



YEAR IN REVIEW

CULTURAL SERVICES

2018 // 2019
SERVICE REPORT

INTRODUCTION

There have been many highlights to the year for Cultural Services, visitor numbers are up again across our facilities and we maintain very high satisfaction rates. Caird Hall has seen a significant increase in attendance figures and The McManus: Dundee's Art Gallery and Museum has recorded its highest yearly visits.

There have been a few challenges during the year and credit needs to go to staff for continuing to deliver a close to normal programme at Mills Observatory while the dome mechanism awaits repair.

This report offers a summary of a year in our life.

Our four service delivery areas are:

- Halls and Music Development
- Fine and Applied Art
- Museum Services
- Learning and Engagement

As a service area, Cultural Services focus on the following LACD charitable purposes;

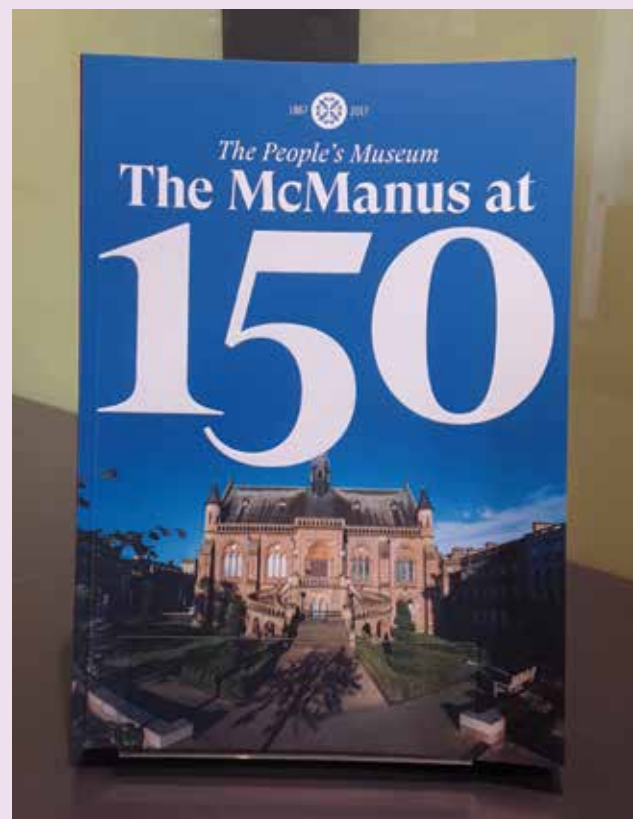
- To advance the arts, heritage, culture and science
- To advance education
- To advance health
- To advance citizenship/community development, including volunteering
- To relieve those in need by reason of disadvantage

In all our service delivery we work to Dundee Partnerships Local Outcome Improvement Plan and its strategic priorities for Dundee. These are aligned to;

- Fair Work and Enterprise
- Children and Families
- Health, Care and Wellbeing
- Community Safety and Justice
- Building Stronger Communities

We continue to deliver our organisational values by being committed to service quality and excellence while actively sharing knowledge and skills. We are also committed to ensuring equality and promoting diversity.

Ultimately, Cultural Services aims to support and promote cultural and creative learning activities, working to improve people's quality of life.



FACTS AND FIGURES

McMANUS
VISITOR FIGURES
UP \Uparrow 29.9%

The McManus had its highest recorded visitor figures ever! Attendances followed the excellent 150th anniversary year with a fantastic increase of 29.9%.

TOTAL VISITORS
205,447

Our incredibly popular family exhibition - Bash Street's Back at the McMenace attracted 105,769 visitors over the summer and was the highest attended comic exhibition in the UK ever.

CULTURAL VENUES
FOOTFALL \Uparrow 22.7%

We have gone from strength to strength this year with an overall increase of 22.7% to cultural venues.

Scotland's stars shone brightly in the Caird Hall 2018/19 season with The Proclaimers, Nicola Benedetti and Gerry Cinnamon all staging sell out Concerts. These concerts, added to the business tourism, helped to increase the attendance for the year by 15.8%.

BROUGHTY CASTLE
SALES INCREASE 67.46%

Broughty Castle achieved an increase in sales of 67.46% for 2018/2019. Mills Observatory, although the footfall was lower for 2018/2019 spend per head rose slightly to 57p per head.

Soundbase Music Workshops are proving incredibly popular with over 625 young people attending the April, July and October sessions. The talent on show at the recordings, live performances and finale gig was outstanding and is a testament to the wealth of musical talent within the City.



CUSTOMER FEEDBACK

"WE'VE HAD A NUMBER OF COMPLIMENTS FROM YOUNG PEOPLE AND ORGANISATIONS INVOLVED TO SAY IT WAS A FANTASTIC EVENT. OUR THANKS TO YOUR STAFF WHO SUPPORTED US ON THE DAY... THEY ARE ALL A CREDIT TO YOUR ORGANISATION."

DUNDEE PRIDE YOUTH ZONE STUART, BARRY AND THE PURPLE DRAGONS, MCMANUS EVENT

"AS EVER, WE ARE MOST GRATEFUL FOR THE SUPPORT FROM LEISURE AND CULTURE DUNDEE FOR OUR WORK IN HEALTHCARE SETTINGS SO PLEASE DO PASS ON OUR THANKS TO EVERYONE IN MAKING OUR GRANT POSSIBLE."

DUNDEE MAJOR MUSIC AWARDS, LAURA DANCER – FUNDRAISING MANAGER, MUSIC IN HOSPITALS AND CARE

"RUVELLAS WERE DELIGHTED WITH THE SUPPORT FROM DUNDEE MUSICIANS AWARD AS IT MADE IT POSSIBLE FOR US TO FINANCE THE MUSIC VIDEO FOR OUR SINGLE TRACK "SICK AND TIRED". DUNDEE HAS A VAST ARRAY OF CREATIVE OUTPUTS FOR THE MUSIC INDUSTRY AND WE DECIDED TO USE THE TALENTS OF LOCAL COMPANY MAGICBOX, WHO PRODUCED A FANTASTIC MUSIC VIDEO. WE WOULD RECOMMEND ANY BAND OR MUSICIAN TO APPLY FOR THE DUNDEE MUSICIANS AWARD IN THE FUTURE AND ALSO USE THE MANY CREATIVE SOURCES DUNDEE HAS TO OFFER."

DUNDEE MUSICIANS AWARD, DOUGIE BLACK, – RUVELLAS MANAGER

"I WOULD LOVE IT IF THE SESSIONS LASTED MORE TIME INSTEAD OF A WEEK" "I REALLY ENJOYED IT. I MET A LOT OF PEOPLE AND HAD A GREAT TIME"

SOUNDBASE SUMMER SLAM 2018.

"THIS LAST YEAR I'VE LEARNED A LOT ABOUT MYSELF AND I'VE CHANGED SINCE I STARTED VOLUNTEERING AT THE MUSEUM. I'M FINDING THAT I STAY CALM MORE AND I'M NOT SO WORRIED ABOUT THINGS – I FEEL LIKE I CAN DO ANYTHING AND ACHIEVE ANYTHING!"

YOUNG VOLUNTEER –
YEAR OF YOUNG PEOPLE

**" FANTASTIC EXPERIENCE –
OPENING THE DOORS FOR
IDEAS TO TRANSFER BACK
INTO THE CLASSROOM."**

**" SO USEFUL TO SEE HOW
WE CAN USE THE MUSEUM
IN A PLANNING CONTEXT."**

**" GREAT TO FIND OUT LOTS
ABOUT THE CAREERS
WITHIN A MUSEUM."**

**" PUPILS FOUND THE
EXPERIENCE REALLY
ENJOYABLE AND FOR MOST,
THIS WAS THEIR FIRST VISIT."**

TEACHING STAFF, PRIMARY AND SECONDARY
SCHOOLS, MCMANUS PROGRAMME

**" YOU HAVE ENCOURAGED
MY CHILDREN TO MAKE NEW
FRIENDS, GIVEN THEM A SENSE
OF COMMUNITY AND MADE
THEM FEEL INCLUDED."**

PARENT, MCMENACE SUMMER S'KOOL

**" IT MADE ME CONSIDER
THE ROLE OF THE VIEWER
IN THE GALLERY... A NEW
WAY OF LOOKING AT ART
AND ART GALLERIES."**

FINE ART STUDENT, DJCAD

**" GREAT FOR DUNDEE TO
HOLD SUCH VIBRANT EVENTS
AT THIS TIME OF YEAR."**

VISITOR, FIRST FOOT AT MCMANUS EVENT

**" A GREAT FAMILY
DAY OUT... LOVE THE
INTERGENERATIONAL
FACTOR!"**

COMMUNITY PARTICIPANT,
GENERATION I DUNDEE, MCMANUS EVENT

CAIRD HALL



The Caird Hall is Dundee's high profile Concert and Conference Venue, a unique venue in the centre of the City.

2018/19 was another stunning year playing host to worldwide artists. These include **Gary Barlow**, one of Britain's most successful songwriters; phenomenally popular Glaswegian singer **Gerry Cinnamon**, with his to the point lyrics; Scotland's music duo **The Proclaimers** Charlie and Craig at a sell-out Christmas gig.

Amazingly Nicola Benedetti one of the most sought after violinists of her generation paid three visits this Season. Nicola hosted a day with Sistema Scotland in their Festival of Strings to celebrate their 10th Anniversary. Then, as their patron, performed with Dundee Symphony Orchestra in their Christmas concert. Finally she performed with the Royal Scottish National Orchestra in a concert conducted by Thomas Søndergård. All events were warmly received by appreciative audiences and for the Dundee public to have this opportunity on their doorstep was superb.

Comedy was provided by Jason Manford, Sarah Millican and Kevin 'Bloody' Wilson all with their very own style of performance. Other highlights included Ellen Kent's Madama Butterfly, The Choirmaster Gareth Malone, Ireland's Best Loved – Daniel O'Donnell, The Russian State Ballet with two performances of Swan Lake and more.

Business Tourism was well represented in this year's programme proving Dundee is fast becoming a Conference destination for Organisations with the increase in the variety of hotels on offer etc. The events included Scottish Federation of Organists, Educational Institute of Scotland AGM, Church of Scotland AGM, Scottish Trade Union Women's, British Society of Paediatric Dentistry and Cycling Scotland Conferences. All helped to put Dundee and the Caird Hall in the spotlight.

New events included the Scottish Universities Cheerleading Championships and the Dundee Fashion Week Finale.

" A BIG THANKS TO ALL OF THE STAFF AT CAIRD HALL FOR HELPING OUR EVENT RUN SO SMOOTHLY. AS YOU KNOW THIS WAS THE FIRST YEAR WE HAVE HELD THE EVENT IN THIS VENUE AND WE GOT SOME GREAT FEEDBACK FROM EVERYONE IN ATTENDANCE.

SCOTTISH UNI CHEER CHAMPIONSHIPS 2019.

This year we hosted 371 events and welcomed 132,113 visits.



FRIENDS OF THE CAIRD HALL ORGAN

The Friends of the Caird Hall Organ have continued to support and promote the magnificent Harrison & Harrison concert organ in the Caird Hall by the funding of additional tuning sessions during the year and the installation of a stepper system.

They continue to stage new events and provided financial and practical support for the Annual Conference of the Scottish Federation of Organists in May, at which the public celebrity recital was given by Martin Baker, Master of the Music at Westminster Cathedral, London. The Friends also supported Leisure & Culture Dundee's 2018 summer organ recital series.

A Come and Sing with Paul Mealor in September 2018 attracted singers from across Scotland to perform Vivaldi's Gloria, Parry's coronation anthem I was Glad and Mealor's own Let all the World in every corner sing.

Their annual Silent Movie Night featured the public showing of Buster Keaton's classic 1928 film Steamboat Bill Jr and Laurel & Hardy in Big Business, with Richard Hills providing improvised accompaniment.

A successful six-hour Organathon in February 2019 raised a significant sum and an ongoing recruitment drive with a new joining form has successfully resulted in over 200 members.

Their educational work continued with a session attended by pupils from St Paul's Academy, Dundee, who were able to enjoy the experience of hearing, learning about and, in some cases, playing the instrument.



DUNDEE CITY BOX OFFICE

Dundee City Box Office is the main ticketing agency in the City providing an accessible service.

The varied events/concerts on sale continues to expand with the addition of Oktoberfest 2019 based in Slessor Gardens.

Caird Hall, Whitehall Theatre and Gardyne Theatre all continue to increase their programme offerings bringing a fantastic range of product to Dundee.

TOTAL TICKET SALES

123,035

The service is frontline and we work to ensure it is the best possible. Our recent survey provided us with feedback from our customers to help improve our service and the satisfaction ratings are all very positive.

MUSIC & EVENTS DEVELOPMENT

The Dundee Musicians' Award celebrated its 10th Anniversary in 2018. Over the years the award has supported some of the most high profile Dundee musicians from the late great Michael Marra, the Hazey Janes, Luva Anna, SHHE, Fat Goth and some like Charlotte Brimner of BeCharlotte in the early stages of their career. Charlotte Brimner is a talented 22 year old from Dundee poised on the cusp of the big-time. Since her first major show at T in The Park's T Break stage in 2015, BeCharlotte's trajectory has skyrocketed, with a number of sold-out festival appearances. She supported Tom Walker at a sold-out gig at Glasgow Barrowlands and her new single "Do not disturb" in the top 50 in the viral charts. In 2014 aged 18, Charlotte was awarded a Dundee Musicians Award to help support travel around Scotland and the UK to "allow me to continue my journey as a musician". The panel recommended that she be awarded funding to help further develop her career. The panel spotted Charlotte's potential at the beginning of her career and shows the importance of the Award in enabling musicians in Dundee to develop their careers and to continue to raise the profile of Dundee based musicians at home and abroad. In 2018 six awards were allocated, to Roseanne Reid, St Martiins, OH!RIO, Callum Mackie, Ruvellas and Terrafraid.

The Major Music Awards supports National, Regional and local music organisations to further enhance the musical offering within the City. In 2018/19 thirteen organisations were supported, including the RSNO, Scottish Ensemble, Jazz Scotland, Dundee Symphony Orchestra and Music in Hospitals & Care. The latter provided live music to 774 people in healthcare settings in Dundee through the delivery of 43 live music sessions between April 2018 and March 2019. These Care Homes included Pitkerro Care Home, Turriff House, Benvie Care Home, Forebank Care Home. The grant enabled Music in Hospitals & Care to expand the service by offering music sessions to Tayside Children's Hospital, using live music as a tool to provide creativity and self-expression in a friendly and safe environment and enhance the quality of life.

Soundbase Music Workshops at the Caird Hall offer 12-18 year olds the opportunity to work with a team of professional musicians, Paul "Lefty" Wright, Callum Mackie, Mary McInroy and Euan Ross, and learn new skills. The workshops take place in the school holidays and aim to improve guitar playing, drumming, keyboard, developing a band, song-writing and performance skills. With the support of Dundee Place Partnership and Dundee Festival Trust, Soundbase expanded its programme to include a performance on the stage in City Square at Soundbase Live! in April 2018 with over 200 friends, family and public thoroughly entertained. A DJ session with international DJ Steve Young and at the Soundbase Summer Slam and Soundbase Byte two groups –visited Gardyne Recording Studios and wrote and recorded a song in one day. The High Quality Band in the Summer Slam and in October- Hold Back written and performed by Taylor Smith (vocals), Jack Guyan (drums) and Jamie Cruickshank (guitar/bass).

With funding from Bòrd na Gàidhlig Gaelic lunchtime concerts – Soup n Song are now in their second year, giving audiences in Dundee an opportunity to hear and gain a flavour of Gaelic music & song. The purpose is to facilitate access to the language and culture through music. The concerts in the Marryat Hall support this aim and have gone from strength to strength with audiences increasing this season with performances from: the Niamh MacKaveney Trio, Ainsley Hamill and Iain Paterson, Dundee Gaelic Choir, Siannie Moodie and Josie Duncan and Owen Sinclair.

" GREAT SOUP, LOVELY ENTERTAINMENT, VERY GOOD VALUE, KEEP UP THE GOOD WORK!" "SIANNIE GAVE US A HISTORY OF THE CLARSACH IN THE GAELIC CULTURE WHICH WAS GREAT."

Dundee Fusion Festival took place on a bright but cold Saturday 1 December with over 1,000 people watching Dundee City Pipe Band, Mad Parrot Ceilidh band, East West Ensemble, Luna Li, Bharatiya Ashram Dancers and many more on a truly community multi-cultural day. The event was supported by BEMIS and was part of the international St Andrew's Fair Saturday celebrations, with a number of local press, radio features and Social media features, including Braemar Media recordings uploaded to Facebook and receiving over 12,000 views. The event took place over 2 venues – City Square and the more intimate surroundings of The McManus: Dundee's Art Gallery and Museum.

RSNO Workplace Choir started in 2015 as a Healthy Learning initiative with Leisure and Culture Dundee staff. The choir was led by Debra Salem who stepped down in February 2019 and was replaced by Aimee Toshney, Soprano, Choir Leader and Educator with NYCoS and RSNO. The choir has now opened up membership to Dundee City Council and DC Thomson staff and our numbers have increased to over 50 with a regular core of 20 attendees each week. In the 4 years since starting, the choir has performed in the Overgate at Christmas, in City Square and as part of the RSNO member's event in the Marryat Hall.

" I FOUND THE CHOIR PROBABLY THE BEST THING THE COUNCIL HAS PROVIDED BY WAY OF EMPLOYEE WELL-BEING IN THE 30-ODD YEARS I HAVE WORKED HERE.' 'I HOPE THAT THIS CHOIR CAN BE CONTINUED FOR MANY YEARS TO COME."

RSNO/ST/ART –Music Development supported the musicality workshops with access to the Wighton Centre for the music sessions. The ST/ART project is part of Tayside Health Arts Trust and works with stroke and Parkinson's sufferers to aid their rehabilitation. The music sessions were very successful with over 20 participants attending every week and a finale sharing session with friends and family and invited guests enjoying a fantastic culmination of the project.

Caird Hall Backstage Tours – The demand for tours continues to grow and develop with a total of 13 tours taking place and over 250 people attending. In conjunction with Stuart Muir, the City Organist we organised tours – for D & A College support for learning and tourism & events courses as part of college modules, as part of the Go Learning Journey, for Doors Open Day, Dundee High School and for a female focussed tour during Dundee Women's Festival.

" I JUST WANTED TO SEND YOU A QUICK NOTE TO SAY THANK YOU VERY MUCH FOR ACCOMMODATING OUR STUDENTS YESTERDAY. THE TOUR GIVEN BY ANGELA AND STUART WAS ABSOLUTELY FANTASTIC AND THE STUDENTS ALL GREATLY ENJOYED IT."

ANNA BLUMAN LECTURER - EVENT MANAGEMENT, D & A COLLEGE

Music Development supported the Off the Record music industry event for 16-25yrs at the Caird Hall in October. The event included talks and workshops with industry professionals speakers from companies including DF Concerts, The List Magazine, BBC Radio Scotland, Tay FM, A Modern Way Management, EmuBands, Scottish Music Industry Association who offered advice to those looking to get ahead in music. An evening showcase featured some of the country's most exciting new artists in the Marryat Hall including Parliamo and St Martiins.

Finally, Music Development was instrumental in securing funding to support the purchase of a new Steinway Concert Grand Piano for the Caird Hall. This was officially unveiled at a performance by the RSNO featuring Francesco Piemontesi in October 2018. Joseph Fleetwood gave a free public concert for World Piano Day on Friday 28 March 2019.

There was a total of 77 Music Development events with 3,019 people attending.

EXHIBITION PROGRAMME



On the back of a truly phenomenal anniversary year in which we confirmed that The McManus position as Dundee's "Peoples Museum", we anticipated this year would be a year of legacy, reflection and contemplation. To our astonishment, what has followed in 2018 was to surpass our anniversary celebrations.

This year's programme of changing exhibitions and displays went from strength to strength. Our ongoing commitment to showcasing the City's permanent collections was balanced alongside partnership projects – this year delivered in conjunction with national institutions, the National Galleries of Scotland, The Tate and The Beano Studios.

Dundee's fine and applied art collection is recognised as being of national significance. We work hard to showcase its quality and diversity in annual display changes in the Twentieth Century Gallery. We estimate that around two thousand of the City's artworks have been shown since the building reopened in 2010. This is twenty percent of the total fine art collection. Placed in context, the national average is for museums to have approximately five percent of their collections on display at any one time.

This year, we focussed on the enduring fascination of the portrait. One hundred artworks by eighty-one artists, featured in two separate displays. Within the Twentieth Century Gallery *Revealing Characters* looked beyond the surface to uncover the stories of the people on display. Each of the sitters were captured for posterity, some for their achievements in the arts, science or politics. In contrast, artist's families and friends were depicted for their availability and willingness to pose. Alongside key portraits, selected outfits from the costume collection were displayed to consider size and scale.



In contrast **Face to Face** considered what makes a successful portrait. In the early 1960s the poet Hugh MacDiarmid famously wrote that in Dundee "atrocious pictures of ex-lord Provosts and other public men form a large part of the collection". While everyone is entitled to their own opinion(!), our display countered this overly negative view. Visitors were encouraged to come face to face with these portraits and consider what made one stand out from the others. Many had hidden meanings, which historically reinforced social status and power, which visitors were encouraged to decode.

Face to Face included a contribution to Scotland's Year of Young People, a focussed display of portraits of children and young people in Dundee by celebrated photographer Joseph McKenzie.



We helped celebrate the Royal Academy 250th anniversary with **A Lasting Legacy: Royal Academicians in the City of Dundee's collections** by highlight dozens of works by Royal Academicians displayed across our permanent galleries. These included stained glass designed by Edward Burne-Jones, paintings by Sir Henry Raeburn, John Lavery and Sir Frank Brangwyn and an early matchstick head by David Mach. The Royal Academy Summer exhibition is perhaps the most public of their activities. It remains the world's largest and most prestigious open exhibition. In Dundee its legacy is profound – the inspiration for a remarkable series of annual exhibitions in the later years of the nineteenth century, which laid the foundations of the City's remarkable art collection.

For our annual winter works on paper display in the Victoria Gallery, we continued the focus on the Royal Academy. **Lasting Impressions: Printmaking and the Royal Academy** showed the progress of printmaking from its historic role as a form of reproduction to a creative medium in its own right.



ARTIST ROOMS is a touring collection of over 1,600 works of modern and contemporary art. The collection is displayed in museums and galleries across the UK, and is jointly owned by the National Galleries of Scotland and Tate. As part of this programme, The McManus staged **Artist Rooms: Lawrence Weiner** an exhibition of work by the influential American artist. Using language as his medium, his text work can take many forms, but the principle remains the same – his ideas should not be confined to the gallery but taken up by the viewer. How would his conceptual art, with generous and democratic intent, translate within The McManus? Firstly, we worked with author James Robertson who translated Lawrence's ten texts into Scots. These provided much discussion and debate with visitors.



We also realised that these ten evocative statements resonated strongly with our permanent displays. Set as interventions within our gallery displays, these texts provided a very different dialogue between the artist's texts, Dundee's rich collections and the spectacular architecture of The McManus itself. Consider **Daubed with Muck and Mire** which was placed alongside our fifth century log boat dug out of the Tay riverbed– or **Wiped off the Face of the Earth** sited next to Pictish standing stones, evidence of a lost society and raising questions about our perception of history.



Towards the end of the year, the Twentieth Century was rehung with a new display of paintings that will run throughout 2019. Offering a fresh look at old favourites and a chance to see some new acquisitions. **As We See It: Twentieth Century Scottish Painting** is designed to be accessible to everyone through thought provoking juxtapositions, straight-forward labels and some simple activities. Close observation is at its heart. The title underlines this, highlighting the unique vision of the artist and their role in supporting us – the viewer – to see the world through their eyes. With no holds barred, freed from the need to truthfully reproduce the real world, throughout the twentieth century artists began to search for new modes of expression, looking at the very stuff of painting itself. Colour, tones, texture, shapes, and the space in between, became their main interest.

Drawn from the city's acclaimed art collection, many Scottish artists are represented including John Houston, William Johnstone, Joan Eardley, Wilhelmina Barns-Graham, James Morrison and Will Maclean.



AS WE SEE IT

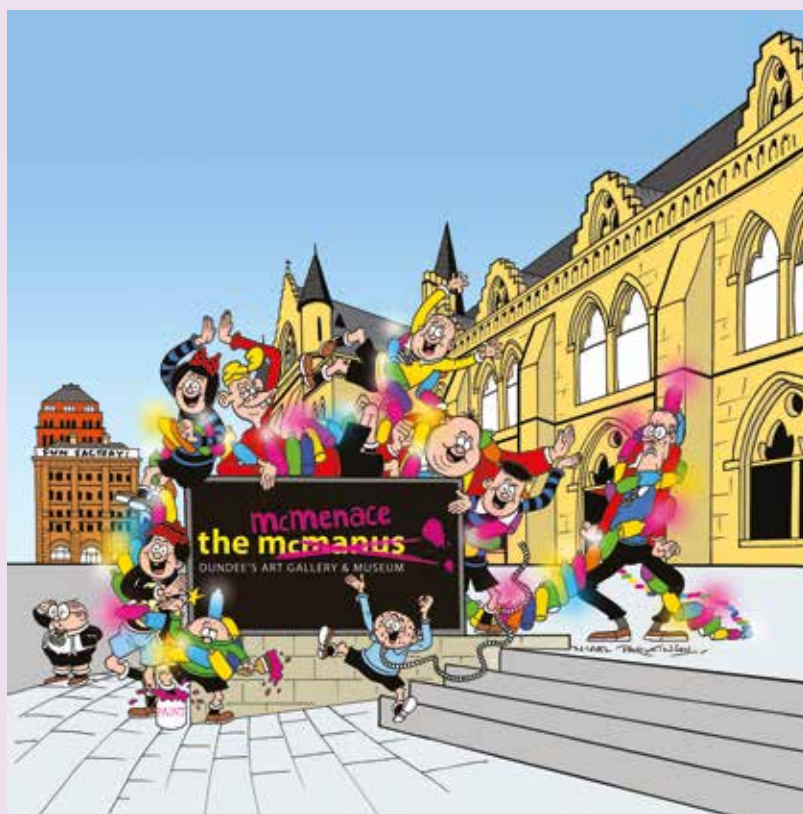
TWENTIETH CENTURY
SCOTTISH ART



Our exhibition, **Wise Ways: Travels of a Dundee Doctor** focused on our collection relating to Dr. Thomas Alexander Wise. Born in Dundee in 1802, he worked in India as a physician and surgeon. A true polymath, Dr. Wise collected everything from Egyptian amulets to Irish copper axes, and wrote treatise on subjects as varied as the Hindu system of medicine, Buddhist imagery on Pictish stones, diseases of the eye and the preservation of ice.

Dr. Wise also collected a spectacular set of maps of Tibet. Thanks to a loan from the British Library, this exhibition reunites the maps and objects. Join Dr. Wise on a journey to the places he travelled and those he only visited in his imagination.





In the summer of 2018 Beano Studios and The McManus collaborated to create a bespoke exhibition dedicated to the beloved Beano characters and comic **Bash Street's Back at The McMenace!**

The special collaboration saw The McManus revise its name to 'The McMenace', for the duration of the exhibit. To commemorate the union, Beano comic illustrator Nigel Parkinson, created an original comic strip starring The Bash Street Kids larking about and designing the new sign for The McMenace. The illustration shows The Bash Street Kids tangled in the 'Waldella, Dundee' by artist David Batchelor, one of the museum's most popular exhibits. You can even spot some of our own team immortalised as characters.

The unique exhibition was a fun look at Beano at 80-years-old, focusing on The Bash Street Kids, whose conception was inspired by pupils at Dundee High School and their playground, just a stone's throw from DC Thomson Media's Headquarters at Meadowside in the city.

The showcase displayed and explored the birth of the Beano comic and showed how it developed throughout the ages. It also looked at the introduction of some of the funniest and most loved characters - Dennis and Gnasher, Rodger the Dodger, Minnie the Minx and of course The Bash Street Kids, with their characteristic slapstick humour.

Bash Street's Back at The McMenace was not only the most visited exhibition that The McManus has ever staged it was also the most visited comic exhibition with in the UK.

46% of visitors came from outwith the Dundee area with a good number of international visitors.

It is estimated that the whole show including the launch and some of the major press stories and stunts such as the Mini Lisa secure 628 media articles, had a reach of over 41 million with an average reach of 1.2+ million and over 7.9 million impressions on social media.

Bash Streets Back at The McMenace was short listed for PRmoment Awards 2019 – "Stunt of the Year" and was highly commended for "Marketing Campaign of the Year" at The Museum and Heritage Awards for Excellence 2019.





Links with the Past display reveals details of the life and death of a Pictish man who was buried in a long cist at Lundin Links near Largo in Fife. The display is a result of a partnership project between The McManus and the Forensic Anthropology Research group of the Universities of Edinburgh and Dundee. The project has uncovered exciting new facts about the burial, including the man's appearance. The project was supported by a grant from the Art Fund.

As the conclusion of our **Drawn to Light** project with artists Duncan Marquiss and Jonnie Common, we held a launch event at DCA for the album of music specially commissioned by Jonnie in response to The McManus and its collections, marking the 150th anniversary of the institution. Tommy Perman has created a package with gatefold sleeve and booklet, plus two one-of-a-kind components in the form of a riso print. One of the 300 albums produced will be accessioned into our collection. In November Jonnie presented the album to an audience at DCA, in a format where he broke down each track and showed why and how each track was developed.

The Beatles at Caird Hall were installed alongside **Revealing Characters**. Taken by Monifieth-born photographer Winnie Forbes-Cochrane, these images are part of 33 photographs that were put up for auction earlier this year. The phrase Beatlemania was first conceived in Dundee after a promoter, Andi Lothian, witnessed fans' frenzy at Caird Hall in the city. These photographs represent a snapshot at the height of the craze, with a number of the photographs being of the fans.

The gig was the eighth date of their 1964 British tour, and the second of three consecutive nights in Scotland. Unusually the copyright for the images was also obtained which will allow a greater use of the images alongside the production of merchandise.



COLLECTIONS

Our continued participation in the **CLiC Programme** (Curatorial Leadership in Collections) programme enabled staff to travel to Eindhoven in the Netherlands to discuss socially engaged museum practice with staff of the Van Abbe Museum. This was followed up by additional sessions within Scotland and ended with the creation of a short film and presentation to national cultural stakeholders.



We were successful in retaining **Nationally Recognised** status for our fine and decorative art and whaling industry collections. Staff participated in sessions with other recognised collections and gave a presentation on the successful delivery of the MGS Recognition Funded Succession Planning project. The Recognised Whaling collections report has been used as an example of best practice by Museums Galleries Scotland.

The early history collection provided inspiration for artist Lorna McIntyre. On a visit to The McManus, she spotted a small roman tile with the imprint of a dog's paw in our Landscapes and Lives gallery. This was used to create a new photographic work, and also provided a tangible link with one of the key themes of her show *Pieces of You Are Here* held at DCA – the capture of a fleeting moment.

This year, the following items from the collection have formed part of our **Loans programme**, which does much to promote a positive image of Dundee and its cultural venues:



Jack Knox works **Piero's Response** and the **Battle of San Romano** formed part of a retrospective exhibition at GOMA. The former received conservation prior to loan.

4 vintage photographs by Joseph McKenzie (all from Dundee: *City in Transition*) formed part of the exhibition *Stars of Scotland* at the new Kirkcudbright Galleries in Dumfries and Galloway.

Dante Gabriel Rossetti: Chalk study for attendant figure in Dante's Dream on the **Day of the Death of Beatrice** travelled to the exhibition *Lowry and the Pre-Raphaelites* at The Lowry, Salford.



John Duncan's painting **Riders of the Sidhe** was lent to the exhibition *William Morris and the Arts and Crafts Movement in Britain* at the Fundación Juan March in Madrid after the previous exhibition in Barcelona.

Our Turner watercolour **River Scene Le Havre** was returned from loan after exhibition in four venues across Japan ending in the Koriyama City Museum of Art. The work as seen by The Emperor of Japan in the Tokyo venue who is said to be a big fan of Turners work. The four venues had a combined visitor total of 209,701 visitors.



Rain on Princess Street by Stanley Cursiter, **Mediterranean Hill Town** by William McCance and **Fantastic Landscape** by Alexander Allan all featured in the exhibition **A New Era** at the Scottish National Gallery of Modern Art.

Nearer to home, we were proud to lend a silver Quaich designed by John Duncan, the ship model Law Hill and examples of printed jute sacks to the Scottish Design Galleries at the V&A Dundee. Harpoons from the nationally recognised whaling collection and a taxidermy Shag specimen were lent to Dundee Heritage Trust.

A number of objects have entered the collections as **Acquisitions** and a few are highlighted below:

- Objects relating to the existing Carr archive (a world War One conscientious objector) were donated enhancing the existing collection.
- An 1839 receipt from Dundee relating to the purchase of a pair of Kidd Gloves for James Stewart to John Smyth.
- A pub window from Sinderins Bar William Ross circa 1902.
- A Broughty Ferry Pipe Band Drum.
- An Adams Tally Ho' children four in hand horse ride.
- Timex material relating to John Webster who was a quality control officer, enhancing the existing Timex collections.
- A pewter 18th Century medal awarded through Treasure Trove
- Two watercolours by Victorian industrialist and art patron, James Guthrie Orchar.
- Seven works by Calum Colvin, including 5 photographic prints, 1 multimedia installation and an embroidery after Calum Colvin by Elma Colvin, with support from the National Fund for Acquisitions.
- Two watercolour studies by James McIntosh Patrick for Autumn Kinnordy, one of his Four Season paintings, purchased with support from the National Fund for Acquisitions.
- Four paintings of the Canadian arctic paintings by James Morrison, two donated by the artist's family, two purchased with support from the National Fund for Acquisitions
- Following a studio-visit, we acquired mixed-media work **Zinc NaCl** by Glen Onwin, donated by the artist.
- Portrait of Maxwell Draffen by James McIntosh Patrick, donated by Lesley Draffen.



The Bash Street exhibition also allowed us to focus collecting around DC Thomson, some of which featured in the Bash Streets Back at McMenace exhibition. These included 5 recent printing plates from The Courier edition 8th March 2018, The Bellringers ringing for Beano 80th birthday. A limited edition Peter Blake Silk Screen Print "75 Years of Beano", a Beano specially commissioned to celebrate the opening of the V&A Dundee and a one off Stella McCartney "Dandy" dress.

Supported by the National Fund for Acquisitions and the Art Fund, we successfully bid at auction for rare examples by Dundee silversmiths, including a toddy ladle by Robert Farquharson, a gold ring by Alexander Cameron, and a set of six toddy ladles by a maker known as BSB.

The decorative arts collection was further enhanced by donations of a horn-cup with Dundee tokens, two silver toddy ladles, a set of teaspoons by Dundee silversmith Edward Livingstone, a Newhaven Fishwife figure by Rathbone Pottery and an Etruscan style porcelain trio by J & MP Bell & Co.

ARTS AND HERITAGE PROJECTS

We continue to work on the digitisation of the decorative art collection, completing the photography of the individual studio ceramics on display in the Long Gallery.

We partnered the Incorporation of Goldsmiths in the creation of their online archive of Scottish silver marks. Examples of marks by all of Dundee's known silversmiths are now available on their website.



As a result of work by the curatorial and technical staff of the Fine and Applied Arts Section, 6,968 records have been improved or augmented and 10,624 digital files have been added to our collection management system (EMu).

Work continues to manage a number of identified discrepancies of the 102,773 records transferred from Adlib to EMu. A one day per week post was established to assist in the data tidy. This is to prevent any long term issues. The one day per week post has also been adding high resolution images from external storage devices to their associated records, metadata is now standard and this has been added retrospectively to these images.

Overall from transfer from Adlib to EMu an additional 8,280 individual records have been added to the system.

There is only a small percentage of the History, Natural Science, World Cultures, Archaeology and numismatics collections (over 90 % of the city's collections) which have high quality digital images. Work continues to digitally capture the collections and add a digital signature to protect the intellectual property rights of the city's collections. This is particularly important as Leisure and Culture Dundee's Board have agreed a move towards using a third party image repository as our main avenue for image distribution.

Our retrospective documentation strategy continues with a commitment to undertake a full physical audit of The Collections Unit. This is a long term project which will allow for full documentation and reconciliation of the collections and meet minimum industry standards (SPECTRUM).

Over the last year, staff have been working on store audits and inputting resulting information onto our collections database EMu.



Much work has been put into documenting the military collections which have received renewed attention as part of the Great War Dundee project.



A strategic change fund grant was received from Museums Galleries Scotland alongside a number of independent charitable trusts to fund The Ship Model Phase two project will see a dedicated website and gallery terminal within The McManus focused on the ship model collections and Maritime Art. This will see all ship models photographed with an additional 3D scan or 360 photogrammetry. All ship model and art will have research undertaken and added to the systems.

Museums Galleries Scotland have held this project as an example of best practice and ambition.

The Registrar continued to act as advisor and contact with Dundee Museum of Transport who have now received full museum Accreditation.

A partnership with Dundee University's Centre for Anatomy and Human Identification students spent a week working with our human remains Information garnered has been added to the collections management system.



COLLECTION CONSERVATION & CARE

The annual Spring Clean is a key part of our collections care. There is a continuous programme of environmental monitoring of all stores and display areas. This includes the monitoring of light levels, relative humidity, temperatures and pest traps and the allied maintenance of the equipment that supports this. As an accredited museum service, we must provide evidence of caring for the collection by meeting agreed environmental standards.

As part of an ongoing project, specialist blinds were installed in the Dundee and the World gallery. These bespoke blinds were carefully created to complement the design of the gallery. They lower light levels so protecting objects from unnecessary exposure to light damage.



In partnership with DCC a leak detection system was installed throughout The McManus. The building was also assessed by the UK National Security Advisor.

We remain indebted to the WS Phillips Trust who support our specialist oil painting conservation. This year their grant enabled us to return the following paintings to full display condition:

- Frances Walker: Andvord Bay, Antarctica
- Alec Grieve: Portrait of Agnes Husband, Dundee's first female councillor
- William Young: Near Dalyminy, Llyn, North Wales



The latter is the only painting recorded in a public collection by early Dundee artist, William Young (1796-1869). One of the earliest recorded artists working in the City, little is known about his artistic training or career. He was, however, a generous benefactor of Dundee's original Royal Infirmary. Young's landscape was donated in very poor condition but has undergone a spectacular transformation. Now conserved, framed and glazed its long-term preservation is ensured.

This was another busy year for our conservator who worked to stabilise, repair, repack or return to display condition a hugely diverse range of objects from the City's collections. These included lantern slides, individual taxidermy mounts, costume, barkcloth, the herbaria collection, canoes and kayaks, bronze and plaster sculpture, musical instruments, and historic jute sacks.

This year we received a grant from the Gordon Fraser Charitable Trust which will enable us to commission a specialist paper conservator to work on etchings from the Orchar Collection by JAM Whistler next year. As part of this process, two additional works on paper were assessed for future treatment. Specialist conservation took place to stabilise the Conscientious Objectors autograph album for display. Paper based objects, a Map and Tibetan scroll, also underwent conservation ahead of the Thomas Wise exhibition, part funded by Museum Galleries Scotland.



There was a large programme of in-house conservation and object preparation to support the Bash Street exhibition – including the cleaning of the Linotype press on loan from DC Thomson. We also carried out a similar programme to support the Wise Ways exhibition – focussed primarily on our Thangka collection and Buddhist material. Alongside this work, conservation continued on the ship model collection, preparing the models for photography and the second phase of this ongoing project.



In-house conservation is supported by specialist training. This year training on Foss shapes (used to support the mounting of costume) and magnetic book boxes, were put into immediate practice creating bespoke mounts and storage boxes for a number of items.

We continue to benefit from a partnership with the University of Lincoln. This supports students to work on a wide variety of museum objects and enables us to have high quality research and conservation of carefully selected items from the collection.

VOLUNTEERS AND PLACEMENTS

Our programme with Dundee City Council of offering school placements continues, allowing students who wish to have a career in the cultural sector to gain valuable knowledge and experience. We also provide opportunities for further education students to work with our collections from The University of St Andrews and Leicester museum studies courses.

We have had an average of 16 volunteers working across our Learning & Engagement, Fine and Applied Art and Museum Service Sections.

No matter what time our volunteers give, we thank them for this. Their help is invaluable and assists in our continued commitment to retaining full museum accreditation and maintaining the high standards we continue to achieve.

Our Natural Science Curator continues his work with The Ninewells Therapeutic garden. Ninewells Community Garden lies in the beautiful arboretum of Ninewells Hospital. It promotes physical activity and healthy living through community gardening, in an environment where horticulture supports wellbeing, therapy and rehabilitation. This has allowed us to develop volunteer skills, work with our local community and continue our commitment to the long term wellbeing of our local communities.

Our supporters group, McManus 168 continued their project that has collected information on the original subscribers who contributed in 1863 to the Albert Institute, now known as The McManus: Dundee's Art Gallery & Museum.

Over 100 volunteers, many with no previous experience of archive work and ranging in age from 16 to 80+, have discovered exciting stories about the movers and shakers of Dundee in the 1860s. Cannibalism, bigamy, entrepreneurial spirit, fraud and adventures in Archangel sit alongside the huge contribution the subscribers made to the development of Dundee and to Scotland's industries. The project team worked with two of Scotland's most prominent historians, Professors Jim Tomlinson and Chris Whatley.

"THIS PROJECT HAS BROUGHT TOGETHER SO MANY PEOPLE WHO ARE PASSIONATE ABOUT DUNDEE AND ITS HISTORY, FROM COMMUNITIES ALL OVER THE CITY. THEY SHARE THE SAME ENTHUSIASM FOR DUNDEE THAT SUBSCRIBERS SHOWED IN FUNDING THE ALBERT INSTITUTE 150 YEARS AGO."

SUE MOODY, CHAIR OF THE
MCMANUS168 GROUP

"THE RESEARCH CARRIED OUT BY THE VOLUNTEERS IS A CORNUCOPIA OF INFORMATION ON VICTORIAN DUNDEE AND ITS DIASPORA, ITS FINANCIAL AS WELL AS ITS ARTISTIC WEALTH. IT WILL PROVE MOST USEFUL TO SOCIAL AND ECONOMIC HISTORIANS, BOTH ACADEMIC AND AMATEUR."

IAIN FLETT, FORMER CITY ARCHIVIST



The project has been funded by Heritage Lottery, with additional support from Awards for All Scotland, Leisure & Culture Dundee and the Dundee Common Good Fund. Sponsorship came from two firms whose founders are on the subscribers' list, Thorntons Solicitors and Halley Stevenson. Thanks are due to the many people who helped make this project a success.

The graduate intern we employed last year gained valuable knowledge and experience which stood them in great stead as they moved onto a permanent position with The National Trust for Scotland.

We are committed to providing opportunities for volunteers, work placements and further education placements, along with when possible maximising job opportunities.

LEARNING AND ENGAGEMENT

In 2018, a yearlong programme celebrating **Scotland's Year of Young People**, creative partnership working and an inspiring exhibition programme led to an exceptional year of learning & public engagement. Building on the legacy of *McManus 150: The People's Story Project*, we continued to develop new audiences, placing young people, families and communities at the heart of our planning and delivery.

We worked closely with young people, cultural partners and youth service providers to inform development of our activities, events and exhibitions. Funding support from Museum's Galleries Scotland, Dundee Festival Trust, Dundee Community Hogmanay Celebrations Grant and Artist Rooms enabled us to extend opportunities beyond our regular programme for young people and support further opportunities for creative collaboration and co-production.

Encouraging young people to look beyond an 'occasional' visitor experience, we asked them to consider their relationship with the museum in the longer term. As part of the process of co-production, young people were supported to take integral roles within the planning and delivery of the programme; as audience facilitators, performers, choreographers, curators, technicians, event co-ordinators, photographers and social media commentators. We offered volunteer opportunities and workplace experiences within our Learning & Visitor Assistant Teams, enabling several young people to progress to further education or paid employment.

Established in 2010, **McManus Youth Action** provides an ongoing programme of cultural activity and informs development of future services for young people at the museum. Following consultation with young people and service providers, McManus Youth Action membership was relaunched early 2018 to include young people aged from 14yrs. This year our Youth Action Programme has delivered weekly drop-in evenings, monthly workshops, exhibition projects and creative collaborations with artists, museum staff and other Youth Advisory Groups.



'Generation | Dundee', an event for Festival of Museums celebrated the stories, creativity and aspirations of young Dundonians – past and present. Bringing together both 'young' and 'young at heart', the event took place in May, with an afternoon of drop-in festival activities on the museum's terrace and across galleries. Warm, sunny weather added to the vibrant atmosphere created by young performers who sang, played, danced and drummed their hearts out throughout the day. In the galleries young people delivered spoken word and living history performances, creative portraiture activities and a collaboration between McManus Youth Action Group and V&A Youth Collective, looking at life in the city resulted in a lively exchange between visitors of all ages.

In the spirit of exploring youth culture across generations, the final activity of the day saw the arrival of Dundee's Scooter Club. They took time to talk to visitors and give support to our young performers before bringing the afternoon to close with a traditional 'ride out' of scooters from the museum's terrace. In the evening the museum became the stage for 'Are Ye Dancin – We're Askin!' - a fantastical and hilarious journey across generations of dance in the city. Led by Learning partners Shaper/Caper Dance Company and dance students from the company's Youth Advisory Group, this unique promenade performance featured contributions from Dundee's Got Soul Choir and Ovarian Sisters. Blending dance, music and theatre performance with audience participation, dancers of all ages waltzed, twisted and generally 'busted moves' across the galleries before taking to the floor for a grand finale under The McManus glitter ball!



In partnership with Home-start Family Support Service, we delivered an outreach project with young parents to support their participation in **UNESCO Parade for Year of Young People**, a city-wide street parade. Young people created costumes and large sculptural artwork for the parade inspired by the history of comic making in Dundee and the museum's Bash Street exhibition.



'Sneaky Peeks' for Schools - We worked with Primary and Secondary pupils through a series of visits, workshops and events that took place prior to and during the exhibition, **Bash Street's Back at McMenace**. Pupils explored the exhibition through concept and curation, learning about the history of print and comics in the city and discovering more about the characters and the artists who created them. Secondary School pupils were also invited to meet some of the new generation of comic artist and writers currently living and working within the city and took part in an amazing master class with Beano artist Nigel Parkinson.



When the Bell Rings' On Saturday and Sunday afternoons and each afternoon during the summer holidays activities inspired by the mischievous antics of the Bash Street Kids were delivered by our McMenace Gallery Gang. These sessions full of pranks, jokes and making announced to visitors by the ringing of a traditional school bell throughout the museum, were enjoyed by big kids and little kids alike!



In July, we held a 4-week summer holiday project **McMenace SUMMER S'KOOL!** for young people aged 10 – 14yrs, offering opportunities to explore the exhibition creatively through art, music and drama. Young people had the options to choose from three different 'departments' - 'Arty Capers', 'Makin a Din' and 'Actin Up' led by professional practitioners. Working between the Learning Studio and exhibition space, young people created and published a comic in collaboration with Dundee Creative Comics Space, invented and constructed musical instruments and noise makers and perfected their comic timing for jokes, pranks and general high jinks. At the end of the project, a sharing event for family and friends was held to celebrate their achievements.

In celebration of The McMenace, Bash Street and all things comics in Dundee, the two-day event **The Big Draw's Big Bash Weekend** delivered artist led drawing workshops, comic making, digital doodle play and gallery activities with the Menace Gallery Gang and our special Comic Caper Artists.



Artist Rooms: Lawrence Weiner presented an opportunity to participate in national programme of engagement between young people, contemporary art practice and cultural venues; adding a unique aspect to our Year of Young People programme and enabling young people to explore the work of one of the world's most influential, conceptual artists. The project was co-produced with young people, highlighted the experiences of young audiences within a museum & gallery context, delivered a lively programme of gallery tours, presentations, creative workshops and investigative sessions which brought young people, museum staff, creative practitioners and representatives from partner organisations together to enable a shared dialogue.

Two groups of young people, McManus Youth Action and The Wednesday Writers became central to the project, visiting the museum each week to work closely with museum staff; immersing themselves in the concepts and techniques used by the artist to shape their own creative journeys as a response to the exhibition. Young people from both groups created a body of text-based work inspired by word games, play, printmaking, creative writing and spoken word. They selected pieces of their work for presentation in an artist book publication, produced in collaboration with Dundee Print Collective.

Through 2018, we continued to work in partnership with **Communities** to ensure that opportunities for learning and engagement were available to the widest possible audiences. As a result of our ongoing targeted work with communities, we were delighted to see an increase in the number of previously supported groups visiting and attending public programme events independently. At our annual First Foot at The McManus and Festival of Museums event, there was 2.5% increase in community attendance. The opportunity provided by our programme for Scotland's Year of Young People, also enabled an increase in intergenerational learning experiences delivered across the year.

Weekly **Creative Campus Evenings** at McManus continued to support opportunities for groups to explore the museum out with regular opening hours and use its inspirational spaces, exhibitions and displays as a catalyst for creativity and collaboration. Current programme hosts Choir in Residence, Loadsaweeminsingin', McManus Youth Action Group and Community talks, tours and events.

Our **Families** programme provides interactive, imaginative opportunities and experiences for families to participate, engage, play and learn together, using our collections, spaces and buildings as inspiration. In 2018, we saw a 5% increase in engagement with children and family audiences across our museums.



A changing programme within the dedicated Family Space at McManus kept family audiences connected to our temporary exhibitions programme and provided a range of diverse activities and themes – from portraiture to comics making, from conceptual art to Christmas crafts!

Drop-in family days, Navigate/Create gallery tours and workshops provided fun, interactive activities and our successful partnership with Shaper/Caper continued through delivery of A Day to Play sessions which feature dance, dress-up, play and storytelling for younger children and their families. At Mill Observatory, Saturday Stars family drop-in events and children's planetarium shows were all well attended as were creative crafts and natural history activities offered at Broughty Castle. We are a member museum of the 'Kids in Museums' programme, developed to make museums accessible to all children and families, particularly those who haven't visited before.

Throughout the year our Engagement Programme has held a whole host of **Talks and Tours** and events such as open doors weekend in both The McManus: Dundee's Art Gallery & Museum and The McManus Collections Unit. Students from a number of colleges and Universities across Scotland have visited from courses as wide ranging as Arts and Design, Tourism and Museum Studies. We have also welcomed colleagues from other organisations and institutions across including the Scottish National Galleries, Scottish National Portrait Gallery, National Museum of Scotland, Friends of Sainsbury Centre, Friends of Kirkcaldy Art Gallery and our own 168 Group. In a particularly busy year for Cultural in Dundee we have been visited by a number of Journals, Newspapers and Bloggers all interested in the high profile of the City.





This programme of talks and tours at The Collections Unit is delivered by curators from different disciplines, although you may visit the same rooms there is always a different offer dependent on which curator is taking the tour. This is available for the public, as well as special interest groups, stakeholders, researchers and academics.

The Collections Unit is also used by the public and researchers who have requested facilitated access to the city's collections. This can be in the form of families requesting access to collections donated some time ago to specific interest groups using collections to inspire their artistic works, such as the EDGE embroidery group. The recognised Whaling collections have received additional interest this year from a number of researchers, one in particular researcher has now located the wreck of the Dundee whaling Ship Nova Zembla.



Museum Services have also supported a series of evening talks and activities to give greater access to the stored collections, the Halloween event in partnership with JOOT (Dundee University Theatre Company) has proven to be successful and made a nod to Mary Shelley's *Frankenstein's* 200th anniversary of the publication and her time in Dundee. This with our eclectic evening talk series from **A Walrus, A polar Bear and a Humpback Whale: Nineteenth Century Dundee's Trade in Exotic Animals to 7 hours, a rubber dinghy, and a shipwreck! The search for Nova Zembla.**



Leisure and Culture Dundee, in partnership with Creative Scotland (CS), continues to support Dundee-based visual artists and craft makers in their creative and professional development through the **Visual Arts and Craft Makers Awards (VACMA)** scheme. A recent evaluation commissioned by CS has shown the significant value of these local awards in terms of increasing confidence and opportunity, the generation of new ideas and skills and the extension of professional networks and outlooks. Part of a national network, the awards encourage practitioners to live and work in Dundee and work to ensure that the arts play a vital and lasting role in the city.



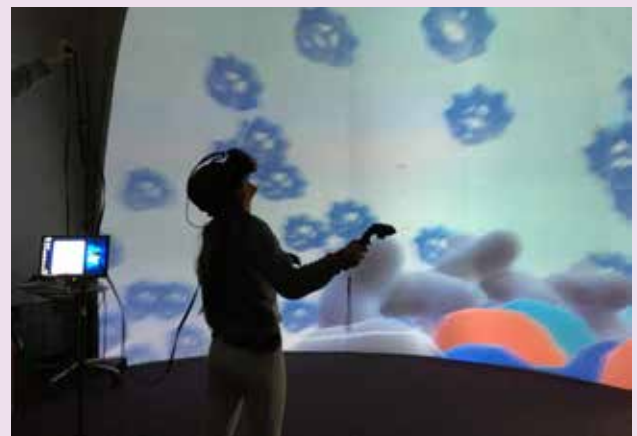
MILLS OBSERVATORY



2018 has been a challenging year at Mills, following a major issue occurring with the mechanism for the Observatory's Dome in January. This has meant that the Dome area, which houses the Observatory's main telescopes and central to visitor experience and delivery of science learning programmes, has not been accessible. The work and identifying funding required to repair the issue is being taken forward by colleagues at Dundee City Council.

Meantime, we have worked hard to ensure public access to the venue, continuing to deliver our regular programme of activities & events throughout the year; and managing the limitations caused by lack of full access.

Throughout the year, all astronomical observations have taken place from the venue's external balcony area, requiring staff to set up several mobile telescopes on a nightly basis and work without the partial cover usually provided by the Dome area. Whilst this enabled us to continue to offer some public access to the night skies, the limited offer and exposure to lower temperatures for both visitors and staff had inevitable impact on visitor numbers at usually busy times of the year. There has been a substantial drop in visitor footfall in the evenings and also a reduction in the number of evening group visits booked.



Whilst the impact on access to night viewing, other activities and events such as Planetarium Shows, Saturday Stars drop in events for families, talks and science events delivered by our ongoing Outer Space | Inner Space partnership with the School of Life Sciences at University of Dundee have been well attended. Overall audiences for these activities have grown, with attendance increasing on the previous year.

We continue to work closely with Dundee Astronomical Society, who meet fortnightly at the Observatory. Their continued support, as with members of the Advisory Group, has been very welcome during this difficult year at Mills Observatory.

BROUGHTY CASTLE MUSEUM



Broughty Castle continues to be run as a partnership between Historic Environment Scotland, Dundee City Council and Leisure and Culture Dundee. Over the last year, all three partners have been involved in upgrades which will improve the visitor experience.

HES are working to renew the Castle's external interpretation signage. It is anticipated that this will be installed over the summer of 2019. All three partners have worked together to plan and deliver a significant upgrade of the Castle toilets. This project was completed in March 2019, along with an overhaul of the Castle tower's main door.

Highlights of the public programme included the Castle's participation in Doors Open Day. Over 800 visitors accessed the historic caponier feature which is not normally open. Broughty Traders used the Castle as a backdrop to their Halloween celebration event once again. The Castle also provided a focus for Broughty in Bloom's poppy fall installation part of the Great War commemorations.

On 24th May Broughty Castle Museum was visited by Lord Ian Duncan, Parliamentary Under Secretary of State in the Scotland Office as part of his interest in the impact of tourism on the area.

2019 marks the 50th anniversary of the museum within Broughty Castle. On 30th May 1969 the Director of Manchester Museum formally opened Broughty Castle Museum. This was marked by a celebration attended by Dundee East MP, Stewart Hosie, local councillors and representatives of the Ferry community including the children of P5 from Forthill Primary School. A new anniversary logo was created to promote the associated anniversary events programme.



BROUGHTY
CASTLE
MUSEUM

THE OLD STEEPLE



A partnership between Leisure and Culture Dundee and Dark Dundee was established to allow for a trial 12 month period to offer tours of St Mary's Steeple.

We have previously operated tours from within our existing teams. However this was for a short time over the summer months. This partnership will allow for greater access and more frequent tours.

The first 6 months have proven to be a success and we now look to the future and how this partnership can progress to continue this cultural offer.

VISITOR EXPERIENCE



We recognise that excellent visitor experience across our Cultural Services is an essential part of the delivery of our strategic, business and public engagement priorities. Our Visitor Assistants, Retail and Café staff are central to this - providing daily access to services, venues and meeting the needs of our diverse audience and communities.

In 2018, the development of city as a cultural, tourist destination and popularity of our exhibition programme increased visitor footfall significantly, particularly at The McManus. Our front-facing teams rose to the challenge, delivering a welcoming, helpful and informative visitor experience over what has been our busiest year to date – with improved levels of visitor satisfaction evident in the feedback and reviews.

The introduction in 2018 of a new digital version of our visitor survey has been effective in helping us to gain a greater understanding of who our visitors are and what they think. Surveys are carried out by our Visitor Assistants, who in turn reported that they have found that this format has been helpful in improving face to face engagement with visitors.

As part of our commitment to making the permanent galleries as accessible as possible, staff have benchmarked, sourced and produced a 65 minutes engaging, entertaining and educational **Audio Guide** which gives a fascinating journey through our permanent galleries. International visitors to the city will

also benefit from the enhanced cultural offer as guides are available in six different languages.

Our **retail** business continued to grow throughout 2018, reporting increases to sales, number of transactions and spend per visitors. Last year we reported on the development of a more visible and dynamic retail brand, with products offered reflecting the diversity of our audiences, their interests and better linked to our programmes of events, collections and exhibitions. We have continued to develop this approach over 2018, the success of this being particularly evident at The McManus - during the highly popular Bash Street exhibition we saw sales increasing by 106% on the same period in 2017. Overall, from the previous year, sales rose by 55%.

As a result of the reduction in visitor footfall to the Mills Observatory in 2018, sales at the venue fell significantly. With 3,000 less visitors than in the previous year, a 29% decrease in sales were reported.

We saw a significant increase in sales at Broughty Castle on the previous year; showing the success of last year's development, which included an upgrade to the retail area, product range and installation of card machine. From the previous year, sales rose by 68%.

SUMMARY

It has been another very positive year.

In a year of many highlights, the exhibition **Bash Street's Back at the McMenace** attracted 105,769 over the summer of 2018 and was the highest attended comic exhibition in the UK ever. We also saw an increase in the attendance to Caird Hall of 15.8% with many sell out concerts across genres.

Over the year we have spent a lot of time and effort in growing our digital engagement offer. The introduction of Object of the Month has seen approximately 5,000 engagements with this curatorial experience each month and, along with others, has seen a total digital engagement across Cultural Services of 326,989.

Visitor feedback is very important to let us know how we are doing in meeting expectations, and this has been excellent. Visitors have rated our venues as excellent or very good through TripAdvisor as follows;

The McManus:	93%
Dundee's Art Gallery and Museum	
Mills Observatory	86%
Caird Hall	89%
Broughty Castle Museum	84%

Individual feedback specific to exhibitions and events has been even higher. These are excellent numbers and reflect our commitment to our visitor and customer experience and enjoyment.

We continue to feel pressure on our ability to deliver our highly regarded services and we try to meet public demand and professional expectations with decreasing resources.

Support from external funders is always welcome and we work hard to bring in funds to help us deliver our services. We have also worked hard to grow income through ticket and shop sales as well as new products.

Dundee has featured in world media throughout 2018 and is actively marketing itself as a tourism destination, built on its cultural offer. Cultural Services are at the heart of this and continue to deliver high quality to our visitors.

