ANNUAL REVIEW
2018-19
Our Impact, Our Ambition
Welcome to our 2018-19 Annual Review. Over the past year it has been a great privilege to take over the role as Chair of Trustees. I would like to thank my fellow trustees, staff and volunteers at Derby Museums who have worked extremely hard with partners and stakeholders to ensure that the increasingly vital role of the museum in the cultural, educational and economic life of the city is fully recognised, and that closer connections are made with local people and communities.

We are proud of our growing success, demonstrated through increased visitor numbers and a wide range of much-appreciated exhibitions, together with engagement opportunities for all with a special focus on schools and the delivery of potentially life enhancing projects with young people from disadvantaged wards across the city.

It is a joy to witness the excitement growing for the Museum of Making, due to open in September 2020, which will no doubt bring visitors in great numbers to our wonderful city. This is just one of a series of innovative projects, owned by a committed and visionary team with whom I am so proud to be involved, as together we move towards sustainability in our next phase of change and re-development.

Our aims:
• **Know your Wrights**
  Derby Museums will be the ‘go-to’ place for studying the work of Joseph Wright of Derby, the painter of light.
• **Be relevant to our citizens**
  We will ensure that our exhibitions and programmes enable the communities of the city to recognise they have something to say about Derby.
• **Stand on our own feet**
  We will transition to a mixed and sustainable funding model with a 45:55 mix of earned income to public investment.
• **Always in front**
  We will be regarded as one of the world’s most innovative and resourceful regional museums.
• **Every child a maker**
  We will engage with every school in Derby.

Our Annual Review this year seeks to report on our progress in meeting these aims and the impact this has had so far.
KNOW YOUR WRIGHTS

Making a centre of excellence for Joseph Wright of Derby

A landmark report regarding the Joseph Wright collection was produced for Derby Museums by Sea Change Consultancy. This set out key actions to be taken over the next decade to fulfil our ambition for Derby Museums to be the ‘go-to’ place for the study of the artist. This includes:

1. Re-development of Derby Museum and Art Gallery as ‘The Wright of Derby’; an expanded museum that would take as its starting point Joseph Wright, the Enlightenment and its legacy. This cultural destination will have a palpable impact on the visitor economy of the city.

2. Development of a major Joseph Wright of Derby international exhibition with Tate and The National Gallery as partners. This will take Joseph Wright of Derby to the world and bring together other works by Wright from major collections.

3. Consideration of a fundraising tour of America for collections whilst re-development of the building is taking place in 2023/4.

4. Harnessing worldwide interest and scoping potential for a dedicated Joseph Wright of Derby Society, similar to the societies dedicated to Turner, Romney and Watts. A Scholarly Journal could be attached to this.

Co-producing with young people – back to the drawing board

Visitors to the Joseph Wright gallery can explore new perspectives about the artist courtesy of our Young Co-producers network. Working with our curatorial team, a group of 15-25 year olds researched facets of the painter’s life that were hidden from the traditional interpretation in the space. They were interested in Wright as a person as well as an artist, and were particularly drawn to narratives around his well-being and experiences of probable bouts of depression.
Wright - National and International

The work of Joseph Wright of Derby continues to receive high acclaim at home, with a loan of his celebrated painting, *A Philosopher Lecturing on the Orrery*, recently travelling to the Science Museum in London for The Art of Innovation; an exciting new project exploring the relationship between art and science over the past 250 years in partnership with BBC Radio 4.

Wright’s work is increasingly popular overseas. A number of works have travelled to Europe and North America. *Romeo and Juliet* formed part of Amour; an exhibition about the art of love at the Louvre Lens in France. *The Alchemist* took pride of place at an exhibition commemorating the 200th anniversary of Mary Shelley’s *Frankenstein* at the Morgan Library in New York, and *Virgil’s Tomb by Moonlight* formed part of a show exploring the artist’s depictions of the moon at the beautiful Louisiana Museum in Copenhagen.

**IMPACT**

“The gallery now provides information not only about Joseph Wright’s works, but also about Joe himself.”

YOUNG CO-PRODUCER
Leonardo da Vinci: A Life in Drawing

Derby Museum and Art Gallery was one of 12 venues in the UK that simultaneously exhibited works by Leonardo da Vinci during the winter of 2019 to commemorate the 500th anniversary of the Great Master’s death.

Fourteen of the artists’ works from sketchbooks owned by the Royal Collection Trust were on display, featuring anatomical and engineering studies as well as details of figures from ancient myths. During its three month run, over 50,000 people visited the exhibition.

The benefits of the exhibition went far beyond merely increasing visitor numbers to the museum:

- Footfall increased by 4% in the nearby commercial Saddlergate area of Derby, bucking the trend of decreasing visitor numbers to retail elsewhere in the city.
- Over 50 new volunteers were recruited as Leonardo Ambassadors, working alongside our dedicated Visitor Services Team to offer additional welcome and insight to visitors.
- Thanks to funding from the Esmée Fairbairn Foundation, over 22 bespoke workshops for schools were held, introducing many children to the world of Leonardo for the first time.
- During the exhibition Derby Museums’ income from donations increased by almost 300%, its retail income by over 240% and its catering income by 115% as compared to the same time period the previous year.
An accolade for Pickford’s House

In summer 2018 Pickford’s House received a prestigious Certificate of Excellence from TripAdvisor, an award presented to only around 10% of businesses on TripAdvisor that have consistently delivered excellent service and achieved great reviews over the past year.

IMPACT

Leonardo school sessions engaged over 570 primary school children from Key Stage 2 and children with special educational needs and disability (SEND).

“It’s been exciting to meet so many visitors with such a range of experience and knowledge of not only Leonardo, but the arts and all associated interests, as well as sharing the experience with them! I still pinch myself every time we’re stood in front of the drawings. It’s been great to see so many people travel from far and wide to Derby to see these drawings and encourage the guests to explore the rest of the museum and other sites of interest in the area. I shall make sure that my Mona Lisa socks are clean and my Italian accent is on form for the big finale!”

CHRIS SPENCER, LEONARDO AMBASSADOR
This gallery was the first dedicated to Derby Museums’ world cultures collection. It was the culmination of a two year programme to explore common experiences of humanity across the globe and involved people from across the diverse communities of the city, many of whom had had no previous contact with the museum.

We took objects on walks, putting them in places where people meet — shops, nail bars, cafés and boxing clubs — and asked what feelings these objects aroused outside the museum. In many cases, people responded by challenging the museum’s historic practices: How did these objects come to Derby? Who collected them? Were some of them stolen or looted? Who gets to tell their stories?

Co-produced with hundreds of people from across the city, the World Collections gallery will be a place for continual dialogue with our communities, exploring the troubled legacy of Empire and our relationship with the rest of the world as Europeans.

IMPACT
Over 3,500 people have been directly engaged with the World Collections project.
Derby from War to Peace

Following on from the incredible success of Paul Cummings’ *Weeping Window* poppy installation at the Silk Mill in 2017, the exhibition Derby from War to Peace explored the contribution Derby made to the First World War and the impact felt by the town after the 1918 Armistice 100 years on. Led by Curator Angela Tarnowski of the 9th/12th Lancers’ Museum, the exhibition showed the efforts made to build a city ‘fit for heroes’ in the aftermath of war.
Above image: Architect’s visual of the Museum of Making
Above inset image: Hard Hat tour of the Silk Mill
Below image: Volunteers help conserve a pump pipe found during construction at the Silk Mill
In autumn 2020 the UK’s first Museum of Making will open at Derby Silk Mill, part of the UNESCO inscribed Derwent Valley Mills World Heritage Site. Inspired by the story of 300 years of creativity and manufacturing in Derby and Derbyshire, the Museum of Making will be uniquely co-produced, made by the makers of today and empowering the makers of tomorrow.

Construction is now fully underway, with the building having been stripped and treated towards the end of 2019. The outline of a new triple height atrium – the Civic Hall – has been put in place and a viewing platform installed, providing never-before-seen panoramic views of Derby Cathedral and the River Derwent.

The Museum of Making is the first heritage project in the UK to be delivered using Integrated Project Insurance (IPI). This is new collaborative model for construction in which Derby Museums is working in partnership with the key contractors for the Museum of Making as an Alliance Board with shared pain and gain incentives to maximise efficiency on the project.

A co-produced endeavour, the development of the Museum of Making has fostered relationships with a phalanx of volunteers, not least those involved with the decant and recant of museum collections. Volunteers have been involved with everything from the collections audit, cleaning and packing for transport, designing and manufacturing crates for objects in transit, to research and digitisation including 3D scanning and updating our collections management system. All of our volunteers are making invaluable contributions to the new museum.

Impact

“"I’ve learned so much and thoroughly enjoyed it, my self-confidence has really improved. You always seem pleased with my efforts (we are more than pleased!) and I am proud of them.”

Pauline Arnold, one of our longest serving collections volunteers.
COLLECTIONS
Our collections are rich, varied and a testament to the power and influence of the city. They reflect Derby as a place of ingenuity and creativity; from ceramics to entomology, from world cultures to the earliest Britons.

These objects are a means for the public to connect to a long view of history so we might learn from mistakes and be inspired by achievements. They help us to contextualise local concerns by understanding global events.

In the years to come, visitors will look at our material culture more critically. They will expect to participate in telling stories through objects. They will ask more questions out Derby’s relationship with the world, its imperial past and its response to future challenges brought on by climate crisis.
STAND ON OUR OWN FEET

Like many regional, civic museums Derby Museums continues to bear the effects of funding cuts. Since 2014 public sector funding has reduced by 50% in real terms. We have responded by reducing our costs, which has seen some reductions in opening hours and services. We have also made great strides in increasing earned income through commercial activity and fundraising and, by 2022, almost half of our income will come from those sources. Derby Museums’ financial strategy is to spread risk by having a broader mix of income with the aim of establishing a ratio of 45:55 earned income to public investment.

There is an established spirit of entrepreneurialism and philanthropy at Derby Museums.

Endowment Campaign
Our principle fundraising campaign is to raise an endowment that will contribute to the future sustainability of Derby Museums. The National Lottery Heritage Fund has pledged to double any endowment funds raised up to £1 million by 2021. Progress in the first 18 months has been good and the total raised so far is over £250,000. This has been achieved through a number of significant gifts from donors, smaller gifts from a large number of our supporters, and fundraising events and activities such as our Celestial Fundraising Ball in 2018, the first to be held in the new Wardwick venue at the Museum and Art Gallery.

Increased footfall, generated by popular exhibitions, has greatly improved on-site giving with a significant increase on the previous year. We have continued to promote our active donation ask with our staff and volunteers at all our sites.

Our Give What You Think message and envelopes continue to work well for our free exhibitions, events and activities. A contactless giving point has also been installed and is proving to be a popular way of raising additional income for our endowment.
The Rams are coming!

We have launched a major public art event, due to take place in summer 2020. The Derby Ram Trail will see 30 beautifully decorated Derby Ram sculptures dotted around the city, each sponsored by a local business. The trail is being run in partnership with Wild in Art, the company that has brought similar events to other major cities and towns throughout the UK. It will benefit everyone in the city through increased footfall, economic spend, enhanced well-being, access and engagement with art, and all profits raised will support Derby Museums’ endowment campaign.

IMPACT
During the four years that our Buy a Bird annual fundraising scheme has been running, over £25,000 has been raised to contribute to the delivery of free activities for children and young people. Buy a Bird continues to be very popular with both our visitors and donors.

IMPACT
On-site donations per person have increased by 34% at the Museum and Art Gallery and 52% at Pickford’s House.

Left image: The Orrery pin badge
Right image: The Derby Ram trail sculpture, based on artist Michael Pegler’s famous stone ram on Derby’s East Street
COMMERCIAL ACTIVITY

This year we have been developing the use of our two fabulous new venue spaces: the World Collections gallery and The Wardwick.

Both venues provide unique and versatile heritage spaces in the centre of Derby for a wide variety of events including conferences, fine dining dinners, drinks receptions and parties. We have even held our very first wedding ceremony and reception in The Wardwick; we hope the first of many to be celebrated in our museums.

We have re-developed the Museum and Art Gallery shop and entrance, and introduced more local makers and artists as suppliers through our Let’s Make Christmas campaign. We have improved the café experience and developed our corporate catering offer. Once again we are delighted that our Coffee House has been a finalist for two Marketing Derby Food and Drinks Awards, and winner of the 2019 Most Family Friendly Award.

IMPACT

Derby Museums’ is making good progress towards diversification of our income streams. Our ratio of earned income to turnover has increased from 3% in 2013-14 to 26% in 2016-17, and again in 2018/19 to 38% excluding our endowment fundraising campaign.
CONSOLIDATED ACCOUNTS
2018-19

INCOME

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<td>Derby City Council</td>
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<tr>
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(WebDriver)$\sum $Income

EXPENDITURE

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The net surplus in this financial year is due to restricted project funding received for the capital development of the Museum of Making and Derby Museums’ endowment campaign.

Image: Sir Richard Arkwright, by Joseph Wright, oil on canvas, circa 1789-90. On loan to Derby Museums from a private collection.
Opportunism and creativity are vital to Derby Museums, helping us fulfil our ambitions to be seen as one of the world’s most innovative civic museums.

Derby Museums and the world
A large number of overseas museums are eager to learn about Derby’s unique Human Centred Design approach to making museums. Since 2016 senior staff have been invited to speak in New York, San Francisco, Phoenix, Edmonton, Canada, Perth, Gothenburg, Hamburg, Copenhagen and Bucharest. Moreover we have hosted many groups of overseas museum professionals from the US, Germany, the Netherlands and Scandinavia.

International partnerships help us to expand our perspectives as a museum and promote Derby as a place of innovation and creativity. From 2019 we celebrated the opening of the Japanese Season of Culture in Derbyshire with a touring exhibition from the Ashmolean Museum: Japanese Ghosts and Demons: Woodblock Prints, which was officially launched by Japanese Ambassador Koji Tsuruoka and Marvin Cooke, Managing Director of Toyota Motor Manufacturing UK.

Derby’s heritage as a centre for making resonates with investors in the city today. We welcomed the Chinese Consul General, Zheng Xiyuan, to present him with a copy of an entry from the Silk Mill ‘order book’ from the 1730s which describes the use of Chinese silks in the factory.
Make Works

Make Works is an online public database made by dedicated factory finders. It is a resource to discover skilled manufacturers, tools and materials to make work locally. Listings, including short films and photography, have been co-produced by students working with museum staff and professional filmmaker Andy Taylor-Smith. Make Works illustrates that the tradition of highly skilled, precision made and bespoke craft is alive and thriving in Derby and Derbyshire today, and shows the fantastic people behind these industries. Since 2017 eight Derby College students and five University of Derby students have participated in the programme, with a number of these returning to the project as mentors. We currently have 17 makers listed, with the plan to have 24 listed by September 2020.

Transforming Sector Leadership – UK Creative Community Fellows Programme

We have been successful in securing funding and support from Arts Council England and the Calouste Gulbenkian Foundation (UK Branch) to develop a ‘Transforming Leadership’ programme. With support from the University of Pennsylvania’s Center for Social Impact Strategy (CSIS), Derby Museums is teaming up with National Arts Strategies (NAS) and the Calouste Gulbenkian Foundation (UK Branch) Foundation to establish the UK Creative Community Fellows Programme (UK CCF). This leadership programme has a dual focus on skill-building and personal development and will help build a more powerful, adaptable and flexible cross-sector network of collaborative leaders.

“We’re very happy with the outcome and love the fact that we’re working with students to create a valuable research tool. Resources like Make Works are a fantastic directory for small businesses. Promotion is vital for getting our name out there and gives people a better understanding of what we do.”

THE SMALLPRINT COMPANY, LISTED MAKER

“It was a holistic journey in which I was supported at every stage and where I learnt so much about filmmaking. I would recommend this for any first year student in the visual arts looking to gain experience alongside their course.”

LUKE TAYLOR, UNIVERSITY OF DERBY STUDENT
EVERY CHILD A MAKER

Derby has a strong history of creativity and innovation, with a reputation for employment opportunities in high tech industries. Yet for many local people this is not their experience and these opportunities feel out of reach. Derby was ranked 303 out of 324 in England on the social mobility index, and the Department of Education has identified the city as an ‘Opportunity Area’.
This is Derby
This is Derby is a city wide project led by Derby County Community Trust (DCCT), involving all the city’s cultural organisations. Derby Museums has co-ordinated the delivery of a wide range of sport and cultural activities in the Allenton Ward including boxing, basketball, dance, music and computer coding.

Museum related activities are also being delivered in the Mackworth Ward to develop children and young people’s Essential Life Skills and to raise attainment. Through these sessions we have engaged with 132 people, of which 15 were young carers and 30 were aged four and under.

Learning with schools
Derby Museums delivers 18 different Derby orientated learning sessions for pupils in Key Stages 1 and 2. Our sessions are co-produced with teachers, pupils and people in industry and have been recognised by the National Sandford Award for their excellence. In 2018-19 over 10,000 schoolchildren have taken part in our learning sessions. This number will significantly increase with the opening of the Museum of Making, which will extend our learning offer to secondary schools and children with special needs.

IMPACT
“Our children were totally enthralled and inspired by the learning experiences and exhibits in the Nature, Archaeology and World Collections galleries, including the mummies. We have used our museum visit in school to develop the children’s learning in many ways.”
PRIMARY SCHOOL TEACHER
As part of the Opportunity Area Project, Derby Museums’ staff and volunteers have been working closely with Dale Community Primary School to develop a programme of STEAM learning, enhancing the curriculum and providing CPD for staff. The project engaged 81 pupils from Year 5, igniting interest and aspiration in STEAM subjects.

**EVERY CHILD A MAKER – continued**

**The Makory**

The Makory is a former library bus, which has been re-fitted as a mobile workshop. It has travelled up and down Derbyshire delivering making workshops to whet the appetite of visitors in advance of the opening of the Museum of Making.

At Derby Moor Academy, targeted work on The Makory with 19 disadvantaged young people, has taken place with great results. Through taking part in these workshops, the school reported there had been an improvement in pupils’ ability to stay focused on difficult tasks, their ability to make decisions, their confidence and their communication skills.

**IMPACT**

“One of our pupils has improved extremely well by coming to The Makory. When he first came, he didn’t take it very seriously, but now he enjoys it and takes part in the activity. He has calmed down a little in classes and listens more, and I think The Makory has helped in this.”

TEACHER AT DERBY MOOR ACADEMY

As part of the Opportunity Area Project, Derby Museums’ staff and volunteers have been working closely with Dale Community Primary School to develop a programme of STEAM learning, enhancing the curriculum and providing CPD for staff. The project engaged 81 pupils from Year 5, igniting interest and aspiration in STEAM subjects.

**Dale Primary Community School**

“The children at Dale will be able to take these memorable experiences with them through life that will provide them with a can-do attitude to science and the arts. Hopefully this has inspired them to pursue a career in a field of STEAM.”

TEACHER AT DALE PRIMARY SCHOOL

Top image: Derby Moor Academy students made water wheels on The Makory
Right image: STEAM learning sessions with pupils at Dale Community Primary School
WE WOULD LIKE TO THANK ALL OF THE GENEROUS INDIVIDUALS, FAMILIES AND ORGANISATIONS WHO SUPPORTED DERBY MUSEUMS IN 2018/19. WE COULDN’T DO IT WITHOUT YOU!

OUR FUNDERS

Derby City Council

Arts Council England

Heritage Fund

19th May 1961 Charitable Trust

Midlands Engine

Duke of Devonshire Charitable Trust

Our funders

Garfield Weston Foundation

The Wolfson Foundation

Sculpture Partnership Fund

The Headley Trust

Lord Hantsy’s Foundation

Midland Railway Society

Building a Vibrant Derby City Centre Masterplan 2010

Charles Hayward Foundation

The Great Place Scheme

Art Fund

OUR DONORS

All of our Endowment Campaign supporters
All of our Buy a Bird supporters
All of our Adopt an Object supporters
All the corporates and individuals that bought tables, donated prizes and supported our Celestial Fundraising Ball.

Derby Museums’ Friends

Everyone who generously made a gift in our museum donation boxes.

OUR SPONSORS

Rolls Royce

IMI

JCB

Cosy

University of Derby

The JCB Academy

All of our sponsors

Aldershaw Hall School & Sixth Form Centre

The ARTIST ROOMS collection is shared across the UK through

Alliance Board for Museum of Making

OUR PARTNERS

Royal Collection Trust

Make: makezine.com

one by one

Intu Derby

The ARTIST ROOMS collection is shared across the UK through

The ARTIST ROOMS collection is shared across the UK through

Alliance Board for Museum of Making

All of our partners

All of our partners

All of our partners

All of our partners

ALL OF OUR VOLUNTEERS

Museum

Together we make Derby museums
Derby Museums is a registered charity, number 1149710.