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# INTERNATIONAL TRAINING PROGRAMME

## 2022 ANNUAL PROGRAMME



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ITP Annual Programme e-Learning

Session guidelines

Museum Audiences

The British  
Museum

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## Museum audiences

### Session guidelines

#### Introduction

The Museum attracts around six million visitors a year, including a quarter of a million school children, many from overseas. How those visitors interact with the collections, staff, and our building, is the work of the Department of Learning and National Partnerships (LNP).

LNP provide sessions where children can learn about different world cultures and resources to help teachers plan independent visits to the Museum. They also offer teacher training with themed sessions of subjects such as how the collection can be used to develop writing and literacy skills.

Families are another significant audience. Families can follow themed trails around the Museum or learn more about different objects at one of the Hands-On desks. Through the Samsung Digital Programme, the Museum has become a leader in digital learning, using film, images, and podcasts to engage children with objects and museums. There also is a busy programme for adults.

The Museum works with the local community and aims to bring in local audiences who might not normally visit a museum. We have worked with different groups, including elderly care home residents, youth groups and the homeless.

Volunteers are essential to the Museum. Volunteering allows the community to gain the valuable experience of working in a museum environment and also allows us to resource some of our more successful education and outreach activities. The Eye Opener tours and Hands On object-handling desks are staffed by volunteers.

The ITP will aim to introduce you to the diversity of the Museum's audiences and the BM's education and outreach programme.

#### Objectives

- Learn about the Museum's theories and methods of interpretation and how they are adapted for our specific audience.
- Demonstrate how the Museum engages with a range of different audiences from schools to local community groups and young adults.

- Provide an overview of the work the Museum does with and for children and schools including accessibility and SEN.
- Highlight the positive results of our work within the local community through 'outreach' and 'in-reach' programmes to support wellbeing and relationship building.
- Show how we are using technology to engage younger visitors focusing on the Samsung Digital Discovery Centre (SDDC) and the digital activities it offers for schools and families.
- Consider how the Museum engages with young-adults focusing on the Greengross Young People's Programme as a case study.
- Share an overview of the British Museum's volunteer programme with a focus on Hands-on desks & Eye Opener tours.

## Course facilitators



### **Stuart Frost, Head of Interpretation and Volunteers**

The Interpretation and Volunteers Teams both sit within the Department of Learning and National Partnerships (LNP). The Interpretation Team's remit is to help the Museum deliver new special exhibitions, permanent gallery projects and to help improve visitor experience. The Team also leads on visitor research and evaluation to help the Museum develop more effective and engaging displays.

Prior to re-joining the British Museum in 2009, I spent eight years at the Victoria and Albert Museum as part of the Concept Team charged with redeveloping the Medieval and Renaissance galleries. I have also worked at the National Maritime Museum, Greenwich, and taught in secondary schools.

[sfrost@britishmuseum.org](mailto:sfrost@britishmuseum.org)

### **Katharine Hoare, Schools and Young Audiences Education Manager**

I joined the British Museum in 2000 as an education manager working with school and family audiences in the newly finished Great Court and Clore Centre for Education at the Museum.

I develop and deliver content for young learners in relation to the Museum collection and in response curriculum areas taught by UK schools (Primary and Secondary). I also work on the Museum under 5's programme (known as Little Feet) and work closely with the learning teams in the London Boroughs local to the Museum building in central London.

I have an academic background in History, Archaeology and Education. My research interests in relation to the Museum collection are the Ancient World, reception theory and material culture surfacing unrepresented histories (e.g. Women's History and Black British History) and museum education pedagogy.

[khoare@britishmuseum.org](mailto:khoare@britishmuseum.org)

@katharinehoare



**Ed Lawless, Education Manager: Samsung Digital Learning Programme**

I specialise in managing museum digital learning programmes for schools, families and other young visitors. My work at the British Museum looks to carefully harness the capabilities of cutting-edge digital technology to improve visitors' learning experiences and create unforgettable memories. I am particularly interested in how museums can respond to the expectations of their increasingly digitally sophisticated visitors. I also sit on the committee of the Digital Learning Network.



[elawless@britishmuseum.org](mailto:elawless@britishmuseum.org)

@LawlessEd

**Ashley Almeida, Greengross Family Young People's Programme Manager**

I joined the British Museum in 2020 during the pandemic as the Greengross Family Young People's Programme Manager, which involves managing the British Museum's Young People Programme. This is a funded 7-year programme working in co-production with young people (18-24) to create meaningful content for other young people of the same age and encourage them to engage with and visit the museum.

Although the pandemic has hampered being able to meet in person, I have been able to take a huge amount of learning away from how we can better carry out the programme and engage with young people such as ensuring that social media plays a greater part in our work.

Prior to working at the British Museum I worked at MOLA (Museum of London Archaeology) where I led on and facilitated as part of numerous engagement projects about archaeological works in London and around the country.

I am passionate about inclusion and widening access in the heritage sector and as such am part of the Museum's Diversity and Equality group, have previously set up a network for POC staff at MOLA and am also on the committee of Museum Detox.

[aalmeida@britishmuseum.org](mailto:aalmeida@britishmuseum.org)

### Laura Lewis, Head of Community Partnerships

Laura joined the British Museum in 2019 as Head of Community Partnerships. Laura leads on the strategic development of the community partnerships programme to encourage and increase collaborations with under-represented communities across London.

<https://www.britishmuseum.org/learn/communities>

In her role, Laura works across all departments of the Museum and relishes the opportunity to collaborate with colleagues, creating innovative and impactful learning opportunities for local communities.



[llewis@britishmuseum.org](mailto:llewis@britishmuseum.org)



### Kayte McSweeney, Community Partnerships Manager: Participation and Collections

I joined the British Museum Community Partnerships team in 2015 to lead on the co-curation project *Object Journeys*. *Object Journeys* was a research-led programme that sought to embed community-led participatory practice at the Museum and explore new and meaningful ways to collaborate with local communities and stakeholders.

<https://objectjourneys.britishmuseum.org/>

In 2018 I took on a specialist participation role in the Learning and National Partnerships department developing and leading on bespoke community collaboration projects both in London and across the UK. These initiatives fed into the Museums temporary exhibition programmes, the creation of new displays and interventions at the Museum, new research project and the UK wide national strategy.

My research interests include: the reframing of community engagement practice as research, the reimagining of the role and value of more genuine partnerships with community stakeholders and evaluating the impact of collaborative curating with the public.

[kmcsweeney@britishmuseum.org](mailto:kmcsweeney@britishmuseum.org)



**Francesca Goff, Volunteer Manager, Learning and National Partnerships**

I joined the British Museum in 2010 as a Visitor Services Assistant after moving to the UK from Sydney, Australia. Three years on, I moved to the Department of Learning and National Partnerships as Coordinator of the British Museum's volunteer programme and was later appointed as Volunteer Manager in November 2017.

Over 500 people support the British Museum as volunteers, engaging visitors to the Museum through tours and object handling activities, assisting with small and large-scale events and supporting staff behind-the-scenes. In my current role as manager, I oversee the running of this busy programme. This includes supervising the work of the Volunteer Co-ordinators and Administrator, ensuring the smooth running of all daily volunteer activity, leading on the development of new volunteer-led programmes, recruiting and training new volunteers, advising staff on volunteer policy and best practice and providing a point of contact and support for the volunteers themselves

Prior to joining the British Museum, I completed a Masters in Museum Studies at the University of Sydney, Australia. I also worked and volunteered in Sydney for a range of museums and heritage organisations, including the University of Sydney Museums, the Powerhouse Museum of Applied Arts and Sciences and the Historic Houses Trust.

**Megan Jayne Ryder, Coordinator: Volunteers, Learning and National Partners.**

I am an early-career museum professional, with a background in volunteer management, art education, curation and art history. I studied for my Art History degree at the University of East Anglia, before moving on to Norwich University of the Arts to complete a Masters in Contemporary Curation.



I began my professional career at Firstsite Gallery as a Gallery Assistant and over a two-year period worked in a number of roles including outreach and art education. My most significant achievement at Firstsite was the creation of their on-going volunteer programme.

I joined the British Museum in 2019 as a fulltime coordinator of volunteers. Alongside my colleagues in the Volunteers office, we manage a busy public facing and behind the scenes volunteer programme, with over 500 volunteers taking part. The core focus of my role is to coordinate the handling desk, departmental volunteers, and private group tours.

[mryder@britishmuseum.org](mailto:mryder@britishmuseum.org)

## Course resources

The links below will provide you with more information on the theme of the session. Additional resources are provided with this session which aim to give you reading material that you may find useful – both now or in the future.

COMPASS: The British Museum's online database of objects from the collections, with photographs, short essays, online tours <https://www.britishmuseum.org/collection>

SEND Learning in Museums

[https://www.youtube.com/watch?v=v6vsKia9S4U&ab\\_channel=SHAREMuseumsEast](https://www.youtube.com/watch?v=v6vsKia9S4U&ab_channel=SHAREMuseumsEast)

Education programmes at the British Museum <https://www.britishmuseum.org/learn>

Ancient Civilisations Websites [www.ancientcivilisations.co.uk](http://www.ancientcivilisations.co.uk)

The Group for Education in Museums: facilitates exchange of educational ideas and resources between museums [www.gem.org.uk](http://www.gem.org.uk)

National Association for Gallery Education: international association for gallery educators, artist educators and other professionals [www.engage.org](http://www.engage.org)

Inspiring Learning for All: Run by the Museum's Libraries and Archives Council, the site offers guidance for those involved in educational programmes, including evaluation tools. <https://www.artscouncil.org.uk/advice-and-guidance/inspiring-learning-all-home-page>

The National Gallery [www.nationalgallery.org.uk/learning/](http://www.nationalgallery.org.uk/learning/)

Tate Gallery <https://www.tate.org.uk/about-us/learning-programmes>

London Borough of Islington Object Library website [www.objectlessons.org/](http://www.objectlessons.org/)

National Gallery of Art, Washington DC [www.nga.gov/education](http://www.nga.gov/education)

Partnership UK programme: linking the British Museum with other UK museums, underlining its role as 'a national museum for the nation' <https://www.britishmuseum.org/our-work/national>

The 24-Hour Museum: news, listings and features from more than 3,000 museums, galleries and heritage sites <https://weareculture24.org.uk/>

Cornucopia: Discovering UK Collections gives a complete picture of the wealth of UK museum collections through a comprehensive database available on this website. This pilot website provides information on the 50 museums in England with Designated collections <https://www.cornucopia.org.uk/>

Heritage Gateway is a public digital database provided by English Heritage, which is derived from the National Monument Record's national datasets of up to 400,000 monument records, including maritime sites and wrecks. Although it is thus mainly concerned with sites and monuments, it also includes more than 48,000 finds of artefacts.

<https://www.heritagegateway.org.uk/gateway/>

Samsung Digital Discovery Centre

What we do for visitors [www.britishmuseum.org/samsungcentre](http://www.britishmuseum.org/samsungcentre)

Virtual Visits [www.britishmuseum.org/virtual-visits](http://www.britishmuseum.org/virtual-visits)

Museum Missions [www.britishmuseum.org/museum-missions](http://www.britishmuseum.org/museum-missions)

What our visitors have created [www.flickr.com/photos/britishmuseum\\_samsungcentre/albums](http://www.flickr.com/photos/britishmuseum_samsungcentre/albums)

About the sponsorship [www.britishmuseum.org/support-us/supporter-case-studies/samsung](http://www.britishmuseum.org/support-us/supporter-case-studies/samsung)

British Museum website volunteering page: <https://www.britishmuseum.org/support-us/volunteer>

## Q&A

At the end of a session, if you have any questions or need any further clarification on an issue or topic discussed, please e-mail the ITP team at [itp@britishmuseum.org](mailto:itp@britishmuseum.org) and we will do our best to provide you with the additional information you need.