CONNECTING COLLECTIONS - YEAR 1 HIGHLIGHTS
Activity highlights from April 2012 - March 2013
of our 3 year programme engaging audiences with the University’s collections

PROGRAMMING EXCELLENCE
• Thresholds, curated by the Poet Laureate, enabled 10 poets in residence to explore & engage with the collections in new & exciting ways
• Museum of Zoology secured HLF funding for the first phase of a £3.67 million refurbishment
• Museum of Archaeology & Anthropology reopened after refurbishment & was nominated for the Art Fund Museum of the Year 2013
• 8 objects from the museum collections took up residence at Kettle’s Yard in the collaborative exhibition House Guests
• Fitzwilliam Museum acquired Poussin’s Extreme Unction after a successful fundraising appeal
• Our collections travelled nationally & internationally through loans & exhibitions
• 118,962 people visited Search for Immortality Tomb Treasures from Han China at the Fitzwilliam Museum, our contribution to London 2012 Festival
• Connecting Collections Care & Conservation group is bringing together specialist expertise for the benefit of UCM staff & the museums sector
• Our new Programme Curator is developing plans for a city-wide cultural season in 2014-15
• Plans are in place for a major exhibition in London in Spring 2014 at Two Temple Place

ENGAGING AUDIENCE
• 760,363 people visited the museums
• 94% of visitors rated their visit as ‘good’ or ‘very good’
• 4,511 participants engaged in 113 outreach activities
• Our new Events Coordinator is increasing accessibility through creative public programming
• 6,976 people participated in 59 events and activities at 12 museums during Summer at the Museums, a 65% increase from 2011
• Museum of Archaeology & Anthropology working with the City Council delivered CHYPPS activities for children & young people
• 744 people participated in the Big Draw on Tour, with only 18% having previously visited one of the museums
• A spectacular light projection on to the Fitzwilliam Museum encouraged 7,200 visits during the UCM-wide Twilight at the Museums
• 1,576 visitors participated in Museums at Night
• The museums contributed 60 events to the University’s Festivals
• The University of Cambridge Museums Shop opened in a high profile site on King’s Parade following a successful pilot
• Substantial audience research, guided by a new evaluation strategy is improving our understanding of audiences & their engagement

Museum of Archaeology & Anthropology
Museum of Classical Archaeology
Museum of Zoology
Fitzwilliam Museum
Kettle’s Yard
The Polar Museum
The Sedgwick Museum of Earth Sciences
Whipple Museum of the History of Science

www.cam.ac.uk/museums camunivmuseums.wordpress.com @CamUnivMuseums
COMMUNITIES, CHILDREN & YOUNG PEOPLE

- 27 staff including 8 new posts are working across the museums to increase engagement with families, children & young people
- The Children & Young People Widening Participation Officer represents a unique partnership with the University’s Widening Participation Project
- The new Communities Officer is working to engage local communities with our collections
- 10 poets engaged with 397 young people from 8 schools & youth groups as part of Thresholds
- 8 young mums from Romsey Mill Family Centre completed their Bronze Arts Award
- 135 students participated in 8 days of workshops as part of Source, with students & teachers praising the inspirational collections
- 1,103 visits were made by schools, with 32,721 pupils engaging with the collections
- 174 students were supported in transitioning from primary to secondary school as part of the Bigger Picture project at the Fitzwilliam Museum

BUILDING KNOWLEDGE

- 430 volunteers across the museums
- Our new Opening Doors Coordinator promotes wider access to volunteering opportunities
- Sector partnerships are developing through the new regional Front of House Network
- A Skills Audit across the museums is informing staff developing & training initiatives
- 2 Creative Apprenticeships have been appointed, in partnership with Wysing Arts, The Museum of Cambridge & The Junction
- 32 students took part in Work Experience Taster Days
- 3 paid internships have provided early career experience for young people
- The new Get Involved webpages have launched, advertising workforce opportunities
- 6 AHRC-funded post-doctoral interns are undertaking UCM’s first cross-collection research

UNIVERSITY OF CAMBRIDGE MUSEUMS

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BEHIND THE SCENES

- 18 new members of staff recruited to the UCM team & across the eight museums
- 9 new consultation groups provide opportunities for cross museum communication & joint working
- 7,729 visits to the new UCM website since its launch in February - www.cam.ac.uk/museums
- 2,717 followers on twitter & 1,861 on facebook
- The new Organic Materials Conservator is working across the collections
- 2,500 views a month on the UCM blog
- Joint branding for the University of Cambridge Museums consortium is under development
- Innovative digital projects are being informed by a museum wide digital audit
- A new environmental policy works within the University’s Environmental Strategy
- The new General Board Museums Committee provides high level representation of UCM within the University, chaired by a Pro-Vice Chancellor

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