

River & Rowing Museum

Summary report to Henley on Thames Town Council April 2016

The River & Rowing Museum Foundation is an educational charity. It exists for the public benefit, principally to serve the people of Henley & the wider region. Our aim is to bring history and the arts to life.

The Foundation is most grateful to Henley on Thames Town Council, our principal sponsor Invesco Perpetual and the many organisations and people of Henley who have helped and supported us during the past year.

The headlines:

- 113,571 visitors during the year.
- 19,305 Education visits from schools & colleges
- 55,660 users of the Quince Tree Café and museum venue hire
- 14,000 transactions in the Museum shop
- Working with 233 schools including every school and the college in Henley
- Free admission for children of Henley residents
- 65,000 website users
- Selected as 1 of 'Kids in Museums' Top 20 museums in the country for children & families

New audience research suggests:

- 41% of visitors from Henley and Oxfordshire postcodes.
- 87% visit with children
- 64% of all visitors are under 45
- = strong family audience that want to have a great educational day out.
- Family and educational appeal is strongest motivation for visits rather than the specific interest in Rowing or the River.

New temporary exhibition programme:

- 2016 exhibitions: David Hockney. British Life Photography awards , British Library exhibition 'Picture This', Olympic poster exhibition, and then Heywood Gallery exhibition of Matisse Lithographs,
- New John Piper permanent gallery opening December 2016
- 2017 programmed for the Young and the Young at Heart
- Temporary exhibitions include working with V&A Museum of Childhood on Clangers & Bagpuss exhibition, BFG comes to Henley with a wonderful Quentin Blake exhibition .

Other new developments include:

- New Quince Tree operation of catering at the Museum enjoying huge success.
- Henley Festival resident at Museum.
- Selected as only South -East Partner with British Museum to be a Learning Museum funded by HLF Skills for the Future programme
- Funded 3 year PhD programme by Arts & Humanities Research Board