Connecting Collections
Activity highlights from April 2013 - March 2014

Programming Excellence

Our first joint exhibition in London Discoveries: Art, Science and Exploration attracted over 26,000 visitors

The Art & Science of Curation project is stimulating national debate about curating and curation across the sector

Over 40 new exhibitions attracted over 570,000 visits

Touring exhibitions reached 150,000 visitors in Great Yarmouth, Peterborough, Leeds and Haringey

More than 1,500 objects were loaned to other venues nationally and internationally

The Polar Museum acquired Captain Scott’s photographic negatives after a successful fundraising appeal

Care and conservation staff provide specialist expertise for our museums and the sector

We are developing plans for Curating Cambridge, a city-wide cultural season in autumn 2014

We published an anthology of 10 poems from our Thresholds poetry residencies, curated by Carol Ann Duffy

Engaging Audiences

658,743 people visited our museums

98% of visitors rated their visit as ‘good’ or ‘very good’

We have engaged with wider and more diverse audiences

CultureFinder app is exploring new ways of digitally engaging people with our collections

Our collections received more than 3000 research visits

Origins of the Afro Comb, a Fitzwilliam/MAA exhibition toured to Bruce Castle Museum in Haringey

Audience research is improving our understanding of audiences

More than 10,000 people visited during Twilight at the Museums (up 41%)

A record 8558 people participated in 110 events at 25 museums across the county, during Summer at the Museums 2013

1,600 visitors participated in Museums at Night 2013

The museums contributed 60 events to the University’s Festivals

14,353 participants engaged in 392 outreach activities

Communities, Children & Young People

We are an Arts Award Good Practice Centre, offering all five levels of the Award

200 young people participated in Arts Award activities

We have pioneered strategic relationships with 2 secondary schools and partner primaries

Our Communities Officer is engaging with communities in North Cambridge

Pupils from 14 London secondary schools explored the Discoveries exhibition

Student Museum Ambassadors from North Cambridge Academy are encouraging their peers to visit the museums

We are working in partnership with Cambridge City Council’s Children and Young People’s Participation and Traveller education teams

We support GCSE, A Level and BTEC Art Students through our SOURCE programme

1,307 visits were made by schools, with 33,493 students engaging with the collections
Building Knowledge

Over 430 volunteers contributed more than 19,600 hours of their time, with an estimated value of £127,000 to the museums.

A Skills Audit across the museums is informing staff development and training initiatives.

Staff share expertise through the East of England SHARE regional training and support programme.

Get Involved webpages promote workforce opportunities to diverse audiences.

Students from Cambridge Regional College have carried out Mystery Shopper studies in our museums.

3 paid internships have provided early career experience for young people.

A rolling programme of Creative Apprenticeships is providing young people opportunities to get on the job training whilst receiving an NVQ.

79 young people participated in work experience taster days.

Behind the Scenes

We are leading the development of a city-wide arts and cultural strategy through the Cambridge Arts & Cultural Leaders Group.

We are improving conservation and collections care standards across the UCM and sharing our expertise through masterclasses and study days.

Museum of Zoology secured £1.8m in Heritage Lottery Funding for major redevelopment.

Sedgwick and Fitzwilliam Museums secured Designation Development Funding totalling £165k.

We are committed to environmental sustainability across our museums.

New branding for the University of Cambridge Museums is raising our profile.

We have over 34,000 followers on twitter and 27,000 likes on facebook across our museums.

42,438 views of the UCM blog and nearly 1,000,000 visits across our museum websites.

A pilot study is exploring using Bluetooth beacons in museum galleries to create innovative audience interactions.

University of Cambridge Museums

We are proud to be an Arts Council funded Major Partner Museum.

Museum of Archaeology and Anthropology (MAA)

Museum of Classical Archaeology

Museum of Zoology

The Fitzwilliam Museum

Kettle’s Yard

The Polar Museum

Sedgwick Museum of Earth Sciences

Whipple Museum of the History of Science

working with our key partner Cambridge University Botanic Garden

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