



SHARE Museums East  
**2018-19**  
**Annual Review**



© Museum of Cambridge (David Kirkham)  
Cover image: Museums Pick and Mix event at Ipswich Museum (Norfolk Museums Service)

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# FOREWORD

The museums in the East of England are wonderfully varied. There are museums about iconic figures, coastal heritage and much more. At Wisbech you have one of oldest purpose-built museums with extraordinary treasures and, at Hitchin, a brand new museum showcasing and interpreting collections from North Hertfordshire.

Museums play an important role in communities. They document and represent aspects of our stories. They connect us and teach us about ourselves, our histories and our planet.

Arts Council England funds the Museum Development programme because we believe in great museums for everyone. While celebrating their rich variety, we believe that a sustainable future is about museums working in partnership, telling human stories, putting visitors first, maintaining standards and being creative.

While many museums are thriving, a significant number are facing real challenges – whether because of financial uncertainty, a declining pool of volunteers, coastal erosion, or other reasons. All are having to adapt. The SHARE Museum Development team works in partnership with others to help museums do that by being approachable, challenging and ambitious agents of change.

**ISABEL WILSON**  
Senior Manager  
Museum Development,  
Arts Council England



We are investing £12.4 million in the national Museum Development programme between 2018-2022 which is delivered regionally via nine providers. We are really pleased to continue our long strategic partnership with Norfolk Museums Service and the SHARE Museum Development programme.

The programme focusses on building capacity, resilience and skills so that museums can inspire, engage and reflect diverse audiences. SHARE innovate and evolve their programmes to help museums keep up to date. Over the past year they have done so much good work but I'd particularly like to highlight their promotion of the Creative Case for Diversity, encouraging museums to gain wider perspectives to inform and strengthen their programming and public offer.

I'm also impressed with the regional team's contribution to the national Museum Development Network. We've been sharing learning, ideas and good practice.

Some of the recent national developments which the SHARE team have supported include the roll-out of the refreshed Accreditation scheme; a new Arts Council funding stream for museum projects and the development of our next strategy which will guide all of our work over the next decade.

I'd like to take this opportunity to thank the SHARE team for all of their work and to wish all of the region's museums every success for the future.



**STEVE MILLER**  
Assistant Director Community  
and Environmental Services  
(Culture & Heritage), Head of  
Norfolk Museums Service,  
Head of Norfolk Arts Service

The East of England has a vibrant museums sector. 162 Accredited museums span the range from volunteer-run museums through local authority and university to Nationals. Excellence is to be found at all levels, whether it is a community engagement project in a small, independent museum or a schools' programme in a large local authority service.

There are, of course, challenges. Continued funding pressures place strain on many museums, whether they receive public funds or not. Audience expectations are constantly evolving. The workforce is changing, with an increasing emphasis on volunteering as a means of addressing reduced funding – we are seeing signs that volunteering among the over-65s is on the decline at the same time as volunteering among young people is increasing.

However, despite the challenges, museums in the region are thriving and performing well. The number of Accredited museums has remained stable, and with 14 now actively working towards Accreditation more are set to join the fold. SHARE's mission is to support all of these organisations to continue to develop and become more resilient. Its 2018-22 programme was created in

consultation with the regional museums sector and has been designed to address the challenges and support its opportunities.

Innovative new governance, business development and retail projects are designed to improve museums' resilience. Museums are encouraged to understand and respond to the needs of existing audiences and to reach out to new ones. SHARE's collections work supports developing collections to be more relevant, including contemporary collecting and telling hidden histories.

SHARE's activities, together with its famously comprehensive training programme – 55 events attended by over 900 museum staff and volunteers – go a long way to supporting its vision of a stronger, healthier museums sector.

Norfolk Museums Service is proud to have been awarded the contract to deliver the SHARE Museum Development Programme for 2018-22 by Arts Council England. Above all, SHARE is a truly collaborative programme and I would like to take this opportunity to thank all our partners and contributors to making it the success it is.

## EAST OF ENGLAND Museums Overview



Museums employed **1,185** full time equivalent paid staff



**11,346** educational sessions engaged **321,471** people



**6,783** activities and events engaged **310,848** participants



**8,153** active volunteers contributed **708k** hours, worth **£9.3m**



**4.7m** total visitors to museums



**£119m** GROSS ECONOMIC IMPACT

# SHARE'S YEAR AT A GLANCE

97%

of event attendees rated the standard of speakers / training facilitators as **GOOD** or **EXCELLENT**

94%

**ATTENDEES** reported they have gained new and/or improved existing skills which they can implement back at their organisations as a result of SHARE's training\*

14

**EVENTS** ran by our networks



37

**MUSEUMS SUPPORTED** through cohort programme sessions



29

**GRANTS** given to **23** museums totalling **£41,815**



£436,282

**INVESTED** in museum development from Arts Council England (ACE) funding



160

**MUSEUMS** supported in the East of England through our training programme

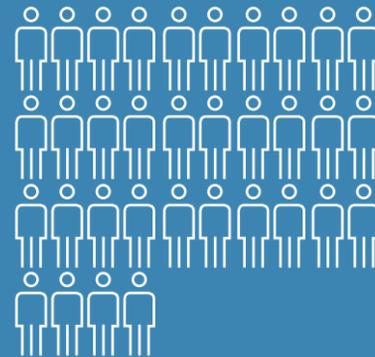


55

**EVENTS** organised which

**929**

**PEOPLE** attended



7

**NETWORKS** supported with grants totalling **£5,800**, including **3** diversity grants

\*where delegates have scored partly, mostly or completely, which is the standard of how we measure learning.



## ABOUT US

**Our mission is to support excellence, resilience and cooperative working in museums in the East of England.**

### Our key partners are

Arts Council England

Association for Independent Museums

Cambridgeshire County Council

Collections Trust

Essex County Council

Hertfordshire County Council

Luton Culture

Norfolk County Council

Suffolk County Council

University of Cambridge Museums

In addition, there are those, too numerous to mention, who have supported our work through their valuable contributions of time, skills and resources.

**SHARE Museums East is the Museum Development Programme for the East of England. It is managed by Norfolk Museums Service and delivered by a team of five staff who work closely with museums and our partners across the region. We support museums to develop their skills and resilience, and we place skills sharing and peer-to-peer learning at the heart of our work.**

### Our programme

Our programme for 2018-22 has been developed in collaboration with the museums sector. It is responsive, flexible and designed for museums of all types and sizes. Thirteen networks, funded by SHARE but self-managing, support our work by delivering training in key specialist subject areas.

### Our funding

SHARE's main funder is Arts Council England (ACE). During 2018-22 ACE has awarded SHARE nearly £1.75m to deliver museum development services to the 162 Accredited museums in the region. In addition to ACE funding, we generate income through funding applications, consultancy and development services. Thanks to ACE's generous funding, our training is free or heavily subsidised to all Accredited museums in the region.

### Governance

SHARE Museums East is managed by Norfolk Museums Service, a service of Norfolk County Council. Norfolk Museums Service's governing body is the Norfolk Joint Museums Committee, which provides governance and strategic oversight to the SHARE programme. Details of the Joint Museums Committee including meeting schedules, agendas and minutes can be found on the Norfolk County Council website.

Our work is guided by the SHARE Advisory Forum, which acts as a 'critical friend' to the SHARE Programme. It is composed of 12 nominated and elected members who represent the museums sector in the East of England, covering all six counties and the different types of museum.

### Our partners

We deliver the SHARE Programme in partnership with other organisations. SHARE funds Museum Development Officers in each of the region's six counties to help them deliver work which meets local objectives while also supporting ACE's five Strategic Goals.



Collections store, Essex Collection of Art from Latin America (Essex Collection of Art from Latin America)

# OUR GOALS

## SHARE project officer

Ruth Burwood



**With their help and advice, SHARE has enabled Ware Museum to be proactive in their choice of further rationalisation of the Museum's collections."**

*Ware Museum*

### Networks

Conservation Network

Costume and Textile Network

Heritage Engineering Network

Maritime Heritage East

Money and Medals Network

Natural History Network

### Look ahead

SHARE has worked to embed the Creative Case for Diversity across its programme – from the inclusion of new diversity criteria in all grant applications, to refreshing existing training such as text writing, with references to recent sector discussion on representation.

We look forward to developing this work to encourage museums to energise their contemporary collecting, whilst unlocking the potential of existing collections through innovative research collaborations.



Collections Care Conference, Cambridge (Norfolk Museums Service)

## GOAL 1 Excellence

### Aim

**To support the region's museums in the development of excellent collections practice in conservation, care, storage, knowledge and access.**

### Highlights

- SHARE's 2019 Collections Care Conference, in partnership with The University of Cambridge Museums, was attended by over 80 people. The theme was collections management systems and delegates learnt about the challenges of inheriting old systems and transitioning to new ones.
- SHARE launched the Hidden Histories small grant scheme, supporting museums to address the lack of representation of some groups from our communities. A seminar highlighted examples and different approaches to re-interpreting collections. Four museums were awarded grants of up to £3,000 and will be contributing a case study to SHARE's Creative Case for Diversity ideas library.
- Working in partnership with the Collections Trust, SHARE launched its first cohort focussing on developing plans and procedures to tackle documentation backlogs in museums across the region. Six museums participated in the year-long programme, which included training, support and one-to-one advice. Museums have developed a range of resources to plan for inventory and collections management projects as a result.



Museums Pick and Mix event at Ipswich Museum (Norfolk Museums Service)

## GOAL 2 Audiences

### Aim

To ensure that the region's museums are broadening their audiences, widening access to participation in their work and providing a source of inspiration to as many people as possible.

### Highlights

- SHARE has supported museums in improving the experience of their visitors by gathering and using visitor data in various ways.
- The SHARE Mystery Shopping Scheme continued to provide comprehensive insight into all aspects of a museum visit from research to arrival, from galleries to café and shop. Staff and volunteers from 20 museums took part.
- SHARE also supported four museums to start collecting data about their visitors via the Audience Finder scheme.
- Museums and Communities East (MACE) ran a Pick 'n' Mix event about supporting diverse practitioners and engaging diverse audiences through interpreting collections in a new way.

### SHARE project officer

Kathryn Moore



**Burwell Museum has been using Audience Finder for two years now [...] It's paid off in terms of a massive improvement in the quality of audience data we can now provide for funding bids."**

*Burwell Museum*

#### Networks

Digital Development Forum

Front of House Forum

Museums and Communities East

#### Look ahead

SHARE is supporting small museums with limited capacity to collect and analyse visitor data via VIE (the Visitor Insight East programme). 14 museums in three clusters are taking part in 2019-20.

### SHARE project officers

Sally Ackroyd  
Ruth Burwood



**Stellar training courses and workshops. We received assistance through the SHARE Museums East governance grant which kickstarted a monumental change in the museum."**

*Cater Museum*

#### Networks

Fenland Museums' Network

Retail Forum

#### Look ahead

We will continue to support independent museums to review their governance and convert to incorporated organisations. We are working with the county Museum Development Officers to identify relevant museums and offer a support service to museums making this transition.

We will assess the pilot museums from our energy saving project. Once we have evaluated the results we will be looking for other museums to work with on this programme in the coming year.



Time & Tide Museum (Norfolk Museums Service)

## GOAL 3 Resilience

### Aim

To support museums to anticipate and adapt to economic, environmental and social change by seizing opportunities, identifying and mitigating risks, and deploying resources effectively in line with their mission.

### Highlights

- The Regional Accreditation Advisor delivered training on the revised Accreditation Standard to county museum forums and the Museum East of England Group. Our new role in assessing the eligibility of museums applying to join the Accreditation Scheme was successfully rolled out.
- Five museums across the region embarked on their conversion to Charitable Incorporated Organisation status with the help of SHARE funding and support work.
- With the help of business-focused specialists we have been able to offer three museums reviews of their business operations to identify strategies to develop and maintain financial sustainability.
- We asked specialist engineers to advise two museums on steps they could take to improve energy consumption levels. Small grants were given to the museums to help affect advised changes.



SHARE's Volunteer Awards ceremony at the Museum of East Anglian Life (David Kirkham)

## GOAL 4 Leadership

### Aim

To equip museum professionals and key volunteers with the ability to perform their role effectively; develop their workforce; establish and maintain positive professional relationships; and to lead change and innovative initiatives.

### Highlights

- We have developed a way to offer museum trustees the opportunity to review their boards' skills and membership. We worked with our first museum board and will roll out this type of review to museums in the coming years.
- We were very grateful to the Museum of East Anglian Life in Stowmarket for hosting the SHARE Volunteer Awards event in June. We had 67 nominations for categories as diverse as Digital Volunteer, Outstanding Young Volunteer and the Trustee Award. Thank you to everyone who got involved with nominating, coming along or helping to organise the awards – but of course the most important thank you is to everyone who volunteers in all of our museums.

**SHARE project officer**  
Sally Ackroyd



**The support and advice received from SHARE is the most valuable that we receive because it is rooted in shared experience across this region within this sector."**

*Natural History Museum at Tring*

### Networks

**Museum Managers' Network**

**Volunteer Coordinators' Forum**

### Look ahead

January 2020 sees the first session of our new qualification in Volunteer Management, which is accredited by the Institute of Leadership and Management. There are 12 places on the course, and we wish everyone the best of luck with their participation and assignments.

In 2020 we will deliver a second round of Changemakers, our leadership programme for early- and mid-career professionals. Building on the highly successful Changemakers 1, we will develop a programme that gives emerging leaders the skills and confidence they need to go on to future jobs.

**SHARE project officer**  
Kathryn Moore



**SHARE was very helpful and supportive in guiding us through the process of working with local schools and teachers."**

*Chatteris Museum*

### Network

**Regional Learning Network**

### Look ahead

In 2019-20 our training programme will build on the theme of excellence with SHAREplus events and will again include free training on delivering Discover and Explore Arts Awards in museums.

We will bring together all the great work being done in our museums to welcome neurodivergent children (and adults) at a summit.

We will work with Norfolk Museums Service's Kick the Dust project to engage more young people in museums and heritage.



Museum Holiday Club at Wisbech & Fenland Museum (Wisbech & Fenland Museum)

## GOAL 5 Children and Young People

### Aim

To support the region's museums in the development of excellent provision for children and young people and to broaden ways in which they work in partnership with them.

### Highlights

- SHARE continues to work with county museum education groups to support family friendly and other projects. Museums in Bedfordshire, Hertfordshire and Luton received grants to boost their family friendliness after training from Kids in Museums.
- SHARE supported museums working with Local Cultural Education Partnerships in King's Lynn. SHARE also worked with Festival Bridge CALSA (Culture & Arts Leaders in Schools and Academies) teachers and English Heritage in Fenland museums to support their work with local schools.
- Wisbech & Fenland Museum successfully ran a holiday club for local children, building on knowledge of a previous pilot in Suffolk.
- SHARE introduced a new training day examining excellence and consistency in learning programmes and experiences.
- The Annual Children and Young People conference in partnership with the Festival Bridge welcomed 60 delegates to Norwich Castle focussing on Early Years provision.

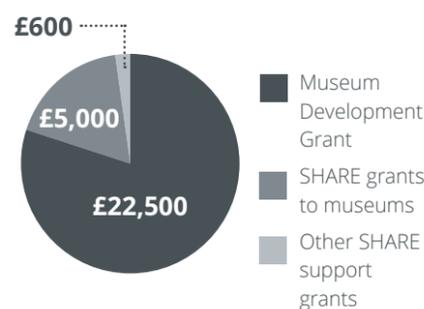
# BEDFORDSHIRE

## County snapshot

8 Accredited museums  
 320,783 visitors to museums\*  
 £3,158,541 Gross visitor impacts\* \*\*



The BACE Twinning schools and providers (Marko Sulic-Woodgate)



Total value of SHARE grants £28,100



**The children were able to clearly articulate not only how much they had enjoyed and engaged with the session, but also the benefits they felt it could bring to their learning across the curriculum."**

*Teacher involved in project*

## Highlights

- Bedfordshire Museums Development worked with the SHARE Volunteer Co-ordinators and Heritage Engineering Networks to run an event to improve understanding of diversity issues. The day covered awareness of a museum's legal obligations, developing an understanding of what barriers museums may present to those with protected characteristics, and simple solutions to reducing or removing them.
- The Bedfordshire Museum Development Officer worked with a heritage learning consultant to create workshops at the Herts, Beds and Luton Education Forum, where members shared practice and defined what a quality learning experience in a museum includes. The sessions created a best practice framework which is now a toolkit that members use to measure their current schools' offer in a peer-to-peer support setting.

## Case Study: The BACE Twinning project

The Bedford Arts & Cultural Education (BACE) Twinning Project addressed challenges around participation and engagement in culture through an innovative scheme that matched local cultural providers (such as The Higgins Bedford, Full House Theatre, Bedford Creative Arts, The Philharmonia Orchestra and more) with Bedford Borough schools.

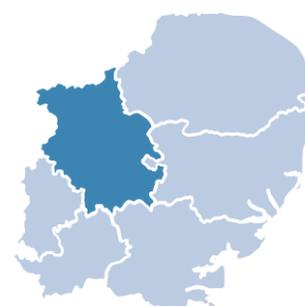
Partners worked together to develop and deliver cultural opportunities for young people and strengthen links between schools and cultural providers. These partnerships built vital cross-sector relationships through peer-to-peer professional development sessions and the funding of creative projects. Cohort participants regularly met up for professional development sessions.

A one-day conference was held at the University of Bedford about the project. Planning is underway to build on its success, to deepen the relationships between Bedford Borough schools and local cultural providers.

**Luton Culture**

## County snapshot

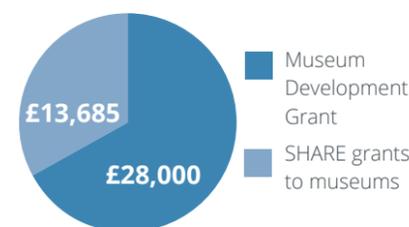
37 Accredited museums  
 1,713,517 visitors to museums\*  
 £38,190,594 Gross visitor impacts\* \*\*



Volunteers at the Farmland Museum (Museums in Cambridgeshire, Andrew Wilkinson)

## Highlights

- Museums in Cambridgeshire (MiC), the County's independent association of Accredited museums working towards Accreditation, launched a six-month strategic consultation with members. The new five-year strategy, to be published in November 2019, will encompass an action plan for 2020-2022 and partnership goals that better support local priorities and museum resilience.
- The Museum of Cambridge began its transition to a volunteer-run model whilst the Cromwell Museum Trust took legal ownership of its collection following handover from Cambridgeshire County Council. Both museums achieved re-Accreditation in early 2019.



Total value of SHARE grants £41,685



**The funding and ongoing support provided by SHARE Museums East and the Museums Partnership Officer has been invaluable, enabling our museum to enhance its community offer."**

*Martin Lawrence MBE  
 Director, Wisbech & Fenland Museum*

## Case Study: St Neots Museum 'thinks like a business'

As part of a wider museum resilience project, St Neots Museum participated in SHARE's 'Think Like a Business' programme in which consultant Finella Devitt helped the team pinpoint areas for development that would best place the museum for a large capital bid to the National Lottery Heritage Fund (NLHF).

Key takeaways from the project included the need to address staff resource issues and expand their public events programme by piloting new profit-generating events, on- and off-site, linked to the town's regeneration ambitions.

As a result, trustees and staff have reviewed their core management structure and addressed recommended short-term improvements, linked to their business plan. These actions, including the recruitment of a new assistant post to support day-to-day museum operations, helped the team remove significant barriers to the continued development of their NLHF bid. Feeling more confident, resilient and connected with local priorities, the museum team are moving forward with their capital project application.

**Cambridgeshire County Council**

# ESSEX



Total value of SHARE grants £33,500



**Thank you so much for all your help and support, and particularly for your financial support that allowed Julie to work for us. It made a huge difference."**

*Brigid van Bruggen  
Chair of Maldon Museum  
in the Park*



## County snapshot

**34** Accredited museums  
**555,274** visitors to museums\*  
**£5,819,106** Gross visitor impacts\* \*\*



Snapping the Stiletto (Essex County Council)

### Highlights

- Chelmsford Museum and Colne Valley Railway have both recently completed major redevelopments funded by the National Lottery Heritage Fund. Chelmsford Museum has created a new café to improve their financial sustainability. Colne Valley Railway have used their project as an opportunity to start working towards Accreditation.
- Maldon Museum in the Park has undergone a review of their organisational governance with sector expert Julie Cole, supported by the Museum Development Officer. Building on the review, they have successfully transitioned to Charitable Incorporated Organisation status.

### Case Study: Snapping the Stiletto

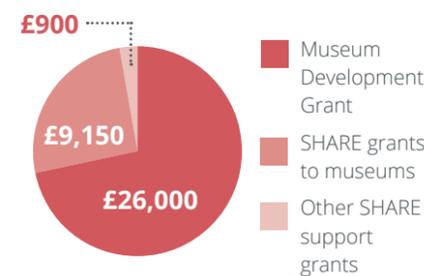
'Snapping the Stiletto' is a county-wide women's history project, exploring how Essex women's lives have changed since 1918. The project received a £95,445 grant from the Esmée Fairbairn Collections Fund for 11 local museums to explore their collections and discover hidden inspirational stories. Running from September 2017 to January 2020, it aims to replace the outdated stereotype of 'Essex Girls' with stories of Strong Essex Women.

The project has to date worked with over 200 volunteers to create a touring exhibition, run an International Women's Day Festival with the University of Essex, and hosted pop-up displays at events, festivals and shopping centres. It has produced posters about different Essex women, which were displayed at train stations around the county, and is working with teachers to create learning resources. With SHARE funding, the project hosted a poet-in-residence, who worked with local communities to explore the heritage of Essex women.

Participating museums are: Braintree Museums, Brightlingsea Museum, Chelmsford Museum, Colchester and Ipswich Museums, the Combined Military Services Museum, Epping Forest District Museum, Essex Fire Museum, Essex Police Museum, the Museum of Power, Redbridge Museum and Southend Museums Service.

## County snapshot

**25** Accredited museums  
**681,349** visitors to museums\*  
**£8,184,623** Gross visitor impacts\* \*\*



Total value of SHARE grants £36,050



**Including high profile, loaned objects in our displays gives us a fantastic platform on which to build a historically authentic and accessible activities and events programme."**

*Linda Dobbs  
Museums Manager  
Welwyn Hatfield Museum Service*



# HERTFORDSHIRE

### Highlights

- The inaugural Hertfordshire Association of Museums Awards celebrated the very best projects and people involved with museums across the County with six award categories.
- A Hertfordshire Association of Museums grant enabled the University of Hertfordshire (UOH) Art Collection to organise a workshop called Responding to Art with Words. The workshop explored new ways to engage with the collection and the interpretation of the art on display in the exhibition.



Responding to Art with Words workshop at the University of Hertfordshire (Joe Fordham)

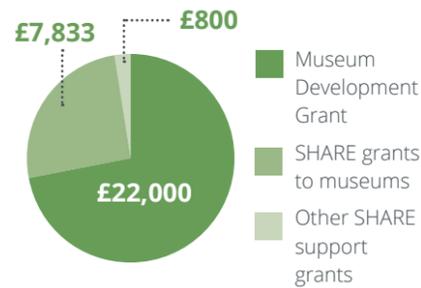
### Case Study: Mill Green Museum

A SHARE Safe and Secure Grant helped Welwyn and Hatfield Museum Service to purchase two new display cases for Mill Green Museum. The new cases were needed to enable the museum to host high profile loans from national and other significant collections.

Following staff participation in SHARE training to build knowledge of loan processes and requirements, it became apparent that although the Museum had borrowed from a national collection in the past, the existing temporary exhibitions gallery and the display cases it contained no longer met the standards for the Government Indemnity Scheme (GIS).

The two new display cases are linked into the main alarm system and provide the necessary environmental conditions to meet GIS. They are currently being used in a programme of local artist exhibitions and their installation has enabled the Museum to secure loans from the Tate for their upcoming exhibition.

# NORFOLK



Total value of SHARE grants £30,633



**We continue to receive excellent support and advice from SHARE Museums East in the way of practical help, suggestions, and training. The support we receive is invaluable."**

*St. Seraphim's Icon & Railway Museum*



## County snapshot

**34** Accredited museums  
**669,832** visitors to museums\*  
**£11,280,946** Gross visitor impacts\* \*\*



The Falcon, Museum of the Broads

### Highlights

- SHARE supported Museums Norfolk in a facilitated review of its business plan and vision. As a result, it changed its name to Heritage Network Norfolk to widen its remit. Now, Heritage Network Norfolk acts as a champion and a unified voice for the wider heritage sector in the county.
- Bressingham Steam Museum was awarded a Safe and Secure Facilities Grant. This allowed the museum to meet the standards required to enable and continue loans from the National Railway Museum. Bressingham currently has three National Collection standard gauge locomotives on loan, the only ones in the East of England.

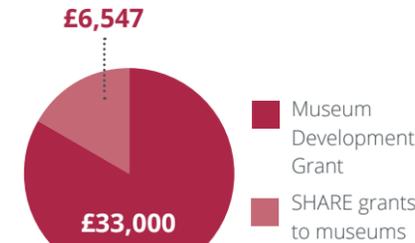
### Case Study

The Museum of the Broads took part in two SHARE projects this year. A volunteer attended the Sustainable Technologies workshop, delivered by specialists exploring ways to reduce energy use. The same company conducted an energy use assessment at the Museum. The buildings are of a non-standard construction, so the Museum was relieved to have it confirmed that the only way it could really reduce its energy costs was to replace the old lighting with LED lights, more efficient to run and less damaging for the objects on display.

The Museum of the Broads also wanted to improve its visitor offer and obtained a grant to build an electric boat to increase the number of river trips available to visitors. When the opportunity arose to acquire the neighbouring property and re-develop the whole, enlarged site, the Museum turned to SHARE for help in developing a fundraising strategy and became part of the 2018-19 Fundraising Cohort. The training enabled the team to understand how to make a case for support and the best funders to approach.

## County snapshot

**35** Accredited museums  
**726,980** visitors to museums\*  
**£12,430,519** Gross visitor impacts\* \*\*



Total value of SHARE grants £39,547



**We are extremely grateful for the contribution made by all staff, volunteers, funders, stakeholders and partners that work together to make Suffolk Museums an asset for the county."**

*Gerard Brewster  
 Chairman of the Association  
 for Suffolk Museums*



# SUFFOLK



Children's activities at Ipswich Museum

### Highlights

- Transforming People to Transform Museums is a three-year programme supporting 27 trainees to develop core heritage and business development skills in museums across Suffolk. The first cohort of nine trainees was recruited in 2018. Working with local community groups, the project is developing a more representative workforce in museums.
- The Young Leadership Scheme, developed by Community Action Suffolk, supports young people aged 16 to 25 to get involved in leadership roles in their communities through year-long, volunteer trustee placements. The Association for Suffolk Museums welcomed a young trustee to its Management Committee in March 2018.

### Case Study: Summer in Suffolk Museums

The Summer in Suffolk Museums programme is an audience development initiative that supports the promotion of family-friendly activities and events in Suffolk museums throughout the school summer holidays. A total of 30 museums took part in 2018, delivering over 100 family-friendly events and activities.

A new digital calendar with the events was created on the Suffolk Museums website ([www.suffolkmuseums.org](http://www.suffolkmuseums.org)). Marketing also included posters, flyers, articles in the East Anglian Daily Times and social media. Families Suffolk Magazine, a project partner, featured a Summer in Suffolk Museums front cover and pull-out map of Suffolk museums which was delivered to 17,000 school bookbags.

The hard work of Suffolk museums in developing their family-friendly activities and the Summer in Suffolk Museums promotion has supported a steady increase in child visitors to Suffolk museums since 2015-16 when the programme started.

\* Figures from SHARE Museums East Annual Survey of Museums 2018-19 (75% response rate).  
 \*\*Based on The Association of Independent Museums' Economic Impact Toolkit.

# NORFOLK MUSEUMS SERVICE



## 2018-19 in summary



A total of **388,742** people visited the **10** sites

**50,568**

schoolchildren participated in school visits, the highest annual visits NMS has on record



**488** volunteers contributed **45,866** hours of their time

NMS hosted **4** SHARE events and delivered or contributed to **9** SHARE training sessions



NMS staff supported **7** SHARE networks as members of their steering groups

**11** members of NMS staff are Accreditation Mentors supporting independent museums across Norfolk and Suffolk.



Norfolk Museums Service (NMS) is a local authority museums service made up of 10 sites across the county. NMS is an Arts Council National Portfolio Organisation and also has Sector Support Organisation status to manage and deliver Museum Development in the region through SHARE.

The **Norwich Castle: Gateway to Medieval England** project received a Stage 2 pass by the National Lottery Heritage Fund (NLHF). The plans for this transformational project include re-instating the original Norman floor level in the Keep, making all five levels of the Keep accessible for the first time; and the development of a new medieval gallery, designed in partnership with the British Museum.

The **Kick the Dust Norfolk** project commenced. The project, delivered in partnership with YMCA Norfolk, aims to transform how heritage organisations engage with young people aged 11-25. The first six months of the project engaged 1,745 young people, all of whom have faced barriers to participation in heritage and arts activities.

In 2018 NMS completed the four-year NLHF-funded **SHARED Enterprise** project which delivered specialist fundraising support to 660 people from 289 heritage organisation across the East of England. The resources produced from the project are now available to download from [www.sharemuseumseast.org.uk](http://www.sharemuseumseast.org.uk).



Time and Tide Museum Takeover Day (Norfolk Museums Service)

# UNIVERSITY OF CAMBRIDGE MUSEUMS



## The year in numbers

**in 2019**

We welcomed back the Museum of Zoology after major development

We received a record-breaking **1,393,000** visitors

**1,000**

Average number of children and young people our learning staff worked with a week

We provided SHARE with the equivalent of

**£11,725**

of in-kind support through staff time and free venue hire

**54**

UCM staff and volunteers benefited from SHARE training and events

**8** UCM staff including the Regional Conservator led or supported SHARE Networks and delivered or contributed to

**12** SHARE training sessions or events

The University of Cambridge Museums (UCM) is a consortium of eight museums and the Botanic Garden, and in 2018-2022 an Arts Council England-funded National Portfolio Organisation. We are proud to work closely with SHARE.

### A Warm Welcome

The UCM has developed Warm Welcome training to support our front of house teams and ensure a consistent welcome to all visitors across our venues. This year the UCM Opening Doors Project Coordinator has been delivering the training at venues across the region including the Museum of Cambridge, where she adapted the session for the Museum's staff and volunteers. Since then, she has worked with Museum of Cambridge staff to develop an online training module for their volunteers.

### Wisbech & Fenland Museum

The UCM is working in partnership with Wisbech & Fenland Museum to highlight its remarkable collections. This year the Fitzwilliam Museum's Applied Arts team worked with Wisbech staff and volunteers on a pilot documentation project to catalogue and photograph the Wisbech ceramic collections. The Wisbech volunteers were trained in documentation and object cleaning techniques. The aim is to incorporate the data onto the museum's online collections catalogue make the pottery and porcelain collection digitally accessible in its entirety for the first time.



The University Museum of Zoology (The University of Cambridge Museums)

## Museums supported by SHARE in 2018-19:

100th Bomb Group Memorial Museum	Cromwell Museum	Ickworth House	Museum of Archaeology & Anthropology, University of Cambridge	RAF Air Defence Radar Museum	Stow Maries Great War Aerodrome Museum
Aldeburgh Museum	Dacorum Heritage Trust	Imperial War Museum Duxford	Museum of Cambridge	Ramsey Rural Museum	Swaffham Museum
Ancient House Museum	Dunwich Museum	Ipswich Museum	Museum of Classical Archaeology, University of Cambridge	Rayleigh Town Museum	The Polar Museum, University of Cambridge
Anglesey Abbey, Gardens & Lode Mill	Duxford Aviation Society	Ipswich Transport Museum	Museum of East Anglian Life	Ridgmont Station Heritage Centre	The Red House
Ashwell Village Museum	East Anglia Transport Museum	John Bunyan Museum & Library	Museum of Norwich at the Bridewell	Row 111	The Scouts Association Heritage Service
Audley End	East Anglian Railway Museum	Kettles Yard, University of Cambridge	Museum of Power	Royal Anglian Regiment Museum	Thorney Heritage Centre
Bawdsey Radar Trust	Ely Museum	Laxfield & District Museum	Museum of the Broads	Royal Norfolk Regimental Museum	Thurrock Museum
Beccles & District Museum	Epping Forest District Museum	Leighton Buzzard	Museum of Zoology, University of Cambridge	Royston & District Museum & Art Gallery	Time & Tide Museum
Bishop Bonner's Cottage Museum	Essex Fire Museum	Narrow Gauge Railway	Natural History Museum at Tring	Saffron Walden Museum	True's Yard Fisherfolk Museum
Bishop's Stortford Museum	Essex Police Museum	Little Hall, Lavenham	Natural History Museum, Colchester	Sainsbury Centre for Visual Arts, UEA	University of Cambridge Museums
Braintree District Museum	Farmland Museum	Long Shop Museum	Norfolk & Suffolk Aviation Museum	Sedgwick Museum of Earth Sciences	University of Hertfordshire Art Collection
Bressingham Steam Museum	Fitzwilliam Museum	Lowestoft Museum	Norfolk Museum of Freemasonry	Sheringham Museum	Verulamium Museum
British Schools Museum	Flag Fen	Lowewood Museum	Norris Museum	Southend Central Museum	Wardown Park Museum
Burnham-on-Crouch & District Museum	Forncett Industrial Steam Museum	Lynn Museum	North Hertfordshire Museum	Southwold Museum	Warner Textile Archive
Burwell Museum	Fry Art Gallery	Maldon District Museum	Norwich Castle Museum & Art Gallery	St Albans Museum & Gallery	Watford Museum
Bushey Museum & Art Gallery	Gainsborough's House	March & District Museum	Octavia Hill Birth Place Museum	St Neots Museum	West Stow Anglo-Saxon Museum
Cambridge Museum of Technology	Garden City Collection Study Centre	Melford Hall	Orford Museum	St Seraphim's Icon & Railway Heritage Museum	Whipple Museum of the History of Science, University of Cambridge
Centre for Computing History	Girlguiding Norfolk Archive Resource Centre	Merchant's House	Oxburgh Hall	Stained Glass Museum	Wimpole Hall
Chatteris Museum	Gressenhall Farm & Workhouse	Mildenhall & District Museum	Palace House Newmarket	Stevenage Museum	Wisbech & Fenland Museum
Chelmsford Museum	Halesworth & District Museum	Military Intelligence Museum (Intelligence Corps Museum)	Paycocke's House & Garden	Stockwood Discovery Centre	Woodbridge Tide Mill Museum
Christchurch Mansion	Hertford Museum	Mill Green Museum & Mill	Peterborough Museum & Art Gallery	Stories of Lynn Museum	
Colchester Castle Museum	Higgins Art Gallery & Museum	Moyse's Hall Museum	Prickwillow Engine Museum		
Colne Valley Railway	HMS Ganges	Museum for Watton			

## With thanks to everyone who supported or contributed to our programmes in 2018-19:

Wyndham Heritage Museum	Chelmsford Museum	(Norfolk Museums Service)	Luton Culture	Norris Museum	Sheringham Museum
Anglesey Abbey (National Trust)	Christchurch Mansion (Colchester & Ipswich Museums)	Heckington Windmill	Mildenhall Museum	North Hertfordshire Museum	Shuttleworth Trust
Arts Council England	Colchester & Ipswich Museums	Hertfordshire County Council	Moyse's Hall Museum (St Edmundsbury Museums)	Norwich Castle Museum & Art Gallery (Norfolk Museums Service)	South & East Museums Federation
Association of Independent Museum	Collections Trust	Hollytrees Museum (Colchester & Ipswich Museums)	Jane Munns	Norwich Castle Study Centre (Norfolk Museums Service)	Southend Museums Service
Audience Agency	Culture, Health & Wellbeing Alliance	Hughes Hall, University of Cambridge	Museum of Archaeology & Anthropology (University of Cambridge Museums)	Palace House Newmarket	St Albans Museums
Audley End House & Gardens (English Heritage)	Culture24	Imperial War Museum Duxford	Museum of the Broads	Panacea Trust	Stained Glass Museum
David Blackburn	Ely Museum	Ipswich Museum (Colchester & Ipswich Museums)	Museum of Cambridge	Peterborough Museum (Vivacity Peterborough)	Strangers Hall (Norfolk Museums Service)
Braintree District Museum	English Heritage	Ipswich Transport Museum	Museum of East Anglian Life	Ramsey Rural Museum	Suffolk County Council
Burwell Museum & Windmill	Essex County Council	John Bunyan Museum	Museum of London	Royal Opera House Bridge	True's Yard Fisherfolk Museum
Cambridge Arts Theatre	Essex Record Office	Kids in Museums	Museum of Power	Royston & District Museum & Art Gallery	UK Antarctic Heritage Trust
Cambridge Museum of Technology	Festival Bridge	Leighton Buzzard	Museums Association	School of Textiles	University of Cambridge Museums
Cambridge University Botanic Gardens (University of Cambridge Museums)	Firstsite	Narrow Gauge Railway	National Lottery Heritage Fund	Scott Polar Research Institute (University of Cambridge Museums)	University of Leicester
Cambridgeshire County Council	Fitzwilliam Museum (University of Cambridge Museums)	Prof. Sarah Lloyd (University of Hertfordshire)	Natural History Museum at Tring		Welwyn Hatfield Museums Service
Centre for Computing History	Gainsborough's House	Long Shop Museum	Norfolk County Council		Whipple Museum of the History of Science (University of Cambridge Museums)
Charity Finance Group	Gressenhall Farm & Workhouse		Norfolk Museums Service		Wisbech & Fenland Museum

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## Contact us

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## The SHARE Team 2018-19

### Regional Museum Development Manager

JAMIE EVERITT

### Museum Development Project Officer

*Audience Development and Children & Young People*

KATHRYN MOORE

### Museum Development Project Officer

*Collections and Regional Accreditation Advisor*

RUTH BURWOOD

(from January 2019)

MIRANDA ELLIS

(to February 2019)

### Museum Development Project Officer

*Leadership & Resilience*

SALLY ACKROYD

### Museum Development Assistant

NATASHA MONTGOMERY

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