



MUSEUM *of*
RICHMOND

IMPACT REPORT

April 2020 to March 2021

Museum of Richmond, Second Floor, Old Town Hall, Whittaker Avenue, Richmond, TW9 1TP
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ROYAL PATRON Her Royal Highness Princess Alexandra, the Hon. Lady Ogilvy, KG GCVO

PATRONS Anita Anand, Sir David Attenborough OM, Ann Chapman-Daniel, Greville Dare, Lord Fellowes of West Stafford, Bamber Gascoigne CBE,
Lady Annabel Goldsmith, Lord Watson of Richmond CBE

CHAIR Hilda Clarke **VICE-CHAIR** Rose Barling **DEPUTY CHAIR** Lord Lee of Trafford DL

CURATOR AND EXECUTIVE OFFICER Esme Loukota (until December 2020) Laura Irwin (from February 2021)

LEARNING AND AUDIENCE DEVELOPMENT OFFICER Morag Calderbank (Maternity Cover until December 2020) Victoria McGrath (from January 2021)

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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COVID-19: ACCESS AND ENGAGEMENT

The Museum opened to the public at times when it was safe and possible to do so, and successfully engaged with new and existing audiences online:

Physical Access

In March 2020, the Museum faced an unprecedented challenge in the form of the COVID-19 pandemic.

In accordance with governmental guidance, the Museum closed to the public on 19th March 2020.



At times when it was permitted to do so, the Museum re-opened for visitors in between national and regional lockdowns.

It was closed for almost ten of the twelve months represented by this report.

Safety Measures

Following a grant from NLHF, we recruited a Visitor Assistant, Genevieve Wilks, to carry out Covid-compliant Front of House procedures whilst it was not possible for volunteers to return to site.

We introduced Covid-safety measures which included a ticketing system, social distancing markers and additional cleaning. Every visitor who responded to our survey rated their visit as “very safe.”

Not only did the Team gain an invaluable member of staff, we helped develop the skills and experience of a young person who is now pursuing a Heritage career.



Genevieve Wilks

Digital Engagement

Though visitors could not always access the Museum physically, we delivered a successful programme of digital events and activities, including:

- ☞ Online exhibitions
- ☞ Online family workshops
- ☞ Online schools workshops
- ☞ Online talks
- ☞ Downloadable ‘digital detox’ booklets for families
- ☞ ‘How to’ videos for families
- ☞ Digital Curator tours
- ☞ Daily social media posts



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Figures for 2020/2021

201 FREE, ON-SITE VISITS

(The Museum was closed due to Covid-19 for almost 10 of the 12 months represented by this report)

10,563 WEBSITE VISITS

621 VIEWS of
two online exhibitions

209 ATTENDEES at
three online talks

OVER 1000 PLAYS of online
Curator talks and
learning videos

98% OF VISITORS were
'Happy' or 'Very Happy'



128 PUPILS at on-site and online
learning workshops for schools

138 CHILDREN AND ADULT
ATTENDEES at on-site and online
family workshops

270 USERS of Discovery Boxes
for schools

GROWING SOCIAL MEDIA FOLLOWING

Facebook: 885 (increase of 46%)
Twitter: 1037 (increase of 23%)
Instagram: 1142 (increase of 46%)

OVER 75% OF OUR 5,000
OBJECTS recorded and made
accessible online

OVER 10 LOCAL PARTNERS
AND FUNDERS

2 EXHIBITIONS

30 ACTIVE VOLUNTEERS,
including young people engaged
through remote work experience
for the first time

51 ANNUAL FRIENDS
and 170 LIFE FRIENDS



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FUNDRAISING + FINANCE

£80,000

CORE COUNCIL FUNDING
from London Borough of
Richmond upon Thames

£16,000

COVID-19 SUPPORT GRANT
from London Borough of Richmond
upon Thames

£6,400

NATIONAL LOTTERY HERITAGE
FUND COVID-19 SUPPORT GRANT
to fund a temporary Visitor Assistant

£6,000

BENEFACTORS' CIRCLE

£8713

GIFT AID & HMRC TEMPORARY
EXHIBITION TAX RELIEF

£5834

OTHER INCOME

£3696

OTHER GRANTS
(AIM, Achieving for Children &
exhibition grants)

£3587

LEGACIES & INDIVIDUAL
DONATIONS

£1351

CROWDFUNDING

for a memorial bench dedicated to Valerie Boyes,
former Chair and a great champion of the Museum

£962

LEARNING INCOME

£638

FUNDRAISING EVENTS



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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

We are Accredited



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

We are Increasing Online Access

The Digitisation Project was started in 2016 and aims to make every object in our collection available online. This will help visitors and researchers to find out more about the wonderful items we care for.

Over 75% of our 5,000 objects have been digitised so far.



Though volunteers could not return to site to continue their work on this project, we used our improved collections records to highlight interesting stories on social media, making these objects more accessible to a wider audience.

We are Caring for our Collections

We continue to document, conserve and store our collections in line with best practice, so they can be enjoyed by future generations.



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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:

Queen's Road: 500 Years of History



This exhibition explored 500 years of history on a single road in Richmond. From farmland owned by Tudor courtiers to the site of modern social housing, Queen's Road offered a glimpse into the ways that local society was changing.

This exhibition opened on 1 February 2020. Due to Covid-19, the Museum closed after only 6 weeks of the exhibition run, so content was made available online as our first online exhibition.

- œ Funded by the Civic Pride Fund, the Richmond Parish Lands Charity, Perry Hay & Co, Quad Architects and a number of generous individuals.
- œ Engaged with 678 on-site visitors prior to the Museum's closure.
- œ 378 views of the online exhibition.

Covid-19 Richmond Community Quilt and Lockdown Memories

Local residents were invited to submit their memories of the first lockdown to help the Museum Team record and communicate the experience of living in Richmond during a pandemic. These memories will be incorporated in a future exhibition.

The Museum was also delighted to display a quilt created by local residents in response to Covid-19, co-ordinated by the then Mayor of Richmond, Nancy Baldwin. There is a story behind each of 42 of the quilt's squares, and these were shared online during the Museum's closure.



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The King's Observatory

This exhibition explored the fascinating history of the King's Observatory and Richmond's scientific legacy. Built in 1769 for George III to observe a rare astronomical event, the Transit of Venus, the Observatory became a centre for scientific endeavours until the late twentieth century in fields which included standardisation, calibration, geomagnetism and meteorology.

The exhibition was installed in February 2021 but visitors could not view it in person until May, when government restrictions permitted museums to re-open. Instead, it was made available online:



- ☞ 263 views of the online exhibition within its first six weeks.
- ☞ Generously funded by the Museum's Benefactors' Circle.
- ☞ Inspired the content of family workshops, learning activities and an online talk on the subject during that period.

What visitors said:

Always new exhibitions, always a very good welcoming museum

The museum staff were very knowledgeable

The museum needs to be more visible

A wonderful gem of a place

Very brilliant service and nice welcome by the lady at reception

It's full of excellent information

Make it bigger

Put it [the museum] on the ground floor

Keep going, it's fabulous



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SCHOOLS + HOME EDUCATION GROUPS

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

100% of the schools who were able to visit in 2020/2021 were from London Borough of Richmond upon Thames schools—showing that schools are looking more locally for visits thanks to Covid.

100% of teachers rated their visits **Excellent**



From Pre-History to World War Two, we offer a range of hands on, cross curricular workshops to help pupils really 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:

They enjoyed that the workshops remained as hands on as possible, despite Covid restrictions

That their children 'gained 'knowledge through historical enquiry.'

That there were a 'good range of resources.'

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: Archaeology, 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.



For the first time, we delivered bespoke online workshops to London Borough of Richmond upon Thames schools, something the Museum will be developing in 2021/2022

The Museum was given £500 of funding by the Art Society to develop new Prehistory Discovery Boxes



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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:

82 children and 56 adults engaged with :
6 online workshops
3 onsite workshops
with different themes linked to exhibitions and displays

100% of the adults said:

- ☞ That the workshops were 'Excellent'
- ☞ They would recommend the workshops to others
- ☞ That they had learnt more about Richmond's history

How families feel about the workshops:

Absolutely fantastic! Vicky is amazing with the kids and very knowledgeable

Workshop very good and Vicky is excellent host and presented in a very interesting way and encouraged kids to be interactive. I would highly recommend!

Wonderful workshop Vicky, many thanks for making it so interesting and engaging for us all

I LOVE these family workshops - they are so fun and enjoyed by all members of the family of different ages

A fun shared experience. Gained interesting local knowledge and great to have something creative to take home



We also developed activity booklets and YouTube videos for families to use during the Lockdowns. One video was promoted by the national charity, Kids in Museums and has been viewed over 100 times!



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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:

Talks and Events for Adults

Whilst it was not possible to host the Museum's usual fundraising events and annual Garden Party at Trumpeters' House, we ran a successful programme of online talks:

'Betty Nuthall: Richmond's Queen of the Court' by Rose Barling

- ☞ September 2020
- ☞ Our first ever public event online!
- ☞ 26 attendees

'A History of the King's Observatory' by Vicky McGrath and the Museum Team

- ☞ March 2021
- ☞ 85 attendees

'Paint Detective' by Patrick Baty

- ☞ March 2021
- ☞ 98 attendees



Adult Learning and Outreach

We offer a growing programme of talks, tours and reminiscence workshops that can be booked by groups and held at the Museum or run as outreach sessions.

Feedback includes:

Thank you so much for a riveting and well researched lecture about the "hidden" King's Observatory in Richmond. The illustrations were terrific and the story and connections kept us enthralled.

Thanks so much for the talk this morning. What fascinating stuff! I had no idea... Really appreciated your time and knowledge!

Unfortunately it was necessary to postpone many of the outreach talks planned for community groups such as the Cambrian Centre about the 'Queen's Road' exhibition due to Covid-19; however these groups were directed to the Museum's online resources.



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OPPORTUNITIES

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

Visitor Services Volunteers

We have an active volunteering programme with over 30 volunteers who offer invaluable support. Whilst it was not possible for our team of Front of House volunteers to work from the Museum throughout the pandemic, we stayed in touch through regular communications and online coffee mornings.

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.

Other Volunteers

Alongside Visitor Services 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. We are also assisted by a group of *ad hoc* volunteers who help with everything from envelope stuffing to stewarding at events.



Work Experience



The Museum facilitates Work Experience and Duke of Edinburgh placements with students from local secondary schools and universities. During the year, we ran our first ever remote placements with two History students from Royal Holloway University.



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LOOKING AHEAD



During 2021/22 we will be:

Re-opening and operating the Museum following the COVID-19 closure in a way that is safe for visitors, volunteers and staff.

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

Providing a varied and interesting engagement experience for new and repeat visitors through free Curator Tours and our Coffee and Crafting workshops for adults.

Maintaining our lifelong learning offer with a view to developing our offer to include online and all day workshops.

Working to develop our audience with a focus on families and schools, offering a blend of online and in person workshops.

Launching our Georgian and Prehistory Discovery Boxes and related activities.

Recruiting a Visitor Assistant through the government's Kickstart scheme designed to help young persons at risk of long-term unemployment.

Developing exhibitions and displays with an accompanying learning programme, specifically on the subject of theatre in Richmond to celebrate the 50th anniversary of the Orange Tree Theatre.



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