

# HEAD OF COLLECTIONS AND EXHIBITIONS

VACANCY REF: PS-13943



## Closing date

24 June 2019

## Interview date

23 July 2019

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## Our mission and values:

Manchester Museum is home to over 4 million objects and is the UK's leading university museum.

We're dedicated to promoting a sustainable world and understanding between cultures in everything we do.

We are working towards becoming the most inclusive, imaginative and caring museum you might encounter.

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MANCHESTER  
1824

The University of Manchester

## Job Description and person specification

**Job title:** Head of Collections and Exhibitions

**Job Reference:** PSX-13943

**Location:** Manchester Museum, Oxford Road, Manchester

**Closing Date:** 24/06/2019

**Salary:** £51,630 - £61,618 per annum according to experience

**Employment Type:** Permanent

**Faculty/Organisational Unit:** Professional Services

**Division:** Manchester Museum

**Hours Per week:** Full Time

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### Overall Purpose of Job

To provide strategic leadership and support to the Collections and Collections Care teams. To work closely with the Director to forge and shape a distinctive programme of exhibitions and collections-based projects (on-site and touring). To play a key role in the leadership team of Manchester Museum, and the Joint Leadership Team of the Whitworth, Manchester Museum and Manchester City Galleries.

### Key Responsibilities, Accountabilities and Duties

#### Strategic Leadership

- Work closely and collaboratively with the Director and museum colleagues to achieve the aims and objectives of Manchester Museum
- Assist the Director in implementing these through the oversight of operational plans and accompanying budgets, and carrying forward organisational priorities
- Assist with, or lead on, the preparation of grant applications to HEFCE, Arts Council and others, and leading preparation of institutional returns such as Accreditation, annual performance reviews and similar
- Recruitment and selection of staff at appropriate levels of the organisation, particularly for the Collections team
- Play a key role in the leadership of Manchester Museum and Manchester Museums Partnership, shaping formulation and implementation of strategy, providing leadership on collections issues and generally sharing responsibility for effective and timely delivery of programmes

#### Professional leadership for Collections & Exhibitions

- Working collaboratively to develop a new, inclusive and distinctive approach to exhibition-making and touring at Manchester Museum, including developing new museum-design partnerships.
- Leading the development, planning, budgeting and delivery of exhibitions and collections-based programmes/projects at Manchester Museum.
- Leading and co-ordinating the development and delivery of operational plans and budgets for the Collections and Collections Care teams.
- Line managing and developing the Collections and Collections Care Team, including PDRs, skills development and preparation of individual and group work plans
- Shaping and overseeing the development of the collection through a carefully considered acquisitions and disposals policy, including preparation of funding bids

- Overseeing all aspects of collections development including acquisitions, disposals, documentation, development of the web-based catalogue, care, loans, access for researchers
- Promoting use of the collections for university teaching and research, including close collaboration with University of Manchester schools and development of partnership projects
- Developing national and international collaborations and partnerships
- As the senior curatorial lead, represent Manchester Museum at national and international meetings and conferences

### **Essential Knowledge, Skills and Experience**

- A post-graduate qualification (MA or PhD) in relevant subject area of museum's collections
- An extensive knowledge of contemporary practice and issues in museums, heritage or exhibition making.
- An established record of published research in museology, public history or natural sciences.
- Excellent writing and presentation skills, with the ability to write for, and speak to, a wide variety of audiences
- Significant experience of working in galleries or museums and/or working with contemporary artists and designers.
- Experience of leading a professional gallery or museum team, including business planning, budgeting, all aspects of staff management and development
- Substantial experience of exhibition planning and delivery
- Extensive experience of managing and developing collections
- Demonstrable ability to represent Manchester Museum in professional fora, nationally and internationally
- Ability to embody across all work areas the values of the Museum as set out in the Museum vision and strategic plan.
- Experience and understanding of current issues affecting collections care such as co- curation, decolonisation and restitution

### **Desirable Knowledge, Skills and Experience**

An understanding of the particular nature of a University, museum and its contribution to higher education and wider public goals.

Commitment to and interest in sustainable practice in exhibition making and touring.

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### **Enquiries about the vacancy, shortlisting and interviews:**

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**Email:** [esme.ward@manchester.ac.uk](mailto:esme.ward@manchester.ac.uk)

### **General enquiries:**

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**Telephone:** 0161 275 4499

### **Technical support:**

**Email:** [universityofmanchester@helpmeapply.co.uk](mailto:universityofmanchester@helpmeapply.co.uk)

**Telephone:** 0161 850 2004

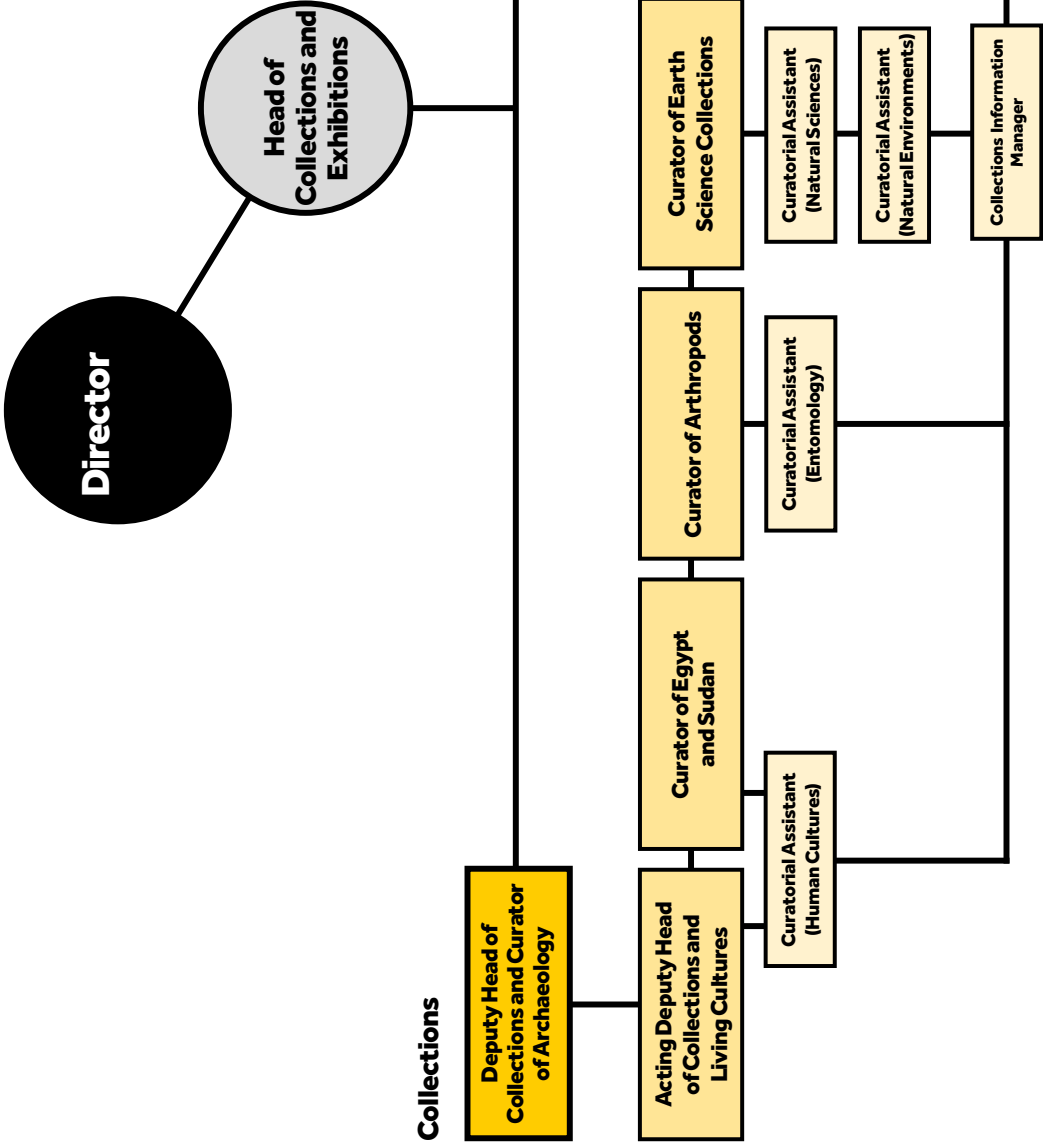
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**This vacancy will close for applications at midnight on the closing date**

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## Manchester Museum

Manchester Museum, part of The University of Manchester, first opened in 1890. It is the UK's largest university museum with a collection of about 4.5 million items from every continent. Its combination of the academic and the popular is what makes the museum so distinctive and lies at the heart of its widespread appeal. The Museum's vision is to build understanding between cultures and a sustainable world. Every year over half a million people visit. Over the next three years, Manchester Museum is working towards an exciting new £13.5 million project *hello future*, to transform and develop the museum becoming more inclusive, imaginative and relevant to the diverse communities it serves.

## Collections

From Darwin to Turing, from natural history and the environment to technology and the environmental, via objects as remarkable as dinosaur skeletons and mummies from Ancient Egypt: our collection spans millennia, and over four million objects. Manchester Museum's collection includes archaeology, anthropology and natural history.

## Ancient Egypt and Sudan

The culture of ancient Egypt has a special fascination in the popular imagination. Manchester's collection of objects from Egypt and Sudan gives a clearer picture of Pharaonic civilization than most, illustrating both everyday life and preparations for the afterlife.

The Museum's collection of around 18,000 objects from ancient Egypt and Sudan is one of the most significant in Europe, and the fifth largest in the UK. The development of such a comprehensive Egyptology collection in Manchester is thanks in large part to the generosity of one man, a textile industrialist called Jesse Haworth (1835–1921). He supported the archaeological excavations of English Egyptologist William Matthew Flinders Petrie (1853–1942) and in return Manchester received a large number of finds from Petrie and other archaeologists. The Egyptology collection also holds an important archive that records the distribution of objects from Egypt to Manchester.

The collection includes material from prehistoric times through to Roman, Christian and Islamic times. Particular strengths include items from Kahun, a town purpose-built to house workers on the pyramid of King Senusret II (c.1877–1870 BC), and the New Kingdom (c. 1550–1200 BC) palace sites of Gurob and Amarna; a unique group of ritual objects used by a magician, from a Theban tomb; twenty complete human and fifty animal mummies; and an outstanding collection of Graeco-Roman funerary objects, including mummy masks and painted portraits.

The collections and archive are used for a range of teaching, research and outreach activities.

You can follow Campbell Price, the Curator of Egypt and Sudan, on Twitter, Facebook and on the Egypt Manchester blog.

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## Animals

From Aardvarks to Zebras, giant whales to microscopic single-celled animals, the Museum collection includes roughly one million preserved animals.

The zoology collection includes many mounted mammals (most of the best are on display), one of the largest collections of shells in the UK, large collections of birds, eggs, bryozoa (small marine animals) and a very diverse collection of specimens preserved in spirit. The collection is worldwide in scope, with specimens from the Arctic to the Antarctic, and from all the world's oceans. It is particularly rich in animals from the North West, the UK, and from the former British empire. The collection includes many famous 'characters', including Maharajah the Elephant and Maude the Tigon (both lived in Manchester's Belle Vue Zoo), and the skull of Old Billy, the oldest horse in the world (he died aged 62). The collection also includes specimens from famous experts and researchers, including birds collected on the Galapagos by Charles Darwin in 1835.

Researchers use the stored collections to understand where animals lived in the past (using the information from data labels). They also explore how the environment has changed over time by sampling our specimens for levels of different chemicals. Modern techniques enable scientists to study the DNA of specimens, showing their relationships, and helping scientists understand how populations have changed over time.

Find out more about the zoology collection by searching the collection, or see What's On at the Museum. You can also read the Nature Manchester blog and follow collection developments on Twitter.

The museum's collection of live amphibians, housed in the **Vivarium**, includes some of the most critically endangered neotropical species in the world. The Vivarium's displays offer an opportunity to observe the behaviour of a wide variety of species from Madagascar, South and Central America, and Australasia, in naturalistic exhibits. The maintenance of the museum's live animals operates under the highest Zoo Licence standards to ensure their health and care is optimised. A conservation research collection of rare neotropical frogs is maintained off display. These form part of non-invasive research projects and captive breeding programmes to support the in-situ and ex-situ conservation of the species concerned. These include the Lemur Leaf Frog, the Yellow-eyed Leaf Frog, and the Splendid Leaf Frog. The live collection at the museum is used as an important educational resource, and related engagement work extends to environmental education programmes developed in Costa Rica and Panama.

## Archaeology

Manchester Museum's archaeology collection covers many of the peoples, civilisations and cultures of the ancient world and boasts objects of regional, national and international importance.

The archaeology collection includes prehistoric stone tools from the British Isles, North West Europe and the Middle East, cuneiform tablets and other discoveries from Mesopotamia, Classical antiquities from the Mediterranean, finds from Roman excavations in the centre of Manchester and Medieval pottery.

One of the most intriguing and most spiritually important objects in the collection is the Manchester wordsquare. This small piece of Roman pottery bears the start of a Latin inscription. When the letters are rearranged they spell 'pater noster' or 'our father'. The complete five word inscription has been found elsewhere in the Roman empire and appears to have a hidden Christian meaning. Coming from a layer in the centre of Manchester dated to the 180s AD, this would make the potsherd the earliest evidence of Christianity in northern Britain.

Manchester Museum's archaeology collection is frequently used in research. One of the most striking applications of work on the human remains collection is the technique of facial reconstruction. By modelling the layers of flesh and skin on a plaster cast of a skull, it is possible to recreate the face of someone who lived thousands of years ago. Thanks to this technique visitors to the Museum can gaze upon the face of Worsley Man, the name given to a two thousand-year-old human head found in a local peat bog.

Find out more about the Archaeology Collection by searching the collection, or see What's on at the Museum. You can also read the Ancient Worlds blog and follow collection developments on Twitter.

## Entomology

The Manchester Museum's worldwide ent collection contains a great variety of organisms, such as insects, spiders, centipedes, millipedes and crustaceans.

The collection is estimated to house some two and a half million specimens and is thought to represent the third largest entomological depository in the UK. The origin of Manchester's insect collections dates back to the foundation of the Museum by the 'Manchester Society for Promotion of Natural History' in 1821. The oldest insect specimen at the Manchester Museum is the pill-beetle collected by William Kirby, the founder-father of the British Entomology, and described by T. Marsham in his *Entomologica Britannica* in 1802.

The particular strengths of Museum's collections are as follows: the comprehensive collection of British insects of all groups; the worldwide collection of beetles, including the collection of tortoise-beetles which is the second best in the world; the collection of earwigs containing almost a half of the species described worldwide; the collection of butterflies and moths, including the comprehensive collection of the swallowtail butterflies accounting for almost 90% of the world fauna; the worldwide collection of spiders; and others. The departmental archive contains some 40 individual collections related to former keepers and those who donated/bequeathed their collections to the Museum.

The collections and archive are used for taxonomic research, art/design projects, teaching and public programmes both within and beyond the University of Manchester. The museum's entomology collections can be searched online at: <http://harbour.man.ac.uk/mmcustom/narratives/>.

For information about star objects, how we use the collection and other activities within the corresponding collection area, please visit our blog: <https://entomologymanchester.wordpress.com/>



## **Fossils, Minerals & Meteorites**

Fossils, rocks, minerals and meteorites are essential to help us understand Space, our Planet and the diversity of life on Earth. Manchester Museum has an outstanding collection of approximately 140,000 specimens from all over the world.

Enthusiastic members of the Manchester Geological Society started the collection in 1838. The original Manchester Museum on Peter Street, included some spectacular geology. Some of the highlights were a large Ichthyosaur (on display in the museum today), a hexagonal basalt pillar from the Giant's Causeway and models of famous diamonds.

The Manchester Museum has a collection of around 100,000 fossils ranging from fossil algae from the dawn of life hundreds of millions of years ago, to ferns, Ice Age animals and dinosaurs. Our Type and Figured collection is available online.

The mineral collection contains a wide range of stunning specimens, which include meteorites, gemstones, ore samples and rare minerals. The rock collection contains a diverse range of objects, which include building stones, volcanic rocks, and coal.

The Museum has one of the most important collections of Ice Age animals in Europe, particularly from Creswell Crags. It has helped transform our understanding of climate change. The fossils from Creswell Crags give a rare glimpse into what was happening at the extreme northerly edge of life in the last Ice Age and a window into the world of the first people to live in Britain.

You can follow David Gelsthorpe, Curator of Earth Science Collections on Twitter and his blog.

## Living Cultures

The Living Cultures collection consists of 18,000 ethnographic objects from Africa, the Americas, Asia and Oceania. Ethnography is the study of all the very many wonderful cultures and people found throughout the world. Ethnographic collections contain different types of objects used and created by these cultures.

Manchester Museum began collecting such objects in 1892 when a Professor Henderson donated what is simply described as a 'stone hache' (axe) from the town of Yercaud in the Shevaroy Hills, India. Henderson's donation coincided with an increasing interest in extra-European peoples as the British Empire continued to expand. This expansion stimulated a Eurocentric ambition to prove the superiority of Western culture, map the distribution of humankind, and preserve non-European cultural traditions from presumed extinction. Ethnographic objects were used to fulfil this ambition with museums acquiring a regular supply from missionaries, merchants and soldiers. As the Empire contracted in the later 20th century, correspondingly a greater understanding of culture emerged.

Ethnographic collections are now comprised in collaboration with communities and supported with documentary material including photographs, research and books. The Living Cultures collection charts this intellectual transition; it began as the sporadic acquisition of unfamiliar objects eventually becoming an internationally recognised collection primarily used to promote understanding between cultures.

## Plants and Fungi

The Manchester Museum's extensive botanical collection brings together plants from all over the globe.

Containing around three-quarters of a million specimens, the botanical collection forms a physical record of where plants and fungi have been found. The Museum collection has grown from the mid 19th century onwards as people with a passion for the natural world have donated their personal collections. The backbone of the collection was created by merging three large private collections from James Cosmo Melville (worldwide plants donated in 1904), Leopold Hartley Grindon (cultivated plants donated in 1910) and Charles Bailey (European plants donated in 1917). The most recent significant addition has been the collection of British brambles donated by Alan Newton in 2012.

Housed in the Museum's botanical storeroom, the herbarium, most of the botanical specimens are dried, pressed and mounted onto sheets of paper or stored in paper envelopes. These are all labelled with the plant name, who picked it, where from and when. As well as the pressed plants the collection also contains dried fruits and seeds, timbers, microscope slides, illustrations, models, fungi and jars of medicinal plants.

Today, the collection is used for art, science and education to explore and interpret the world around us. For information about specimens, collectors and how we use the collection please visit our blog: <https://herbologymanchester.wordpress.com/> or follow us on twitter: @Aristolochia

To enquire about loans to other research institutions please e-mail:  
[lindsey.loughtman@manchester.ac.uk](mailto:lindsey.loughtman@manchester.ac.uk)

## The Coins and Medals Collection

The coins and medals collection of Manchester Museum provides an excellent overview of the history of coins and the different kinds of currency used by different cultures and civilisations across the world.

An important collection of 3,600 coins from the Indian subcontinent put together by local antiquarian Daniel Howorth was presented by a group of his pupils in 1919. They span the whole range of Indian coinage down to the 19th century. Howorth was a noted authority at a time when few British collectors were interested in this series.

The Museum's holdings include a nationally important collection of Greek, Roman and Byzantine coins, 400 English copper coins in mint condition, coins from north west Europe, coins from the Far East, and an almost complete run of Maundy money, together with 4,000 communion tokens.

Medallions were amongst the earliest specimens in the coins and medals collection. Most European and Scandinavian countries are represented, and the English and French material is particularly rich. One of the treasures of the collection is the archive of the 20th century's leading war medal artist Edward Carter Preston (1885-1965). Preston designed the next-of-kin plaque or Dead Man's Penny, which was presented to the families of soldiers who had lost their lives during the First World War. The archive contains sketches and completed drawings, moulds and plasters, and the artist's own examples of his finished medals.

## Collection and Exhibitions Teams

**The Collections Team** comprises of 7 curators and 4 curatorial assistants who are responsible for providing access, both intellectual, physical and digital, to both the human cultures and natural sciences collections. Their work involves curating exhibitions, facilitating research and ensuring the highest standard of collections management and documentation are maintained. They teach on numerous University of Manchester courses and continually experimental with new and innovate curatorial approaches, including co-curation, decolonisation and mass volunteering.

**The Collection Care Team** comprises of 4 Conservators (one of whom is a preventative conservator) and a Head of Workshop and Senior technician. All staff have many years' experience in these roles and the team is responsible for the conservation, care and display of over 4 million objects; in stores, on the gallery or when they are out on loan or used in outreach events.

They enjoy research and problem solving when working with collections and developing exhibitions and the majority of the practical build for display and exhibitions is done in-house. They all work regularly with volunteers, researchers and students, developing innovative ways of improving access to collections, whilst maintaining the highest recognised standards of care.

## Wider teams

As the of Head of Collections and Exhibitions you will attend Museum Cabinet meetings, The Cabinet is a meeting of team leaders that happens on a monthly basis to explore and discuss key aspects of the museum's work. As the Head of Collections and Exhibitions you will be required to attend and delegate other members of your team to attend in your absence. You will also contribute the Manchester Museum Leadership Team and the Senior Leadership Team, which comprises of colleagues from the Manchester Partnership (Manchester Museum, Whitworth Art Gallery and Manchester City Galleries).

The Manchester Partnership brings together three organisations from the University and the City who work together across governance structures, to deliver the Universities and the city's objectives and promote Manchester as a centre of knowledge, creativity and culture and providing regional leadership.

Manchester Museums Partnership are funded as a National Portfolio Organisation by Art Council England to deliver a programme of activities and developments focused on widening audiences and deepening participation, as well as contributing to the economy and health of the city region.

Manchester Museum, Whitworth Art Gallery and Manchester City Galleries provide significant cultural opportunities to a large and diverse local audience through free exhibitions and public events that showcase the excellence of the city's collections and make them relevant to local residents today, as well as allowing them to see the best of contemporary art from around the world.

Manchester Museum is the UK's leading university museum and a proud part of The University of Manchester. We are open seven days a week, and free to all.

## **The University of Manchester**

Our vision for 2020:

**“ The University of Manchester will be a world-leading university recognised globally for the excellence of its research, outstanding learning and student experience, and its social, economic and cultural impact.”**

To find out more visit: <http://documents.manchester.ac.uk/display.aspx?DocID=41435>

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## hello future

### Introduction

Manchester Museum is embarking upon its most ambitious capital development in a generation - 'hello future'. Driven by a renewed commitment to social and civic engagement, following the appointment of Esme Ward as Director in April 2018, the development is dedicated to establishing the UK's most imaginative, inclusive and caring museum.

At its heart will be an architecturally exceptional, two-storey extension, which will increase the Museum's floor space by over 830m<sup>2</sup>. Together with extensive reconfiguration of a similar amount of existing areas, the development will create:

- **A major new Exhibition Hall** – transforming our ability to produce, host, tour and market large-scale, internationally-significant temporary exhibitions, by almost trebling existing capacity
- **A flagship new South Asia Gallery** – the first in the country to explore the stories, experiences and contributions of South Asian diaspora communities in the UK, developed in a landmark partnership with the British Museum and a highly committed Collective of community and academic collaborators
- **A new Chinese Culture Gallery** – highlighting rarely seen collections, powerful personal narratives and international research
- **A new primary visitor entrance and welcome area**, directly visible and accessible from the main Oxford Road artery into Manchester City Centre
- **Greatly enhanced visitor facilities**, to accommodate future audience growth and enrich the experience and comfort of all visitors, with a key focus on inclusivity and age-, disability- and dementia-friendly design
- **The world's first Centre for Age Friendly Culture**, dedicated to increasing older people's cultural participation, leadership and global partnerships.
- **Essential back-of-house infrastructure**, to make possible a lasting step-change in the Museum's operations

Hello future presents an unprecedented opportunity to transform Manchester Museum's role, reach and relevance. The project will impact upon every area of the Museum's work, equipping us with the resources, structures, skills and partnerships to operate successfully at a higher level and accommodate sustainable future growth, whilst maintaining our commitment to free entry for all. Ambitious, crowd-pulling exhibitions, world-class British Museum collections, enhanced programming and more welcoming facilities will raise Manchester Museum's profile still further. We will deepen engagement with increased and diversified audiences; improve our commercial offer and strengthen advocacy with funders, partners and other key stakeholders; and evolve our practice to reach people in new and engaging ways.

The redeveloped Museum is scheduled to open in 2021, at a total cost of just over £13.5million.

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## Our Vision: hello future

### Exhibition Hall

Almost trebling the Museum's existing capacity, a major new Exhibition Hall will catalyse the Museum's ability to produce, host, market and tour high-profile, internationally-significant shows.

The new Exhibition Hall will allow us to invest in much more ambitious exhibitions, typically two annually, comprising both exhibitions developed in-house and exhibitions developed with partners for northern, national or international touring. The Museum is already known for distinctive (if small) temporary exhibitions, frequently developed in collaboration with specialists from across The University of Manchester, which showcase cutting-edge research in engaging, popular ways. The Exhibition Hall will enable us to realise this model on a much larger scale, stimulating new partnerships to develop a truly ambitious and distinctively 'Manchester Museum' offer. Exhibitions will explore the richness of our world, of history and the past, present and future. There will be awe and wonder, but also much more than visual spectacle, creating new powerful stories and engaging with big ideas, global challenges and local action.



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### **South Asia Gallery**

An exceptional new venue creating the first permanent gallery in the country specifically dedicated to exploring the stories, experiences, cultures and contributions of South Asian diaspora communities in the UK. The Gallery will welcome visitors with beautiful displays and a dynamic, contemporary take on South Asian and British Asian culture.

The South Asia Gallery will have significance far beyond Manchester. It gives us an unprecedented opportunity to work with communities of South Asian heritage – regionally, nationally and internationally – to share their experiences, knowledge and values. A place for emotional connections and new perspectives, the Gallery is being designed and built with a spirit of collaboration and coproduction. We are working with a wonderful and diverse Collective of almost 40 residents, artists, academics, community workers, designers, historians, journalists, politicians, scientists and writers from the South Asian diaspora as co-curators, to tell the stories that matter most and that they care most passionately about.

A vibrant, social space, the Gallery will be animated by South Asia's incredibly rich heritage of performance and storytelling. Central to our vision, the heart of the Gallery will be dedicated to a lively performance space for sharing stories through drama, dance, music, poetry and recitals, talks and discussions. This flagship new venue for South Asian and British Asian performing arts will be in a unique setting, surrounded by world-class museum objects and displays, and fully integrated into the overall Gallery design.

### **New Entrance and Visitor Facilities**

Wide-ranging enhancements to public amenities will greatly enhance visitors' experience of arrival, welcome and initial orientation; embed age-, disability- and dementia-friendly access; and enable the Museum to accommodate, comfortably, sustained future audience growth:

- A new, primary visitor entrance, with immediate street visibility from the main Oxford Road, will welcome visitors with a generous, unobstructed and fully accessible approach.
- New visitor reception and orientation areas will ensure that everyone is greeted with an equally warm and welcoming first impression. Ample gathering space will enable larger parties and school groups to congregate without impeding the comfort of other visitors.
- Improvements to a large, existing circulation area will create an attractive addition to the Museum's events spaces, and will include a new pop-up café, offering much-needed alternative provision to the more formal seated fare in the main Museum café.
- A relocated Museum shop – located adjacent to the new entrance to maximise its visibility – will be pivotal to strengthening the Museum's retail offer.
- New ground floor WCs (unisex and including wheelchair accessible and baby-changing facilities) will provide facilities at ground floor level for the first time, thereby alleviating pressure on the Museum's existing (basement level) facilities and a major cause of congestion at the Museum's lift.
- A new designated buggy storage area will provide urgently-required additional capacity.

### **Essential Infrastructure**

The step-change towards international-quality exhibitions will only be possible with associated enhancement of back of house infrastructure. Improved storage facilities, situated adjacent to the newly-built Exhibition Hall, will equip the Museum with space in which collections and loaned objects can be safely assessed and processed; exhibitions can be packed and unpacked; and reusable display infrastructure and packaging stored.

## Benefits and Outcomes

### For Manchester Museum

- Transformation of the scale, reach and impact of our temporary exhibitions.
- Increased regional, national and international touring potential.
- A flagship new venue for South Asian and British Asian history, culture and arts.
- At least 200,000 additional visitors per year on opening (737,300 in total) compared to 2017/18, rising to at least 300,000 additional visitors per year (845,000 in total) within five years (independent external assessment).
- Wider appeal to more diverse audiences.
- An additional 11,000 school pupil visits per year.
- Tested new models of programming around personal wellbeing, environmental awareness, and creating better-connected communities.
- Greatly increased public access to the full breadth of the Museum's outstanding collections, through large-scale temporary exhibitions and rotating displays of South Asian material.
- A new, long-term business model for improved commercial performance, a strengthened fundraising proposition, and diversified self-generated income.
- High sustainability outcomes for the new-build extension will be delivered through a project which aims for successful achievement of BREEAM Very Good.

### For Visitors and Communities

- Outstanding new opportunities to experience distinctive, international-quality exhibitions.
  - Increased public understanding of South Asian / British Asian history and culture.
  - A nationally significant forum for constructive intercultural dialogue.
  - Wide-ranging opportunities for people of South Asian descent for active involvement and debate about their heritage and cultures.
  - Enhanced welcome and orientation for first-time visitors.
  - Pioneering age-, disability- and dementia-friendly accessibility and engagement.
  - A much-improved quality of experience for all visitors.
  - 104 new volunteering roles created, contributing more than 5,000 volunteer hours annually.
  - 149,000 additional tourists/day visitors from outside Greater Manchester visiting annually.
- External economic impact analysis projects significant associated benefits for the city-region: £15.93m additional tourist expenditure, £8.04m additional Gross Value Added, 319 additional Full Time Equivalent jobs supported per annum.

### For the Wider Cultural Sector

- Increased regional, national and international touring potential, maximising the profile of Manchester's cultural offer outside the region.
- A flagship new venue for South Asian and British Asian performing artists and arts organisations.
- Major new collaborations with the British Museum, community organisations, and international and national touring partners.

[Have a look at our hello future brochure for more information](#)

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