

YMT Report Against Core Partnership Objectives – January to June 2018

Creation of museum and gallery provision capable of contributing to positioning York as a world class cultural centre

YMT has a four-year Business Plan for the years 2018-19 to 2021-22 which indicates how the Trust will pursue and achieve the five headline priorities from its Forward Plan 2016-2021.

- Deliver the York Castle Museum (YCM) major capital project, including collection and storage rationalisation, and develop the Castle area as a cultural quarter.
- Excellent, high profile programming, including strategic YMT-led events to attract visitors to York and high quality exhibitions at York Art Gallery.
- Expanding Enterprises and fundraising activities, building on success, becoming a more business-like charity and increasing our income streams and resilience.
- Ensuring a 21st century Visitor Experience, pro-actively engaging visitors to sites and online
- Improving York's and York Museums Trust's profile through local, regional and international leadership, partnership and delivering on all expectations of key stakeholders.

The Business Plan specifies aims and measurable targets for the teams within the Trust to realise our ambitions. We have an Operational plan and report to Trustees each quarter on our performance and the operational KPIs.

One of the headline priorities is the redevelopment of the Castle Museum and the Castle Gateway. Planning for this initiative continues in close collaboration with CYC and the Castle Gateway Masterplan. We have been working on accelerating the project with CYC in the recent Leeds City region Pooled rates bid and are seeking to create a more joined up offer with English Heritage following the recent news on their visitor centre at Cliffords Tower.

We have appointed internal and external project managers and we are working with architects on an options appraisal. We are using St Marys this summer to consult with visitors and York residents on future plans for the Castle Museum.

In the last six months we have won the following Little Viking Awards:

Best Attraction (York Castle Museum)

Best Christmas Experience (York Castle Museum)

Provision that is a source of inspiration and enjoyment for all and a stimulus for learning and skills development

Much of the Trust's public provision is reported in a subsequent section below, including exhibitions and online and learning offerings. However, several examples are included in this section.

With HLF funding, YMT commissioned the author Rebecca Manley's to write a bespoke, site-specific play, entitled 'These Walls,' drawing on the stories of the Debtors' Prison to bring characters to life and challenge audiences to think about issues of justice, human rights, debt and the rights of women. York Theatre Royal Youth Theatre performed this exciting new work at the Castle Museum in March 2018.

Yorkshire's Jurassic World was opened on 23 March 2018 by Sir David Attenborough to great acclaim. Sir David Attenborough made some memorable comments about the exhibition and the value of England's regional museums more generally which we have captured on film on You Tube and via Arts Council England. The exhibition has significantly increased visitor numbers at the Yorkshire Museum.

We organised the Eboracum Roman Festival for the second year which again attracted over 25,000 visitors from all over the world over the weekend 1 to 3 June. The popular events included a fashion show in the main arena and a lecture programme in the TA Hall as well as the highlight being the Romans march through the City.

The protection and conservation of the collections, gardens and buildings for future generations including improved storage

Plans to address most of the Trust's remaining collections storage and management issues are included within the Castle Museum project. We are appointing additional staff in 2018 to work on the documentation of the collections in advance of the stores consolidation.

An extensive programme of work on the trees in the museum gardens has been undertaken. We have extended the Prairie bed and undertaken remedial work following the Christmas Lights. The spring flower count recorded the same numbers as last year.

Promotion of the city's museums and collections through a varied range of activities which could include exhibitions, displays, community projects, volunteering opportunities, formal learning for schools, informal activities for families, and adult learning

Our active, high-quality exhibitions programme includes:

York Art Gallery

Aesthetica Art Prize 2018 (May – September)

A platform for innovation and originality, the Aesthetica Art Prize Exhibition invited audiences to engage with captivating projects from some of today's leading artists, both established and emerging.

Marinella Senatore: York Symphony (September 2017 to May 2018)

Through a series of workshops and conversations collecting individual stories in York, Italian artist Marinella Senatore has created the York Symphony: an artwork that engages York's communities and culminates in a film on show in the Gallery. This new Evelyn Commission is a contemporary response to the historic Evelyn Award, a scheme which ran from 1950 until 1962 with the aim of bringing York's topographical collection up to date.

Paul Nash and the Uncanny Landscape: An Exhibition Curated by John Stezaker (October 2017 to April 2018)

Paul Nash's groundbreaking inter-war landscapes which transformed the genre of British landscape painting feature in this exhibition curated by artist John Stezaker at York Art Gallery. The exhibition also includes works by Stezaker including new landscapes created in response to the themes of the uncanny landscape. A private collection of rarely seen Nash drawings, paintings, photographs and ephemera was also on display.

The Sea is the Limit (From May 2018)

This is a stunning and thought provoking exhibition of international artists works addressing immigration, migration, refugees, integration and borders. It is organised by YAG and curated by contemporary UK artist Varvara Shavrova and includes Audio Visual and Interactive displays

Aesthetica Art Prize 2018 (From May 2018)

A platform for innovation and originality, the Aesthetica Art Prize Exhibition invites audiences to engage with captivating projects from some of today's leading artists, both established and emerging.

70 Years of Giving Art (from May 2018)

This exhibition celebrates the 70th anniversary of the Friends of York Art Gallery. Throughout the decades the Friends have supported the gallery in many ways through fundraising for the Fine Art Store, grants for acquisitions, conservation, learning activities

Lucie Rie: Ceramics and Buttons (From June 2018)

As one of the most respected potters of the 20th century Dame Lucie Rie was known for her finely thrown and beautifully decorated functional domestic ceramics. This exhibition highlights the ceramic buttons she began producing for the fashion industry alongside many examples of domestic wares she was famous for.

In CoCA, the Anthony Shaw space was redisplayed by Per Inge Bjerlo and opened on 1 March 2018.

Yorkshire Museum

Medieval York: Capital of the North (From November 2017)

This installation explores how York became England's second city and how its fortunes rose and fell with its ties to the Crown and the Church. Through the finest medieval discoveries ever unearthed, including the Middleham Jewel, the Escrick ring and a Richard III supporter's Boar Badge, the latest metal detected finds and brand new research, this new display tells the only complete Medieval history of York in the city.

Castle Museum

Programming in February half term focussed on the suffragette movement to mark the 100th anniversary of women getting the vote in Britain. YCM held a suffragette's march on Kirkgate every day over this half term.

Online visitors

Our commitment to open licensing, allowing free access to and free re-use of a large proportion of our digital assets, also enhances access to our collections and intellectual property. We have over 28 million searches on our online collections each year. We have focused our efforts not only nationally but regionally as well, through the Museum Development Yorkshire network.

Learning and Volunteers

Through its learning offerings, YMT reaches many school children and families both through specific programmes on aspects of the collections and through visits to our various sites. In the last financial year, we served nearly 6,000 York school children who participated in our programmes. In total, over 130,000 children and young people visited our attractions in the last financial year.

We run family activities during the busy local school holidays at all of our sites and have developed new sessions particularly designed to engage children with our exhibitions, available to visitors every day e.g. with the new Jurassic exhibition. We also provide Museum Monkey sessions for the under 5s throughout the year.

In the last financial year over 300 volunteers contributed 17,000 hours. Core projects such as costumed roles on Kirkgate increased as new volunteer offers came on line, and as a result of this, our volunteer Sewing Bee also expanded to meet the increased demand for authentic replica costume.

Increased access to the city's collections, gardens and buildings and increasing visitor numbers, especially young people

Visitor numbers from 1 January to 24 June 2018 are mixed when compared to the same period in 2017. However the Jurassic exhibition has been extremely popular and the Castle Museum has suffered because we have not put in new major exhibitions until the Vivien Westwood exhibition which opens in July. The Art Gallery numbers are down as expected given the increase in numbers we had in 2017 after the reopening and the introduction of charging:

	Actual	Last year	% Change
York Castle Museum	116,831	129,266	-10%
Yorkshire Museum	84,004	52,815	+59%
York Art Gallery	35,563	41,073	-13%
Total	236,398	223,154	+6%

Recognition of the special significance of the museums and gallery for York residents through the maintenance of pricing incentives for York residents and opportunities for free access

Residents of York can use their Council Tax bill as evidence to gain the discounts available on admissions and the YMT half price Card. Although prices for visitors were increased at the Castle Museum from May 2018 the discounted admission price for York residents have been maintained at 2015 levels.

The YMT residents open days proved popular in June 2018, with nearly 1,000 additional visitors across all the sites over the weekend. We were very popular in the Residents Festival in Jan 2018 with over 5,000 visits.

The facilitation of outreach activities and pricing mechanisms designed to encourage visits by those who do not traditionally use the museums or gallery

YMT's public programme of talks, workshops and events for adults continues to include regular sensory tours, particularly suitable to those with a sight impairment, and monthly practical, inclusive Arts for well-being sessions. Dementia, autism and deaf awareness training has been introduced for staff, and 'relaxed openings' have been introduced for people with sensory impairments.

Admission for children is free of charge at all YMT sites. YMT continue to provide residents aged 17-24, those entitled to most forms of income related benefit, carers and community groups in excluded categories with a YMT Card free of charge.

As part of the Culture & Wellbeing York project funded by City of York Council, YMT has been commissioned to support the work of the cultural sector and improve health and wellbeing outcomes in York by offering opportunities to engage in activities normally out of reach. One of its priorities has been to continue to build a referral network using the Social Prescription Service (Priory Group GP practices) and Local Area Teams.

Excellent customer service and visitor experience

The annual Visit England, Visitor Attraction Quality Scheme mystery visit was undertaken and we met our targets by improving the scores at all the sites. At York Castle Museum the score was 80%, an improvement of 1%; at Yorkshire Museum and Gardens it was 86% up 3% and at York Art Gallery 89% up 4%.

Active international partnerships to enhance public programmes, to increase YMT's and the city's reputation, and to raise funds

One of the Trust's aims is to share our collections and expertise with regional, national and international audiences. In partnership with the British Museum the exhibition, *Vikings: Rediscover the Legend* presented star objects from the British Museum featured alongside the Yorkshire Museum's world class collections, with new interpretations to give a fresh perspective on how the Vikings shaped every aspect of life in Britain. The exhibition debuted at the Yorkshire Museum, was shown in Nottingham and is now touring at Southport Museum.

Awareness of CoCA has continued to increase through international loans. Eight studio pottery pieces were loaned to Yale Centre for British Art, USA and Fitzwilliam Museum, Cambridge for 'Things of Beauty Growing: British Studio Pottery' in 2017.

Retention of registered museum status and development of the designated collections to ensure maximum public benefit Continues.

YMT now formally provides expert support and advice to other museums in the region which are seeking to renew or gain accredited museum status through consultancy in its Museums Development team funded by the Arts Council for England.

The maintenance of the Museum Gardens on the Register of Parks and Gardens of Special Historic Interest maintained and the register of botanical gardens

York Museum Gardens will be an active member in the 2018 Bloom! Festival. Currently we are showing the International Garden Photographer of the Year Exhibition

Public access to the Museum Gardens daily (except relevant Christmas / New Year holidays) unless closure is necessary for reasons of public safety

Free access to all is being maintained and over 1.7million visits are made to the gardens each year.

Effective, open and transparent governance including effective access and equalities policies covering trustees and staff recruitment practices

Our equality practices continue to bear fruit with an increase to 9.2% of our staff from backgrounds of non white British. This increases at a management team level to 13.8%. Our workforce is 68% female to 32% male and our management

team is 55% female. As part of the board recruitment the gender ration is now 47% female and 18% of Trustees have a background of non white British.

We run fair and transparent selection processes for both Trustees and staff. Trustee vacancies are advertised and board diversity is an important consideration in recruitment. For staff posts, HR representatives are present on each interview panel, questions are submitted to HR in advance and all candidates receive the same information and are asked the same questions. The system of Personal Development Reviews means that routes to training are also open and fair.