shahed Saleem, Makespace Architects; C.J. Lim, The Bartlett School of Architecture; Ali Mangera, Mangera Yvars Architects; Cary Sawhney, Institute of International Visual Arts; Eric Ormsby, The Institute of Ismaili Studies, 10 June 2006.

**Trotter, Sharon**

- Chaired the bi-monthly meetings of the Image and Identity project steering group;
- Visited Image and Identity partner museums independently throughout the year to support and advise on project progress.
- Visited Image & Identity exhibitions at Manchester City Art Galleries and Brighton Royal Pavilion Library and Museum.
- Participated in an MLA London 2007 bi-centenary partnership working day in January, 2007.

### **Wescombe, Kara**

- Met with Rebecca Jacobs from the William Morris Gallery to discuss the V&A's formal education service.
- Met with Jane McCarthy and Kelly Jones from the Design Museum to discuss the V&A's Formal Education provision.
- Met with Nancy O' Brien, Head of Education at CABE, at the V&A to observe architecture schools workshops.
- Advised the Soane Museum on the development of the Architecture Education Programme.
- Invited by Harry Reeves at DCMS to represent the V&A+RIBA Architecture Programme on an advisory meeting for the Olympic Cultural Programme.
- Invited to be on the London advisory board for DCMS's Engaging Places Initiative.
- Invited to consultation evening about the Design Skills Industry Plan by the Design Council and Creative & Cultural Skills.
- Liaised and built partnerships with CABE, the Design Council and Royal College of Art's Outreach programme.

## **9.5 Appendix 5: International Working**

### **Anderson, David**

Over the year, David welcomed 15 overseas visitors to the V&A. In date order, they were: Hind Bin Darwish and Zerkyat Matouk, Sharjah Contemporary Art Museum; Lynn Orr, Museum of Fine Arts, San Francisco; Barbara Wenk, Forschungskolleg Kulturwissenschaftliche Technikforschung, Universität Hamburg, Hamburg, Germany; Yoshi Miki, National Museum Of Japan, Tokyo; in a combined visit organised by Miriam Saxl of the British Council, Mr Kyoungwoon Kim, and Ms In-hye Kim, National Museum of Contemporary Art, Korea, Ms Sunghye Park, National Museum of Korea, Mr Surasak Srisamang, Ministry of Culture, Thailand, Ms. Tanyatorn Dulyachinda, The National Discovery Museum Institute, Thailand, Mr Sakchai Pojnunvanich, The National Gallery, Bangkok, Ms Miki Tsukada, Setagaya Art Museum, Japan, Ms Atsuko Saka, The National Museum of Western Art, Tokyo, and Mallika Iamla-or, British Council, Thailand; Leslie-Ann Schmidt, Brandts Exhibition Complex, Odense, Denmark.

### **Durbin, Gail**

- Visits to discuss web and new technology issues were made by: Erin Hersher, Chicago Institute of Art; Peter Samis, SFMOMA; Dina Hetal, Whitney Museum of American Art; Eva Schubert, Museums with no Frontiers; Ms Cowie, Australian museum development.

- Acted as a member of the programme committee for Museums and the Web international conference 2007.
- Produced a report for Museums without Frontiers on ways of getting their website better used.

**Elliott, Laura**

- Attended the European Museums Networking Seminar and Museums Tells Many Stories Project at Tate Liverpool run by the British Council's 'Youth in Action' project 16th – 17<sup>th</sup> May 2007.

**Fay, Anne**

- Met with Marie Bourke, Keeper of Education, National Gallery of Ireland, regarding adult learning programmes at the V&A.

**Fritsch, Juliette**

- Attended round table discussion at Yale University, New York, representing L&I as part of Ceramics Phase 1.
- Attended ICOM CECA conference, Rome.
- Met with Leslie Ann Schmidt - Head of Education at Brandts in Odense, Denmark.
- Met with Henriette Buus and Colleagues from Greve Museum, Denmark.

**Frost, Stuart**

- Met Scott Howe (Director of Education) and Gary Baker (Acting Curator of Decorative Arts), Chrysler Museum of Art to discuss approaches to interpretation in the forthcoming Medieval and Renaissance Galleries.
- Discussed interpretation in the galleries with a delegation of museum professionals from Azerbaijan.
- Met with Dr Ute Dercks of the Kunsthistorisches Institut Florenz to discuss a project (CENOBIUM) to digitise medieval cloister capitals in museum collections (including the V&A) and to recreate their original contexts.
- Welcomed Robyn Knotman of the Dunedin Public Art Gallery, New Zealand.
- Welcomed a group of museum professionals from Jordan and gave them an introduction to several recently completed gallery projects at the V&A.

**Ginley, Barry**

- Met with Marie Folkesson, Göteborgs Stad Kultur, to discuss Access for Disabled People, V&A.
- Met with Cathy Pelgrims, Antwerpen Museum aan de Stroom, to discuss Access For Disabled People, V&A.

- Met with Hannah Goodwin, MFA Boston, in regards to Art In Touch, Email.
- Met with Matthieu Decraene, Musée du Louvre, to discuss Access for Visually Impaired People, V&A.
- Met with Rebecca McGinnis, Metropolitan Museum of Art, New York, in regards to Art In Touch, V&A.

**Hinton, Morna**

- Met with Sue Underwood and colleagues from the Sharjah Museums Department to discuss possible future collaboration, 14 June 2006.
- Welcomed David Milne, Manager of Strategic Learning, Queensland Museum, to discuss V&A learning programmes, 7 September 2006.
- Met with Barbara Wenk from the University of Hamburg to discuss V&A learning programmes, 20 September 2006.
- Met with Lynn Orr from the Fine Arts Museum of San Francisco to discuss possible future collaborations, 21 September 2006.
- Welcomed Helen Whitty from the Powerhouse Museum, Sydney, to discuss V&A learning programmes, 7 November 2006.
- Welcomed Leslie Ann Schmidt from the Brandts Museum, Odense, Denmark to discuss V&A learning programmes, 15 January 2007.

**Nightingale, Eithne, Browne, Janet, Chin Christine and Anand, Rajiv**

- Worked with Korean, Chinese, South Asian, African and Caribbean internationally based organisations and artists on the planning and delivery of cultural diversity programmes at the V&A

**O'Brien, Lorna**

Welcomed colleagues from overseas museums and introduced them to V&A family and young people's programmes including:

- Yoshi Miki from Kyushu National Museum, Tokyo;
- 10 participants from museums/galleries in Thailand, Japan, Korea on the British Council study tour: Whose Museums are they anyway?; and
- Virginia Lovett from Powerhouse Museum, Australia.

**Shannon, Christina**

- Met with staff from the Boijmans Museum, Rotterdam.

**Wescombe, Kara**

- Welcomed Rixt Hulshoff Pol from the Stedelijk Museum to discuss the V&A's Learning and Interpretation programme for *Modernism: Brave New World* exhibition.
- Welcomed Andrea Otte from Marta-Herford Museum in Germany to discuss the V&A's Learning and Interpretation programme for *Modernism: Brave New World* exhibition.
- Welcomed Conrad Kisch and colleagues from Zales College in Denmark to give an overview of L&I's programmes and a tour of the Museum.