In 2017-18 the University of Cambridge Museums:

<table>
<thead>
<tr>
<th>Welcomed</th>
<th>Engaged</th>
<th>Hosted</th>
<th>Loaned</th>
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<td>1,059,355 visits across all nine sites, up 8.6% on last year</td>
<td>31,853 people through outreach activities</td>
<td>34,217 students through school visits</td>
<td>41 temporary exhibitions engaging over 630,000 visitors</td>
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<td>95% of visitors rated their visit as 'good' or 'very good'</td>
<td>33,217 students through school visits</td>
<td>10,530 higher education students</td>
<td>561 objects nationally and internationally</td>
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<td>8,116 research enquiries</td>
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Enabled by:

- 300 museum staff
- 684 volunteers, an increase of 45% on last year, who gave a total of 38,631 volunteer hours supporting our work
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- 561 objects nationally and internationally
Introduction

Since 2012, the University of Cambridge Museums (UCM) consortium has been working together to transform the way it engages new audiences with the University’s exceptional collections, and the innovative research activities which underpin them.

Having joined the UCM at its inception six years ago I’m delighted to now be taking on the role of Head of UCM Programmes. We are immensely proud of the activity that has taken place over the past year, and it’s been a pleasure to see Kettle’s Yard and the Museum of Zoology reopen after their major redevelopments. This report showcases just some of our highlights.

More information about all of the projects mentioned in this report is available on the UCM Blog: www.museums.cam.ac.uk/blog

We are grateful to the University of Cambridge, Research England, the Heritage Lottery Fund, Arts Council England, Cambridge City Council, Cambridgeshire County Council and many other trusts and foundations for their continued support for the work of the University of Cambridge Museums and its individual collections.

Jo McPhee
Head of University of Cambridge Museums Programmes

The University of Cambridge Museums comprises:
- Museum of Archaeology & Anthropology
- Cambridge University Botanic Garden
- Museum of Classical Archaeology
- The Fitzwilliam Museum
- Kettle’s Yard
- The Polar Museum
- Sedgwick Museum of Earth Sciences
- Whipple Museum of the History of Science
- Museum of Zoology
Engaging People

This year we welcomed 1,059,355 visits across the eight museums and Botanic Garden, which represents an 8.6% increase on last year. Visitor surveys, gallery evaluations and focus group research are enabling us to better understand the motivations and interests of our audiences, including those who are not currently visiting, informing general programming and more targeted activity.

Welcoming first time visitors

Our ever-popular family programmes, including Summer and Twilight at the Museums, encourage new audiences to view the UCM as fun, family-friendly venues. Welcoming over 26,000 visitors between them, both programmes attracted high first time participation rates (36% for Summer and 72% for Twilight at the Museums). Cam Lates, a curated programme of evening events for young adult audiences, enables us to work with creative partners to inspire curiosity and showcase research. Nine events welcomed 947 visitors.

Taking our museums out into our communities

This year, our outreach activity engaged 31,853 people, targeted in geographical areas of low cultural engagement. This work enables some of the city’s most isolated and disadvantaged residents to enjoy our collections. Working in partnership with Cambridge City Council’s Children and Young People’s Participation Service (ChYpPS) our collections contributed to the Summerdaze programme in parks and recreation grounds across the City. The UCM also participated in community festivals including the Big Weekend, Chesterton Festival Fun Day, Mill Road Winter Fair and Arbury Carnival.

A family friendly innovative & exciting way to explore Cambridge.
Visitor, Twilight at the Museums 2018

1,050,355 visits across 9 collections (an 8% increase on last year)

Case Study: India Unboxed

A major highlight of 2017 was India Unboxed, a high profile, diverse engagement programme. It was delivered by Malavika Anderson, BAME Cultural Programmer, whose placement in a senior leadership position was enabled by Arts Council England Change Makers funding. 73 partners delivered 83 events, displays and exhibitions as part of the season, which resulted in 9,590 event and 290,166 exhibition visits, and at its culmination 1,000 people participated in the Festival of Light at the Botanic Garden.

New stories and outreach and risk-taking commissioning.
Partner, India Unboxed

The newly-reopened Kettle’s Yard. Photo by David L. Hone.
Connecting People with our Collections

Exhibitions
This year, a packed programme of exhibitions brought our collections to national and international audiences. The shows took in a truly global remit, from The Year that Made Antarctica at the Polar Museum, to a series of exhibitions inspired by the India Unboxed season, including Astronomy and Empire at the Whipple Museum of the History of Science and Imagining India at the Museum of Classical Archaeology (MOCA). A New Collecting Award from the Art Fund enabled Another India at Museum of Archaeology and Anthropology (MAA) to incorporate 23 newly commissioned artworks by Indigenous artists from across India. The Fitzwilliam Museum’s exhibition Degas: A Passion for Perfection toured to Denver Art Museum in Spring 2018.

Innovative engagement
Digital projects have allowed audiences to engage with the collections in innovative ways and brought them in direct contact with museum staff. 13 Facebook Live films over the year received 78,500 views, taking viewers behind the scenes. In January, 24 participants took part in a three-day Climate Hack over four museums, developing prototype exhibits about climate change. At MAA, take-hold, a collaboration with artist collective non zero one, put a spin on the traditional museum audio guide to challenge visitors’ perceptions about the museum.

41 temporary exhibitions, with over 650,000 visits. 561 objects loaned nationally and internationally.

Case Study: Cambridge Codebreakers: The Last Secret
A first for the UCM, Cambridge Codebreakers: The Last Secret is an immersive adventure game for adults across four of our museums. 661 participants took part in the initial sell-out run of 15 sessions. In response to overwhelmingly positive feedback and high demand a further run of 10 sessions was added, including piloting a family version.

Genuinely incredible!
Participant, Cambridge Codebreakers: The Last Secret
Research and Higher Education teaching is key to our mission as University museums. Our collections are active resources for University teaching. Research underpins our exhibitions - to take one example, the Fitzwilliam Museum collaborated with the Faculty of Classics on the interdisciplinary project Codebreakers and Groundbreakers, with displays at the Fitzwilliam and MOCA.

As well as facilitating academic research and teaching, our staff are themselves active researchers and practitioners, with projects ranging from gallery evaluation, to an AHRC-funded study of how best to measure the impact of education programmes. A nursery in residence project brought children from a Cambridge city nursery to the Botanic Garden and Fitzwilliam Museum for a week of exploration, allowing our educators to work towards a deeper understanding of the learning and play that takes place in our spaces. We are delivery partners for the My Cambridge Activate initiative commissioned by the City as part of its anti-poverty strategy, evaluating the impact of sustained high-quality cultural activities for pupil premium students.

Case study: Plastics project

Conservators and collections care staff from across the UCM are collaborating on research into the conservation of plastics. Degrading plastics in museum collections have been described as a "time bomb", with 2,500-3,000 plastic objects estimated to be in our collections. UCM staff are currently developing a diagnostic tool to identify the chemical composition of plastic objects.

Although not yet four years old, [the children are] engaging at a deep level with our collections and spaces.

Museum educator, My Nursery is at the Museum and Garden project

6,897 research visitors, 8,116 research enquiries answered; 10,530 University students engaged with objects
Welcoming Children and Young People

Our collections remain crucial sites for cultural learning, both for the many thousands of school children who visited over the year, and for their teachers and would-be teachers from a range of Higher Education institutes, who we continue to support through expert-led CPD and enrichment sessions. We support widening participation activity through active partnerships with the University and Colleges. Embedding Arts Award across our programmes allows us to support young people to take the lead in their own creative engagement with our collections. This year we have run Arts Award programmes with young parents, young carers, looked after children, and young people in residential settings for those experiencing mental ill-health.

Strategic school partnerships allow us to nurture extended engagement with school communities as well as individual young people. This year our long-term strategic partnership with North Cambridge Academy saw a teenage Museum Ambassadors takeover event at the Fitzwilliam Museum, Arts Award success, and a tailored Work Experience Taster Session for North Cambridge students.

34,217 students visited from across all Key Stages; 12 Museum Ambassadors from North Cambridge Academy; 239 Arts Awards achieved.

It gives a group of disadvantaged students increased cultural capital and confidence in their ability to try new things and succeed.

Teacher, Soham Village College, on their strategic school partnership with the Fitzwilliam Museum and UCM.

Thank you for giving us this opportunity, you are going to be part of my favourite memories of secondary school.

North Cambridge Academy Museum Ambassador

Case study: Arts Pioneers

Our contract with Cambridgeshire County Council to deliver Short Breaks provision for children and young people with disabilities has been renewed for a further two years. Arts Pioneers is a monthly activity club for young people aged 11-16 who have physical and learning disabilities. This programme was developed in direct response to the under representation of children and young people with disabilities within our audiences.

Previously he was not able to go to any of the arts based children’s projects offered at the museums because of his special needs and I’m really grateful that this side of Cambridge has opened up to him.

Parent of participant
Staff, Volunteers & the Future Workforce

The UCM’s work is made possible by the dedication of our staff and volunteers. This year, they undertook a wide range of professional development opportunities and attended numerous sector conferences, increasing their own skills and confidence. Our collections care and conservation programme provides support across the UCM museums and wider sector through professional advice and training opportunities. A new development for 2017 was the introduction of Front of House Warm Welcome training. Over 80 staff and volunteers have taken part to date.

New routes into the workforce

The UCM Opening Doors project continues to support a variety of ways to get involved with our collections, with a particular focus on young people and those from groups not currently well-represented in our workforce. These range from work experience placements, apprenticeships and internships, to varied and meaningful volunteer roles. This year, we reduced our minimum volunteering age from 18 to 16 to provide a structured progression route for young people into a museum environment: they may now progress directly from work experience into volunteering. The UCM has also been pivotal in developing a new national Museums and Galleries Technicians Apprenticeship framework.

300 staff, 684 volunteers (up 45% this year); 38,631 hours volunteered; 126 students took part in work experience activities

Case study: Museum apprenticeship

Our apprentice this year joined us after completing her GCSEs. As a direct result of her apprenticeship, she has recently secured an unconditional offer from Leeds Beckett University to study for a BA in Media Communication Cultures.

I did it! Thank you so much for giving me the opportunity.

UCM Apprentice

I think it’s wonderful that there is a huge variety of volunteering opportunities across UCM. I feel hugely privileged to be a volunteer in these surroundings.

Volunteer, 2018
Working in Partnership

Much of our work as a consortium is underpinned by sustained and strategic partnerships. These enable us to address local and regional development priorities whilst increasing engagement with our collections.

Health and Wellbeing

Through Curiosities at the Bedside, a new partnership project with Addenbrooke’s Hospital Dialysis Unit, our staff have been taking handling objects and conversation to patients receiving treatment at the Unit. We have continued our partnerships with Dementia Compass, delivering Portals to the World, for participants living with dementia and their care partners; with Arts & Minds, delivering Arts on Prescription, weekly art workshops for people experiencing depression or anxiety; with Kneesworth House, a residential centre for adults experiencing mental ill-health; and with Wintercomfort, engaging people who are homeless or vulnerably housed. Our programmes for blind and partially-sighted people now include practical workshops as well as touch and audio-described tours.

As a result of our work in this area, we have been chosen to be the regional lead for the recently-formed Culture, Health and Wellbeing Alliance.

Sector leadership

The UCM takes a leading role in sector networks, contributing to national policy and strategy through staff involvement as Trustees, Board Members and Mentors. Our staff contribute to the SHARE Museums East skills and resources programme, with the UCM Regional Conservation Officer providing specialist support in collections care for museums across the East of England. We are delighted to be developing strategic relationships with Wisbech and Fenland Museum and the Museum of Cambridge, which will see joint collections care, programming and workforce initiatives.

Case Study: Dancing in the Museum

Working with sheltered housing settings in partnership with Cambridge City Council Independent Living Service, we have piloted this project to explore the connections between dancing and wellbeing, within a museum setting.

I’ve never been here before, people don’t come because they haven’t got anyone to show them interesting things.

I used to come here often with my husband but that was so long ago. It’s no fun on your own.

Participants: Dancing in the Museum

Object handling at Addenbrooke’s Hospital Dialysis Unit as part of Curiosities at the Bedside, 2018.

Being listened to is the most important thing & the museum teams have been brilliant at that. It really doesn’t happen often in medical settings as there isn’t time.

Dialysis Unit Team Member, Curiosities at the Bedside

Museums Fit for the Future

Welcome back, Museum of Zoology and Kettle’s Yard

This year we celebrated the reopening of two of our museums following transformative redevelopment projects. Kettle’s Yard reopened to the public in February 2018 and the Museum of Zoology in June 2018, both providing fantastic spaces and facilities to engage visitors with our collections, research and the wider University. Both museums feature new cafes and shops, and the UCM as a whole continues to develop commercial income streams, through venue hire, cafes and retail.

Making change

2017 saw the creation of the Change Makers Action Group, catalysed by Arts Council England’s Change Makers initiative. This democratic group of colleagues aims to drive a conversation about diversity and representation within the UCM and its audiences, with the aim of making our work open and relevant for all. The UCM is committed to inclusion and representation, and is now working in close partnership with the University’s Equality and Diversity team. Our Directors are ensuring that our activity is fully aligned with University-wide initiatives.

A new presence online

In June 2017 we re-launched our Connecting Collections blog. The redeveloped site provides an insight into consortium activity and allows us to share knowledge and practice with the wider museum sector and members of the public. The redeveloped site has received over 33,950 page views to date. Building on this success, and in response to audience consultation, we are now redeveloping the UCM website. The new site promises to be more welcoming and accessible, and, via a new What’s On function, act as a hub for sharing our public programming with as wide an audience as possible.

The Museum of Zoology confirms its place today as one of the world’s most important collections and is a key piece in the University’s crusade to record and conserve biodiversity.

Professor Stephen Toope, Vice-Chancellor of the University of Cambridge