

Annual Report 2005–06
Learning & Interpretation
Division

Morna Hinton, Head of Learning Services



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1. INTRODUCTION

During 2005/6 the Learning and Interpretation Division continued to provide a full range of services for all audience groups, including families, schools, young people, students, adults, community groups, culturally diverse audiences, people with disabilities and those at risk of social exclusion.

In terms of numbers our biggest success story this year has been the website, with visits up to 11.5 million, which was more than double the target. An impressive amount of new content has been made available to visitors – a 90% increase in pages on the main V&A site since last year. www.vam.ac.uk is now the UK's premier cultural website and a leader in art and design on the web.

On-site visitor figures, however, were badly affected by the London bombings of 7 July, in common with most museums and galleries in central London. There were particularly significant drops in children visiting, which affected our family and schools figures. The overall popularity of the V&A's exhibitions also has a significant effect on the number of people engaging in our programmes e.g. the Art Deco exhibition alone accounted for around 200,000 people in 2003/4, and Vivienne Westwood and Black British Style were very popular in 2004/5. Our exhibitions in 2005/6 were disappointing in terms of visitor numbers, especially *International Arts and Crafts*, which was expected to do much better than it did.

	2003/4	2004/5	2005/6
Total number of learners handled by L&I including learning and access programmes, exhibition bookings, collections visits and private events	602,396	541,646	388,165
Total learners excluding exhibition bookings, collections visits and externally organised events	220,827	209,710	167,776

We have also had to make staff and revenue savings during the course of this year, which have affected most sections of L&I except the Online Museum, and this has affected our capacity to run programmes. Despite this there were increases in some areas, for example the numbers attending disability programmes doubled and there was increased participation in the regional *Inspired By...* competition and the intercultural and interfaith programmes. Our programmes and facilities for people with disabilities won two awards for the V&A and we scored very well in the Disability

Standard benchmarking exercise, being cited as an example of good practice in a number of areas. The academic programme of conferences and other events also did very well this year, with almost three times as many people attending this year as last year. Redeveloped galleries continue to open as part of Futureplan, including this year Sacred Silver and Stained Glass, which included videos and other interpretation developed by the gallery educator.

External funding for our programmes has increased this year, largely due to the grant from the HLF for capacity building with diverse communities. This is a total grant of £1m over three years. The first tranche of money came in for the Centre for Excellence in Teaching and Learning through Design, a partnership project funded by the Higher Education Funding Council for England and involving RIBA, the RCA and the University of Brighton. Project activity will start in earnest in the next financial year. We also won Treasury funding for a web project in partnership with other national museums, which will mean significant external funding in this area in the next few years.

Over the course of the year the Learning and Interpretation Division engaged in a wide range of national and international working as well as regular publications and conference papers by members of staff. Work on the new Education Centre due to open in autumn 2007 continued to detailed design stage, and our contribution to the Exhibition Road Cultural Group was considerable with a number of staff involved in both strategy and events.

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

Morna Hinton
Head of Learning Services

2. SYSTEMS AND ADMINISTRATION

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

2.1. Financial summary

Year		2003/4	2004/5	2005/6
Income (£)	Grant-in-aid	1,803,757	2,049,800	2,338,171
	Sponsorship/grants	266,100	352,762	853,138
	Generated/other income*	380,216	330,509	296,248
	Gross income	2,450,073	2,733,071	3,487,557
Expenditure (£)	Expenditure exclusive of salaries			
	Funded	175,925	177,347	642,601
	Other	775,889	532,723	487,442
	Salary costs			
	Funded – fixed term contract staff	13,653	103,353	143,304
	Funded – casual OPA staff and overtime	65,098	25,628	34,258
	Other – permanent and fixed term contract staff	1,448,329	1,885,076	1,823,313
	Other – casual OPA staff and overtime	193,633	44,481	324,745
	Gross expenditure	2,672,527	2,768,608	3,455,663

* Includes donations, interest and miscellaneous 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.

Breakdown of grants and sponsorship

Funder	Total grant received	Grant passed on to project partners	Net grant to L&I
Arts Council - Carnival in Motion	£18,437	£0	£18,437
Arts Council Chinese Arts	£1,600	£0	£1,600
British Academy – Conference Programme	£870	£0	£870
DCMS / Culture Online - Every Object Tells a Story	£571,372.47	£0	£571,372.47
DCMS – Image and Identity	£209,840	£94,740.65	£115,099.35
HEFCE - Centre for Excellence in Teaching and Learning through Design (CETLD)	£17,000	£0	£17,000
HLF - Cultural Ownership	£87,499.21	£0	£87,499.21
Lloyds TSB - Image and Identity	£0	£1,506.39	(£1,506.39)
Paul Hamlyn Foundation – Image and Identity	£45,000	£13,234.15	£31,765.85
Paul Mellon Centre for British Art – Conference Programme	£11,000	£0	£11,000
Total	£964,125.07	£109,481.19	£853,137.49

2.2. Visits and Bookings

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

Year	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Total
2003/4	1,172	1,237	808	704	341	1,266	1,511	962	476	1,203	1,076	1,282	12,038
2004/5	1,307	808	948	639	544	1,527	1,744	1,481	715	1,047	790	1,031	12,581
2005/6	1,077	1,260	1,083	759	732	1,453	997	1,303	597	981	1,122	1,030	12,394

Telephone Calls

2005/6	Total incoming calls	Total answered	% answered
April	1,986	1,809	91.1
May	1,803	1,491	82.7
June	2,225	1,786	80.3
July	1,952	1,477	75.7
August	1,355	1,097	81
September	2,075	1,828	88.1
October			
November			
December			
January			
February			
March			
Total	11,396	9,488	83.15% (average)

A new museum-wide telephone system was installed in October 2005. Unfortunately, the first phase of this system did not include reporting facilities, and so no figures are available from this date.

Comparative summary of group bookings by group type

Audience	2003/4		2004/5		2005/6	
	Groups	Individuals	Groups	Individuals	Groups	Individuals
Schools	1,285	47,567	1,821	51,089	1,421	39,209
HE/FE students	1,118	27,506	1,670	36,092	1,391	32,599
Children & pre-school groups	51	1,130	80	2,159	32	737
Adult & community groups	835	19,698	1,000	22,825	787	18,616
Groups from Black and Minority Ethnic (BME) communities	28	1,770	30	942	6	114
Total	3,317	97,643	4601	113,107	3,637	92,140

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

There was an immediate drop in numbers of booked groups following the London bombings of 7 July 2005, in particular for the groups in the younger age ranges (schools, children and pre-school groups), many of whom cancelled visits in the immediate aftermath of the bombings; bookings took a while to get back up to normal levels in the autumn term. The figures for 2004/5 were in any case inflated by the *Black British Style* and *Vivienne Westwood* exhibitions, which proved extremely popular with schools and other groups – most 2005/6 figures have simply returned to around 2003/4 levels. The higher numbers for Groups from Minority Ethnic Communities in 2003/4 was because of outreach work in relation to the *Adventures of Hamza* exhibition and for 2004/5 was in relation to the *Black British Style* and *Encounters* exhibitions. Target groups were entitled to free entry to these paying exhibitions. There was no comparable exhibition during 2005 – 2006.

Private Group Tours Attendance and Income

	2003/4	2004/5	2005/6
Total no. of tours and talks:	200	185	177
Total number of people:	4,343	3,447	3,958
Talks and Tours income:	£21,520.00	£19,656	£22,507
Income for V&A from catering	£1434.18	£1,002.63	£1,985.47
Total income:	£22,954.18	£20,658.63	£24,492.47

Group visits to major exhibitions 2005/6

Exhibition	Groups	Individuals
<i>International Arts & Crafts</i>	323	8,187
<i>Touch Me</i>	91	1,383
<i>Between Past & Future</i>	402	7,826
<i>Diane Arbus</i>	498	12,955
<i>Anna Piaggi</i>	230	5,209
Total	1,544	35,560

Group visits to major exhibitions 2004/5

Total	2,529	52,463
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Group visits to major exhibitions 2003/4

Total	995	25,868
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Compared to 2004/5 there were significantly fewer group visits to major exhibitions. In 2004/5 there were two fashion exhibitions, *Vivienne Westwood* and *Black British Style*, both of which were enormously popular with groups, receiving respectively 17,811 and 14,110 individuals visiting in groups. 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	2003/4 No. of groups	2004/5 No. of groups	2005/6 No. of groups
20th Century	100	75	56
Architecture (opened autumn 04)		22	35
Arms and Armour	3	5	0
British Galleries	510	694	242
British Galleries Norfolk Room	54	19	Included above
Carpets	3	Closed	0
Cast Courts	64	59	57
Ceramics	66	47	6
China	62	53	54
Europe 1600–1800	33	4	11
Europe and America 1800–1900	5	2	7
Fakes and Forgeries	6	6	1
Fashion	169	92	158
Frank Lloyd Wright	7	2	
Glass	24	25	27
India	17	0	
Ironwork	4	5	7
Islam	53	Closed	
Japan	75	56	55
Jewellery	16	10	
Korea	37	37	25
Medieval & Renaissance	23	12	6
Metalwork	Closed	Closed	2
Musical Instruments	3	13	6
Northern Renaissance 1500–700	0	1	2
Paintings	19	22	25
Photography	15	7	3
Raphael	18	14	7
Renaissance 1400–600	29	26	5
Church Plate	0	2	
Sculpture	76	59	26
Silver	10	14	7
South East Asia	22	18	27
South Asia	26	9	24
Tapestries	17	13	3
Textiles	64	87	53

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	2003/4	2004/5	2005/6
Lecture Theatre	376	356	333
Jean Muir seminar room	316	336	336
Bernard Leach meeting room	461	415	156*
Seminar Room 3	142	405	365
Education studio	232	366	327
Education study room	250	298	279
Total Room Bookings	1,777	2,176	1,796

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

2.3. Visitor Comments

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

Nature of visitor comments

	2003/4		2004/5		2005/6	
	No.	%	No.	%	No.	%
General comment	641	29.2%	337	25.5%	269	25.8%
Complaint	1,047	47.7%	744	56.3%	550	52.8%
Compliment	507	23.1%	241	18.2%	223	21.4%
Total	2,195	100.0%	1,322	100.0%	1,042	100.0%

How visitor comments were received

	2003/4		2004/5		2005/6	
	No.	%	No.	%	No.	%
Comments Form	905	75.2%	686	85.4%	500	84.2%
Email	107	9.0%	43	5.4%	24	4.0%
In person	3	0.2%	2	0.2%	2	0.3%
Letter	148	12.3%	60	7.5%	59	9.9%
Note	19	1.6%	5	0.6%	6	1.0%
Telephone call	21	1.7%	7	0.9%	3	0.5%
Total	1,203	100.0%	803	100.0%	594	100.0%

Visitor compliments summary

Issues	2003/4	2004/5	2005/6
Catering	36	8	11
Disability	15	5	1
Exhibitions & Display	266	103	106
Facilities	7	6	2
Major Projects	0	3	9
Orientation	2	0	1
Programme	55	40	42
Retail	3	2	2
Staff	101	49	38
Other	22	25	11
Total	507	241	223

Visitor complaints summary

Issues	2003/4	2004/5	2005/6
Catering	72	68	43
Disability	18	11	15
Exhibitions & Display	434	237	181
Facilities	43	48	37
Major Projects	8	9	14
Orientation	177	141	112
Programme	17	36	19
Retail	35	23	23
Staff	86	72	51
Other	157	99	55
Total	1,047	744	550

3. GALLERY INTERPRETATION, EVALUATION AND RESOURCES

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

3.1. Gallery Interpretation

A number of L&I staff – including Education Officers in Learning, members of the Access, Social Inclusion and Community Diversity team, as well as dedicated project posts – act as Gallery Educators on Futureplan gallery redevelopment projects. Developing the interpretative framework for the galleries, these educators work with the project team to identify the key messages of the gallery. Other tasks include planning and delivering the opening education programme, managing evaluation and visitor research and generally acting as audience advocates to ensure that the gallery meets the needs of different visitors and learning styles. During 2005/6 Gallery Educators worked on:

- The Sacred Silver and Stained Glass Gallery (opened November 2005)
- The Islamic Middle East Gallery (ongoing)
- The Jewellery Gallery (ongoing)
- Ceramics Phase I (ongoing)
- The Medieval and Renaissance Galleries (ongoing)

3.2. Evaluation and audience research

The Gallery Interpretation, Evaluation and Resources (GIER) team also manage a programme of evaluation and audience research, related to specific gallery developments, museological topics and ongoing learning and access programmes. Please see Appendix 3 for a full list of all reports and other work completed during 2005/6.

The team also collaborated on several studies in partnership with academic institutions including observation of interactives, with Kings College London, and

families visiting museums, with Salford University. In addition the team has taken on several post-graduate student projects and work placements for students from a range of institutions including the Institute of Archaeology, University College London and Leicester University Museum Studies Department.

3.3. Resource Centre

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

Resource Centre Users (People)

2005/6	Internal Users (V&A)				External Users			
	Books	Books (reference)	Slides and Photos	Total Int. Users	Books (reference)	Slides	Total External Users	Total internal & external users
Apr	6	3	7	16	7	4	11	27
May	4	2	6	12	8	4	12	24
Jun	5	3	9	17	8	7	15	32
Jul	8	4	6	18	5	4	9	27
Aug	2	4	6	12	4	4	8	20
Sep	3	2	7	12	6	6	12	24
Oct	4	8	4	16	7	5	12	28
Nov	4	3	9	16	5	6	11	27
Dec	1	6	4	11	4	3	7	18
Jan	5	4	6	15	5	2	7	22
Feb	2	3	2	7	3	0	3	10
Mar	2	5	5	12	2	0	2	14
Total	46	47	71	164	64	45	109	273
Average users / month				14			9	23

The 2004/5 average users per month was 44 so this year's figure shows a significant decrease, due to the fact that the Resource Manager left half way through the year. The post has not been filled. Since then the Centre has been only open for a quarter of its regular hours. Given this 75% reduction of opening times for half the year, an average of 23 visits per month is actually very good.

Three year comparison of books and slides borrowed

	2003/4 Borrowers	2003/4 Loans	2004/5 Borrowers	2004/5 Loans	2005/6 Borrowers	2005/6 Loans
Loan of books	90	226	108	247	46	171
Loan of slides	130	1,855	105	1,674	116	880

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. 2005 – 2006 was the first year of the Access, Inclusion and Diversity Implementation Plan 2005 – 2008, and of the three year HLF-funded programme Capacity Building and Cultural Ownership. We have seen a growth in our staffing because of external funding and we have therefore organised the team into two sections i) Disability and Social Inclusion and ii) Cultural Diversity.

4.1. Disability Programme and Initiatives

April 2005 was the start of year 2 of the Disability Action Plan. During 2004/5 the Museum focused on the provision of accessible equipment and technology.

Summary of attendance at programmes for people with disabilities

People	2003/4		2004/5		2005/6	
	Events	People	Events	People	Events	People
Events for visually impaired visitors	12	114	14	212	15	279
Events for hearing impaired visitors	12	96	12	95	13	82
Events for visitors with learning disabilities			16	32	11	153
Events for mental health service users					10	46
Tailored tours for groups/individuals					10 grps/ 5 inds	148
Grand total	24	210	34	339	64	708

2005/6 saw an increase in the number of disabled visitors to the bookable talks and events, increasing from 339 in 2004/5 to 708 in 2005/6. There were a number of reasons for this. For example talks for people with hearing impairments were for the first time held on Saturdays as well as Wednesday evenings, thereby attracting a new audience. The talks programme for people with a learning disability has also

developed. Talks which encourage visitor participation and activity based workshops introduce the V&A's collection to a new and interested audience. The V&A ran workshops for people who are mental health service users for the first time this year.

British Sign Language training was offered to V&A staff for the first time too this year. Front of House and Learning & Interpretation staff participated in a quality programme with 9 of the 10 participants passing the Level 1 examination. A further 10 members of staff commenced the training in September 2005 and will take their examination in June 2006.

A Staff Disability Forum was established to explore the views of staff on disability issues and to undertake activities such as the development of a disability section on the staff intranet. The work carried out by the Forum complements the guidance provided by the V&A Access Group, which comprises representatives from disability charities and organisations.

The first V&A Access Guide, which lists the access provision for disabled people, was launched in June 2005 and was nominated for two awards, RNIB Simply The Best and Radar's People of the Year award. The V&A also participated in the Disability Standard survey, managed by the Employers Forum on Disability. This was the first benchmarking disability survey in the world and assessed both public and private organisations on their services, policies and practices. The V&A gained a score of 77% and was held as best practice in several areas of work, including the retention of disabled staff and services offered to visitors.

4.2. Social Inclusion Programme

The Social Inclusion programme offers a programme of workshops, talks and projects linked to the V&A collections and exhibitions for C2, D, E audiences and socially marginalised groups.

In addition to a programme of targeted workshops and talks there were two successful high profile partnership programmes. These were:

- i) *Inspired by ...* fashion programme for 12 young people from East Potential in Stratford, a charity that supports homeless young people, was part of the Troika project that also involved the National Gallery and the National Theatre.

- ii) An art project developed with Envision, a charity that works with homeless artists. This 2-D art project for homeless artists took place during March to April 06, with the aim of exhibiting at Hackney Empire Theatre in June as part of the Hackney Spice Festival.

Summary of attendance at Social Inclusion programme

	2003/4		2004/5		2005/6	
	Group /event	Individual	Group /event	Individual	Group /event	Individual
Inclusion Event				57	3	43 ⁸
Inclusion Group Visit		353	7	143	14	144
Inclusion Workshop		140	20	697	20	321
Total		493	27	897	37	903

For 2005/06 the Social Inclusion Officer's working hours were reduced due to research commitments.

4.3. Work Experience Programme

In 2005 proposals were made for the work experience placements with East Potential to be embedded into the general work experience programmes run by the Training Department of the V&A.

4.4. *Inspired by...*

Inspired by... is the art and crafts competition leading to a display run by the V&A annually to celebrate Adult Learners' Week. It is aimed at part-time students from adult education, and museum workshop participants, who are invited to produce a piece of work 'inspired by' the V&A's collections. Entries are marked by curators and educators, who also choose a winner in their respective categories. Selected artworks go on display from May to July. Up to 250 adult learners of differing levels of ability enter the *Inspired by* competition annually. The project encourages new audiences to engage with museums in a creative way and motivates more regular visitors to look at the collections afresh. In 2005/6 72 objects were selected from 250 entrants. Sixty-two were displayed in the Café Foyer and nine in the galleries at the V&A, South Kensington, and one at the Theatre Museum.

Summary of participation in *Inspired by...*

	2003/4		2004/5		2005/6	
	Group	Individuals	Group	Individuals	Group	Individuals
Entries	1	172	1	216	5	240
Choir performances during the day (open to all)	5	498	5	540	1	250
Award ceremony (private event)	1	360	1	250	1	250
Tour of <i>Inspired By</i>			1	57	1	80
Total	7	1,030	8	1,063	8	820

The overall numbers are lower because there were fewer performances on the day of the awards ceremony this year.

In relation to diversity, 28 different ethnic origins were identified amongst the entrants, 17% were aged 65+ and 11% of the entrants were disabled people; two entrants were prisoners. Out of those who visited the museum to look for inspiration, 6% had never visited before and 40% of them came especially with their art group for the *Inspired by...* competition.

The regional partnerships with Tyne and Wear Museums and Manchester Art Gallery were repeated this year with *Inspired by...* displays at Manchester Art Gallery and the South Shields Museum & Art Gallery. The numbers of participants has increased from the previous year with 47 entrants at South Shields Museum and 166 entries (up 50 on the previous year) at Manchester Art Gallery. Participants came from even more diverse backgrounds this year and particularly at Tyne and Wear where there were several entrants from prisoners including the overall winner. The artworks at both galleries also reflected a greater diversity in the media used, with more 3-D work in mixed media and one winner entering a digital film.

4.5. Language and Literacy Programme

Summary of attendance of Language and Literacy Programme

	2003 – 2004		2004 – 2005		2005 – 2006	
	Group	Individual	Group	Individual	Group	Individual
ESOL group tours	92	1,650	87	1,491	58	989

There was a decrease in the number of Language and Literacy groups attending this year. This was mainly due to the bomb attacks in London in July 2005. Many of the ESOL students (English for Speakers of Other Languages) are refugees and asylum-seekers from across the world and in particular from Somalia, Turkey, Poland, Kosovo, Iran, Iraq, Afghanistan and Sri Lanka.

4.6. Community Displays

The Mela portraits taken at the Mayor's Mela, Gunnersbury Park, in Bangalore and Chennai using a mobile studio were displayed in Chennai for three weeks during January and February 2006 at the Forum Gallery. Students from local schools and colleges visited the exhibition which was supported by British Council in Chennai.

Summary of hire of community displays

	2003/4		2004/5		2005/6	
	Venues	Individuals	Venues	Individuals	Venues	Individuals
<i>Travellers</i> display	1	2,700				
<i>Sacred Spaces</i> display			1	13,571		
<i>Mela</i> portraits					1	5,250

4.7. Community Resources and Publications

The Sacred Spaces trails were taken out of the V&A shop as several of the objects had been removed from the galleries. Those that were still current were distributed free on the Learn More shelf.

4.8. Cultural Diversity Programme and Initiatives

South Asian Programme and Initiatives

Once again the V&A took a stall in the heritage tent at the Asian Mela in Gunnersbury Park in August 2005, advertising the full range of the V&A's activities. The South Asian Officer supported the Punjabi Theatre Academy in procuring V&A images for a touring exhibition on Maharaja Ranjit Singh also known as the Lion of Punjab. The opening of the project was held in The House of Commons 21st March 2006 and attracted over 150 members of the Sikh community. The opening of the exhibition was held on 29th March 2006 at Dominion Arts and Education Centre in Southall and attracted over 100 members of the local community.

The South Asian Officer who commenced work in Autumn 2005 developed key partnerships and a full programme of events for the year 2006 – 2007 including the festival of Eid to celebrate the opening of the Jameel Gallery of Middle Eastern Art, Diwali and a full range of creative and participatory programmes.

Summary of attendance at South Asian Programme

	2003-4		2004-5		2005-6	
	Events	Individuals	Events	Individuals	Events	Individuals
Storytelling and miniature painting (Hamza exhibition)		7,989				
Community days	10	299				
South Asian/Encounters Programme			25	6512		
Outreach	3	180			2	250
Mela	1	1081	1	6150	1	500
Bangalore	1	245				
Total	17	9794	26	12,662	3	750

Overall numbers are significantly lower this year for a number of reasons. the community days were related to the Hamza exhibition, and have not been repeated in subsequent years. In addition, new South Asian Officer only started in Autumn 2005,

with no budget. The Mela (organised by other staff in the section prior to the South Asian Officer's start) was the only major event.

Intercultural/Interfaith Programme and Initiatives

A very popular and successful weekend of events relating to objects and themes within the new Sacred Silver and Stained Glass Gallery was held over the weekend 26 and 27 November 2005 and particularly focussed on the Christian and Jewish objects in the collections. Many of these events were organised in partnership with Spiro Ark, a Jewish Educational organisation. They had kindly helped us by providing Jewish contacts and marketing the events. The result was very well attended events and with the largest Jewish audience the V&A has ever seen.

Summary of attendance at Intercultural Programme

	2004/5		2005/6	
	Events	Individuals	Events	Individuals
Festival of Light	2	2098		
Sacred Silver and Stained Glass			21	2517

This programme only started in 2004/5

Black Heritage Programme and Initiatives

This year the Big Draw event involving institutions along Exhibition Road took Carnival as its theme with a mixture of events and a procession with up to 20 Notting Hill carnival bands. The Africa 2005 events held in October 2005 included an African fashion day an African music day and an African bazaar in the V&A garden with arts and crafts by contemporary designers inspired by the African diaspora. Throughout the month the public enjoyed music and other performances and were able to participate in a range of workshops and other activities.

In March 2006 we hosted a joint conference with BASA – Black and Asian Studies Association which this year focussed on the forthcoming commemoration of the 200th anniversary of the parliamentary abolition of the slave trade in the UK.

Summary of attendance at Black Heritage Programme

	2003/4		2004/5		2005/6	
	Events	Individuals	Events	Individuals	Events	Individuals
Carnival		Inc. in BHM numbers	4	9043	1	7787
Black History Month	47	13,425			5 (Africa 2005)	4360
Art Deco/Cultural Revolution in Harlem and Paris	1	2108				
Black And Asian Studies (BASA) conference	1	80	1	60	1	80
Tuareg Productions performance			2	400		
Black British Style Education events			25	8620		
Total	49	15,533	32	18,153	9	12,227

The numbers are lower this year as the Black History Month events in 2003/4 had a £27,000 grant from HLF. The Black History Month events in 2004 /5 ran for three months rather than one month, alongside the *Black British Style* exhibition.

Chinese Programme and Initiatives

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

The V&A hosted the London International Model United Nations conference on Friday 17 February 2006 which was attended by Lord Hanney of Chiswick. This collaboration involved training sessions for the students as well as keynote lectures. 380 students from around the world attended this event. This was a new initiative involving Chinese and other university students.

The V&A Museum held a Digital Photography Project as a part of its outreach programme for Chinese schools and community groups and alongside the exhibition *China: Past and Present*. Students from 9 groups learnt how to take photographs with digital cameras and used the digital images to create calendars. This was a one-off project funded by the *Between Past and Future* exhibition.

	2003/4		2004/5		2005/6	
	Events /days	Individuals	Events /days	Individuals	Events /days	Individuals
Group bookings/ guided tour	5	105	3	60	2	30
Chinese Mid Autumn	1	1750	2	3,815	1	1,600
Chinese New Year	1	8320	2	17,000	2	14,000
Schools activity/ performance	2	948	2	400	3	853
Outreach	2	1574	2	1100	5	800
Total	11	12,397	11	22,375	13	17,283

The Mid Autumn festival was only one day this year. The previous year it had run alongside the *Encounters* exhibition. Also, the previous year we got Arts Council money for Chinese New Year so could provide more activities and do more marketing than this year.

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

In Spring 2006 we advertised eight posts for the Capacity Building and Cultural Ownership project, four of which were in the Learning and Interpretation Division, one in the Research Department, one in the Training Department, one in the On Line team and one at the Museum of Childhood (see the Staff List at the end of this report for more details).

We appointed a Project Manager who took up post in September 2006 and a researcher into African diaspora collections, who identified core themes and set up an advisory group of leading academics and specialists in this field. The Intercultural Interfaith Officer set up specific faith groups to comment on collections of relevance and interest to faith communities.

At the Museum of Childhood, the World in the East End Co-ordinator appointed researchers from diverse backgrounds to collect material related to childhood experiences in preparation for the re-launch of the World in the East End Gallery.

The Theatre Museum organised a training course for Black and Minority Ethnic (BME) communities in relation to making a video record of the play *Gem in the Ocean* and associated material.

The African Caribbean Officer developed black heritage programmes for 2006 and also for the 200th anniversary parliamentary abolition of the slave trade in 2007 .

The Training Officer worked closely with Black and Asian cultural and heritage sector in carrying out a training needs analysis and beneficial partnership initiatives in preparation for the networking event and the launch of the BME core heritage training programme in May 2006.

Embedding diversity across the V&A

The Access, Inclusion and Diversity Strategy Group and Implementation Group have both met four times during 2005/6. The Implementation Plan 2005 – 2008 has been drawn up and agreed and progress been reported bi-annually to V&A Management Board and to DCMS e.g. on proposals from the C2,D,E working group, on a marketing and press strategy to reach diverse audiences, on proposals to recruit and sustain a more diverse workforce, and on training in equality legislation. An equalities and diversity audit is being carried out with all departments which will feed into annual corporate and departmental planning.

5. Learning Services

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

5.1. Adult Learning Team

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

Wednesday Late View Programme

The Wednesday Late View public programme took the same format as in previous years. A range of non-specialist, informal learning activities for a wide range of adult visitors were offered to evening visitors. The programme of events was still based upon a variety of art, design, fashion and architectural themes both from a historical and contemporary perspective. For the year 2005/6 there were 50 Wednesday Late View evenings.

Comparative summary of Wednesday Late View Programme

Event	2003-2004		2004-2005		2005-2006	
	event	people	event	people	event	people
Lectures	51	10,585	51	6,388	50	5,328
Gallery talks	51	693	52	553	52	507
Introductory Tours*	51	719	52	310	N/A	N/A
Norfolk House Music Room concerts	42	2,744	44	3,900	39	3,008
Drawing courses**	12	144	1	17	N/A	N/A
Special events	3	833	6	994	1	150
Total	210	15,718	206	12,162	142	8,993

*Introductory tours were taken out of the Wednesday Late View programme at the end of 2004/5.

** No drawing courses ran during 2005/6.

Budget cuts meant a substantial reduction in the number of special events during 2005/6 and problems with marketing and print adversely affected lecture numbers.

During 2005 research into the issues affecting visitor numbers for Wednesday Late View (WLV) and WLV events was undertaken. This showed that numerous factors came together over 2004/5 and into 2005/6 which proved detrimental to numbers attending the V&A on a Wednesday evening. These included both a change and a reduction in the marketing for WLV, a reduction in staff working on a Wednesday evening, a reduction in the presence of Membership on the evening and the numerous renovations and refurbishment that the V&A was undergoing, especially around the Grand Entrance. These issues had by the end of 2005 been addressed and positive steps taken to enhance WLV's position. It is clear from the figures that a decrease in numbers attending WLV and booking lectures continued in 2005/6, however the reduction has not been as marked as the previous year, especially for Members and their guests booking lectures (see table below).

The Wednesday Late View Programme Summary for 2005/6

Event	Price for Tickets & Maximum number of people able to attend	Changes in 2005/6
Lecture in the Lecture Theatre 19.15–20.10	£8.50, £6.50 for V&A members plus one guest & senior citizens, £5.50 students, disabled people, and ES40 holders. A free place for carer of registered disabled person. Patrons free. (Max 275)	From July 05 tickets for disabled people and ES40 holders rose from £3.50 to £5.50
Gallery Talk 18.30–18.50	Free (Max 25)	
Concert in the Norfolk House Music Room. In partnership with the RCM and supported by the family of Belle Shenkman 18.30–19.30	Free (Max 120)	
Live Music in the Grand Entrance 18.00–21.15	Free	

Attendance at Wednesday Late View 2005/6

	Totals	Average per evening
Visitors (17.30–22.00)	53,889	1,078
Lectures (50) (2 cancelled out of original 52 scheduled)	5,328	107
Gallery Talk/ Short Talk/Pinpointing the Collection (52)	507	10
NHMR Concert (39)	3,008	77
Special Events (1)	150	150

Drop-in Programmes

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

Summary of Drop In Programmes

	2003/4		2004/5		2005/6	
	Events	Visitors	Events	Visitors	Events	Visitors
Demonstrations	99	14,746	17	2,826	18	3,417
Tours	2,214	17,909	2,286	21,828	2,160	14,166
Curator Talks (including Wed pinpointing talks)	359	5,107	362	4,298	156	2,026
Total drop-in programmes	2,672	37,762	2,665	28,952	2,334	19,609

The most popular tours in 2005/6 were the 10.30 and 11.30 which attracted respectively 2,503 and 2,842 visitors. The tour that attracted the least interest was the 15.30 attracting 1,898 visitors. Two tours were removed from the programme at the start of 2005/6: the 16.30 and 18.30, both of which ran on Wednesdays only. The drop in attendance on the tours also correlates with the overall drop in visitor numbers during this period. There were 2,196,000 visitors to the V&A (all sites) during 2005/6 compared to 2,472,000 during 2004/5.

Curator talks were cut from eight times a week to three times a week due to budgetary considerations. Each talk attracted a higher number of visitors, 13.5 per talk in 2005/6 as opposed to 11.8 in 2004/5.

Open House tours were managed under by the Formal Education team under the Architecture programme. Norfolk House Music Room concerts are covered under Wednesday Late View.

Courses

This year saw the continued delivery of a wide range of courses in history of art and design to our target audiences of individual adult learners. These course programmes offer a formal environment in which adult learners can focus on particular aspects of the V&A's collections. Practical courses inspired by the South Asian and Islamic collections were an addition to the courses programme from January 2006. Fewer courses took place in 2005/6 due to the departure of Ann Dooley, Courses Manager from the Museum in May 2005. She was replaced by Anne Fay in September 2005.

Summary of courses

	2003/4		2004/5		2005/6	
	Events	Individuals	Events	Individuals	Events	Individuals
Medieval–Renaissance year course (year average)	1	49	1	52	1	47
High Renaissance–Baroque year course	1	70*	1	67	1	59
Rococo–Modernism year course**	1	40	1	33	1	43
Summer practical courses	***		11	143	7	123
South Asian/Islamic courses****					4	68
Evening courses (average weekly recruitment)	2	63	1	14	1	18
Evening drawing courses?	-	-	1	0*****	1	0*****
Study days	5	942	6	1,284	4	754
Total	15	1,517	22	1,628	19	1,112

* Started September 2004

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

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

**** New programme introduced in 2005/6

***** Event cancelled

Academic programme

This includes conferences and debates.

	2003/4		2004/5		2005/2006	
	Events	Attendance	Events	Attendance	Events	Attendance
Conferences	5	890	2	515	5	2,157
Critical debates	1	92	9	332	3	295
Total	6	982	11	847	8	2,452

The conference and debates programme was transferred from the Formal Education Team to the Adult Team in May 2005.

5.2. Families and Young People Team

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

Family Programmes

The programme during 2005/6 included digital events, handling sessions and special events like The Big Draw, the Activity Cart and Back-Packs. Most of these programmes are available on specified weekend and holiday days. Figures for family visits were badly affected by the events of 7 July 2005, with visitor figures recovering to former levels by the end of September. The budget cuts resulted in fewer days of family events, and therefore fewer participants. Last year's programme had more family events supported by exhibition budgets, which funded ever popular T-shirt design and high capacity digital, fashion-inspired events. For 2005/6 the total number of days appears higher – this was mainly due to number of days the Back-Packs were available in the British Galleries.

Summary of attendance at Family Programme

	2003/4		2004/5		2005/6	
	Days	Individuals	Days	Individuals	Days	Individuals
The Activity Cart	93	9,851	110	13,303	122	13,541
Back-Packs	91	8,034	108	8,319	119	7,153
British Galleries Back-Packs*	-	-	157	2,663	336	2,203
Family events**	177	28,168	269	39,027	172	20,693
Total	361	46,053	644	63,312	749	43,590

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

** Includes Object Handling, holiday events and national initiatives

Young People's Programme

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

Summary of programmes for young people (sessions /people)

	2003/4		2004/5		2005/06	
	Sessions	Individuals	Sessions	Individuals	Sessions	Individuals
Portfolio building workshops	3	26				
Talks (lectures for young people)	1	71			1	13
Workshops (used to be masterclasses)	24	244				
Gifted and Talented programme	9	292				
Create! young people's workshop programme			38	636		
1 day course					24	267
2 or more days course					4 [3 day courses] [12 session]	54 [162]
V&A College programme (for gifted & talented young people)			10	32	1 [9 session]	14
Total	37	633	48	668	30 [46]	348 [456]

The method of accounting the sessions and individuals is different this year from 2004/5. A course that ran for 2 or more days has been counted as 1 session and the attendees only counted once. In 2004/5 each day-long workshop that was part 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. Figures using the old accounting method have been shown in brackets.

The overall figures are lower for a number of reasons. We ran two product design programmes, which are less popular despite being highly relevant to our collections and enjoyed by those who attended. One of the Create! leaflets was late going out. The July bombing reduced the numbers of young people attending summer holiday events. In 2004–2005 Create! included the Sexie Booda Bag event, which was part of Black History month. This was advertised as a free drop-in event for young people, and attracted 67 attendees during the day. There wasn't a comparable event during 2005/2006.

5.3. Formal Education Team

During 2005/6 the team's scope of work covered services for schools, further and higher education and the V&A+RIBA Architecture Learning & Interpretation Programme. In June 2005/6 responsibility for conferences transferred to the Adult Team. The post of Academic Events Organiser was not replaced. This reduction in staffing together with budget cuts hampered the scope of the FE Team's work and has resulted in lower numbers for all our programmes. The 7 July bombings also had a particularly adverse effect on the schools audience and bookings with immediate cancellations in July and lower bookings for the autumn term.

Comparative summary of group bookings by group type

Audience	2003/4		2004/5		2005/6	
	Groups	Individuals	Groups	Individuals	Groups	Individuals
School students	1,285	47,567	1,821	51,089	1083	34,845
FE/HE students	1,118	27,506	1,670	36,092	1,329	33,021

School and FE/HE group figures includes self-guided visits only. See tables below for events and taught programmes.

Schools Service

A programme of talks for school groups, piloted in 2004/5 was sustained 2 days per week April – July 2005 and 3 days per week September 05 – March 06. A maximum of 51 students per day could be accommodated in three one-hour taught sessions.

Schools programmes

Title	2003/4		2004/5		2005/6	
	Groups	Individuals	Groups	Individuals	Groups	Individuals
Talks & Workshops			241	4,529	185	3,380
Key Stage 5 Study Days	N/A	71	N/A	121	0	0
Special Projects	0	0	56	1,041	0	0
Total	N/A	71	297	5,691	185	3,380

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

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

The FE team recognises the importance of professional development for educators in the formal education sector, but due to budget and staff cuts, the team were not able to deliver CPD courses in 2005/6 on the same scale as previous years. Education Private Views for teachers and lecturers were continued, but only where funding from exhibition budgets was made available.

CPD courses & events

Title	2003/4		2004/5		2005/6	
	Events	Total attendance	Events	Total attendance	Events	Total attendance
Educators' private views	3	591	5	1,051	2	546
CPD (teachers)	3	30	1	10	2	35
CPD (lecturers)	3	42	2	29	0	0
InSET (whole school days)	5	58	3	68	0	0
Total	14	721	5	1,158	4	581

The relatively lower numbers attending private views this year was due to the generally lesser appeal of the exhibition programme compared with the previous year. We also had reduced budget and staffing capacity to run private views.

Academic and FE/HE student programme

This included conferences and debates until May 2005, Style Lounge, Symposia and the Talking Design series of conversations with practitioners.

Title	2003/4		2004/5		2005/6	
	Events	Attendance	Events	Attendance	Events	Attendance
Student study days/symposia	4	279	5	828	1	231
Style Lounge	4	792	3	527	2	192
Conversations	9	849	5	365	1	172
Total	17	1,920	13	1,720	4	595

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.

Architecture Education Programme

The programme was aimed at both the Adult team and Formal Education teams' audiences. The programme included Talks, Study Days, Student Projects, Open House, Debates and a conference. Gallery talks for schools based on Architecture were integrated into the schools talks programme in 2005/6. Helen Thomas also gave a lecture to Year Course Students.

Title	2003/4		2004/5		2005/6	
	Events	Attendance	Events	Attendance	Events	Attendance
Architecture And... (Debates)	N/A	N/A	1	75	3	342
Inside Outing... (Study Days)	N/A	N/A	1	27	1	25
Open House Tours	6	72	6	72	6	72
HE Students & Educators Pilot Events and CPD	1	9	4	461	1	6
Schools Pilot Workshops and CPD	1	8	14	271	N/A	N/A
Gallery/short Talks	N/A	N/A	9	113	23	105
Total	8	89	35	1,019	34	550

The drop in visitor figures was due to the Architecture Education Officer's time being dedicated to resource development rather than running events. Widely marketed opening events for the architecture gallery in 2004/5 had attracted a large audience; there was less marketing this year.

6. The Online Museum

The Online Museum has been extremely successful this year. The main website for V&A South Kensington has benefited from the previous redesign, we have added content and we exceeded our target of 6,500,000 user sessions by a very wide margin, achieving 11,500,000 in total. Content has been increased and the site is well established as one of the principal art and design sites on the web. It has also been in the vanguard of social functionality and contains greater and more varied user-generated content than any other website in the cultural sector. The Museum Of Childhood site has been successfully redesigned and visit length has doubled.

6.1. Content Development

Total content on site (pages)

	April 2003	Sept 2004	April 2005	April 2006
Main website	1,573	4,020	5,244	9,707
Microsites	23,101	28,547	30,063	30,362
Access to Images	18,403	40,411	46,364	51,617
Total	43,077	72,978	81,671	91,686

There has been a steady increase in content in all areas of the site but the increase in standard web-pages (as opposed to microsites) by 90% to over 9,700 is especially significant. Developing the rich content on our site is the key to developing more visitors and more repeat visiting.

Major microsites and exhibition-related pages added in 2005/6

Date	Site
May 2005	Touch Me
June 2005	RIBA Stirling Prize
June 2005	AJ Corus 40 Under 40
June 2005	Garry Fabian Miller
August 2005	Between Past and Future
September 2005	Diane Arbus
September 2005	Import Export
September 2005	Deutschlandscape
October 2005	Tom Gidley
December 2005	HearWear
February 2006	Modernism
February 2006	Popaganda: JC de Castelbajac

February 2006	Anna Piaggi: Fashion-ology
February 2006	COLLECT 2006
February 2006	John Riddy

A select list of major sites added in 2005/6

Date	Site
April 2005	Knitting
June 2005	Sculpture
July 2005	Architecture gallery panoramas
September 2005	Miniatures
October 2005	Creative writing
November 2005	Sacred Silver
November 2005	Sue Lawty Blog
November 2005	Illustration awards
November 2005	Garden slide show
December 2005	Pockets
December 2005	Stained Glass
January 2006	Medieval and Renaissance Europe
February 2006	Raphael Cartoons
and throughout the year:	3 x Fashion in Motion
	6 x Research Reports
	Conservation Journal Vol 38 - 51
	6 x Teachers' resources

User-generated content, blogs and podcasts

The V&A has developed a reputation for the quantity and variety of its user-generated content. We have been developing this for a good five years, considerably in advance of the current interest in Web 2.0 and social software, and are seen as being in the vanguard of developments in the cultural sector. Responses to our online activities have often been remarkably high and of exceptionally good quality. Over 14,000 people have contributed their designs in the Design a Tile site, 80 people have uploaded examples of their knitting, and first-class images arrived for a competition run in conjunction with the Chinese photography exhibition. We have introduced podcasting to the site and experimented with real time online discussion. Meanwhile Sue Lawty's blog has been so successful and interesting that it is now recommended reading for an A-level syllabus. We plan to continue experimenting in this is an area to draw more people into the activities of the V&A.

Redesign of the Museum of Childhood and Theatre Museum websites

A lot of effort has gone into the redesign of the Museum of Childhood and the Theatre Museum websites. Progress on the Theatre Museum ground to a halt when the future of the museum came under scrutiny but the Museum of Childhood site has moved forward vigorously. In October 2005 a newly designed site was launched with 160 pages to replace the previous 15 page version. Visitors have risen from over 31,000 in April 2005 to almost 47,000 in March 2006 despite the fact that the museum has been closed since October 2005 and the visit duration has increased from about 4 and a half minutes to over 9 and a half minutes. Development of the site continues.

Funding and Partnerships

In order to extend the amount of work that might be done with current resources, work is underway to develop partnerships with other organisations. The Culture Online project which funded Every Object Tells a Story, a collaborative project with Ultralab and Channel 4, has continued and the Treasury agreed to fund a joint digital project aimed at schools and lifelong learners with nine other national museums as part of the Invest to Save initiative.

6.2. Web Visitors

The number of visits to the V&A website went up by more than 50% – from over 6.5 million in 2004/5 to 11.5 million in 2005/6.

Total visits to all V&A websites

	2003/4	2004/5	2005/6
April	327,595	446,351	837,161
May	342,340	408,732	822,905
June	314,134	353,057	733,504
July	333,109	399,938	727,906
August	243,688	521,476	697,401
September	297,516	530,073	810,593
October	377,115	559,808	1,019,588
November	421,258	590,284	1,043,227
December	307,511	597,615	966,533
January	389,157	635,899	1,253,969
February	362,050	691,261	1,213,482
March	437,997	781,388	1,454,358
Total	4,153,470	6,515,882	11,580,627

Total visitor numbers to V&A South Kensington website

	2003/4	2004/5	2005/6
April	259,373	344,760	672,556
May	273,522	314,998	659,231
June	252,223	251,986	595,598
July	269,558	290,442	581,646
August	191,165	409,848	545,444
September	219,894	417,530	645,091
October	286,343	438,048	801,741
November	328,949	459,774	809,810
December	222,497	477,991	743,459
January	283,169	513,056	982,318
February	266,541	561,382	939,012
March	333,306	581,189	1,128,053
Total	3,186,540	5,061,004	9,103,959

Web Visitor Research

Two visitor surveys were carried out on the web this year to collect demographic information and an understanding of how people use the website. The first survey looked at visitors to the V&A website between 2 March – 22 March 2006 with a sample size of 1128 users. This showed that:

- 45% of visitors are first time users with 10% visiting more than once a month.
- 51% use the website for information to help them plan a visit, 39% to get an overview of what's in the V&A and 26% to access the collections and 23% for exhibition information.
- 71% of users had visited the V&A before with 40% visiting between one and six times a year.
- 72% of visitors are female.
- 65% of visitors are from the UK (60% of these from the South East), 14% from North America and 13% from Europe.
- 48% of visitors were in full time employment, 27% were students.
- 67% were graduates or postgraduates.
- 80% accessed the internet from home.
- 80% of users described themselves as White.

The second survey looked visitors to the Museum of Childhood website between 26 July – 18 September 2006 with a sample size of 673. This showed:

- 44% web users come to site from a search engine.
- 77% web users have never visited the V&A.
- 72% web users are more likely to visit after visiting the website.
- 30% visit the website to find out what's on.
- 28% visit the website to find out more about the collections.
- 79% of web users are female.
- 14% resident in the USA.
- 9% resident in the rest of the world.

We also conducted a usability test with a specialist company and modified the site as a result.

6.3. Online Facilities

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

Ticket sales via website

Exhibition	Total advance tickets sold	Total exhibition attendance	Advance tickets sold online	% of advance tickets sold online	Tickets sold online as % of total sales
<i>International Arts and Crafts</i> 17 Mar 05 - 24 Jul 05	14,159	116,125	7,666	54.1%	6.6%
<i>Touch Me</i> 16 Jun 05 - 29 Aug 05	734	22,604	414	56.4%	1.8%
<i>Between Past and Future</i> 15 Sep 05 – 15 Jan 06	293	33,645	127	43.3%	0.4%
<i>Diane Arbus</i> 13 Oct 05 - 15 Jan 06	2,670	75,673	1,381	51.7%	1.8%
Total	17,856	248,047	9,588	53.7%	3.9%

7. Special Projects

7.1 Image and Identity

During 2005/6 the V&A continued to lead the Image and Identity project through its third year. The project partners in this phase were: Manchester City Galleries; Tyne and Wear Museums; Birmingham Museums & Art Gallery; Royal Pavilion, Libraries and Museums, Brighton & Hove; Sheffield Galleries & Museums Trust; and NCH, the children's charity. The project involved workshops with schools, NCH groups and Looked After Children's Units (LAC Units), and CPD for teachers, artists and youth workers.

Highlights of Phase 3 of Image & Identity included the NFER Seminar, the Young People's Conference and the Image & Identity display at the V&A. These events were the culmination of 78 creative projects that took place at each of the partner museums across the country. The Young People's Conference gave over 200 young people, their teachers and youth workers the opportunity to come to London to celebrate their achievements and view their artwork in the Image & Identity display. The NFER Seminar, the project's joint professional development event for the teachers, artists, youth workers and museum co-ordinators, explored the learning opportunities for staff offered through the Image & Identity scheme.

Image and Identity Participants in 2005/06

V&A Image and Identity projects 2005/6

Schools		NCH projects		Total	
Groups	Individuals	Groups	Individuals	Groups	Individuals
6	223*	6	65*	12	288*

* 208 pupils + 15 teachers

*40 young people + 25 youth workers

Individuals are counted once, but each participated in 4–6 sessions

Figures for individual pupils viewing peers' showcase events

2005/6	
V&A (Individuals)	Partners (Individuals)
550	3,545

Peers' showcase events refers to things such as final Image & Identity performances, fashion shows or presentations that groups have made to their peers in a school assembly etc. The figures are the number of fellow pupils in the audiences for events.

Partners' Image & Identity professional development events were attended by 131 teachers and youth workers. The NFER Seminar was attended by 13 teachers, 15 youth workers, 12 museum staff and 9 artists.

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

2003/4		2004/5		2005/6	
V&A (Individuals)	Partners (Individuals)	V&A (Individuals)	Partners (Individuals)	V&A (Individuals)	Partners (Individuals)
5,934	16,460	118	822	288	2,017*

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

Figures were much higher in 2003/4 due to more funding in that year than in subsequent years. The programme in 2003/4 also incorporated large-scale events such as Family Learning Weekend, Family Carnival Weekend, The Big Draw and London Mela, rather than only targeted Image & Identity groups, which was the case in 2004/5 and 2005/6.

7.2 Every Object Tells a Story

During 2005-6, all partner museums carried out a series of Every Object Tells a Story (EOTAS) events using the video booth, taxi, and iPods:

- Tyne and Wear Museums worked with approximately 2,100 participants and collected 1,276 stories during the project
- BMAG worked with 2,188 participants (of which 843 were from 'hard to reach' audiences) and collected 1,293 stories
- Brighton collected over 1,020 stories during the course of the project
- The V&A reached almost 8,000 end-users during their October 2005 events programme alone (at 'Africa 05' events and 'Big Draw meets Carnival').

Two competitions were run:

- A 30-second film or animation that described the essence of the project.
- Bookmarked! in which entrants to asked 'If you could borrow any object from literature, what would it be and why?'. The competition was advertised on bookmarks that were widely distributed. Judges were the poet John Hegley, Rob Williams (creative director of Penguin General) and Andrew Cowan (author and Senior Lecturer of Creative Writing at University of East Anglia).

The original EOTAS podcast, which was the first example of a podcast by a UK museum or gallery, told curators' and conservators' personal stories about some of the paintings on display at the V&A. It received a lot of press attention and was marketed on podcast directories worldwide, attracting more than 3,187 downloads in the first full month. The second strand was a video podcast of the six finalists in the short film competition. It achieved 606 downloads in the first full month – this is lower than for the podcasts (probably because video iPods are an even newer concept in the market). The final podcast showcased six V&A archive objects, and achieved 865 downloads in the first month.

Smaller, specialist or regional museums that participated: Museum of Army Chaplaincy, Hampshire; World of Glass, St Helens; Royal Cornwall Museum; Whitby Museum; Cannon Hall Museum, Barnsley; Touchstones Rochdale; Stoke Museum Service; Museum of Rugby; Heritage Motor Centre, Warwickshire; Coalport China Museum, Shropshire; Gorge Museum Trust, Shropshire and Hat Works, Stockport.

Every Object website visitor figures

	2004/5	2005/6
April	240	8,208
May	395	13,398
June	1,421	18,852
July	438	29,250
August	405	85,032
September	433	34,908
October	498	46,584
November	445	105,324
December	388	67,989
January	732	110,849
February	1578	107,720
March	2465	111,256
Total	9,438	739,370

8. Staff

Staff in post at 31 March 2006.

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)
- Post Vacant, PA to Director of L&I and Divisional Secretary (previously Caitlin Page who left July 2005 and Lisa McLean who was in the post August 2005 to January 2006) (1.0)
- Ruth Lloyd, International Strategy Steering Group Co-ordinator (started August 2005) (0.2)

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, started August 2005) (0.4)
- Susan McFarland, Every Object Tells a Story Project Manager (started April 2005; funded by DCMS/Culture Online) (0.4)
- Irini Papadimitriou, Every Object Tells a Story Administrator (funded by DCMS/Culture Online) (0.2)

Systems and Administration

Posts paid for by central staffing budget:

- Martin Wyatt, Head of Administration (1.0)
- Stephen Dolamore, Booking Systems Manager (1.0)
- Zoe Jackman, Bookings Team Leader (started August 2005 as replacement for Rebecca Philp who left in February 2005) (1.0)
- Jeannette Donnelly, Bookings Administrator (1.0)
- Kaia Charles, Bookings Administrator (1.0)
- Laura Evans, Bookings Administrator (1.0)
- Post vacant, Bookings Administrator (Alexandra Battson left in January 2006) (1.0)
- Clive Errington-Watson, Finance Assistant (1.0)
- Janet Warans, Administrative Assistant (0.8)
- Gordana Buck, Visitor Information Officer (0.8)
- Jim Divers, Audio Visual Officer (1.0)
- Ian Whittlesea, Audio Visual Assistant (0.6)
- Post vacant, Groups Manager (Kerry Lloyd left in September 2005) (1.0)
- Post vacant, Groups Assistant (Olivia Lowrey left in July 2005) (1.0)

Gallery Interpretation, Evaluation and Resources

Posts paid for by central staffing budget:

- Juliette Fritsch, Head of Gallery Interpretation, Evaluation and Resources (1.0)
- Stuart Frost, Gallery Educator, Medieval and Renaissance (1.0)
- Lucy Trench, Interpretation Editor (1.0)
- Colin Mulberg, Education Officer (0.6)
- Ben Walker, Print Editor (0.5)
- Post vacant, Resources Officer (Renée Anderson left October 2005) (0.6)

Externally funded posts:

- Nighat Yousuf, Gallery Educator, Islamic Middle East (funded by Jameel Foundation) (1.0)

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 (from October 2005; previously Marilyn Greene until Nov 2005) (0.4)
- Post vacant, Outreach Officer (0.6)

Externally funded posts:

- Emmanuelle Cirier, Support Worker (0.6) (funded by Access to Work)

Cultural Diversity Team

Posts paid for by central staffing budget:

- Rajiv Anand, South Asian Officer (started October 2005) (0.8)
- Christine Chin, Chinese Officer (1.0)

Externally funded posts:

- Marilyn Greene, Intercultural, Interfaith Officer (0.8) from Dec 2008 (Funded by HLF)
- Janet Browne, African Caribbean Officer (started March 2006; replacement for Jonah Albert who left in November 2005) (0.8) (Funded by HLF)

Cultural Ownership and Capacity Building Officer (HLF Diversity Project)

Externally funded posts:

- Machel Bogues, Project Manager (started September 2005) (1.0)
- Rosie Cooper, Administrator (started October 05) (0.6)

Learning Services

Posts paid for by central staffing budget:

- Morna Hinton, Head of Learning Services (1.0)
- Barbara Reid, Education Centre Programme Manager (previously job-sharing Acting Head of Adult Learning with Tina Sawyer, and also Image and Identity Co-ordinator till April 2005) (0.2)

Learning Administrators

Posts paid for by central staffing budget:

- Clare Cotton, Learning Administrator (1.0)
- Diana Deal, Learning Administrator (0.8)
- Ruth Lloyd, Learning Administrator (left full-time role in August 2005 to take up Exhibition Road Cultural Group and International Strategy work) (0.4)
- Irini Papadimitriou, Learning Administrator (started February 2006) (0.4)
- Emma Neave, Learning Administrator (started September 2005) (0.6)
- Beth Cook, Learning Administrator (started February 2006) (0.4)

Families and young people's team

Posts paid for by central staffing budget:

- David Judd, Creative Projects Manager and Acting Head of Families and Young People (1.0)
- Angela Saunders, Education Officer for families and young people (1.0)
- Jo Pettipher, backfill for David Judd as Families and Young People Education Officer; also retaining existing role as Learning Administration Team Leader (1.0)

Externally funded posts:

- Marnie Hardy, Image and Identity Project Co-ordinator (started April 2005) (0.6)

Adult Learning team

Posts paid for by central staffing budget:

- Madeleine Sarley Pontin, Head of Adult Learning (started July 2005, replacement for Barbara Reid –January to August 2006 – and Tina Sawyer – January to July 2006; post had been vacant since Imogen Stewart retired in July 2005) (1.0)
- Christina Shannon, Drop-in Programme Manager (started August 2005, replacement for Ruth Singer who left June 2005) (1.0)

- Anne Fay Courses Manager (started August 2005, replacement for Ann Dooley who left May 2005) (1.0)
- Hajra Shaikh, South Asian and Islamic Practical Courses Manager (joined on secondment from ASICD section July 2005) (0.55)
- Mary Le Comte, Wednesday Late View 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)

Formal Education team

Posts paid for by central staffing budget:

- Kara Wescombe, Head of Formal Education (1.0)
- Post vacant, FE/HE Education Officer (Sarah Saunders left 31 March 2006) (1.0)
- Helen Thomas, RIBA+V&A Architecture Education Officer (0.45)
- Stuart Shapro, Schools Receptionist (transferred to FE team from Systems and Administration January 2006) (1.0)

Externally funded posts:

- Helen Thomas, RIBA+V&A Architecture Education Officer (0.45)

The Online Museum

Posts paid for by central staffing budget:

- Gail Durbin, Deputy Director Learning and Interpretation and Head of the Online Museum (1.0)
- Mark Moxon, Senior Technical Manager (promoted to this post July 2005) (1.0)
- Toby Travis, Web Developer (managed by Mark Moxon, joined September 2005) (1.0)
- Mark Hook, Web Content Manager (1.0)
- Clare Goodwin, Web Content Manager (1.0)
- Joanna Cashmore, Web Content Manager, joined September 2004 replacing Mark Moxon, who was promoted (1.0)
- Dawn Steele joined November 2004, left March 2005 replaced by Paula Pinasco
- Paula Pinasco, Web Content Manager (temporary contract, joined September 2005) (1.0)
- Lisa Early, Multimedia Manager (joined January 2006) (1.0)
- Jo Salter, Web assistant (managed by Mark Hook, converted from OPA to permanent staff member 1 April 2006) (0.6)

L&I Totals

Posts paid for by central staffing budget:

52.3 FTE

Externally funded posts:

7.45 FTE

Grand total:

59.75 FTE

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

All externally funded by HLF:

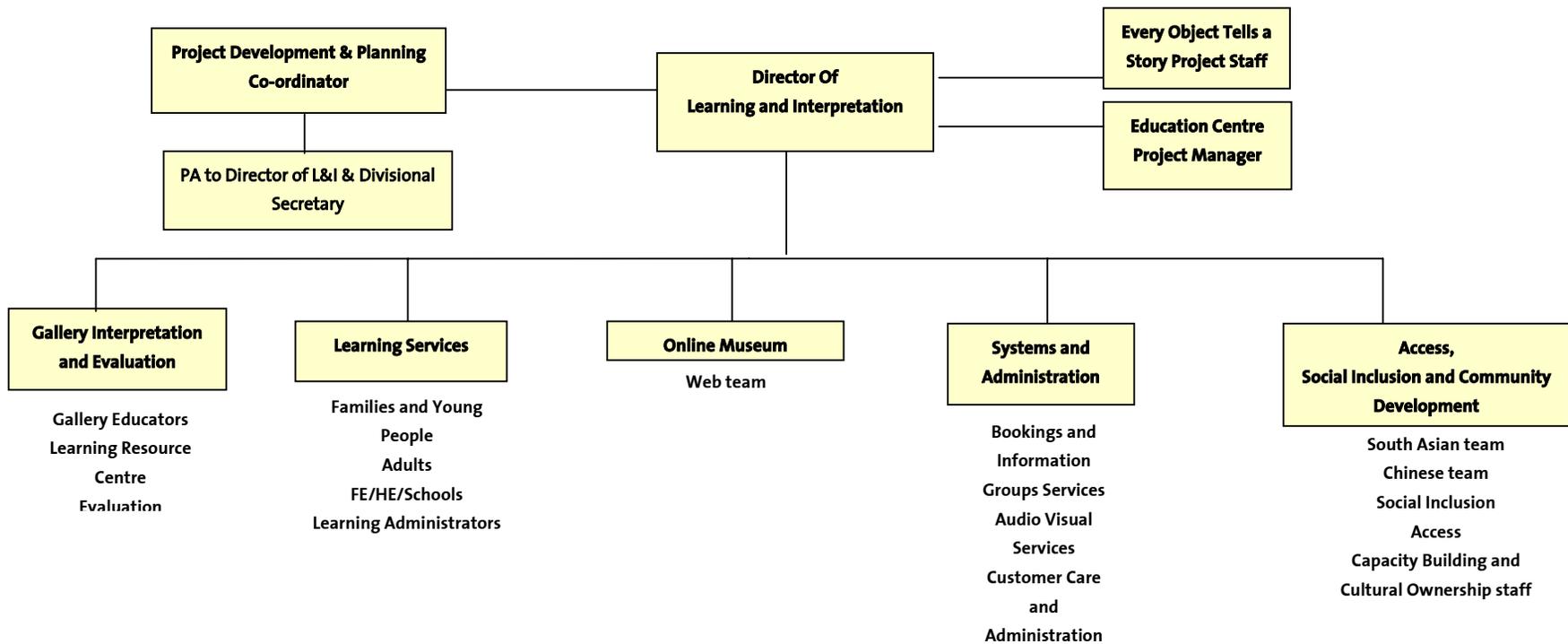
- Helen Mears African Diaspora Research Fellow, Research Department (0.8) started December 2005
- Shahid Bashir, Training Development Officer, Training Department (0.6) started September 2006
- Julie Begum, World in the East End Co-ordinator, Museum of Childhood (0.6) started October 2006

Web posts in other departments

Funded by Museum of Childhood:

- Yvonne Harrison Web Content Manager (joined September 2005, left March 2006) (1.0)

**Learning and Interpretation Division
Organisation Chart**



9 Appendices

9.1 Appendix 1: Publications

Anderson, David. 'Only Connect' in *Adults Learning*, Volume 17, Number 2, National Institute for Adult Continuing Education, Leicester, October 2005, pp. 16-17.

Durbin, Gail. 'Websites that encourage input from users' in J. Trant and D. Bearman (eds.). *Museums and the Web 2005: Proceedings*, Toronto: Archives & Museum Informatics, published March 31, 2005 at <http://www.archimuse.com/mw2005/papers/durbin/durbin.html>

Fritsch, Juliette. 'In the beginning...' in *Interpretation Journal*, Association for Heritage Interpretation, Spring 2005, pp. 15-18.

Frost, Stuart. 'Finest Hours' in *Times Educational Supplement*, 3 March 2006.

Nightingale, Eithne. Contributions to *Delivering Shared Heritage – the Mayor's Commission on African and Asian Heritage*, Greater London Authority, July 2005.

Nightingale, Eithne and Bagues, Machel. 'Hidden Treasure'. Article on the Heritage Lottery funded programme 'Capacity Building and Cultural Ownership – working with diverse communities' for *NCA News* (National Campaign for the Arts), March/April 2006.

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

Thomas, Helen. 'Colonising the Land' Chapter in *Transculturation: Cities, Spaces and Architectures in Latin America* Eds. Felipe Hernandez, Mark Millington, Iain Borden, Amsterdam and New York: Rodolphi, autumn 2005.

Trench, Lucy. Review of Amy Butler Greenfield, *The Perfect Red: Empire, Espionage and the Quest for the Colour of Desire*. For *Literary Review*, June 2005.

Trench, Lucy. Review of Amy Butler Greenfield, *The Perfect Red: Empire, Espionage and the Quest for the Colour of Desire*. For *Text: For the Study of Textile Art Design & History*, vol. 33, 2005–6.

Yousuf, Nighat. 'Gallery Interpretation' in *The Making of the Jameel Gallery of Islamic Art at the Victoria & Albert Museum*. Edited by Rosemary Crill and Tim Stanley, V&A Publications, 2006.

9.2 Appendix 2: Professional Lectures and Conference Papers

Anderson, David. 'Integrated working: new audiences'. Lecture at the International conference, *All Aboard: Cross-domain Working in Action*, organised jointly by the London Museum Librarians and Archivists Group (LMLAG) and the National Maritime Museum, Greenwich, London, held at the National Maritime Museum, 14 April 2005.

Anderson, David. 'New lamps for old : Museums in the learning age'. Plenary lecture at *Politics and Positioning*, the Museums Australia National Conference, 1–4 May 2005, organised by Museums Australia, held at the ABC Centre, Sydney, Australia, 4 May 2005.

Anderson, David. 'New lamps for old: Museums in the learning age'. Special lecture, organised by the National Gallery of Victoria, held at the National Gallery of Victoria, Melbourne, Australia, 5 May 2005.

Anderson, David. 'The future of museum education', special presentation at a colloquium, organised by the National Portrait Gallery, held at the National Portrait Gallery, Brisbane, Australia, 6 May 2005.

Anderson, David. Chair of the research seminar, 'Learning through Culture is Working : Briefing Session on Interim Findings from the DfES Museums and Galleries Education Programme Phase 2 (MGEP2)', organised by the National Association for Gallery Education (engage) for DfES, held at the Victoria and Albert Museum, London, 26 May 2005.

Anderson, David. 'Distributed Museum : Distributed Minds'. Lecture for the conference, *Museums of the Future*, organised by Museums Hojskolen, held at the National Museum, Copenhagen, Denmark, 13 June 2005.

Anderson, David. 'Are cultural rights intrinsic or instrumental?' Lecture at the international conference, *Lifelong Learning in Museums and Galleries : A Life-changing*

Experience, organised by the Moderna Museum, held at the Moderna Museet, Stockholm.

Anderson, David. 'What is the role of national museums?' Special lecture in the series, *Museumweiterdenken: Impulse zur Profilierung des Neuen Landesmuseums Zürich*, organised by Schweizerische Nationalmuseen, Zurich (SLM), Switzerland, held at SLM, 20 June 2005.

Anderson, David. 'Cultural institutions and cultural rights'. Presentation at the conference, *Exploring Internationalism*, organised by London 2012, held at UEL (University of East London) Docklands Campus, London 22 June 2005.

Anderson, David. 'Museums, participation and identity'. Lecture at the conference, *The Educational Role of Museums*, organised by the Museums Council of Iceland, held at the National Gallery of Art, Reykjavik, Iceland, 21 October 2005.

Anderson, David. Speaker at the concurrent session, *Ten Golden Rules for Virtual Collections*, at the Museums Association Annual Conference, 24–26 October 2005, organised by the Museums Association, held at the Queen Elizabeth II Conference Centre, Westminster, London, 24 October 2005.

Anderson, David. 'Heritage, identity, rights and values'. Keynote speech at the conference, *Loud and Clear: Empowering the Voice of Heritage*, 25–26 November 2005, organised by the Northern Ireland Museums Council, held at the Armagh City Hotel, Armagh, 26 November 2005.

Anderson, David. 'Envisioning the Future Across Cultures: Museums as national and civic centres for education'. Keynote lecture at the International Symposium World Report: *Exploring Avenues of Museum Education – for families, schools and communities*, held at the Heiseikan Auditorium, Tokyo National Museum, Tokyo, 4 February 2006.

Anderson, David. 'International Perspectives: Museums, young people and learning in the United Kingdom'. Presentation at the conference *Remix or Sampling*, organised by the Cultural Department of the City of Copenhagen, held at the Danish Film Institute, Copenhagen, 1 March 2006.

Cashmore, Joanna & **Travis**, Toby. 'Encouraging Visitor Involvement on the V&A Website'. Demonstration at the conference *Museums and the Web 2006*, Albuquerque, New Mexico, 25 March 2006.

Chin, Christine. 'Chinese calligraphy and spirituality'. Lecture and workshop for international students and guests at the *Atlantic College Inter-Faith Conference*, Vale of Glamorgan, Wales, 12–14 August 2005.

Coldicutt, Rachel and **Streten**, Katie (Channel 4). 'Democratise and Distribute: Building a Many-to-Many Content Model'. Museums and the Web conference, Vancouver, 16 April 2005.

Durbin, Gail. 'User-generated content on the V&A website'. Presentation given to Education and Web staff at the Metropolitan Museum, New York, 11 April 2005.

Durbin, Gail. '50 ways to make your site communicate in two directions'. Mini workshop given at Museums and the Web 2005, Hyatt Regency Vancouver, British Columbia, Canada 15 April 2005.

Durbin, Gail. 'User-generated content in a museum context'. Lecture given at Teaching and Learning with Technology and Art and Design Communication, University of the Arts, London, 15 September 2005.

Durbin, Gail. 'Managing a museum website'. Lecture given to MA students, Museum Studies Department, University of Leicester, 26 October 2005.

Durbin, Gail. 'Putting the V&A Collections on the Web'. Lecture given at the Crafts Council annual study day for ceramics curators at Stoke-on-Trent Museum, 2 November 2005.

Durbin, Gail. 'An educator's guide to user-generated content'. Lecture given at the Group for Education in Museums ICT training day at the British Museum, London, 7 February 2006.

Durbin, Gail. 'Online activities and their implications'. Lecture given to Museum without Frontiers conference, at Sheppard Hotel, Cairo, Egypt, 11 March 2006.

Durbin, Gail 'Is there anyone out there? Finding out about how our websites are used'. Mini workshop given at Museums and the Web 2006, Hyatt Regency Albuquerque, New Mexico, USA, 24 March 2006.

Elliott, Laura. 'Social Inclusion in the V&A'. Talk to the Kensington and Chelsea Social Council. Isaac Newton Centre, 25 August 2005.

Fritsch, Juliette, and **Moussouri**, Theano. 'Visitors interpretive strategies in an Islamic art gallery', Visitor Studies Association USA Conference and AGM, August 2005.

Fritsch, Juliette. 'Interpreting the collections: how the V&A is taking forward the British Galleries museum development through display development', National Museum of Scotland, October 2005.

Fritsch, Juliette. 'Interpreting the collections: a visitor focused approach', Instituto Beni Culturali Bologna, October 2005.

Fritsch, Juliette. 'Can we use Kolb as an interpretive planning tool?', Dutch Museums Association Conference and AGM, November 2005.

Fritsch, Juliette. 'A visitor focused approach to interpretive planning'. Seminar for MA Museum Studies, Reinwart Academy students, Amsterdam.

Fritsch, Juliette. 'Case Studies in Evaluation'. Seminar, and practical evaluation exercise in the V&A galleries, Museology and Museum Education module, Institute of Education and V&A Masters degree, January 2006.

Fritsch, Juliette. 'Developing interactives at the V&A'. Seminar and practical evaluation exercise in the V&A galleries, for MA Museum Studies Greenwich University students, February 2006.

Fritsch, Juliette. 'A visitor focused approach to interpretive planning'. Seminar and practical evaluation exercise in the V&A galleries, for MA Museum Studies UCL Institute of Archaeology students, February 2006.

Frost, Stuart and **Motture**, Peta. 'Art, Audiences and Access: Redisplaying the Medieval and Renaissance Collections at the V&A'. Paper given at the College Art Association Conference at a session on the redisplay of collections hosted by the Museum of Fine Arts, Boston, 3 February 2006.

Ginley, Barry. 'Sounding Architecture', part of a project run by the Serpentine Gallery, seminar hosted at the V&A, 4 November 2005.

Ginley, Barry. 'Art Beyond Sight', Museum of Modern Art, New York, 15 October 2005.

Ginley, Barry. 'Culture, creation, handicap', Lyon, France, 5 December 2005.

Hinton, Morna. 'Designed for Learning: the V&A British Galleries'. Paper presented at *Apprendre dans les musées d'art?/Learning in art museums?*, the Louvre, Paris, 15 April, 2005.

Hinton, Morna. 'Engaging visitors: Learning and Interpretation in Museums'. Paper presented at the UK Trade and Industry Cultural Heritage seminar, part of *China International Travel Mart*, Kunming, China, 25 November 2005.

Hinton, Morna. 'Plans for the V&A Open Learning Zone'. Talk to University of Leicester Museums Studies MA students, V&A, 6 December 2005.

Hardy, Marnie. 'Image and Identity – A Strategic Commissioning Project'. Presentation to Institute of Education MA students. V&A, February 2006.

Hardy, Marnie. 'Image & Identity – Young People's Conference'. Welcome and Closing address to young people, teachers and youth workers from six regions of the UK as part of the Image & Identity national regional partnership project.

Hook, Mark. 'Revealing Hidden Content: How the V&A website has been transformed to help our visitors find what they want' at *Museums and the Web 2005*, Vancouver, 16 April 2005.

Judd, David. 'Becoming Family Friendly'. Lecture for Belgium Museum Educators, BELvue Museum, Brussels, 14 November 2005.

Nightingale, Eithne, with Miles, Rosie and Tulloch, Carol. 'V&A: A case study in integrating diversity within an organisation.' Lecture to the staff at Tate Britain, 23 June 2005.

Nightingale, Eithne. 'Working in Partnership.' Welcome and introductory talk at the conference, *Commissioning: the Way Forward* on commissioning voluntary service in

the arts organised by Kensington and Chelsea Social Council held at the V&A, 7 February 2006.

Nightingale, Eithne. 'Access, Inclusion and Diversity at the V&A'. Talk given to students on the MA Museum Studies course at Leicester University, V&A, 6 December 2005.

Nightingale, Eithne. 'V&A's work with the Chinese community'. Talk given to a conference on Chinese heritage organised by the Greater London Authority, National Portrait Gallery, 23 March 2006.

Saunders, Angela. 'Family activities at the V&A'. Talk to University of Leicester Museums Studies MA students, V&A, 6 December 2005.

Thomas, Helen. 'Building – Archive' Paper at *International Congress of Architecture Museums UK and Ireland (ICAMUKI) Conference*, RCAHMS, Edinburgh 10 June 2005

Thomas, Helen. 'Revealing the Archive' Paper at *Design Historians Conference*. London Metropolitan University. 9 September 2005.

Trench, Lucy. 'Gallery Text: Medium and Message'. Lecture to students doing a Masters in Museum Studies at UCL Institute of Archaeology, 9 February 2006

Wescombe, Kara. 'Using the V&A for teaching and learning in Design', lecture to Design & Technology teachers organised by the Specialist Schools Trust, V&A, 20 May 2005.

Yousuf, Nighat. 'Designing and Developing Interpretation for the Jameel Gallery of the Islamic Middle East.' Lecture given to MA students of Museums and Galleries in Education Masters course at the Institute of Education, 14 February 2006.

9.3 Appendix 3: Audience Research

Audience Focus Ltd. *Jameel Gallery of the Islamic Middle East Formative Evaluation Report*. August 2005. Commissioned by Nighat Yousuf.

Audience Focus Ltd. *Continuing Professional Development Courses for FE/HE Lecturers*. August 2005. Commissioned by Juliette Fritsch.

Buss, Juliette. *British Galleries Learning Resource Evaluation*. September 2005.
Commissioned by Juliette Fritsch.

Cook, Beth. *Africa 05 Events*. December 2005. Commissioned by Eithne Nightingale and Juliette Fritsch.

Cook, Beth. *Sacred Silver and Stained Glass Opening Education Weekend*. January 2005.
Commissioned by Eithne Nightingale and Juliette Fritsch.

Downing, Dick and **Jones**, Megan. *NFER Participant Seminar exploring the professional development opportunities for teachers and youth workers offered by the Image & Identity Scheme*. 15 March 2006. Commissioned by Barbara Reid.

Susie Fisher Associates. *The V&A Schools Service*. April 2005. Commissioned by Kara Wescombe and Juliette Fritsch.

Susie Fisher Associates. *Jewellery Gallery Front-end Research*. August 2005.
Commissioned by Juliette Fritsch.

McLean, Professor Fiona. *Identifying with the Objects: The Image & Identity Project*.
October 2005. Commissioned by Barbara Reid.

McManus, Dr Paulette. *Gallery Label Text & the V&A Text Guidelines*. April 2005.
Commissioned by Juliette Fritsch.

External Partnership Research Projects:

Salford University, A study of family group visitors in UK museums and art galleries
Phase 2

King's College London, Enhancing interpretation: new technologies in art and
decorative art museums

Visitor profiling of exhibitions and events:

- International Arts and Crafts
- Diane Arbus
- New Photography and Video from China
- Touch Me
- Import Export
- Anna Piaggi

Research undertaken by post-graduate students:

Fujishiro, Satoko. Evaluation of audio programmes and film rooms in the British Galleries, University of Leicester MA Museum Studies.

9.4 Appendix 4: UK Working

Anand, Rajiv

- Worked with the Punjabi Theatre Academy on the 'Lion of Punjab' exhibition as an educational adviser to the theatre panel.
- Helped to organise a Parliamentary launch for 'Lion of Punjab' project at Millbank, House of Commons, March 27 2005.
- Liaised and built partnerships with cultural organisations for the Diwali festival. These organisations included Swami Nariyan Temple and Nehru Centre.

Anderson, David

- David Anderson continued in his role of co-chair (with Rita Gardner, Director of the Royal Geographical Association) of the Exhibition Road Cultural Group (ERCG). Ruth Lloyd became co-ordinator in August 2005. During this period, the ERCG worked closely with the Marketing sub-group to create a brand for use on the Group's publications, website and other public resources; the proposals developed by the consultants, Jane Wentworth Associates, went through several stages before finally evolving into an imaginative and practical design which won universal support of ERCG members as well as the architects Dixon Jones and RBKC.
- The ERCG also ran a series of very popular public events. Work continued on the evolution of the ERCG to become a charitable company limited by guarantee. Final negotiations on the legal framework for the organisation continued into the subsequent financial year.
- David Anderson continued in his role of Chair of clmg (the campaign for learning in museums and galleries). In 2005–6, the organisation (which develops policy in the field of museums and education, and initiates and manages action research projects) won funding of £70,000 from the Home Office to research and published *Culture Shock*, a report on the potential of museums as sites of acculturation for refugees, asylum seekers and other migrants. It also developed initial proposals for a future project on museums and mental wellbeing, Museums of the Mind.
- During the period covered by this report David Anderson worked with Jude Kelly, who has led the cultural element of the UK 2012 Olympics bid, since 2003. Following the success of London's bid in July 2005, Jude Kelly asked him to chair a small advisory committee to develop proposals for arts, sport and community

education. This group delivered its preliminary report to Jude Kelly in February 2006.

Bogues, Machel

- Advised the House of Commons on their exhibition to commemorate the parliamentary abolition of the Slave Trade in 2007.

Browne, Janet and Bogues, Machel

- Advised the Mayor of London's Team on their Black History Season 2006 programme 'Kulture 2 Couture': a showcase platform for African and Caribbean fashion design talent to be hosted at the V&A each year from November 2006 that will engender a sustained relationship with the Greater London Authority to develop new audiences.

Chin, Christine

- Hosted on behalf of the V&A the London International Model United Nations conference on Fri 17 February 2006, which was attended by Lord Hanney of Chiswick. This collaboration involved training sessions for the students as well as keynote lectures.

Durbin, Gail

- Mentor for Museums Association AMA.

Elliott, Laura

Laura Elliott was visited by fellow professionals from museums and community groups in connection with information and advice on partnership working with communities, work experience placements, and projects:

- Saira MacNichol, Head of New Audiences, National History Museum
- Kate Chester, Employment and Training Manager of East Thames, Stratford, London in relation to four work experience placements that were set up and run with Technical Services in 2005
- Amy Bick, Media Executive for CRISIS, London, in connection with arts projects for homeless people
- Simon Powell, Arts Manager for Thames Reach Bondway, to set up the 'Stages' art project, which took place from March to May 2006
- Julie Massey, Museum Development Officer for Hertfordshire Museums
- Julia Basnett, Education Manager, Brighton and Hove Museums

- June Barnes, Group Chief Executive, East Thames, in relation to the 'Inspired by the V&A... Fashion Project', part of the TROIKA project with the National Art Gallery and National Theatre.
- Josie Reader, Development Training Officer, Training Department, Kensington and Chelsea Social Council
- Lily Ostasiewicz, New Horizons Outreach Worker, Open Age South Office
- Donald Kenrick, Gypsy Welfare Committee
- Terry Garrat, Goals Project Director, Goals Project, Park Royal in relation to project work undertaken at the V&A in July 2005

In addition, Laura Elliott:

- Organised and attended a meeting with representatives from NIACE, MLA North West and Tyne and Wear Museums at NIACE HQ to evaluate 'Inspired By' 2005 and discuss future developments, 17 August 2005
- Visited Hertfordshire Museums to present 'Inspired By' in the regions, 31 August 2005
- Visited Bodelwyddan Castle Trust, Wales to present 'Inspired By' in the Regions, 12 September 2005

Fritsch, Juliette

- Member of the Working Group 'the Visitor Experience' for the Houses of Parliament redevelopment scheme
- Member of the London Museums Heads of Interpretation professional network

Ginley, Barry

Barry Ginley advised the following museum professionals on issues relating to access:

- Johanna Kociejowski, Dulwich Picture Gallery
- Louise Coysh, Serpentine Gallery
- Lucy Amos, Museum of London

Hardy, Marnie

Marnie Hardy was Project Manager of 'Image and Identity' a national regional partnership project for young people throughout the period covered by this report. In connection with this she undertook the following work.

- Chaired the bi-monthly meetings of the project steering group that took place throughout the year, with each partner hosting one meeting per year at their venue.
- Visited each of the partner museums independently throughout the year to support and advise on project progress.

- Visited Image & Identity exhibitions at Birmingham Museums & Art Gallery and Tyne & Wear Museums .
- Met with Simon Gould, Learning and Access Co-ordinator and two Learning team colleagues from NMSI Wroughton – Science Museum to discuss V&A and NMSI Strategic Commissioning Projects. February 2006

Hinton, Morna

- Member of the V&A's UK Working Group between April 2005 and August 2005, and the UK Steering Group from September 2005 to March 2006
- Attended meetings of the NMDC Learning and Access committee
- L&I senior management responsibility for the national partnership project Image and Identity
- Member of the Education and Skills Working Group for DfES's Creative Economy Programme
- Advised colleagues from the Wallace Collection and the St Bride Institute about learning programmes
- Ran a seminar on object-centred interpretation in the British Galleries for colleagues at the Science Museum

Judd, David

- Gave a talk and tour about the learning theory behind British Galleries, and the development of the interpretative devices to the ICOM Design Group.

Nightingale, Eithne

- Supported development of regional *Inspired By...* exhibitions. Opened the *Inspired By...* exhibition at the Shipley Art Gallery, Tyne and Wear on 21 May 2005 and attended the opening of the *Inspired By...* exhibition at Manchester City Art Gallery on 25 May 2005.
- Distributed and advised on the V&A's Access, Inclusion and Diversity Strategy, Implementation Plan and related papers to:
 - national and regional museums including National History Museum and Tate
 - students and other interested individuals
 - professional organisations e.g. ALM London
- Advised ALM London on their Diversity Strategy.
- Advised black and Asian heritage organisations on HLF funding applications and potential partnerships.
- Served as board member of 'Cultural Co-operation'.

- Liaised with Greater London Authority over the launch of the *Delivering Shared Heritage – the Mayor’s Commission on African and Asian Heritage* at the V&A in July 2005, and on implementation of key recommendations.

Nightingale, Eithne and Rekhi, Priya

- Advised the Maharaja Duleep Singh Centenary Trust about a Sikh heritage trail, the Mela celebration hosted at the V&A on 19 October 2006 and other Sikh initiatives.

Nightingale, Eithne and Albert, Jonah

- Worked with Africa Europe Forum, carnival organisations, African community organisations, artist and other creative practitioners on the development of Africa 2005.

Nightingale, Eithne and Greene, Marilyn

- Worked with Spiro Ark and other Jewish and Christian organisations and creative practitioners on the development of the week-end activities around the Sacred Silver Gallery.

Restall, Hayley

- Hayley Restall led the development on the Audience Development Strategy for the Exhibition Road Project. This was funded by the HLF, in preparation for a larger bid to HLF for renovation of the tunnel that runs below Exhibition Road. As part of this, the consultants Morris, Hargreaves, MacIntyre undertook an invaluable survey of current and potential use of the area of adults living in Greater London, the final results of which were produced in the following financial year.

Sarley Pontin, Madeleine

- Met with Margaret O’Brian from the British Museum to discuss programme planning for adult audiences.
- Met with Professor Jean Stubbs, Caribbean Studies Dept, of London Metropolitan University to discuss the Ché Guevara adult learning programme.

Saunders, Angela

Angela Saunders was visited by fellow professionals and students in connection with information and advice on Gallery Activities and Family Programmes:

- Dr Ela Beaumont, Research Fellow Adelphi Research Institute, School of Art and Design, University of Salford
- Fotini Larkou, Ph.D. student, Cyprus

- Isabel Santos, Ph.D. student, Portugal
- Lucy Hopkins, Education Officer, Think Tank, Birmingham
- Litza , Education Officer, Museum of Fine Art, Budapest
- Prof. James Bradburne, Webster University, USA
- Holly R. Witchey, Ph.D., Manager for Media Initiatives for the Cleveland Museum of Art in Ohio and showed her round 'Touch Me' exhibition.

Shannon, Christina

- Met with French Cultural Attaché to discuss possible ways in which Talks and Tours in French could be promoted .
- Mentored Pippa Sherrif, an MA student on a placement from Leicester university who was working on a pilot Adult Drawing Resource.
- Met with colleagues from the Van Gogh Museum Amsterdam to discuss ways of promoting learning through practical demonstrations.
- Welcomed to the V&A colleagues from the South Bank Arts Centre.
- Mentored Katie Anne Best, a researcher from Oxford College London, researching into Tour Guides for her doctorate.

Thomas, Helen

- Welcomed to the V&A Polly Gifford, Head of Education, and Celia Davies, Head of Exhibitions at the Bexhill Pavilion, Bexhill-on-Sea, and showed them the Architecture Gallery and Architecture Study Rooms, and discussed the Architecture programme, 12 April 2005
- Welcomed to the V&A Nathalie Weadwick, Deputy Director of the Architecture Foundation, and showed her the Architecture Gallery and Architecture Study Rooms, and discussed the Architecture programme, 18 June 2005
- Welcomed to the V&A Christine Stewart, Education Manager from Barbican Centre and showed her the Architecture Gallery and Architecture Study Rooms, and discussed the Architecture programme, 16 November 2005

Wescombe, Kara

- Attended a Museums, Libraries and Archives Council teachers event at the Tower of London to promote the V&A schools service, 14 November 2005.
- Welcomed Natasha Ludlam from the British Postal Museum, showed her the British Galleries and discussed our schools resources, 3 February 2006.
- Attended a Heritage Lottery Fund seminar at the Museum of London and discussed the V&A's work in the area of formal education, 14 March 2006.
- Welcomed Catherine Smith from Open House and discussed the V&A's Architecture for Schools programme, 29 March 2006.

Yousuf, Nighat.

- Liaised and built partnerships with cultural, community and educational organisations for the opening of the Jameel gallery of the Islamic Middle East, including The Prince's School of Traditional Arts, Mansoojat Foundation, Royal Embassy of Saudi Arabia, The Iran Society, Iran Heritage Foundation, al-Farasmaq Arabic school, Turkish Education Group, Iranian Community Centre Harrow, Newham Sixth Form College, City and Islington College, Halkevi – Turkish and Kurdish Community Centre, Hackney Community College .
- Advised, liaised and built partnerships with Leighton House, Sheffield Millennium Galleries, IslamExpo, Festival of Muslim Cultures.

9.5 Appendix 5: International Working

Anderson, David

- Following Deborah Swallow's departure in September 2004, David Anderson has been responsible for coordination of the V&A's International Strategy, and Adrian Ellis Associates were taken on as consultants. During the summer of 2005, the International Project Board, consisting of representatives of the departments principally involved in international work, met to develop strategic proposals, and to consider drafts of the strategy. Adrian Ellis gave a presentation to the Trustees on 21 July 2005 on museum developments in an international context. At its September meeting, Trustees approved the proposed strategy and action plan. This is now being implemented. Early initiatives in the period to March 2006 included exploratory discussions with museums in the United States, India and China and the feasibility of strategic partnerships, and the early stages of development of a costing model for international activity.
- David Anderson spoke at a number of international conferences and professional events. These are listed in Appendix 2.
- Over the year David Anderson has had 23 separate visits from overseas visitors to the V&A. In date order, they were: Yoshi Miki from the National Museum of Japan; visitors from the Museum of Fine Arts, Budapest; Elaine Heuman Gurion, US museum consultant; Sonja Sugerman from the University of Washington; visitors from the Cultural Administration of Korea; ADS China visitors; Jana Manuelpillai from the Gallery of Interpretation, Mexico; Birte Lundgren from the Archaeological Museum in Denmark; visitors from the Thailand Creative Design Centre; visitors from the Shanghai Museum; Marieke Burgers from Museumshojskolen (the Danish Museum Training Institute), Soro; visitors from the Shanghai Creative Industries

delegation (organised by the British Council); Rahim Mashaei; Ilana Gatti Vascioncelos, UCLA Fowler Museum of Cultural History; Regis Cochefert from France; Gabrielle Stoeger from Vienna; Helena Friman, Stockholm Education; Helen O Donoghue, Head of Education, Irish Museum of Modern Art; Padmini Sebastian from the Immigration Museum in Melbourne, Australia; Gerte Nymark from Denmark; Suay Askoy from the Turkish Historical Association; Keiko Kuroiwa from Tokyo; Barbara Horn from Museums Victoria, Melbourne, Australia; Andre-Marc Delocque Fourcaud from the Museum Directory, France; and Sonnet Takahisa from New Visions for Public Schools, New York.

Cirier, Emmanuelle

- Gave a guided tour of the *Inspired By...* display at the V&A to a group of international students brought to the V&A by NIACE and willing to act as ambassadors of the competition abroad. A group of five international students visited with the aim to reproduce the V&A annual art and crafts competition and display in their own countries. The students came from Slovenia, Iceland, Switzerland, Cyprus and Romania.
- Visited Ruth Kahn, Accessibility Assistant at the Museum of Fine Arts, Boston to exchange ideas on issues related to getting disabled communities, in particular deaf visitors, to visit museums and take part in activities and events.

Ginley, Barry

Barry Ginley advised the following museum professionals on issues relating to access:

- Marie Dubrulle, Musée Picasso, Access to Disabled People, France
- Nathalie Boutinaud, Centre Jacques Cartier
- Ruchika Singh, Student, India, Access policies for disable access, V&A
- Renske de Groot, Foam Fotografiemuseum, Amsterdam
- Mr Koichi Igareshi, Executive Director, Japanese Association of Museums
- Professor Eiji Mizushima, Tokiwa University
- Sasipan Srivilailuck, University of Perth, Australia
- Rebecca McGinnis, Metropolitan Museum of Art, New York
- Hannah Goodwin, Boston Museum of Fine Art
- Beth Zearth, Smithsonian Museum, Washington DC
- Diane Gallinger, Canada
- Hélène Pagé, Musée de la Civilisation, Québec

Chin, Christine

- Invited by the Rt. Hon. Jack Straw MP to celebrate the Lunar New Year 2006 at the Foreign and Commonwealth Office on 9 February 2006.

- Visited museums in Hong Kong – the Hong Kong Museum of History, the Hong Kong Museum of Science, the Heritage Museum, and the Museum of Tea. February 2006.

Durbin, Gail

Visits to discuss web and new technology issues were made by:

- Rosanna Flouty, Guggenheim Museum, New York
- Bruce Boucher, Chicago Institute of Art
- Gert Nulens, Vrije Universiteit, Brussels

Hinton, Morna

- Was interviewed by Japanese academic Yuko Shioji about the British Galleries, 6 September 2005
- Welcomed Rob Gebert from the Arts Centre in Melbourne on 21 September 2005
- Was a member of the UK ‘Cultural Heritage’ mission to China 17 – 27 November 2005, funded by UK Trade and Investment and organised by the China Britain Business Council

Judd, David

Gave introductions to visitors Interest in the British Galleries and provision for families and young people to:

- Kati Tari, Quebec Museum Consultant
- Yuko Shioji, Hannan University
- Kay Kerman, University of Ottawa

Mulberg, Colin

Colin Mulberg discussed interpretation in the galleries with delegations from:

- Peter and Paul Fortress, Russia
- Shanghai Science and Technology Museum

Nightingale, Eithne and Rekhi, Priya

- Liaised with the British Council in Chennai, India, and with photographer Allan Parker over an exhibition in Chennai of the Mela portraits taken in West London, Bangalore and Chennai.

Pettipher, Jo

- Jo welcomed Holly R. Witchey, Ph.D., Manager for Media Initiatives for the Cleveland Museum of Art in Ohio on 25 September 2005, and took her round ‘HearWear: The Future of Hearing’.

Shannon, Christina

- Met with colleagues from the Van Gogh Museum Amsterdam to discuss ways of promoting learning through practical demonstrations.

Thomas, Helen

- Welcomed to the V&A Jannie Bendsen, Education Manager of the Dansk Arkitektur Centre and showed her the Architecture Gallery and Architecture Study Rooms, and discussed the Architecture programme, 14 April 2005.
- Welcomed to the V&A Tom Avermaete, Archivist of the Vlaams Architectuurinstituut Antwerp and showed him the Architecture Gallery and Architecture Study Rooms, and discussed the Architecture programme, 19 May 2005.
- Welcomed to the V&A Francesca Ferguson, Director of the Architekturmuseum Basel and showed her the Architecture Gallery and Architecture Study Rooms, and discussed the Architecture programme, 7 October 2005.

Wescombe, Kara

- Welcomed John Neylon from the National Art Gallery of South Australia to discuss schools service at the V&A, 15 April 2005.

Yousuf, Nighat

- Advised the Musée du Louvre on Interpreting Islamic Art in preparation for the Louvre's new Islamic wing. This was in the form of an initial meeting, telephone conference and sharing of information by providing Jameel Gallery evaluation studies and other literature.