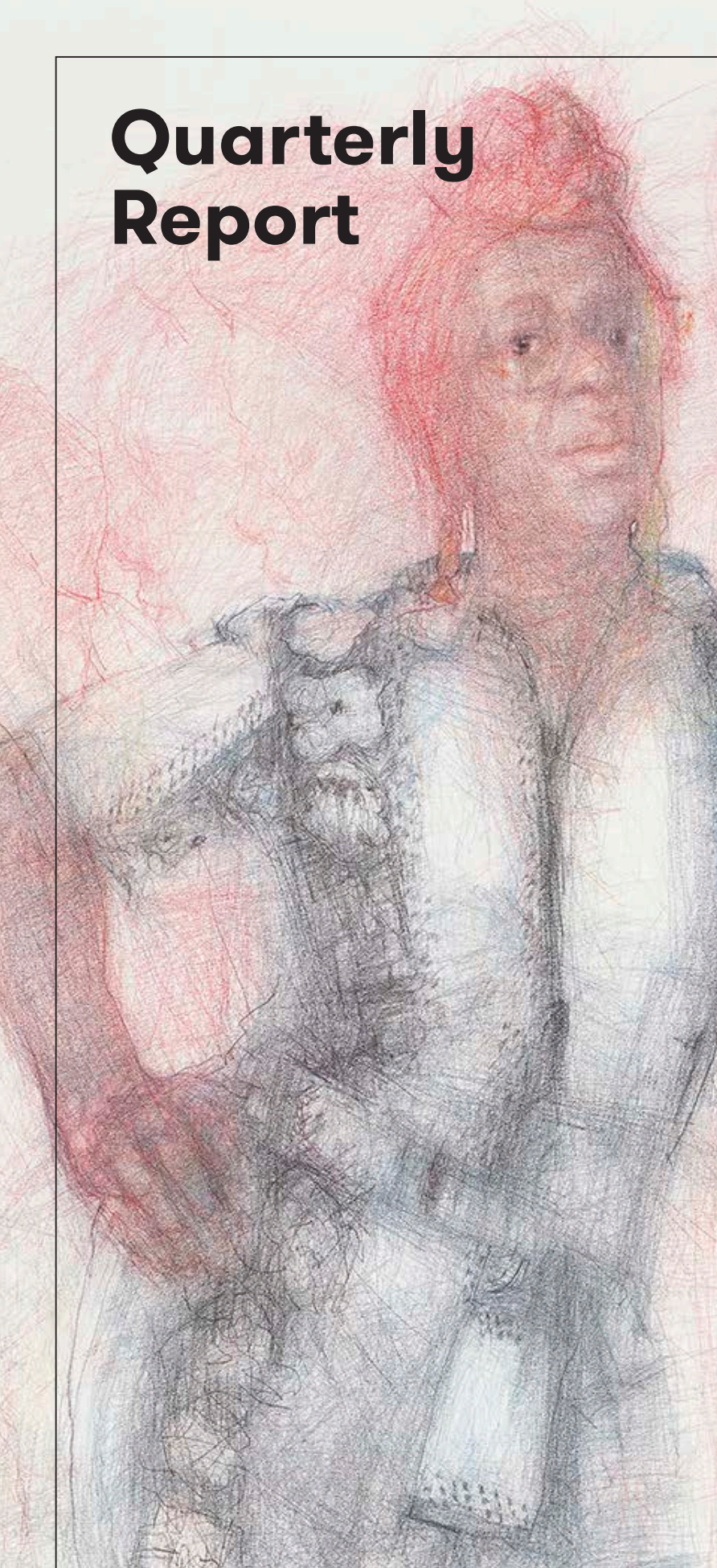


# Quarterly Report



2024/25 Q3

## Q3 2024/25

This document celebrates achievements and summarises key activity from Leeds Museum & Galleries (LMG) over the period October to December 2024.

It is structured in line with our 5-year strategy **Deepening Connections, Widening Impact**, which has been developed with colleagues, partners and Arts Council England's core investment principles in mind. Throughout the document where activity and achievements meet Arts Council England Investment Principles they are referenced under each heading in order to report progress for our National Portfolio Organisation status.

Data comparisons are made with the same period of the previous year unless otherwise stated.

### Leeds Museums & Galleries' Strategic Outcomes

- 1 We will be more sustainable and responsible, financially and environmentally
- 2 We will provide higher quality audience engagement and experiences, both physically and digitally
- 3 We will continue to be a leader in collaborative, sustainable, accessible cultural learning and creative skills development
- 4 We will have an audience and workforce that is representative and reflective of the city
- 5 We will have collections and heritage assets that are better known, better understood, and better cared for
- 6 We will have international reputation and reach



OUTCOME 1  
**We will be more sustainable and responsible, financially and environmentally**

## At a glance

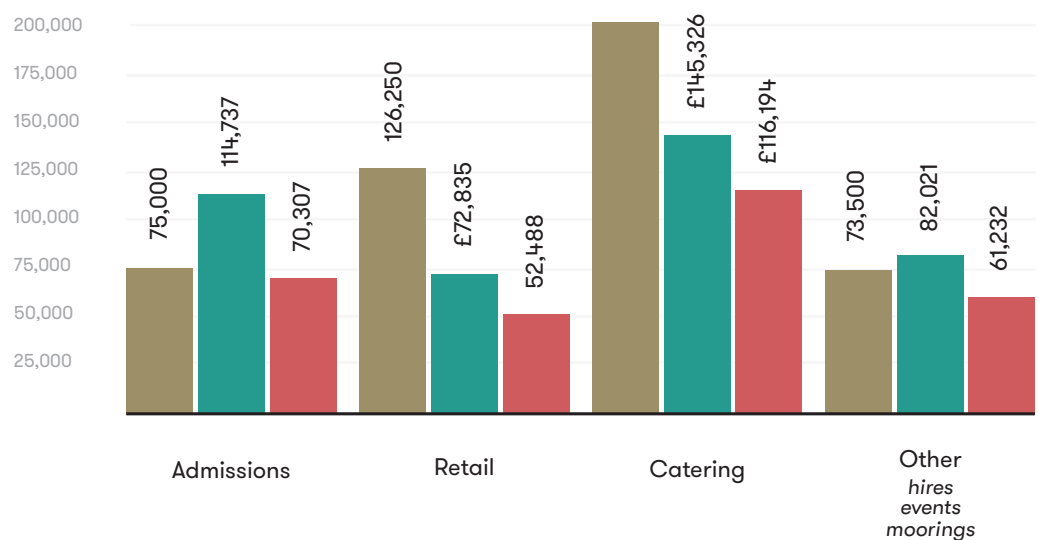
**Admissions income increased significantly particularly at Temple Newsam due to an increase in visitors of approximately 23%.**

The performance of retail, catering, and room hire continued to improve during this quarter, with the offer closely aligned to each venue. Several presentations detailing Leeds Museums and Galleries sustainability journey have also been delivered to sector wide colleagues.

## Revenue

**£414,919** Q3 2024/25  
**£300,221** Q3 2023/24  
**+38%** Total Revenue

**Key**  
 Budget  
 Q3 2024/25  
 Q3 2023/24



ACE IP MET  
 Dynamism  
 Environmental Responsibility

## Headlines

**Our website is now hosted by a green energy platform Peppered CMS**, which means that our data is no longer stored on a system that produces carbon. Our website carbon rating has moved two grades higher from a F to a D.

**Hyde Park Source, LMG’s long term partners on our gardening for wellbeing projects at Kirkstall Abbey and Leeds Industrial Museum, have recently won ‘Environmental Achievement of the Year’ at the Compassionate City Awards.**

**The Community Engagement team and Leeds Industrial Museum staff recycled 30 hot water bottles from Thwaite Watermill and delivered them to St George’s Crypt.**  
 “We have gift wrapped all the hot water bottles; these will be given to residents at three of our properties which house clients who were staying in emergency accommodation inside The Crypt, but have now moved into supportive living apartments.”

**The highest number of Picture Library gift memberships (25) were sold in the lead up to Christmas.** The scheme featured on Radio 4’s Broadcasting House – a current affairs programme with Paddy O’Connell – interview with the Gallery’s Principal Keeper and a Picture Library member. A photograph of preparation for the selection event also featured in national press.

**Leeds Art Gallery’s Peter Mitchell exhibition, Nothing Lasts Forever, is being adapted to tour to The Photographers’ Gallery in London and will run from 17 March – 15 June 2025.**

**Leeds Museums and Galleries continues to work with Sustainable Arts in Leeds (SAIL) through their circularity working group and have supported the launch of a new initiative called the Circular Arts Network (CAN).** The network is designed as a community-driven platform with the primary goal of facilitating the sharing of resources within the wider arts sector. The platform aims to support sustainable practices by enabling the reuse and redistribution of materials, knowledge and equipment.

**Head of Operations & Enterprise gave a presentation at the Association for Leading Visitor Attractions Sustainability Forum sharing information about Leeds Museums and Galleries’ sustainability journey.**

**We have a new web sustainability policy, which focusses on how we can use best practice in web management to be more environmentally sustainable.**

## In Focus

Christmas at a number of venues including Temple Newsam, Lotherton and Abbey House Museum provided an opportunity to engage with audiences, as well as generating income.

The aim of the Christmas programme is to deliver a careful balance of commercial success alongside market affordability, accessibility and is designed around the stories and history of each venue.

As well as being good drivers of income, both through direct ticket sales, retail and catering spend, the events provide a good opportunity for audience development as some families do not visit the venues throughout the rest of the year. Seasonal events can provide the nudge to people to visit a venue for the first time.

Broadly, the Christmas offer reaches all ages from Baby's First Christmas to festive tours with mulled wine. All venues ensure they offer relaxed experiences for families with additional needs. These experiences include fewer visitors, with more managed sensory experiences, alongside an increase in quiet spaces.

**'What a wonderful experience. Normally these things are stressful for us and overwhelming for our girls. This is absolutely the loveliest experience with very kind and patient staff. Thank you so so much.'**

– visitor to the Temple Newsam Christmas relaxed event





OUTCOME 2

**We will provide higher quality audience engagement and experiences, both physically and digitally**

## At a glance

**With the build and launch of our new website this month we've been putting the customer journey front and centre.**

With a range of audience-focused projects and events it has been a busy period of providing great experiences. This quarter's visitor figures are 7% down compared to the same quarter last year. However, online activity saw an increase.

## Press Highlights

Conservation of a mammoth tusk at Leeds Discovery Centre appears on [BBC national](#), Daily Telegraph, Daily Mirror, iPaper, Daily Express, Leeds Live Yorkshire Post and Yorkshire Evening Post.

A CT scan reveals the inner workings of the world's oldest model locomotive, from Leeds Industrial Museum's collection. Coverage on [BBC national](#), BBC Look North, Yorkshire Post and the Museums and Heritage Advisor.

Conservation of the bird collection at Leeds Discovery Centre. Coverage on [BBC national](#), Yorkshire Post BBC Radio Leeds and Yorkshire Evening Post.



### Visitors

**237,663**  
2024/25

**255,895**  
2023/24

**-7%**  
Venue visitors



### Socials

**351,369**  
2024/5

**331,111**  
2023/4

**+6%**  
Social media followers



### Website

**193,572**  
2024/25

**190,000**  
2023/24

**+1.6%**  
Website visitors



### Views

**1,148,453**  
2024/25

**585,000**  
2023/24

**+96%**  
Webpage views

ACE IP MET  
All

## Headlines

**Moving to a new CMS, Peppared, our website has seen improvements across the board, scoring 100% for best practices (up 25%) and 96% for accessibility (+8%), performance has increased by 29% and we've maintained our 100% SEO ranking.**

**Leeds City Museum held a special 'Museum Late' linked to the Living with Death exhibition, which saw tickets sell out.** Activities were themed on Day of the Dead and it attracted audiences in their 20s/30s in couples or groups, many who were first time visitors to the museum.

**A combination of qualitative and quantitative research has been gathered this quarter,** looking into non-visitors and undertaking in-depth interviews with visitors. This project is underway at Abbey House Museum and Leeds Industrial Museum.

**Community Engagement team have run several events** including Leeds Festival of Gothica with special tours of Living with Death by a celebrant, and Hip Hop Historian Society ran their annual celebration of Hip Hop History Month at Leeds City Museum.

**Leeds City Museum hosted the annual Christmas celebration with the community choir and the Forget Me Not choir for people living with dementia and their carers.**

**Artist Florence Peake created a new performance work in Central Court at Leeds Art Gallery** with students on the MA Interdisciplinary Dance Performance course at the Northern School of Contemporary Dance.

**Assistant Community Curator at Temple Newsam has worked with the Leeds Stitch and Textile to create a 'non-walking' tour of Temple Newsam.** The book of unique tapestries can be used to show people details of the house they may not be able to access otherwise.

**We officially opened our new Changing Places toilet at Abbey House Museum** courtesy of Levelling Up and Arts Council England funding.

**Almost 6,000 people saw Cumulative Entanglement by Rian Treanor at Leeds Art Gallery** in partnership with the Henry Moore Institute for Light Night Leeds 2024. The interactive artwork was created through workshops with blind or partially blind users of Rotherham Sight and Sound.



## In Focus

**In November Abbey House Museum hosted Light for Leeds, an annual celebration of faith in Leeds. It was planned by a group of representatives of many faith groups, and the day included performances, stalls, food and talks.**

The event included representatives from Buddhist, Brahma Kumaris, Christian, Hindu, Humanist,

Jewish, Muslim, Pagan and Sikh communities, featured the World Peace Flame and was attended by the Lord Mayor.

The event was generously funded by the Leeds City Council Religion and Belief Hub. This year we piloted a 'Faith Trail' in Abbey House Museum's Victorian Street with partners encouraged to select an object linked to their faith which could then lead visitors around the street.





OUTCOME 3

**We will continue to be a leader in collaborative, sustainable, accessible cultural learning and creative skills development**

ACE IP MET  
Dynamism  
Environmental  
Responsibility  
Inclusion &  
Relevance

## At a glance

**We have been supporting young adults and early career professionals as they begin their working lives through careers fairs, Project Placements and volunteering. This term is always busy for school visits, and Halloween activities at October half term remained popular.**



### Pupils

**10,693**  
Q3 2024/5

**11,849**  
Q3 2023/4

**-10%**  
Engaged through workshops, self led and outreach



### Family

**34,634**  
Q3 2024/25

**24,903**  
Q3 2023/24

**+39%**  
People engaged in family activities



### SEND

**40**  
2024/5

**61**  
2023/4

**-34%**  
Workshops differentiated for pupils with SEND needs

**MyLearning**  
**84,251**

Unique Users  
Q3 2024/25

**259,664**  
Page Views

**1040**  
Downloads

**1649**  
Watched Videos

## Headlines

**Leeds Industrial Museum hosted students from University of Leeds' Environment and Business programme, learning about flood defences and impacts on business and cultural sites.**

**We are taking part in Arts Council England's national pilot access scheme, All-In.** The scheme aims to reduce access barriers for our audiences and will contribute to developing a national scheme.

**Leeds Art Gallery has worked consultatively with the Collaborative Learning Trust to deliver staff CPD,** curriculum development around equity and inclusivity, and pupil engagement linked to Curtis Holder's portraits, generating over £1000 income.

**Leeds City Museum hosted 300 Yr7 students from Roundhay School as part of the final term of the Explore: Urban Nature,** climate change and biodiversity programme in partnership with the Natural History Museum.

**Completed successful R&D phase for emotional literacy and identity programme for 14-19 yr olds** funded by the Mildred Fund working with PINC College and John Jamieson East SILC at Leeds Art Gallery.

**We have restarted our monthly programme of working with children and families at the Medical Needs Teaching Service at Leeds Children's Hospital.** We take objects, talk about stories and help children continue to engage with education whilst they are receiving treatment.

**Leeds Discovery Centre and Leeds City Museum delivered sessions on museum best practice for undergraduate and postgraduate students from the Universities of Leeds and York.**

**Within the Community Engagement team 18 participants had opportunities to develop their experience and attain paid work this quarter.** These ranged from mentoring others in paid supervisor roles to delivering creative workshops and contributing to papers at conferences.

**A young adult from the Youth Engagement programme secured a residency at Barnsley Museums:** "Working with the Lotherton fashion curators and Leeds Art Gallery changed my life. I gained a first in my dissertation exploring decolonisation of collections at Leeds Museums and Galleries. I have the ability and strength to run my own workshops which has helped me secure a graduate residency at Barnsley Museums".

\*MyLearning analytics: Changes to GA4 Google Analytics tool means data measured in a different way we will not be able to compare with previous periods.

# In Focus

**We delivered an inclusive SEND Careers Fair at Leeds City Museum with 12 creative industries and education providers from across Leeds as part of the national Discover Creative Careers Week in November.**

To ensure a relaxed event, we had 30-minute bookable time slots with a 30 student limit. One teacher said, **‘It was really beneficial to the students to have a quiet slot so they could walk around the stalls without feeling overwhelmed.’**

154 students attended (170 booked). We also included a quiet space for students who became over stimulated and sent out pre-visit

packs to schools, including a visual story and ‘Who I will meet there?’ document making the event more predictable. The unique SEND friendly approach was filmed by the national Discover Creative Careers team and will be used as a template for other organisations to run similar events in the future, making LMG a national forerunner for inclusive careers fairs.

We had a stall at the city-wide Cultural Careers Festival and spoke to 250 young adults about careers in museums, alongside three members of staff being on panels talking about their career paths to 300 young people. Three of our four annual Project Placements for early career professionals started in Q3.







OUTCOME 4

**We will have an audience and workforce that is representative and reflective of the city**

ACE IP MET  
Ambition & Quality  
Inclusion & Relevance

## At a glance

During Quarter 3, although there was a slight drop in volunteer hours, there was no shortage of engagement opportunities, from Christmas themed activities created by young people with SEND, work placements at Leeds Industrial Museum, and the re-presentation of the Community Corridor at Leeds City Museum with local sportspeople.

**12** -20%  
Co-curated displays

**207** +59  
Community creative sessions

**92** +24%  
Generous hostings

**Volunteers**     **Hours**

**96\***  
2024/5

**2286\***  
2024/25

**109**  
2023/4

**2709**  
2023/24

**-12%**  
Volunteers

**-15%**  
Hours contributed by volunteers

\* Please note due to reporting lag these will always be lower than the same quarter a year before.

**23 co-produced events with our community partners**



## Headlines

The Learning & Access Officer, Careers for All, facilitated a group of young people with additional support needs to develop Christmas themed activities for visitors to Leeds Industrial Museum, in conjunction with site team.

The Museum’s Assistant Community Curator is undertaking a series of volunteer opportunities to share skills and experience around industrial history collections research through 6-week placements.

A new Community Corridor display at Leeds City Museum represents professional and grass roots sportspeople from across Leeds.

The Youth Engagement Curator has recruited and trained project mentees for the new University of Leeds-funded project to create series two of the Whose Power? podcast.

The Care Creatives attended Hyde Park Picture House for the premiere of their film Instant Impressions as part of National Care Leavers week. The film event was promoted on the National Care Leavers social media platforms.

Christmas joy reached Lotherton Hall where volunteers gathered to decorate the trees and house: “The staff and fellow volunteers were very friendly, told stories about local history and I felt connected to my neighbours and felt positive that LH helps keep community memory and activity alive.... by being here I feel more relaxed, sociable and mentally healthy and with friendly people. I felt the staff and volunteers have an excellent programme, well planned, safe and inclusive of all ages and barriers.”

The exhibition Silent Echoes, Spoken Truths: Curtis Holder features members of our local community including artists, poets and a Visitor Assistant from Leeds Art Gallery as sitters and continues the important decolonising work of the gallery.

The Principal Keeper at Leeds Art Gallery has undertaken the Common Purpose leadership programme funded by Culture Consortium Leeds to support Global Majority leaders.

A breast-feeding awareness campaign run in partnership with the Shine Young Mums, Leeds Bosom Buddies, University of Lancashire, University of Brighton, was officially launched at Leeds Art Gallery.

A display in Artspace was the culmination of a photography project, co-curated by the women seeking asylum at Rainbow Hearts with the intention of inspiring others to explore Leeds.

## In Focus

**Leeds City Museum transformed its 'Who's Who' wall for the first time in a decade.**

Conversations with community partners and friends had revealed that many people believed there were significant individuals missing from the wall, which shows people of note in Leeds. Until this recent update the display highlighted only two people from the global majority, two known LGBT+ individuals and nobody who identified as disabled.

In October 2024 a new hanging system was installed, funded by the NPO facilities improvement budget, so that visitors and community members can nominate people for the display which can change regularly, and the first wall was launched for Black History Month. It included people from the Global Majority who are important to Leeds. Fruitful relationships have been forged to acquire images for the wall, which have led to offers of items for loans, displays or the permanent collection from people such as Mel B and Graft.



OUTCOME 5

**We will have collections and heritage assets that are better known, better understood, and better cared for**



ACE IP MET  
All

**146** -28%  
Objects conserved

**568** +29%  
Objects condition checked

**419** +93%  
Enquiries answered

**2994** -50%  
TMS records updated

**196** +292%  
Records amended as a result of community input

**656** -3%  
New records created

**69** +8%  
Researchers accessing collections

## At a glance

**Another busy quarter for sharing LMG's collections with audiences in Leeds, including growth in the Picture Library, alongside vital work to support the integrity and understanding of our historic buildings.**

### Visitors to objects on loan out

**159,330**

Q3 24/25

**676,849**

Q3 23/24

**-76%**

### Long Loans (12 months+)

**182 out** +4%

**991 in** from 72 lenders +0.1%

### Short Loans (up to 12 months)

**201 out** to 29 venues, 3 international +191%

**859 in** from 147 lenders -30%

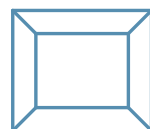
### The Picture Library

Members Loans

**402** **509**  
2024/25 2024/25

**356** **449**  
2023/24 2023/24

**+13%** **+13%**  
Members Artworks on loan



## Headlines

**Condition surveys at Leeds Industrial Museum began in November**, allowing maintenance priorities to be actioned to improve the built environment at site.

**41 objects on loan for conservation, 58 works for framing and a loan of 28 molluscs from natural science collection for research at Oxford University.** The conservation freezer was rented out four times.

**Updated collections management processes have been developed around born-digital object storage**, for example oral histories, ensuring objects are securely stored, backed up and used.

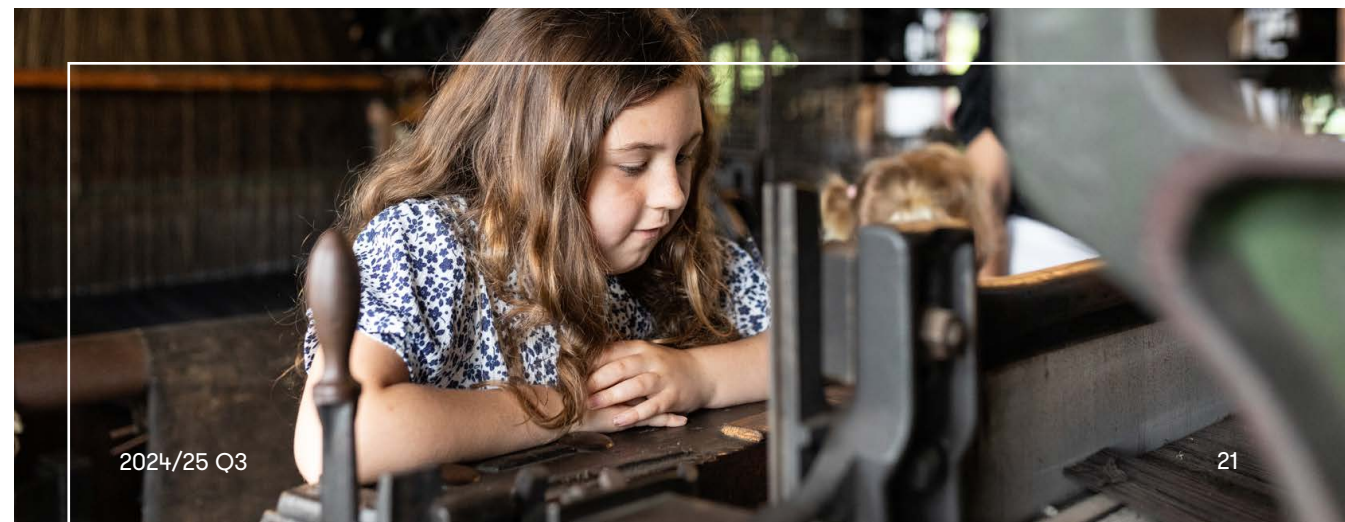
**Physical storage improvements have been made at Leeds Art Gallery** with the adaptation of a space for storing maquettes and works on paper.

**Continued involvement in White Rose Collaboration Fund project 'Bespoke open, collaborative and creative approaches to heritage documentation'**, led by the Universities of York, Leeds and Sheffield.

**The Community Engagement team has enabled new acquisitions including Leeds through the Lens: About Town** booklet, created in response to the Peter Mitchell exhibition by community groups, and a vinyl from the first ever UK Ska act, The Bedrocks, who were from Leeds.

**New exhibition Karanjit Panesar: Furnace Fruit at Leeds Art Gallery includes new work by the artist** together with loans from both the sculpture and industrial history collections. It is part of the Collections in Dialogue project with the British Library.

**A new sculpture acquisition, Absent by Ronald Moody, has gone on display at Leeds Art Gallery.** The acquisition was supported by Leeds Art Fund and the Henry Moore Foundation.



## In Focus

**An interdisciplinary conference, *Public Houses: What makes civic custodianship of historic house museums in Britain different and where next?* took place at Temple Newsam House on 9th and 10th October.**

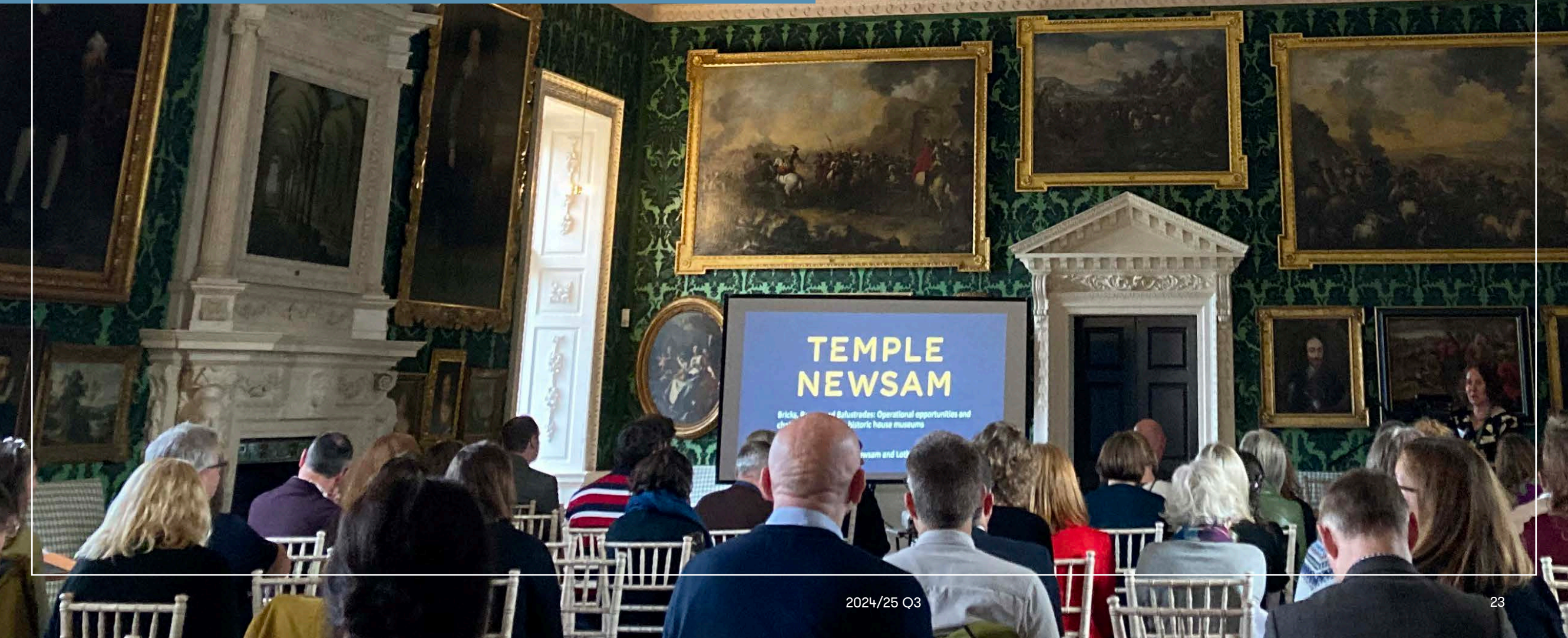
The conference, which attracted 80 delegates (museum practitioners, academics and funders), explored the distinctiveness (or otherwise) of historic house museums in the care of local authorities. The conference also looked at where challenges and opportunities might lead the sector, based on historic and contemporary custodianship.

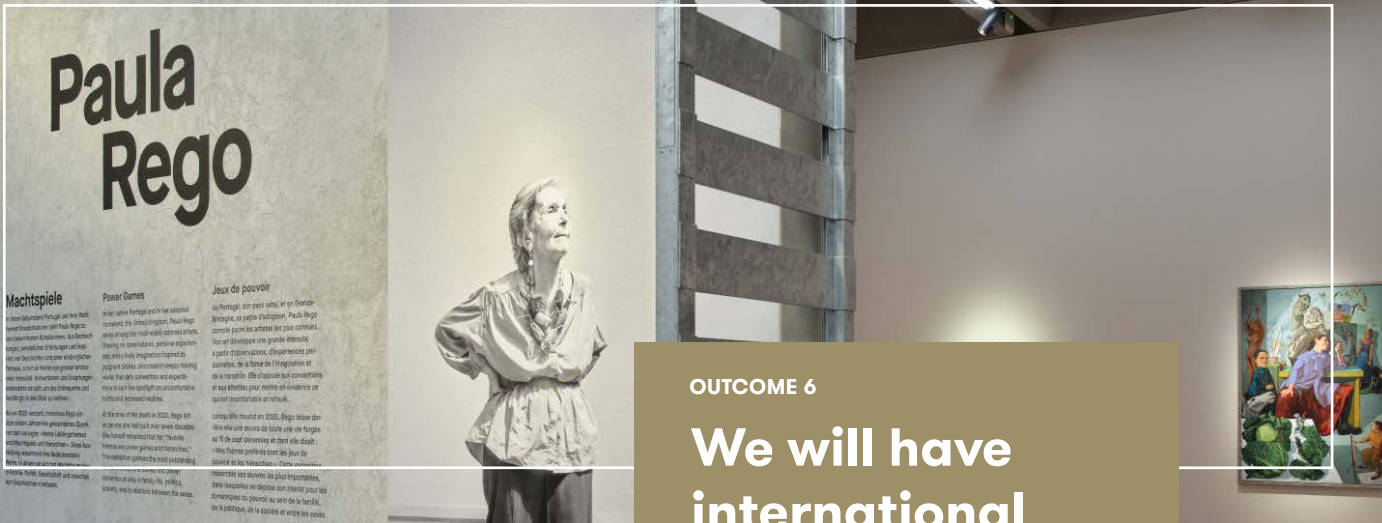
It was the first conference of its kind and comes at an important time for local authorities and the heritage sector

more widely. The conference found that as custodian of some of the most significant historic houses in the UK, in predominantly urban locations, and working closely with other council services, civic museums are uniquely well placed to make their offer more relevant to more people.

However, those same museums are also exposed to strong economic headwinds and those that have diversified least are, arguably, most vulnerable to closure.

A community of practice has been formed by attendees and another conference is being planned for 2026. A final report will be available in February 2025.





OUTCOME 6

**We will have international reputation and reach**

## At a glance

**Welcoming national and international visitors to Leeds and making global connections has continued to be a feature of this quarter's work.**

## Headlines

**Members of the Audience Development team attended the Group Leisure and Travel Show** to promote our offer to group and coach bookers for 2025 onwards, reaching a wider, more international audience.

**Links forged between Leeds and Ghent in Belgium continue to be fostered** – advice shared from our long-running Hyde Park Source-partnered Colour Garden Project at Leeds Industrial Museum is now being put into action in Museum Dr Guislain with their communities meeting and growing from December 2024.

**Members of the Digital Preservation Working Group presented at the October 2024 Museum Next Digital Collections Summit.**

**Art consultancy offered by Leeds Art Gallery to a global law firm based locally has resulted in them acquiring works by artists based in the city,** creating income for artists in Leeds and for the gallery, alongside developing our relationship with a leading business in the city.

## Headlines

**LMG was represented at the inauguration of the first Dutch Honorary Consul, Professor Julia Bennell, Executive Dean of Leeds University Business School.** The event was hosted by the Ambassador of the Netherlands to the United Kingdom.

**In this quarter, international loans have been to venues in Lanuvio, Italy; Basel, Switzerland and Barcelona, Spain.**

**Several case studies shared with colleagues within EuroCities have now been published to demonstrate how culture in Leeds is delivering on the Eurocities / Lille Call to Action for low carbon and more inclusive culture.**

ACE IP MET  
All

**The Community Engagement Manager has contributed to a paper published in The International Journal of The Arts in Society's issue on Engagement Curating.**



## In Focus

**In November the Museums Association annual conference was hosted at the Royal Armouries bringing delegates from museums across the UK and internationally to Leeds.**

The opening event was hosted in the Tiled Hall Cafe at Leeds Art Gallery and the Hip Hop Historian Society welcomed delegates to Leeds City Museum with performances of deejaying, emceeing and breakdancing as part of the closing night conference.

During the conference sessions, a number of colleagues presented including the Community Engagement Manager and three community partners who spoke about the joy of people in museums. The Head of Operations & Enterprise presented about decarbonisation of museum buildings on a panel discussion focused on climate justice. Leeds Discovery Centre hosted a meeting of over 40 directors from across the sector. A number of LMG venues also hosted tours for delegates who stayed in Leeds for the final day, including Temple Newsam, Leeds Discovery Centre and Leeds City Museum.

Involvement on the conference planning group and social committee meant LMG was thoroughly embedded in the organisation of the event and it gave us an excellent opportunity to showcase our work to the sector.

# Quarterly Report

2024/5 Q3

**Cover image:**

Curtis Holder, *Carmen*  
Webbe, 2024 ©  
Curtis Holder