

Culture, Heritage & Libraries: Outturn 2013/14: Highlights

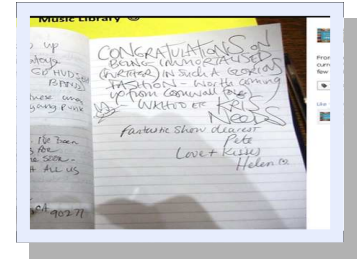
The success of the regular activities of Culture, Heritage & Libraries is captured in the Key Objectives/Key Performance Indicator statistics in Appendix B, which show that targets were achieved in all the various services which take place across the department. Much of our work is focused in areas which are not project-based, but which are built around transactions and personal interactions with our users and customers. This may be answering an enquiry, selling a ticket, or cataloguing a book; they all add up to the bigger picture that contributes to the quality of life of people in the Square Mile and beyond.

This section identifies some highlights from across the department which help to bring the statistics to life and illustrate the range of good work which is carried out. It includes some awards, some new additions to the collections, some noteworthy exhibitions and some celebrity visits. It also picks up on the increasingly important digital agenda, noting the developing e-book services and the groundbreaking project to use digital imagery to decipher a previously unreadable seventeenth-century archive. Partnership is a theme which runs through many of these examples, as working with other organisations in, around or beyond the Square Mile to deliver strengthened outcomes of mutual benefit is particularly important in the current financial climate. This all helps to paint a picture of a department which is diverse in its portfolio but achieving excellent work all round, pushing the boundaries while maintaining core services to the standards that both the Corporation and the customers expect.

David Pearson,

Director, Culture Heritage & Libraries

The Barbican Music Library has been awarded the **IAML Excellence award** for the second time. On this occasion, it was awarded on the basis of the library's outstanding programme of events and exhibitions, our unique "Peoples Pianos" project run in partnership with the Guildhall School of Music and Drama, the excellence of the stock and the professional expertise of the staff. Richard Jones was asked to give a presentation on the work of the Music Library at the annual IAML Conference.

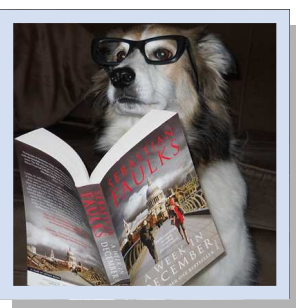


One of the **Barbican Music Library's** exhibitions: *All that Jazz - The Golden Age of British Popular Music, 1919-1950*, was a collaboration with the National Jazz Archive, the UK's national repository for the written and printed history of jazz. Barbican Music Library was the first public music library to showcase this important collection, and this exhibition featured on two national radio stations: Jazz FM and BBC Radio 2.

Artizan Street Library and Community Centre finished its first complete year of trading with a perfectly balanced budget. Every quarter, the library has recorded a steady and determined rise in visitors, room hire and income. Customers of all ages and abilities can choose books, CDs and DVDs to borrow, use a computer, and have the choice of a wide-range of activities and events to keep them occupied and healthy in mind and body. Choices include one to one advice sessions from City Advice, digital inclusion/computer skills classes from Adult Community Education, reading groups, *Read to Succeed* literacy support for primary school children, Stay and Play sessions, life-drawing classes, Pilates and of course, Zumba. The library has been positively received by City Workers and Middlesex Street residents alike.



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Cityread is an initiative that aims to get all of London reading and talking about the same book, in this case, "A week in September" by Sebastian Faulks. The event is organised by Stellar Libraries and all London libraries participate. The second Cityread took place in April 2013 and comprised a month of popular and successful events and reading groups including a special group with the City of London Girls' School. The Barbican Library staff leading on the Cityread project were singled out for praise by the organisers for their enthusiasm, dedication and support for the project.

In 2013, City Business Library introduced a new *Doing Business in..* series of events to complement its regular programme of business seminars. The aim is to provide UK companies with an introduction to the main considerations, challenges and opportunities when trading overseas.

In December, we hosted the China-Britain Business Council, who ran *Doing Business in China*; this included a case study example, lively discussions and networking. This was followed by *Doing Business in Germany* in March, where we were pleased to welcome the Consul-General in Munich, Paul Heardman, to the City Business Library, who gave a talk on behalf of the UKTI. Further themed events are being developed in 2014.



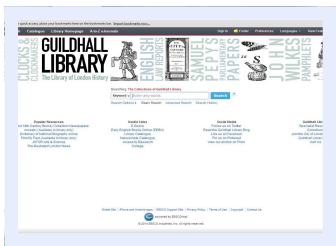
The cast and crew of the new production of **Coriolanus** were treated to a viewing of Shakespeare's First Folio (1623). Meeting with Guildhall Library's Dr. Peter Ross, they learnt about the Folio and other Shakespeare texts, as well as having the chance to read from *The Tragedie of Coriolanus*. The cast, which included Mark Gatiss and Tom Hiddleston, were described as "enormously excited" about the experience. The visit garnered an enormous amount of increased social media traffic increasing our Twitter feed by more than 100% and generating excellent publicity for the library and its collections in the Daily Telegraph and the Daily Mail. <http://www.telegraph.co.uk/culture/theatre/theatre-news/10465062/Tom-Hiddleston-meets-Shakespeares-Coriolanus.html>

Shakespeare and London, 28 May - 26 September 2013

In 1613 William Shakespeare purchased a property in Blackfriars, a location convenient for both the Globe and Blackfriars theatres. The deed which records the sale is one of only six documents in the world which bears his signature and is cared for by London Metropolitan Archives. To celebrate the 400th anniversary of this amazing document, LMA presented an exhibition exploring the relationship between The Bard and the capital, from his first recorded appearance in the city in 1592. A range of documents, posters, prints and photos from the collections dating from Shakespeare's lifetime to the present day were displayed, illustrating how his plays and influence have lived on through London's streets, performers, theatres and even pubs. Also on display was a 1951 model of the Globe Theatre created for the Festival of Britain (LMA collections) and a costume on loan from 'Shakespeare's Globe' Library and Archive.



This year saw three exhibitions in **Guildhall Library** relating to London livery companies: The Gardeners, The Needlemakers and the Basketmakers. The exhibitions are an opportunity to showcase the depth and importance of the collections, but are also an occasion for collaboration with major City institutions. All three exhibitions included artifacts as well as printed and manuscript materials and were supported by a series of related lectures and launch events.



One of the first e-resources launched this year was the introduction of the Guildhall Ebook service, which sees a growing collection of e-resources provided by EBSCO and focussing on London. Since the launch we have also developed the Guildhall Ebsco discovery service which provides a single search platform for all of our collections including AV, print and digital. This has opened up our collections to the world and our users can now search all of our holdings without having to use multiple sites.

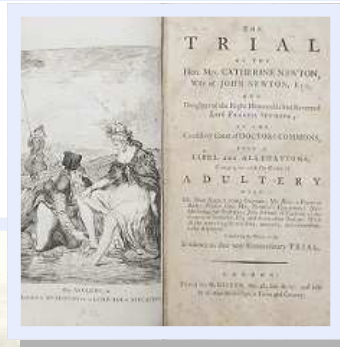


We have continued to expand and enhance our social media presence in the department with the launch of Tumblr for the City of London libraries. Currently our most popular Tumblr post has been the Miniatures (<http://cityoflondonlibraries.tumblr.com/page/9>) which have found fans across the globe. We have also been working with Guildhall Library on developing our Incunabular and making it more available both through the Library catalogue, social media and industry databases.

Some recent acquisitions:

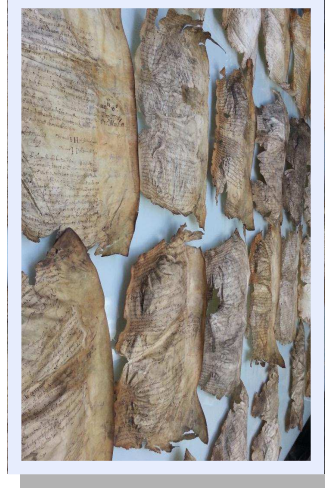
Despite having a fine collection devoted to the history of London, Guildhall Library continues to acquire historic material to fill in the small gaps in the collection.

Amongst the more important and intriguing items acquired over the last year are: an important work on Westminster Bridge - *Gephyralogia; an historical account of Bridges, antient and modern: including a particular history and description of the new Bridge at Westminster*, published in 1751: a very rare edition of a series of etchings by Marian Edwards showing views of Epping Forest (1877), and the racy and scandalous tale of a trial that took place at Doctor's Commons in London of one Mrs Catherine Newton, charged with numerous incidents of adultery with numerous young lovers.



London Metropolitan Archives, with several partners including the Centre for Digital Humanities at University College London (UCL), has been engaged in a ground-breaking project to conserve, digitally reconstruct, transcribe and publish the Great Parchment Book, an iconic item in the archive of The Honourable The Irish Society lodged at LMA. Through a challenging but rewarding collaborative process, the Great Parchment Book is now accessible online through a dedicated website which went live on 29 May 2013, in time for the opening of the exhibition *Plantation: Process, people, perspectives* in the refurbished Derry Guildhall on 10 June 2013. The website is central to the exhibition which has also featured an original folio of the Great Parchment Book. Both the website and the exhibition have been very well received: the exhibition has received nearly 325,000 visitors to date and the website has received over 50,000 page views since it was launched.

The project has attracted interest from around the world. One of the highlights on the website was a blog post by the First Minister of Northern Ireland, the Rt Hon Peter D Robinson MLA, "I cannot praise the work of the LMA & UCL highly enough. In completing this mammoth project they have succeeded in opening a veritable treasure trove of information relating to a most significant period in the history of Ulster [...]"



Science in the archive

LMA holds rich collections linked to the history of science and engineering. Over the last two years LMA has been developing innovative programmes for schools and adult learners around the use of its archives for the teaching of science subjects. The new school sessions which include disease, engineering, chemistry and conservation have proved extremely popular and in March 2014 LMA ran a number of workshops as part of National Science and Engineering week in partnership with the British Science Association, STEMNET, Thames Tideway Tunnel, and the Women in Engineering Society. LMA also hosted a science and archives conference, 'Opposites Attract'.



In January 2014 LMA completed a 3-year project, "**Windows on the World - Here for Good**", to catalogue around 350 metres of archives of the global financial institution Standard Chartered Bank. The project was undertaken in partnership with Standard Chartered Bank, which provided funding for the catalogue work in order to facilitate the writing of a history of the bank to celebrate its 160th anniversary. Records of the bank's two main predecessors, the Standard Bank of South Africa and the Chartered Bank of India, Australia and China were catalogued, along with those of subsidiaries including the British Bank of West Africa, the P&O Banking Corporation, E.D. Sassoon and Wallace Brothers.

Highlights of the newly-catalogued material include records of Chartered Bank's operations during the Second World War, including letters from bank staff interned in prisoner of war camps (1942). Another highlight is the 'Native Gold' branch register of Standard Bank (1931-1963) which details deposits of freshly-mined gold made to the bank in Zimbabwe. As part of the project, Standard Chartered Bank's extensive collection of photographs was also digitised and fully indexed, enabling it to be used by the bank in its own publicity and outreach work, as well as by researchers.



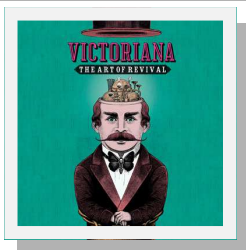
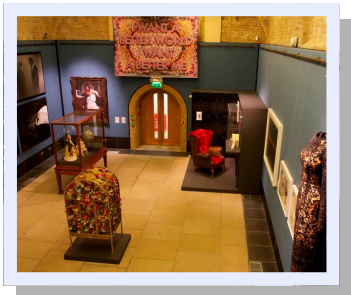
In 2013 the Royal Free Hospital decided that it could no longer support its own archive service and, in consultation with The National Archives, agreed that the records of the Royal Free Hospital and London School of Medicine for Women should be transferred to LMA. There was much to be done before the 150 linear metres of volumes, papers and photographs could be made available at LMA including keying the existing catalogues into the LMA electronic catalogue, labelling each item with a unique reference, creating a location index, packaging ready for the move, and knowledge transfer sessions for LMA staff by the Royal Free archivist. All this hard work paid off and the records were moved in December 2013 and made available for consultation at LMA before the year's end.

The archives are very important for the history of public health provision and the role of women in providing it, and greatly complement LMA's existing holdings. Significantly, they include some of the earliest surviving patient case notes from a British hospital (1899-1920) including case notes by some of the first women surgeons and physicians working at the Royal Free Hospital, and a near complete set of student files for the London School of Medicine for Women.



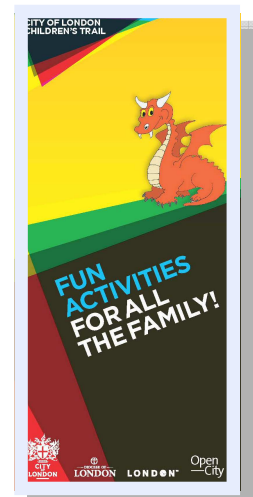
Guildhall Art Gallery

The Victoriana Exhibition created by Sonia Solicari enjoyed a 13 week run from 7 September to 8 December 2013, included a Private View, Guildhall Gothic Late View, Steampunk Symposium in partnership with Birkbeck College, University of London, Victoriana Christmas, and a series of special Curator Talks. The Gallery also collaborated with Birkbeck on a season of Neo-Victorian films at the Department of Film, Media and Cultural Studies. The exhibition received unprecedented media coverage, and was widely reviewed and well-received by critics. It was covered by radio, TV, print, social networks, blogs, and a public transport campaign. High-profile coverage included Sunday Telegraph, The Times, Mail on Sunday, Independent, Spectator, Time Out, BBC Radio 4 Front Row and Start The Week. Although the visitor figures did not match the acclaim of the media or art community a younger demographic was introduced as a Gallery audience and the challenge now is to retain their interest and support.



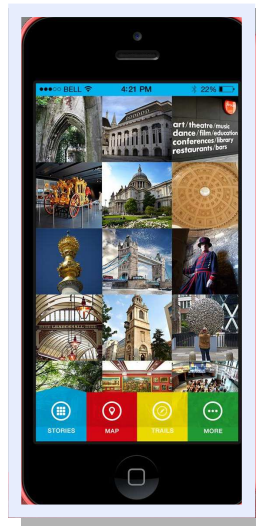
City Visitor Trail

The Visitor and Cultural Development Team officially launched its City Visitor Trail at Tower Bridge in March 2014 with guest speaker Loyd Grossman. Created to drive footfall between City attractions, increase dwell time and promote walking, the Trail ran for a pilot phase of a year prior to launch in order that it could be refined to align with feedback. Comprising a main map plotting six thematic routes across the City, a children's activity map promoting shorter routes for shorter legs and an audio app with stories about the attractions from those who know them best, the Trail has received plaudits in the local and national press with the app being voted 'App of the Week' in The Sun newspaper.



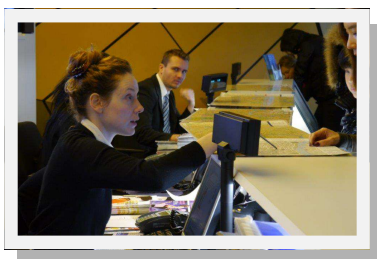
CITY achieves greater increase in visitor footfall than LONDON and the NATION in record year for tourism

In December 2013, the Court of Common Council approved a five-year Visitor Strategy for the City. Written by the Visitor and Cultural Development Team in consultation with a wide range of stakeholders, the strategy lists 59 actions to be achieved by 2017. As of March 2014, just under 60% of these were complete or being progressed. At the same time, the City recorded a 14% increase in footfall at its attractions, with 6.3m visits. This figure is higher than the national and London averages (3% national, VisitEngland Tourism Business Monitor; 12% London, Association of Leading Visitor Attractions) and so suggests a direct link between the strategy and the City's increase in footfall.

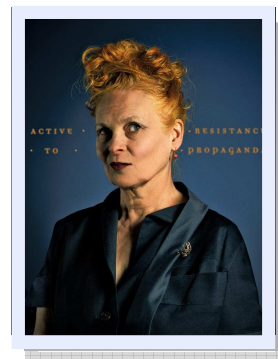


Winning Formula: City Information Centre (CIC)

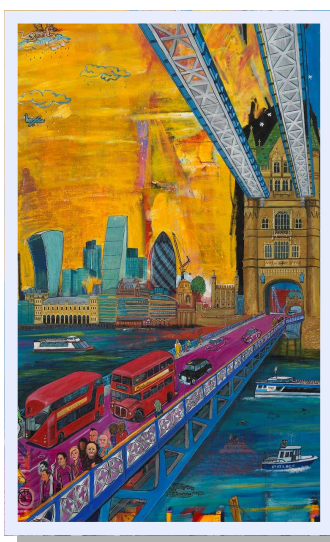
It's been a year for awards and recognition at the City Information Centre with the team achieving Platinum in the 2013 Clean City Awards Scheme, Bronze in the category Visitor Information Provider of the Year at the national VisitEngland Awards (one of only two London businesses to be placed in any category) and, for the fourth consecutive year and fifth time since 2009, first place at the London Pass Retailers Quiz Night - a highly-competitive London knowledge quiz for the London travel trade. In addition, the Centre's outreach work (training, volunteers and mobile van) has been selected by VisitEngland as a case study and model of best practice for the industry. In its annual user survey, the CIC achieved its highest ever score for overall satisfaction with visitors giving it 9.4 out of 10.



Keats House delivered 112 events in partnership with a wide range of literary organisations, a mixture of emerging artists and some high profile personalities in 2013. The highest profile event was held at the House on Saturday evening 19 October 2013 to celebrate Vivienne Westwood's Climate Revolution project. This tremendously popular event was hosted by Vivienne Westwood and was sold out very quickly. It provided a demonstration of constructive critical feedback of young poets performances accompanied by professional mentoring as a component of a project sponsored by Vivienne to create an anthology of climate change poetry.



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Tower Bridge

Tower Bridge Exhibition worked in partnership with Southwark Arts Forum in organising a competition culminating in the display of 10 artworks in the Engine Rooms, entitled Art at the Bridge 5 – Connections. This project called on the talents of Boundless, a group within the Forum comprised of local disabled artists, and provided a platform for showcasing their work to the Bridge's visitors. The resulting exhibition was successfully launched on 12 February 2014 and has enjoyed positive media coverage and excellent feedback from visitors. Arising from this, one of the artists, Mentor Chico has produced a contemporary painting depicting the relationship between Tower Bridge and the City of London for display in the Exhibition in Guildhall Art Gallery celebrating the Bridge's 120 year anniversary.

