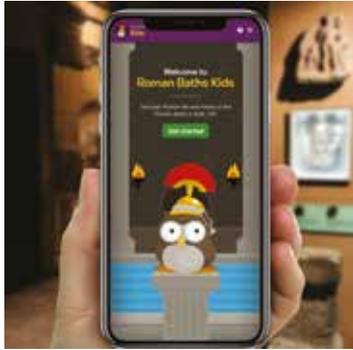




# 2018 Heritage Services Annual Review 2019



For learning, inspiration and enjoyment

# 2018/19 at a glance

## Visitors

	2018/19	+/-	2017/18
Roman Baths	1,202,491	+0.1%	1,201,496
Fashion Museum	98,784	+2.6%	96,287
Victoria Art Gallery	187,563	+8.0%	173,745
<b>Total</b>	<b>1,488,838</b>	<b>+1.2%</b>	<b>1,471,528</b>

+1.2%

**£23.3m**

income

**£8.6m**

profit

**10%**

increase on last year



**£55,084**

Net income per Heritage Services staff member



**£45**

Net income per B&NES resident



**£103**

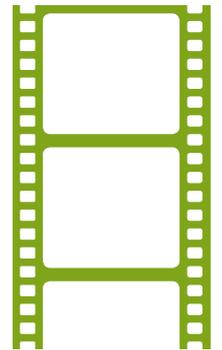
Net income per B&NES household

**58,041**

people attended private or civic events at our venues, the largest number of guests since 2014

**170**

filming days facilitated by Bath Film Office contributing £1,275,243 into the local economy.



**45,805**

people attended learning and community events



**603,699**

items sold in our museums' shops



### The Roman Baths and Pump Room VisitEngland Awards for Excellence:

Inclusive Tourism Award 🏆 **Gold**  
Inbound Tourism Award 🏆 **Silver**

### South West Tourism Excellence Awards:

Large Attraction of the Year 🏆 **Gold**  
International Visitor Experience of the Year 🏆 **Gold**  
Business Tourism & Venue Award 🏆 **Silver**

### Bristol, Bath & Somerset Tourism Awards:

Large Attraction of the Year 🏆 **Gold**  
International/Inbound Visitor Experience 🏆 **Gold**  
Business Tourism & Venue Award 🏆 **Gold**  
Age Friendly Tourism Business of the Year **Highly Commended**  
Autism Friendly Award 2018

VisitEngland Visitor Attractions Quality Scheme 91% nominated for **Gold** award  
Learning Outside the Classroom Quality Badge  
CIE Tours International Awards of Excellence Group Visitor Experience 🏆 **Gold**

### Fashion Museum

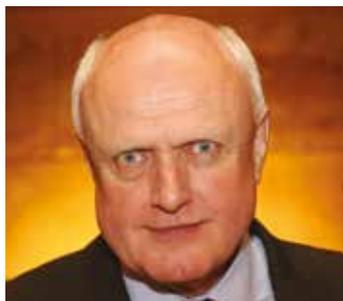
VisitEngland Visitor Attractions Quality Scheme 90% nominated for **Gold** award

### Victoria Art Gallery

Learning Outside the Classroom Quality Badge

# Foreword by Stephen Bird MBE

## Head of Heritage Services



I am pleased to introduce this Annual Review for the Council's Heritage Services business unit. The content of this report gives only the briefest insight into the extent, quality and diversity of the services we delivered to our 1.5 million customers in 2018/19. These customers may have been local or global

museum visitors, diners, shoppers, businesses hiring our historic venues, residents researching their home or family history, students of all ages engaging with and learning from our unique archive and museum collections, or community groups engaging with the Archway Project engagement programme.

We set ourselves a challenging profit target for the year to support the Council's financial position. Thanks to another record year at the Roman Baths we returned a surplus of £8.5M to the Council after all costs. Recognising that the demand will continue to grow, we introduced a new pricing structure for 2019 so that everyone can enjoy this world-class venue at great value and at a time to suit them. The Victoria Art Gallery also welcomed a record number of visitors to be inspired by its

enriching programme of exhibitions and buy the unique products on offer in the Gallery shop. The Fashion Museum saw a rise in visitor numbers thanks to the *Royal Women* exhibition, while its world-class collection continued to be in demand with important items loaned to exhibitions in London, Dresden, Copenhagen, New York and Victoria, Australia.

Other notable events during the year included the submission to UNESCO of the Great Spas of Europe consortium bid for a second World Heritage Site nomination, the securing by the Film Office of a major BBC courtroom drama filmed at the Guildhall, and the start of the Wellcome Trust-funded project at Bath Record Office to catalogue and conserve records relating to public health in Bath over time.

Finally, I would like to thank our front-line staff for the excellent service they give day after day, as well as those who work behind the scenes setting up for functions, hanging exhibitions, booking visits, counting cash, curating collections, cleaning buildings and leading educational activities. And I cannot finish without paying tribute to the dedicated teams of volunteers working across the Service, stewarding at the Victoria Art Gallery, working on collections at the Record Office and Fashion Museum and supporting the Learning & Participation programme activities throughout the year.

## Service Aims

- To enhance the quality of life for residents of Bath & North East Somerset
- To enable people to learn from the activities and achievements of past and present societies
- To maximise public enjoyment of the world class heritage
- To promote understanding and appreciation of different cultures
- To contribute to the district's economic prosperity through our Business Plan.

## 2018/19 Milestones

- *A Celebration of Flowers* attracted a record breaking 44,509 visitors to the Victoria Art Gallery
- The Countess of Wessex visited the highly successful *Royal Women* exhibition at the Fashion Museum
- Rosemary Harden, Fashion Museum Manager, received the title of Honorary Glover from the Worshipful Company of Glovers.
- A dress owned by Queen Alexandra was discovered and gifted to the Fashion Museum following the press campaign for the *Royal Women* exhibition
- Stephen Bird was awarded an MBE in the 2018 Queen's birthday honours list in June for services to museums, heritage and tourism
- Richard Meunier appointed as Principal Archivist at Bath Record Office
- Ken Loach visited the Victoria Art Gallery to see his prize-winning portrait, painted by Richard Twose, go on display in the First Floor Gallery

## Grants

### Fashion Museum

- £577 Travel grant awarded to the Fashion Museum by the ICOM UK and Heritage without Borders to conduct research into ballerina Margot Fonteyn and glove makers in Millau.

### Victoria Art Gallery

- £2,196 Grant from the Friends of the Victoria Art Gallery towards curatorial research
- £7,500 Grant from the Friends of the Victoria Art Gallery toward the cost of *Posh Art*, a ceramic urn by Turner Prize-winning artist Grayson Perry
- £19,000 Grant from the Art Fund toward the purchase of *Posh Art*, a ceramic urn by Turner Prize-winning artist Grayson Perry
- £2,500 Grant from the Friends of the Victoria Art Gallery towards the purchase of *Pulteney Bridge, Bath*, a watercolour by John Nash (1893-1977) painted around 1927

# Community, Learning and Engagement



<b>14,232</b>	<b>32,776</b>	<b>2,972</b>	<b>266</b>	<b>1,658</b>	<b>128</b>
learning visitors to the Roman Baths, Fashion Museum and Victoria Art Gallery	participants at community activities	objects viewed at <b>3,785</b> research appointments facilitated by Bath Record Office	events held at our sites	Fashion Museum objects viewed at <b>126</b> study appointments with <b>259</b> groups or individuals	researchers helped by the Roman Baths Collection Team

## Roadshows

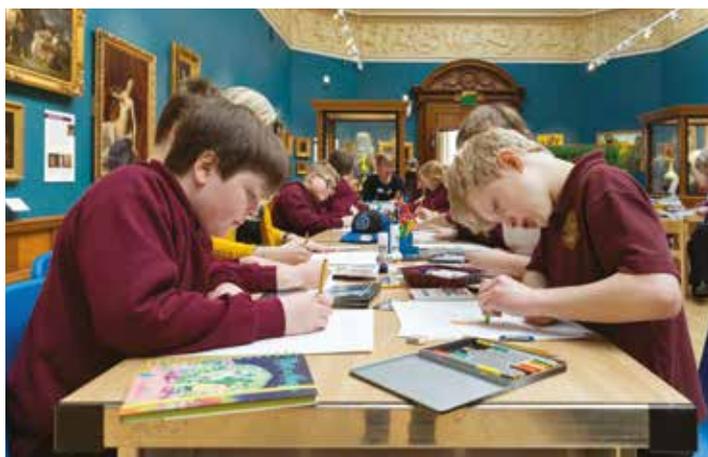
The Roman Baths participated at the following community events:

- Big Dig Information Day held in Midsomer Norton on 15 February 2019
- BBC Civilisations Festival *Rise and Fall of Civilisation* held at the Roman Baths exploring what is – or has been – civilised life in our city on 10 March 2019
- Midsomer Norton Arts Festival on 23 June 2018
- Big Dig Day held in Midsomer Norton on 21 July 2018. 22 test pits were dug by local people who discovered 484 individual finds
- Big Dig Village display on Medieval Midsomer Norton on 15 September 2018

## Learning and Participation



- Two new family trails were developed for the Roman Baths as part of Minerva's Owls across the city. *Art in Action*: members of the public were able to see artist Jane Skuse painting the Roman Baths owl 'Bubo' before he went on display.
- A revision of our secondary school provision at the Roman Baths was undertaken by student Helen Birch-Machin and a new activity trail was introduced to assist with the Health and Medicine learning sessions delivered as part of the GCSE History curriculum.
- A member of our Visitor Experience team spent a week at the British Museum and we welcomed a member of the British Museum Collection Team to the Roman Baths as part of the British Museum Knowledge Exchange programme.



Education session at the Victoria Art Gallery



Study Facilities appointment at the Fashion Museum



## Events

### Fashion Museum

- 12 Bath Knitting and Crochet Guild sessions
- 9 Twilight Talks gave audiences an added insight into the Royal women featured in the exhibition.
- 1 In Conversation event with British Couturier, Jon Moore, who designed for Her Majesty Queen Elizabeth II
- 7 practical making workshops held in partnership with the Royal School of Needlework
- 12 Saturday Sketching Sessions encouraged self-led sketching in the Fashion Museum galleries
- 10 Children's activities developed and delivered.

### Roman Baths

- 24 Togas and Tunics sessions transformed visitors with Roman attire
- 1 Evening Explorers event opened the site up to visitors with autism
- 9 Tuesday Times Tables handling sessions covered topics such as prehistoric flints, worked bone, Roman glass, Roman coins and stone objects
- 2 Roman Baths Science Busking events, as part of British Science Week explained the science behind conservation techniques and how the Romans used lead.
- 40 Tai Chi on the Terrace sessions at sunrise
- 3 Day Schools introduced participants to Latin and Ancient Roman and Greek History
- 635 people took part in Museums at Night at the Roman Baths
- 24 Above and Below tours at the Roman Baths.

### Victoria Art Gallery

- 2 artists' talks including the sell-out event by Kaffe Fassett
- 13 nature themed children's activities inspired by the exhibition A Celebration of Flowers
- 9 Art on Mondays talks for the visually impaired
- 10 lunchtime talks in the Guildhall
- 11 Collection Highlights Tours of the First Floor Galleries
- 13 lunchtime talks linked to the Victoria Art Gallery exhibition programme.

### World Heritage

- 3,500 people took part in the event on the Royal Crescent Lawn for World Heritage Day 2018 to enjoy a range of activities and learn about Bath's diverse heritage.

### Bath Record Office

- 2 Bath Record Office Drop-in Days held
- 8 Behind the Scenes strong room tours showed visitors the interesting items from the stores in addition to Creative Writing Courses and Map Hunting sessions.

### Heritage Services

- 4 Minerva's Owls roosted in our sites ready for owl hunters to discover them
- 2 Pop Up Operas held in the Assembly Rooms
- 19 local heritage organisations took part in Heritage Open Days across 21 sites over 9 days with 116 events held in the local area.

## Community Groups

An activity programme was developed for the acquisition of *Posh Art*, a ceramic piece by Grayson Perry, at the Victoria Art Gallery. The programme included working with local community groups such as Genesis Trust, Threeways School, Young Carers and Bath Carers' Centre, and Creativity Works groups from Bath and North East Somerset.

Working with the Carers' Centre, craft sessions ran in the spring, autumn and at Christmas at the Victoria Art Gallery, linked to an exhibition programme funded by Bath College through the community learning unit.

Wellbeing Wonders, a community engagement programme of 7 weekly sessions working in partnership with Community Learning at Bath College and Bath Stroke Association, Bath Mind and Bath Carers' Centre, was delivered as part of the Archway Project.

## Accessibility

The second Evening Explorers event for families with autism was held in January 2019, with a 50% increase in visitors. Feedback from visitors has made us aware that these evening sessions are often the first time they have been able to visit all together as a family.

*"I am writing to thank you for a fantastic evening on Monday night at your evening explorers' event.*

*My family of 5, including my daughter with autism, attended the event and thoroughly enjoyed ourselves. The evening was calm and inviting for my daughter, she enjoyed exploring the museum and baths and was focussed and less distracted / far less stressed than when we have visited attractions in the past.*

*This also allowed us to enjoy the attraction with all 3 of our children instead of focussing on just one!*

*This is a great idea for those with SEN children and hugely appreciated. We really hope that other attractions may follow in your footsteps! Well done!"*

*Feedback from a family who attended the Evening Explorers event.*

Improvements were made to the accessible toilets at the Fashion Museum and Roman Baths including new contrasting fittings and automatic doors.

We've been helping to promote accessibility and inclusivity at the Roman Baths through winning the VisitEngland Inclusivity Award, leading to the Roman Baths being selected as Barclays Corporate Worldwide "Inclusivity" case study on their website. Katie Smith, Visitor Experience Manager, spoke on the subject of inclusivity at the Visitor Attractions Conference in London in October and at the Heritage Ability event at Durlston Castle.

## Work Placements and Volunteers

An MA student studying Museum Studies at University of Leicester and two MA students studying Heritage Management at Bath Spa University worked alongside the Learning and Participation Manager.

Two BA students studying Archaeological Science from Bradford University, an Erasmus student from Sardinia, a BA student studying History from Warwick University, a Roman Society Placement supported the Roman Baths Collections Team.

Three Heritage Apprentices were appointed, part funded by the Apprenticeship Levy, and worked in rotation with the Visitor Experience team including Retail Sales and the Operations team at the Roman Baths and Fashion Museum.

40 students from 18 secondary schools discovered more about the work that the Visitor Experience team undertake as part of their placements.

Seven students had long term placements with the Visitor Experience Team, one from America, one from Spain and four from Farleigh SEN College.

Two students attended an extended placement as part of Project Search and one of them is now employed as a Museum Porter at the Roman Baths.

The Gallery's 75-strong team of volunteer guides accumulated a massive 4,868 hours of service in the building, enabling the venue to maintain excellent customer service levels throughout the entire year.



Volunteers at the Gallery are a vital part of the team



Wellbeing Wonders session in the tunnels at the Roman Baths

## Financial and Business Review 2018/19

# Financial Performance

	2018/19 £000	+/- %	2017/18 £000
Admissions	16,261	6%	15,306
Sales	2,421	3%	2,351
Room Hire	541	(3%)	556
Catering commission	705	(6%)	750
Other Income	475	(1%)	481
Internal Income	2,903	4%	2,783
<b>Total Income</b>	<b>23,307</b>	<b>5%</b>	<b>22,226</b>
Employee Costs	(4,702)		(4,273)
Premises Costs	(678)		(656)
Transport Costs	(31)		(25)
Supplies & Services	(1,289)		(1,406)
Purchases for Resale	(1,089)		(1,050)
Voluntary Sector	(10)		(10)
Contracts	(828)		(840)
Investment	(1,276)		(1,343)
<b>Total Variable Costs</b>	<b>(9,903)</b>	<b>(3%)</b>	<b>(9,603)</b>
Rates	(843)		(679)
External Insurers	(256)		(250)
Divisional Overheads	(2,899)		(2,750)
Corporate Overheads	(582)		(552)
Finance & Debt Charges	(514)		(502)
<b>Total Fixed Costs</b>	<b>(5,093)</b>	<b>(8%)</b>	<b>(4,734)</b>
Easter Reserve Adjustment	156		(156)
Release of Bad Debt Provision	72		0
<b>One-off Adjustments</b>	<b>228</b>	<b>246%</b>	<b>(156)</b>
<b>(Surplus) / Deficit</b>	<b>8,538</b>	<b>10%</b>	<b>7,734</b>
Operating Margin	37%		35%
Employee Costs %	20%		19%
<b>Capital expenditure</b>			
Roman Baths Development / East Baths	0		29
Roman Baths Development / Temple Precinct	0		(1)
Infrastructure / conservation / dilapidations	0		(1)
Pump Room Electrical Distribution	0		1
Victoria Art Gallery environmental control	(2)		(3)
Archway Centre	(34)		(140)
Kings Bath Conservation	(81)		0
	<b>(118)</b>		<b>(115)</b>

## Financial Summary

Heritage Services operates as a business unit within the Council and prepares its accounts on a full absorption basis, including a full allocation of overhead and debt finance costs.

For the 7th year in a row Heritage Services saw growth in visitor numbers. During 2018/19 we welcomed 1.49 million visitors across all our sites, up 3% on 2016/17. The Roman Baths surpassed the 2017/18 record visitors on the last day of the financial year. The Victoria Art Gallery also enjoyed its busiest year and the Fashion Museum had its most popular year since 2012/13.

This continued growth was supported by a weak pound, which encouraged both home market and overseas visitors. In addition, a new pricing structure and excellent cost control led to a record profit of £8.5 million.

It was a more challenging year for both Corporate Hospitality and Catering performance. Within the industry, corporate entertaining and conference budgets remain under pressure. This, coupled with the increased local competition was reflected in the financial result. Wedding bookings remained strong with our unique spaces proving popular venues and Searcys continue to provide an outstanding service to our daytime visitors at the Pump Room restaurant, Roman Baths Kitchen and Assembly Rooms Café. The Pump Room restaurant won a number of OpenTable Diners Choice awards.

The Roman Baths and Pump Room is a member of the Association of Leading Visitor Attractions (ALVA) and during 2018 maintained its position as one of the leading attractions in the UK. The site is the 24th most visited attraction in the UK and 4th in England, outside London.

## Admission Income

Admission income (£000s)	2018/19	+/-	2017/18
Roman Baths	15,427	6%	14,588
Fashion Museum	631	11%	570
Victoria Art Gallery	199	37%	145
	<b>16,258</b>	<b>6%</b>	<b>15,303</b>

Admission income is the primary source of income for Heritage Services and makes up 78% of external income received.

The majority of the income is generated at the Roman Baths where a revised pricing structure was introduced in January 2019. This change differentiates between day of week and time of year in the pricing and is designed to achieve a smoother pattern of visitation during the year. A discount was also introduced for visitors who book their visit online in advance. The variable pricing structure gives visitors the choice to visit at a time and price which best meets their needs. Visitors who book in advance online can access lower prices than in 2018 for 65% of the year.

At the Fashion Museum admission income grew by 11%, supported by the *Royal Women* exhibition which ends in April 2019.

The Victoria Art Gallery's impressive growth of 37% was a result of strong visitor numbers throughout the year, but particularly during *A Celebration of Flowers* which was the Gallery's most successful exhibition in terms of visitors and commercial performance, exceeding the records set by Grayson Perry's *A Vanity of Small Differences* in 2015.

## Performance Measurement – Profitability

Heritage Services measures its business performance against comparable large UK visitor attractions through ALVA. This financial benchmarking showed that the Roman Baths and Pump Room is the most effective ALVA attraction at converting income to profit.

The Roman Baths and Pump Room also generated the second highest profit per employee within the benchmarking group.

During 2018/19 37% of the income taken in Heritage Services was returned as profit.

## Visitor Enjoyment

How visitors rate their experience is crucial to sustaining excellent performance, and is tracked through ALVA benchmarking.

The table (below) summarises the 'quality of visit' benchmarking:

	Enjoyment (mean out of 10)	Value for Money (mean out of 10)	Net Promoter Score (likelihood to recommend)
All attractions	8.8	8.5	+ 61
<b>Roman Baths</b>	<b>8.6</b>	<b>7.9</b>	<b>+ 50</b>
Museums & Galleries	8.8	8.8	+ 62
Heritage	8.8	8.3	+ 61
Leisure	8.8	8.3	+ 61
Highest score	9.9	9.8	+ 98
Lowest score	8.1	7.4	+ 18

The results show that the Enjoyment score has improved, the Value-for-Money rating has remained stable for the Roman Baths and the likelihood to recommend (net promoter score) has fallen from last year's results. Our scores are marginally lower than the ALVA benchmark for Value-for-Money. It is partly in response to this that the new pricing strategy for the Roman Baths has been introduced, this gives visitors access to a range of prices that they can choose between. It is also worth noting that many of our ALVA peers are national museums offering free entry, which will be reflected in the results.



### The Roman Baths received a Sentiment rating of 14:3

(this measures how many positive reviews you achieve compared to neutral or negative). The average across the top ten ALVA sites is 9:1.5

## Retail

### Summary

Income	2018/19	+/-	2017/18
Roman Baths	£2,127,721	2%	£2,080,645
Fashion Museum	£140,919	-9%	£154,956
Victoria Art Gallery	£86,247	91%	£45,139
<b>Total</b>	<b>£2,354,887</b>	<b>3%</b>	<b>£2,280,740</b>

Retail sales grew again, exceeding 2017/18 financial year. This growth was supported by strong sales at the Roman Baths, which remains in the ALVA top five for sales per square metre of retail space. The retail performance at the Fashion Museum didn't match the strong visitor figures at the *Royal Women* exhibition; however the Victoria Art Gallery's performance was outstanding, almost doubling its sales from 2017/18.

### The Roman Baths Shop

A busy year for the shop began with participation in the city-wide Minerva's Owls Bath Sculpture Trail showcasing the goddess Minerva and her owl. The retail offer of classically-inspired sculptures featuring Minerva and Greek owls and plush owl toys performed well with over 400 sculptures and 1400 plush toys sold.

A new venture 'Minerva's Pantry' was launched in the shop, inspired by ancient Roman culinary life. The bespoke pantry unit features a hand-picked selection of artisan food and drink products, from aromatic elderflower mead and botanically-infused gin to hand-crafted hedgerow jams and jellies. The pantry has proved very popular, with 700 bottles of mead alone sold in the 7 months since it opened.

We took part in Museum Shop Sunday, a worldwide initiative to encourage support of our cultural and heritage attractions. A hive of activity and exclusive events took place including immersive theatre with our Roman characters Peregrinus and Rusonia, honey mead sampling and in-store promotions.

Sales at the Roman Baths Shops overall exceeded last year by 2%.

### Fashion Museum Shop

The shop has supported the *Royal Women* exhibition with an engrossing exhibition guidebook (over 1,000 copies sold) and behind-the-scenes reads such as *Inside the Royal Wardrobe*. The regal display of must-have merchandise features replica royal jewellery, hand-stitched Queen Victoria decorations and gold crown-topped pens.

### Victoria Art Gallery Shop

The exhibition *A Celebration of Flowers* saw the gallery shop blooming with bright colours and floral imagery. An exclusive deal on Kaffe's latest book, *Bold Blooms*, along with licensed cushion tapestry kits and toiletries, greetings cards and sewing fabric bundles (provided by a local craft shop), made for a sell-out exhibition shop.

Sales in 2018-19 exceeded the previous year by 91%.

All Heritage Services retail sales teams have completed bespoke 'Sales through Service' training which taught them best practice selling skills techniques from the wider visitor attraction industry.



Museum Shop Sunday at the Roman Baths



The guidebook that accompanied the *Royal Women* exhibition



The colourful Victoria Art Gallery Shop during the *A Celebration of Flowers* exhibition

## Visitor Management System

In the last year the Visitor Management System (VMS) has processed over £16 million of admissions with over £1.6 million of ticket sales online. The Systems Team implemented the new variable pricing strategy for the Roman Baths making much greater use of the VMS to deliver this. It was a lengthy piece of work with a number of challenges to overcome, but has ultimately allowed the team to pre-programme the complex pricing schedules that automatically price tickets by visit date for both groups and online customers whilst also pricing walk-up tickets by date of sale.

The team worked with the Venue Hire team for the first time to sell capacity managed packages for events such as Pop-Up Opera, which included food, drink and tickets.

We continued to develop, create and maintain essential operational and management information reports whilst working to develop new ways to export redemption information more efficiently from the VMS database.



Wedding reception in the Pump Room

## Venue Hire

The Pump Room & Roman Baths had their best year ever for events. 199 events generated £268,700 in room hire income +13.7% on budget. The average spend per wedding was slightly lower than expected with slightly fewer weddings than expected generating budgeted income. Dinner functions and private parties have been buoyant and the introduction of several all-inclusive packages have also proved popular.

Corporate business remains a difficult environment. The opening of the Apex Hotel and uncertainty surrounding Brexit has meant that corporate business, especially conferences at the Assembly Rooms, have declined. This is in line with the pattern of business experienced by other ALVA members. The Assembly Rooms finished down on budget, however forward bookings for 2019-20 are encouraging.

Interesting events during the year included a ComicCon event at the Assembly Rooms and the Roman Baths was used as a pilot test venue for recent 5G trials.



The new Roman Baths Kids App

## Marketing

- The Fashion Museum's *Royal Women* exhibition campaign generated £816,997 AVE (Advertising Value Equivalent) and 23,938,925 reach and contributed to two other royal garments being donated to the Fashion Museum from readers.
- We developed a new Roman Baths Kids App to allow us to quickly roll out competitions and trails as incentives for families to visit off-peak. The App is being translated into Mandarin for our Chinese family audience.
- The marketing campaign for *A Celebration of Flowers* at the Victoria Art Gallery generated 1,190,476 media impressions across the South West.
- The team hosted over 70 social influencers including two key influencers from China.

# News from the teams



Conservators working on the Swallow Street Laundry Chimney

## The Archway Project

This major development project at the Roman Baths is:

- Creating more events, learning programmes and activities
- Developing stimulating new spaces for schools and groups
- Transforming part of the Roman site into a hands-on archaeological investigation zone for school children
- Converting old spa buildings into a new Clore Learning Centre
- Revealing more of the Roman site to the public
- Creating a new World Heritage Centre for the city of Bath.

In 2018-2019 the project completed following activities:

- Conservation of the Swallow Street Laundry Chimney
- Created and tested trails for visitors to the new World Heritage Centre
- Commissioned a set of informational films about the archaeological work, which were published on the Roman Baths website
- Conducted filming for the new projections that will feature in the Exercise Court area which will open to the public next year
- Worked with final year undergraduate Heritage students from Bath Spa University to develop digital interpretation of the buildings of the former City of Bath Laundry.
- Developed new Home Education sessions. The first session in November was successful and further sessions are timetabled to be run during each school term at the Roman Baths.
- Conducted a series of seven weekly sessions of Wellbeing Wonders, a community engagement programme working in partnership with Community Learning at Bath College and Bath Stroke Association, Bath Mind and Bath Carers' Centre.

## The Roman Baths – Energy capture project

Work has begun on a major project, an energy capture scheme, that will take heat from the King's Spring to serve the Roman Baths, Pump Room, the new World Heritage Centre for Bath and the new Clore Learning Centre. This will replace the small existing scheme that was first installed in 1993 and will reduce the carbon footprint of the site dramatically.

## The Roman Baths Collections Team

The Collections Team have supported the Archway Project, recording the 100 stones which will be on display in the Investigation Zone that will open in 2020. The team have also been busy adding 5,964 object records to the Roman Baths collections database.



Repacked archive materials

## Bath Record Office

The project *Preservation & Change in a World Heritage Site* was completed in the autumn. Over 45,000 historic planning applications were catalogued and added to the online catalogue. Following on from this work the team have now started repackaging the material with the help of our volunteers. Microfilmed records have now been digitised in order facilitate access to some of the earliest plans dating back to the 1930s.

As soon as this project was completed the team began work on another grant funded project; the Wellcome Trust awarded the Record Office £138,000 in 2017 to catalogue and conserve records relating to public health in Bath. This award has enabled us to extend our project archivists' contracts, employ a Project Conservator and create a conservation studio for the duration of the project which is due to run until mid-2020.

## Bath in Time

Bath in Time has a unique collection of suffragette images which were in hot demand in 2018 because of the centenary celebrations of women's suffrage. Bath in Time transferred to a new website in October, as part of an ongoing plan to update and develop the archive. 81 commercial customers bought 163 prints via the website generating an income of £8,133.71.



Image of the Suffragette Annie Kenney from Bath in Time



Spencers Bellevue street sign before and after conservation

## The World Heritage Site

At the core of the World Heritage agenda is the UNESCO commitment to '...protect, conserve, present and transmit' the site to this and future generations. This results in a broad workload, aiming to balance the needs of thriving 21st Century Bath with its status as a globally renowned heritage site.

Preparatory work for the new (York Street) World Heritage Interpretation Centre (opening 2020) increased this year. A re-branding exercise for Bath World Heritage was completed, which visually pulls together all the elements of the broad agenda and presents commercial opportunities (such as sales of souvenir/educational products) which would be restricted to produce with the UNESCO branding.

Part of the 'presentation and transmission' of World Heritage relies upon widespread public awareness of the existence and value of the inscription. World Heritage Day is staged annually and in April 2018 we returned to the Royal Crescent Lawn in glorious sunshine with Roman re-enactors. Around 3,500 attended and we are confident that all left with a higher understanding and appreciation of their heritage.

The Great Spas of Europe project, which could see Bath become the only double-nominated World Heritage Site in the UK, progressed with the nomination document successfully delivered to UNESCO.

City-wide improvements continue under the Enhancement Fund grant scheme, now in its 10th year. A wide range of projects have been completed and a milestone was reached this year with the 50th historic street sign restored.



The new identity for the 'City of Bath' World Heritage Site

## Bath Film Office

The Film Office had a busy year promoting Bath and North East Somerset as a film location, which led to the Alkmaar Room in the Guildhall being used for key scenes in a new BBC drama called 'The Trial of Christine Keeler'. Other major TV dramas were also filmed in the countryside and in private houses in Bath and North East Somerset.

# Exhibitions

## Fashion Museum

### Royal Women: Alexandra, Mary, Elizabeth, Margaret Public Life Personal Style

3 February 2018 – 28 April 2019

*Royal Women*, a family tree exhibition exploring the fashions worn by four successive generations of women in the British Royal Family, opened at the Fashion Museum in February 2018. This exhibition examined the sartorial lives of Queen Alexandra, Queen Mary, Queen Elizabeth The Queen Mother and Princess Margaret. It looked at each woman's unique style, the role they played within the monarchy and how that reflected in their choice of clothing. *Royal Women* featured exquisite items of dress from the Fashion Museum collection, as well as a major loan from the Royal Collection, generously loaned by Her Majesty The Queen.

### Glove Stories

2 March 2019 – 1 March 2020

One of the best collections of gloves in the world went on display at the Fashion Museum on 2 March 2019. Woven throughout *A History of Fashion in 100 Objects*, *Glove Stories* showcases the breadth and depth of The Glove Collection of the Worshipful Company of Glovers of London, which is cared for and housed at the Fashion Museum. Visitors can see exquisite examples of historical gloves from the past 400 years; many of which have never been displayed to the public before. Highlights include a curious pair of gloves in a walnut shell from the 1830s and a costume glove from the Star Wars film *The Empire Strikes Back*.



## The Roman Baths

A new interactive exhibit, where visitors can explore the activities that took place in the Roman Baths and Temple and see the Romans who worked here, was installed in the West Baths in August.

The cases in the Sun Lounge revealed the weird and wonderful objects from the Roman Baths Collection in the *An Alphabet of Collections* display.



Above: Costume glove from the Star Wars film *The Empire Strikes Back*

Left: *An Alphabet of Collections* display in the Sun Lounge is free to view

## Keynsham Library

A new display in Keynsham Library showed the variety of objects that have been found recently in the town by both archaeologists and local people.

## Victoria Art Gallery

### Annual Open Exhibition: Bath Society of Artists

24 March – 12 May 2018

The prestigious Bath Society of Artists Annual Exhibition showcased the best of the region's artistic talent. The show is a fantastic mix of artworks in the widest variety of styles. In 2018 the exhibition displayed 389 items and sold 100.

### A Celebration of Flowers: Kaffe Fassett with Candace Bahouth

19 May-2 September 2018

In this stunning exhibition Kaffe Fassett and Candace Bahouth transformed the gallery with colourful quilts, needlepoint, paintings and mosaics, perfect for the summer. One visitor described it as "vibrant, heartlifting, magical. A technicolour of the human soul." A record-breaking 44,509 people visited the exhibition breaking the previous record of 38,336 visitors set by Grayson Perry's *The Vanity of Small Differences* exhibition in 2016.

### Making Art Matter, 1931-85: Clifford and Rosemary Ellis

8 September – 25 November 2018

The work of Bath-based artists Clifford and Rosemary Ellis was celebrated in an exhibition in the autumn. Husband and wife team Clifford and Rosemary Ellis designed bold, colourful posters and book jackets for clients including London Transport, Shell and Collins. This was the first show to profile the couple's joint artistic work, spanning over 50 years. Many of the items on display were from the Ellis family archive, which was donated to the Gallery and Bath Record Office in 2016.

### On Paper: from the Arts Council Collection

1 December 2018 – 17 February 2019

This touring exhibition showcased artworks made from paper and used as a material in its own right. Among the leading artists featured were Damien Hirst, Roy Lichtenstein, Bridget Riley, Gillian Ayres and Eduardo Paolozzi.

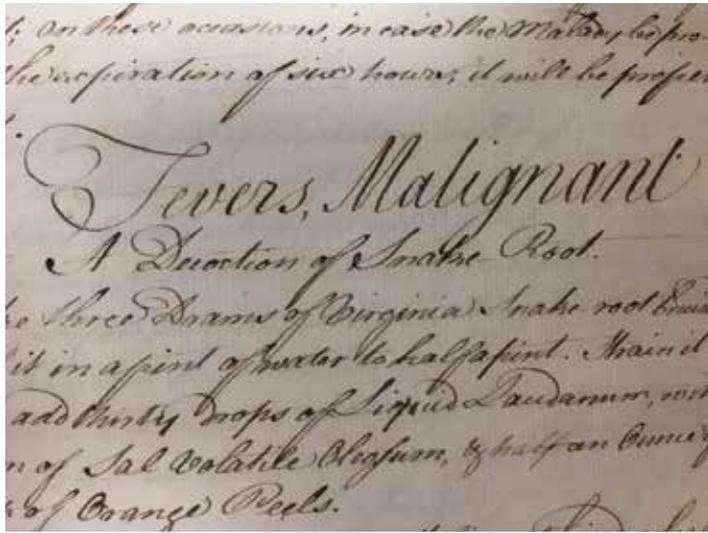
### Sharmanka Travelling Circus and Louise Bourgeois Prints

23 February – 7 May 2019

Sharmanka, from the Russian word for barrel organ, is a performing mechanical theatre. Sound and movement combine to create striking images for a humorous and at times slightly macabre experience. The exhibition was accompanied by a selection of prints by Louise Bourgeois (1911-2010), one of the most important and influential artists of recent decades.

# Acquisitions

A pub check from the 'White Hart' in Keynsham



Detail from the 18th-century professional medical recipe book

## The Roman Baths

- A collection of four pub checks. Pub checks were tokens issued by public houses. Tokens are known with values ranging from one half penny to one shilling and may be made of brass, copper, or zinc.
- An invitation dating from the 1st June 1961 to attend the Games of Sulis which became later the Roman Rendezvous events in the following years.



Portrait of Katherine Lindsay, Wife of the 10th Lord Blantyre by Sir Thomas Lawrence (1769-1830)

## Bath Record Office

- The Beau Nash Ensemble, music scores and ephemera from Bath
- 18th-century professional medical recipe book, once belonging to Randle Wilbraham Falconer (1816-1881), a doctor who worked at the Mineral Water Hospital
- Chew Valley and Keynsham 'Great Flood Archive' a collection of material that commemorates the flood of 1968
- Records of the Bath Society, which promotes high standards of planning and architecture in Bath
- Historic Building reports compiled by Bristol and Region Archaeological Services (BaRAS) and Wessex Archaeology
- Research notes written by Dr Hugh Torrens on the geologist William Smith
- Diary of Rosemary Ellis (with contributions from Clifford Ellis), kept from December 1933-June 1934; an additional deposit to the Ellis family archives

## Fashion Museum

- Looks from two designers were selected by Alexander Fury, Fashion Features Director of AnOther magazine and Men's Critic of the Financial Times, for the Fashion Museum's prestigious annual accolade, Dress of the Year. The 2018 ensembles are a woman's embroidered redingote style coat worn with light blue jersey shorts and 'Archlight' sneakers by Nicolas Ghesquière for Louis Vuitton; and a man's light pink cashmere twill suit accessorised with duffle bag, sneakers and a chunky metal necklace by Kim Jones for Dior.
- *Royal Women* led to the exciting acquisition of a missing dress worn by Queen Alexandra. Hidden away until 2018, the black silk and velvet evening gown by Barolet came to attention when its owner contacted the Fashion Museum after reading about the exhibition. The dress went on public display as a stunning new addition to the Royal Women exhibition in September.

## Victoria Art Gallery

- The Gallery's most important acquisition was a portrait of Katherine Lindsay, Wife of the 10th Lord Blantyre, by leading 18th-century artist Sir Thomas Lawrence (1769-1830). This stunning work from 1802 was presented anonymously through the Friends of the Gallery.
- A drawing by Walter Sickert (1860-1942) of The Ambury looking towards Broad Quay, Bath
- A composite view of Bath motifs by Paul Rudall (1921-2012), donated by the artist's daughter.
- The Workers 1919, a lithograph by Christopher Richard Wynne Nevinson (1889-1946), was allocated to Bath & North East Somerset Council by HM Government in lieu of Inheritance Tax.

# Loans

## Bath Record Office

- Architectural drawings of war memorials and cemeteries were loaned to Museum of Bath Architecture's exhibition
- 100 items from the Clifford and Rosemary Ellis archive were loaned for the exhibition at the Victoria Art Gallery.

## Fashion Museum

- A lace dress worn by Queen Charlotte from around 1805 was loaned to HRP Kew Palace. It is the only known surviving dress associated with Queen Charlotte anywhere in the world and was viewed by 80,895 visitors between 29 March and 9 July 2018.
- Three rare birds prepared for millinery were borrowed by the V&A Museum for display in the award-winning *Fashioned from Nature* exhibition and have now joined the show's second venue at the Natural History Museum of Denmark in Copenhagen.
- Edward VII Coronation glove loaned to the Bundeswehr Military History Museum in Dresden for an exhibition examining gender and violence between June and October 2018.
- Imans wax mannequin bust went on show in the groundbreaking *Like Life* exhibition on sculpture at the Met Breuer, New York and was seen by a total of 109,216 visitors between 21 March and 22 July 2018.
- James I gloves were loaned to *Lost Treasures of Strawberry Hill: Masterpieces from Horace Walpole's Collection* at Strawberry Hill from 20 October 2018 until 24 February 2019.
- Nine ensembles and three hats by Christian Dior loaned to the V&A Museum for display in a new blockbuster fashion exhibition *Christian Dior: Designer of Dreams* from 2 February to 1 September 2019. V&A curator Oriole Cullen visited the Fashion Museum in March 2019 to deliver a sold-out Twilight Talk on the exhibition.
- Seven royal gloves including examples worn by Charles I and Queen Elizabeth II's Coronation glove travelled to Bendigo Art Gallery in Victoria, Australia to go on show alongside key works from the National Portrait Gallery in *Tudors to Windsors: British Royal Portraits* from 16 March to 14 July 2019.

## The Roman Baths

- A replica of the Beau Street hoard was loaned to *Hoards: the Hidden History of Ancient Britain*, a travelling exhibition organised by the British Museum
- A Greek Lekythos, Roman mosaic fragments and a Medieval glazed tile were loaned to the Victoria Art Gallery as part of its Grayson Perry *Posh Art* display.

## Victoria Art Gallery

- *Tigress*, a pen drawing by Henri Gaudier-Brzeska (1891-1915), which was featured in the exhibition *Gaudier-Brzeska: Disputing the Earth* at the Royal West of England Academy, Bristol.



Queen Charlotte dress at HRP Kew Palace

## Staff News

We said goodbye to Tom Byrne, Security and Operations Manager for the Roman Baths and Pump Room, who retired after 17 years of service and Vivien Hynes, Fashion Museum Administrator, who retired after 10 years of service. Congratulations to Charlie Grant who was appointed as the new Security and Operations Manager for the Roman Baths and Pump Room. Colin Johnston retired as Principal Archivist in July 2018, a position he held for 34 years. During that time he oversaw the expansion of the Record Office into the world-renowned collection it has become. Under Colin's leadership the archives were awarded Designated Collection status in 2005 and the Local Studies collection was amalgamated into the Record Office in 2017.

Richard Meunier took over as Principal Archivist in January 2019. Previously Richard had been Archivist and Curator at Barts and The London School of Medicine & Dentistry and has a keen interest in the history of medicine. We welcomed Jim Riseley, who successfully applied for the part-time post of Museum & Exhibitions Assistant at the Victoria Art Gallery. Lucille Liric joined our Business Team as a Heritage Business Analyst. We welcomed two new musicians into the prestigious Pump Room Trio: Tim Gilbert and Matthew Everett.

Rosemary Boyns retired as Collections Manager (Archives). Rosemary joined the Record Office in 2007 and her contribution to gaining several large grants, surveying the Bath City records and developing the Record Office in all aspects will be sorely missed.

It was with great sadness that the retail team said goodbye to our Stock Keeper, Simon Catlin, who died of cancer in October 2018.

Sophie Woodward, Roman Baths Visitor Experience Supervisor, won a placement on the British Museum Visitor Services Knowledge Exchange programme, at Salford Museum & Art Gallery, with their Front of House team.

Laure Herbert-Jaurès and Lucille Liric both achieved level 2 in British Sign Language.

### Front cover pictures

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1. HRH The Countess of Wessex visited the Fashion Museum's exhibition *Royal Women; Alexandra, Mary, Elizabeth and Margaret* to see the ensemble she kindly loaned to the exhibition
2. A customer enjoying a free sample and entertainment by the Natural Theatre Company at Museum Shop Sunday
3. The new Roman Baths Kids App which is free to download and features a range of fun and educational games, trails and quizzes
4. *A Celebration of Flowers* Private View at the Victoria Art Gallery
5. Young visitors enjoying the exhibition *Endangered and Extinct* work by Val Hunt at the Victoria Art Gallery
6. The Minervas Owls launch at the Royal Crescent
7. Handling the collection at the Roman Baths
8. The Discovery Card continues to provide free access to the Fashion Museum, the Roman Baths and Victoria Art Gallery as well as a range of other benefits
9. The Temple Pediment projections at the Roman Baths
10. The new Pump Room Trio musicians
11. A Russian Cosmonaut glove on display as part of *Glove Stories* at the Fashion Museum
12. Dress of the Year 2018 ensembles by Louis Vuitton as chosen by Alexander Fury
13. Stephen Bird returns to Stall Street after his 105 mile hike to raise money for the World Heritage Centre
14. Grayson Perry's *Posh Art* on display at the Victoria Art Gallery
15. Detail of the bodice of Alexandra dress donated to the Fashion Museum which was displayed as part of the Royal Women exhibition
16. The Wellcome Project research at Bath Record Office