

INTERNATIONAL SPOTLIGHT/HIGHLIGHT LOANS



Tullie House Museum & Art Gallery, Carlisle

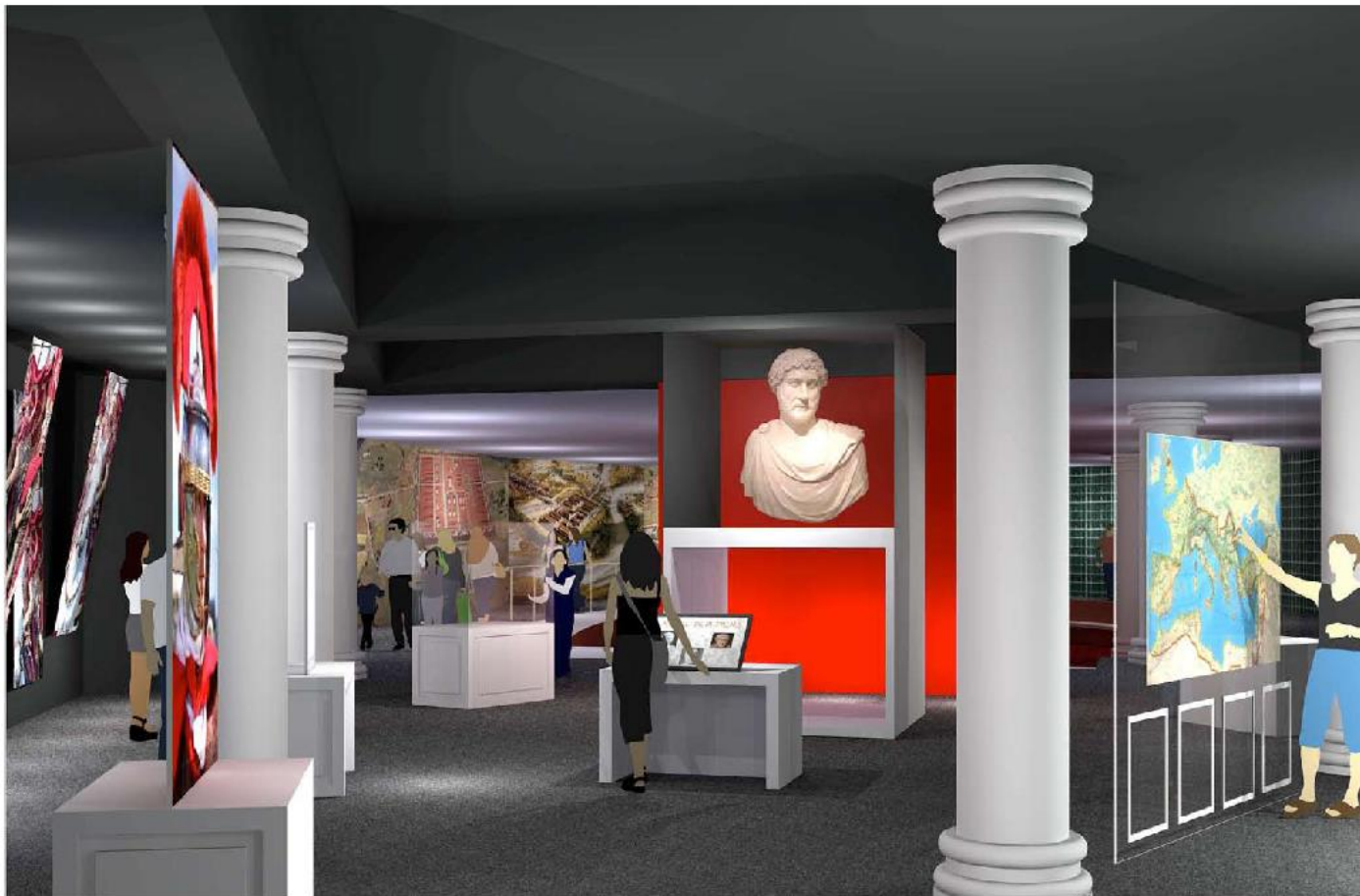
The Tullie Approach

- Background (why we started doing spotlight loans)
- The impact of our first international loan
- Popularity
- Benefits, drawbacks and challenges
- Future plans

Roman Frontier Gallery

2.1.1

Hadrian and his wall









But we were outbid!







MUSÉE D'ART CLASSIQUE DE MOUGINS







Roman marble relief panel
depicting cupids binding sheaves
and making wine.
3rd-4th century AD.
On loan from the Musée National
d'Art et d'Histoire.



Crosby Garrett Exhibition





Impact:

- 89% of those surveyed specifically came to see the helmet. The main reason for coming to see it was that it is a local treasure (45%), curiosity (44%) and a particular area of interest (37%)
- 39% of visitors came from Cumbria, 28% Carlisle, 16% North East, 8% elsewhere in the North West, 4% Scotland, 3% elsewhere in the UK and 2% overseas
- The main medium in which visitors heard about the helmet was TV (57%) newspaper articles (38%) and radio 23%. Targeted marketing was 35%
- 87% of respondents indicated that they would visit the remainder of the museum

The Highlights:

- 20,402 people came to see the helmet; this was more than double the anticipated figure, making the exhibition the most successful ever put on in Tullie House
- Net admissions income was £43,872 compared to £6,323 for the same period 2012/13
- Shop income was 160% higher compared with the same period last year
- Income from the publication is £8,860, with 1,170 copies of the catalogue sold
- Restaurant Income from the exhibition period was up by 62% (102% for the month of January)



Benefits, drawbacks and challenges

Benefits:

- Publicity and profile raising (front page of The Guardian)
- Unexpected – other people wanting to work with you
- Exposing local audiences to world treasures
- New perspectives on collections
- Staff development

Drawbacks:

- Stressful
- Costs

Challenges:

- Keeping costs down
- Transportation costs
- Insurance
- Persuading staff, trustees and stakeholders of the benefits during times of financial hardship

Future plans





Touring



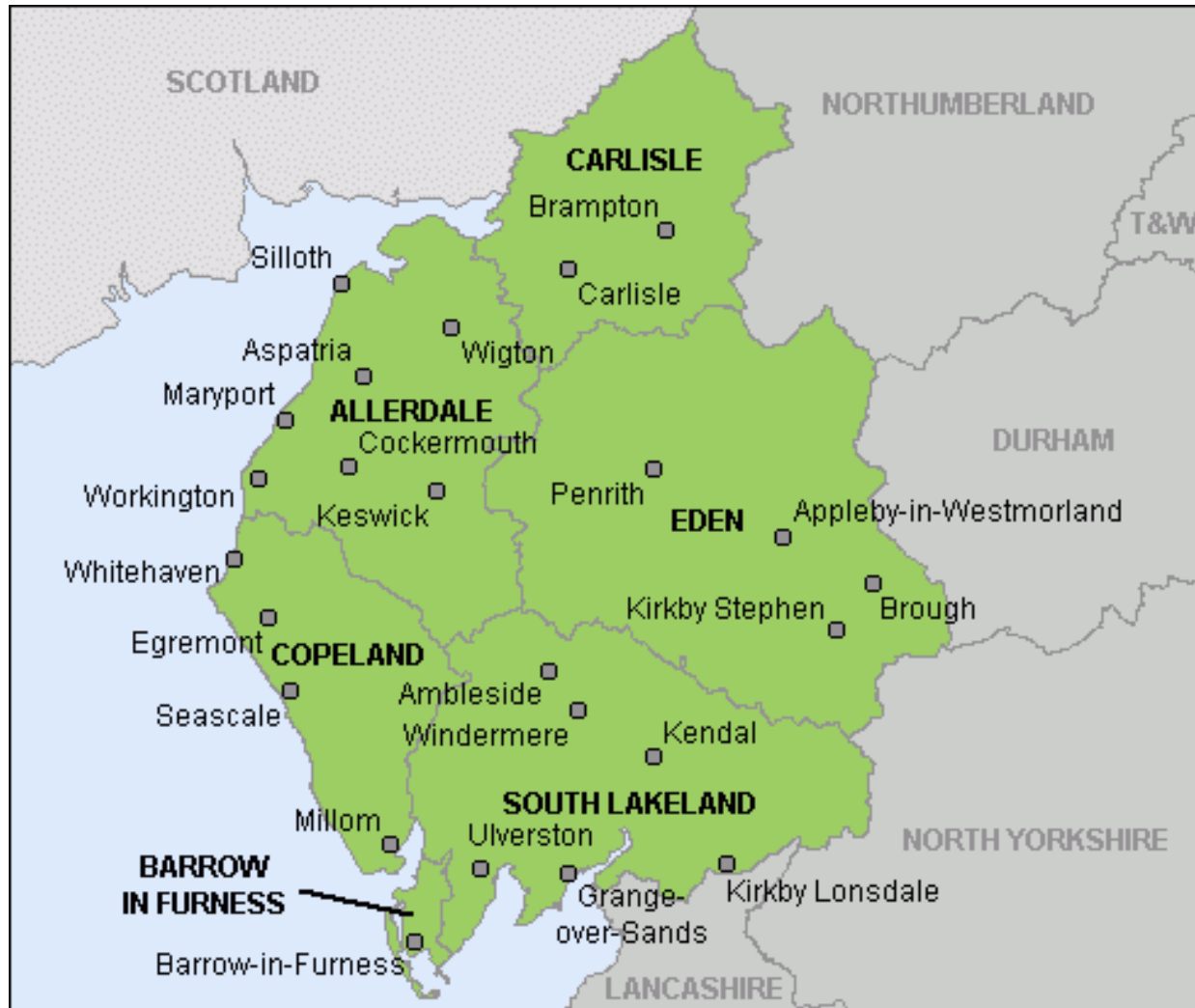
Confucius Institute

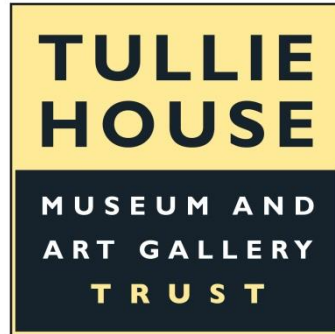


University of Lancaster Confucius Institute aims to:

- offer credit-bearing Mandarin language and culture classes to students;
- offer language and culture courses to local schools, communities and businesses;
- support enterprise in the North West region through the themes of China, innovation and sustainable development.

Cumbria wide?





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