



The Great North Museum: Hancock

A Year in Numbers: 2018/19

It's been a truly incredible year here at the Great North Museum: Hancock, full of jaw-dropping, attention-grabbing exhibitions and far-reaching scientific research and engagement. As always our hard work this year has been motivated by our core aim: *to improve young people's life chances through inspirational access to science, culture and cutting edge university research*. So, without further ado, we present to you the Great North Museum: Hancock's 2018/19 in numbers...

***"The exhibition made me feel awesome.
I come from an incredibly important place on the planet."***

Visitor Feedback, Which Way North

"I loved the breadth of what was on show ... so much striving for answers but wonderfully interspersed with the colourful and whimsical achievements of popular culture."

Visitor Feedback, Which Way North

Delivering World Class Exhibitions

We successfully attracted thousands of new visitors with our ambitious and captivating work. This includes a huge number of people who came to see our two blockbuster exhibitions, *Which Way North* and *Dippy on Tour*. We also boosted our reputation for excellence in research, showcasing some cutting-edge science in our **Spotlight On...** exhibitions and supporting research that shines exciting new light on our existing collections.

£78,664

raised in donations

*30% more than our target

5 SPECIAL EXHIBITIONS

↑ ↑ ↑ ↑ ↑
attracting 261,251 visitors to the museum

488,660

visitors through the door

*11.3% increase on 2017/18

Inspiring the Next Generation

We're on a mission to create learning opportunities that spark inspiration in all of our visitors. Through our regular programme for schools, families, young people and adults, we continue to provide engagement opportunities and develop innovative approaches for promoting learning in the museum environment. We also continue to develop our Under 5s family programme to create an inclusive and stimulating learning experience for everyone.

34,499

individual engagements with children

23,045

children from 421 visiting schools

"I'm excited about growing children's capital. Seeing the impact on children's learning has only inspired me more."

Teacher Feedback, Subject Leader in Science

3,432

under 5s engaged via the family programme

Engaging Audiences

We've gone further than ever before to ensure that we created a unique and engaging visitor experience for everyone who came through our doors. We worked with all manner of experts to create a dynamic programme, jam-packed with mind-expanding exhibitions and events. We've also been harnessing the power of social media to shout about all the exciting things happening at the museum and, judging by the popularity of our events, it seems to be working!

24,593

followers on social media

15,494

participants at 67 events

120

researchers delivering public engagement and developing event content

"The learning that came from the visit was incredible! Thank you for your dedication to making learning about history so enjoyable."

Teacher, Year 4

Developing Access to our Collections

Since its inception almost 150 years ago, the Great North Museum: Hancock has dedicated itself to expanding and preserving its fascinating collection of animal specimens, cultural artefacts and literally ground-breaking paleo- and archaeological objects.

In 2018/19 we launched our new online tours, allowing the public to take a virtual voyage through our Ice Age to Iron Age Gallery or sneak behind the scenes for a look around our Biology and Ethnography stores.

6,458

visits to the new online tours

73 **ACADEMIC RESEARCHERS**

supported with collections access across Newcastle University

8 **INTERNATIONAL RESEARCH INSTITUTIONS**

supported by the museum and Newcastle University

"I regard the Great North Museum: Hancock as a shining beacon of what can be achieved by dedicated staff working with important collections that deserve to be made more widely known and available to the public."

Professor Dennis W. Harding, University of Edinburgh

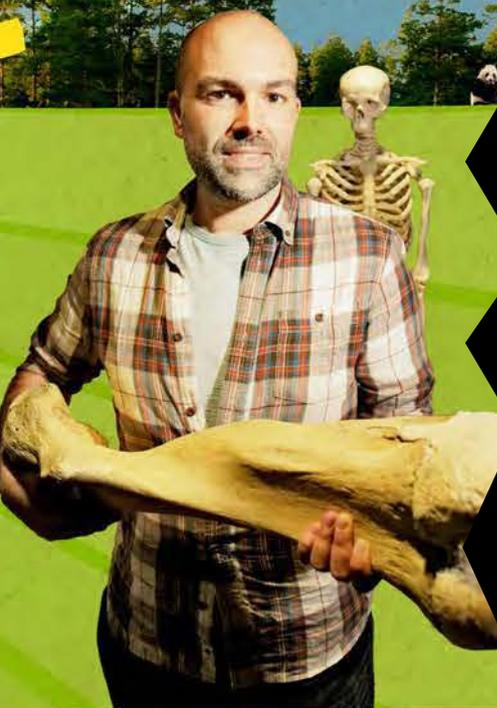
Embedding Research Impact

We're immensely proud to be able to promote ourselves as a 'Pathway to Impact' by ensuring our remarkable collections can be used to contribute to advances in human understanding. As part of this commitment to research excellence, 2018/19 saw a number of new academic publications based on objects from our collections and spanning a variety of research areas, from the dating of magical gems to the footwear of the Ancient Greeks.

19 **NEW PUBLICATIONS**

"I'm only too aware how vital such access and research time is to facilitating new research and understanding of our prehistoric and ancient past, and thank you warmly for the opportunities it stimulated."

Dr Neil Wilkin, Curator, British Museum



Supporting Students and University Teaching

Teaching and learning has always been at the core of our activities. We have continued to provide an indispensable resource for university teaching by working with academics and students across Newcastle University, as well as with other museums across the UK. We developed our postgraduate training programmes and expanded our student engagement offer to support graduate employment, as well as providing courses and supervising postgraduate and PhD students.

"I was lucky enough to get one of the placements at the museum ... a position on the Learning Team making educational resources about fossils, evolution and prehistoric life – a dream come true!"

Charlotte, Zoology BSc Student,
Newcastle University

2,278
STUDENTS
supported through 122 courses

33 STUDENT
PLACEMENTS
amounting to 2,236 hours
of contact time

Research connections and collaborations made with museum communities in **GERMANY, ITALY, IRAQ, BRAZIL, AUSTRALIA and PORTUGAL.**

"Visitors weren't [previously] aware that such a beautiful artefact had ever existed and was mass-produced in this far corner of Roman Britain."

Dr Tatiana Ivleva,
Visiting Research Fellow, Newcastle University

Extending our National and Global Impact

Our partnerships play a crucial role in extending the impact of our work, both locally and nationally, and increasing the benefits that we can bring to our visitors and stakeholders. We've been working hard to develop these partnerships, sharing experiences and ideas and making research connections to bring our collections to a wider audience. We've also been reaching out internationally to deliver joint exhibitions and learning programmes that allow us to better focus our work to highlight and respond to global challenges.

Thanks

So, that was the Great North Museum: Hancock's 2018/19 in numbers. We hope it reflects all of the hard work that we've put into making the year a special one—I think it's fair to say we haven't just been sitting around dusting objects! We'd like to extend a massive diplodocus-sized THANK YOU to everyone who has helped to make this year such a resounding success – that includes all of our staff members, stakeholders, partner organisations and every single one of our visitors. We've already got plenty of exciting stuff planned for 2020 and we can't wait. Until then, from all of us at the museum, stay curious!

"Fabulous place. Go enjoy and donate so we can all continue to enjoy it!"

Visitor Feedback

