

**Annual Report 2007-8**

Learning & Interpretation Division

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# 1 INTRODUCTION

2007/8 was a year of change the major one being the preparation for the opening of the brand new Sackler Centre for arts education. The Centre will be one of the biggest education centres in the world, so our time this year has been understandably dominated by getting the Centre open and planning a new programme.

In order to achieve our ambitions for the Centre - that diversity would be embedded in all our programmes, that we would enable people to develop new skills, and that education would be at the heart of the V&A - we rethought the way the Division was structured, leading to an ambitious restructuring. Most of our specialised diversity staff joined two newly formed learning programme teams: Schools, Families and Young People, and Adults, Students and Creative Industries. We also created a brand new Digital Learning Team and a Diversity Strategy Team. These teams were formed in January 2008 and as most of the year was spent in our old format, this report is written in the old structure, for simplicity.

To accommodate all this change and planning for the future we had to reduce some of our current programming, and this is reflected in some of our attendance numbers for this year. Despite this, some individual programmes have achieved a significant rise in attendance, such as the disability programme, a result of implementing the Disability Action Plan this year. As a result of increased funding we also achieved a fantastically varied and well attended Black Heritage programme throughout the year.

At the time of writing we are preparing the Centre for its opening celebrations, and have been piloting new programmes all summer. The Centre is a large, beautiful and exciting set of spaces, currently pristine and full of promise, and ready to fulfil our aim to develop talent and nurture creativity in everyone.

	2005/6	2006/7	2007/8
Total number of learners handled by L&I including learning and access programmes, exhibition bookings, collections visits and private events	388,165	687,086	597,855
Total learners excluding exhibition bookings, collections visits and externally organised events	167,776	225,172	134,986

**Hayley Restall**  
**September 2008**

## 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

		2005/6	2006/7	2007/8
<b>Income (£)</b>	Grant-in-aid	2,338,171	2,442,560	2,451,275
	Sponsorship/grants	853,138	574,814	1,170,838
	Generated/other income*	296,248	385,656	416,487
	<b>Gross income</b>	<b>3,487,557</b>	<b>3,403,030</b>	<b>4,038,600</b>
<b>Expenditure (£)</b>	Expenditure exclusive of salaries			
	Funded	642,601	400,188	385,792
	Other**	487,442	953,942	903,427
	Salary costs			
	Funded – fixed term contract staff	143,304	313,230	567,064
	Funded – casual OPA staff and overtime	34,258	72,656	97,903
	Other – permanent and fixed term contract staff	1,823,313	1,915,679	1,928,874
	Other – casual OPA staff and overtime	324,745	306,619	334,390
<b>Gross expenditure</b>	<b>3,455,663</b>	<b>3,962,314</b>	<b>4,217,450</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 (£521,887) 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

<b>Funder</b>	<b>Total grant received (£)</b>	<b>Grant passed on to project partners (£)</b>	<b>Net grant to L&amp;I (£)</b>
Sackler Centre Museum Residencies	47,699	0	47,699
British Council	3,500	0	3,500
Baring Foundation	25,000	0	25,000
DCMS – Image and Identity	57,796	57,542	254
HEFCE - Centre for Excellence in Teaching and Learning through Design (CETLD)	41,382	0	41,382
HEFCE - Centre for Excellence in Teaching and Learning through Design (CETLD) - Management	18,000	0	18,000
HLF - Cultural Ownership	340,248	0	340,248
DCMS – Invest to Save	493,359	0	493,359
Image and Identity Partners Fund	155,216	60,564	94,652
National Collections Online	15,000	0	15,000
Access to Work	6,560	0	6,560
Norfolk House Concerts	5,000	0	5,000
RIBA Education	28,761	0	28,761
Wates Foundation	10,000	0	10,000
Jameel Schools	33,333	0	33,333
Interest and Dividends	8,090	0	8,090
<b>Total</b>	<b>1,288,944</b>	<b>118,106</b>	<b>1,170,838</b>

## Breakdown of generated and other income

<b>Activity</b>	<b>Total received (£)</b>
Conferences	9,285
Other Ticket Income	32,181
Courses	194,716
Student Programme	4,241
Lectures	25,883
Young People's Workshops	1,295
Private Group Tours	20,184
Publication Sales	573
School Programme	41
Development of Special Projects	3,897
Saudi Education	114,855
Institute of Education	3,458
Miscellaneous Income	5,878
<b>Total</b>	<b>416,487</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>
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>
2007/8	743	752	914	577	788	1360	1899	1116	408	351	233	230	<b>9,371</b>

## Telephone Calls

<b>2007/8</b>	<b>Total incoming calls</b>	<b>Total answered</b>	<b>% answered</b>
April	Data Missing	Data Missing	Data Missing
May	2842	1803	63.44
June	8117	1769	21.79
July	1513	1048	69.27
August	2088	1183	56.66
September	2934	1600	54.53
October	4071	2972	73.00
November	3423	2555	74.64
December	2388	1539	64.45
January	2143	1614	75.31
February	1599	1233	77.11
March	1898	1406	74.08
<b>Total</b>	<b>33,016</b>	<b>18,722</b>	<b>64.03</b>

\* Figures not available for these periods

The total number of calls received is in par with the previous year, and the percentage of answered calls is up by 2 points (from 54.09%). As in the past, the very popular 'Fashion In Motion' event, for which tickets are only bookable by telephone, is reflected by a huge surge in calls in a very short amount of time during the month of June, resulting in a high proportion of missed calls. This obviously has in turn affected the overall '% answered' for the year. Without this unusual peak, the '% answered' for this period would have been 68%.

### Comparative summary of group bookings by group type

Audience	2005/6		2006/7		2007/8	
	Groups	Individuals	Groups	Individuals	Groups	Individuals
Schools (up to 18 years)	1,421	39,209	1,821	51,089	1,749	47,456
HE/FE students	1,391	32,599	1,670	36,092	1,225	26,818
Children outside school & pre-school groups	32	737	80	2,159	20	480
Adult & community groups	787	18,616	1,000	22,825	597	15,649
Groups from Black Asian and Minority Ethnic (BAME) communities	6	114	30	942	6	121
<b>Total</b>	<b>3,637</b>	<b>92,140</b>	<b>4601</b>	<b>113,107</b>	<b>3,597</b>	<b>90,524</b>

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

Plus 18,334 individuals in unspecified groups

### Private Group Tours Attendance and Income

	2005/6	2006/7	2007/8
Total no. of tours and talks:	177	154	100
Total number of people:	3,958	3,609	2,133
Talks and Tours income (£)	22,507	29,210	23,733
Income for V&A from catering (£)	1,985.47	843*	0*
<b>Total income (£)</b>	<b>24,492.47</b>	<b>30,053</b>	<b>23,733</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 2007/8

Exhibition	Groups	Individuals
Surreal Things	481	12,539
Kylie	288	7,112
Golden Age of Couture	776	21,929
Lee Miller	557	9,740
China Design Now	19	673
Thomas Hope	1	12
<b>Total</b>	<b>2,122</b>	<b>52,005</b>

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

<b>Total</b>	<b>2,410</b>	<b>54,300</b>
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#### Group visits to major exhibitions 2005/6

<b>Total</b>	<b>1,544</b>	<b>35,560</b>
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Two very popular exhibitions (*Kylie* and *The Golden Age of Couture*) have ensured that group bookings have remained in par with the previous year (-4%). 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)

Rooms	2005/6 No. of groups	2006/7 No. of groups	2007/8 No. of groups
20th Century	56	119	50
Architecture (opened autumn 04)	35	62	31
Arms and Armour	0	Closed	0
British Galleries	242	377	342
British Galleries Norfolk Room	Included above	Included above	Included above
Carpets	0	Closed	Closed
Cast Courts	57	93	54
Ceramics	6	9	5
China	54	106	85

Europe 1600–1800	11	15	10
Europe and America 1800–1900	7	10	11
Fakes and Forgeries	1	Closed	Closed
Fashion	158	426	205
Frank Lloyd Wright	0	Closed	Closed
Glass	27	30	33
Ironwork	7	9	22
Islam	Closed	144	150
Japan	55	123	85
Jewellery	Closed	Closed	Closed
Korea	25	69	47
Medieval & Renaissance	6	11	6
Metalwork	2	4	4
Musical Instruments	6	11	15
Northern Renaissance 1500–1700	2	5	3
Paintings	25	30	32
Photography	3	22	18
Portrait Miniatures	0	3	2
Prints & Drawings	0	3	1
Raphael	7	13	7
Renaissance 1400–1600	5	7	11
Church Plate	0	Closed	Closed
Sacred Silver	0	2	11
Sculpture	26	61	42
Silver	7	9	16
South East Asia	27	55	50
South Asia	24	54	54
Tapestries	3	4	2
Textiles	53	67	82

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

#### Room bookings

Room	2005/6	2006/7	2007/8
Lecture Theatre	333	297	261
Jean Muir Seminar Room	336	354	201
Bernard Leach Meeting Room	156*	295	60
Seminar Room 3	365	397	334
Education Studio	327	373	284
Education Study Room	279	292	269
<b>Total Room Bookings</b>	<b>1,796</b>	<b>2,008</b>	<b>1,409</b>

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

The number of room bookings is significantly down on last year (-30%), in line with the reduction in the number of events reported above.

### 2.3 Visitor Comments

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

#### Nature of visitor comments

	2005/6		2006/7		2007/8	
	No.	%	No.	%	No.	%
General comment	269	25.8%	337	25.5%	191	15.2%
Complaint	550	52.8%	744	56.3%	818	65.0%
Compliment	223	21.4%	241	18.2%	249	19.8%
<b>Total</b>	<b>1,042</b>	<b>100.0%</b>	<b>1,322</b>	<b>100.0%</b>	<b>1,258</b>	<b>100.0%</b>

#### How visitor comments were received

	2005/6		2006/7		2007/8	
	No.	%	No.	%	No.	%

Comments Form	500	84.2%	686	85.4%	617	87.1%
Email	24	4.0%	43	5.4%	67	9.5%
In person	2	0.3%	2	0.2%	0	0.0%
Letter	59	9.9%	60	7.5%	20	2.8%
Note	6	1.0%	5	0.6%	3	0.4%
Telephone call	3	0.5%	7	0.9%	1	0.1%
<b>Total</b>	<b>594</b>	<b>100.0%</b>	<b>803</b>	<b>100.0%</b>	<b>708</b>	<b>100.0%</b>

#### Visitor compliments summary

Issues	2005/6	2006/7	2007/8
Catering	11	34	19
Disability	1	1	2
Exhibitions & Display	106	162	121
Facilities	2	2	5
Major Projects	9	13	0
Orientation	1	0	4
Programme	42	27	30
Retail	2	19	4
Staff	38	50	49
Other	11	15	15
<b>Total</b>	<b>223</b>	<b>323</b>	<b>249</b>

#### Visitor complaints summary

Issues	2005/6	2006/7	2007/8
Catering	43	87	103
Disability	15	9	5
Exhibitions & Display	181	467	316*
Facilities	37	75	69
Major Projects	14	3	1
Orientation	112	80	74
Programme	19	51	35

Retail	23	53	48
Staff	51	62	60
Other	55	153	107
<b>Total</b>	<b>550</b>	<b>1,040</b>	<b>818*</b>

\*The high number of complaints about 'Exhibitions and Displays' and overall is because of the Uncomfortable Truths exhibition which was on until 17th June 2007 and which people could not find it easily. Out of 316 complaints for Exhibition and Display there were 137 about the special exhibitions and mainly the Uncomfortable Truths.

## **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 small core team of staff 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 2007/08 Gallery Educators worked on:

- The Jewellery Gallery (ongoing)
- Ceramics Phase 1 and 2 (ongoing)
- The Medieval and Renaissance Galleries (ongoing)
- Visitor Centre (ongoing)
- Gilbert Collection (ongoing)
- Buddhist Sculpture (ongoing)

The team also includes an Interpretation Editor, who is responsible for editing all types of interpretive text that is publicly available, including all permanent galleries, temporary exhibitions, small displays, trails and web text. With the increasing demands of FuturePlan and the public programme, the Editor is now responsible for managing a team of freelance editors who mostly work on Public Access Descriptions for Search the Collections, and designated permanent galleries such as Ceramics Phase 1. This year significant resource was put into 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 newly published 'Ten Tips' for writing interpretive text.

### **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. This year, studies were carried out including work assessing the proposed

interpretation for the FuturePlan gallery projects, and visitor profiling was carried out across a wide variety of programmes and exhibitions. Some specific studies were commissioned, including assessing the provision of enhanced audio description for visually impaired visitors.

The team also collaborated on several studies in partnership with academic institutions including completion of a three-part international 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 the Reinhardt Museology College, Netherlands.

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

### 3.3 Resource Centre

The GIER team includes the Learning and Interpretation (L&I) Resource Centre, which provides a vital source of information for both V&A staff, external museum professionals and students, giving access to a unique collection of books, periodicals and journals related to V&A Education, Interpretation, and Visitor Research and Evaluation studies. Previously, the Resource Centre was open 3.5 days p/week, but it has not had a dedicated manager since November 2005 due to staffing restrictions. It is currently is open for visits one day per week when staffing allows.

#### Resource Centre Users (People)

2007-8*	Queries	Books	Slides, Recordings & Photos	Total Users
Oct	2	2		4
Nov	1	1		2
Dec	1			1
Jan		4	4	8
Feb			2	2
Mar			2	2
Total	4	6	6	16
Ave. / month	0.6	1	1	0.9

\*Due to a problem with the data, no figures are available for the first 6 months.

**Yearly comparison of books and slides borrowed**

	<b>2005-6 Borrowers</b>	<b>2005-6 Loans</b>	<b>2006-7 Borrowers</b>	<b>2006-7 Loans</b>	<b>2007-8 Borrowers</b>	<b>2007-8 Loans</b>
Loan of books	108	247	46	171	No figures available	6
Loan of slides	105	1,674	116	880	No figures available	0

## 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

Following the success of the Disability Action Plan 2004-2007, the Disability Equality Scheme action plan took effect from April 2007. As part of a museum wide approach, the scheme enabled the museum to achieve many initiatives including:

- Gallery interpretation - three user groups tested provision of touch objects and tactile images for the Medieval and Renaissance Gallery, and audio descriptive information in galleries.
- Disability Awareness training - delivered to front of house staff, and to all new starters as part of the induction programme.
- British Sign Language training for staff.
- Working with Hackney Recruitment Partnership to provide work experience to 4 students with a Learning Disability.
- Fire Pager System, which vibrates/beeps/flashes, alerting deaf people to the fire alarm when activated. The V&A is the first museum to provide such a system.

The disability talks and events continued with a range of activities which showcased the special exhibitions and permanent collections, including:

- A monthly talks programme for hearing impaired people, interpreted in British Sign Language. Talks covered: Surrealism; The Golden Age of Couture; and The Art of Drinking, to name a few.
- Talks, workshops and handling sessions for visually impaired people, highlighting the museum's exhibitions, where tactile images were developed to provide interpretation.
- Workshops for people with a learning disability, with an art session linked to the Surrealism exhibition, and a hat making workshop based upon Couture.
- Workshops for mental health service users. Themes and ideas taken from the Surrealism exhibition were used to inspire participants to produce greetings cards and other items; and workshops linked to the Haute Couture exhibition were run with women who had experienced depression. Many of the women have gone on to take dress-making courses at local colleges.

In November 2007, the V&A hosted the In Touch With Art conference, in partnership with St Dunstons, a charity which helps visually impaired ex-service personnel. In Touch With Art brought together an international line up of artists, academics and staff from museum and galleries who are leading the field in this area. The conference attracted 240 participants for the two days of talks from around the world.

#### Summary of attendance at programmes for people with disabilities

	2005/6		2006/7		2007/8	
People	Events	Individuals	Events	Individuals	Events	Individuals
Events for visually impaired visitors	15	279	14	212	14	628
Events for hearing impaired visitors	13	82	12	95	11	93
Events for visitors with learning disabilities	11	153	8	32	65	536
Events for mental health service users	10	46	0	0	5	39
Tailored tours for groups/individuals (pilot in 05-06 has not continued)	10 grps/5 inds	148	0	0	0	0
<b>Grand total</b>	<b>64</b>	<b>708</b>	<b>34</b>	<b>339</b>	<b>95</b>	<b>1,296</b>

#### 4.2 Social Inclusion Programme

The social inclusion programme includes a range of free themed talks, workshops, projects and events, linked to the V&A's collections and exhibitions to attract new audiences from NS-SEC groups 5-8.

In its fifth year, Talk and Take Part continued to provide monthly drop-in art and design talks and art and design activities for adults at risk of homelessness, attracting a diverse age range from 18 up to 82 years old, as well as from culturally and ethnically diverse backgrounds.

For young people at risk of exclusion we ran the project Old Roots Nu Shoots, in partnership with East Potential and the 24 Hour Museum, and generously funded by the British Council's Youth in Action scheme. Participants aged between 18 and 25 learned photo-documentary and film making based on collections of relevance to Black and African culture. They were given access to stores throughout the Museum, with

curators selecting objects of interest for participants to base their work on. A private view was held in the Lecture Theatre with an awards ceremony for participants. The images and films are due to feature on the 24 Hour Museum website.

Inspire Inside was a new initiative piloted as a strand of Inspired by (see below), in partnership with s-t-r-e-t-c-h and NIACE. The project worked with prisons, seeking to engage male, female and young offenders in creative design classes based on the collections, which were accessed via specially commissioned films. Institutions that took part in 2007 included HMP Holloway, Pentonville; Askham Grange and Kirklees. The project ended with a launch of the art work in a display at the V&A.

#### Summary of attendance at Social Inclusion programme

	2005/6		2006/7		2007/8	
	Events	Individuals	Events	Individuals	Events	Individuals
Inclusion Event	3	438	1	57	10	4,923
External Event	-	-	-	-	-	-
Inclusion Group Visit	14	144	7	143	22	617
Inclusion Workshop	20	321	20	697	56	945
<b>Total</b>	<b>37</b>	<b>903</b>	<b>28</b>	<b>897</b>	<b>88</b>	<b>5,855</b>

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

#### 4.3 Outreach – disability and social inclusion

We continued to provide visits and trails for organisations such as Crisis, the homeless charity, who brought members of their art class to see the Surrealism exhibition with the visit coincided with their study of the period; and The Oremi Centre, for Afro-Caribbean mental health service users, who visited the Uncomfortable Truths exhibition and trail. The session was followed up with outreach sessions, which explored aspects of slavery in more detail.

#### Summary of attendance at outreach programme

	2006/7		2007/8	
	Events	Individuals	Events	Individuals
Disability	5	265	0	0
Mental Health	5	139	0	0
Social Inclusion	7	192	38	4,554

<b>Total</b>	<b>17</b>	<b>596</b>	<b>38</b>	<b>4,554</b>
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#### 4.4 Inspired by ...

Inspired by... is our annual art and crafts competition, celebrating Adult Learners' Week. Part-time students from adult education are invited to produce a piece of work Inspired by the V&A's collections, which are then assessed by curators and educators, who choose a winner in their category. Selected artworks go on display (May-July) in the museum of their inspiration. Entry to the competition is free and open to part-time students in art and crafts and to museums workshop participants. Winners in their category receive their prize during an awards ceremony, to which all tutors are invited.

Inspired By In The Regions - the regional partnerships with Tyne and Wear Museums and Manchester Art Gallery were repeated this year and both were holding Inspired by... displays at Manchester Art Gallery and the South Shields Museum & Art Gallery. A further three partners joined this year: Bodelwyddan Castle; Potteries Museum & Art Gallery; and Sudley House, National Museums Liverpool.

#### Summary of artworks on display

	<b>May-July 2006</b>	<b>May-July 2007</b>	<b>May-July 2008</b>
At the V&A	62 artworks in the Café Foyer and 9 artworks in the galleries	50 artworks in the public entrance on Exhibition Road	47
At the Museum of Childhood	N/A	5 artwork in the new Creativity Gallery	10
At the Theatre Museum	1 artwork	N/A	N/A
<b>Total</b>	<b>72</b>	<b>55</b>	<b>57</b>

#### Summary of participation in Inspired by...

	<b>2005/6</b>	<b>2006/7</b>	<b>2007/8</b>
No of entrants	<b>245</b> entrants including 5 group entries	<b>224</b> entrants including 2 group entries	242

#### Statistics on Inspired By... entrants

	2005/6	2006/7	2007/8
Participation by older students (65 years +)	17%	20%	20%
Participation by disabled students	11%	12%	16%
Entrants who 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)	12%
Entrants from prisons	0	0	2%
% BAME	Not known	14%	4%

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

Through generous funding from the Baring Foundation, we were able to create the new post of English for Speakers of other Languages (ESOL) and Arts Education Officer. The post-holder has developed the content for two databases of refugee community organisations and projects working with asylum seekers, and ESOL providers in colleges and community centres.

Four new ESOL tutors have been appointed, drawn from diverse cultural, religious and socio-economic backgrounds. The ESOL programme has been extended to include refugees and asylum seekers who are not college based, and a higher profile for the V&A's work in this area has been created, through increased visibility at refugee events/ESOL conferences.

We have established a Refugee Programmes Advisory Panel and developed and facilitated a workshop which brought a marginalised group of Polish Roma into the V&A for a day to encourage them to access the Museum independently.

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

	2005/6		2006/7		2007/8	
	Group	Individuals	Group	Individuals	Group	Individuals
ESOL group tours	58	989	87	1,491	80	1,233

#### 4.6 Community Displays

Sacred Spaces toured to Kingston University' for Unity Week in October 2007 where up to 3,000 students saw the exhibition and the Sikh section went for 1 February 2008 to Gravesend Borough Council to celebrate a day of Sikh heritage and identity.

#### 4.7 Cultural Diversity Programme and Initiatives

##### 4.7.1 South Asian Programme and Initiatives

The South Asian programme had a successful and lively year, with events such as:

- Vaisakhi Spring Festival, a Punjabi festival whereby visitors were invited to take part in musical demonstrations, watch the age old tradition of Ghatra (Sikh Martial Arts), partake in Bhangra, delight in a North Indian drama production and enjoy various other activities such as making a Kirpan (Sikh Sword) and learn about Punjabi folk culture through story telling sessions.
- Sirsvati Puja and Sitar Festival, held in partnership with Bhavan Centre and Sutton Subrang, with recitals from an ensemble of 15 sitarists and a small puja (prayer ceremony).
- India Now Family Day in Conjunction with British Sari Story. The V&A celebrated the national project India Now across the Museum. Visitors were invited to create their own sari patterns in an art workshop, to try on saris with the help of experts and learn more about India today through a programme of cultural talks, music, dance and storytelling.
- Darbar at V&A Indian Music Recitals, which were held in the Nehru Gallery with the most famous Indian musicians across the UK and India. A variety of musical techniques and traditions were recited such as tabla, saraod and the sitar.

##### Summary of attendance at South Asian programme

	2005/6		2006/7		2007/8	
	Events	Individuals	Events	Individuals	Events	Individuals
South Asian/Encounters Programme	0	0	25	6,512	1	400
Outreach	2	250	0	0	120	4,120
Mela	1	500	1	6,150	6	7,115
Visual Identity	0	0	1	1000	-	-
Diwali/Eid	0	0	2	22000	-	-

Retro Bollywood	0	0	1	3,400	-	-
Darbar At V&A Music recitals					1	1,000
India Now Family Day					1	1,000
Sitar Festival					1	1,000
Vaisakhi Spring Festival					1	3,000
Workshops	0	0	8	10	-	-
<b>Total</b>	<b>3</b>	<b>750</b>	<b>26</b>	<b>12,662</b>	<b>131</b>	<b>17,635</b>

#### 4.7.2 Intercultural/Interfaith Programme and Initiatives

Events for 2007/8 were funded by the Heritage Lottery Fund Capacity Building and Cultural Ownership project and included:

- A Legend from Tibet: King Gesar of Ling, a unique opportunity to stage a showing of this performance by the Tibetan troupe Serta Gesar. This powerful drama fuses Tibetan traditional and modern style performances including songs, chants and games.
- Peace and Environment Weekend, a weekend of adult and family events such as a special Jain Rangoli (made out of pulses and rice and created over two days); peace badge making workshops, Buddhist story telling, a paper flower garland workshop, dance performances and a performance by the Zemel Choir.
- Festival of Light Weekend, including Diwali, Hanukkah and Buddhist story telling and a Gospel singing workshop and performance. Family intercultural craft activities included a paper lantern and festive light windows and cards workshops. We also had dance and song performances, and talk and tours on world religions and symbols of light.
- Sacred Object tours, delivered by specially trained intercultural guides. The tours really picked up during this period, being given free to groups coming from supplementary schools, faith organisations and community groups.

#### Summary of attendance at Intercultural Programme

	2005/6		2006/7		2007/8	
	Events	Individuals	Events	Individuals	Events	Individuals
Sacred Silver and Stained Glass	21	2,517	0	0	0	0
Hanukkah*	0	0	6	1684 (11227 in museum)	-	

Christmas*	0	0	6	(9189 in museum)	-	-
Festival of Light					22	2,617
King Gesar of Ling	0	0	0	0	1	180
Peace and the Environment	0	0	0	0	22	1,792
Chinese Paper-cutting	0	0	0	0	1	83
Intercultural tours					29	553
<b>Total</b>	<b>21</b>	<b>2,517</b>	<b>0</b>	<b>4,308</b>	<b>46</b>	<b>5,225</b>

\* Part of Winter Festivals with Eid and Diwali

### 4.7.3 Black Heritage Programme and Initiatives

New and existing partnerships and collaborations helped to make this a successful year at the V&A for celebrating Black Heritage, with a hugely significant rise in attendance.

Events, many of which were organised to support the exhibition Uncomfortable Truths: the shadow of slave trading on art and design included:

- From Cane Field to Tea Cup, a two day conference highlighting the past and some of the legacies that remain and shape British life today.
- Traces of the Trade Collections-Based Trails and Tours highlighted objects on display in our permanent collections, to show how art and design were linked into the transatlantic slave trade. With perspectives from writer Marilyn Heward-Mills, actor Rudolph Walker OBE, artist Sonia Boyce MBE and musician and rap artist TY.
- Chocolate, Sugar & Tea Project for school pupils, who visited the V&A and learned how the creation of Carnival helped enslaved people to gain their freedom. The day ended with a parade wearing masks they had decorated and performing the dances and songs they had learnt.
- Ghana 50 Festival, a nine day festival celebrating Ghana's 50<sup>th</sup> Anniversary of Independence and focusing on contemporary aspects of Ghanaian artistic talent.

Truths and Rights, a season of powerful events for all ages that highlighted the often untold stories of our black British heroes and investigated the hidden history of artworks in the V&A's collection, including:

- Dutty Mas: An Interpretation of Early Carnival, a special event exploring cultural, economic, political and spiritual themes related to slavery, oppression and freedom. The event included an interpretation of Kalinda, an early form of music

and dance that rose up out of plantations in the Caribbean around the mid-1700s.

- The Impact of Legacy: can black art really triumph? This course examined the impact of the slave trade on art & design and the affect on British culture today, whilst it explored the realities of what it means to gain real success as a black artist or designer.
- Protest and Persuasion– Ira Aldridge. Through discussion, display and performance visitors took the opportunity to explore and appreciate the way a black 19th century Shakespearean actor used his gift of eloquence to campaign for the rights of enslaved Africans.
- Sweet Mother Africa Events, including African dance and drumming, dressing up in West African celebratory costume, printed T-shirts, Nigerian head wrap techniques, board games, film screenings and African storytelling. The day ended with a live musical performance by the internationally renowned Kora musician Tunde Jegede.
- Black Box Black Style: 70s Retro Radical & Culture Showcase. A chance to re-live the 70s a time that changed the way second generation black British youth addressed oppression. Visitors reminisced about social, cultural and political experiences, with many embarking on a 70s style make-over led by the London College of Fashion and had their photographs taken for an evening on record.
- KULTURE2COUTURE 2007 – special event organised by the Greater London Authority. Visitors experienced an exciting platform showcasing and promoting the work of some of London’s most creative African and Caribbean fashion designers. The programme of events included dazzling catwalk shows featuring headline designers and those to watch and master-classes led by industry specialists.

#### Summary of attendance at Black Heritage Programme

	2005-6		2006-7		2007-8	
	Events	Individuals	Events	Individuals	Events	Individuals
Carnival	1	7787	1	8,552		
Black Heritage Season	5 (Africa 2005)	4360	16 (Past Present & Beyond)	6,970	10 (Truth & Rights)	5075
Traces of the Trade Museum guided tours					20 guided tours undertaken	426
Traces of the Trade visitor self completion tours					5 collections-based tours	64,000

Chocolate, Sugar & Tea Project with Glenbrook Primary School, Lambeth					2 class visits	40
Ghana 50 Festival					6	2064
Freedom & Inspiration Day					3	7250
Eastside Young leaders Academy					1	11
Black And Asian Studies (BASA) conference	1	80	1	90		
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>9</b>	<b>12,227</b>	<b>23</b>	<b>19,836</b>	<b>47</b>	<b>78,866</b>

Note: the Black Heritage Season events in 2005/6 and 2006/7 celebrated black history for a three month period between October to December. Some events in 2006/7 and those in 2007/8 received grants from the Heritage Lottery Fund (HLF), as a result a diverse range of events were programmed across the year and to a wider and increased audience.

#### 4.7.4 Chinese Programme and Initiatives

##### Summary of attendance at Chinese Programme

	2005/6		2006/7		2007/8	
	Events	Individuals	Events	Individuals	Events	Individuals
Chinese Mid Autumn	1	1,600	2	3,815	1	7,000
Chinese New Year	2	14,000	2	17,000	2	14,000
<b>Total</b>	<b>13</b>	<b>17,283</b>	<b>11</b>	<b>22,375</b>	<b>3</b>	<b>21,000</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 The Late Friday Programme: Summary for 2007/8

Attendance at events

Event	2005/6		2006/7 (5/4/06 – 20/12/06; no programme after Jan 07)		2007/8 (Late Fridays)	
	Event	People	Event	People	Event	People
Lectures	50	5,328	51	6,388	32	4,437
Gallery talks (pin)	52	507	52	553	15	136
Introductory Tours	N/A	N/A	52	310	-	-
Norfolk House Music Room concerts	39	3,008	44	3,900	22	1,749
Drawing courses	N/A	N/A	1	17	0	0
Special events	1	150	6	994	1	2,820
<b>Totals</b>	<b>142</b>	<b>8,993</b>	<b>206</b>	<b>12,162</b>	<b>70</b>	<b>9,144</b>

Number of visitors to the Museum

Visitors to the Museum 17.30– 22.00	Avg. per eve	Annual total	Avg per eve	Annual total	Avg. per eve	Annual total
		1,626	60,165	1,245	64,749	1,076

This is the second year that the Museum has remained open until 10.00 on Friday evenings and there have been several changes and improvements to the programme. The Talks, Interviews and Debates have become a highlight of Friday evenings and take place on the first three Fridays of the month, between 19.00 and 20.00. They feature

high-profile artists, designers, writers and broadcasters talking about topics related to the temporary exhibitions and displays and permanent collections. The majority of these events have been sold out and the programme has included Norman Foster, Grayson Perry, Bryan Ferry, Tony Benn, Martin Parr, Katherine Hamnett, Stephen Bayley, Alain de Botton, Clive James, Sanjeev Bhaskar, Oswald Boateng, and Erin O'Connor. New strands such as Talking Design, featuring celebrity designers Marc Newson and Thomas Heatherwick, interviewed by the critic Alice Rawsthorn, have been particularly successful. Attendance has risen and there has been increasing press interest in the programme.

The Norfolk House Music Room concerts, which are performed by students from the Royal College of Music, have continued to attract a loyal following and we are grateful to the Radcliffe Trust for funding aspects of the programme during 2007/8.

The Friday evening curator talks were dropped early in 2007 due to low attendances but they continue to be a valuable part of the weekday programme. In addition, the Department has initiated an occasional programme of large-scale adult events related to major exhibitions. The first of these was Couture Christmas, held in December which included talks, practical workshops, dancing, demonstrations and seasonal food and drinks.

#### The Late Fridays Programme Summary for 2007/8

<b>Event</b>	<b>Price for tickets and max. number of people able to attend</b>	<b>Changes in 2007/8</b>
Lecture in the Lecture Theatre: talks, interviews, debates 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	32 events
Gallery Talk (Pinpointing) 18.30--18.50	Free Max 25	15 events (part year only)
Concert in the Norfolk House Music Room. In partnership with the RCM and supported by sponsors 18.30--19.30	Free Max 120	22 events
Live Music in the Grand Entrance 18.00--21.15	Free	Programme closed

### **5.1.2 Drop-in Programmes**

Demonstrations in the galleries continued until December 2007 and proved popular with an average attendance figure of over 200. Introductory and British Gallery Tours took place 6 times a day providing an insight into the V&A's history and its treasures. Average attendance figures of 9 per tour remain on a par with 2006/7. The tours are conducted by a team of 60 volunteer tour guides. Curator Talks, including pin pointing talks were reduced from three per week to two. Visitor numbers for the Friday talk were low and an average of just over 9 visitors per talk is down from the previous year's 11 per talk.

### Summary of attendance at drop-in Programmes

	2005/6		2006/7		2007/8	
	Events	Individuals	Events	Individuals	Events	Individuals
Demonstrations	18	3,417	17	2,826	12	2,604
Tours	2,160	14,166	2,286	21,828	1,794	15,676
Curator Talks (including Weds Pinpointing talks – Fri from January)	156	2,026	362	4,298	88	907
<b>Total drop-in programmes</b>	<b>2,334</b>	<b>19,609</b>	<b>2,665</b>	<b>28,952</b>	<b>1,894</b>	<b>19,187</b>

### 5.1.3 Courses

One of the successful, fully booked Study Days which was devised with the help of the FTF curators was the Ikat Study Day. The day included talks by textile specialists and first-hand close study sessions looking at original Ikat.

### Summary of attendance at courses

	2005/6		2006/7		2007/8	
	Events	Individuals	Events	Individuals	Events	Individuals
Arts of Asia (year average)*	N/A	N/A	N/A	N/A	1	*
Medieval–Renaissance year course (year average)	1	47	1	52	1	*
High Renaissance– Baroque year course	1	59	1	67	1	*
Rococo–Modernism year course	1	43	1	33	1	*
Summer practical courses	7	123	11	143	2	21
South Asian/Islamic courses	4	68	N/A	N/A	N/A	N/A
Evening courses (average weekly recruitment)	1	18	1	14	1	26
Other courses	1	18	1	14	6	121

Study days	4	754	6	1,284	3	343
<b>Total</b>	<b>20</b>	<b>1,130</b>	<b>22</b>	<b>1,607</b>	<b>16</b>	<b>511</b>

\* New programme Started September 2006

#### 5.1.4 Conferences and Debates for 2007/08

There were four major conferences during 2007/08, double the number for 2006/7. These included Patrons, Makers and Traders: People and Art in the Islamic Middle East, celebrating the opening of the new Jameel Gallery of Islamic; Surreal Things, accompanying the V&A exhibition of the same name; Unravelling Couture Culture, coinciding with the Golden Age of Couture exhibition. All the events brought together speakers from the UK and abroad and presented new research and new perspectives on V&A collections and exhibitions. The proceedings of the Unravelling Couture Culture exhibition will be published in due course in a separate edition of the Costume Society's Journal.

The Critical Debates series was discontinued at the end of 2006.

	2005/6		2006/7		2007/8	
	Events	Attendance	Events	Attendance	Events	Attendance
Conferences	5	2,157	2	515	3	465
Critical debates	3	295	9	332	0	0
<b>Total</b>	<b>8</b>	<b>2,452</b>	<b>11</b>	<b>847</b>	<b>4</b>	<b>465</b>

## 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

During 2007/8 the core programme of family activities included the Activity Cart, Back-Packs, handling sessions and special events. A strong increase in attendance at the Activity Cart marks its continued popularity and success. General Back-Pack figures remain stable, however the British Gallery Back-Pack use was affected by front of house staff shortages and low recording of visitor use. The fall of attendance in special events was due to fewer and smaller scale events being run over the course of the year.

However, special holiday events such as *Design a Paper Sculpture Hat* and *Brilliant Badges* were well attended by families and received excellent feedback.

Other highlight events included *Star in your own cover story!* Inspired by the exhibition 'The Art of Lee Miller,' families worked with artists to design their very own magazine cover in which they were the star.

#### Summary of attendance at Family Programme

	2005/6		2006/7		2007/8	
	Days	Individuals	Days	Individuals	Days	Individuals
Activity Cart	122	13,541	110	13,303	106	16,935
Back-Packs	119	7,153	108	8,319	108	8,271
British Galleries Back-Packs*	336	2,203	157	2,663	66	675
Family events**	172	20,693	269	39,027	207	17,175
<b>Total</b>	<b>749</b>	<b>43,590</b>	<b>644</b>	<b>63,312</b>	<b>487</b>	<b>43,056</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! Is a programme of artist and designer-led workshops for 11–19 year-olds. The emphasis of the programme is skill building particularly for product, fashion and digital design. V&A College Museum activities were again not continued this year. The programme was promoted through a poster covering eight months of workshops, rather than two leaflets. The poster worked very well with many courses completely filled after a few weeks of the mail out.

From Jan - March we ran less sessions because of the imminent opening of the Sackler Centre, and lack of workshop space. This year we ran more courses so the attendees are only counted once. The digital course we ran could only be offered to 6 young people because of lack of equipment. All these factors affected the total number of attendees.

#### Summary of programmes for young people (sessions /people)

2005/6	2006/7	2007/8
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	Events	Individuals	Events	Individuals	Events	Individuals
Talks (lectures for young people)	1	13	0	0	0	0
Create! young people's workshop programme			38	636	15	205
Create 1 day course	24	267	0	0	0	0
Create 2 or more days course	4 [3 day courses] [12 sessions]	54 [162]	0	0	9	45
V&A College programme (for gifted & talented young people)	1 [9 sessions]	14	10	32	0	0
<b>Total</b>	<b>30</b>	<b>348</b>	<b>48</b>	<b>668</b>	<b>24</b>	<b>250</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.

### 5.3 Formal Education Team

Gaps between staff leaving and replacement staff being recruited impacted heavily on the outputs of the team in 2007/8. The Head of Formal Education covered the work of the FE/HE Officer and V&A+RIBA Architecture Education Officer for a period of six months. New staff then had to be inducted, which resulted in more limited activity compared with previous years. In addition the team were preparing for 2008/9 programmes with the lead up to the Sackler Centre opening. Divisional restructure and event space shortages meant reduced outputs for schools, further education and higher education. Despite these constraints, initiatives that were undertaken such as Creative Quarter; V&A+RIBA Architecture projects on the Royal Festival Hall and Wren's Skyline; free tours for PGCE courses; participation in the Design Council & Creative and Cultural Skills Council Steering Group, have raised the profile of the V&A to schools, FE and HE communities as well as to other external stakeholders which will help towards building the foundations for the development of our provision for these audiences in future.

#### Comparative summary of group bookings by type

Audience	2005/6		2006/7		2007/8	
	Groups	Individuals	Groups	Individuals	Groups	Individuals
School students (including Key Stage 5: 16–18s)	1083	34,845	1,821	51,089	1,495	43,558
College/University students	1,329	33,021	1,670	36,092	1,097	26,795

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.

### 5.3.1 Schools Service

Despite limited staffing for the Schools Service (The Head of Formal Education covered the schools programme, FE/HE Post and V&A+RIBA Architecture programme for some of the year) two mass-participation events for schools were organized including Creative Quarter 2007 and Saudi Culture. Audience research was carried out for the Jameel Gallery Schools Programme to determine teachers' needs as well as with the Design & Technology Community in order to develop programmes for the following year. The Gallery Talks programme for schools was sustained and workshops for schools were carried out alongside exhibitions and to pilot new museum activities for online teachers' resources. Progress was also made on updating and adapting printed teachers resources for the web and work commenced on developing WebQuests as part of the National Museums Online Learning Project, Invest to Save. Although professional development programmes for teachers remained limited due to staffing constraints, courses were offered in collaboration with OCR examination board and introductory tours and talks were offered to PGCE Secondary Design & Technology and Art & Design Teaching Students.

#### Schools programmes

Title	2005/6		2006/7		2007/8	
	Groups	Individuals	Groups	Individuals	Groups	Individuals
Talks & Exhibition Workshops	185	3,380	241	4,529	107	2,230
Key Stage 5 Study Days	0	0	N/A	121	?	?
Special Projects*	0	0	56	1,041	90	2,570
<b>Total</b>	<b>185</b>	<b>3,380</b>	<b>297</b>	<b>5,691</b>	<b>197</b>	<b>4,800</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

Although professional development programmes for teachers remained limited due to staffing constraints, we organised a course in collaboration with OCR examination board for GCSE and A Level Design & Technology teachers, and introductory tours and talks were offered to PGCE Secondary Design & Technology and Art & Design Teaching Students, establishing new contacts with university departments which will be followed up for the future programme. Two private views of exhibitions for teachers and lecturers were also programmed. These were for Lee Miller and Couture (a double bill) and Surreal Things.

#### CPD courses & events

Title	2005/6		2006/7		2007/8	
	Events	Individuals	Events	Individuals	Events	Individuals
Educators' private views	2	546	5	1,051	2	555
CPD (teachers)	2	35	1	10	1	7
CPD (lecturers)	0	0	2	29	0	0
Talks PGCE groups	0	0	0	0	0	0
InSET (whole school days)	0	0	3	68	0	0
<b>Total</b>	<b>4</b>	<b>581</b>	<b>11</b>	<b>1,158</b>	<b>3</b>	<b>562</b>

### 5.3.3 Further & Higher Education Programme

The Higher Education programme has continued to be active particularly in the field of student and academic symposia, initiating events that have encompassed critical theory, contemporary practice and cultural studies. The programme included an exploration of New Directions in Transport Design, organised with the Royal College of Art in which leading designers discussed the future of transportation in the face of ongoing design, environmental and humanitarian challenges. A one day event entitled Fabrications, Craft in the 21<sup>st</sup> Century, coinciding with the Out of the Ordinary exhibition and supported by the Crafts Council, considered the nature of craft in contemporary visual practice and its relationship with new technologies. And the nature and complexities of the artist and photographer, Lee Miller's creative identity were discussed in a symposium led by curators and Tony Penrose, the artist's son.

Much of the year was also spent researching and piloting a new strategy and partnerships for future HE programmes.

Title	2005/6		2006/7		2007/8	
	Events	Attendance	Events	Attendance	Events	Attendance
Symposia	1	231	5	828	3	438
Style Lounge*	2	192	3	527	N/A	N/A
Conversations	1	172	5	365	0	0
Student projects	2	49	0	0	0	0
<b>Total</b>	<b>6</b>	<b>644</b>	<b>13</b>	<b>1,720</b>	<b>3</b>	<b>438</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

Activity has focussed on developing a sustainable programme and online resources that increase use of the architecture collections by schools, FE and HE audiences. A series of pilots and consultation workshops have taken place linking with the art and design, design and technology and construction and built environment curriculum. Partnerships have been developed with key organisations such as CABE, the Specialist Schools and Academies Trust, the Architecture Centre Network and Open House. Special events included:

- How Places Work - Royal Festival Hall. This project, funded by CABE, included a tour of the inside of the newly refurbished Royal Festival Hall with architect Simon Frazer from Allies & Morrison, a visit to the RIBA+V&A Architecture Gallery exhibition *Royal Festival Hall Revival* and an architect facilitated workshop.
- Inside Outing – Royal Festival Hall, including a tour of the RIBA+V&A Architecture Gallery exhibition *Royal Festival Hall Revival* and a tour of the inside of the newly refurbished Royal Festival Hall with an architect from Allies & Morrison.
- HE Consultation on widening access to the V&A's and RIBA's architecture collections. HE tutors, curators and educators attended this workshop, which combined an introduction to the resources with presentations by tutors and students who have used the collections to inform research and coursework.
- Architecture Week, including the Wren Week-End for families - activities based on Charles Robert Cockerell's early 19th century painting; model city, gigantic recreation of the painting, Wren-inspired hats, architectural voyage and visit to the V&A+RIBA collections; and an Open Day, with visits to Study Rooms, focus on post war Britain, links to Festival of Britain, revival exhibition, screenings, Architectural tour of V&A, Architecture Gallery tour, and an Exhibition Road tour.

- Drawing Skylines: series of schools workshops and a teacher CPD based on the RIBA's 2006 HLF-funded acquisition of Charles Cockerell's 'A Tribute to Sir Christopher Wren'. Combined visits to Study Rooms, Cast Courts with a drawing workshop. This project will now become an online resource as part of the V&A+RIBA Architecture Education Programme.
- Design Processes, a pilot project focusing on stimulating creativity in Design and Technology through a visit to the V&A's and RIBA's architecture collections. The project looked at how architects gain inspiration from a variety of sources to develop their ideas.
- Creative Quarter - drop-in activities including hands-on design and construction challenges helped young people find out what an architect does and what inspires them. Sketchbooks and portfolios were displayed including the 2006 winning design for the RIBA President's Silver Medal Student Award for a house inspired by artist J.M.W. Turner.

#### Summary of attendance at the architecture programme

Title	2005/6		2006/7		2007/8	
	Events	Individuals	Events	Individuals	Events	Individuals
Architecture And... (Debates)	3	342	1	75	N/A	N/A
Inside Outing... (Study Days)	1	25	1	27	1	24
Open House Tours	6	72	6	72	3	36
HE Students & Educators Pilot Events and CPD	1	6	4	461	16	465
Architecture Week Event	N/A	62	N/A	140	3	992
Schools Pilot Workshops and CPD	N/A	N/A	14	271	29	761
Gallery/short Talks	23	105	9	113	9	100
Special Projects*	N/A	N/A	N/A	N/A	2	104
<b>Total</b>	<b>34</b>	<b>612</b>	<b>35</b>	<b>1,159</b>	<b>63</b>	<b>2,482</b>

## 6 The Online Museum

The Online Museum has been extremely successful this year with over 24 million user sessions on the site, exceeding the target of 14.5 million by a significant 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 the use of social media 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 has increased its visitors too. 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)

	April 2006	August* 2007	April 2008
Main website	9,707	17,739	21,432
Microsites	30,362	31,478	33,084
Access to Images	51,617	69,667	76,835
<b>Total</b>	<b>91,686</b>	<b>118,884</b>	<b>131,351</b>

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

The size of the site is constantly growing. New *Search the Collections* entries have significantly increased the numbers of pages and since August 2007 the pages on our website have increased by about 13,000. Increasingly, visitors arrive deep in the site via search engines so developing the rich content on our site becomes more important as the key to encouraging more visitors and more repeat visiting.

Major microsites and exhibition-related pages added in 2007-8

Date	Site
April 2008	Uncomfortable Truths
April 2007	Sackler Education Centre Diary
April 2007	Surreal Things Programme
April 2007	Jainism

April 2007	Kimono
April 2007	East End Lives
April 2007	Code of Research Good Practice
April 2007	Festivals & Rituals
May 2007	Discrimination
May 2007	Hidden Histories: Africans in Medieval and Renaissance Art
May 2007	Diaghilev and the Ballet Russes
June 2007	Artists' Books
June 2007	Jain Teachers' Resource
June 2007	The Singing Playground
June 2007	Curtis Moffat
June 2007	Campana Brothers
June 2007	150th Anniversary
June 2007	Central Asian Ikats
July 2007	Zero: Hans Schleger
July 2007	Miss Potter: A Life in Photographs
July 2007	Watercolours of the Great Exhibition
July 2007	A Show of Emotion: Victorian Sentiment in Prints and Drawings
July 2007	Eugene Atget: Unintentional Surrealist
August 2007	The Art of Drinking
August 2007	Benjamin Brecknell Turner
August 2007	Textiles in the Archives
August 2007	Cast Courts
September 2007	Japanese Cloisonné
September 2007	Collaborators: UK Design for Performance
September 2007	The Art of Lee Miller
September 2007	Couture
October 2007	Directors Obituaries
October 2007	Fashion in Motion (Manish Arora)
October 2007	Buddhism
October 2007	Collect 2008
October 2007	Wallpaper
October 2007	Build your own Victorian Village
October 2007	World Beach Project
October 2007	Mapping the Imagination

October 2007	A is for Apple
October 2007	Booker Prize: Special Bindings
October 2007	Beatrix Potter: Recent Discoveries
October 2007	V&A Illustration Awards 07
October 2007	South Asia Gallery (Nehru Gallery)
November 2007	Out of the Ordinary
November 2007	Making Ikat
November 2007	Preserving Ceramics
November 2007	Preserving Paper & Books
December 2007	The Baby's Opera
December 2007	Send a Christmas Card
December 2007	Christmas Tree 2007
December 2007	Space Bedroom game
December 2007	Out of the Ordinary
January 2008	Swarm Chandelier
January 2008	Embroidery
January 2008	East End Lives flickr group
January 2008	V&A Kaleidoscope
January 2008	China Design Now microsite
February 2008	Parlour Games
March 2008	Certain Trees
March 2008	Unseen Hands
March 2008	Thomas Hope
March 2008	Musical Instruments
March 2008	Clare Heathcote

In addition to these pages there have been innumerable object stories, volumes of the Conservation journal, teacher's resources, 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 and blogs**

One of our most interesting examples of user-generated content this year has been the World Beach Project which developed from an artist's residency by Sue Lawty. Sue, a tapestry weaver who draws in stone, is interested in the relationship of small things. She has invited people round the world to go to their local beach and create a work of art from the local stones they find on the beach and to send in photos of the place the

making and the final result. So far we have had 120 responses from almost every continent and the quality of the work is extremely high.

We have been working on a series of other blogs. The Medieval and Renaissance blog has charted the development the new galleries and the ideas contained in them, and we have recently started a blog on the relationship between Asian textiles and designs in Britain. Further competitions have been run and a much-used facility for the Couture site was a dress pattern download. This year we have experimented with a number of Flickr sites related to specific projects.

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

The development of the Museum of Childhood site has moved at a slower pace but visitors are up by almost 500,000 which is very encouraging. Much effort has been put into moving and developing sections on the Theatre Collection site and visits have increased despite the fact the museum in Covent Garden has closed.

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

Site	2005/6	2006/7	2007/8
Theatre Museum (including visit to PeoplePlay)	1,299,518	1,866,187	1,993,177
Museum of Childhood	381,929	755,500	1,215,383

## 6.3 Funding and Partnerships

We have continued work on the National Museums Online Learning 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. A team of writers has been creating webquests, prototyping has been done for Creative Journeys and some hard and innovative work has been done on solving the technical problems of searching for objects across the nine sites and research and evaluation has been continued ready for launch in late 2008.

## 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, and a new internal ticketing system is being developed.

#### 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
Kylie 08 Feb -10 Jun 07	66275	271,145	66275	100%	24.40%
Surreal Things 29 Mar – 22 Jul 07	7,340	129,894	5,740	78.2%	4.4%
Lee Miller 15 Sep 07 – 6 Jan 08	4,652	78,946	3,051	65.6%	3.9%
Couture 22 Sep 07 – 6 Jan 08	33,951	197,235	24,716	72.8%	17.2%

The DAM (Digital Asset Management) system was established and set up so that images could be delivered via Search the Collections but we still need a persistent URL if we are to capitalise on having our objects online. 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

Planning, development and commissioning work for multimedia interpretation in the Medieval and Renaissance Galleries and the Ceramics Galleries is well underway, as are plans for the Islamic Gallery, the Jewellery Gallery, the Ceramics Galleries and the Theatre galleries.

#### New high tech interpretative devices introduced 2007/8

Device	Gallery	Added to website as well
Hidden Treasures	New Jewellery gallery	June 2008
Design a ring	New Jewellery gallery	June 2008
Search The Jewellery Gallery	New Jewellery gallery	No
Making a Diamond Ring	New Jewellery gallery	June 2008
Making an Enamel Brooch	New Jewellery gallery	June 2008
Making a Watch Case	New Jewellery gallery	June 2008
57inch LCD display of worn Jewellery	New Jewellery gallery	No

### 6.5.1 Maintenance

Problems with audio in galleries has largely been kept under control and new computer hardware is continuing to roll out in all the permanent galleries, replacing and fixing existing problems with failing interactives.

### 6.6 Usage

The number of visits to the V&A website went up by 19.4 million in 2006-7 to almost 24.3 million in 2007-8.

#### Total visits to all V&A websites

	2005/6	2006/7	2007/8
April	837,161	1,210,207	2,097,838
May	822,905	1,348,981	2,242,139
June	733,504	1,288,979	2,171,884
July	727,906	1,293,469	2,082,703
August	697,401	1,245,573	1,828,715
September	810,593	1,534,322	1,913,886
October	1,019,588	1,792,967	2,102,448
November	1,043,227	1,885,639	2,108,323
December	966,533	1,675,963	1,762,816
January	1,253,969	1,982,523	2,020,753
February	1,213,482	2,008,584	1,899,952
March	1,454,358	2,130,430	2,045,847
<b>Total</b>	<b>11,580,627</b>	<b>19,397,637</b>	<b>24,277,303</b>

#### Total visitor numbers to V&A South Kensington website

	2005/6	2006/7	2007/8
April	672,556	912,193	1,524,128
May	659,231	1,031,544	1,666,125
June	595,598	983,444	1,583,635
July	581,646	1,006,109	1,522,494
August	545,444	979,348	1,375,102

September	645,091	1,218,166	1,515,379
October	801,741	1,401,102	1,720,608
November	809,810	1,450,972	1,662,998
December	743,459	1,242,965	1,363,508
January	982,318	1,531,101	1,622,678
February	939,012	1,568,066	1,516,378
March	1,128,053	1,660,249	1,644,218
<b>Total</b>	<b>9,103,959</b>	<b>14,985,259</b>	<b>18,717,251</b>

### 6.7 Online Museum Visitor Research

Some online visitor surveys were conducted to find out about the demography of our visitors, their usage of the site and their involvement with Web 2.

## 7 Special Projects

### 7.1 Image and Identity

Now in its fifth successful year, the V&A continues to lead this Government Strategic Commissioning Project funded by DCMS and DCSF. Image & Identity project partners in this phase were: Manchester City Galleries; The Shipley Art Gallery, Tyne and Wear Museums; Birmingham Museums & Art Gallery; Royal Pavilion, Libraries and Museums, Brighton & Hove; Museums Sheffield and NCH, the children's charity. Each partner organised a programme of museum visits and workshops for schools, NCH groups and Looked After Children's Units (LAC Units), and in addition provided CPD for teachers, artists and youth workers.

This year's Image & Identity project addressed the theme of *Remembering Slavery; Exploring Freedom* to link with the Bicentennial Anniversary of the Abolition of the Transatlantic Slave Trade. The strength of the partnership – the body of good practice and relationships built up over the previous four phases - has supported the project in tackling a new and challenging theme in exciting and innovative ways. Young people produced a rich range of personal responses to the powerful themes including drama, film and video pieces with a strong emphasis on collaborative group work and understanding each other, and the independent evaluation showed that their understanding and awareness of issues around slavery and discrimination had increased through their creative engagement with museum collections.

V&A Image and Identity projects 2007/8 (does not include partners' projects)

Schools		NCH projects		Total	
Groups	Individuals	Groups	Individuals	Groups	Individuals
2	47	1	6	3	53

Image and Identity comparative data

2005/6		2006/7		2007/8	
V&A (Individuals)	Partners (Individuals)	V&A (Individuals)	Partners (Individuals)	V&A (Individuals)	Partners (Individuals)
288	2,017*	118	822	53	290

\*1087 pupils + 164 teachers + 543 NCH/LAC young people + 223 NCH/LAC staff.

Individuals are counted once, but each participated in 4–8 sessions.

## 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 with the University of Brighton, Royal College of Art (RCA) and Royal Institute of British Architects (RIBA). The project works with design students and tutors aiming to examine, develop and promote the effective use of museum and archive collections for design-led studies in Higher Education. CETLD is in the second of its four-year project funding. Initiatives completed in 2007-8 include:

- 20 web-based gallery trails designed to be accessed on personal digital assistants (PDAs).
- Launch of the Student Placement Programme, offering students from the University of Brighton and the RCA the opportunity to work behind the scenes at one of CETLD's partner institutions including RIBA, RCA, the Design Archives at the University of Brighton and the V&A. This responds directly to a need identified by students into learning about museum practice and behind the scenes access. It brings together knowledge about the ways in which students learn from archives and museum collections and how resources located in higher education (UoB and RCA), museums (V&A) and professional institutions (RIBA) can best be drawn together.
- A museum based module for 2<sup>nd</sup> year design undergraduates, to explore ways of using museums as part of object-based learning. Resources from the module may be useful to other teachers and planners of other courses which include object-based learning.

In March 2008 CETLD successfully gained funding to develop a book proposal entitled, "Learning to Look", which will debate the potential role of museums in higher education and to provide colleagues within both fields with issues for discussion and examples of programmes of learning used with HE students in the museum.

### CETLD Participants in 2007/8 (visits to the museum)\*

University of Brighton		RCA		Other universities	
Students	Tutors	Students	Tutors	Students	Tutors
63	2	3	0	0	0

### CETLD Participants in 2007/8 (online)\*

University of Brighton		RCA		Other universities	
Students	Tutors	Students	Tutors	Students	Tutors
34	0	2	0	0	0

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

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

In March 2005 the V&A was awarded £984, 000 pounds by the HLF for a broad ranging Diversity project, Capacity Building and Cultural Ownership. The project has three main strands: Hidden Histories, which has explored the V&A's collections and identified objects with relevance to Africa and the African Diaspora as well as diverse faiths and develop these into new collections, where appropriate; Access, Learning, Social Inclusion and Cohesion, which aims to encourage new, culturally diverse audiences to visit the V&A through exhibitions and be providing relevant and accessible learning opportunities; and Partnerships, Capacity Building and Cultural Ownership, which aims to develop mutually beneficial, meaningful partnerships with Black and Minority Ethnic community organisations to encourage shared cultural ownership and strengthen the relationship between mainstream and non-mainstream heritage sectors. So far, the project has successfully delivered:

- Detailed research completed on over 400 objects
- 7 Advisory Groups with faith communities
- Development of World in the East End Gallery
- Theatre collections holdings of diverse performance increased by 500%
- Year round Black Heritage Programme
- Intercultural Programme including Intercultural Tour
- Arts outreach programme supporting the WIEE gallery
- Development of web content reflecting:
  - Research into African Diaspora objects
  - (Faith) Advisory group perspectives on some objects
  - Jain web pages
  - World in the East End
- 2 thriving flickr groups (Festival of Light and World in the East End)
- The training of 208 people representing 54 separate organisations
- Two highly successful network events on partnership and leadership.

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

The Diversity Strategy Unit has changed its focus from delivering programmes to developing strategy across the Museum. One of its key priorities initially is to ensure that the Sackler Centre takes account of diversity in all aspects - programming, marketing, visitor reception, accessibility of the building, staffing, displays etc. To this end members of the Diversity Strategy Unit have participated in programming meetings, advised on marketing and press outlets, research and evaluation, provided

staff training and support, identified key partnerships, etc. It is intended therefore that such an approach will lead to a more coherent and sustainable approach ensuring a centre which is fully inclusive and accessible to all and which encourages both intercultural understanding and social cohesion.

## 8 Staff

Staff in post at 31 March 2008 (old structure).

### 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)
- Tillie Baker, PA to Director of L&I and Divisional (1.0)
- Ruth Lloyd, Residencies and Displays Co-ordinator (0.6)

Externally funded posts

- Caroline Lang, Education Centre Project Manager (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

- Karine LePeuple, Head of Administration (and Sackler Center Manager) (1.0)
- Stephen Dolamore, Booking Systems Manager (1.0)
- Zoe Jackman, Bookings Team Leader (1.0)
- Jeannette Donnelly, Bookings Administrator (1.0)
- Leanne Blanks, Bookings Administrator (1.0)
- Natasha Taylor, Bookings Administrator
- 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 (0.6)
- Sean Warwick, Groups Manager (1.0)
- Post vacant, Groups Assistant (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)
- Lucy Trench, Interpretation Editor (1.0)
- Stuart Frost, Gallery Educator, Medieval and Renaissance (1.0)

- Colin Mulberg, Gallery Educator, Medieval and Renaissance (0.6)
- Hajra Shaikh, Jewelry Gallery Educator (0.55)
- Karen Leathan, Print Editor (0.5)
- Julia Sachs, Resources Officer (0.6)

### **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 (0.6)
- Emmanuelle Cirier, *Inspired By* Exhibition Co-ordinator (0.4)
- Maureen McKarkiel, Outreach Officer (0.6)

Externally funded posts

- Joe Cohen Evans, Support Worker (0.6) (funded by Access to Work)
- Clare Paul, ESOL Arts Education Officer (funded by Barings) (0.6)

### **Cultural Diversity Team**

Posts paid for by central staffing budget

- Rajiv Anand, South Asian Officer (0.8)
- Post vacant, Chinese Officer (1.0)

Externally funded posts

- Marilyn Greene, Intercultural, Interfaith Officer (0.8) (Funded by HLF)
- Janet Browne, African Caribbean Officer (0.8) (Funded by HLF)

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

Externally funded posts

- Machel Bogues, Project Manager (1.0)
- Rosie Cooper, Administrator (0.6)

### **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

- Emma Neave, Learning Administrators Team Leader (1.0)
- Emma Davenport, Learning Administrator (0.6)
- Post Vacant, Learning Administrator (1.0)
- Post Vacant, Learning Administrator (1.0)

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

Posts paid for by central staffing budget

- Lorna O'Brien, Head of Families and Young People (1.0) (Maternity Leave)
- David Judd, Creative Projects Manager (1.0)
- Heather Whitely, Families Officer (1.0)
- Post Vacant, Schools Officer (1.0)

Externally funded posts

- Sharon Trotter, Image and Identity Project Co-ordinator (0.6)
- Resource Writer for the National Museums Online Learning Project (0.6) (funded by Invest to Save.)

### **Adult Learning team**

- Jo Banham, Head of Adult Learning (1.0)
- Christina Shannon, Drop-in Programme Manager (1.0)
- Anne Fay, Courses Manager (1.0)
- Mary Le Comte, Programme Manager (0.6)
- Sally Dormer, Year Long 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)
- Catherine Williamson, RIBA+V&A Architecture Education Officer (0.45)
- Stuart Shapro, Schools Receptionist (1.0)

Externally funded posts

- Catherine Williamson, RIBA+V&A Architecture Education Officer (0.45)
- Rebecca Reynolds, CETLD Higher Education Officer (1.0)

- Catherine Speight, CETLD Research fellow (1.0)
- Beth Cook, CETLD Administrator (1.0)
- Nighat Yousuf, Jameel Gallery Schools Officer (0.6)

#### **L&I Totals**

Posts paid for by central staffing budget

42.9 FTE

Externally funded posts

10.65 FTE

Grand total

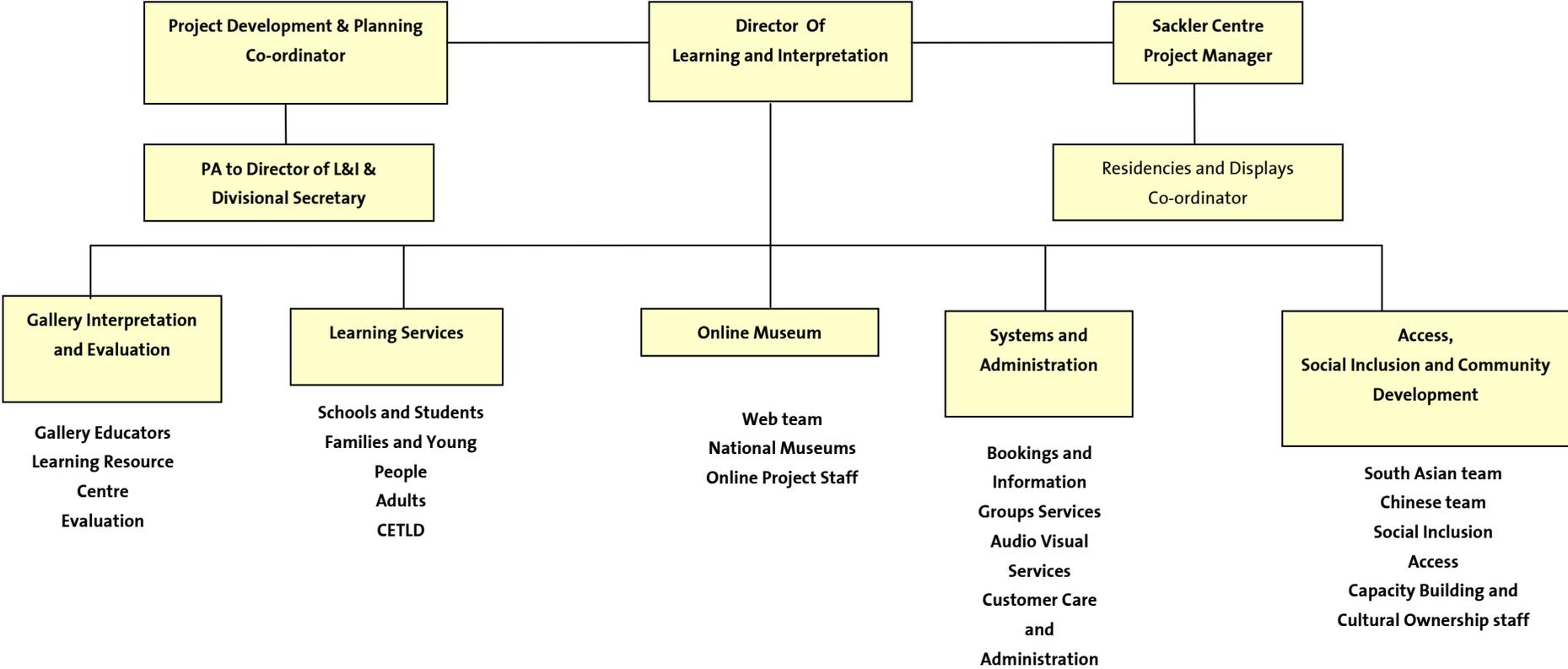
53.35 FTE

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

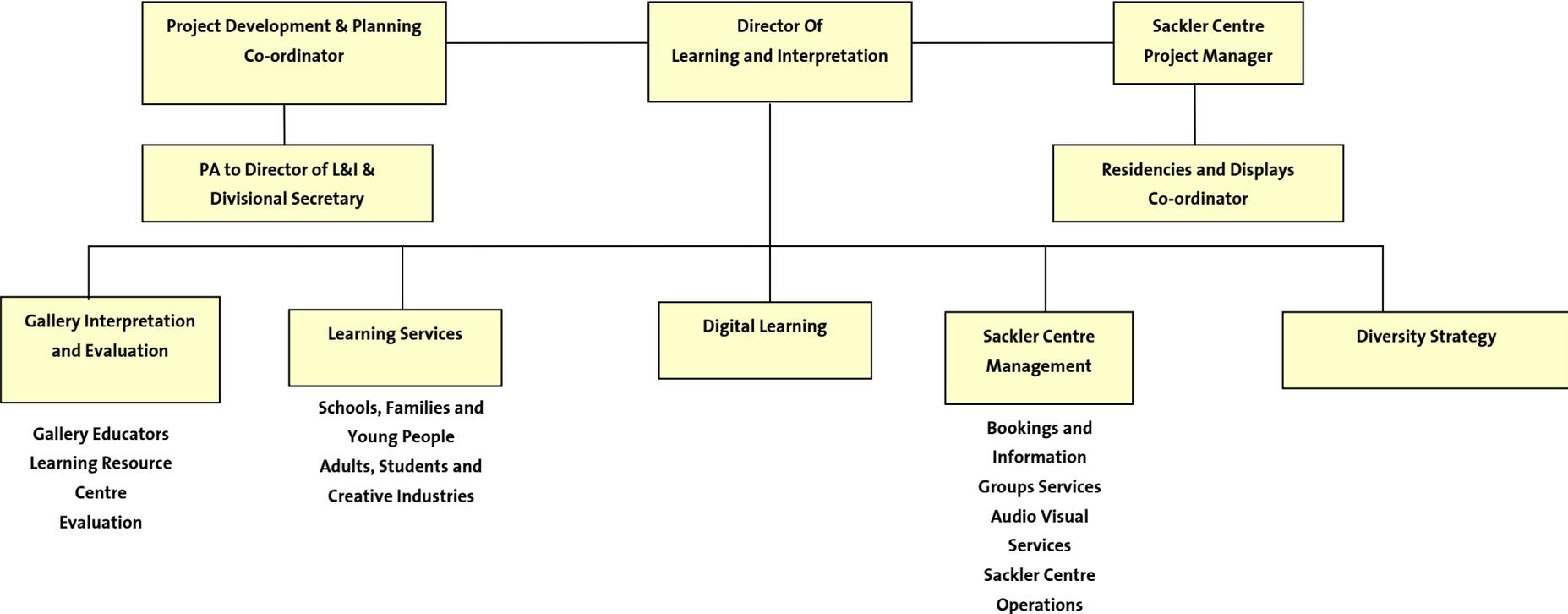
All externally funded by HLF

- Helen Mears African Diaspora Research Fellow, Research Department (0.8) started December 2005
- Margot Rodway- Brown, Training Development Officer, Training Department (0.6) started September 2007
- Denise Drake, Web Content Manager (0.6), started February 2007
- Julie Begum, World in the East End Co-ordinator, Museum of Childhood (0.6) started October 2006

**Learning and Interpretation Division Organisation Chart (old structure)**



**Learning and Interpretation Division Organisation Chart (new structure)**





## 9 Appendices

### 9.1 Appendix 1: Publications

**Anderson, David.** Introduction: *National Organisations And The Find Your Talent Programme*. Information About National Organisations, Version 1: June 2008, Arts Council/Museums Libraries and Archives Council/Department for Children, Schools and Families/Department for Culture, Media and Sport, London, 2008, pp.4-8.

**Anderson, David.** *Invisible Audiences. Museums, Galleries & Lifelong Learning: Are Museums doing enough to attract older audiences? Are older people doing enough for Museums?* Proceedings of the Symposium and Roundtable held on 8 and 9 November at the National Gallery of Ireland, Series No.7, National Gallery of Ireland, Dublin, Ireland, 2008, pp.26-32.

**Anderson, David.** *Learning In Museums: New Perspectives and Policies in the UK, Museen neu denken: Perspektiven der Kulturvermittlung und Zielgruppenarbeit*, LANDSCHAFTSVERBAND RHEINLAND: Rheinisches Archive – und Museumsamt, Cologne, Germany, 2008, pp.93-99, Hartmut John and Anja Dauscher (eds.)

**Browne, Janet and Mears, Helen.** *Uncomfortable Truths Traces of the Trade, Discovery Trails Exploring Links Between Art, Design and the Transatlantic Slave Trade*, V&A, London, February 2007.

**Cook, Beth, Reynolds, Rebecca and Speight, Catherine.** *iGuides from Streetaccess: custom-made interactive online learning materials and guides in Networks*, University of Brighton Art, Design and Media subject centre publication, issue 03, Spring 2008.

**Frost, Stuart.** *Secret Museums – Hidden Histories of Sex and Sexuality*, in *Museums and Social Issues*, Volume 3, Number 1: Spring 2008, p.31-44.

**Frost, Stuart.** *South Kensington's Portico de la Gloria – A Masterpiece for all Time* in *Confraternity of Saint James Bulletin 99*, September 2007, p7-14.

**Frost, Stuart.** *Social History Curators Group & Proud Heritage - Seminar Review* in *The Newsletter of the Social History Curators Group* – Issue 59, June 2007, p. 14-15.

**Frost, Stuart.** *Hello Sailor!*- Exhibition Review in *The Newsletter of the Social History Curators Group*– Issue 59, June 2007, p.15.

**Frost, Stuart.** *Secret Museums: Unlocking Hidden Histories* in the *Journal of the Social History Curators Group* (Volume 31 2006), (published April 2007) p49-54.

**Frost, Stuart.** Contributed five catalogue entries to *Medieval and Renaissance Treasures from the V&A* (eds Paul Williamson and Peta Motture), (V&A Publications, 2007).

**Trench, Lucy.** Review of Thant Myint-U, *The River of Lost Footsteps: Histories of Burma*, for *Irish Times*, 24 February 2007

**Trench, Lucy.** Review of Paddy Docherty, *The Khyber Pass: A History of Empire and Invasion*, for *Irish Times*, June 2007

**Trench, Lucy.** Review of Linda Colley, *The Ordeal of Elizabeth Marsh*, for *Irish Times*, 14 July 2007

**Trench, Lucy.** Essay: *A Man of Very Many Words*, for *Irish Times*, 1 September 2007

**Trench, Lucy.** *O Texto nas Exposições do V&A* [Gallery Text at the V&A], for Boletim RPM: Rede Portuguesa de Museus, December 2007, no. 26, pp 10-13

**Williamson, Catherine.** *New Education Resources to Support Schools*, 21 Century Schools Magazine Volume 3 No 1 Pg 4

**Williamson, Catherine.** Inside *Outing at the Festival Hall*, CABE Publication *360 Degrees Learning through buildings and spaces* Issue 14: Autumn 2007 p4.

## 9.2 Appendix 2: Professional Lectures and Conference Papers

**Anand, Rajiv.** Delivered talk regarding the Cultural Diversity Team and programme at the V&A for Inclusive Practice seminar organised by the MLA at the V&A

**Anderson, David.** Exhibition Road: Birthplace Of The Modern Concept Of Culture As A Creative And Dynamic Process. Paper delivered at the conference: Creative Clusters 2007, organised by Creative Clusters Ltd, and held at the Victoria and Albert Museum, London, 18 April 2007.

**Anderson, David.** A Profile For The Museum. Paper delivered at the conference A Profile for the Museum, organised by and held at the Palazzo Re Enzo, Bologna, 23 September 2007.

**Anderson, David.** Crystal Balls: The Future Of Museums In 2020. Presentation at the Museums Association Annual Conference 2007, organised by the Museums Association and held at the Scottish Exhibition and Conference Centre (SECC), Clydebank, Glasgow, 22-24 October 2007. 23 October 2007

**Anderson, David.** Thinking In The 21<sup>st</sup> Century. Chair of the session with John Falk and Lynn Dierking, at the Museums Association Annual Conference 2007, organised by the Museums Association and held at the Scottish Exhibition and Conference Centre (SECC), Clydebank, Glasgow, 23-24 October 2007. 23 October 2007.

**Anderson, David.** Invisible Audiences: Life And Age In Museums. Paper delivered at the symposium Museums, Galleries and Lifelong Learning, organised by and held at the National Gallery of Ireland, Dublin, 9 November 2007.

**Browne, Janet.** Addressing The Bicentennial Theme – Discussion Paper. Presentation given to members of the Image and Identity Partnership Meeting 2007.

**Browne, Janet.** Presentation at the National Institute of Adult Continuing Education (NIACE) London Regional Adult Learners Awards Ceremony on 22 May 2007.

**Browne, Janet.** Uncomfortable Truths Project And Black Heritage Season 2007 – Truth And Rights. Presentation given to artists and arts-based organisations at the Royal Borough of Kensington and Chelsea Arts Service Mix and Match event, Tabernacle, London on 27 April 2007.

**Browne, Janet.** From Black History Month To Redressing The Balance. Presentation given to the volunteer tour guides at the V&A Tour Guides Training Day on 24 July 2007.

**Cook, Beth.** Findings From Research Into The Use Of V&A Collections by design students in Higher Education'. Poster presentation given at the Centre for Learning & Teaching Research Conference, Brighton, 19 October 2007.

**Durbin, Gail.** Gave presentation on museum websites to Arts Task force of the Conservative party, Portcullis House, House of Commons on 26 June 2007

**Durbin, Gail.** Development Of The V&A Website, University of the Arts, London, 4 July 2007

**Fay, Anne.** An Introduction To Irish Art. Lecture to adult learners at the V&A, 13 September 2007.

**Fay, Anne.** The Raphael Cartoons. Talk to the Institute of Tourist Guiding, V&A, 12 February 2007.

**Fay, Anne.** Digital Programmes At The V&A. Talk to MA Contemporary Curating students, Kingston University at the V&A, 13 February 2007.

**Fritsch, Juliette.** Thinking About Bringing Web Communities Into Galleries And How It Might Transform Perceptions Of Learning In Museums, The Museum As A Social Laboratory: Enhancing The Object To Facilitate Social Engagement And Inclusion In Museums And Galleries (Technology And Social Enhancement), AHRC Seminar Series, V&A London.

**Fritsch, Juliette.** Learning & Interpretation At The V&A; Developing Galleries, A Visitor Focussed Approach. V&A Assistant Curator Development Programme May 2007.

**Fritsch, Juliette.** Who's The Redisplay For? How Do You Really Think About Your Visitors And Whose Responsibility Is It? Redisplaying Galleries seminar, Museums Association (keynote speaker) June 2007.

**Fritsch, Juliette.** Practical Learning And Cultural Capital: Working With Visitors From Creative Industries. Visitor Studies Association AGM and conference, Ottawa, Canada July 2007

**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. February 2008

**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. February 2008

**Frost, Stuart.** The Secret Museum. Short presentation given as part of a Museum Wide Seminar on Adulthood and Sexuality, 14 May 2007

**Frost, Stuart.** Redisplaying The Medieval And Renaissance Collections At The V&A. Presentation in V&A's Lecture Theatre to students from the Reinwardt Academy, Amsterdam, 2 October 2007.

**Frost, Stuart.** Redisplaying The Medieval And Renaissance Collections At The V&A. Presentation to Students from the Reinwardt Academy, Amsterdam, 10 October 2007.

**Frost, Stuart.** A Digital Model Of Santa Chiara, joint presentation with Dr. Meghan Callahan at a Work in Progress Seminar in the Research Department at the V&A, 6 November 2007

**Frost, Stuart.** Art, Audiences And Access: Redisplaying The Medieval And Renaissance Collections At The V&A. Paper given at University of Nottingham's School of History Research Seminar Series as part of a series titled History And Heritage: Uses And Abuses Of The Past, 11 February 2008.

**Ginley, Barry.** Access For Visually Impaired People At The V&A. Talk given at conference In Touch With Art, held at the V&A, 28-29 November 2007.

**Ginley, Barry.** Disability, Social Inclusion And Mental Health. Talk given at an introduction to inclusive practice, organized by MLA London, held at the V&A, 23 January 2008.

**Greene, Marilyn.** Talk to University of Westminster MA students about the Intercultural Programme at the V&A.

**Greene, Marilyn.** Talk about the intercultural programme at the V&A for Inclusive Practice seminar organised by the MLA at the V&A.

**Nightingale, Eithne.** Presented paper: Diversity Policy And Practice At The V&A for MLA Seminar on Inclusive Practice, 15 January 2008

**Nightingale, Eithne and Paul, Clare.** Presented paper: Innovation And Partnership – Working With Refugees At The V&A at the Museums And Refugees - Keeping Cultures Conference, 13-14 March 2008 at Museum in Docklands.

**Nightingale, Eithne.** Presented a paper to Educational Centres Association AGM at the V&A on the Inspired By initiative, 15 September 2007.

**Reynolds, Rebecca.** Breaking Into The V&A: Increasing Design Students' Engagement With Museums. Presentation at University of Chester annual staff conference May 2 2008.

**Reynolds, Rebecca.** Museum Trails On Handheld Computers For Undergraduate And Postgraduate Design Students. Presentation, ICOM/CECA conference, Vienna, August 2007.

**Reynolds, Rebecca and Speight, Catherine.** Iguides From Streetaccess: Developing Handheld Learning Guides. Presentation, European League of Institutes of the Arts (ELIA) conference, University of Brighton, July 2007.

**Reynolds, Rebecca and Speight, Catherine.** Web-Based Museum Trails For Design Students In Higher Education. Conference paper, Designs On E-Learning conference, University of the Arts, London, September 2007.

**Royston, Carolyn.** National Museums Online Learning Project – Creative Journeys And Social Media. Presentation at the Social Media and Cultural Communication Conference, organised by the Australian Research Council Centre of Excellence for Creative Industries and Innovation, held at the Museum of Sydney, Australia, from 28 February to 29 February 2008.

**Speight, Catherine.** Design Students Use of Museums Collections at the Victoria and Albert Museum Museums and Universal Heritage, Heritage Learning Matters, ICOM/CECA, Vienna, Austria, August 2007.

**Trench, Lucy.** Gallery Text At The V&A. Presentation delivered at the workshop for museum professionals of the Portuguese Museum Network, organized by the Portuguese Institute of Museums and Conservation, held at the Faro Municipal Museum, Faro, Portugal, on 2 October 2007.

**Trench, Lucy.** Gallery Text At The V&A' Presentation for museum directors of the Portuguese Museum Network, organized by the Portuguese Institute of Museums and Conservation, held at the National Museum of Ancient Art, Lisbon, Portugal, on 3 October 2007.

### 9.3 Appendix 3: Audience Research

**Audience Focus.** *Formative Evaluation for the Jewellery Gallery.* Commissioned by Juliette Fritsch and Hajra Shaikh

**Boyd, Nicky.** *Black British Style Touring Exhibition: Summative Evaluation.* Commissioned by Juliette Fritsch

**IFF Research.** *Late visiting opening at the V&A (Fridays).* Commissioned by Juliette Fritsch

**Fritsch, Juliette.** *Font and label testing for the Ceramics Galleries Phase 1*

**Fritsch, Juliette.** Acted as V&A liaison for an external partnership research project: 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.

**Langford, Diana.** *V&A enhanced audio provision for visually impaired visitors.* Commissioned by Juliette Fritsch

**Mulberg, Colin.** *Developing Effective Interpretation for the Visually Impaired.* Research report for the BAND Trust commissioned from the RNIB based on testing run at the V&A Nov 2007.

**Muse.** *Front-end research for proposed Exhibitions themes and titles.* Commissioned by Juliette Fritsch

**Pontin, Kate.** *Explore Saudi Arabia Event Evaluation.* Commissioned by Nighut Yousuf

**Reynolds, Rebecca.** Carried out preliminary front-end research into the possible uses by HE design students of podcasts about the V&A's permanent galleries. November 2007.

**Southall, Mary with Jones, Kevin - Attainment Partnership** *The Design & Technology curriculum and the potential for the V&A – Consultation and report* Commissioned by Kara Wescombe

**Speight**, Catherine. Online Survey Report, *Students Use of Museum Collections at the V&A*, CETLD Baseline Research, March 2007 [www.vam.ac.uk](http://www.vam.ac.uk)

**Speight**, Catherine. Front-End and Formative Evaluation of the iGuides from StreetAccess project, June 2007/December 2007

**Susie Fisher Associates**. *Adult and Creative Industry Visitors to the Sackler Centre for arts education*. Commissioned by Juliette Fritsch

Visitor profiling of exhibitions and events:

- Surreal Things
- Kylie
- Uncomfortable Truths
- Golden Age of Couture
- Lee Miller
- Friday Lates
- China Design Now
- Out of the Ordinary
- Reporting to DCMS against PFIs

## 9.4 Appendix 4: UK Working

### **Anand, Rajiv**

- Brokered partnerships with various UK based Sikh/Punjabi organisations for the Vaisakhi Spring Festival at the V&A.
- Further partnerships made with Bridging Arts and The British Sari Story for a Family Day in conjunction with India Now National Festival.
- Partnerships formed with Sutton Sabrang and Bhavan Centre for Indian Arts as well as with Pundit Ram Sahai Foundation based in Southall on a Heritage trail and musical performance.
- Worked with S. Asian cultural institution Darbar to provide Indian recitals in Nehru Gallery of Indian Art.
- Partnerships were also made with various UK Chinese artists and Organisation China Arts for the China Design Now City Weekends.

### **Browne, Janet**

- Devised and brokered the Exhibition Road Cultural Group ENGAGE 2007 marketing campaign to commemorate the bicentenary and celebrate black heritage and multicultural events in London's international cultural quarter, with partners the Natural History Museum, Science Museum and the Royal Geographical Society (with IBG).
- Brokered and organised the launch event of the 'Artists in Residence: A Handbook for Teachers and Artists with Brian Daubney and Jenny Dawes of the St Katherine and Shadwell Trust, London on 25 July 2008.
- Met with Rob Cotton, Senior Campaigns Manager at Bible Society, Nottingham to discuss offering tours and creative activities to visitors attending the Pentecost festival May 2008.
- Liaised with Freddie Kofi of BritGos™, Nottingham, to partner a launch event for BritGos (British Gospel Music) with museum tours in March 2008.
- Member of the Museums, Libraries and Archives 'Understanding Freedom Advisory Panel'.
- Member of the Anti-Slavery 'Heritage Network', a forum for museums working on bicentenary exhibitions, displays and events.
- Judge for the Young and Creative Art Competition for young people in Lambeth aged 3 – 18 years old in collaboration with the Bettie Morton Gallery, with responsibility for devising a programme of activities in at the V&A as one of the group winners prizes i.e. Glenbrook Primary School.

- Brokered a relationship with Anne Collard, Project Manager and Director of Operations at Eastside Young Peoples Academy in Newham, an after-school facility for young black boys to discuss the possibility of a heritage career day at the V&A, and Nik Haigh, an Associate representing staff at Curzon Global partners /AEW Europe who mentor the young boys.

Collaborated and / or partnered with the following key individuals and groups for the development of a yearlong black heritage programme:

- Cultural Exchange Through Theatre in Education (CETTIE) Artistic Director and Actor shango Baku for 'Freedom and Inspiration Day' and 'Protest and Persuasion – Ira Aldridge programme'.
- The Shrine's Creative Producer Elliot Jack for a possible 2009 collaboration of 'Where Have All the Panthers Gone' contemporary performance.
- Nzinga Dance Company for Glenbrook Primary School 'Chocolate, Sugar and Tea' events and 'Dutty Mas: An Interpretation of Early Carnival'.
- Glenbrook Primary School and teacher Laura Newman for the 'Chocolate, Sugar and Tea' events.
- AMA Consultancy Founder/Directors Jenni Asiama and Lennox Thomas for providing external publicity and marketing support in particular 'Freedom and Inspiration Day' and 'Black Heritage Season 2007, Truth and Rights'.
- Eyakamba Foundation Director Angela Essien for the theatre production 'An African Experience of Handel's Messiah'.
- Inspiration Arts Founder & Carnival Artist Roland Noel for 'Dutty Mas: An Interpretation of Early Carnival'.
- London College of Fashion and Image Styling and Performance Course Director Sandra Gittens for the make-overs as part of 'Black Box Black Style: 70s Retro Radical & Culture Showcase'
- Bequear Productions Founder & Filmmaker Winstan Whitter for 'Black Box Black Style: 70s Retro Radical & Culture Showcase'.
- Heritage Ceramics for 'Freedom and Inspiration Day'.
- African Image Alliance Founder/Director Shaheera Asante for the 'Ghana 50 Festival'.
- Director of the Bettie Morton Gallery & Co-Founder of the Brixton Biennale, Bettie Morton and Artist, Co-Founder of the Brixton Biennale and Chair of Young and Creative Kieran Crowder for the Lambeth 'Young and Creative Art Competition' where the V&A is one of the panel of judges and who also offers a group prize.
- Inner Vision Founder/Manager Jenny Mitchell and RBKC Central Library Principal Librarian for children, Young People and reader Development for the 'Writing Freedom After-School project'.

- The RBKC Mayor Councillor the Hon. Joanna Gardner for her talk and presentation of prizes at the 'Writing Freedom Celebration and Display of Young People's Work'.
- The London Community Gospel Choir Master Basil Meade for the possibility of the choir performing at the V&A during Black Heritage Season 2008.

#### **Cook, Beth**

- Organised CETLD Design Scholarship Seminar held at the V&A on 30 January 2008. The presentation was given by Rhi Smith, CETL-AURS Undergraduate Learning Officer at the Museum of English Rural Life at the University of Reading.
- Worked with staff and students from the University of Brighton in her role as CETLD Project Research Fellow.
- Met with and interviewed staff from the Manchester Museum, Brighton Museum & Art Gallery, Geffrye Museum and Pitt Rivers Museum with regard to the requirements of Higher Education design students in museums.

#### **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
- Guest lecturer, Institute of Education MA Museums and Galleries in Education, 'The History and Philosophy of Learning in Museums' module
- Guest lecturer UCL Institute of Archaeology, Museum and Site Interpretation module
- Panel member at Visitor Studies Group summer school, Edinburgh May 2007

#### **Frost, Stuart**

- Attended the Young Graduates in Museums and Galleries launch at Tate Britain, 30 April 2007.
- Gave a presentation to students on the Young Graduates in Museums and Galleries programme about the Medieval and Renaissance Galleries Project, 26 July 2007.
- Supervised Hayley Melissa Teixeira Roxborough's placement with the Medieval and Renaissance Galleries, 6 - 17 August 2007.
- Attended the Presentation Ceremony for Students who participated in Young Graduates in Museums and Galleries Programme, 23 November 2007.
- Met with Dr. Lucy Sackville to explore possible partnership projects with University of York / Institute for Public Understanding of the Past in relation to medieval history, 11 December 2007.

- Visited the Millennium Galleries in Sheffield with the Medieval and Renaissance project team to discuss their plans for the 'Medieval and Renaissance Treasures from the V&A' exhibition which will be at Sheffield from the 29 January - 24 May 2009, 10 January 2008.
- Meet with Emily Allen, Exhibitions Officer at Sunderland Museum & Winter Gardens, Tyne & Wear Museums, 7 February 2008.

**Ginley, Barry.** Developed partnerships with:

- David Notton, Natural History Museum Staff Access Group
- Emma Lincoln, RNIB Arts and Heritage Officer, projects included training and focus groups.
- Jos Boys, So What is Normal, CETLD collaboration
- Julia Casan, Helen Hamlin Centre, Royal College of Art, Inclusive Design display.
- Kudirat Adeniyi, RNIB Trainee Job Scheme
- Lourdes Melcion, University of Roehampton, Audio Description in Museums and Galleries.
- Mia Gulati, student at University of Westminster, relating to Mental Health and the V&A.
- Marcus Weisen, Policy Adviser, Inclusion and Communities, Museums, Libraries and Archives Council, advised on policy and strategic approaches.
- Professor Linda Pring, Professor of Psychology, Goldsmiths, University of London, co-organiser of the In Touch With Art conference.
- Sara Jarron, St Dunstons, In Touch With Art conference.
- Sue King, RNIB Tactile Images, developing tactile images for exhibitions and galleries.

**Greene, Marilyn**

- Liaised and built on previous partnership with Spiro Ark, IBPS UK (London Fo Guang Temple), Aga Khan University-Institute for the Study of Muslim Civilisations (AKU - ISMC) for the *Festival of Light and Peace and the Environment Weekends*.
- Visited the Aga Khan University to assist students with preparation of performances for the *Festival of Light Weekend*
- Liaised with Dr. Atul Shah from *Diverse Ethics* about Jainism paper he delivered for the *Peace and Environment Weekend*
- Liaised with Jaswinder Singh Nagra for Sikhism talk he delivered for the *Peace and Environment Weekend*

- Met with Katy Bennett from Greenwich Community College about their tour guiding City and guild course and the training we set up for the Intercultural guides
- Intercultural tour to staff and volunteers at the Jewish Museum
- Met with Andrew Wilson, Chaplin for Imperial college and delivered two intercultural tours to students from Imperial college and the Royal College of Art
- Met with Mr. Tsering Passing from the Tibet foundation to discuss possibility of the Gesar Tibetan Dance Troup performing at the V&A.

#### **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
- 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 a number of colleagues from museums and galleries around the UK to discuss the V&A's approach to learning programmes.

#### **Lloyd, Ruth.**

- Co-ordinator for the Exhibition Road Cultural Group, a formal partnership between the fifteen cultural organisations in and around Exhibition Road and the two local authorities.
- Project managed Exhibition Road Music Day 2007 with Institut Francais, working with other ERCG member institutions.
- Secretary to the London Cultural Quarters Group, a partnership with four other cultural quarters across London and the Mayor's Office.
- Managed a collaborative display and interpretation project with students from the Royal College of Art for installation in the Sackler Centre
- Met education staff from the Royal Naval Museum in Portsmouth who visited the V&A as research for education spaces.
- Participated in a working group developing the Royal Borough of Kensington and Chelsea Arts Strategy.

#### **Mulberg, Colin.**

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

**Nightingale, Eithne.**

- Participated in NMDC discussion on identity, diversity and national museums on at the British Museum, 23 May 2007
- Participated in focus group and follow up interviews in relation to Baring Foundation research on *Arts and refugees in the UK – History, Impact and Future* in Manchester, 16 July 2007
- Member of the working party with the remit to draft recommendations for the Mayor's Commission on African and Asian heritage on developing equitable partnerships
- Met with colleagues from the Science Museum on developing diversity strategies
- Continued to disseminate good practice on diversity at the V&A through distribution of strategies, implementation plans and cultural diversity report.

**Paul, Clare.**

- Received the award of Ambassador for Refugees and Arts from Refugees and the Arts Initiative
- Brokered partnerships with refugee organisations including the Refugee Council, Praxis and Refugees and the Arts Initiative
- Set up the V&A's Refugee Programmes Advisory Panel
- Fostered relationships with a large number of community groups and organisations working with asylum seekers and new migrants.

**Reynolds, Rebecca.**

- Liaised with staff and students from the University of Brighton, the RCA and University of the Arts, London to produce web-based trails for HE design students. July 2007-May 2008.
- Worked with staff from the RCA and University of Brighton in her role as CETLD Higher Education Officer.
- Developed 'Breaking into the V&A', accredited module for level 2 undergraduates at the University of Brighton based around the V&A and museums generally. Delivered the module in collaboration with Margaret Huber, lecturer in University of Brighton's Faculty of Arts and Architecture. January-March 2008.
- Gave a presentation at the V&A on the CETLD 'iGuides from Streetaccess' project at a storytelling seminar and workshop for designers from the leisure industries.

**Speight, Catherine**

- Worked with Rhi Smith, Undergraduate Learning Officer at the Museum of English Rural Life on the outline of CETLD Student Placement Programme, Away Day for

University of Brighton CETLD staff and collaboration on chapter for CETLD publication

- Welcomed Ellen Collins, Research Assistant, London Museums Libraries and Archives
- Met with Joanna John, UROP Project Officer, University of Reading about the CETLD Student Placement Programme
- Working with Debbie Flint, Art Design Media Subject Centre of the Higher Education Academy on the design and implementation of the Museum HE Colloquia
- Presented the CETLD Student Placement Programme to Dr Irena Murray, Dr Paul Snell and Jane Oldfield, RIBA
- Worked with Hilary Miller, Industrial Liaison Co-ordinator, University of Brighton on the design of the Student Placement Programme
- Catherine liased and built student placements with Neil Parkinson, Special Collections Manager, RCA, Dr Lesley Whitworth, Assistant Curator of the Design Archives, University of Brighton, Gerald Fleuss, Co-founder and Chairman of the Edward Johnstone Foundation, Catherine Williamson, Education Officer, V&A/RIBA Partnership, Dr Lesley Miller, Curator, Furniture, Fashion & Textiles, Sarah Medlam, Deputy Keeper, Furniture, Fashion & Textiles, V&A, Jane Devine-Mejia, CETLD Research Fellow, University of Brighton.

#### **Wescombe, Kara**

- Was a member of the Schools and Higher Education steering groups for the Design Skills Industry Plan by the Design Council and Creative & Cultural Skills.

#### **Williamson, Catherine**

- Met Chris Bissell from the DCFS, with Irena Murray and Kara Wescombe to discuss potential projects linking to the Building Schools of the Future programme.
- Met with Derek Bardowell from the Stephen Lawrence Trust to discuss potential collaboration.
- Met with Jenny English from Construction Skills to discuss how the V&A+RIBA Architecture Partnership can support the Construction and Built Environment Diploma
- Has worked in close collaboration with the RIBA British Architectural Library, Education Curator, Paul Snell. Together they have contributed regular news items for the RIBA's student newsletter.
- Organised a built environment educator's network meeting for the Architecture Centre Network on 4 October 2007 and presented the V&A+RIBA Architecture Partnership.

- Attended DCMS' Engaging Places London Advisory Group meeting on 9 July and 13 November, 2007.
- Organised a consultation meeting on 7 February 2008 on how the V&A+RIBA architecture collections can support the Construction and Built Environment Diploma attended by representatives from the Specialist Schools and Academies Trust, Learning and Skills Network, Kent, East Anglia and West Midlands County Council, Hackney and Haringey Borough Councils, Construction Skills, Hackney Education Business Partnership, Bovis Lend Lease UK and the University of Salford.
- Welcomed and attended the ICAM Education Sub Group meeting of UK members on 24 January 2008.
- Worked with the Institute of Education, University of London Art and Design PGCE students to support the development of a learning resource 'Fashion and Architecture' as part of a Learning Beyond the Classroom module.

## 9.5 Appendix 5: International Working

### **Anand, Rajiv**

- Travelled to Hongkong and China as L&I rep on China Design Now exhibition. Artists, designers and cultural leaders were met in Shenzhen, Shanghai and Beijing.
- Arranged for musicians for Darbar recitals to be flown in from India to play at the museum.
- Liaisons with Kathakali Dance Company were held for the possibility of a performance at the Museum.

### **Browne, Janet**

- Met with curator Sipho Mdanda of the Freedom Park Trust, South Africa, 3 March 2008

**Fay, Anne.** On a Research trip to the United States in March 2008, Anne met with the following individuals to discuss the use of digital technologies in museum education programmes:

- Sarah Ganz, Director of Educational Resources, Sara Bodinson, Associate Educator and Allegra Burnette, Creative Manager, Digital Media, MoMA, New York
- Eungie Joo, Director and Curator of the New Museum and Lauren Cornell, Director, Rhizome, New York
- Rachel Florman, Manager for New Media, Guggenheim, New York
- Dina Helal, Whitney Museum of American Art, New York
- Caroline Payson, Director of Education, Cooper-Hewitt, National Design Museum, New York
- Rosanna Flouty, Teen Program Manger and Jo Douillette, Digital Studio Manager and Fast Forward Program Director, ICA, Boston
- Jennifer DePrizio, Director of Visitor Learning, Isabella Stewart Gardner Museum, Boston.

### **Fritsch, Juliette**

- Attended & gave paper, Visitor Studies Association conference and AGM, Canada July 2007
- Attended Gallery Educators Scholar Day at the Metropolitan Museum, New York, November 2007
- Met with Dr Susan Kamel from the Institut fur Museumsforschung in Germany

- Met with a delegation of Danish museum professionals, led by Henriette Buus from Greve Museum.
- Was part of a group of V&A senior staff who welcomed the wife of the Egyptian President, Mrs Mubarak, and showed her exhibits including the British Galleries on 15 November.

#### **Frost, Stuart**

- Visited the Schnütgen Museum, Cologne with Glyn Davies and met with Deputy Director Dr. Dagmar Täube to discuss approaches to interpretation and display of medieval and Renaissance art at the Schnütgen Museum, 3 July 2007.
- Welcomed Clare Regnault, Concept Development Manager for the Petone Settlers Museums in New Zealand, 1 August 2007.
- Welcomed Alan Elliott Senior Learning Design Officer from the Centre for Learning Innovation in the New South Wales Department of Education and Training, Australia. 8 October 2007.
- Welcomed a project team from the High Museum, Atlanta to discuss their plans for the 'Medieval and Renaissance Treasures from the V&A' exhibition which will be at the High from 13 September 2008 - 4 January 2009, 13 November 2007.
- Visited the Museum Aan de Stroom, Antwerp to share experiences of redisplaying and reinterpreting museum collections with the project team there who are working on the new Museum Aan de Stroom, 14 December 2007.
- Met with Sipho Mdanda of the Freedom Park Trust, South Africa, 6 March 2008.

#### **Ginley, Barry**

- Approached by Angelica Károlyi, Fondation Joseph Károlyi, to speak at a conference in October 2008 "For a wider access to Museums for visually impaired visitors".
- Met with Matthieu Decraene, Musée du Louvre, to discuss Access for Disabled People, V&A
- Met with Matt Ducklow, photographer, as part of the In Touch With Art Conference.
- Pádraig Naughton, Director of Arts and Disability, Ireland, speaker at the In Touch With Art conference
- Rebecca McGinnis, Educator in Access Co-ordination, at Metropolitan Museum of Art, New York, undertook The Art of Description Touch Tour, for the In Touch With Art conference.
- Invited by Cyrille Gouyette, The Louvre, Disability Programme Manager, to see the Tactile Gallery for Visually Impaired people.

**Greene, Marilyn**

- Formally invited to meet with the President of the Aga Khan University, Mr. Firoz Rasul to meet with their UK partners.
- UK tour of King Gesar of Ling held at V&A in conjunction with the Tibet foundation
- Intercultural tour to International Lutheran Student Chaplaincy Centre

**Hinton, Morna**

- Was part of a group of V&A senior staff who welcomed the wife of the Egyptian President, Mrs Mubarak, and showed her exhibits including the British Galleries on 15 November.
- Met with a delegation of museum professionals from Venezuela on 7 December.
- Welcomed Sandro Debono and colleagues from Heritage Malta.

**Lloyd, Ruth**

- Co-ordinated sessions of the Creative Clusters Conference 2007, an international conference which was part hosted by the V&A, October 2007

**Nightingale, Eithne**

- Presented diversity work at the V&A to delegates from Chinese museums, 25 October 2007
- Visited Shenzhen, Shanghai and Beijing in relation to the exhibition China Design Now, November 2007
- Met with Clara Mineiro to advise on developing diversity policy and practice in Portuguese museums, 18 February 2008
- Met with South African curator to share good practice on diversity, 29 February 2008

**Speight, Catherine**

- Welcomed Professor Yarrah, Bezalel Academy of Art and Design on behalf of the University of Brighton (February 2008)

**Wescombe, Kara**

- Met with Sylvia Rivera, Education Programs Associate at the Metropolitan Museum of Art, New York to talk about the V&A's Learning & Interpretation programme for Modernism, 25 July 2007
- Successfully applied for a British Council Cultural Connections grant for two members of staff to travel to China to develop contacts and share practice with creative industries and education departments in museums, with a view to

developing the V&A's programme for China Design Now and future collaborative initiatives.

**Williamson, Catherine**

- Met with Suzanne de Laval from Archis in Sweden on 26 February 2008