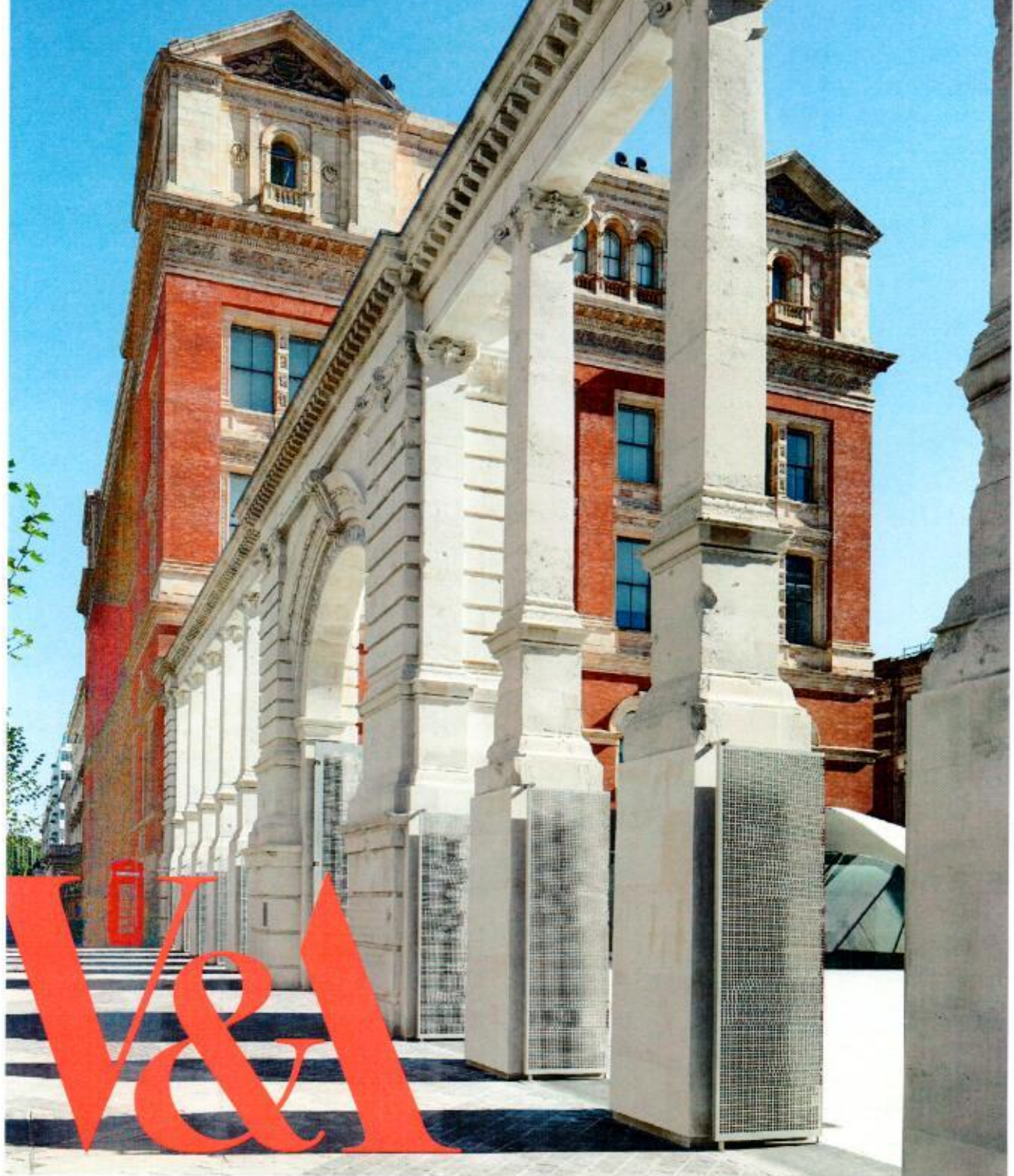


V&A DIRECTOR'S CIRCLE

DONATION REPORT AND PROGRAMME UPDATE

PREPARED FOR THE LORD LEONARD AND LADY ESTELLE
WOLFSON FOUNDATION, NOVEMBER 2017



REPORT ON LAST YEAR'S DONATION

We are extremely grateful to the Foundation for its continued support of accessible programming at the V&A. The following pages detail our use of last year's grant on four projects taking place during the year from April 2017.

ART & EXPRESSION AT THE V&A

Amount funded: £5,500

This programme of afternoon sessions at the V&A for people with early-stage dementia is organised in partnership with Age UK RBKC (Royal Borough of Kensington & Chelsea).

In March 2017, we held a sharing event to celebrate the previous year's sessions attended by seven participants and 10 of their friends and family members. Attendees were able to view work created during the sessions, and meet museum staff and artist facilitators.

The start of this year's programme was delayed following the Grenfell Tower tragedy, which caused Age UK RBKC to postpone activity on special projects including *Art & Expression*. We now expect the first session to take place in January 2018. As a result of the delay, the year's 10 sessions and sharing event will be delivered over a shorter period of time, but we do not expect this change to affect the programme's outcomes.

Art & Expression has been a key part of the V&A's community programming since 2013, and we are looking forward to expanding our provision for people with early-stage dementia next year, as detailed later in this document.



Two of the previous year's *Art & Expression* sessions. From top: a pantomime scene reproduced as part of a commedia dell'arte session; a costume-themed workshop as part of an early modern dress session.

POP-UP PERFORMANCES: BSL INTERPRETATION

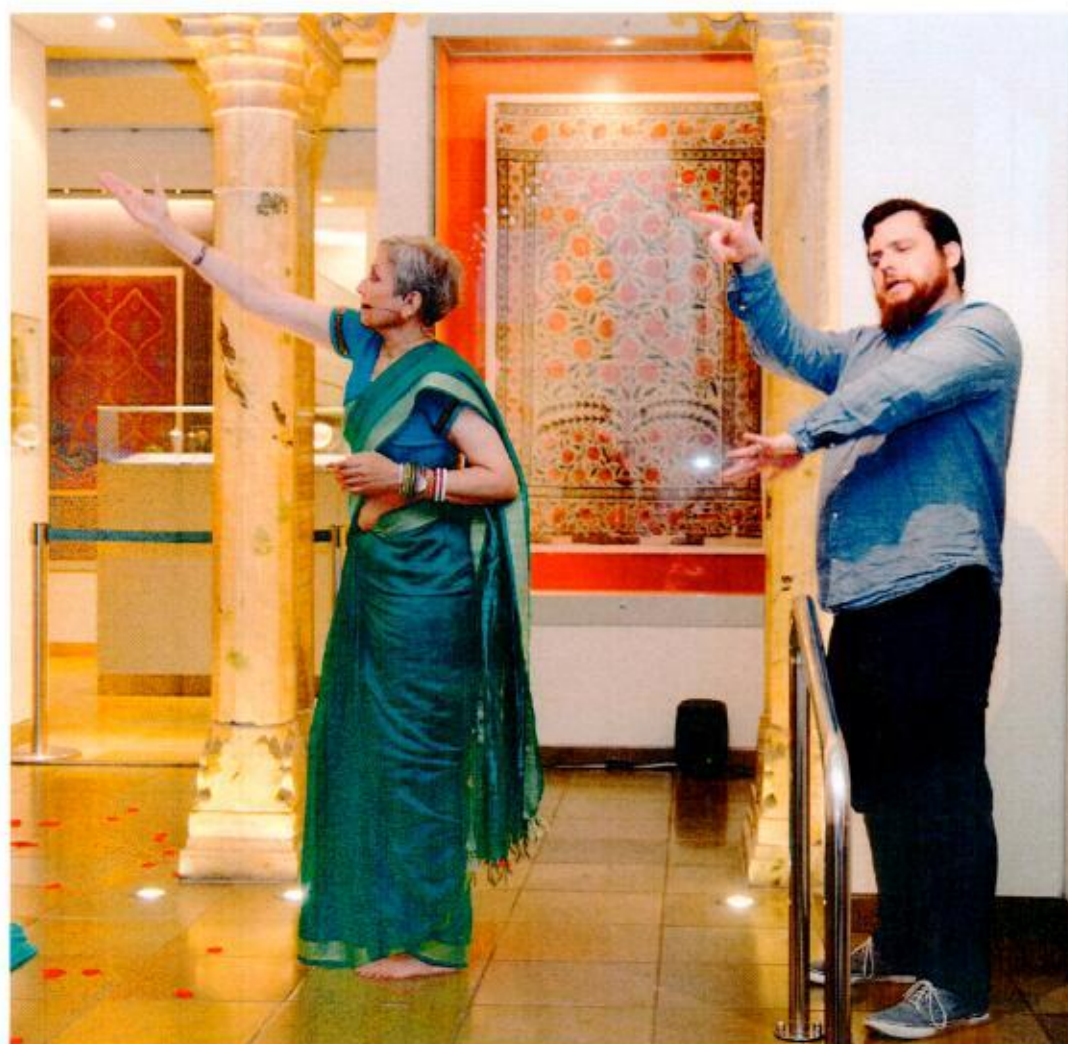
Amount funded: £5,010

This year, the V&A has continued to work with charity Deaf Umbrella to offer BSL interpretation at 30 of our regular Pop-up Performances for a family audience (three on each of 10 performance days). This year's performances have taken place in spaces including the Theatre & Performance Galleries, the South Asia Gallery, The Lydia and Manfred Gorvy Lecture Theatre and the new Sackler Courtyard, which hosted special shows produced in collaboration with inclusive theatre company Chickenshed. Performances have been inspired by the Museum's permanent displays and exhibitions including *Pink Floyd: Their Mortal Remains*.

'My daughter is hearing impaired so the show today was extra brilliant due to the BSL interpreter, Matt. Well done Chickenshed and V&A.'

– Visitor attending a performance in The Sackler Courtyard, July 2017

We continued to market our events through social media, the V&A website, Deaf Umbrella's network, the Royal Association for Deaf People; Access London Theatre Listings and The National Deaf Children's Society (NDCS). Despite the shows' popularity – they were attended by a total of 3,136 people – the number of hearing-impaired families attending dropped from 18 to 15. In response to these relatively low attendance figures, and following a separate piece of research into deaf audiences by consultancy Open Inclusion, we plan to rethink our programming for hearing-impaired families, as detailed later in this document.



A Pop-up Performance themed around Diwali is presented with BSL interpretation in the South Asian Gallery in October 2017.

DIGITAL OUTREACH IN HOSPITALS

Amount funded: £5,500

As proposed last year, we will deliver six days of digital learning activities (three two-day sessions) themed around 3D scanning to young patients at Great Ormond Street Hospital (GOSH), with staff costs funded by the Foundation. These sessions will take place between January and March 2018.

During these sessions, we plan to create a 3D-printed display featuring reproductions of selected Museum objects and patients' possessions. This activity will be delivered in collaboration with GOSH and London-based 3D printing initiative Scan the World, which is creating a digital collection of museum objects and architecture from across the globe. We will provide a full report on these sessions in the spring.

We are committed to delivering meaningful creative learning opportunities to children and young people in London's hospitals, and we are exploring possibilities of developing future sessions with charity Paintings in Hospitals. As these plans are in their early stages, we are not asking the Foundation to support them on this occasion.

HAPPINESS BY DESIGN

Amount funded: £2,762

Following the Foundation's support, we were delighted to be able to offer this pilot programme for people suffering from depression. We recruited 29 initial participants, more than double the target of 12, and averaged 20 participants per session across the eight-week design-themed project, which introduced participants to the V&A's diverse collections in a supportive, friendly environment.

'[I] have been feeling better about myself and what I've achieved [during the project]. I started to get out more and enjoy the experience of communicating with other people! I only wish project was a little longer.'
— Happiness by Design participant

A final sharing event was attended by 40 people, including participants, friends, family and V&A staff. Participants received a specially compiled 'legacy document' listing the Museum's forthcoming free talks, tours and events. We are delighted that many of the participants have since continued to engage with the Museum, attending community events including the Refugee Week festival in June 2017.

We are looking forward to building on the success of this programme in future years and hope to devise new approaches over the coming months. Our plans are currently in the earliest stages of development, so we are not asking the Foundation to support them on this occasion.



Participants in Happiness by Design show some of their final designs from the programme.

PLANS FOR THE NEXT YEAR

We are currently developing a series of innovative new learning programmes, which will build on our past successes to best serve our audiences over the coming years. We would like to use this year's grant of £14,952 to fund the following three strands of accessible programming, which continue the spirit of the Foundation's previous support.

1. UNLOCKING THE V&A

Budget cost: £7,020

Unlocking the V&A is the new name for the *Art & Expression* programme for individuals with early-stage dementia, which the Foundation has supported since late 2013. We are in consultation with clinical psychologist Dr Aimee Spector to expand the existing programme to integrate the pioneering approaches of Cognitive Stimulation Therapy (CST), the only non-medicinal treatment of early-stage dementia endorsed by the NHS.

We are excited to be the first museum to trial a learning programme incorporating CST principles. CST usually takes place over a course of 14 sessions, so we are expanding the programme from 10 to 14 sessions accordingly. We are confident that the themes of CST will better enable us to utilise the Museum's objects and handling collections to improve participants' cognition and help them to live better with dementia.

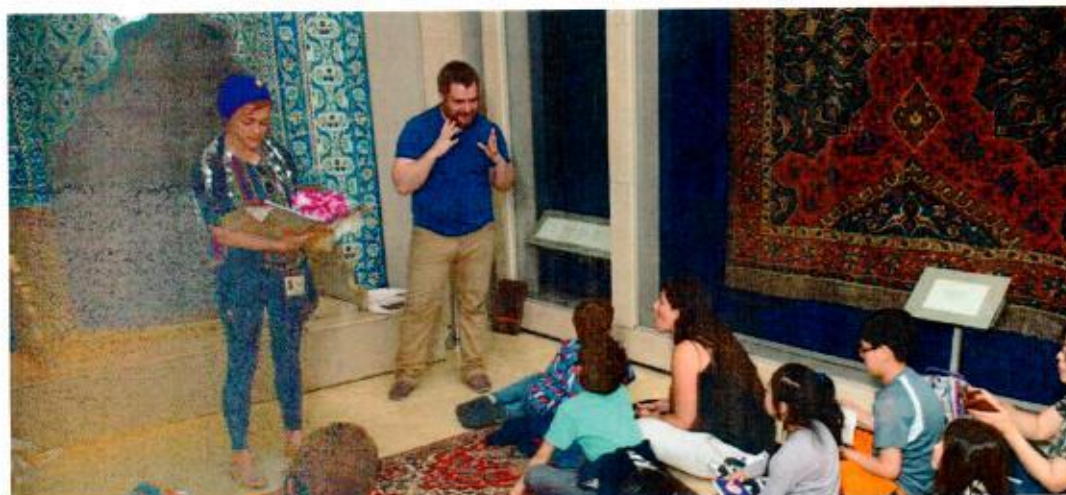
By expanding the provision of CST-based programming in London, we are responding to a real need. There are already considerable waiting lists for access to this kind of therapy, which is rarely offered free of charge, so this programme will enable us to deliver this sought-after treatment to isolated individuals with limited existing support networks. The expanded budget for the programme will cover the costs of training museum staff in CST approaches and delivering four additional programmed sessions.

2. HALF-TERM PERFORMANCES WITH INTERPRETATION FOR DEAF AND HEARING-IMPAIRED FAMILIES

Budget cost: £6,000

In recent years, the Foundation's support of BSL interpretation has enabled our regular pop-up performances to reach many deaf and hearing-impaired families, but the number of hearing-impaired attendees at each performance has been reducing. A recent report by accessibility research consultancy Open Inclusion, commissioned by the Science Museum following a similar reduction in attendance figures, concluded that:

- While BSL is not in danger, deaf and hearing-impaired audiences are seeking more diverse interpretation experiences, featuring BSL alongside other methods of interpretation such as real-time captioning.
- Deaf and hearing-impaired families want to visit museums but would like a greater variety of special events, especially those led by deaf and hearing-impaired role models.



A previous performance with BSL interpretation in The Jameel Gallery of Islamic Art.

In response to these findings, we propose to replace the existing BSL programming with a single specially accessible show to be performed 27 times during a period of nine days during the October 2018 half-term holiday. We would like to collaborate with a theatre company experienced in working with deaf and hearing-impaired performers to co-devise a bi-lingual, fully inclusive show for families, starring hearing-impaired performers.

Partner organisations for this project are still to be confirmed, but could include specialist accessible theatre company Graeae, advisory group Participatory Arts London and accessible technology providers such as StageText and Epson. We are also in discussion with the Science Museum about how we could collaborate to increase the profile of the programme. To build awareness of the performances, we would expand our targeted marketing to the deaf and hearing-impaired community, working with organisations such as British Deaf News, Deaf Parents UK and local groups.

We are confident that this change in our programming will revitalise our accessible performance programming, enabling our work to reach a much larger deaf and hearing-impaired audience. We look forward to updating you on plans for this programme once they have been confirmed.

3. V&A PHOTOGRAPHY FESTIVAL PROJECT FOR YOUNG HOMELESS PEOPLE

Budget cost: £1,932

Next year, the V&A will establish the Photography Centre, an outstanding suite of permanent galleries and learning spaces, to teach the Museum's visitors about the history of photography and photographic processes. This will provide a great opportunity to develop new educational activities and, during autumn 2018, we will celebrate the launch of the Centre with a festival of learning programmes themed around photography, including workshops, talks and installations from leading photographers.

We propose to use the remainder of the Foundation's grant to support an element of the festival: a programme for young homeless people delivered during summer 2018. For this programme, we will collaborate closely with London-based homeless charity Accumulate, who have a great deal of experience of working on creative projects for this audience – a marginalised group who often suffer from depression and other barriers to engagement. With Accumulate's help, we will aim to teach participants new skills, meet new people and develop aspirations to be creative in their lives.

Through a series of workshops led by V&A staff and photographers, participants will create works inspired by their experiences and influenced by the Museum's photography collections. Sessions will include visits to the V&A's archives, workshops on photography techniques and practical sessions in and around the museum. Work produced will be published online and displayed at the Museum during the Photography Festival.



A visualisation of the new permanent display galleries in the Photography Centre, planned to open in 2018.

THANK YOU

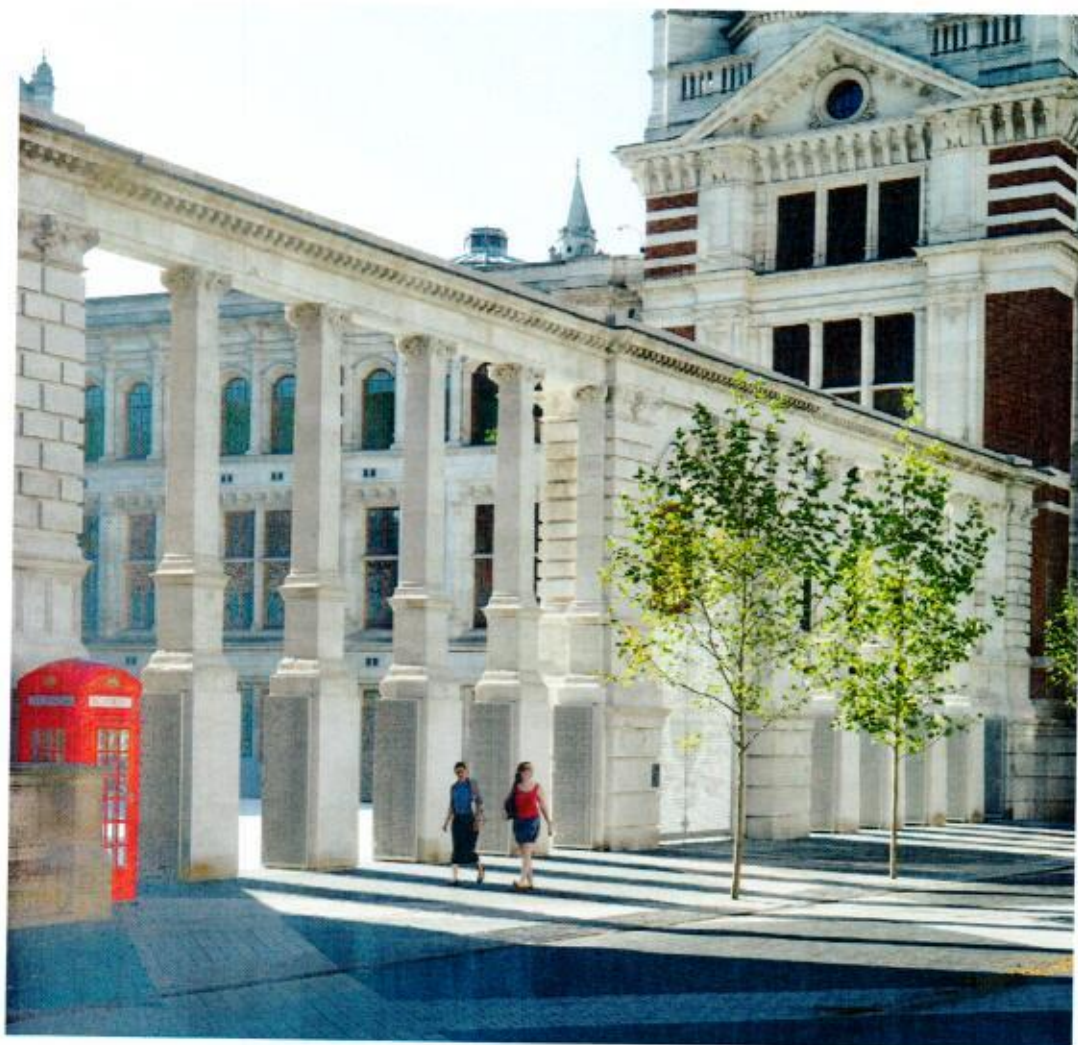
We are extremely grateful to the Trustees of The Lord Leonard and Lady Estelle Wolfson Foundation for their exceptional commitment to accessible programming at the V&A. This year, the Foundation's support includes not only this Director's Circle donation but also the generous grant of £75,000 towards accessible elements of the Cast Courts renovation project.

By supporting these important projects, the Foundation plays a vital role in widening access to the V&A for individuals who might otherwise be unable to engage with the Museum and its collections.

Please do not hesitate to get in touch if you would like any further information about any of these projects. We look forward to updating you on their progress during 2018.

For more information please contact:

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The Astor Webb Screen at the entrance of the V&A Exhibition Road Quarter, which opened this year.