

Impact Report

September 2015 - August 2016



2015-16 at a glance

- Over **29,000** people came to our exhibitions and events.
- An additional **8,000** school children and teachers took part in exhibition visits and workshops at the Museum, enjoying **107** days of exclusive museum access.
- **1,880** school children and families came to see our 2015 Christmas show 'Winter's Tales'
- Over **5,000** children took part in Story Museum workshops and activities in their schools
- We worked with **112** schools and **16** groups of children, young people and adults
- We held over **250** events featuring authors, artists and storytellers of all genres
- We worked with over **150** artists, including authors, illustrators, performers and designers
- Our exhibitions were open **196** days to the general public
- Earned income from ticket sales, café, shop and hires increased by **24%** over 12 months
- **£2,881,382** was pledged to our Chapter 2 major capital redevelopment campaign

Exhibitions and public programme

Animal: A safari through stories



Our **major new exhibition** highlighting the role of animals in children's stories opened in February 2016. From fantastic foxes to clever cockroaches, visitors use all their senses to experience favourite tales, books and films in 14 different installations. During the summer holidays families enjoyed free guided story safaris as part of their visit, as well as pop up stories around the building.

Winter's Tales



A new piece of **storytelling theatre for Christmas** written specially for younger audiences and their families, delighted all ages with three traditional seasonal tales.

Deep Frozen



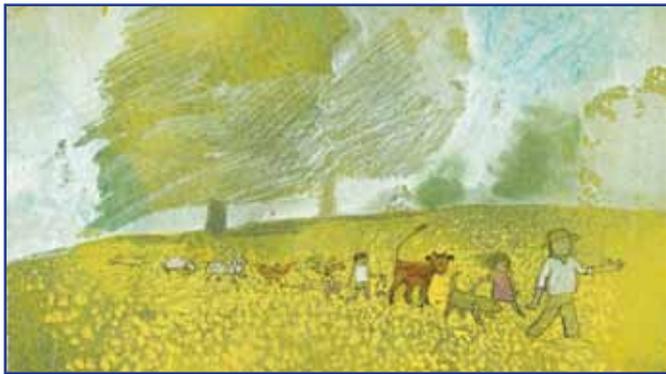
January kicked off with a series of themed weekends with free activities for visitors, including a sing-along **Frozen weekend** which brought new audiences to the Museum.

World Stories



A new World Stories room features **49 world tales** told by children from a local school, illustrated on wall hangings, co-designed by the children and a professional textile artist.

Happy Birthday Mr Burningham



From March to October 2016 we celebrated the work of **John Burningham**, one of Britain's best-loved illustrators, with a retrospective exhibition of original artwork from a range of his amazing picture books. Visitors were invited to draw their own birthday messages in response to the artwork. We welcomed John himself for an event at the Museum in April in the week when he celebrated his 80th birthday.

Top Authors



Judith Kerr and **Michael Morpurgo** appeared in a special Story Museum event at the Sheldonian Theatre in Oxford to discuss the role of animals in literature and in their own writing.

Incredible Journeys



A new family show produced as part of 14-18 NOW, the UK's arts programme for the **First World War centenary**, featured six stories of animals caught up in the war. The show then toured to a festival in Lincoln.

Alice's Day



Over **3,500** members of the public took part in the 9th annual Alice's Day with partner venues across the city. Highlights included Spanish company Teatre Nu's enchanting performance with giant puppets.

Stories for everyone

Early Years



Over **2,400** pre-school children and their carers have taken part in our regular Early Years events which feature a range of art forms including music, craft and puppetry. We also extended our popular ABC Story session for under 3s to twice-weekly sessions to meet demand.

Adults



Over **700** adults attended evening events. In August Griff Rhys Jones kicked off 'Shelf Life' - a series of interviews with well-known public figures about their favourite books. Our regular adult quizzes continued to prove popular and in July we launched a 'Teachers as Writers' group as part of the National Writing Project.

Funded Education Projects

Extreme Reading



In September 2015 a fully-funded pilot project targeted **pupils aged 8-11 who were struggling with reading**. Based on six books, chosen from a list recommended by Dyslexia Action, the programme provided six 'adventures' linked to the texts to help children make emotional connections with reading and to stimulate their desire to read, thereby improving their literacy. Feedback from teachers, parents and the children was very positive so the project is being repeated in 2016/17 with a full independent evaluation.

Story Ship



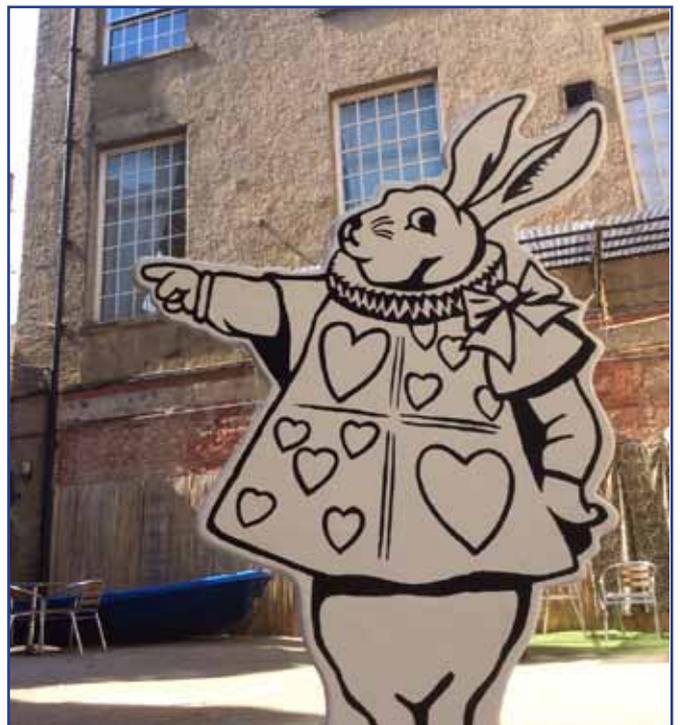
From December to May our Learning team worked intensively with Windale Community Primary School located in one of the 10% most deprived wards in England. The whole school visited The Story Museum and a member of the Learning Team provided weekly sessions in school to transform an under-used library into an immersive story space. At the end of the project every child was given a free family 'Golden Ticket' to visit the Museum independently in the holidays which resulted in a **25% take-up rate**.

Chapter 2

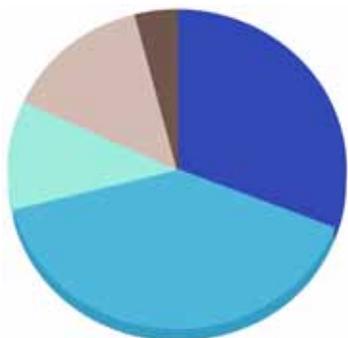
In January 2016 Arts Council England awarded a grant of £2m in principle towards the next and largest phase of capital development - Chapter 2. At the end of the financial year 2015/16 the Capital campaign was at **50% of its overall £6m goal**.

Chapter 2 will bring the whole site into full use, making it fit for purpose to welcome over 100,000 visitors a year to a total of 10 creative and heritage spaces. In summer 2016, space designer Tom Piper (best known for his work with the RSC and the Poppies installation at the Tower of London) and heritage designer Alan Farlie began concept work on the interior design.

At the end of November 2016, the Campaign goal achieved £4m thanks to a Round 1 pass from the Heritage Lottery Fund.

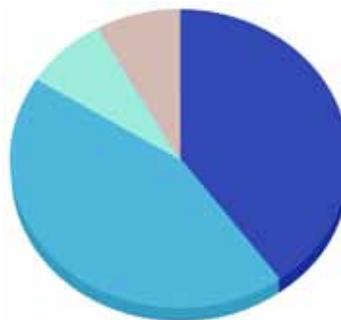


Income



■ Donations and sponsorship for support costs & charitable activities	£355,880
■ Donations and sponsorship for ongoing capital project	£460,330
■ Income from café, shop and hires	£129,521
■ Income from ticket sales	£161,196
■ Income from schools work	£47,141

Expenditure



■ Support costs including staffing	£356,273
■ Expenditure on charitable activities	£391,518
■ Expenditure related to advancement of capital project	£73,665
■ Fundraising costs	£74,429

Visitor Feedback

95% of our visitors rated their visit good or very good

'An absolutely magical museum... This place is a labyrinth of imaginative rooms and creative spaces which will offer something for a wide age-range of children and adults.'

Trip Advisor Review, September 2015

'What a wonderfully expressive, talented storyteller. It was a magical experience - very well done!'

Visitor, Winter's Tales, Dec 2015

'I wish I could stay here for ever!'

Child on School Trip, June 2016



The Story Museum

42 Pembroke Street, Oxford OX1 1BP

Registered charity no. 1107809

www.storymuseum.org.uk

