

1832
2022
CELEBRATING 90 YEARS

JEWISH
MUSEUM
LONDON

KEY AIMS

- DELIVER UNIQUE BENEFITS TO OUR AUDIENCES AND COMMUNITIES
- WORK TOWARDS FINANCIAL RESILIENCE
- CAPITALISE ON THE SKILLS, NETWORKS AND SYSTEMS WITHIN THE JEWISH MUSEUM LONDON
- POSITION THE MUSEUM WELL INTO THE 'NEW NORMAL'



MUSEUM IMPACT REPORT

April – September 2022

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MEET THE TEAM



Leadership at the Museum



Nick Viner
 Chair of Trustees



Frances Jeens
 Museum Director

Introduction

As we move further from the reopening period and continue embrace the 'new normal', the Museum has had the opportunity to look forwards to our future plans, look backwards to our heritage and foundations, and continue to build on our current successes.

Our public events, partnership work, and popular schools programme have been at the forefront of our programming during this period, while our behind the scenes work has looked to strengthen our role as a place for British Jewish heritage.

We have continued to celebrate the Museum's 90th anniversary, holding a 90th birthday party for the Museum, as part of our Family Day programme. It was a wonderful opportunity to take stock of the Museum's incredible impact over the last 90 years, and also to acknowledge that many of the aims of 90 years ago remain true today, especially the importance of our designated collection.

We also began to look to the future. We had the opportunity for staff and trustees to come together as part of our annual away day, with a focus on imagining our Museum in the future. Our new Head of Strategy role, introduced in April, reinforced this work, bringing creativity and structure to our ideas of what our Museum could be. This period also saw the start of a major piece of work within the collections team: an audit of our entire collection, of around 40,000 objects. This is the first time ever that the collection has been audited in such precise detail. The audit of the collection is happening in conjunction with a shift to a new collections database. The updated database will transform the ability for staff, volunteers, and members of the public to interact with our incredible collection.

Our collection is not only a priority, but it also represents our past, our future, our identity as a Museum, and our celebration of British Jewish life, heritage, traditions, and futures. This period has seen us begin to imagine our future as a home for all Jewish heritage. Our collection remains a cornerstone to this important work.

Trustees



Damien Egan



Daniel Korski



David Meller



Gina Koutsika



Jamie Beaumont
 Treasurer



Kelly Webb-Lamb



Liz Cleaver



Robert Swerling



Tanya Persey

Staff



Adam Corsini
 Senior Collections
 Engagement Manager



Alexina Mwense
 Finance Director



Eliana Mendelsohn
 Learning Officer



Emma Crew
 Engagement
 Programme Manager



Helen Atkinson
 Operations Manager



Lisa Shames
 Senior Learning
 Manager



Lotta Aldenberg
 ARSP Intern



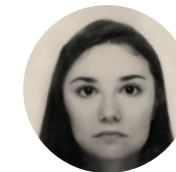
Maria Duarte
 Collections Assistant



Megan Clout
 Visitor Experience
 Officer



Miranda Baxter
 Senior Projects and
 Operations Manager



Rachele Nizi
 Collections Engagement
 Assistant



Rhiannon Parkinson
 Museum Manager



Shereen Hunte
 Learning Programme
 Manager



Tali Krikler
 Head of Strategy



Yasmin Downie
 Learning and
 Engagement Assistant

SCHOOLS AND TEACHERS

Our schools programme continues to grow as we are taking more and more school bookings since Covid. Our offer for schools remains popular, with the majority of schools returning for in-person workshops. However we have seen continued regular take-up of our Outreach and Virtual Classroom offers, which demonstrates the value of having a diversity of options available for teachers to book.

The majority of schools are visiting as part of their RE requirements, and are attending one of our workshops of Jewish faith and culture. Our second highest take up is through our Holocaust Education Programme. This year we are seeing more Primary schools booking sessions to learn about the Kindertransport. This reflects current trends within other holocaust education organisations.

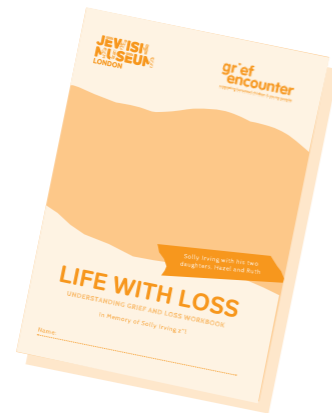
Schools in Numbers



STUDENTS ATTENDED OUR WORKSHOPS



VIRTUAL STUDENTS



OUR NEW PROGRAMME 'LIFE WITH LOSS' WAS BOOKED FOR THE FIRST TIME IN JUNE



STUDENTS WHO USED OUR LOAN BOXES

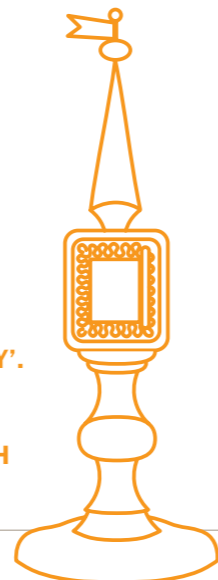


OUTREACH VISITS



NUMBER OF SCHOOLS

OUR MOST POPULAR WORKSHOP IN THIS PERIOD WAS 'EVERY OBJECT TELLS A STORY'. THIS WORKSHOP USES A SPICEBOX FROM OUR COLLECTION TO UNDERSTAND ELEMENTS OF THE HOLOCAUST AND JEWISH RELIGIOUS CUSTOMS.



The Sandford Award

The Jewish Museum London has been awarded the Sandford Award for Education. We have previously received this award in 2012, 2017. The award is valid for 5 years before renewal, which has been successfully accomplished in 2022. The Sandford Award is a nationally recognized award for curriculum based heritage education.

What did the 2022 assessors say about the Museum?

"The Jewish Museum London has an excellent learning team who explain all aspects of Jewish life to schools in a sympathetic, knowledgeable way through the themes of migration, family, faith and culture. They are helpful to those who are familiar with the subject and informative and clear if it is a new topic. Sessions are in the museum or virtual, all are supported by excellent relevant artefacts to handle or admire. Pre and post visit literature, related to the curriculum, is useful and appropriate to all ages. A session from the museum will teach your pupils to think and question and through the study of Jewish life encounter many issues that are currently relevant."



Case Study ARSP Intern Aldenberg Database

Each year we welcome an intern from ARSP (Action Reconciliation Service for Peace), a Jewish peace organisation. This intern stays with us for a whole year, from September to August. We asked our most recent ARSP Intern Lotta about her experiences.



What were your main responsibilities within your internship?

I helped in school workshops and supported my team by exploring and explaining our exhibitions and objects, and their background with the children. It is an essential part of my museum work, and school groups come to the Museum almost every day. It is a lot of fun to work with a wide variety of children and age groups.

What have been your favourite experiences?

I attended an event at Westminster Abbey with two other colleagues, a garden party to celebrate the Queen's Platinum Jubilee. It was a family day, with performances and many other organisations, each offering different activities. The theme was Jubilee of the Queen and Commonwealth, so we made kippahs from all over the world with the children and told them about the different Jewish head coverings.

I enjoyed the Research Day, at the Museum with the whole team. The Jewish Museum has a collection of over 40,000 objects but not much information is known about many of them. At the end of the day each of us presented the results of our research.

A particular highlight for me in recent months has been the outreach sessions that take place outside the Museum. This included visits to Orthodox schools, where we have gone a few times to provide insights into different roles and professions in museums. After the workshops and some talks, we quickly made a stop at a Jewish bakery before our working day was over.

How would you sum up your experiences at the Museum?

Every day was exciting, captivating and I was always able to learn something new, so that I was able to gain great professional experience. This has also helped me decide how I want to shape my professional future. I worked in a lovely team, I had support from my colleagues at all times, I was able to take on independent tasks and really contribute.

Most of all I would like to thank the Jewish Museum London and all my colleagues who accompanied me throughout the year. It was such a wonderful time. Thank you!

ENGAGEMENT

Community Learning Kitchen

This summer we opened our new Community Learning Kitchen. The project, generously funded by The Band Trust, has allowed us to transform the former café space into a new engagement space.

The kitchen can hold up to 30 people and has 4 working ovens. The flexible space allows us to change the layout of the tables and seating arrangement in the room as needed. This means that we can have sessions in small groups or larger groups, as well as communal baking.

Our regular programme focuses on challah baking, however this will change as we amend the programme for different festivals throughout the year. In December we will be baking doughnuts during our weekly Bake & Take sessions.

Alongside the launch of the kitchen, we have also launched some new baking programmes including two workshops for schools: 'Shabbat Shalom & Challah Baking' workshop and 'Passover & Matzah Baking' workshop.

In August we ran our Summer Challah Days Programme for families of all ages. In September we launched our new Bake & Take programme which allows visitors to book a baking session as an add-on to their visit.



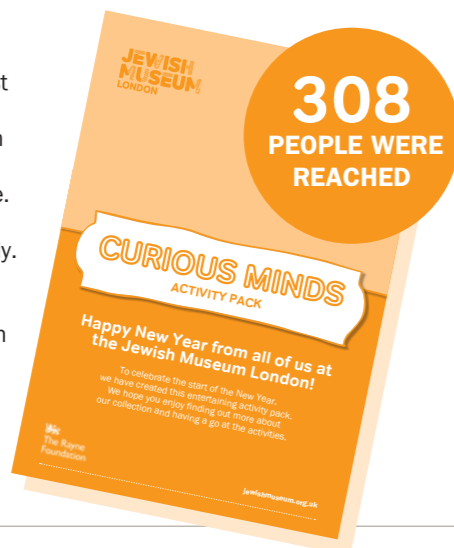
Inclusive Judaism

The Jewish Museum London is currently planning to travel around the country to collect images that represent today's Jewish community in all its diversity. From Liverpool and Manchester to Portsmouth and Brighton, will be working with shuls, cheders, community organisations, schools and many other groups to explore Jewish diversity and expand the Jewish Museum London's collection, bridging gaps in representation. Through workshops, conversation and creativity, we will fill those gaps with the community's images, to ensure our collection is representative and inclusive of all.

Curious Minds

Our 'Curious Minds' dementia friendly programme was fully booked between April and August this year. Through a combination of outreach sessions, in-Museum tours, phone tours and Zoom sessions we reached 308 people. This is more than we have reached in any full year previously.

Topics covered included the Jewish East End, the Great British Seaside and Jewish Festivals.



Feedback from Curious Minds sessions

"That was just so lovely, you have a lovely way of telling stories."

"You made it so interesting, and informative – we could not have asked for more."

Social Media in Numbers



19,296

FACEBOOK PAGE REACH



8,465

INSTAGRAM REACH



54,790

YOUTUBE VIEWS



187,600

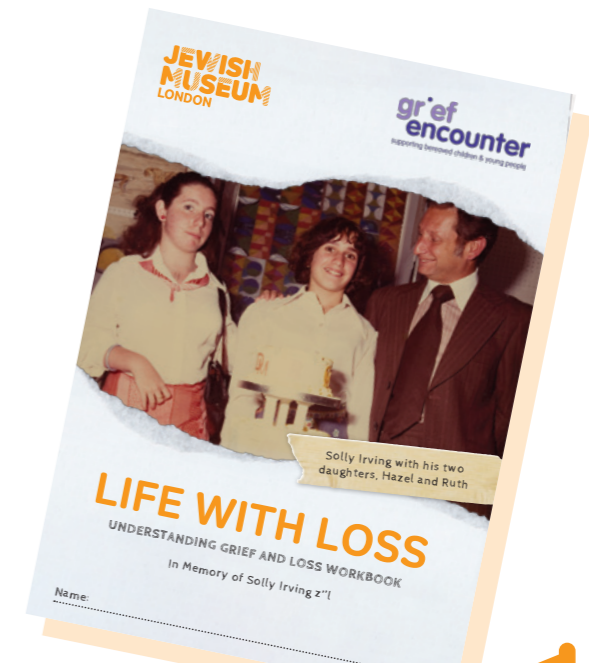
TWITTER IMPRESSIONS

Sector Sharing

This has been a brilliant period for sharing our work within the sector. Our Director, Frances Jeens, spoke on a panel at the Museum and Heritage show looking at how museums can best work with schools, drawing on her vast experience as Head of Learning.

Frances Jeens also wrote an article for the [Museums Association](#) looking at the far-reaching impact of spiralling energy bills on museums and heritage organisations, related to the ongoing cost of living crisis. The article was incredibly popular, and we continue to receive a lot of related positive feedback, both within the sector and beyond.

This year we were shortlisted for 'Partnership of the Year' at the Museum and Heritage Awards new learning programme 'Life with Loss: Helping Children to Understand Grief'. Our engagement programme manager, Emma Crew, attended the awards.



Museum Tours

We have continued to run regular tours for general visitors, as well as private tours for booked groups. During these tours visitors have explored highlights from our collection and key themes within our galleries, including diversity within Judaism, and Migration.

Our private tour groups include visitors from the Holocaust Memorial Day Trust, University of a third age (U3A), and Paramount Studios. They have attended both our Highlights Tours and subject specific tours, exploring the theme of Migration.

"The tour received rave reviews and everyone who took part enjoyed learning more about Jewish history and culture."



EVENTS & PARTNERSHIPS



Tsitsit Showcase Day

Artists, and emerging artists, were invited to the Jewish Museum for a morning of behind the scenes access to our designated outstanding collection. This event, in partnership with Tsitsit Festival, was organised to encourage and potentially commission new works that reflect the British Jewish Diaspora experience.

The session featured an object handling session, where our collections team brought objects to be used as a stimulus to new writing, in three areas:

- Working life in the immigrant community
- The life and works of Israel Zangwill
- The amulet collection

The event was very popular, with many artists finding inspiration among the collection. The Museum will be continuing this close partnership with Tsitsit to run similar events in 2023.

External Family Event

During this period we ran a number of family activities at the sites of partner organisations. We facilitated activities at two family events at Westminster Abbey, their Jubilee Family Day and their Arts and Minds Family Morning.

At these events we explored Jewish communities across the Commonwealth and used our collection to prompt storytelling.

We also took part in the Islington Summer Fete, celebrating the Museum's 90th anniversary with activity sheets based on our Museum.

In September we attended the Festival of Books at the British Library, where we created cookbooks inspired by our new Community Learning Kitchen. This was attended by 462 people and 56% of families who attended were BSL users.

Summer Challah Days

Over the school holidays we held our 'Summer Challah Days'. These included our first public baking workshops in our brand new Community Learning Kitchen.

We ran 8 sessions in August. The morning sessions were for Families with children 12 and under, and the second session was for general visitors. A mix of families and visitors attended the sessions, 43 people overall (24 adults and 19 children).

As well as baking we had a Challah Cover Making craft activity, Shabbat object handling, Challah-themed activity sheets and a quiet space available for those who needed it.

Feedback

“We felt welcomed and a sense of community.”

“What a very welcoming activity.”

“Fabulous staff to help us.”

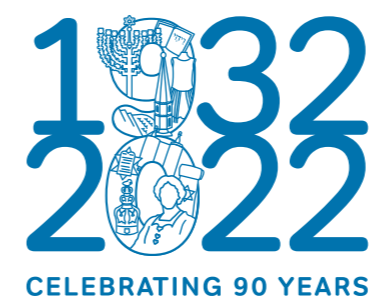
90th Anniversary Event



We have celebrated the Museum's 90th Anniversary with a number of special events.

In August we held a Museum Birthday Party for families and general visitors. Attendees could bake birthday cupcakes, handle objects from our collection, do fun arts and crafts and explore the Museum in a new tour.

In September we held a 90th Anniversary Event for Friends and Volunteers. This was our first hybrid event for this audience, and attendees joined on zoom or in-person. There was a talk about the early history of the Museum followed by a Q&A session and an object handling session for those joining in-person.



Case Study

Bevis Marks Partnership



This partnership project began in April 2021. We worked together to develop the following aspects:

- Online Exhibitions
- Virtual Classrooms
- Virtual Object Talks
- School Workshops
- Virtual Tour

Outcomes

We were delighted to publicly launch the partnership between the Jewish Museum London and Bevis Marks Synagogue on 4th May 2022.

The partnership was promoted in both JML and Bevis Marks newsletters and on social media. The launch includes the Online Exhibition, the three existing Object Talks, plus one new Object Talk by Rachel Kolsky.

Timeline of Recent Achievements

May

In May, Rachel Kolsky delivered a talk focused on Bevis Marks and its neighbours, giving a brief overview of the context in terms of history and location.

June

In June we were joined by Louis Berk, Project Photographer for the Bevis Marks Heritage Foundation who spoke about some of his photographs of the project. The Object Talk has received 169 views since its release on both Facebook and YouTube.

July

For July, Dr Tessa Murdoch FSA joined us to shed light on some of the significant silverware from the collection. This Object Talk received 186 views on both Facebook and YouTube.

August

In August we were joined by Jeremy Musson, architectural historian and heritage and design consultant, who gave us an insight into the synagogue's architecture. This Object Talk received 144 views since its release on both Facebook and YouTube.

Collection

In May, 64 items from the Bevis Marks silverware collection have now been transferred to JML collection stores.

Bevis Marks' Collection Officer, Claire Wimbush, audited the items and prepared them for new photography. The collection will remain at JML until the opening of the New Bevis Marks centre in Spring 2023.

Ongoing

The Virtual Classrooms workshop is nearing completion. The JML team have submitted the lesson plans, workshop materials and films to the Bevis Marks team.

The new virtual classroom sessions will be named 'Sacred Spaces: Bevis Marks Synagogue', and we are now piloting the Virtual Classrooms workshop with schools.

Tenancies in the Museum

We love being a space where our partners in the Jewish community can come together. We currently have three tenants:

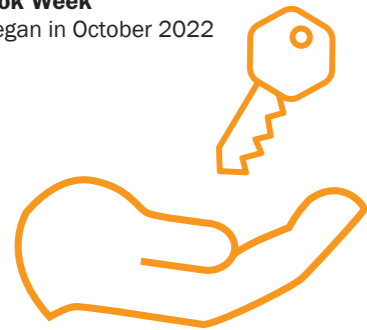
We can't believe it's already been a year since the Ben Gurion University Foundation and Jewish Genealogical Society of Great Britain joined us!

We look forward to welcoming Jewish Book Week in October 2022.

Ben Gurion University Foundation
Tenancy began in May 2021

Jewish Genealogical Society of Great Britain
Tenancy began in December 2021

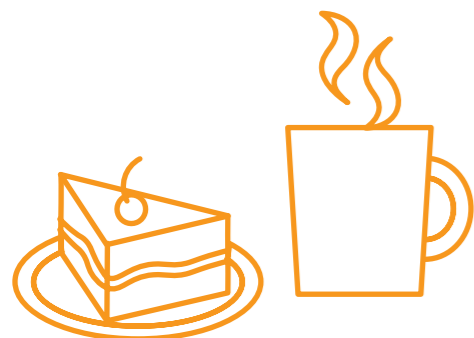
Jewish Book Week
Tenancy began in October 2022



Café Partner – One Shot Coffee

Following the Museum's reopening in July 2021, the previous café space was transformed into the Community Learning Kitchen. In order to continue to provide a modest café offer, we sought a local catering partner. We wanted to use this gap as an opportunity to connect with our local Camden community, and build a partnership within the area.

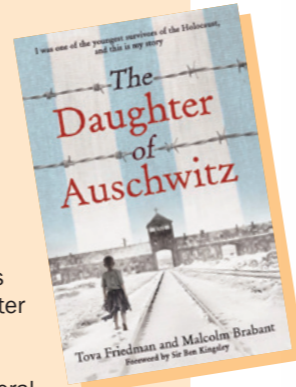
Since June 2022 'One Shot Coffee', based just across the road on Parkway, have been supplying us with delicious homemade food. We stock a selection of products, including carrot cake, banana bread, and spinach and feta pastries. Staff and visitors alike have been delighted with the quality of the products.



Private Hire Case Study Tova Friedman Book Launch "The Daughter of Auschwitz"

Background

The Jewish Museum London offers private hire of the Museum's spaces for events. The Museum provides both daytime and evening options, and the most popular uses include Staff Away Days, Book Launches and Conferences.



On 30th August 2022 the Museum hosted the UK launch of Tova Friedman's Amazon #1 Bestselling book "The Daughter of Auschwitz". The event culminated in an exclusive talk from Tova, a Q&A session, and a pre-sale of the book before its general release on 1st September.

What was the impact of the event?

It was the most successful book launch the Museum has hosted, with 59 people attended. It generated £395.50 in ticket sales alone. The Museum also sold 29 copies of Tova's books, generating over £500 in revenue.

Highlights of the event

All those attending had the opportunity to hear stories Tova's life experiences. She really connected with the audience and made them laugh, despite the harrowing experiences she went through. The event was also livestreamed by Tova's grandson and was watched by people around the world.

Reviews and Feedback

After a private event takes place a feedback form is sent out asking how we did and what we could improve on. The feedback we received from Tova's event was a 5 star rating for ease of booking, staff helpfulness and likelihood to recommend us to others. We received a 4 star rating for likelihood to book us again.

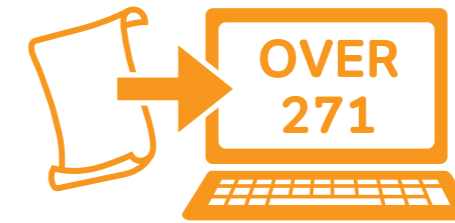


CURATORIAL & COLLECTIONS

Collections in Numbers



WE RECEIVED 337 ENQUIRIES, COVERING RESEARCH REQUESTS, LOAN REQUESTS, IMAGE LICENCING AND DONATION OFFERS



WE DIGITISED OVER 271 ITEMS IN OUR RESEARCH CENTRE, INCLUDING LETTERS, MEDALS, AND MAGAZINES



72 PEOPLE OFFERED ITEMS TO THE MUSEUM. WE WERE ABLE TO ACCEPT 20 OF THESE DONATIONS ACCOUNTING TO 78 INDIVIDUAL ITEMS THAT WERE BROUGHT INTO THE COLLECTION



WE ANSWERED 178 RESEARCH ENQUIRIES ABOUT SPECIFIC ITEMS IN THE COLLECTION



WE PUBLISHED 2 COLLECTIONS DATABASES ONLINE LISTING INDIVIDUALS MENTIONED IN THE MACCABI TIMES, AND THE CLUB LINK MAGAZINES

New Acquisitions

Between April and September 2022, over 70 items have been added to the collection, including artwork, Kindertransport toys, oral histories and a plastic carrier bag from Koshers Kingdom!

A highlight includes a small suitcase, handkerchief and toy tea set belonging to Judith Laszlo, a Czech Kindertransport refugee. These items were donated by her adopted family and have featured as part of the New Acquisitions display in our Research Centre.

Another important acquisition was the Grant of Arms for Sir Eliot Arthur de Pass. De Pass was a British merchant of Sephardi descent, and his son Frank de Pass was the first Jewish recipient of the Victoria Cross.



Auditing Our Collection

Work has started on a three year project to upgrade the Museum's Collections Management System and conduct a full audit of the 40,000 items within the collection.

The audit has involved reviewing and updating standard terminology used for object names, categories and materials, ensuring, Hebrew, Yiddish and Ladino are recorded appropriately. Each item is being checked for accurate measurements, condition status and correct location, and the work is led by Collections Officer, Maria Duarte and a team of dedicated volunteers.

Curiosities in the collection, alongside items that lack information, are brought to a newly formed Collections Advisory Network, made up of experts from across academic disciplines. The group meet quarterly to discuss, review and offer new collections knowledge.

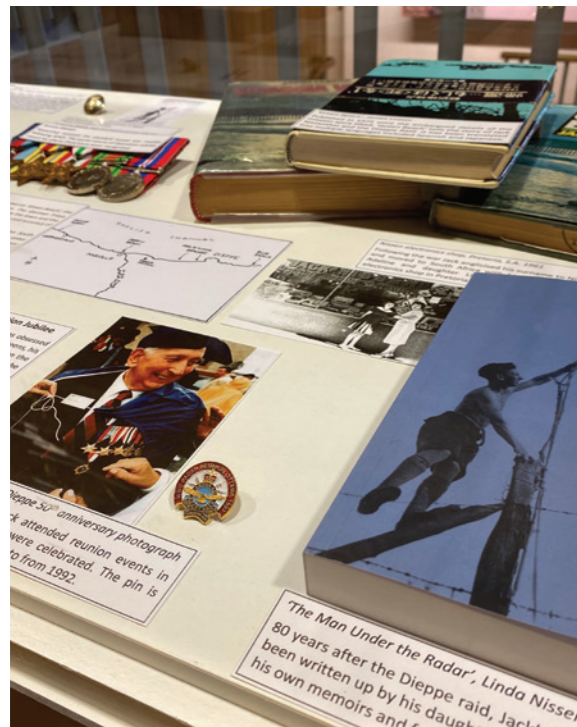
The move from Adlib to Axiell Collections will improve search results for external researchers and be the foundation for a new collections online system, which will conclude the project.

Loans In and Loans Out

The Museum is pleased to support a range of organisations by loaning items from our collections for exhibitions, displays, and events.

In June we loaned two items to the Jüdisches Museum Hohenems, for their exhibition *Taxidermied Jews? History, Present and Future of Jewish Museums*. Both items, a marriage ring and a clay, foot-shaped stamp, have questionable authenticity, possibly being made to appear Jewish and older than they are – a theme explored by the exhibition.

Our Spotlight display for August and September focused on a set of items lent to the Museum by Linda Nissen Samuels, the daughter of a Jewish WWII hero. Jack Nissenthal, a radar expert, played a crucial role in the Dieppe Raid of August 1942, yet his heroics were kept secret for years after the event due to the nature of the mission.



Welcome Gallery Exhibition – Pitch Up: Community Voices

'Pitch Up: Community Voices', a co-curated set of display stalls in our Welcome Gallery, hosted its third round of residencies from July 2022.

These include a maquette of Licoricia of Winchester; artwork, books and personal ephemera showcasing Langdon's work with their members; items tracking photographer Manon Ouimet's conversion to Judaism; Masorti Judaism's 2021 Omer counter; and an assemblage of material relating to early 20th century Yiddish Theatre selected by Katie Power, doctoral researcher at the Parkes Institute.

The final stall contains items from the Board of Deputies project, 'Hidden Treasures', which celebrates institutional collections, alongside personal archives. Their 'Pitch Up' stall includes the last correspondence sent to Kindertransport refugee Hans Wassermann by his parents from the Warsaw Ghetto in 1939, and an archival photograph from the Brady Club. Alongside these items hangs a Ukrainian Mizrach dating from 5619 (1858/1859). Cut from paper, it was produced by Eleazer Loshak at the time of his bar mitzvah and has been passed down through his family to his great great-granddaughter.

Digitisation Projects

The digitisation of the Jewish Museum's collections is transforming the way of accessing the information we possess and the way in which research is done. From April 2022 to October 2022, we have seen an increase in the number of requests to visit our Research Centre by both the general public and scholars interested in discovering more about our collections.

Without the help of digital technologies that allow us to scan, photograph, transcribe, synthesize, and collate the information we would not be able to meet our audience's expectations and make our collection more accessible.

Recent projects have included repackaging rubber stamps to improve storage capacity, scanning and transcribing hundreds of letters to reveal the personal stories of the individuals who wrote them and the society they lived in. We are also in the process of completing the database of the Kadima magazine, which will add on to the two existing collections databases already published online, listing individuals mentioned in the Maccabi Times, and the Club Link magazines.

This would have never been possible without the help of our dedicated team of volunteers, who represent an invaluable asset to our Curatorial Team, from helping deciphering handwritten letters, to patiently minute the names of people mentioned in the magazines.



Case Study

Maccabi Times Digitised Database

Objectives

To collate and present the data contained within the records of the 'Maccabi Times' – the magazine of the Maccabi Association London, dating from the 1956 to 1966. The articles span from arts and sports reports to highlighted events of the day. The magazines also have a huge number of individuals mentioned within their pages.

Background

The Museum acquired the collection in 2021. Our team of volunteers have helped to digitize the contents, including noting down every person mentioned.

Process

The process involved scanning and recording the raw information on a spreadsheet, which then became the foundation for our database. The data therefore reflect the information as seen by our volunteers. The information added to our collections database are used to help us with any genealogical enquiries.

Outcomes

The database is now available online under the [Research Centre pages on our website](#). Here you can browse the database by searching for a specific name, date, issue or subject etc, to see if someone you know was involved with the Maccabi Association from 1956-66. If you would like to view an original magazine, we're happy to make it available for you in our Research Centre.

Exhibition and Virtual Reality Experience: Eye as Witness

From the 24th April to the 18th September 2022, the Jewish Museum London hosted the exhibition *The Eye As Witness: Recording the Holocaust*, created by the National Holocaust Centre and Museum and supported by Arts Council England.

This interactive exhibition asked "through whose eyes do we see the past?" and explored the political and moral motives for witnessing and recording the Holocaust, examining different forms of witnessing including photography, texts and testimony, and encouraged critical thinking on racism and hatred today. Exploration of these themes was supported by VR technology produced by the University of Nottingham.

Some visitors paid for the private VR experience (using the headset), whilst all other visitors used the hand-operated VR version. This cutting-edge experience enabled visitors to enter a virtual environment and 'step into' a Nazi-produced Holocaust photograph taken in the Warsaw Ghetto.

During its run, we welcomed 3167 visitors including 140 secondary school students.

BEHIND THE SCENES

Volunteer Recruitment

This year, we welcomed a new group of volunteers to help support with some of our new programmes. This included volunteers to support the Eye as Witness exhibition, and to support the audit of our collections. We also expanded some of our existing volunteer roles to allow for more volunteer support with schools workshops and with our Bake and Take activity.

From May to July we ran 4 training sessions to welcome 21 new volunteers. The volunteering opportunities were advertised on our website, and on the Jewish Volunteering Network website. Each potential new volunteer had an initial meeting with a member of the Learning team before being invited to a training day at the Museum. They were given an overview into all of the potential volunteering roles, before being added to our online rota. They were then able to start volunteering once they had provided a reference.

We're so grateful for all the brilliant work our volunteers do, and we were thrilled to introduce new volunteers to the Museum.

Continued Professional Development and Health and Safety Training

Every year the Museum provides an annual programme of staff training, not only to guarantee that all statutory staff training requirements are met, but also to ensure that all staff members have the opportunity to develop their skills, outside of their immediate role requirements. The training sessions can relate to skills development, topic knowledge, or legal requirements.

During this period our CPD sessions included: Copyright Training, Staff Research Days, The Rwandan Genocide, Health and Safety Training, Fire Safety Training, Safeguarding Training, Food Safety Training.

This year we ran our first ever Staff Research Day. Each staff member was given 2 days to use the Museum's resources to research a topic or item within the Museum's collection. Research topics included food history, the founding of the Jewish Museum London, The Jews Free School, and the Mile End Cemetery.

Visit England

On 23rd August we underwent our Visit England Assessment, in which the Museum undergoes a 'mystery shopper' evaluation of everything from the staff, to the exhibitions, and the cleanliness of the site.

We are proud to say that we obtained an overall score of **83%**, an improvement on **79%** the previous year. In light of this improvement in scores, the Jewish Museum London is eligible to be nominated for the Visit England 'Hidden Gem' accolade. This requires an overall total score of **82%**, and a minimum score of **70%** for all sections.

Some stand out comments in the report were:



Galleries

The Museum is a site of national importance telling the story of Judaism with a focus on the religion, the story of Jews in Britain and the Holocaust. In addition to the permanent galleries, a new temporary exhibition has been created beside the research space. The current exhibition, 'The Eye as Witness', which includes an innovative VR experience is excellent.

Toilets

Toilet provision is excellent with (accessible) facilities on each floor. The decor, maintenance and fixtures were also very good. All the emergency cords fell to the correct level. Hooks and brushes and steps for children were present in each cubicle and poster frames were used to promote various events/activities. It was good to see the paper towel dispensers in use as this was an issue at the last assessment

Staff Members

On arrival, security staff were polite and efficient in checking bags. At reception, two different staff members were encountered. On the first occasion, there was a pro-active welcome, asking if it was a first visit, tickets were checked efficiently and clear advice was given about what there was to see in the temporary exhibitions and the permanent galleries and the best route around the museum. Bag/coat storage was made available. On the second occasion, the staff member who also handled retail sales was equally engaging, was able to discuss the merchandise makers and their work and was efficient in dealing with the small transaction.

In the galleries, a volunteer steward gave another pro-active welcome and engaged fully in pleasant, informative conversation. Despite being a newcomer to the museum and still learning about some of the artefacts, he had in-depth broader knowledge that he was keen and able to communicate effectively. Overall, the staff performance was excellent and the team should be congratulated.

Finance Updates

In-house Finance Function

With effect from September 2022, we have brought the Finance function in house after many years of being out sourced, this means we have a more efficient and effective finance function because we are able to provide support that is much more targeted and timely in manner.

The move to an in-house finance functions means a saving of around £16k per year and retained expertise within the Museum.

Finance Processes Review

We are currently, working with staff across the organisation to review our process and introduce new ones. As a result the Museum is strengthening its financial control environment, better reporting systems and improved visibility of the financial position of the Museum for the trustees.

Annual Audit

The statutory accounts are being prepared in-house this year for 2021/22. Bringing this process back in-house allows us to have control of the process from start to finish, and provides greater visibility for the trustees.

Placements at the Jewish Museum

Operations Placement

This year we welcomed our first ever Fundraising Placement volunteer to the Jewish Museum, a placement that was specifically created for a UCL student, wanting to gain insight into a different area of museum work, outside of Learning and Collections. The placement proved a success as the placement volunteer loved learning about all of the behind the scenes operational tasks and fundraising work that goes into running an independent museum.

Learning Placements

Between March and October we hosted learning placement volunteers and interns from UCL, Goldsmiths, Birkbeck and Richmond American College. Through our Learning Placements, volunteers learnt how to use objects as a way to enhance student learning, how to lead gallery sessions with confidence through training sessions, public speaking, and archive skills.

Collections Placements

Each year the collections team host placements from Queen Mary, University of London and UCL. These placement volunteers assisted the team with all aspects of collections management and collections care. Their work included updating documentation on our Collections Management System, assisting with environmental checks, completing an inventory of the Museum's library collections and helping to select items for our New Acquisitions display.

Cost of Living Crisis

As the Museum became aware of the cost of living crisis, exacerbated by the increasing cost of energy, the Museum leadership felt it was necessary to make a strategic and comprehensive plan with which to support our staff and community. We are aware that the cost-of-living crisis is highly disruptive to staff, and we believe in protecting staff welfare as much as possible.

Museum leadership worked with staff and trustees to create a set of supportive measures that the Museum could offer. This includes a 4% pay rise to all staff, an annual review of staff pay, using Museum Association guidelines, and free sanitary products provided throughout the Museum (to staff and visitors).

Further ideas, including a staff breakfast club, will continue to be revisited, throughout the crisis.



4% PAY RISE TO ALL STAFF

MUSEUM OF THE FUTURE

Overview

In the spring of 2021 the Museum held a staff and trustees away day. Part of this workshop was to provide staff and trustees with the space to begin to imagine how we wanted the Museum to continue to develop. Following this discussion, plans were put in place to begin this work in earnest, and formalising our plans for the Museum of the Future.

This work has included:

Head of Strategy Post

Following a rigorous recruitment process, former trustee, Tali Krikler joined the team as the Head of Strategy in April 2022. This 12 month post has been instrumental in exploring and formalising how we envisage the Museum's exciting future.

Staff and Trustee Strategy Away Day

This was an opportunity for the whole team to come together to learn, discuss, and explore our collective future.

Our Vision, Mission, Values

Staff and trustees worked closely with advertising and branding agency Leagas Delaney to formalise our vision, mission, and values, but also to greater understand the Museum as a cohesive brand.

Change Plan

As we continue to develop our future strategy, it remains important for us to utilise our staff, building, and resources in the best way possible. This plan allowed us to make changes at the Museum now that will assist with the planning of the Museum of the Future.

Head of Strategy Post

Like many cultural organisations, Covid-19 gave the Jewish Museum an opportunity to review and refresh its strategic direction. As the Museum moved out of survival mode into recovery, the board of trustees began to reimagine the Jewish Museum and think about what the Jewish Museum of the Future might look like.

To support the Museum to define the medium to long term strategy, a one-year fixed term post, Head of Strategy was created and recruited with the post holder, Tali Krikler, joining in April. This post was generously funded by the Lerak Foundation.

The work has focused on preparing an investment proposal to share with potential donors to build financial support and enable stability. Achieving the vision of a Jewish Museum that builds on its 90 year history, represents the second largest Jewish community in Europe, and meets the needs of a contemporary audience is the long term goal.

Change Plan

Jewish Museum London Director Frances Jeens developed the Change Plan as part of an organisation-wide strategy to respond to the changing environmental and cultural contexts in which the Museum exists. The aim of this plan was to bring the Museum to a place where we could start to develop, and eventually integrate, our plans for the Museum of the Future, strengthening and utilising our resources to reach this point.

This work started in the summer, and began with plans for the winter period. In order to best utilise our staffing resources, the decision was made to amend our winter opening hours. Opening on Thursdays and Sundays to the public, and retaining Mondays, Tuesdays and Wednesdays as 'Museum to Myself' days, with access to schools, community partnerships, and researchers.

We also strengthened our role as a home for the Jewish community and Jewish heritage, by welcoming Jewish Book Week as tenants in one of our office spaces. We re-designed and refurbished our Parkway offices to accommodate all Jewish Museum staff, and welcomed Jewish Book Week staff to our Albert Street offices. They join the Jewish Genealogical Society and the Ben-Gurion University Foundation as our current tenants in the building.

We also broadened our fundraising strategy and planning, working closely with trustees to develop new and exciting fundraising opportunities.

While we will continue with the development of the change plan, eventually allowing the Museum in the present and the Museum of the Future to come together, these changes have helped to create finance and resource opportunities to support our work.

2022 Strategy Away Day

In June staff and trustees took the opportunity to begin to reimagine the post Covid-19 Jewish Museum London, and think about what the Museum of the future might look like. Five speakers joined us to explore three questions:

Dr Jonathan Boyd, Executive Director, Institute for Jewish Policy Research (JPR) considered **what might the Jewish community look like in the future?**

Dr Dave Rich, Director of Policy, Community Security Trust offered insights into **what the relationship between communities might look like in the future?**

Laura Wilkinson, Programme Director, Museum of London, Tony Butler, Executive Director, Derby Museums and Gareth Redston, Chief Executive Officer, Manchester Jewish Museum shared their valuable experience and insights with **what it looks like to open a museum of the future.**

Four trustees shared their view of the museums that inspire them.

Resulting in a day of inspiring presentations and discussion. Staff and trustees had time to reflect and talk together, sharing thoughts and ideas, all of which are feeding into our ten-year vision of the Jewish Museum of the future.

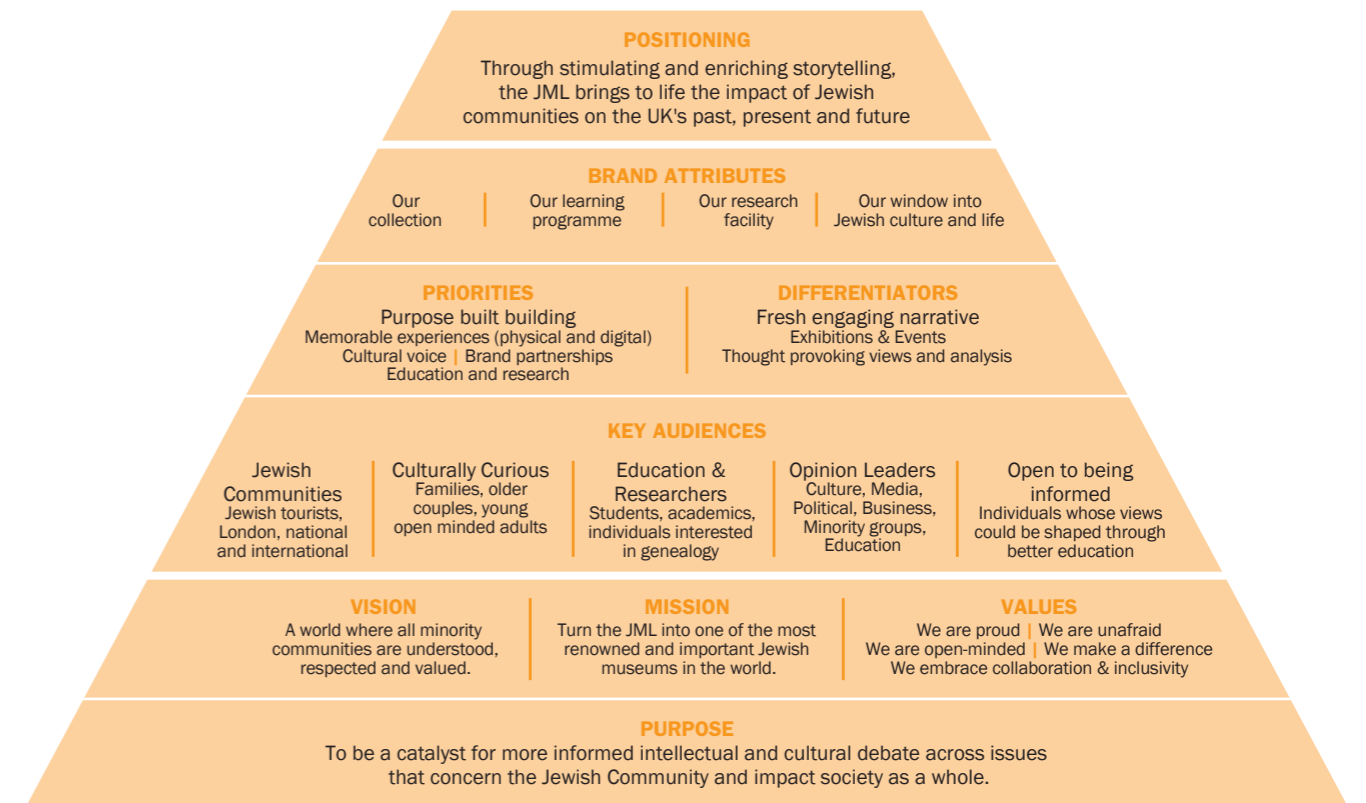
Understanding our Museum

Over the last few years we have worked hard to rebuild our board of trustees and staff team, as our opportunities, context, and priorities changed during and following the pandemic. As we embark on a project of imagining and planning for the Museum of the Future, we felt it necessary to identify and re-develop our understanding of what the Jewish Museum London stands for, and how we represent ourselves to our audiences.

We worked closely with advertising and branding consultants Leagas Delaney to help us achieve this goal of rebuilding our understanding our brand. Leagas Delaney held consultations with every staff member and every trustee, in which our experiences were discussed, alongside our own understandings of what we felt the Museum's vision, mission, and values are, and what we felt they should be.

Our Audience Reach Committee, made up of trustees and senior staff members, subsequently worked closely with Leagas Delaney to draw out a further understanding of our audiences and priorities, in order to support our vision, mission, and values.

The output of these sessions can now be found below and on our website: jewishmuseum.org.uk/about-us





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Jewish organisations



Cultural Partners



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