



MUSEUM *of*
RICHMOND

IMPACT *REPORT*

April 2017 to March 2018

Museum of Richmond, Second Floor, Old Town Hall, Whittaker Avenue, Richmond, TW9 1TP

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Vision Statement

The Museum of Richmond will be recognised as the heart of the local community and a place of which both the community and the Council will be truly proud. It will be a challenging, inviting and popular focus enabling all to interact with Richmond's unique and extensive heritage.



Mission Statement

The Museum of Richmond seeks to preserve, interpret and communicate the material evidence of Richmond's past for the public's benefit, education and enjoyment.



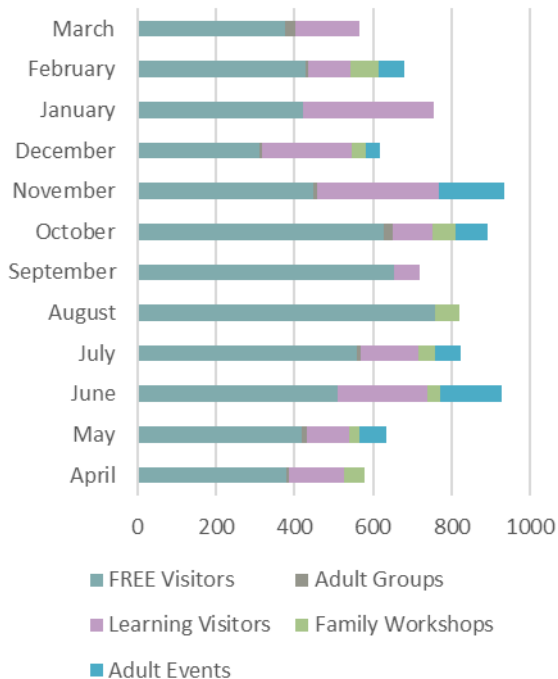
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Figures for 2017/2018

8,945 TOTAL VISITS
98% Rate us 4 or 5 out of 5
5,886 FREE VISITS

2017/2018 Visits by Type



OVER 1,000 OF OUR 5,000
OBJECTS
recorded and made accessible online

WE WORKED WITH 15 LOCAL
PARTNERS AND FUNDERS

3 EXHIBITIONS

30 ACTIVE VOLUNTEERS

60 YOUNG PEOPLE ENGAGED
through Arts Award, National
Citizenship Service, volunteering,
work experience and the Young
Curators panel

1,937 SCHOOL VISITS
for National Curriculum focused workshops

380 CHILDREN AND ADULT ATTENDEES
at family workshops

812 OUTREACH ENGAGEMENTS
at handling workshops, talks and fairs

642 EVENT ATTENDEES

GROWING SOCIAL MEDIA FOLLOWING
Facebook: 448 (increase of 16% or 65 followers)
Twitter: 809 (increase of 24% or 158 followers)
Instagram: 402 (increase of 240% or 284 followers)



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Fundraising + Finance

£80,000

CORE COUNCIL FUNDING
from London Borough of
Richmond upon Thames

£5,615

FUNDRAISING EVENTS

£8,319

DONATIONS AND
INDIVIDUAL GIVING

£1,701

MEMBERSHIP FEES
Annual and Lifetime
Friends of the Museum

£6,351

LEARNING INCOME

£2,091

SHOP INCOME

£8,276

LEARNING GRANTS

£18,560

EXHIBITION AND COLLECTIONS
CARE GRANTS



Trumpeters' House, setting for the Garden Party fundraisers



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COLLECTIONS + ACCESS

We tell the story of Richmond through the objects we care for and enable our visitors to encounter these objects and to learn about the local area

We are Accredited.



This means that we meet National standards of best practice in relation to collections care and visitor service as outlined by Arts Council England.

A Favourite Story.

The story of Richmond Palace, a favourite among Tudor Royals and the place where Elizabeth I died, is important locally and nationally. As the Palace no longer exists we are uniquely placed to tell this story and display original Tudor bricks and stained glass from the Palace as well as fragments of Elizabethan decoration.



We are Increasing Access.

The Digitisation Project was started in 2016 and has continued through 2017/18. Volunteers are photographing, measuring and updating the record we have for each object in our online database.



We aim for all of our objects to be available online so that our visitors and researchers can find out more about the collection we care for.

We are also using these improved records and new images of our objects to highlight interesting stories about our collection on Social Media, again making these objects more accessible to a wider audience.



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DISPLAYS + CHANGING EXHIBITIONS

Through our displays and changing exhibitions, we play a significant role in creating a sense of place for all residents and tourists, playing an important role in making Richmond an attractive place to live and visit

The Royal Star & Garter—temporary exhibition

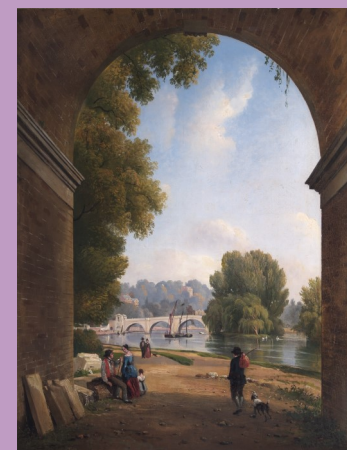
This exhibition told the story of a local institution and the way we cared, and continue to care for our retired servicemen and women. Over the last 100 years The Royal Star and Garter provided a home for retired and injured service men and women and in the early years pioneered competitive sport for disabled people .



- œ The exhibition was formally opened by HRH Princess Alexandra, patron of both the Museum and The Royal Star & Garter Home
- œ Funded by The Royal Star & Garter Home
- œ Engaged with 2,185 visitors, plus 82 adults and children as part of the associated

Old Palace Lane—temporary exhibition

Explored the history of Old Palace Lane, arguably Richmond's most historic street. Its story mirrors that of Richmond more generally, so this exhibition expanded on the stories we tell through our permanent displays and highlighted key social and architectural developments that had wider implications for the Town.



- œ Funded by Civic Pride (LBRUT) and generous local residents
- œ Worked extensively with residents of the Lane to make the exhibition a success. Some even supported the exhibition by having information panels in their front gardens
- œ Created a booklet with the Richmond Local History Society and an Audio Guide App of a tour of the Lane
- œ Engaged with 2,923 visitors

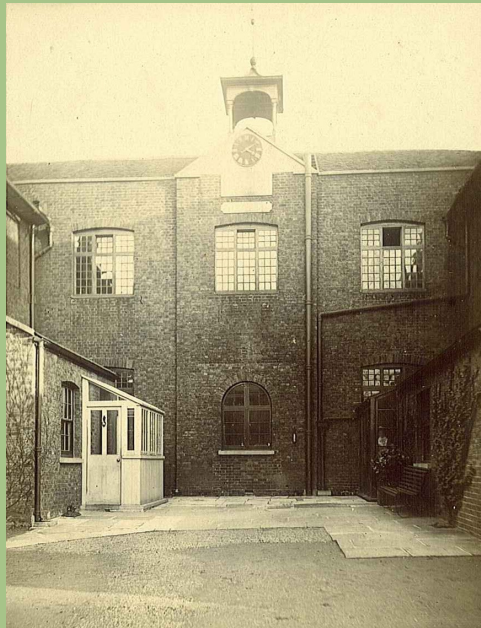


DISPLAYS + CHANGING EXHIBITIONS

Poverty Exhibition

Richmond is an affluent area, but there have always been pockets of poverty. This exhibition told the story of the poor of Richmond and how they lived. It looked at the workhouses, almshouses and individuals who worked to alleviate the suffering of the poor, and the charities which continue to offer support today.

- ☞ Funded by RPLC, the Richmond Charities and Barnes Workhouse Fund
- ☞ Worked with six local charities including SPEAR to create the exhibition
- ☞ Engaged with 4,582 visitors



What visitors said

"Interesting to learn about RS&G home"

"Came for the OPL exhibition on this occasion - excellent and informative"

"Love the app for when I am walking around Richmond - thank you for telling me about it"

"Very clear, informative displays about a lane we use a great deal! Thank you."

"Excellent exhibition - Poverty very informative."

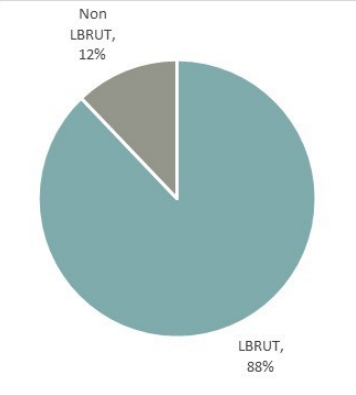
"I especially liked the exhibit of poverty & link to the modern day."



SCHOOLS + HOME EDUCATION GROUPS

We support teachers in delivering the National Curriculum using local stories and the Museum's rich handling collection

88% of visiting schools are London Borough of Richmond upon Thames schools



From Pre-History to World War Two, we offer a range of hands on, cross curricular workshops to really help pupils engage with the past. All of the workshops focus on local case studies and are led by our Learning Officer, who has over ten years of experience of working with schools in museums. So teachers can sit back, and enjoy the workshop with their class!



What teachers say:

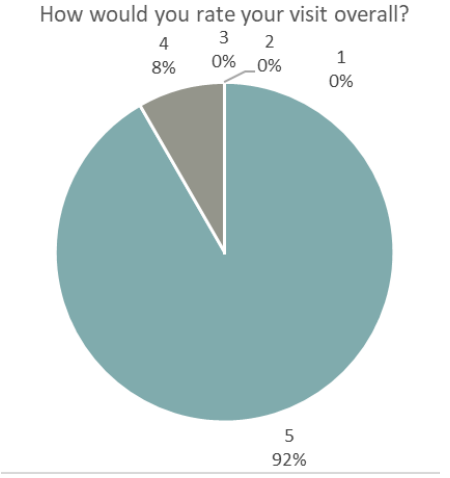
"Lovely to see and hold artefacts."

"The fantastic resources to explore."

"Vicky had excellent knowledge that she shared, well organised and smooth running, engaging and interesting for the children."



We also provide Discovery Boxes which are full of handling objects and case studies to use in the classroom. They offer effective teaching resources on a number of curriculum subjects. Current themes include: Romans, Tudors, Victorian and Edwardian Homes, Victorian Children, Victorian Medicine, World War One, World War One: 1916 Case Studies and World War Two: The Home Front, 1939-45.



100% of teachers rated their visits either 5/5 or 4/5



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FAMILY WORKSHOPS

Our Family Workshops give families a hands on experience where they discover more about the history of the local area together



251 children and 127 adults engaged with 29 workshops, with 9 different themes linked to exhibitions and displays



Adults rated the workshops either Very Good or Excellent in feedback forms

What families gained from the workshops:

"Learnt interesting facts about Victorian Richmond. Enjoyed doing the craft activities and making paper boxes."

"My son loved it! I learned too! It is great to have some history at my son's level. We will definitely attend more.."

"We have learned more about our local environment and culture. We loved learning a new skill and to be able to share with others."

"My granddaughter has gained more insight into Victorian times and what poverty really means. Excellent presentation - well suited to age group. Handling artefacts great for making children realise how times have changed!"

"I have learnt a lot about Richmond History. Vicky is brilliant and very good at what she does!"



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EVENTS + ADULT LEARNING

We develop events in order to raise funds, raise our profile and as another way to engage a wider audience with Richmond's history

Trumpeters' House Garden Party

In 2017 Baroness van Dedem allowed the Museum of Richmond to use the garden at Trumpeters' House for a fundraising event, as she does with many local charities over the summer months each year. The Museum used this opportunity to create a ticketed garden party event with a band, refreshments, silent auction and raffle. The event was a major success, with another planned for 2018.



- Engaged with 157 attendees
- Raised £3,000

Talks for Adults

During the year the Museum hosted two fundraising talks.

The major speaker for the year was Anita Anand in November who spoke on her new book, jointly written by William Dalrymple, on the Koh-I-Noor diamond.



- Engaged with 165 attendees
- Raised £1,573

Paul Velluet spoke on 'The Queen's Road Estate' in February.

- Engaged with 68 attendees
- Raised £714



Outreach Talks

We offer a growing programme of talks and reminiscence workshops that can be booked by groups of 10 or more, often for groups who cannot come into the Museum. Groups we visited included FiSh in Barnes, The Caring Café and the Richmond Afternoon Forum.



Feedback includes: "I have just got back home and would like to thank you for your interesting and informative talk this afternoon. Every one of the members was fully engaged with your subject, and passing around the artefacts you had brought with you helped to stimulate conversation."

"Just an email to say thank you very much for a lovely session with the Victorian/Tudor toys on Saturday. The feedback from the clients was very positive; they very much enjoyed the afternoon as did the staff & volunteers."



OPPORTUNITIES

We provide meaningful opportunities for local people of all ages through volunteering and work experience

Desk Volunteers

We have an active volunteering programme with 30 active volunteers. Mostly volunteers are local retired people who support the Museum by being on the Front Desk. They welcome visitors, complete shop sales, track visitor numbers and provide further information or answer any questions visitors may have.



Front Desk Volunteering is a great way for people to give back and engage with their local community. The level of commitment is up to each volunteer and is flexible to enable them to arrange shifts around other work, study and family commitments.

Student Volunteers

We also have some Desk Volunteers who are of working age or who are in education including students from Achieving for Children who use Front Desk volunteering to build their confidence.

Alongside Desk Volunteers we also have Digitisation Project Volunteers who are developing their skills while in higher education, or because they want to change careers and work in the heritage sector.



Work Experience

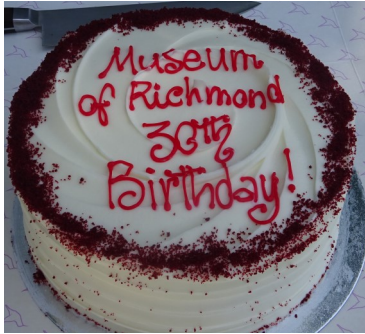
During the year the Museum facilitated 7 Work Experience placements with students from local secondary schools, in addition to 2 trainee teacher placements from UCL.

National Citizenship Service

Over the summer in 2017, the Museum was visited by 45 NCS Students in three teams. We worked with one of those teams to run a successful volunteer day where the 15 students undertook an activity to raise the profile and raise funds for the Museum.



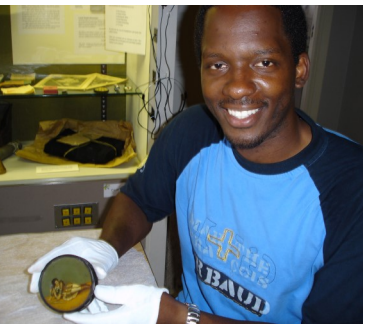
LOOKING AHEAD



During 2018/19 we will be:

Celebrating our 30th Anniversary with a Garden Party, special exhibition and other events.

Working to develop our audience with a focus on families and schools. Using what we have learnt from recent focus groups and launching our Archaeology themed workshops, Discovery Boxes and activities.

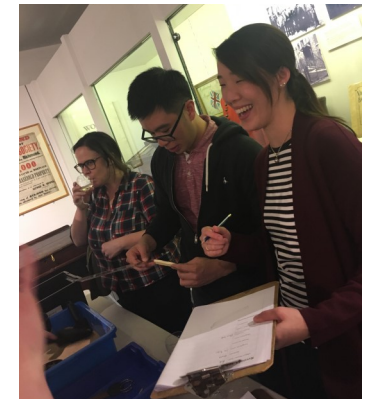


Continuing to care for our collections and make them even more accessible through the Digitisation Project and Social Media.

Maintaining our lifelong learning offer with a view to developing our offer further in the future.



Building on our success with NCS and Arts Award to develop our Young Persons offer by building links with local Secondary Schools through attending careers fairs.



Having objects on loan from the Museum of London for our Archaeology exhibition. Being able to facilitate this loan shows that we are working to best practice and raising our profile.

Developing our profile amongst Young Professionals by taking part in the national Museums at Night events and targeting this audience with a view to further development in 2019/20.

