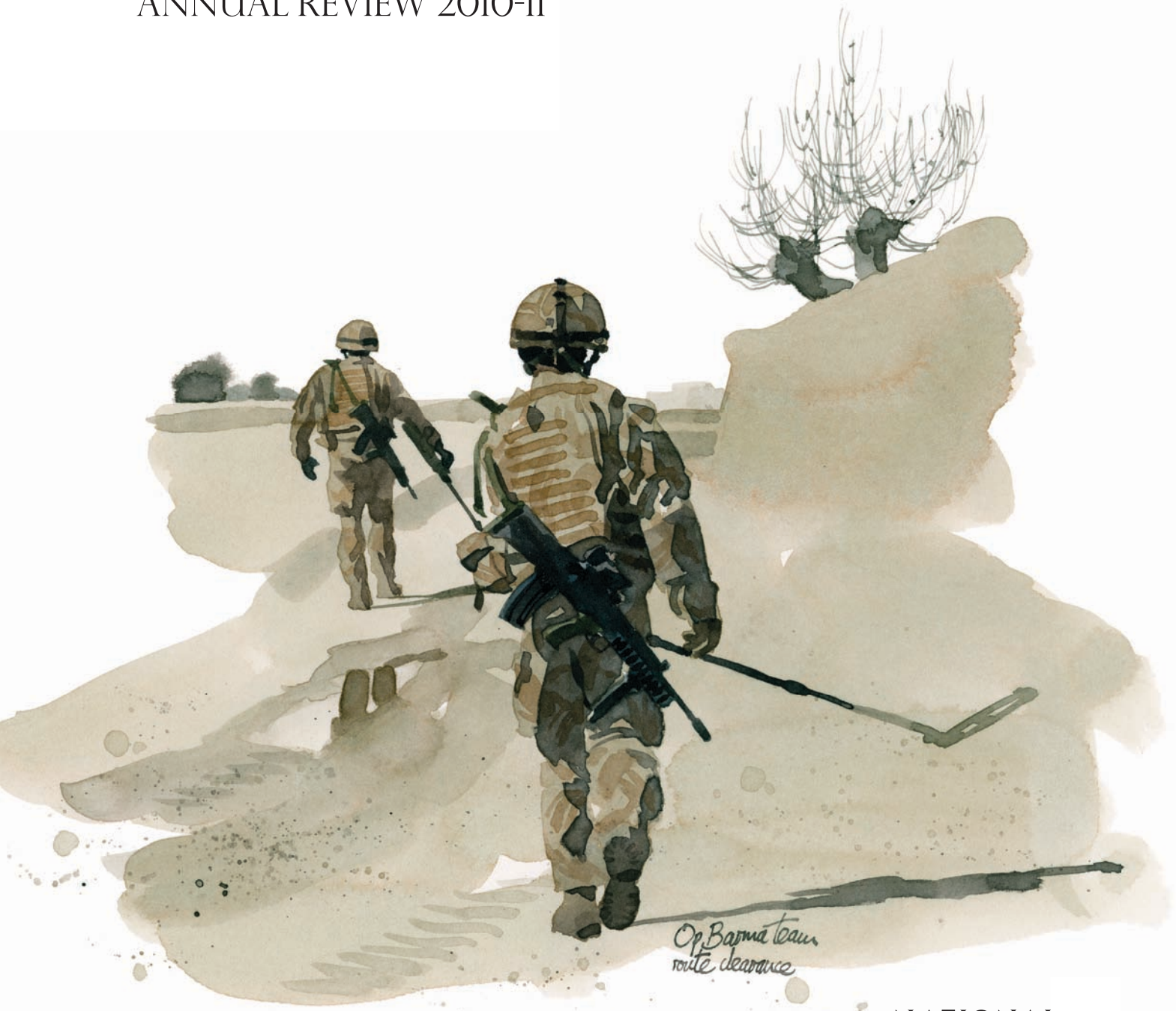


NATIONAL ARMY MUSEUM

ANNUAL REVIEW 2010-11



*Op. Burma team
route clearance*

NATIONAL
ARMY
MUSEUM

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MATTHEW COOK'S EXHIBITION

A professional artist, Matthew Cook is a former war artist for *The Times* as well as a territorial army soldier who visited the British Army in Afghanistan in 2006 and 2009. His images depict all aspects of a modern soldier's life from playing football with men of the Afghan National Army to clearing suspected areas of Improvised Explosive Devices (IEDs). Displayed in a separate space within the *Road To Kabul: British Armies in Afghanistan, 1839-1919* Special Exhibition, Cook's pictures provided a reminder of the British Army's ongoing presence in Afghanistan and offered visual parallels between the lives of soldiers serving in Afghanistan today with those of the past.

▲ ABOVE: FOOTBALL MATCH, GARMSIR, FEBRUARY 2009
Watercolour and acrylic ink by Matthew Cook, 2009
NAM. 2009-11-10

◀ COVER: OP BARMA TEAM ROUTE CLEARANCE
Watercolour and acrylic ink by Matthew Cook, 2009
NAM. 2009-11-13

CHAIR'S STATEMENT



The National Army Museum was established by Royal Charter in 1960 to collect, preserve and exhibit objects and records relating to the Regular and Auxiliary forces of the British Army and of the Commonwealth and to encourage research into their history and traditions.

During this period, a review of the Museum's mission, vision and core values ensured a focused approach to the challenges that lay ahead and that the Museum remained relevant and in touch with its audiences.

The Museum continues to bring to life the history of the Army and to provide context for the actions of the Army over the generations and the impact this has had on the world. Through its permanent galleries and the special exhibitions, all which remain free at the point of entry, the Museum has provided a range of educational sessions to a range of audiences including military and school groups through a programme of formal and informal sessions in support of the curriculum and key stages. The Museum has continued to host well-attended free weekly lunchtime lectures, a lively family event weekends and academic conferences. Overall attendance has risen and is attracting an increased number of repeat users.

The Museum continues to review the objects in its care and has welcomed the opportunity to work collaboratively with other museums through a series of outward loans and cross-marketing opportunities. Through its programme of activities, the Museum has continued to forge greater connections between the Army and the public and create a rich and enjoyable learning experience for our audiences.

General Sir Jack Deverell KCB OBE

NAM Vision

To be the leading authority on the history of the British Army and a first class museum that moves, inspires, challenges, educates and entertains.

NAM Mission

To gather, maintain and make known the story of the British Army and its role and impact in world history. To provide a museum experience that meets the widest range of public need and connects the British public with its Army

NAM Core Values

Relevance, Insight, Quality, Enjoyment, Access, Learning.

INTRODUCTION

Welcome to our Annual Review. 2010-11 was a period of significant achievement for the Museum, with visitor figures rapidly growing to just under a quarter of a million, the launch of a dynamic new website promoting our invaluable collection of artefacts and a growing range of stimulating educational opportunities.

Going forward, the Museum is set to build on this success with the transfer of the study collection from Sandhurst to state of the art storage in Stevenage and the development of plans to renew the Chelsea premises, including its visitor facilities and permanent galleries.

The past twelve months saw an upgrade of public areas and a continued succession of well received, popular exhibitions and special displays including *Indian Armies*, *Indian Art* (opened April 2010), *The Road to Kabul: British Armies in Afghanistan, 1838-1919* (opened September 2010), *National Service* corridor (opened January 2011), *Wives and Sweethearts* (opened February 2011) and *The Making of Britain* corridor (opened February 2011). The Museum plans to follow this with a new major Special Exhibition *War Horse: Fact & Fiction*, portraying the reality behind the much acclaimed novel and play aimed to appeal to a wide demographic in collaboration with the National Theatre and Disney.

In the coming year, the Museum's outreach will continue to accelerate, reinforcing the strong connections between the public and the great historical and contemporary activities of the Army. Working towards a richer user experience, and with a lively programme of public events and academic collaboration, the National Army Museum will cement its unique position in the life of the nation.

'I've been visiting London museums for decades, but have never been here before: what an omission! I'll definitely be back.'

FROM VISITOR COMMENTS CARD

{ 2000 EDUCATION SESSIONS PROVIDED FOR THE ARMY }



A display case in the *Indian Armies, Indian Art* exhibition, with 'The Kingdom of the Punjab. Its Rulers and Chiefs' volume two, open at the page showing Colonel Dhunkal Singh.

WATERCOLOUR BY A COMPANY ARTIST, PUNJAB, c1865
NAM. 1968-07-470-17

{ 1400 VISITORS TO THE TEMPLER STUDY CENTRE }

A YEAR OF ACHIEVEMENT

Strengthening links

During this period, the Museum continued to strengthen its relationship with the Army and raise its profile by encouraging lively discussion and debate about contemporary issues. In April 2010 the Museum hosted a televised debate on modern day defence issues conducted by the British Forces Broadcasting Service which was attended by the Secretary of State for Defence, Dr Liam Fox and Mr Bob Ainsworth MP.

Over the past 12 months, our close links with the modern army have been further cemented by over 2000 education sessions being provided for the Army, conducted by the Museum's highly qualified and knowledgeable teaching staff.

The Road to Kabul: British Armies in Afghanistan, 1838-1919 in particular illustrated the Museum's readiness to engage with contemporary affairs and document Britain's involvement in Afghanistan. Providing a revealing insight into the modern conflict in Afghanistan, the exhibition built on the successes of previous and equally well-received exhibitions, *Conflicts of Interest* and *Helmand; The Soldiers' Story*. The poignancy and detail in the exhibition received significant reviews and press coverage both here and abroad.

‘We don't know who we are if we don't know our past’

SECONDARY SCHOOL STUDENT



▲ Some of the Service personnel who attended the MOD gallantry medals awards ceremony conducted at the Museum in Spring 2011.



The Road to Kabul: British Armies in Afghanistan, 1838 - 1919 Special Exhibition.

A YEAR OF ACHIEVEMENT

The Collection

Now totaling over one million individual objects, the Museum's collection comprises a diverse and broad range of objects, each telling the individual and emotive stories of serving soldiers, past and present. The year saw a variety of major acquisitions including papers belonging to Colonel Louis Augustus Gordon, nephew of Gordon of Khartoum. Twenty-two diaries of Thomas Henry Kavanagh VC covering 1859-82 and a set of papers relating to Lieutenant Gordon Hugh Davidson, who died during the 1st Sikh War in 1846, were also received into the Collection.

Over the year the Museum continued to add items to its nationally important Collection. Through these acquisitions the NAM strengthened its position as the place to study the history and life of the British Army.

A rare and unusual oil painting by Delhi artist, Jivan Ram, of Lieutenant and Adjutant William Munro was also purchased, whilst a specimen Elizabeth Cross and lapel badge – a new honour awarded to next-of-kin of British Armed Forces personnel killed since the Second World War - was acquired and is now on display.

‘The Museum is a discovery... It should be compulsory for the UK cabinet to come to the brilliant Afghan exhibition.’

FROM VISITOR COMMENTS CARD

{ OVER 560 EDUCATIONAL SESSIONS UP BY 7% ON LAST YEAR }

SILVER BEAKER
AMONGST OTHER ACQUISITIONS, THE MUSEUM PURCHASED A RARE SILVER BEAKER ENGRAVED WITH THE BADGE OF THE 2ND WEST INDIA REGIMENT, 1830 (NAM. 2010-07-12). IT WAS PROBABLY MADE BY JOSEPH ANGELL, A RENOWNED LONDON SILVERSMITH AND IS AN IMPORTANT ADDITION TO THE COLLECTION FOR EXPLAINING THE EARLY HISTORY OF THE REGIMENT.



‘Was here 20 years ago... what great new exhibits, interactives, new interpretations.’

FROM VISITOR COMMENTS CARD

With the Collection's growing size, a major review of current storage facilities was undertaken, resulting in the decision to move to an improved storage facility in the coming financial year. Further improvements to accessing the Collections, included publishing the Books and Archives Catalogue online. Over 38,000 Printed Books records and 28,000 Archive records were made available on the Museum's website and 72,821 index cards of biographical and service data on officers of the East India Company Armies and the pre-August 1947 Indian Army were digitised ready for publication.



‘I have thoroughly enjoyed myself! The new Conflicts of Interest exhibition was so engaging.’

SANDHURST CADET

▲ SPECIMEN ELIZABETH CROSS
NAM. 2010-04-09-1
The Medal is awarded to next of kin of members of the British Armed Forces killed in action or as a result of a terrorist attack since the Second World War and the first one was awarded on 18 August 2009. The service must have been undertaken on or after 1 January 1948 in general, or after 27 September 1945 in Palestine.



National Service corridor display.

Working with ambassadors

Over the past year the Museum has enjoyed the continuing support of its Patron, HRH The Duke of Kent, and also welcomed visiting dignitaries including HRH The Duke of York and HRH The Duke of Gloucester. Our Celebrity Speaker programme featured appearances from well known personalities including Andy McNab, Rory Stewart, John Simpson and Lord Richard Dannatt Gen (retd) whilst the launch of the successful exhibition *Wives and Sweethearts* was opened by Lady Caroline Richards and attended by the original forces' sweetheart, Dame Vera Lynn.

His Excellency Abdulaziz Abdullah AlHainai, UK Ambassador for The Sultanate of Oman, presents a donation from His Majesty Sultan Qaboos Bin Said, Sultan of Oman to General Sir Jack Deverell KCB OBE, Chairman of Trustees of the National Army Museum.



Curator, Dr Frances Parton, Director, Mrs Janice Murray, Lady Caroline Richards, Dame Vera Lynn and Virginia Jones at the opening of the *Wives and Sweethearts* White Space Exhibition.

Our new display on Korea attracted visitors including veterans from the conflict, seen here at the opening of the new display.

Mayor of Royal Borough of Kensington and Chelsea, Cllr James Husband, and author, Roger Attwood, at the launch of *The Road to Kabul: British Armies in Afghanistan, 1838 - 1919* Special Exhibition.

{ 1,165,137 }
RECORDED VIEWS OF OUR
NEW WEBSITE OVER 2010/2011

BUILDING ON SUCCESS



14

The Museum continued to attract a large number of school groups and learning audiences in this period.

Appointment of a new Director

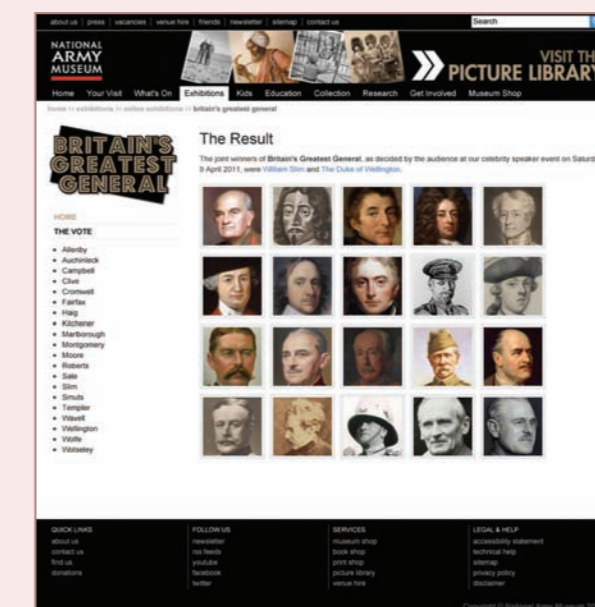
In July 2010, the National Army Museum's Director, Dr Alan Guy retired. During his 33 years' service his vision and dedication have made an outstanding contribution to the Museum's success. Mrs Janice Murray BA AMA FRSA, a museum professional with 25 years' experience, was appointed as his successor. Mrs Murray was previously Deputy Head of the National Railway Museum and CEO of the Royal Armouries

Engaging new audiences

The Museum saw a significant increase in visitors in this year, up by 8% to 246,646 with a notable increase of first time visitors by 9%. Ongoing audience research indicates increasing support for the varied programme of exhibitions and events with 97% confirming they would recommend a visit to others.

Expanding access through online resources

In January 2011, the National Army Museum's website was afforded a complete overhaul, enabling a wealth of information to be more easily viewed and vastly improving the user experience. The revitalised site immediately proved popular with 1,165,137 views recorded across 2010/2011. As part of the website's new offering, thirteen online exhibitions were created including *Britain's Greatest Generals*, which ran in conjunction with *The Sunday Times Online*. The exhibition alone generated significant debate and discourse culminating in a live debate at the Museum between leading historians. The panel, including TV presenter Peter Snow and Robert Lynam, featured on the *Today* programme and the event gained effective coverage on both the BBC website and in *The Daily Telegraph* which ran a companion piece on the debate written by Lord Richard Dannatt Gen (retd).



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BUILDING ON SUCCESS

Sharing our learning with a wider public

A continuing increase in the number of educational visits was recorded with over 560 sessions delivered, an increase of 7% from the previous year. Delivering nearly 20,000 separate engagements with over 300 schools, groups and organisations across the year is testament to the popularity of this service and the demand generated by our users. Curriculum-based taught sessions remain popular with schools and the recently developed 'Be Prepared' session for primary schools increasing in uptake by an impressive 51%.

Our popular half-term holiday events attracted even bigger audiences than last year, with the themes 'Spies and Special Agents', 'Invasion' and 'Big Spring Clean'. 59% of those who came to these events were on their first visit to the Museum and of those who attended 'The Big Spring Clean', 88% said they were likely to recommend a visit to other people.

For our specialist audiences, twelve Celebrity Speaker events were organized, attracting a total of 2,434 visitors across the year with contributions from a variety of leading military experts such as John Simpson, Lord Richard Dannatt Gen (retd) and TV presenter and historian Peter Snow. Topics ranged from the Anglo-Zulu War to modern Afghanistan.

The varied programme of free Thursday lunchtime lectures and evening lectures given by historians and veterans also saw an increase in their audience numbers by 9%.

'Having access to many different resources under one roof is always a big plus'

PRIMARY SCHOOL TEACHER

Education numbers continue to grow year on year both in numbers of visits and numbers of organisations using our services

	2008/09	2009/10	2010/11
PRIMARY	3,796	7,192	6,329
SECONDARY	9,148	6,077	8,259
SIXTH FORM	983	1,496	2,097
ARMY	2,356	2,434	2,288
ADULT	725	864	394
TOTAL	17,008	18,063	19,367

Visitor numbers continued to grow year on year ahead of industry average

YEAR	NUMBER	YEAR ON YEAR DIFFERENCE
2008/09	215,721	+ 7%
2009/10	229,029	+ 6%
2010/11	246,646	+8%

Looking Forward

The Museum continues to develop its programme of supporting events alongside preparations for its major forthcoming Special Exhibitions *War Horse: Fact & Fiction* due to open in October 2011 and *Draw your Weapons: The Art of Commando Comics* - opening in September 2011. Exploring the historical background to the successful novel and play, the family orientated exhibition, *War Horse*, will bring to life Michael Morpurgo's best selling story and will

Learning through play for our younger audiences will be developed with the redesign of the popular Kids' Zone. Forest and arctic-themed climbing frames and a new play area, will enable under 5s to explore and enjoy aspects of the soldier's life from camping to clothing, including a dedicated soft-play space for babies. Early Years Foundation Stages sit at the heart of the gallery's redevelopment ensuring that children have fun whilst learning.



Our Kids' Zone remains ever popular with our younger visitors.

'Hidden gem in the heart of Chelsea. My daughter thoroughly enjoys the kids' activities.'

FROM VISITOR COMMENTS CARD

utilise exclusive material from the author and the National Theatre's acclaimed production. In a series of hands-on exhibits, designed to encourage high levels of audience participation and engagement, the true stories of the horses and the soldiers who depended on them will be told through many unique items from the Museum's collection.



Branding from our forthcoming exhibition, *Draw Your Weapons: The Art of Commando Comics*, opening September 2011

**{ VISITOR NUMBERS INCREASED }
8% TO 246,646**

A BLUEPRINT FOR THE FUTURE



A school group learning more about the origin of language in our *Changing the World* gallery.

Facilitating access and broadening participation

With the substantial increase in visitors enjoyed over the years, the pressure on the Museum's facilities and spaces has become very apparent.

In January 2011 the Museum carried out a major piece of audience research work with both users and non-users of our services to determine markets for the future and how we should move forward. The results of this will be fed into a Master Planning exercise for the future redevelopment of the Chelsea site to ensure that we can continue to attract and cater for our users and reach out to and build new audiences.

Following a two-stage tender process the Museum has appointed Event Communications to work closely with staff, in order to develop the Master Plan. The brief outlined the importance of being able to offer a world-class, accessible museum, better able to support plans for increased engagement and participation, the Collection and the activities on offer. The Master Plan will encompass the physical and operational transformation of the Museum's public spaces, with emphasis on developing audiences, reinterpreting and redisplaying the Collection whilst providing enhanced educational opportunities. The need to increase access to the Museum's archives and research facilities as part of this plan was clearly demonstrated by the 1400 visitors using the Templer Study Centre this year.

'It was really an interesting experience with lots of different, fascinating things on offer.'

FROM VISITOR COMMENTS CARD

OVER
1 MILLION
 OBJECTS

'War presented in a way the whole family could engage in. We shall be back.'

FROM VISITOR COMMENTS CARD

OVER 28,000 ARCHIVE RECORDS WERE MADE AVAILABLE ON THE WEBSITE

Some improvements have already been made to the services and facilities on offer to visitors this year, with the refurbishment of the Museum's Café and the appointment of new caterers Creativevents to run all the catering requirements at the Museum.

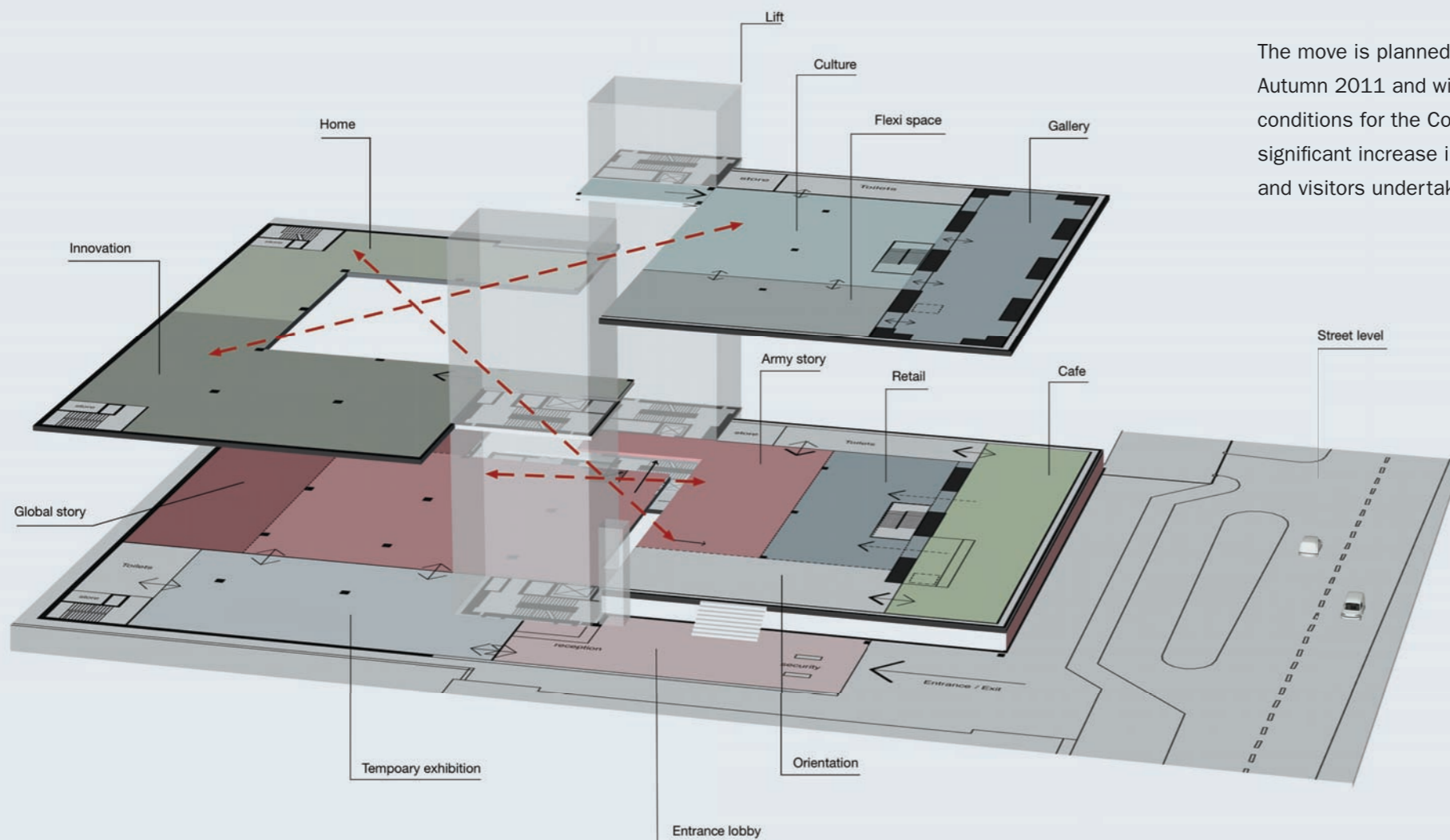
To support its future plans, the Museum set up its first Funding Development Office with two posts funded with the generous help of the NAM Development Trust. The office will be key to realising the National Army Museum's future vision.

The Museum also welcomed a growing number of volunteers to support the work of staff in the Collections Division in preparation for the move of the Collection from the stores at the Royal Military Academy, Sandhurst to a new storage facility in Stevenage.



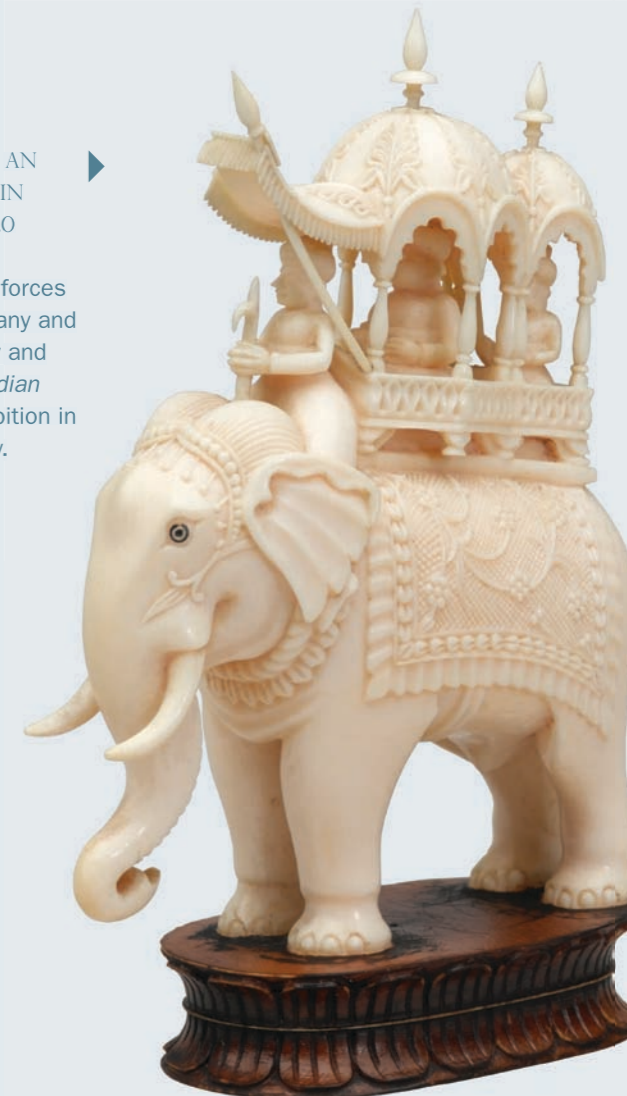
A member of the Museum staff involved in the preparation for the Collection move.

The move is planned to take place in Autumn 2011 and will provide improved conditions for the Collections and a significant increase in access for staff and visitors undertaking research.



Section from the Master Plan showing the improved use of internal space. ▲

THE WHITE KING, FROM AN IVORY CHESS SET MADE IN BERHAMPUR, INDIA, c1820 NAM. 1962-03-46-2 The set represents the forces of the East India Company and an Indian Prince's army and was displayed in the Indian Armies, Indian Art exhibition in the White Space gallery.



ABOUT US

NATIONAL ARMY MUSEUM COUNCIL 2010/11

Mrs Judith Anthony

Mr Keith Baldwin

Mr Mihir Bose

Mr Patrick Bradley

General Sir Jack Devereil KCB OBE (Chairman)

The Rt Hon Lord Freeman PC MA FCA CRAeS

Mr Richard Nunneley MBE

Major General Charles G C Vyvyan CB CBE MA MSc

Mrs Deborah Younger

Find out more

Further information about the NAM - including the Annual Accounts and Strategic Plan - can be found online at

www.nam.ac.uk

Performance Indicators 2010-2011

Visitor Numbers (Chelsea)	246,646
Website visits	1,165,137
Education visits	19,367
Enquiries	2,944
Templer Study Centre Users	1,315

Financial Information

Income

GIA (MOD) £5,399,371

Purchase Grant : £115,000

Other Income £1,365,728

Total Income £6,880,099

Expenditure £6,860,285

Publications

- [Pip Dodd], *Indian Armies, Indian Art; soldiers, collectors and artists, 1780-1880*, (2010)
- Alan J Guy & Alastair Massie (eds), Captain L E Nolan, 15th Hussars, *Expedition to the Crimea*, (2010)
- Gill Brewer, 'Women in uniform', *Swedish Army Museum's Year Book* 2010 [Published in Swedish]
- Alastair Massie, 'General Sir John Akehurst', *Oxford Dictionary of National Biography* 2010
- Jenny Spencer-Smith, 'The lost art of British battle painting', *RUSI Journal*, Vol 155 No 5 Oct 2010
- Natalia Wiczorek, 'La sabretache du lieutenant-general Henry William Paget', *Soldats Napoleoniens* No 28 Dec 2010
- *National Army Museum Souvenir Guide* (2010)

My darling, I am awfully
nervous about a telegram
I got from you

I do miss you so very much
XXXXXXXXXXXXXXXXXXXX

Valerie, shall we become engaged in a
sort of distant way so that we are sort of
linked together until we next meet? How
would that suit you?

The Queen and I bid you a very warm welcome home.

Wonderful news. I guess it won't
be long before we are once more
with each other!

Whatever Fate may bring
Or time can do,
There is one lasting thing
My love for you



Wives and Sweethearts Exhibition.

NATIONAL ARMY MUSEUM

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