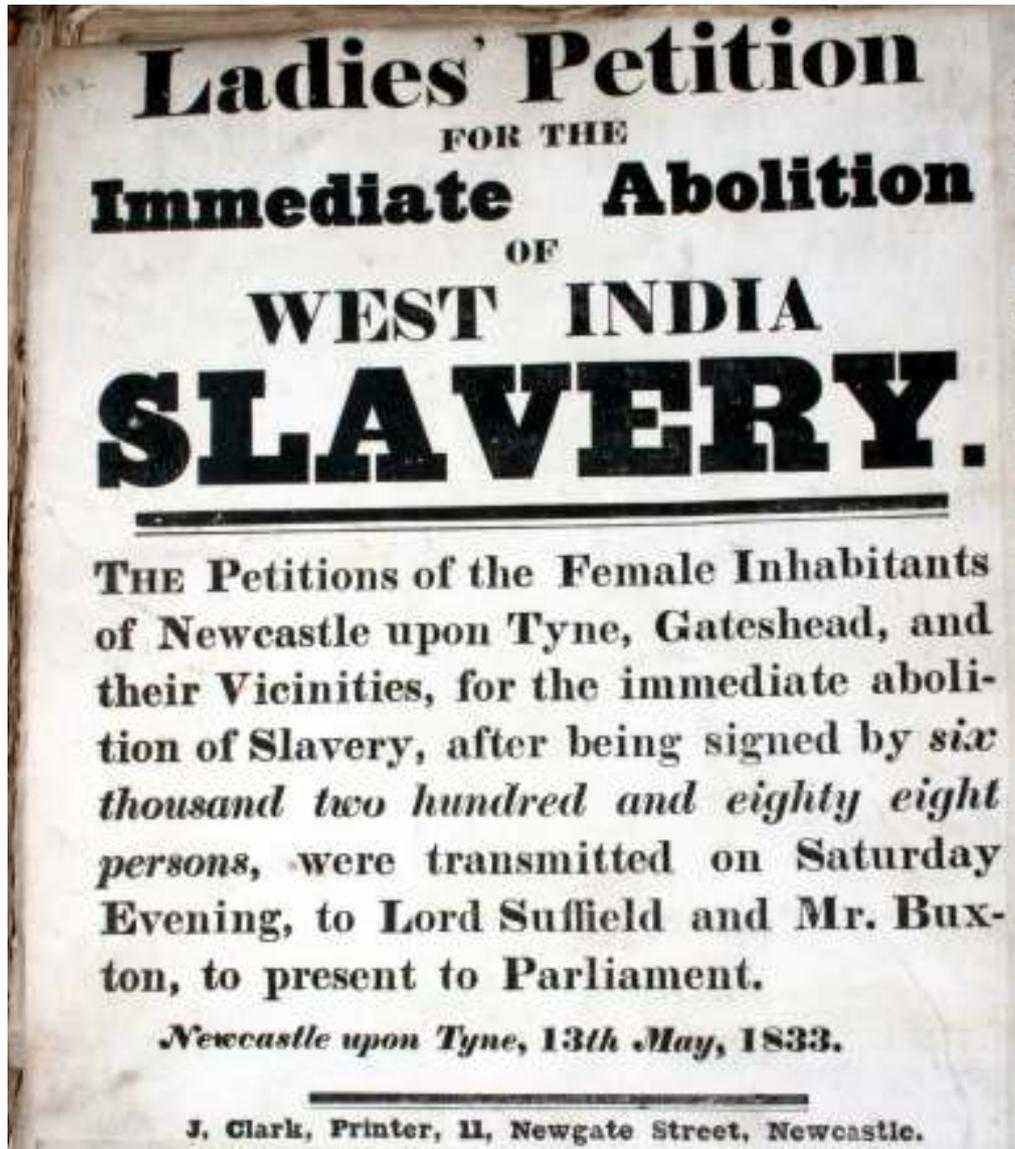


Remembering Slavery



Ladies' petition notice for the abolition of slavery in West India, May 1833. ©Tyne and Wear Archives Service.

Evaluation Report

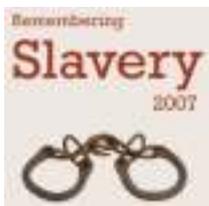


RENAISSANCE
NORTH EAST
museums for
changing lives



connecting
through
culture

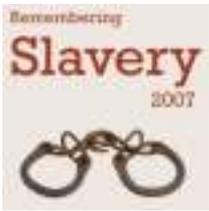
TYNE & WEAR
MUSEUMS



Evaluation Report for Remembering Slavery 2007

Contents

	Page
Executive Summary	4
Section 1: Background and context to the project	6
Project planning	8
Remembering Slavery in the north east	9
Partnerships and consultation	11
Project promotion	13
Project evaluation	15
Section 2: Consultation feedback	
The Remembering Slavery 2007 touring exhibition	17
“La Bouche du Roi” at the Laing Art Gallery	23
The archive mapping and research project	25
The lecture series	28
The “Freedom” outreach programme	30
The learning programme	33
Working practice and organisational learning	36
Emerging findings from national bicentenary evaluations	39
Section 3: Project outcomes	41
Outcomes associated with the project objectives	42
Measuring success – learning outcomes	49
Project legacy	55
Project promotion	57
Summary and recommendations	59
APPENDICES	
Appendix 1: Visitor and attendance figures for January 2007 to end of February 2008.	64
Appendix 2: Consultation list.	68
Appendix 3: Remembering Slavery press coverage.	69
Appendix 4: Bibliography	71



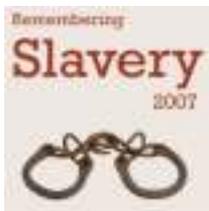
Acknowledgements

Thanks are due to many people for their contributions to this report, including Tyne and Wear Museums' staff and the Remembering Slavery 2007 project partners.

My thanks also to other individuals and organisations for their contributions from bicentenary projects and initiatives in other parts of the country, including: the University of York's Institute for the Public Understanding of the Past for emerging findings from the research project exploring how the bicentenary has been marked across the UK; Birmingham Museum and Art Gallery for the evaluation of "The Equiano Project"; Greater Manchester Museums' "Connecting our Histories" initiative for the interim evaluation of "Revealing Histories, Remembering Slavery"; Dr Richard Maguire for articles relating to Norfolk's Hidden Heritage project; and Morris, Hargreaves, McIntyre for topline data associated with the "La Bouche du Roi" visitor survey at the Laing Art Gallery.

Cultural Partnerships Limited
High Shilford Farmhouse
Riding Mill
Northumberland
NE44 6AX
Tel 01434 682048/07775 828076

susanpriestley@artsmanagement.
fsnet.co.uk



Executive Summary

This report has been produced to evaluate the quantitative and qualitative impact of the Remembering Slavery 2007 project in terms of visitors, participants, museum staff and other key individuals and partners involved in its delivery. The report has been commissioned by Tyne and Wear Museums and produced by Susan Priestley of Cultural Partnerships Limited.

Remembering Slavery 2007 was the north east's contribution to a national bicentenary programme to commemorate the 200th anniversary of the Parliamentary Act to abolish the slave trade in the British colonies. The project, which ran from March 2007 until February 2008, was led by Tyne and Wear Museums and involved museums, galleries and other cultural organisations across the region in a programme of exhibitions, events, lectures and activities to explore slavery in both an historical and a modern context. The north east initiative was funded by Heritage Lottery Fund, Renaissance North East, the Museums, Libraries and Archives Council, North East (MLA NE), the Northern Rock Foundation and Tyne and Wear Museums Business Partners.

There is strong evidence to support the fact that the project achieved all of its original objectives although as might be expected, some more fully than others. The project significantly raised awareness with north east people of slavery, the slave trade and abolition, as well as the hitherto largely unknown north east links to the slave trade. It also actively involved and engaged almost 18,000 children and adults in a participatory programme of lectures, formal learning, outreach and museum visits. Feedback from 614 of the children and adults who took part in the evaluation process is overwhelmingly positive, with the vast majority reporting increased knowledge and understanding of the topic

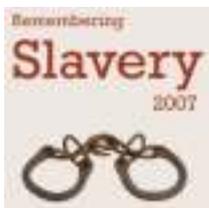
The evaluation feedback provides clear evidence of increased knowledge and a deeper understanding of the trans-Atlantic slave trade, and to some extent, an increased awareness of contemporary forms of slavery. However, it is less clear to what extent the project increased visitors' motivation to think further about contemporary forms of slavery and human exploitation. Of course, this was not the primary focus of the project and direct questions about contemporary issues were not included within a lot of the consultation material. Nevertheless, it is interesting that many people did not – or chose not to – think more deeply about the legacy of slavery in terms of more contemporary issues. It is likely that this ties in with a general reluctance from respondents around motivation to think more deeply about the topic of slavery overall. This, in the light of emerging evaluation findings from other regional museums, is something that was not unique to the north east. There is evidence that some people distanced themselves from the subject of slavery and did not want to be made to feel uncomfortable by thinking too deeply. This raises interesting issues for museums about how people deal with being presented with

difficult and sensitive subjects within exhibitions and museum programmes and how, in turn, museums respond to that.

Although the project resulted in a high level of community involvement and participation overall, involving and engaging black and minority ethnic communities proved to be more challenging. This was partly due to the short planning and lead-in time associated with the project, which offered little time to identify and fully engage the most appropriate groups and individuals. The demographic make-up of the north east also undoubtedly impacted on this and it is likely that areas of the country with higher BME populations saw higher levels of involvement. That said, Tyne and Wear Museums did build a positive relationship with the activist group Freedom Think Tank¹. Members were involved in discussion and decisions around the content of the Remembering Slavery 2007 exhibition, as well as leading a discussion session at the Laing Art Gallery. Remembering Slavery 2007 nevertheless raised interesting issues for Tyne and Wear Museums about how it might extend opportunities to consult and engage with BME communities within its day-to-day programming. A strong and sustained relationship *with* BME communities is more likely to result in an ongoing involvement in museum projects and programmes *by* BME communities.

There is a real opportunity for this to be explored more fully and addressed in the light of the legacy that Remembering Slavery 2007 has left behind. It is clear from consultation carried out for this report that the legacy includes not only tangible resources, such as education packs, publications and ongoing research, but also a strong commitment to partnership working and a wealth of intellectual capital among Tyne and Wear Museums staff and project partners. The overwhelming majority of staff who responded to a post project questionnaire reported that they had gained new knowledge as a result of the project and that this had been enhanced by internal and external partnership working. Any new knowledge undoubtedly includes increased knowledge and understanding of slavery and the slave trade, but is also highly likely to include increased experience and expertise around approaching culturally sensitive subjects and themes. The challenge now is to ensure that the skills and experiences gained during Remembering Slavery 2007 are built into every day planning, as well as future programming. This process has started with the exploration of a new initiative, led by the Hub Evaluation Officer, to ensure that appropriate community engagement is embedded into future project planning. More tangible outcomes from the bicentenary year, such as a website, learning resources and a publication, will be launched in October 2008 to coincide with Black History Month. They provide further evidence of the sustainable and long lasting legacy of Remembering Slavery 2007 in the north east.

¹ Freedom Think Tank was a time-limited black led voluntary group established to influence the commemoration of the 200th anniversary of the Abolition of trans-Atlantic enslavement from a black and anti-racist perspective.



1. Background and context to the project

“While the notion of a “duty to remember” was in large part developed in the aftermath of the Second World War, the tragedy of the slave trade and slavery has only recently entered the debate.”²

1.1 Although the purpose of this report is to evaluate and measure the impact of Remembering Slavery 2007, a programme of exhibitions, events and activities specific to the north east of England, it is useful and important to see this programme in the context of the national bicentenary programme and how it came about.

1.2 On 25 March 1807, as a result of several campaigns led by abolitionist groups under the leadership of William Wilberforce, the British Parliament adopted a law abolishing the slave trade in its colonies. Although it was another 30 years before slavery itself was finally abolished throughout the British Empire, the Act marked the beginning of the end for the trans-Atlantic traffic in human beings. In recognition of the need to raise awareness of slavery and the slave trade as a crime against humanity, the United Kingdom made the decision to mark the occasion of the bicentenary of its abolition. The Deputy Prime Minister, John Prescott, chaired the Advisory Group on the bicentenary, which was brought together to oversee events.

1.3 In order to assess awareness of, and interest in, a bicentenary programme, research consultants Ipsos MORI were commissioned by anti-slavery organisation, Set All Free, to undertake market research. The subsequent report, “Perceptions of Slavery”, published in October 2006, found as a result of a survey involving 1,033 people over the age of 15, that “there is limited awareness of the significance of 2007 in relation to the abolition of the Transatlantic Slave Trade, and one in ten can name the exact year when the act was abolished.”

1.4 Furthermore, the research found that there were varying views as to how the bicentenary should be marked, if at all. “Whilst three in five (59%) British people believe that the bicentenary should be publicly recognised in some way, two in five say they do not think it should be marked, do not care, do not know or are not interested. As might be expected, support for bicentennial activities rises among ethnic minorities (72%) and such activities are supported by nine in ten (90%) black people”.³

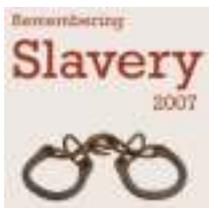
² Slavery and the Slave Trade: Duty to Remember or Right to Remembrance? UNESCO information sheet for “The Slave Route”.

³ “Perceptions of Slavery”, Research study conducted for Set All Free, Ipsos MORI, October 2006.

1.5 This very much sets the scene for national bicentennial planning, although it is highly likely that interest and support for a programme varied from region to region and city to city. Within the north east, for example, Tyne and Wear Museums carried out its own visitor survey to ascertain interest in a project to mark the bicentenary during May 2006. Of the one hundred and twelve people surveyed, over 70% was not aware at the time that 2007 marked the 200th anniversary of the Parliamentary Act to abolish the slave trade, but most were interested in finding out more about the topic.

1.6 As well as an opportunity to commemorate the 1807 Act, the 2007 programme nationally has aimed to provide opportunities for reflection on the wider story of trans-Atlantic slavery and its abolition. Programmes around the country have celebrated the lives and roles of many people, both black and white, who have contributed to the abolition movement. An important role of the 2007 programme has been to offer opportunities for increased awareness, knowledge and understanding of slavery, the slave trade, the role Britain played and the people who played an important part in its abolition.

1.7 Equally important, however, has been the need to see both the historical issue of slavery and present day forms of slavery, such as human trafficking, as well as to recognise and highlight the repercussions of the slave trade and slavery, which have continued down through the centuries. It is argued that one of the legacies of slavery is its contribution to racism, poverty and conflict in Africa and the Caribbean, as well as some of the inequality and complex cultural legacies that continue to reverberate in British society today.

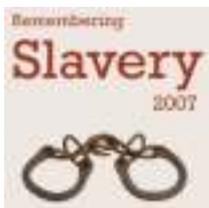


1.1. Project planning

1.1.1 In order to ascertain demand and need for a north east programme to mark the bicentenary, Tyne and Wear Museums consulted with visitors to three of its venues in May 2006. The research, which took the form of questionnaires, was carried out at the Discovery Museum in Newcastle; Sunderland Museum and Winter Gardens; and South Shields Museum and Art Gallery. The questionnaires asked the visitors' views on both the range of topics associated with slavery and the slave trade that might be covered and the range of proposed activities, e.g. exhibitions, lectures and schools activities, etc. The main findings arising from one hundred and twelve respondents were:

- Over 70% of all respondents at the time were not aware that 2007 marked the 200th anniversary of the Parliamentary Act to abolish slavery, but most were interested in finding out more about the topic.
- Of the five subject areas listed on the questionnaire, the most popular was "The lives of the slaves", which received 70% of the votes. The other four subject areas – "The role of north east ships in the slave trade", "The role of famous north east families in the slave trade", "The north east campaign to abolish slavery" and "Slavery issues in 2007" all scored only slightly less.
- On average, less than 12% of respondents were not sure of their interests and less than 20% stated that they definitely had no interest in any of the slavery-related subject areas.
- More than 85% of the respondents expressed an interest in visiting an exhibition to remember slavery in 2007, with around 5% being unsure as to whether they would visit an exhibition and a similar percentage showing no interest at all.
- Around 50% of all respondents stated that they would be interested in public lectures linked to the topic.
- More than 30% of respondents expressed a wish to see family activities, such as African music and storytelling, taking place and about 22% expressed an interest in school activities linked to slavery. Although this is a relatively low percentage, it should be seen in relation to the make-up of the audience, many of whom did not have school age children.
- Almost one third of respondents showed an interest in the gathering of data relating to north east connections with slavery.

1.1.2 Although it might be argued that the number of people consulted was relatively small, the findings clearly illustrate a significant amount of interest in the subject of slavery, the slave trade and abolition on a number of levels. The results of the consultation were used to inform the content of the subsequent Remembering Slavery 2007 programme and the funding bids to the Heritage Lottery Fund and others.



1.2 Remembering Slavery in the north east

1.2.1 Although the links between the slave trade and Britain's major port cities such as London, Liverpool and Bristol are well known, links to the north east are not so obvious. The region could have adopted a stance of "it didn't happen here, so it isn't relevant", but the theme and the challenges associated with it were fully embraced by many of the region's cultural organisations. A major element of the programme was to research and reveal the "hidden histories" of the north east and its links to slavery, the slave trade and abolition, using museum collections and archive materials to identify and inform the relevant narratives. It was also important that the project highlighted the many ways in which slavery still exists in modern-day society.

1.2.2 The project encompassed three interlinking elements:

- **Historical research**

An ambitious archive mapping and research project was initiated to identify and list slavery-related archives and documents at four key record offices within the region: Tyne and Wear Archives Service; the Literary and Philosophical Society Library; the Northumberland Record Office; and the Robinson Library's Special Collections at the University of Newcastle upon Tyne. Research was largely undertaken by volunteers and led by a freelance project co-ordinator, Sean Creighton. This element of the project identified and made available archive material relating to many hitherto unknown links between the north east and the slave trade.

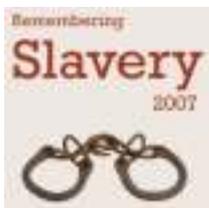
- **Exhibitions**

The project included a number of exhibitions across the region, including the Remembering Slavery exhibition and complementary audio visual. The exhibition offered physical and intellectual access to objects, paintings, documents and other historical material relating to the trans-Atlantic slave trade and its legacy. It opened at the Discovery Museum and then toured to South Shields Museum and Art Gallery; Sunderland Museum and Winter Gardens; and the Laing Art Gallery. Whilst at the Discovery Museum, the historical exhibition was accompanied by a photographic exhibition produced by Anti-Slavery International, which documented the trafficking of children in Benin and Gabon in West Africa. Whilst at the Laing Art Gallery, the exhibition was shown alongside "La Bouche du Roi", a contemporary artwork produced by Romuald Hazoumé an artist from the Republic of Benin, West Africa, which is primarily a warning against all kinds of human greed, exploitation and enslavement, both historical and contemporary. Other exhibitions included "Into Africa" at the Dorman Museum, Middlesbrough, which examined the textile collaboration between Britain

and West Africa after the abolition of the notorious triangular slave trade; “Revealed: Luxury Goods and the Slave Trade” at the Bowes Museum, Barnard Castle; and “Image and Identity” at the Shipley Art Gallery, Gateshead, an exhibition of work by young people from Gateshead and South Tyneside exploring self-image and identity through the theme of Remembering Slavery.

- **Participatory activity programme**

A number of events and activities took place throughout the region during Remembering Slavery 2007, which offered opportunities for public involvement and engagement on a number of levels and across a range of learning styles. The programme included a series of lectures delivered by academics and other specialists through the Literary and Philosophical Society of Newcastle upon Tyne; an outreach programme which involved a number of community groups and which culminated in a quality performance at Dance City, Newcastle; formal learning opportunities for teachers and schoolchildren; family learning activities at weekends and during school holidays; and a conference for teachers co-hosted by Tyne and Wear Museums and One World Network, North East.



1.3 Partnerships and consultation

1.3.1 The Remembering Slavery 2007 project consisted of a broad range of exhibitions, events and activities, which took into account the interests, needs and learning styles of a wide ranging audience. The project involved a number of regional partners, including museums, libraries, archives, arts and cultural organisations, as well as committed individuals and volunteers. It is unlikely that the breadth and scope of project activity could have been achieved without this partnership approach.

1.3.2 Overall, the partnership element of the project would seem to have been very successful. Indeed, whereas review and evaluation material for some projects that took place elsewhere in the UK makes specific mention of the huge toll the bicentenary has taken on already overstretched museum workforces, this does not come through particularly strongly in the north east workforce feedback. That is not to say that Remembering Slavery 2007 was not a huge undertaking requiring a significant amount of time and resources, but that the partnership aspect of the project helped to 'spread the load' and make delivery more manageable.

1.3.3 The one area of partnership working that the project did not seem to achieve to any great extent was with north east black and ethnic minority communities. There are, of course, a number of reasons for this. Firstly, it must be recognised that only 2.4% of the north east's 2.6m population (2001 census figures) is recorded as black and minority ethnic, compared with the national average of 8.7%. Added to that, the north east's BME population is largely made up of Pakistani, Indian, Bangladeshi and Chinese. Unlike other parts of the country such as London, Birmingham, Bristol and Liverpool, the north east does not have large and well established African or Caribbean communities, who would be the most relevant to consult with on the topic of slavery.

1.3.4 There is no doubt, though, that a major contributory factor to the lack of significant involvement from north east BME communities was the very short lead-in to the programme. The fact that there was less than 5 months from securing the major funding source to the programme launch meant that planning time did not adequately allow for identifying and building relationships with the appropriate BME community groups to the extent it could have done.

1.3.5 All of that said, Tyne and Wear Museums was acutely aware of the sensitive nature of the topic and the exhibition material, as well as the need to ensure the right language, terminology and imagery were used. Senior staff therefore consulted with two local black activists, Dean Huggins and Beverley Prevatt-Goldstein, who advised on the development of the exhibition storyline and the use of language and imagery. They also suggested a focus on the experience of slavery in the Caribbean,

as opposed to the United States, in recognition of the heritage of many Black British people.

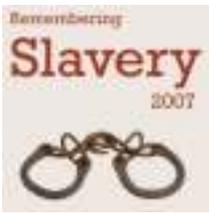
1.3.6 There was also involvement from a local Black-led voluntary group, Freedom Think Tank⁴, in terms of public consultation during the exhibition-showing periods at South Shields Museum and Art Gallery and the Laing Art Gallery. Freedom Think Tank had raised issues about the content and focus of the Remembering Slavery programme after it was launched at the Discovery Museum in the spring of 2007. Although generally supportive of the project, the organisation felt that it did not explore Africa prior to the slave trade; that the legacies of enslavement, particularly racism, should be highlighted; and that the achievements of the descendants of the enslaved should be celebrated. In answer to these concerns, Tyne and Wear Museums invited Freedom Think Tank to explore the issues raised by leading a programme of activities to mark the occasion of the UNESCO International Day for Remembrance of the Slave Trade and its Abolition on 23 August 2007 at South Shields Museum and Art Gallery. Two discussion group activities also took place as part of “La Bouche du Roi” during its showing at the Laing Art Gallery. Although there is little recorded feedback information relating to these events, it would seem that they were very well received. Shruti Jain, a Senior Development Officer at MLA North East, who attended one of the sessions, was very positive about Freedom Think Tank’s “less academic and more contemporary approach to getting a diverse response” to the exhibition and the subject of slavery and enslavement.

1.3.7 In summing up this section, it is worth highlighting that the short project lead-in time and its consequences in terms of community engagement were not unique to the north east. In Greater Manchester, for example, *“Limited resources and capacity, combined with the very late funding decision by HLF hindered the museums’ ability to work more closely with communities in advance of fixing their public programme of activity”*.⁵

1.3.8 It is also evident that the word “consultation” means different things to different people, which often leads to confusion and misunderstandings within project planning. It is worth being very clear about terminology around consultation, engagement and participation and sharing definitions with all project partners and other stakeholders to ensure that all fully understand their role within the project.

⁴ Freedom Think Tank was a time-limited black led voluntary group established to influence the commemoration of the 200th anniversary of the abolition of trans-Atlantic enslavement from a black and anti-racist perspective.

⁵ Nadine Andrews, Interim Evaluation Report for Revealing Histories, Remembering Slavery, January 2008.



1.4 Project promotion

1.4.1 In order to ensure Remembering Slavery 2007 reached as wide an audience as possible, the North East Regional Museums Hub produced a Communications Strategy to promote the programme to its key audiences: visitors, stakeholders and museums, libraries and archives. The key objectives for each identified audience group were:

Visitors:

- To cross-promote Remembering Slavery 2007 between the venues involved in the programme.
- To raise awareness of museums and their facilities as a whole.
- To provide a network of exhibitions and events around and in support of Remembering Slavery 2007.

Stakeholders:

- To make all stakeholders aware of scheduled events and to co-operate to avoid any potential clashes.
- To show the value of museums in the cultural agenda.
- To recognise the importance of continuous funding to the museum sector.

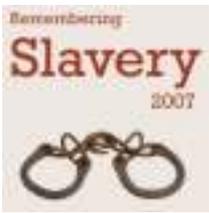
Museums, libraries and archives:

- To ensure a co-ordinated programme of activities across museums in the north east.
- To keep people informed of changes and additions to the programme.
- To ensure that, where necessary, museums recognise the programme funders.

1.4.2 The Remembering Slavery 2007 programme was promoted through:

- Two quality “what’s on” brochures, which included full listings and information relating to the programme of exhibitions, events and activities across the region during the periods March to August 2007 and September to December 2007.
- A regional advertising campaign to raise awareness of the programme.
- A PR campaign to include regular press releases relating to the overall programme and launch events for key stakeholders at the Discovery Museum for the Remembering Slavery exhibition (March 2007); Sunderland Museum and Winter Gardens for the Remembering Slavery exhibition (September 2007); the Laing Art Gallery for “La Bouche du Roi” (November 2007); and the Shipley Art Gallery for Image and Identity (January 2008).

- The Remembering Slavery website was set up to provide up-to-date news and background information relating to the theme, as well as regional exhibitions and events listings.
- Programme activities were highlighted as part of Black History Month in October 2007, particularly the Sunderland exhibition and programme, which took place at the same time.



1.5 Project evaluation

1.5.1 The evaluation of Remembering Slavery 2007 was undertaken in two parts:

- Project data was gathered throughout the course of the programme by museum staff and other organisers.
- This information was analysed partly by museum staff and partly by the external evaluator, and added to with further research and consultation carried out by the external evaluator.

1.5.2 The purpose of the evaluation was to measure the Remembering Slavery 2007 programme against Tyne and Wear Museums' mission, which is *"to help people determine their place in the world and define their identities, so enhancing their self-respect and respect for others"*, as well as against a set of programme objectives:

General:

- To engage north east people in the 2007 bicentenary.
- To increase their understanding of the trans-Atlantic slave trade and its legacy.
- To encourage empathy with enslaved people in the past and present.

Specific:

- Acknowledge Britain's role in the slave trade.
- Improve understanding of the abolition movement, including resistance and rebellion of enslaved people.
- Increase knowledge of the role north east people played in supporting and resisting the slave trade.
- Raise awareness of contemporary slavery and other forms of human exploitation.
- Increase appreciation of other cultures and countries, in particular Africa and the Caribbean.
- Encourage reflection on wider themes such as freedom and racism.

1.5.3 Methodology

A significant amount of information was gathered during and after the Remembering Slavery programme in order to access the views and opinions of visitors, participants, staff, project partners and other stakeholders. This process of information gathering was fairly comprehensive in terms of collecting data across the range of project areas, and took into account the most appropriate ways of consulting with different groups. This ensured an inclusive process to meet the

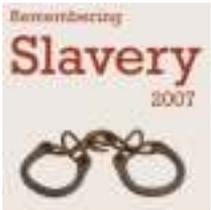
range of learning styles one would expect to find associated with a diverse mix of audiences, staff and stakeholders.

1.5.4 The methodology used within the evaluation process involved:

- Analysing quantitative data to determine how successful the project was in involving and engaging north east people within its exhibitions, events and activities.
- Analysing qualitative data to assess the impact of the project in terms of the visitor and participant “experience”, taking into account the Inspiring Learning for All framework (ILfA). ILfA has been high on local, regional and national agendas in recent years and looks to transform the way in which museums, libraries and archives develop as learning organisations and engage users. An important element of ILfA is the use of five generic learning outcomes (GLOs) to measure learning – knowledge and understanding, skills, attitudes and values, enjoyment, creativity and inspiration and activity, behaviour and progression. Tyne and Wear Museums has adopted ILfA as a working process across its museums.

1.5.5 The information gathered and analysed to inform this report included:

- Pre-programme questionnaires from one hundred and twelve visitors to the Discovery Museum, South Shields Museum and Art Gallery and Sunderland Museum and Winter Gardens during May 2006, to inform project planning and fundraising.
- A total of one hundred and twenty seven visitor questionnaires completed during the Remembering Slavery exhibition at Sunderland Museum and Winter Gardens in October 2007 and at the Laing Art Gallery during January 2008. Sixty six of the questionnaires were completed by Sunderland University students, who had participated in a day which included a presentation about slavery and a visit to both the Remembering Slavery and “La Bouche du Roi” exhibitions.
- A total of two hundred and eighty three questionnaires completed by pupils ranging from Reception to Year 9, which record feedback for a mix of workshop activities, visits into school by museum staff and school visits into museums.
- Questionnaires completed by twenty nine teachers from eighteen separate schools.
- Consultation events led by Freedom Think Tank and South Shields Museum and Art Gallery and the Laing Art Gallery, which involved thirty seven people.
- Interviews carried out with twenty nine visitors as part of a dissertation by Newcastle University MA student Will Mackie.
- Thirty four post-programme questionnaires completed by staff and other programme partners to access their views about the programme and the working processes employed in its delivery.



Section 2: Consultation Feedback

2.0 The Remembering Slavery Touring Exhibition

2.1 Brief description: A touring exhibition marking the 200th anniversary of the abolition of the slave trade in the British colonies. The exhibition focussed on the trans-Atlantic slave trade, revealing the lives of the enslaved Africans and the hidden history of the north east people, both those who supported and those who resisted slavery.



Remembering Slavery exhibition at Sunderland Museum and Winter Gardens

2.2 Drawn primarily from Tyne and Wear Museums' collections, the exhibition included objects, photographs, paintings and documents relating to the slave trade which had never been displayed together before. Behind many of the exhibits were the stories of real people's struggles in the 1800s, including the tale of Mary Ann Macham, a runaway slave from Virginia who escaped to North Shields in 1831. She married a local rope-maker called James Blyth and lived in North Shields until her death in 1893.

2.3 Exhibition venues: The exhibition opened at the Discovery Museum on 12 March 2007 and ran through until 23 June, with an official launch on 22 March attracting two hundred and four visitors. A smaller version of the exhibition then toured to South Shields Museum and Art Gallery during the summer of 2007, before moving on to Sunderland Museum and Winter Gardens for October and November 2007, timed to coincide with Black History Month. The final venue for the exhibition was the Laing Art Gallery, from 17 November 2007 until 3 February 2008, where it was displayed alongside the British Museum's "La Bouche du Roi", a contemporary art installation by West African artist, Romuald Hazoumé. Consultation with visitors, mainly by way of questionnaires and comment books, took place at each of the four venues.

2.4 Although visitor feedback to the exhibition was gathered at three of the four venues, the way in which the information was collected does not allow for any kind of accurate comparison across the venues. The number of questionnaires collected varied considerably from venue to venue and some consultation was more focussed. For example at the Discovery Museum visitors were consulted primarily about their response to objects within the exhibition, whilst other venues collected more

general information. For the purposes of this report, therefore, the data and information collected from visitors at each venue has been used to assess the impact of the exhibition *as a whole* across the four venues.

2.5 Findings arising from the evaluation data

Prior to the exhibition being planned and developed, a total of one hundred and twelve visitors at three Tyne and Wear Museums venues were surveyed in May 2006 to ascertain need and demand for a north east programme to mark the national bicentenary. Feedback indicated that there was little knowledge at that time about slavery, the slave trade and abolition, but that there was a demand for information.

Although over 70% of all respondents at the time were not aware that 2007 marked the 200th anniversary of the Parliamentary Act to abolish slavery, most were interested in finding out more about the topic.

More than 85% of the respondents expressed an interest in visiting an exhibition to remember slavery in 2007.⁶

2.6 Visitor feedback from the exhibition venues

One hundred and twenty seven visitors were consulted (including sixty six Sunderland University students) during the Remembering Slavery exhibition in October 2007 at Sunderland Museum and Winter Gardens; and January 2008 at the Laing Art Gallery. The main aim of the questionnaires was to measure any increased knowledge and understanding, as well as attitudes and values, in terms of slavery in general and the north east's involvement in the slave trade. The majority of people completing the questionnaire had not attended any other Remembering Slavery exhibitions or events – this was the case with all of the Sunderland University students. Some people stated that they had been unaware that it was the 200th anniversary of the abolition of slavery.

The main findings resulting from the visitor survey were as follows:

- Over 80% of participants felt that the exhibition had increased their understanding of slavery. The majority of the remaining 20% commented that they already had detailed knowledge of the slave trade and whilst they found the exhibition to be good, it had not increased their knowledge.
- 86% of all people surveyed found the exhibition to be thought provoking, especially the supporting video which helped people to visualise the life of a slave. Of the 15% of people who had not found the exhibition thought

⁶ Information extracted as a result of the analysis of the pre-project questionnaires.

provoking, some said this was because there were no references to cheap labour and forms of slavery in the modern world and that the inclusion of information along these lines would have made them think further on the issue.

- Just over three quarters of the participants believed that the exhibition had increased their understanding of the role that the north east played in slavery and its abolition, with many commenting that they had previously thought that the north east had played no part in this at all. The majority of negatives to this question were from people who had visited other exhibitions and/or felt they already had knowledge around this issue.
- Eighty one percent of participants felt that they understood the significance of the 200th anniversary of the abolition of the slave trade. It was noted by a couple of participants that the exhibition should have included more on modern-day labour and work and how certain economies are built on this and that this would help put slavery into a modern-day context.
- One of the questions respondents seemed to find difficult (although it was answered by three quarters of participants) was about whether the exhibition had motivated them to think about personal attitudes and values. Although people had agreed that their understanding and knowledge of slavery had increased as a result of the exhibition, many, it seems, were reluctant to actually think further on the matter themselves.
- A significant proportion of respondents seemed to feel reluctant to take any follow-up action after the exhibition – a third of the answers were left blank. Those who did respond said they would be interested in discussing the matter with family and friends and undertaking further book or internet research. The Sunderland University students showed an interest in attending lectures to help them with an assignment on the subject.

2.7 Slavery, Visitors and Objects: Exploring Interactions

Whilst on display at the Discovery Museum, the Remembering Slavery exhibition was used by Newcastle University MA student Will Mackie⁷ as the research focus for his dissertation – “Slavery, Visitors and Objects: Exploring Interactions”. The research and consultation, which was undertaken with twenty nine visitors to the exhibition, was carried out over three days in June 2007. The research concentrated on responses to the main objects in the exhibition - leg irons, collections of decorative art and abolitionist material.

⁷ MA Museum Studies, International Centre for Cultural and Heritage Studies, 30 August 2007.

“...visitor interviews contribute to an understanding around three key areas: learning about slavery through objects, engaging with objects in museum contexts and confronting aspects of identity”.

Will Mackie

Although the research and consultation carried out was very specific to the use and impact of objects within the exhibition, some of the findings are appropriate within the overall context of the evaluation. Briefly, the findings arising from the research included:

- Twelve of the twenty nine respondents said that they had come to the museum specifically to see the Remembering Slavery exhibition. Their reasons included a specific interest in the topic, personal recommendation and because they had seen publicity around the bicentenary.
- Most of the visitors expected the exhibition to be a learning experience, either in terms of learning something entirely new or consolidating their existing knowledge.
- There was evidence that objects provoked enhanced learning experiences for some people, helping them to understand the topic of slavery beyond the facts and figures and taking them closer to the historical participants.
- Certain aspects of the legacy of slavery did seem to be confronted through the exhibitions. However, the legacy that has lived on in British society did not seem to be widely addressed.

2.8 Feedback from visitors to the exhibition at Sunderland Museum and Winter Gardens

Whilst the exhibition was on display at Sunderland Museum and Winter Gardens, the Visitors Book proved to be a particularly effective way of gathering visitor feedback. A total of seventy four comments relating to the exhibition were recorded between 1 October and 3 November, 2007, a selection of which is given below:

***“Thanks for research into our local shameful heritage”.
(1/10/2007).***

“Myself and my learners have really enjoyed your exhibition. It has opened our eyes”. (3/10/2007).

“Opens your eyes to the suffering encountered by the slaves, really informative exhibition”. (5/10/2007).

“Excellent – you should do more of this. Brilliant! I was very pleased”. (5/10/2007).

“N East panel interesting – a reminder we were all involved in some way or another”. (19/10/2007).

“Really interesting and a bit upsetting”. (23/10/2007).

“It is a long way to go still – we have modern and sophisticated slavery”. (23/10/2007).

“Absolutely fabulous! Especially the video so you can understand the pain of the slaves”. (26/10/2007.)

“Interesting exhibition, but until slavery is abolished in modern day – history has not taught us anything”. (26/10/2007).

“Interesting and commendable for holding the exhibition. But – I thought too much emphasis on anti-abolitionists here and insufficient on resistance by Africans. Don’t think you got across sufficiently the idea that the British economy was fuelled by the slave trade. Also thought the text was too ‘neutral’ – this was horrific abuse of people and I don’t think you conveyed that”. (27/10/2007).

2.9 Summary

Information provided by visitors to the exhibition across all venues clearly indicates that the vast majority of people felt that their knowledge of slavery, the slave trade and abolition had increased as a result of their visit. There is also clear evidence that many people had not known that the north east had had any links to the slave trade. The information challenging this view within the exhibition often resulted in surprise and interest, but also a reluctance amongst some visitors to think about this difficult subject.

At first glance, there would seem to be some differences in how the exhibition was perceived at each venue – responses to questions about knowledge and understanding were, for example, significantly more positive at the Laing exhibition than at Sunderland Museum and Winter Gardens. However, an accurate comparison of responses is not possible as the number of respondents vary from venue to venue, as does the context in which the information was gathered. In the case of the Laing Art Gallery, for example, visitors had the opportunity to view both Remembering Slavery and “La Bouche du Roi”. It is possible that seeing both exhibitions would have an impact on how respondents completed questionnaires. Added to this is the fact that we do not know how much individual visitors knew about the topic before seeing the exhibition – some of the Sunderland Museum and

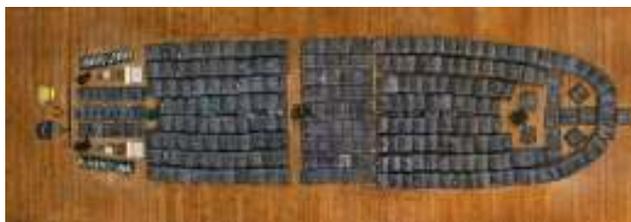
Winter Garden respondents could have known more about slavery before visiting and therefore had not increased their existing levels of understanding significantly.

There was a certain reluctance from a significant proportion of visitors to reveal whether the exhibition had motivated them to think about personal attitudes and values. Similarly, some respondents seemed to feel reluctant to take any follow-up action after the exhibition. No hard and fast conclusions can be drawn from this as the respondents did not reveal why they were reluctant to answer the question or answered it more negatively. This reluctance is worth noting, especially as emerging impressions gained by York University's Institute for the Public Understanding of the Past, which is currently researching how the bicentenary has been marked nationally, suggests that there is some evidence that a proportion of visitors to exhibitions "distanced" themselves from the topic. It is not clear at this stage whether that was because people did not want to be made to feel uncomfortable or whether there was a sense of "it is not my history".

2.1 “La Bouche du Roi” at the Laing Art Gallery

2.1.1 Brief description:

“La Bouche du Roi” at the Laing Art Gallery was a multi-media artwork created between 1997 and 2005 by Romauld Hazoumé, an artist from the Republic of Benin, West Africa.



“La Bouche du Roi” ©1997-2005 Romauld Hazoumé.
Photo: Benedict Johnson.

2.1.2 Literally translated as ‘The Mouth of the King’, the title refers to a place in Benin from where many thousands of enslaved Africans were transported to the Americas and the Caribbean. “La Bouche du Roi” has recently been acquired by The British Museum and its showing at the Laing Art Gallery was part of a national tour. The work, which is made up of many different elements, is primarily a warning against all kinds of human greed, exploitation and enslavement, both historical and contemporary. “La Bouche du Roi” was on show at the same time as the Remembering Slavery exhibition.

2.1.3 During the course of the exhibition, two discussion groups were facilitated by Freedom Think Tank, “a time limited black-led voluntary group established to influence the commemoration of the 200th anniversary of the abolition of trans-Atlantic enslavement from a black and anti-racist perspective”.⁸ The aim of the first discussion, which took place on Saturday 20 October 2007, was to set the scene for the exhibition, whilst the second looked to build on the learning from the exhibition, with a focus on the legacies of enslavement-racism and world disorder and the achievements of the descendants of the enslaved.

2.1.4 A separate visitor survey was carried out for “La Bouche du Roi” by market research company Morris Hargreaves McIntyre, which involved questionnaires completed by one hundred and eighty six people. The feedback from the questionnaires can be summarised as follows:

- Eighty three percent of people had visited the Laing Art Gallery before, with 82% visiting in the previous 12 months. 81% of respondents described themselves as “White British”; 63% were female and 37% male. The age range of visitors was fairly evenly spread, with the main age ranges represented being 20-24 years (9%); 25-34 years (13%); 35-44 years (12%); 45-54 years (14%); 55-59 years (15%); 60-64 years (16%) and over 65 years (14%).

⁸ Statement taken from Freedom Think Tank’s literature

- Fourteen percent of people had gone to the Laing that day specifically to see “La Bouche du Roi”, 55% of respondents did not know about the artwork before their visit and 51% did not know that it was a British Museum touring artwork.

When asked the reasons why people had wanted to see “La Bouche du Roi”, the top 3 answers were:

- To see contemporary art.
- I try to see all the Laing Art Gallery exhibitions.
- To find out about slavery.

2.1.5 When asked to answer a question about what respondents felt they had got out of their visit to “La Bouche du Roi”, the top five answers were (visitors could tick more than one answer):

- I improved my own knowledge (77%).
- I gained a better understanding of other people/culture (74%).
- I gained an insight into the artist’s mind (60%).
- I had an emotionally moving experience (52%).
- I passed the time in an enjoyable way (43%).

Seven people did not answer the question.

2.1.6 When pressed further to identify the main thing people got out of their visit, the top three answers were:

- I gained a better understanding of other people/cultures (23%).
- I had an emotionally moving experience (21%).
- I improved my own knowledge (15%).

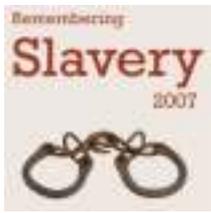
35 people didn’t answer the question.

After visiting the exhibition, 89% of respondents felt that they had learned something new about slavery/the slave trade.⁹

2.1.7 Summary

The format of the questionnaire for “La Bouche du Roi” was very different and much more detailed than that circulated for the rest of the Remembering Slavery 2007 project. The resulting feedback is, therefore, more detailed and we are able to gain a more in-depth understanding of people’s reasons for visiting the Laing Art Gallery that day, as well as their experience of the exhibition once there. It is particularly relevant that the top three answers to the question “What did you get out of your visit?” directly fulfil several of the original Remembering Slavery 2007 objectives.

⁹ Information extracted from the base line data for “La Bouche du Roi” supplied by Morris, Hargreaves, McIntyre.



2.2 The Archive Mapping and Research Project

2.2.1 Brief description: An important element of Remembering Slavery 2007 was the Archive Mapping and Research Project, an MLA North East project which involved grass roots level “knowledge transfer” between curatorial, archive and library staff, a group of volunteer researchers and a freelance co-ordinator. The Archive Mapping and Research Project was led by the Literary and Philosophical Society and supported, by way of involvement on the steering group, by the University of Newcastle. The primary aim of the project was to identify archive and other material relating to links between the north east and the slave trade, slavery and abolition from four north east repositories: Newcastle Literary and Philosophical Society; Northumberland Collections Service; Robinson Library Special Collections; and Tyne and Wear Archives Service.

“The Archive Mapping and Research Project is a very useful model for carrying out quality project research when curators have so little time to carry out primary research.”

Hazel Edwards, Senior Keeper of History, Tyne and Wear Museums.

2.2.2 The project would certainly seem to be one of the great success stories of Remembering Slavery 2007. It engaged a committed group of volunteers and identified far more material relating to north east links to slavery and abolition than had been expected. The main outcomes of the project were as follows:

- The volume of material found as a result of rigorous searches of the collections of the four project partners suggests the possibility of a reassessment of the north east’s place in the emerging capitalist economy of the 17th to the early 19th centuries.
- A printed guide to the project, written by the volunteer researcher John Charlton and published by the Literary and Philosophical Society proved to be hugely popular and has been re-printed to meet demand.
- Information uncovered as a result of the research, which will be included in essays within the North East Labour History Society Journal and a new book commissioned by Tyne Bridge Publishing, both of which will be available in the Autumn of 2008.
- The project reached a large and wide-ranging audience through links with local history societies, students and interested individuals and input into the lecture series.

- A resource disc has been produced and is available at each respective partner repository for anyone wishing to view the material identified as a result of the project.
- The project work will continue through the establishment of an informal history group led by the volunteers who engaged in Remembering Slavery, which will be hosted by the Literary and Philosophical Society.

2.2.3 Although the Archive Mapping and Research Project proved to be a very effective way of undertaking primary research, a number of issues were highlighted by the project co-ordinator in terms of its management and delivery.

2.2.4 As with other elements of the programme, the project did not engage members of BME communities as volunteers, although a museum trainee post, hosted by Tyne and Wear Museums, was involved in the research. A number of processes were employed to generate awareness and interest from BME groups, for example, all local groups were informed about the project and kept up to date by e mail, project information and publicity was circulated and a link was made with a trade union officer supporting a black workers' group. An overall lack of feedback from BME groups and individuals makes it impossible to reach any accurate conclusions as to why there was no real involvement and engagement. As with the Remembering Slavery exhibition, however, the very short planning and lead-in time, which was by no means restricted to the north east programme, is likely to have been a significant contributory factor to this issue.

2.2.5 In terms of the management of the project and the volunteer input, the feedback from both project staff and volunteers has been very positive. Responses to the question "In your opinion, what elements worked well and why?"¹⁰ included:

"The skill of the project leader in designing the approach to mapping and recording findings".

"Leadership of managers of external institutions and the external consultant".

"Engaging the enthusiasm and energies of volunteers".

"Volunteers excited by project and were encouraged and well supervised".

"...the volunteers who assisted Sean Creighton put a huge amount of effort into their work".

¹⁰ Included within a project questionnaire circulated to project staff, partners and stakeholders.

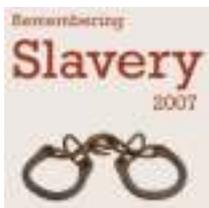
2.2.6 The areas that did not work as well were mainly around the time allocation for the project co-ordinator and the budget allocation. The areas highlighted include:

- The project co-ordinator worked a significant amount of extra – and unpaid – days in order to complete the work. This was largely due to a significant underestimation of the time required to fulfil the contract, coupled with the fact that the contracted time allocation did not allow for the necessary administrative and evaluation work.
- The budget allocation did not adequately allow for project-related expenses, both in terms of the volunteers and the project co-ordinator. In some cases, it was felt that volunteers could have been “put off” by the fact that as well as giving their time voluntarily, they sometimes had to pay transport and other costs in order to undertake research work.

2.2.7 Summary

The Archive Mapping and Research Project was very successful on several levels:

- It engaged and sustained the interest and commitment of a team of volunteer researchers who were instrumental in carrying out the primary research that Tyne and Wear Museums’ staff probably would not have had the capacity to do.
- The project identified considerably more material directly linking the north east to the slave trade than had been anticipated.
- The project has proved to be self-sustaining in that the volunteer researchers have established an informal history group which will meet regularly to continue their research work.



2.3 The Lecture Series

A total of 1,177 people attended 28 lectures on a range of issues relating to slavery and abolition, with particular reference to north east links to the slave trade, as part of the Remembering Slavery 2007 project.

2.3.1 The Remembering Slavery lecture series was delivered in two ways:

- The Tyne and Wear Museums programme was delivered by specialist members of staff at a range of its own venues throughout the region.
- The Literary and Philosophical Society's programme was delivered by academics and other subject specialists at its Newcastle base.

2.3.2 Although the Lit and Phil lectures – fourteen in all – took place at its building base in Newcastle, those delivered by Tyne and Wear Museums took place in a range of venues around the region. (Please see Appendix 1 for a full list of lecture titles). This could have contributed to the accessibility of the programme and very high attendance figures – an average of forty two people per lecture. Attendance figures also, of course, demonstrate the demand for, and interest in, the topic.

Thirty four of the fifty four people who completed lecture series questionnaires had attended one or more Remembering Slavery events and lectures across the region.

2.3.3 Detailed data is not available for the whole of the lecture series, but a total of fifty four people completed questionnaires for two lectures delivered at the Lit and Phil on 17 and 24 October 2007, which drew audiences of nineteen and thirty five people respectively. The findings are as follows:

- Of the fifty four respondents, twenty three were male, thirty were female and one person failed to answer the question.
- Fifty one respondents referred to themselves as White UK, two as White Other and one Persian.
- As might be expected, the largest age group attending lectures was 55-64 years (34%). Other age groups were fairly equally represented, with 20% being in the over 65 years age range; 17% in the 18-24 age range; 15% in the 35-44 age range; and 12% in the 45-54 age range. One person attending was under 18 and one person in the 25-34 age range.

- Ninety five percent of respondents reported an increase in knowledge and understanding of slavery and 96% found the lectures thought provoking.
- Seventy six percent of respondents agreed that they felt motivated to think more about their attitudes and values as a result of the lecture.

2.3.4 When asked to complete the statement “As a result of attending this lecture I will ...” only three out of the fifty four respondents failed to write anything. Forty seven respondents completed the statement by saying they would either attend further lectures in the series, undertake more research or both. The remaining responses included:

“...pay more attention to the issue of contemporary slavery in political discussions/in everyday politics and include this issue more in my civic education/human rights work.”

“...consider taking a job in a centre for racial equality.”

“...see slavery in a different light.”

“...reflect.”

2.3.5 Summary

- Although feedback is available for only two of the twenty eight lectures that took place as part of the Remembering Slavery 2007 project, it would seem that this element of the project was hugely successful. Attendance figures overall were very high and well over half of the questionnaire respondents had attended more than one Remembering Slavery lecture or event. This indicates a high level of interest in the topic and is an endorsement of the quality of the content and delivery of the lecture series.
- The questionnaires also indicate that a higher level of lecture attendees (compared to exhibition visitors, for example) intended to use the knowledge they had gained in some form of follow-up work or activity. This is perhaps not surprising, as it could be argued that those attending lectures would be likely to have a greater academic interest in the subject (whether amateur or professional) than people visiting the exhibitions.
- Interestingly, the area that scored lower than others within the questionnaire was the question about being motivated to think more about their attitudes and values – 76% responded positively to this question. Although we don’t know why almost 25% of respondents did not feel motivated to think about their attitudes and values following the lecture they attended, it is nevertheless worth highlighting as this question scores lower within visitor questionnaires across the programme as a whole.

2.4 “Freedom” outreach programme

2.4.1 Brief description: The outreach programme for Remembering Slavery was based on the concept of “Freedom” and involved the outreach team working with ‘hard-to-reach’ young people and community groups across Tyne and Wear. The programme incorporated dance, music, projection work and creative writing and culminated in a dance performance at Dance City on Thursday 17 May 2007.



The “Freedom” performance.

“Freedom” engaged 169 participants from 11 separate community groups, working with 7 artists on a project culminating in a final performance which involved 78 participants performing to an audience of 250 people.

2.4.2 Participating groups included:

Sight Service, a voluntary organisation working with and for visually impaired people in South Tyneside and Gateshead, engaged in a drumming project with traditional African drums, as well as an object handling session at the Discovery Museum.

Fighting Fit, a martial arts group made up of young men from the Bangladeshi community in South Tyneside, developed a dance routine during which they explored a number of dance and movement techniques, including Capoeira, a Brazilian martial art created by enslaved Africans during the 16th Century. Alongside the practical sessions, the group also participated in discussion sessions exploring the history of the slave trade through objects in the collections.

“The group created a dance piece suggesting the movement of people restricted by space and situation and explored themes of identity, resistance and freedom.”¹¹

Young people from **Futures Plus**, a Youth Inclusion Programme, worked alongside a film maker to create digital images to form the backdrop for the on-stage dance

¹¹ Comment from staff evaluation report for the “Freedom” outreach programme.

performance at Dance City. The project incorporated a number of visits, including a handling session with objects from the Remembering Slavery exhibition at the Discovery Museum; Hexham Old Gaol and House of Correction; Newcastle Law Courts and the Remembering Slavery exhibition at the Discovery Museum.

A group of young women from the Muslim community in South Shields worked on a creative writing project that used the abolition of slavery as their inspiration. The project explored notions of freedom and captivity, both historically and in a contemporary sense through issues around people trafficking, sex slavery and forced marriages.

2.4.3 Summary

The outreach programme has been hugely successful in actively involving and engaging local community groups and has been the one area of the project that has, in particular, significantly involved and engaged with BME community groups. The individual elements of the programme included not only practical activities but, crucially, opportunities for discussion – often linked to the exhibition and/or object handling – which fully explored the issues of historical and contemporary forms of slavery.

The benefits of partnership working across Tyne and Wear Museums teams comes through particularly strongly within outreach staff feedback for the project. Links with the History team which facilitated the object handling sessions were highlighted as a particularly positive element of the programme.

The “Freedom” dance performance at Dance City was identified several times as a highlight of the Remembering Slavery 2007 project.

There is very little direct participant feedback available for the outreach project, although the outreach team has written up case studies for each element. The table below shows comments collected throughout the project period from participants on Youth Inclusion Programmes and records their changing views and attitudes over the six sessions of the project. This method of gathering data is an excellent way to measure the impact of a project over time and clearly illustrates changes in knowledge and understanding and attitudes and values as a result of this specific element of the outreach project. The table shows the responses from participating young people when asked the same questions three times – at the start, during and at the end of the project. The responses are particularly useful in that they record the changing views of a group of hard-to-reach young people whose opinions are often difficult to access.

What do you think of museums and art galleries?		
SESSION 1:	SESSION 2:	SESSION 6:
“Crap”	“Not all of it’s crap”	“I do slavery at school and it’s rubbish, but it is really

		good here”
“Boring”	“Not all of it is boring”	“Alright”
“Sh*te”	It’s still for swats – apart from taking pictures is good fun, we’re not swats”	“I would definitely come back and have a look around”
“For swats”		

What do you think slavery is? Words associated with slavery

SESSION 1:	SESSION 6:
“When you have to do something”	“People working for other people”
“School is a form of slavery”	“It said it stopped in 1833 but it hasn’t finished – there’s still slaves now”
“Police”	

2.5 The Learning Programme

2.5.1 Brief description: The learning activities programme consisted of a number of separate elements to offer the maximum potential for involvement by both teachers and pupils. Activities were carried out both in schools through workshops and assembly talks and within the museums to complement the Remembering Slavery exhibition. Over the course of the year-long programme:



“Drumming” workshop

Six teacher training events engaged a total of 281 teachers and other learning professionals.

Twenty nine events in schools led by museum staff involved 3,994 children and 160 adults.

Five thousand, five hundred and seventy seven children and 1,170 adults were involved in school visits to museums.

A breakdown of numbers and attendances for each venue is given in Appendix 1.

2.5.2 Feedback from teachers

During the course of the learning activities programme, museum staff collected quantitative and qualitative information by way of questionnaires completed by twenty nine teachers from eighteen different schools. In addition, twelve teachers and other learning professionals completed questionnaires after attending one of the programme’s INSET days.

Evaluation material gathered from a sample of twenty six teachers who took part in workshop activities with their pupils revealed that:

- Ninety six percent gave a positive response to questions relating to an increase in knowledge and understanding as a result of the workshop activity they had taken part in.
- Eighty eight percent of teachers felt that their pupils had gained new skills as a result of their workshop activity.
- Seventy five percent of teachers felt that pupils had modified their behaviour as a result of the workshop activity.

- Eighty nine percent of teachers reported a change in their pupils' attitudes and values as a result of the workshop activity.
- Ninety percent of teachers felt that their pupils had benefitted from the workshop activity in terms of enjoyment, inspiration and creativity.

2.5.3 Twelve teaching and learning professionals from schools, museums and other cultural organisations completed an evaluation questionnaire following their attendance at one of the Remembering Slavery INSET days. Participants were asked to respond to ten questions relating to the day and the topic of slavery, the slave trade and abolition. The findings were as follows:

- The overwhelming response from participants was that the day had increased and enhanced the teachers' knowledge and understanding of slavery, the slave trade and abolition. There were a few positive responses, in particular, about how the day had given teachers new ideas about how to tackle the subject and for activities to undertake in the classroom. Around half the participants also made specific mention of the day increasing their knowledge about available resources related to the topic of slavery and the positive way in which objects can be used to enhance teaching and learning.
- All twelve participants stated that they would definitely follow up the day with more research of their own.
- When asked a question about any changes in their attitudes and values as a result of the day, eight out of twelve participants said that the day had not changed their attitudes and values (although we do not know what they were before) and the remaining four were non-committal ("I had little knowledge before", "More a reminder to think 'out of the box'", etc.)
- All participants stated that they had enjoyed the day and that it had inspired them to explore the topic further within their working environment, but most needed more thought as to how. The areas of the curriculum where they anticipated using any increased knowledge included history (five people) and a specific KS3 module on Slavery and Empire (one person).

2.5.4 Feedback from schoolchildren

Evaluation material gathered from a sample of one hundred and sixty eight children who visited the Remembering Slavery exhibition at the Discovery Museum revealed that:

- Ninety five percent of children enjoyed their visit to the exhibition.
- Ninety eight percent of children felt that they had learned something new as a result of their visit.
- Eighty four percent of children felt that they had understood the things they saw and did whilst at the exhibition.
- Forty eight percent of children said that the exhibition had given them ideas for things they could do after their visit.

- Ninety percent of children felt that a visit to an exhibition is useful for their school work.
- Sixty five percent of children reported that they would like to find out more as a result of their visit to the Remembering Slavery exhibition.
- Forty eight percent of children said that they would return to The Discovery Museum in their own time.

Comments from children when asked to record “the thing I will most remember about today is...” included:

“The thing I will most remember is when we stood around a table and showed different objects all to do with slavery”.

“How crule (cruel) slave trade was”.

“The chains how they got chaned (chained) to the boat and each other”.

“The shackles that the slaves had round them”.

“I remember all about the different objects and things they showed us, also I like when we got to draw and describe things. It was really fun”.

“One thing I remember about today is looking, touching and smelling the things that John and Tamsin brought in”.

“The things I saw and what country it comes from”.

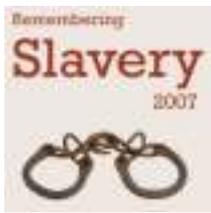
“The different objects used in slavery from the things that help them to the thing that punished them”.

2.5.5 Summary

Feedback from both children and teachers is extremely positive in terms of the benefits and successes of the formal learning programme. Learning activities and events significantly increased pupils’ and teachers’ knowledge and understanding of slavery, the slave trade and abolition. There was very positive feedback, in particular, associated with object handling and a debate activity, during which pupils were asked to argue the case for and against slavery.

In addition, there is evidence that the exhibition and activities impacted on pupils’ attitudes and values, in terms of both the topic of slavery and their view of museums and exhibitions, with almost half of those surveyed saying they would visit a museum in their own time.

Finally, a number of teachers felt that they had gained knowledge not only around the topic, but crucially, how to source and use museum resources and objects to enhance learning activities.



2.6 Working Practice and organisational learning

2.6.1 The main methods used to gather information relating to the working practices and processes used within the research, development and delivery of Remembering Slavery 2007 were:

- Feedback from staff questionnaires circulated by Tyne and Wear Museums at the end of the programme.
- A 'round table' consultation meeting held in late March 2008, which was facilitated by the evaluator, Susan Priestley, and attended by eight staff representing Tyne and Wear Museums, the Literary and Philosophical Society, and the Archive Mapping and Research Project.
- E mail and telephone consultation with individual members of Tyne and Wear Museums' staff and representatives of partner organisations.

2.6.2 Feedback from staff

One hundred questionnaires were circulated to Tyne and Wear Museums' staff and other key delivery personnel from partner organisations, which asked a total of ten questions relating to working practices aimed at assessing any organisational learning as a result of the project. The questions were:

- Q1 What do you think the project has achieved?
- Q2 In your opinion, what elements worked well?
- Q3 Why?
- Q4 In your opinion, what elements could have been delivered better?
- Q5 How?
- Q6 How did working on the project increase your understanding of slavery and the slave trade?
- Q7 Can you use what you have learnt, working on this project, in your future practice?
- Q8 If so, where?
- Q9 Has working on this project increased your ability to work collaboratively with teams across TWM and with partner organisations in the future?
- Q10 If so, in what ways?

2.6.3 A total of thirty four questionnaires were completed and returned. The main findings were as follows:

- The majority of the feedback relating to the project's achievements were associated with raised awareness of, and increased knowledge about slavery, the slave trade and abolition, in terms of both visitors and staff working on the

project. There was particular mention of the successes associated with uncovering the previously unknown north east links to the trans-Atlantic slave trade. A few respondents said that they thought that the project had raised awareness of modern-day slavery.

- A number of areas were identified that people thought had worked well, most notably programme-wise were the “Freedom” outreach programme, the archive mapping and research project, the object handling and use of objects and the lecture series. In terms of the working practices used to deliver the programme, teamwork, partnership and collaboration – including the involvement of volunteers - was highlighted as an element of the project that had been particularly positive. The scope and variety of programming was also identified as something that had worked well in catering for a huge and diverse audience.
- The two main elements of the programme people felt might have been delivered better related to the exhibition and consultation. Some people felt that more planning and lead-in time would have resulted in a more creative display that included more material relating to north east links – this is perhaps understandable bearing in mind the short (five month) lead-in time to the project. Consultation was raised as an area that could have been improved, in relation to the exhibition, the schools programme, the archive mapping and research project and between groups participating in the outreach programme. Again, it is likely that the short lead-in time to the project contributed to any issues around consultation.
- On a personal level, the majority of respondents felt that they had gained a significant amount of new knowledge and increased understanding around slavery, the slave trade, abolition and the role the north east played within the trans-Atlantic slave trade and its abolition. Most people also felt that they would be able to use what they have learned as a result of this project within their future practice. Not surprisingly, how they will use the knowledge varies according to their area of work and practice. A few people failed to answer the question as to whether and how they might use their increased knowledge in their future practice, but again, this would seem largely to relate to their individual role/job.
- There was a resounding “yes” from the vast majority of respondents to the question about whether the project has increased their ability to work collaboratively, both with teams within Tyne and Wear Museums and with external partners. This was not surprising – partnership and collaboration has come through extremely strongly as a positive element of Remembering Slavery that people feel they want to take forward into future programmes of work.

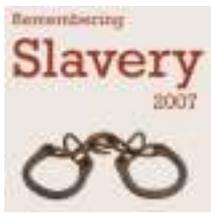
2.6.4 Summary

The experiences of Tyne and Wear Museums staff involved in the delivery of Remembering Slavery 2007 would seem to have been extremely positive. There was overwhelming agreement from those who completed questionnaires that the partnership and collaboration elements of the project significantly contributed to its

success. This seems to have been true of both internal and external partnerships, with the same examples of both being regularly highlighted as areas of particular success – internal collaboration on the outreach programme and object handling and the external partnership with the Lit and Phil in terms of the Archive Mapping and Research Project.

The majority of respondents also agreed that they felt the project had significantly raised awareness of and increased knowledge and understanding of slavery, the slave trade, abolition and north east links to the slave trade.

The areas identified as those that did not work as well – community consultation and increased awareness and understanding of contemporary slavery issues – also coincide with findings from other evaluation sources highlighted within this report.



2.7 Emerging findings from national evaluations

2.7.1 Research and consultation for this report indicates that it is too soon after 2007 for much information relating to the outcomes of the UK's bicentenary programme to be available. However, there are a number of review and evaluation initiatives underway and, although there are few hard and fast findings as yet in the public domain, a number of organisations are starting to share some emerging impressions.

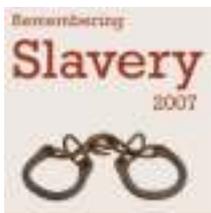
2.7.2 Perhaps the most relevant is the **University of York's Institute for the Public Understanding of the Past (IPUP)**, which is currently looking at ways in which the bicentenary of the Parliamentary Act to abolish the slave trade has been marked across the UK. The two-year project is a partnership between IPUP and seven museums – the British Museum; the National Maritime Museum at Greenwich; the British Empire and Commonwealth Museum in Bristol; the International Slavery Museum at Merseyside Maritime Museum; Birmingham Museum and Art Gallery; Wilberforce House in Hull; and Harewood House in Leeds. As well as the primary focus on the programmes of these seven major museums, the project will also include a review of fifty other exhibitions across the UK, most of them temporary and one of which has been Tyne and Wear Museums' Remembering Slavery 2007.

2.7.3 Consultation has taken place with two members of the IPUP research team, Geoff Cubitt and Laurajane Smith, for this report. Although IPUP are currently at the stage of analysing and coding their research findings, a number of general impressions have been gleaned so far, several of which are very relevant to the Tyne and Wear Museums' project:

- Partnership working for the bicentenary has, as might be expected, varied enormously across the country, but it seems that the bicentenary has encouraged organisations to either cultivate new relationships, or to view and use old partnerships in new ways. In some cases, as with the Tyne and Wear Museums project, there has been far more collaboration between local institutions, which has achieved projects that no one single organisation could achieve alone.
- The exhibition element of the bicentenary has proved to be a steep learning curve for some organisations. Research has, in some cases, identified large amounts of material and anxiety about "covering all bases", i.e. general narrative information, as well as local issues, has led to some exhibitions being "too wordy". Again, this is relevant to the Tyne and Wear Museums project in that some members of staff and visitors highlighted the exhibition as an area that could have addressed the issues around slavery, both historic and contemporary, in more effective ways.

- Consultation with communities has been a burning issue within the bicentenary and one that has differed considerably across the country – some organisations have got it right and others have got it very wrong. Within some organisations, the need to consult with communities regarding the bicentenary programme has been a relatively new way of working and they have found themselves relying on existing networks, which may not have been the most relevant ones for this project. This issue has been exacerbated by insufficient planning time – the will has been there to consult, but not the time to identify the most appropriate people to consult with. There are lots of different voices within a subject such as slavery and abolition and a major challenge has been reaching the right balance in terms of what the consultation is for, whom to consult with and to what extent the community should be involved. This echoes the experience of the north east programme.
- Audience research has also thrown up some interesting issues. Interviews carried out by IPUP researchers with visitors to exhibitions highlighted that many visitors gave the impression of distancing themselves from the subject matter and did not want to be made uncomfortable by confronting the issue of slavery. There was a clear message given in some cases that “it is not my history” and some people used their class to distance themselves, echoing questions raised within the north east, such as, “what about the treatment of whites within agriculture/mining, etc?”
- Responses to the bicentenary programme from BME individuals and groups, interviewed as both visitors and activists, have also raised a number of issues. Although there has been a general acceptance that it is good that the bicentenary has been about remembering slavery, the slave trade and abolition, there has also been concern that Africans should not be portrayed as victims. There has been some criticism that it has not been clear who has initiated the bicentenary programme and why – the process has not been perceived as being transparent enough.
- Finally, responses from museum staff have also been sought. Emerging issues are mainly around museums that have taken a top-down approach, resulting in staff working outside their areas of speciality and, in some cases, being traumatised by what they have researched and uncovered. Added to that, some have had to deal with a new range of responses from visitors – including hostility from some black communities and feelings of guilt and discomfort from whites. This, it must be said, does not seem to be the experience of staff involved in the north east’s Remembering Slavery 2007 project, who have almost unanimously painted a very positive picture of working on the project.

Although the IPUP research will not be finalised until early 2009, it is nevertheless useful to compare these early indicators from the national bicentenary programme with the issues arising from Remembering Slavery 2007.



Section 3: Project Outcomes

3.1 This section aims to capture the outcomes of the Remembering Slavery 2007 project, by which we mean the changes and/or effects of the project on its visitors and participants, as well as those involved in its development and delivery. The outcomes have been measured against the original objectives set at the beginning of the project, which were:

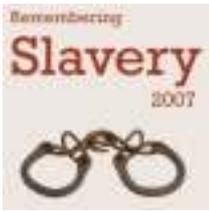
General:

- To engage north east people in the 2007 bicentenary.
- To increase their understanding of the trans-Atlantic slave trade and its legacy.
- To encourage empathy with enslaved people in the past and present.

Specific:

- Acknowledge Britain's role in the slave trade.
- Improve understanding of the abolition movement, including resistance and rebellion of enslaved people.
- Increase knowledge of the role north east people played in supporting and resisting the slave trade.
- Raise awareness of contemporary slavery and other forms of human exploitation.
- Increase appreciation of other cultures and countries, in particular Africa and the Caribbean.
- Encourage reflection on wider themes such as freedom and racism.

This section also measures the impact of the project in terms of Inspiring Learning for All and the Generic Learning Outcomes (GLOs).



3.1 Outcomes associated with the project objectives

3.1.1 General Objective 1:

To engage north east people in the 2007 bicentenary.

Data gathered during the course of the project has recorded nearly 18,000 people who have been actively involved in launch events, formal and family learning, outreach activities, the lecture series and other events. Those are figures relating to active engagement and do not include the numbers of people purely visiting the exhibition. A full breakdown of these figures is given in Appendix 1.

The formal learning programme has engaged and involved thousands of children in a wide ranging programme of exhibitions, events and activities which have deepened knowledge and understanding around the topic of slavery. Teaching staff and other learning professionals, too, have gained knowledge and inspiration to facilitate the teaching of slavery and related topics in schools.

The “Freedom” outreach programme was identified by many as one of the highlights of the project. “Freedom” involved a total of one hundred and sixty nine participants from eleven different community groups, some of which represented a range of north east black and minority ethnic communities. Participants took part in a programme of activities that not only resulted in the development of a variety of new skills, but which also incorporated exhibition visits and object handling sessions which were used as the basis for many discussions around slavery and how it relates to modern-day society. The outreach programme was the element of Remembering Slavery 2007 that significantly involved and engaged local BME communities.

The Archive Mapping and Research Project, another identified highlight, involved and engaged a number of volunteer researchers in a programme of archive mapping and research, which identified far more material linking the north east to slavery than had been anticipated. As well as the volunteer team itself, the project involved many other individuals and local history societies through advice given and received, as well as regular talks and lectures. The project has achieved a number of its own outcomes, including a project publication guide, a resource disc recording the material found and, perhaps most importantly, the establishment of the new “North East Slavery and Abolition Group”, an independent and informal group which will continue with research and dissemination beyond the life of the project.

As well as visitors and participants, Remembering Slavery has engaged a significant number of museum staff and other professionals from cultural organisations throughout the region, most of whom have reported new skills, increased knowledge and a deeper understanding of slavery, the slave trade, abolition and

north east links. Staff and professionals have not only been engaged in terms of the topic, but also in organisational learning in terms of exploring new ways of delivering their service/s.

3.1.2 General Objective 2:

To increase their understanding of the trans-Atlantic slave trade and its legacy.

There is clear evidence that Remembering Slavery 2007 has raised awareness of slavery, the slave trade and abolition on a number of levels:

- The vast majority of questionnaire respondents in relation to the Remembering Slavery exhibition across four Tyne and Wear Museums' venues stated that it had increased their awareness, knowledge and understanding of slavery.
- Around 75% of staff and other people involved in project delivery who completed questionnaires relating to working practice and organisational learning, specifically highlighted raised awareness of slavery, the slave trade and abolition as a major achievement of the project. A similar percentage said that they had known little about the topic before, but that working on the project had significantly increased their knowledge and understanding.
- After visiting "La Bouche du Roi" at the Laing Art Gallery, 89% of one hundred and sixty eight people surveyed said that they had learned something new about slavery and the slave trade.
- Twelve teachers and other learning professionals who attended an INSET day to explore the subject of slavery as an educational topic, said that they had increased and enhanced their knowledge and understanding of slavery.
- Ninety eight percent of one hundred and sixty eight schoolchildren surveyed during Remembering Slavery learning activities said that they had learned new things about slavery as a result. 84% said that they had understood the things they saw and did whilst visiting the exhibition.
- Ninety five percent of people attending two of the Remembering Slavery 2007 lectures (a total of fifty four people) said that their knowledge and understanding of slavery had been increased as a result. 96% found the lecture they attended thought provoking.

Although the above illustrates the understanding that has been developed in terms of trans-Atlantic slavery, not enough data exists to present tangible evidence of a significant understanding of its legacy.

3.1.3 General Objective 3:

To encourage empathy with enslaved people in the past and present.

There are limited hard and fast statistics to illustrate that this objective has been achieved, as questionnaires and other consultation processes did not include questions specifically around this issue. There are, however, plenty of comments from both adults and children that clearly illustrate that what they saw and did as a visitor and/or participant in Remembering Slavery 2007 resulted in feelings of empathy and/or sympathy for those enslaved in both the past and the present. Many people refer to being “moved” by the things they saw in the exhibitions.

“A brilliant and moving exhibition”.

Visitor to the Remembering Slavery exhibition at the Discovery Museum.

“Opens your eyes to the suffering encountered by the slaves – really informative exhibition”.

Visitor to the Remembering Slavery exhibition at the Sunderland Museum and Winter Gardens.

- The interviews carried out by Newcastle University MA student Will Mackie at the Discovery Museum as part of his dissertation research¹² found that:

“People showed a mixture of empathy (or attempts at empathy) and sympathy in their responses, with perhaps the majority being sympathetic to the plight of others”.

- When asked to prioritise the top three things visitors got out of their visit to “La Bouche du Roi”, 21% replied “I had an emotionally moving experience”.
- Two hundred and eighty six children completed questionnaires recording their views about being involved in Remembering Slavery 2007, whether by visiting the exhibition or taking part in an activity. When asked to complete the sentence “The thing I will most remember about today is ...” many responses illustrated that they had thought and imagined the harsh conditions slaves had to face. Responses include:

“How crule (cruel) slave trade was”.

“When they were squished up in the boat it made me thankful of how privileged we are”.

¹² “Slavery, Visitors and Objects: Exploring Interactions”, MA Museum Studies, International Centre for Cultural and Heritage Studies, 30 August 2007.

“The chains how they got chained (chained) to the boat and each other”.

“When they were on the boat they had only 9 inches of room for 2-3 months and how cruel they were”.

“The shackles that the slaves had round them”.

3.1.4 Specific objectives

In terms of the specific objectives set at the beginning of the project, all have been met to some extent, although some more than others.

3.1.5 Specific Objective 1:

Acknowledgement of Britain’s role in the slave trade.

Although the high levels of knowledge and understanding gained by visitors and participants would seem to indicate that this objective must have been met, there is little direct recorded evidence. There are, however, a number of comments like the example given below:

“... I hope to gain (from the exhibition) more time and understanding. It is only a short time ago and our country was involved. It is relevant to what’s happening in the world now”.

Visitor to the exhibition at Discovery.

3.1.6 Specific Objective 2:

Improve understanding of the abolition movement, including resistance and rebellion of enslaved people.

Again, there is some evidence within consultation feedback that this objective has been met, but it takes the form of isolated comments, as opposed to any data that can be measured to assess impact.

3.1.7 Specific Objective 3:

Increase knowledge of the role north east people played in supporting and resisting the slave trade.

There is much evidence to suggest that the project significantly increased awareness and knowledge of the north east links to the slave trade. The Archive Mapping and Research Project identified far more material than had been anticipated at the start of the project and was successful in disseminating this information through lectures, a publication, essays and other resources.

- In a survey of one hundred and twenty seven visitors to the Remembering Slavery exhibition at Sunderland Museum and Winter Gardens (October 2007) and the Laing Art Gallery (January 2008), over 75% of respondents said that the

exhibition had increased their understanding of the role the north east had played in slavery and its abolition. Many commented that before visiting the exhibition, they had thought that the north east had played no part at all.

Breaking down the research further, of the sixty six Sunderland University students included in the total of one hundred and twenty seven people, 91% responded that their understanding of north east links to slavery and abolition had increased.

“Thanks for research into our local shameful heritage”.

(Visitor to Remembering Slavery exhibition at Sunderland Museum and Winter Gardens).

In addition to visitors and participants, a number of museum staff made reference to the fact that they had not known about the north east’s involvement in slavery before Remembering Slavery 2007.

“I think the main achievement of the project was unearthing the local links to the trans-Atlantic slave trade, the previously untold stories which made the project much more relevant to the North east region”.

Eileen Atkins, Learning Officer, Discovery Museum.

3.1.8 Specific Objective 4:

Raise awareness of contemporary slavery and other forms of human exploitation.

This objective has been very hard to measure, partly because the evaluation processes used throughout the project did not ask specific enough questions around this issue. Also, the vast majority of visitors consulted during the project period classed themselves as ‘White Other’ – there were very few respondents from BME communities, who may have viewed and responded to such a question very differently. These findings are echoed by Newcastle University MA student, Will Mackie, who undertook his own consultation and research for his dissertation “Slavery, Visitors and Objects: Exploring Interactions”.

“The research did not reveal significant insights into how the legacy of slavery in contemporary society is being addressed. More specific questioning and a larger and more varied ethnic sample would be useful – the legacy of racism and inequality linked to slavery has significant contemporary relevance”.

Although the data gathered does not allow for any meaningful quantitative analysis, there are a number of comments from individual visitors that clearly indicate the link was made between historical and modern day forms of slavery:

“It still goes on. Pray to God that some day it will end in Christ’s name”.

“Slavery still exists”.

“It is a long way to go – still we have modern and sophisticated slavery”.

“Interesting exhibition, but until slavery is abolished in modern day, history has not taught us anything”.

Comments in the visitor book regarding the exhibition at Sunderland Museum and Winter Gardens.

“As a result of attending this lecture I will... pay more attention to the issue of contemporary slavery in political discussions/in everyday politics and include this issue more in my civic education/human rights work”.

Attendee at Lit and Phil lecture.

Another reason why there is little evidence to measure against this objective could be that visitors and participants seemed reluctant to think further about the issues and topics raised within the Remembering Slavery project. Although we do not have enough information to ascertain why this was the case, it is possible that further thought would have encompassed more modern-day forms of slavery and human exploitation. Certainly, some visitors made reference to the fact that they would have liked to see more references to cheap labour and slavery in the modern world and that this would have encouraged them to think further about the issue.

3.1.9 Specific Objective 5:

Increase appreciation of other cultures and countries, in particular Africa and the Caribbean.

Although there are few statistics to illustrate that this objective has been met, a survey of one hundred and sixty eight visitors to the Laing Art Gallery to see “La Bouche du Roi”, found that 23% of respondents said that they had gained a better understanding of other people and cultures as a result of their visit.

It is highly likely that the outreach programme met this objective, as the “Freedom” dance performance brought together a number of groups and organisations from differing cultures.

“Networking has increased the profile and understanding of other cultures”.

Drum tutor and workshop leader in “Freedom” dance performance.

3.1.10 Specific Objective 6: Encourage reflection on wider themes such as freedom and racism.

Some areas of the project undoubtedly offered opportunities for greater reflection on wider themes around slavery and the slave trade. The outreach programme, in particular, was very successful in working with participating BME groups to explore issues such as racism, captivity and freedom in relation to each group's personal experiences.

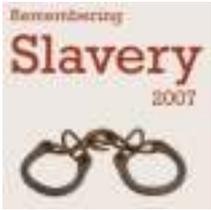
- Sunderland Museum and Winter Gardens reported a good response to its fair trade activities:

“The Fair Trade events were a great success and we are building on this for the future”.

Jennie Beale, Learning Officer, Sunderland Museum and Winter Gardens.

- Some comments made in response to questionnaires related to the Lit and Phil lecture series clearly show reflection on wider themes related to slavery, such as:

“As a result of attending this lecture I will... consider taking a job in a centre for racial equality”.



3.2 Measuring success: Learning outcomes

3.2.1 Inspiring Learning for All (ILfA) is a national framework which supports and facilitates inclusive learning in museums, libraries and archives. ILfA has four main principles: people, places, partnerships and policies, plans and performance. The Remembering Slavery 2007 project has put into practice the four ILfA principles in the following ways:

People: Providing more effective learning opportunities.

Remembering Slavery 2007 provided effective learning opportunities for almost 18,000 children and adults within the learning and participatory programmes alone, in addition to the thousands of visitors who attended exhibitions across the region.

Places: Creating inspiring and accessible learning environments.

Exhibitions, events and activities took place in a wide range of venues across the region, including schools and arts venues as part of the learning and outreach programme.

Partnerships: Building creative learning partnerships.

The partnership element of the project, both internal and external, was highlighted by staff as being a key factor in the success of Remembering Slavery 2007, as well as a positive and inspiring way to work.

Policies, plans and performance: Placing learning at the heart of the museum, library or archive.

The legacy Remembering Slavery has left, in terms of the tangible outputs such as publications and resources, as well as the lessons learned, provides an important opportunity to inform future working practice and processes within Tyne and Wear Museums.

3.2.2 The Generic Learning Outcomes (GLOs)

An important element of the ILfA framework is a set of learning outcomes which has been produced to help museums, libraries and archives to assess the impact of their learning programmes. The generic learning outcomes (GLOs) are knowledge and understanding; skills; creativity, inspiration and enjoyment; activity, behaviour and progression; and attitudes and values.

When measured against the GLOs, Remembering Slavery 2007 can be seen to have had the greatest impact on knowledge and understanding and attitudes and values. It is clear from the consultation feedback, however, that the project has addressed all five GLOs to some extent. The tables on the following pages illustrate some of the ways in which the GLOs have been met.

3.2.3 EVIDENCE OF INCREASED KNOWLEDGE AND UNDERSTANDING

<p>Learning facts or information</p>	<p>There is clear evidence that many people had not known about any north east links to the slave trade before visiting or participating in Remembering Slavery 2007.</p> <p>Ninety eight percent of a sample of 168 schoolchildren said that they had learned something new as a result of their visit to the Remembering Slavery exhibition.</p> <p>Most of the 29 people participating in consultation associated with “La Bouche du Roi” said they expected the exhibition to be a learning experience.</p> <p>Ninety five percent of the 54 respondents who completed questionnaires about the Lit and Phil lecture series said that they had increased their knowledge and understanding of slavery.</p>
<p>Making sense of something</p>	<p>Sixty percent of the 168 people surveyed at “La Bouche du Roi” said that they had gained an insight into the artist’s mind.</p>
<p>Deepening understanding</p>	<p><i>“I now understand more.”</i></p> <p>Participant in the commemorative event organised by Freedom Think Tank on 23 August 2007.</p> <p>Over 80% of 127 visitors to the Remembering Slavery exhibition at Sunderland Museum and Winter Gardens said that they had increased their understanding of slavery as a result of their visit.</p>
<p>How museums, libraries and archives operate</p>	<p>Half of the twelve teachers attending an INSET day said that as a result, they had a better understanding of how to source and use museum resources and objects to enhance learning.</p> <p>Volunteers engaged in the archive mapping and research project undoubtedly gained a greater insight into accessing information from archives services.</p>
<p>Making links and relationships between things</p>	<p>There is evidence that the use of objects within the exhibition and workshop programme significantly increased understanding of slavery and the slave trade.</p>

3.2.4 EVIDENCE OF INCREASED SKILLS

<p>Knowing how to do something</p>	<p>Fifty percent of teachers who took part in an INSET day said that they had increased knowledge about new resources related to the topic of slavery and the positive way in which objects can be used to enhance teaching and learning.</p>
<p>Being able to do new things</p>	<p><i>“The young people became very enthusiastic about photography and film, gaining new skills in composition, observation and technical know-how”.</i></p> <p>Member of Tyne and Wear Museums’ outreach team referring to a group of young people who took part in the “Freedom” outreach programme.</p> <p>Eighty eight percent of the 26 teachers surveyed felt that their pupils had gained new skills as a result of their workshop activity.</p>
<p>Intellectual skills</p>	<p>The Archive and Mapping and Research Project involved “grass-roots” knowledge transfer between curatorial, archive and library staff, a group of volunteer researchers and a project co-ordinator.</p>
<p>Social skills</p>	<p><i>“I liked meeting new people, learning something different. The buffet was good too!”</i></p> <p>Participant in the “Freedom” outreach programme.</p>
<p>Communication skills</p>	<p>Volunteer researchers working within the Archive Mapping and Research Project were able to develop their communication skills as a result of giving talks on their research findings at local history societies.</p>

3.2.5 EVIDENCE OF CHANGED ATTITUDES AND VALUES

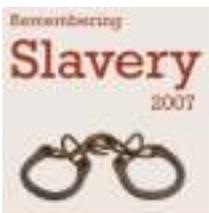
Feelings and perceptions	In a survey of 176 visitors to “La Bouche du Roi” at the Laing Art Gallery, 78% described the installation as “moving”.
Opinions or attitudes towards other people or organisations (e.g. museums)	<p><i>“This museum is wicked”!</i> Pupil on a school visit to Sunderland Museum and Winter Gardens.</p> <p><i>“The outcome that was most important to me was the change in attitudes and opinions of the young people when discussing museums and art galleries. Through quick evaluation feedback at the end of each session, there was an identifiable change in the opinions of the young people and this was also noticed in the increased levels of engagement as the project progressed”.</i> Staff member from the outreach team referring to the “Freedom” outreach programme.</p>
Empathy	<i>“An excellent exhibition which gives me a real insight into the suffering slaves encountered”.</i> Comment in Remembering Slavery exhibition at Sunderland Museum and Winter Gardens
Increased capacity for tolerance	A consultation exercise with young people as part of the outreach programme clearly illustrated a change in attitude and values, as well as increased tolerance, as a result of participating in the programme.
Increased motivation	<p><i>“One of my thoughts on the overall project is that it is opened up parameters. It is made us think, there’s so much out there...There’s so many different venues across the region, how can we link those in with the various groups we’re working with?”</i> Stuart Graham, Group Leader, Sight Service.</p> <p>Seventy five percent of the 54 respondents consulted during the Remembering Slavery lecture series said that they felt motivated to think more about their attitudes and values as a result of the lecture they attended.</p>
Positive and negative attitudes in relation to an experience	<p><i>“One of the most important things I’ve learned is that first impressions of young people and them ‘putting up a front’ are not always their true personalities”.</i> Staff team member on Youth Inclusion Programme involvement in “Freedom” project.</p>

3.2.6 EVIDENCE OF ENJOYMENT, INSPIRATION AND CREATIVITY

<p>Having fun</p>	<p><i>"It was fun".</i></p> <p><i>"I liked it loads. Thank you."</i></p> <p><i>"A very enjoyable afternoon – you learn something new everyday"</i></p> <p>Feedback from a family storytelling event on 23/10/2007</p>
<p>Being surprised</p>	<p><i>"Myself and my learners have really enjoyed your exhibition. It has opened our eyes".</i></p> <p>Visitor to Remembering Slavery Exhibition at Sunderland Museum and Winter Gardens.</p>
<p>Creativity</p>	<p>Ninety percent of 26 teachers surveyed felt that their pupils had benefited from Remembering Slavery workshop activities in terms of enjoyment, creativity and inspiration.</p>
<p>Being inspired</p>	<p>In a survey of 176 visitors to "La Bouche du Roi" at the Laing Art Gallery, 34% found the installation "inspiring".</p> <p>All 12 teachers who took part in an INSET day said that they had been inspired to explore the topic more within their working environment.</p>

3.2.7 EVIDENCE OF ACTIVITY, CHANGES IN BEHAVIOUR AND PROGRESSION

<p>What people intend to do</p>	<p><i>“As a result of attending this lecture I will pay more attention to the issue of contemporary slavery in political discussions/in everyday politics and include this issue more in my civic educational/human rights work”.</i> Female (35-44) attending Lit and Phil lecture.</p> <p><i>“I think that learning about slavery is good and I would like to come back again”.</i> Pupil on school visit to Sunderland Museum and Winter Gardens.</p> <p>Nearly half of the children surveyed on a visit to the Remembering Slavery exhibition at the Discovery Museum said they would return in their own time.</p>
<p>Reported or observed actions</p>	<p>Three quarters of 26 teachers consulted felt that pupils had modified their behaviour as a result of taking part in a Remembering Slavery workshop activity.</p>
<p>Progression, (e.g. a change in the way people manage their lives, such as further learning, developing new skills, career development, etc.)</p>	<p><i>“As a result of attending this lecture I will consider taking a job in a centre for racial equality”.</i> Female (35-44) attending a Lit and Phil lecture.</p> <p><i>“Now that the project has finished, its volunteers have formed an informal history group to continue to work on slavery and abolition”.</i> Sean Creighton, Archive Mapping and Research Project Co-ordinator.</p>



3.3 Project legacy

“The bicentenary must be viewed as the first step to something great and positive otherwise the year will be seen as tokenistic”.

Laurajane Smith, Institute for the Public Understanding of the Past, University of York.

3.3.1 The national bicentenary programme has undoubtedly achieved a lot in terms of raising awareness, increasing knowledge and deepening understanding of slavery, the slave trade and abolition. However, if the year is to be seen as anything more than a “one-off” programme of events, the legacy left must be recognised and, more importantly, used within future working practice and programmes.

3.3.2 Different regions and cities around the UK have approached this issue in a number of ways. Two examples identified through research for this report are:

- *Understanding Slavery* is a national education project developed by the National Maritime Museum; the British Empire and Commonwealth Museum, Galleries and Archives; and Hull Museums and Art Gallery. The museums are working in partnership to promote and support the effective teaching of the history of the trans-Atlantic slave trade in schools and communities across their regions.

Understanding Slavery looks to encourage teachers and students to examine this history and its legacy through museum collections and schemes of work within the National Curriculum, particularly History and Citizenship at Key Stage 3 and 4.

- In Bristol, the Legacy Commission, which grew out of the bicentenary, has initiated a three-year programme with a budget of £250,000 to improve the lives of black people in the city. The commission will oversee initiatives to tackle inequalities in education, health and cultural representation and seeks to “promote inclusion and intercultural dialogue”.

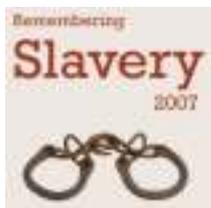
3.3.3 Within the north east, Tyne and Wear Museums and project partners have addressed the issue of legacy in terms of Remembering Slavery in a number of ways:

- The information identified within the Archive Mapping and Research Project was used within a number of articles. In addition, a publication written by John Charlton and published in conjunction with Newcastle City Library will be available from October 2008. The archive material revealed during the project is also available on a resource disc at the respective partner repositories to any interested party.

- The Remembering Slavery website promoted the project and included listings for exhibitions, events and activities taking place throughout 2007. The website will now be explored and developed as a means to make available information and resources relating to the north east programme.
- Learning resources for schools were developed by the learning team during the project and additional resources reflecting the north east links to the slave trade will be produced to be used within new National Curriculum resources from September 2008 onwards.
- A new informal history group, which has been established by volunteers who took part in the Archive Mapping and Research Project, will continue to meet to carry on with research into north east links to the slave trade.

3.3.4 In addition to the very tangible outputs listed above, Remembering Slavery 2007 has clearly resulted in a significant amount of new intellectual capital associated with both historical and modern-day slavery and exploitation. Findings within staff and project partner consultation highlighted that the majority of respondents felt they had gained a significant amount of new knowledge and increased understanding around slavery, the slave trade, abolition and the role the north east played within the transatlantic slave trade and its abolition. Most people also felt that they would be able to use what they have learned as a result of this project within their future practice.

3.3.5 This increased knowledge and understanding around a new topic has served its purpose well in terms of Remembering Slavery 2007, but is only of use within future working practice and programming if it is actively followed up and utilised. It is highly likely that staff have gained new knowledge not only around the topic of slavery, but also with regard to working with issues and material of a sensitive nature. If addressed further within training and professional development, networking and sharing initiatives, these new transferable skills could be of enormous use within other projects and programmes, particularly those addressing social issues and cultural diversity.



3.4 Project promotion

3.4.1 In order to promote and market the Remembering Slavery project, Tyne and Wear Museums developed a Communications Strategy aimed at three key audiences - museums, stakeholders and visitors. Although few questions were asked within the evaluation process to ascertain the impact of the project publicity and promotion on visitors and audiences, it is clear that Remembering Slavery 2007 had a considerable “presence” within the region over the project period. The main outputs in terms of the promotional campaign were:

- The involvement and engagement of almost 18,000 children and adults within the Remembering Slavery 2007 participatory programme of exhibitions, events and activities. It must be assumed that many of these people engaged with the project as a result of seeing publicity and/or hearing about activities and events through word of mouth from others who had seen the promotional material.
- The project attracted comprehensive local and regional coverage within the press and media, including two five minute slots on the Tyne Tees regional news programme. A full list of press articles gathered during the project is included within Appendix 3.

The project not only achieved significant coverage – the coverage was also fairly consistent over the project period, partly because press and promotion opportunities were identified around special events, such as launch events and Black History Month. This had the effect of keeping the project in the public eye, thus sustaining visitor interest over the year. This was not always the experience of projects taking place in other parts of the country. Dr Richard Maguire, an historian who led Norfolk’s “Hidden Heritage” project, writes in his paper, “The Habit of Forgetting: Two Hundred and One Years after the Abolition of the Slave Trade”:

“In a culture that is always searching for the next big thing, it was striking to see how discussion of slavery on television and in the media more generally, disappeared after March 2007, to be replaced by the anniversary of the Falklands/Malvinas conflict, with its focus in June”.

- The Remembering Slavery website was visited by 5,230 people and achieved 22,686 hits during the period 22 March 2007 to 29 February 2008.

3.4.2 In terms of people visiting the Remembering Slavery exhibitions across the region, without more detailed data, it is impossible to get an accurate picture of how many people visited any of the venues specifically to see the exhibition, as opposed to visiting for other reasons. However, information gathered at two consultation events is useful in gaining an insight into the reasons why two separate sets of visitors chose to visit two of the venues – the Discovery Museum and the Laing Art Gallery.

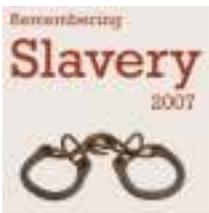
- Of the twenty nine people who took part in consultation carried out by Newcastle University MA student, Will Mackie, fourteen – almost 50% - were first time visitors to Discovery. Three people (14%) said that they had visited the exhibition as a direct result of coming into contact with project publicity and seven people (almost 25%) said that they had visited because of a specific interest in the bicentenary and the slave trade. Individual reasons given for visiting the exhibition included:

“My daughter saw the publicity and we were encouraged to come by TV coverage of the bicentenary”.

“I looked at the website”.

“The exhibition is only here until next week. I saw information in the Polish community magazine”.

- Of the one hundred and sixty eight people consulted by market research company Morris Hargreaves McIntyre during a visit to “La Bouche du Roi” at the Laing Art Gallery, 14% had gone to the gallery specifically to see the exhibition.



Section 4: Summary and recommendations

4.1 Consultation to inform this evaluation report has included a wide range of visitors and participants within the Remembering Slavery 2007 project, in terms of both children and adults. This section of the report seeks to highlight the particular successes identified as a result of consultation, as well as to bring to attention the issues raised, whether associated with the project itself or the working practice and processes used to deliver it. The recommendations' section makes a number of suggestions as to how the lessons learned during the project can be used to inform Tyne and Wear Museums' future working practice and programmes.

4.2 Feedback gathered and analysed throughout the project period has been largely positive across all elements of Remembering Slavery 2007. It is clear that all of the project objectives have been addressed, although, as might be expected, the extent to which they have been met varies. For example, the project was highly successful in raising awareness of, and increasing knowledge and understanding across the region of slavery, the trans-Atlantic slave trade and abolition. It is less clear, however, to what extent the project has encouraged consideration of modern day slavery, human trafficking and exploitation. In part, this is because the question was not directly asked within the consultation materials (and, indeed, the subject was not a focus area of the overall project) and although some respondents included comments specifically touching on the issue, most did not volunteer the information. Additionally, although a high proportion of people reported that they had found the exhibition and lecture series in particular, thought provoking, many answered more negatively (or did not respond at all) about whether they were motivated to think more about their attitudes and values as a result of their visit or attendance. We have no further information to identify accurately the reasons as to why this was the case, but it is interesting that more national research resulted in similar findings in some other parts of the country. It seems fair to speculate, therefore, that some people seemed to find the issues raised uncomfortable areas to address. Indeed, some responses were defensive and referred to visitors' own perceptions of slavery in terms of white people, raising questions, for example, around exploitation in agriculture and the mining industry.

4.3 All of this raises very interesting issues for museums. It seems that difficult and sensitive issues tackled within museum programmes can make people uncomfortable and in some cases, people just did not know how to deal with their own responses to Remembering Slavery 2007. A number of visitors to the exhibition reported feelings of sadness, shame and guilt and a significant proportion of visitors to "La Bouche du Roi", in particular, said that they had been "moved" by their visit. It seems, therefore, that the project challenged people's perceptions of museums to an extent and there is some evidence to show that people are interested in seeing

such issues addressed within exhibitions and museum programmes. However, projects dealing with “difficult” issues are likely to be relatively new to a number of museums and museum staff and the sector may still have some way to go in addressing exactly how material of a sensitive nature is displayed and interpreted. This is perhaps an area that can be explored more with regimental museums, which by their very nature, present sensitive material to the public on a daily basis. It is clear that ongoing consultation and evaluation - with both visitors and museums staff, which is tailor-made to each programme, project or exhibition, should be an important element of any culturally or otherwise sensitive programmes, in order to inform future planning.

4.4 The area of the project that seems to have handled this issue well was the outreach programme, which not only engaged a number of community groups in activities exploring slavery, the slave trade and abolition, but also related what the groups did and saw to their own lives and contemporary culture. A good example of this was a group of young Asian women from South Tyneside, who explored the topic of slavery and the slave trade alongside contemporary issues within their own culture such as arranged marriages. Similarly, work with a group of Asian men included discussion around captivity and liberation based on personal experiences.

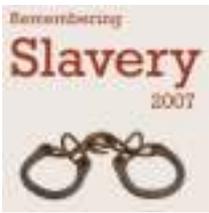
4.5 Of course, the outreach programme had the benefit of working with small groups over a sustained period of time and was therefore able to engage the group fully across a range of project elements, including exhibition visits, object handling, practical activities and reflection and discussion. This would undoubtedly have added to a more comprehensive understanding of the subject of slavery in both an historical and contemporary context. Nevertheless, there would seem to be some very positive lessons learned within the outreach programme as to meaningful ways of engaging and consulting with communities, including BME communities.

4.6 An area of the project consistently highlighted as positive and beneficial was the partnership and collaboration that took place, both across Tyne and Wear Museums internal sections and with external partners. Although a round table consultation meeting with Tyne and Wear Museums staff and other project partners established that partnership and collaboration is not new to Tyne and Wear Museums, partnership and team working would appear to have contributed significantly to the success of Remembering Slavery 2007. Internal team working between the History, Outreach and Learning Teams was specifically highlighted and would appear to have contributed significantly to an area of the programme that, again, was particularly successful – object handling. This was raised time and again, by both staff and participants within the learning programmes, as a highly effective way to increase understanding of the topic of slavery.

4.7 In terms of external partnerships, the Archive Mapping and Research Project was particularly highlighted as a positive and effective way of working. The project was highly successful in drawing in research volunteers, who were involved in discussions about the project from the early planning stages and who were well

supervised and briefed by the project co-ordinator throughout. It is highly likely that without this volunteer input, the primary research required to inform the north east links to the slave trade simply could not have happened with existing capacity within Tyne and Wear Museums. One of the many very positive outcomes of this element of the programme is that the work will be continued through an informal history group set up by the volunteer team and hosted by the Literary and Philosophical Society.

4.8 The evaluation evidence collected during the project illustrates that overall, Remembering Slavery 2007 has been a very positive experience for the vast majority of staff, visitors and participants and that it has gone a long way to meeting the original project objectives. With hindsight, however, it would have been useful to have the input of an external evaluator in devising the methods for gathering data. This may have resulted in a greater amount of in depth information with which to measure the impact of some of the wider issues around slavery.



4.1 Recommendations

4.1.1 As might be expected within a region-wide project spanning almost a year – significantly longer including research and planning time - there have been a number of lessons learned as a result of Remembering Slavery. In the light of the issues and arisings outlined in the last section, this report makes the following recommendations:

4.1.2 That Tyne and Wear Museums identifies ways to forge more ongoing links and relationships with BME communities across its working areas, in order to develop meaningful partnerships that can inform future programming. This could include a short mapping exercise to identify the range of BME groups living in the North East and consult with them about ways in which museum programming is relevant to their lives and vice versa. If BME communities are truly to engage with the museum sector, the range of groups and individuals have to see its relevance on a day-to-day basis and be a part of ongoing consultation about museums programming.

4.1.3 That the very positive elements of the project that worked particularly well are examined more closely internally and explored in relation to future programming and working practice. These areas can be summarised as follows:

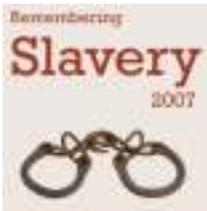
- Object handling was highlighted by museum staff, individuals and organisations across the project as something that significantly enhanced learning and the visitor experience, bringing to life the topic for exhibition visitors and project participants. It is recommended that this achievement is recognised and utilised more fully on a regular basis.
- Partnership and collaboration was instrumental to the success of Remembering Slavery 2007. It is an area that is not new to Tyne and Wear Museums, but it is an area that seems to have worked particularly well in this instance. In order to capitalise on this success, it is recommended that the opportunities around partnership and collaboration are fully and automatically explored from the earliest planning stages of all future programming.
- Following on from the above, consultation with Tyne and Wear Museums staff highlighted a desire to maintain at least some of the positive partnership links made during the project. It is recommended that these links are explored in relation to future programming in order to ensure they are not lost as staff teams inevitably move on to other projects.

4.1.4 Remembering Slavery 2007 has left a very important legacy within the region, including tangible resources such as the website, educational materials and publications, etc. But crucially, it also includes a significant amount of intellectual

capital gained, particularly by Tyne and Wear Museums staff. It is recommended that this intellectual capital resulting from the project is recognised, assessed and, where appropriate, addressed through a programme of training, networking and information sharing. This sharing should take into account the importance of national dissemination through, for example, ongoing links with York University's Institute for the Public Understanding of the Past.

4.1.5 Measuring the impact of some areas of Remembering Slavery 2007 proved difficult, particularly those around more in depth social issues. This is largely due to the fact that the relevant questions were not asked within many of the questionnaires and other information gathering exercises and most visitors did not volunteer such information. In order to address this issue in future, particularly longer term projects exploring social issues, it is recommended that Tyne and Wear Museums seeks advice at the earliest planning stages from a qualified external evaluator or other relevant specialist in devising appropriate questions and data collection tools. It is understood that this is now being addressed by the Hub Evaluation Officer.

4.1.6 The nature of the knowledge and understanding gained is not limited to the topic of slavery, but is highly likely to include a deeper understanding of wider social policy issues. If this information is to be capitalised upon and used to inform future working practice, it is vital that effective methods of sharing and examining information and lessons learned are put into place sooner rather than later. It is recommended that the dissemination of information, knowledge and skills relating to Remembering Slavery 2007 is fully explored within Tyne and Wear Museums' new initiatives associated with community involvement, such as the 'ladder of engagement'. The sharing of skills across Tyne and Wear Museums staff and venues is vital if this element of the Remembering Slavery 2007 legacy is to be built upon in an effective and meaningful way.



Appendix 1: Visitor and attendance figures January 2007- end February 2008

ATTENDANCE FIGURES		
Venue	Exhibition dates	Attendances (for the whole building)
Discovery	12 March – 23 June 2007	123,221
South Shields Museum and Art Gallery	7 July – 9 September 2007	50,209
Sunderland Museum and Winter Gardens	22 September – 11 November 2007	39,343
Laing Art Gallery	14 November 2007 – 3 February 2008	48,846
Total		261,619

LAUNCH EVENTS			
Event	Venue	Date	Attendances
Remembering Slavery 2007	Discovery	22 March 2007	204
Remembering Slavery 2007	Sunderland Museum and Winter Gardens	29 September 2007	52
“La Bouche du Roi”	Laing Art Gallery	8 November 2007	177
Image and Identity	Shipleigh Art Gallery	31 January 2008	103

LEARNING ACTIVITIES		
Discovery		
Activity	Number of events	Attendances
Teacher Training Events	5	260
Family Events	8	543 children 273 adults
Events in Schools	22	3,100 children 132 adults
School Visits to museum	Unknown	5,427 children 1,134 adults
South Shields		
Activity	Attendances	
Family events	1,159	
Sunderland		
Activity	Number of events	Attendances
Teacher Training Events	1	21
Family Events	6	1,257 children 908 adults
Events in Schools	7	894 children 28 adults
School Visits to museum	Unknown	87 children 12 adults

LEARNING ACTIVITIES (Continued)		
Laing Art Gallery		
Activity	Number of events	Attendances
University Visits to museum	3	115
Family Events	4	55 adults 98 children
School Visits to museum	6	24 adults 63 children
Freedom Think Tank discussions	2	37 adults
Artist's talk	1	30 adults

OUTREACH ACTIVITIES FOR "FREEDOM"				
Number of groups	Number of participants	Number of artists	Numbers of sessions	Numbers at final performance
11	169	7	64	Audience: 250 Participants: 78

LECTURE SERIES AT LITERARY AND PHILOSOPHICAL SOCIETY		
Lecturer	Title of lecture	Attendances
James Walvin	How should we remember the slave trade?	68
John Charlton	Slavery and Abolition: the Tyneside Setting	85
Diana Paton	Enslaved Women's Lives	63
Sheree Mack	North East's Involvement	88
Jan Marsh	Art Against the Slave Trade	68
Lola Young	Untitled	65
Alan Matthews	A Many Headed Hydra	40
Liz O'Donnell	There's Death in the Pot!	33
Andrew Lambert	The End of the Trade	45
Madge Dresser	Set in Stone	12
Jane Webster	The Social World of the Slave Ship	67
David Richardson	Contemporary Slavery in Historical Perspective	26
Elizabeth Anionwu	The Life and Achievements of Mary Seacole (Sugar and Spice Festival)	54
Sean Creighton	Slavery and Abolition in Tyne and Wear	70
Grand total		784

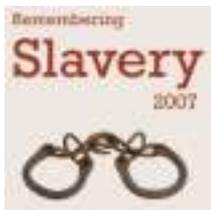
LECTURES BY TYNE AND WEAR MUSEUMS STAFF			
Lecturer	Title of lecture	Venue/audience	Attendances
Hazel Edwards	Remembering Slavery 2007 January 2007	Café Culture/World Headquarters, Newcastle	55
Hazel Edwards	Controversial histories March 2007	Newcastle University	30
Tamsin Lilley	Slave Trade & North East Links April 2007	Beamish	45
Hazel Edwards	Controversial histories May 2007	Durham University	10
Hazel Edwards	Remembering Slavery 2007: a North East perspective May 2007	Shipleigh Art Gallery	25
Hazel Edwards	Remembering Slavery 2007: a North East perspective June 2007	South Shields Museum and Art Gallery	16
Hazel Edwards	Remembering Slavery 2007: a North east perspective July 2007	Laing Art Gallery	12
Hazel Edwards	Remembering Slavery 2007 July 2007	Docklands Museum, London	50
Hazel Edwards	Remembering Slavery 2007 September 2007	British American Project/Sunderland Museum & Winter Gardens	40
Tamsin Lilley	Remembering Slavery 2007: a North east perspective October 2007	Tynemouth Mothers' Union	22
Hazel Edwards	It didn't happen here: marking the bicentenary in North east England November 2007	Remembering Slavery Abolitions conference, Newcastle University/Laing Art Gallery	35
Tamsin Lilley	It didn't happen here: marking the bicentenary in North east England December 2007	Museums North/Sunderland Museum & Winter Gardens	43
Hazel Edwards	Controversial histories February 2008	Newcastle University	10
Grand total			393

Website

22 March 2007 – 29 February 2008

WEBSITE Website traffic www.rememberingslavery.com for period 22 March 2007-29 February 2008	
Visits (number of people visiting website)	Hits (number of pages on site people looked at)
5,230	22,686

PUBLIC ENQUIRIES for period 22 March 2007-15 February 2008
39 Public enquiries related to slavery



Appendix 2: Consultation list

Tyne and Wear Museums staff:

Senior management:

Iain Watson, Assistant Director.

History Team:

Hazel Edwards, Senior Keeper of History/Deputy Curator of Discovery and Remembering Slavery Project Manager.

Tamsin Lilley, Curatorial Assistant (Remembering Slavery).

Learning team:

Joanne Clark, Assistant Learning Officer.

Outreach team:

Carl Greenwood, Assistant Outreach Officer.

Alex Magin, Assistant Outreach Officer.

Communications:

Clare Rigg, Communications Officer.

Museum Service Managers:

Phil Robinson, Museums Services Manager.

Sunderland Museum and Winter Gardens:

Helen White, Senior Manager.

Archive Mapping and Research project:

Sean Creighton, Project Co-ordinator.

John Charlton, Volunteer.

Kay Easson, Librarian, Literary and Philosophical Society.

External organisations and individuals:

Shruti Jain, Senior Officer, Diversity, MLA North East.

Will Mackie, MA student (Museum Studies), International Centre for Cultural and Heritage Studies, University of Newcastle.

Geoff Cubitt, University Lecturer and Researcher,

Laurajane Smith, Researcher, Institute for the Public Understanding of the Past (IPUP), York University.

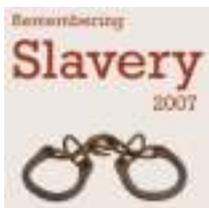
Beverley Prevatt Goldstein, Freedom Think Tank.

Dr Richard Maguire, Historian, Norfolk's Hidden Heritage.

Nadine Andrews, Cultural Management Research and Consultancy (Revealing Histories, Remembering Slavery, Greater Manchester).

Clare Parsons, Birmingham Museum and Art Gallery (The Equiano Project).

Tom Wilkins, Morris Hargreaves McIntyre (Laing "La Bouche du Roi data").



Appendix 3: Remembering Slavery Press Coverage

- Remembering Slavery, Culture Magazine, March 2007.
- Remembering the Slave Trade, CityLife, March/April 2007.
- Exhibitions on slavery, The Journal, 3 March 2007.
- Slavery display, Evening Chronicle, 5 March 2007.
- The Geordie Slave, Northern Echo, 9 March 2007.
- North landowners boosted by slavery, The Journal, 10 March 2007.
- Museum tribute to slaves, Evening Chronicle, 13 March 2007.
- Durham's links to the anti-slavery campaign, Sunderland Echo, 13 March 2007.
- Slaves tribute, Evening Chronicle, 20 March 2007.
- Exhibition focuses on slavery, Sunderland Echo, 22 March 2007.
- Slavery remembered, The Crack, April 2007.
- Atkins starts work on museums upgrade, The Journal, 13 April 2007.
- Human Traffic, North East Times, April 2007.
- Remembering the slave trade, Citylife, May 2007.
- Slave trade exhibition, Evening Chronicle, 17 May 2007.
- Remembering Slavery 2007, Citylife, September/October 2007.
- Slavery exhibition, Northern Echo, 6 September 2007.
- Remembering Slavery 2007, The Journal, 17 September 2007.
- Slave trade remembered, Evening Chronicle, 28 September 2007.
- Archivist to launch slavery exhibition, The Journal, 27 September 2007.
- Special role for U.S. guest, Sunderland Echo, 29 September 2007.
- Binding everyone together, Culture Magazine, October 2007.
- Slavery expert launches exhibition, Northern Echo, 27 September 2007.
- Slavery events, Evening Chronicle, 19 October 2007.

Sunderland museum's exhibition gives an insight into slave trade, Sunderland Echo, 23 October 2007.

Lessons of History, Evening Chronicle, 24 October 2007.

Don't need to be enslaved by past, Sunderland Echo, 24 October 2007.

Man who fought horrors of slave trade, Sunderland Echo, 31 October 2007.

Slavery display, The Journal, 3 November 2007.

Artist's symbolic tribute to end of the slave trade, Northern Echo, 7 November 2007.

Modern message float on a slaver, The Journal, 12 November 2007.

Untitled ("La Bouche du Roi"), The Crack, November 2007.

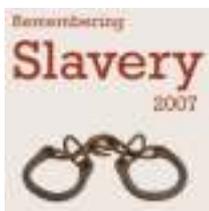
A slave to art, The Courier, 12 November 2007.

Pulp's diary this week, The Courier, 12 November 2007.

A reminder of slavery, Evening Chronicle, 14 November 2007.

A slave to art, Newcastle Courier, 19 November 2007.

Art Review, Romuald Hazoumé: "La Bouche du Roi", Metro, 3 December 2007.



Appendix 4: Bibliography

Baseline data for “La Bouche du Roi” at the Laing Art Gallery, 2007, supplied by Morris, Hargreaves, McIntyre.

Interim evaluation report for “Revealing Histories, Remembering Slavery”, Nadine Andrews for “Connecting our Histories”, Greater Manchester Museums, January 2008.

“Perceptions of Slavery”, Ipsos Mori report for Set All Free, 2006.

“Perceptions of Slavery: Wave 2”, Ipsos Mori report for Set All Free, November 2007.

“Slavery and the Slave Trade: Duty to Remember or Right to Remembrance?” UNESCO information sheet for “The Slave Route”.

“Slavery, Visitors and Objects: Exploring Interactions”, Dissertation report produced by Will Mackie, MA student, Museum Studies, International Centre for Cultural and Heritage Studies, August 2007.

“The Equiano Project: External Evaluation Report”, produced by Dawn Cameron for Birmingham Museum and Art Gallery, March 2008.

“The Habit of Forgetting: Two Hundred and One Years after the Abolition of the Slave Trade”, Dr Richard Maguire, Norfolk’s Hidden Heritage, 2007.

“A Hunger for Knowledge – Norfolk and Transatlantic Slavery during Black History Month”, Dr Richard Maguire, Norfolk’s Hidden Heritage, 2007.

“The way forward, bicentenary of the abolition of the Slave Trade Act 1807 – 2007”, 13 December 2007, Communities and Local Government.