

# CRAFTS STUDY CENTRE

## PERFORMANCE REPORT 2022-23

### STAFFING

At the start of the 2022-23 year, the CSC had a core staffing establishment of 3.2 FTE: Director (1.0 FTE), Curator (0.8 FTE), Archivist (0.2 FTE), two Information & Administration Officers (20 hours and 16 hours per week), Reception Assistant (8 hours per week). Relief staff and Saturday staff were employed on a casual basis. A Marketing Assistant was also employed on a freelance basis.

Professor Simon Olding, Director, was on long-term sick leave from May 2022 until his retirement at the end of October 2022. His absence prompted several temporary changes to the staffing at the CSC during the 2022-23 year. Greta Bertram, Curator (0.8 FTE) took on the role of Acting Director in addition to her curatorial activities from May 2022 until January 2023, with no extension to her hours. Professor Lesley Millar was appointed Interim Director from 23 January 2023 on a 0.6 FTE basis until 11 September 2023. The Centre's new Director, Dr Stephen Knott, started work on 20 June 2023 on a 0.2 FTE basis, increasing to 1.0 FTE on 11 September 2023. Chloe Aker was appointed as Curatorial Assistant at the end of October 2022, initially on a 0.4 FTE basis, extended to 0.8 FTE from January to July 2023, when her contract came to an end. Shirley Dixon, Archivist, had her hours extended from 0.2 FTE to 0.4 FTE between January and July 2023; and Nao Fukumoto, Reception Assistant, had her weekly hours extended from 8 to 12 in the same period.

# TO DOCUMENT MUSEUM OBJECTS AND ARCHIVES TO THE STANDARDS OF AN ACCREDITED MUSEUM

## ACQUISITIONS

The Acquisitions Committee met twice during 2022-23, on 25 October 2022 and 28 February 2023, with both meetings held at the Crafts Study Centre.

New acquisitions were made in the disciplines of calligraphy and lettering, ceramics and textiles, and additions were also made to the archives. Particular highlights included a slate panel by Acquisitions Committee member John Neilson with the inscription *Dispari Paritate Discordi Concordia*; a collection of porcelain works gifted by Edmund de Waal; and the archive of the craft photographer David Ward, primarily relating to his work in the 1980s.

- 2 x calligraphy and lettering (1x Edward Wates work; 1x John Neilson work)
- 10 x ceramics (10x Edmund de Waal work)
- 30 x textiles (23x Alison Morton work; 5x Angus Williams work; 1x Geraldine St Aubyn Hubbard work)
- Archival material relating to:
  - Alison Morton (textiles)
  - Alan Peters (furniture and wood)
  - Norah Braden (ceramics)
  - CSC exhibition poster
  - Irene Wellington (calligraphy and lettering)
  - David Ward (craft photographer)
  - Henry Hammond, Michael Cardew and Harry Davis (ceramics)
  - Pat Russell (calligraphy and lettering)
  - Vera Law (calligraphy and lettering)

Acquisitions of works by Richard Batterham, Ladi Kwali and Shoji Hamada from the Batterham estate; a ceramic work by Acquisitions Committee member Felicity Aylieff; and archival material relating to the tapestry weaver Mary Farmer were agreed but have not yet been acquired.

## ACCESSIONING

In the 2022 calendar year, 75 entries were made in the Accession Register:

- 2 x calligraphic items (new acquisitions)
- 1 x ceramic item (new acquisition)
- 47 x textile items (1 new acquisition; 46 historic acquisitions)
- 25 x archival items (3 new acquisitions; 22 historic acquisitions)

A further 688 retrospective entries were made for the textile sample collections (TS numbers) of Enid Marx, Ethel Mairet/Ethel Mairet Workshop, Theo Moorman, Marianne Straub and Mary Kirby. These items have been numbered, labelled and described at some point in the past, but no entry has ever been made in an Accession Register.

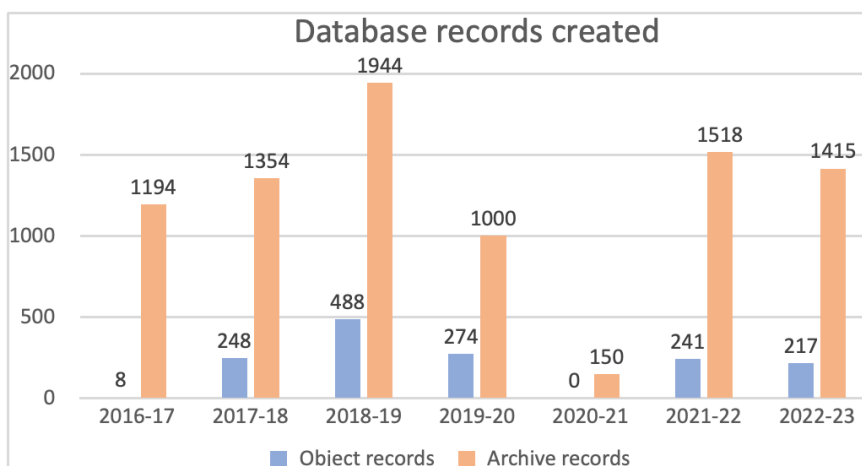
In the 2023 calendar year to 31 July, 147 entries were made in the Accession Register:

- 38 x calligraphic items (2 new acquisitions; 36 historic acquisitions)
- 12 x ceramic item (10 new acquisitions; 2 historic acquisitions)
- 81 x textile items (29 new acquisitions; 52 historic acquisitions)
- 14 x archival items (7 new acquisitions; 7 historic acquisitions)
- 2 x miscellaneous items (2 new acquisitions)

A further 663 retrospective entries were made for the textile sample collections (TS numbers) of Barron and Larcher and Alastair Morton. These items have been numbered, labelled and described at some point in the past, but no entry has ever been made in an Accession Register.

## CATALOGUING

217 new object records were created on the database in 2022-23, over half of which were Barron and Larcher textile samples. 1,415 new archive records were created on the database in 2022-23: 26 at fonds level, 441 at sub-fonds/series/sub-series/file level, and 984 at item level. This included two collections of material relating to Muriel Rose acquired in 2008; photographs of work by Alan Peters; the papers of and about Joanna Constantinides; photographs from the Records of the New Craftsman; photographs of calligraphy; the papers of Peter Tysoe; and assorted smaller items.



At 31 July 2023, the Crafts Study Centre had 96 entries on the Archives Hub web portal. Since April 2023 it has not been possible to edit existing records or upload new records to the Archives Hub. At the end of July the CSC was informed that the Archives Hub console (the editing area of the Archives Hub) had been taking offline permanently due to potential vulnerabilities in the security, although the records themselves remain visible to the public on the Archives Hub website and the search functionality continues to work as normal. The Archives Hub team will consult with users to find future solutions, and will offer support in exporting from cataloguing systems directly into the Archives Hub. This will be something for the Curator of Collections to work on in the coming year.

## DIGITISATION

2,018 digital assets were created in 2022-23. This included scanning by volunteers of Barron and Larcher, Enid Marx and Ethel Mairet/Ethel Mairet Workshop textile samples, three days with a professional photographer to photograph furniture and textile lengths, and other digitisation done on an ad hoc basis to fulfil image requests and other requirements.

## VOLUNTEERS

The CSC has a core team of four volunteers who have worked on various projects including: cataloguing Barron and Larcher textile samples; digitising textile samples; recording textiles samples in the Accession Register; and listing the books in the CSC library. CSC volunteers have also given invaluable help with general curatorial activities, such as condition checking and packing for loans, freezing textiles and searching for images. In October 2022 the CSC recruited its first remote volunteer, who has been working on a project to transcribe Ethel Mairet's travel journals; this came about via a talk given by the Curator at the Museum of Barnstaple and North Devon in September 2022 about the CSC's Mairet archive and collection.

## TO IMPROVE THE PHYSICAL STANDARDS OF CARE FOR THE PERMANENT COLLECTIONS

### STORES

Storage space continues to be a major challenge facing the Crafts Study Centre – and running out of storage space is the only item on the Risk Register to have a red score of 9 (indicating both a high risk and a high probability). This has been further exacerbated by the acquisition of several large archive collections in the last two years, including the John Driscoll collection (44 boxes) and accruals to the papers of Peter Collingwood (46 boxes).

In May 2023, a major reorganisation of the ceramics storage in the on-site store was undertaken; with five additional shelves added, ceramics moved from the Director's office to the new shelving, and the ceramics rearranged to be stored by maker with each shelf labelled with the makers' names. Other areas of the store were also rearranged: extra-large rolled textiles were moved from boxes on the floor to shelving in alignment with accreditation requirements; the textiles boxes were rearranged to group makers together; and other tweaks were made to maximise space. The store was also cleaned.

New environmental monitoring equipment was installed in the external stores in November 2022, with new equipment to be installed at the CSC in August 2023.

### REHOUSING

Work continues on rehousing the archive collections into archival quality sleeves and files as part of the cataloguing process. The volunteer team have rehoused the Barron and Larcher textile samples into archival boxes, and have created bespoke boxes to house the Lucie Rie button collection.

### CONSERVATION

The major conservation project to stabilise the two large volumes of Barron and Larcher textile samples compiled by Robin Tanner in the 1970s was completed in the 2022-23 year. Special-purpose archival boxes featuring commercially-reproduced Barron and Larcher fabric were made to hold the volumes, with two further boxes made to house the set of duplicate pages. This work was funded by the Trustees.

## TO MONITOR THE ANNUAL NUMBER OF LOANS, REQUESTS FOR INFORMATION AND IMAGES

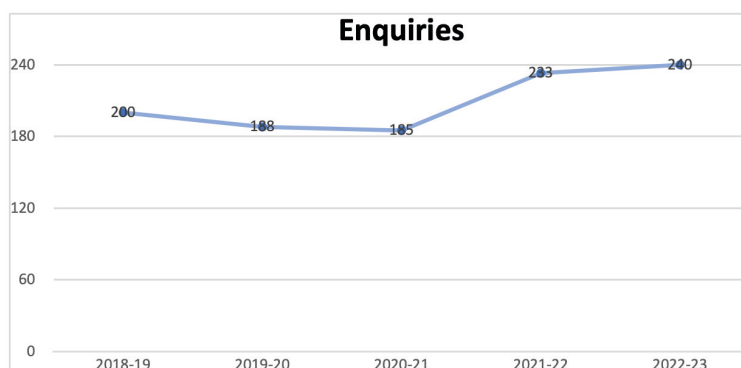
### LOANS

There were two ongoing loans and five new loans in the 2022-23 year, with a total of 223 items, and reaching over 140,000 visitors. A new section has been added to the CSC website to show what is on loan at other venues: <https://www.csc.uca.ac.uk/at-other-venues>

	<b>Loan details</b>	<b>No. items</b>	<b>No. visitors</b>
	<b>Existing loans</b>		
1	Museum of Barnstaple and North Devon, Barnstaple (May to November 2022)	61	15,774
2	Society of Scribes and Illuminators at Swansea Museum (July to September 2022)	12	9,425
	<b>New loans starting in the 2022-23 year</b>		
3	Ditchling Museum of Art + Craft, Ditchling (October 2022 to April 2023)	42	5,787
4	MIMA, Middlesbrough (October 2022 to February 2023)	19	15,112
5	Kettle's Yard, Cambridge (February 2023 to June 2023)	33	50,154
6	Arnolfini, Bristol (February to June 2023)	26	48,259
7	The Leach Pottery, St Ives (from April 2023)	30	Ongoing
	<b>Total</b>	<b>223</b>	<b>144,511 + Ongoing</b>

### ENQUIRIES

There were 240 enquiries in the 2022-23 year relating to acquisitions, loans, image requests, research, general enquiries etc.



## IMAGES AND LICENCES

Between December 2017 and 31 July 2023, income from the supply of images went into the UCA budget. From 1 August 2023, income from the supply of images (where the CSC owns the image, but not necessarily the rights) and licensing (where the CSC owns the rights, but not necessarily the image) will both go into the Charity account and the figures will be reported on in line with the financial/academic year.

In the 2022 calendar year, 40 requests for images were approved, of which 21 were paid for, generating an income of £3525 (exc VAT). CSC images appeared in 17 external printed publications in the 2022 calendar year.

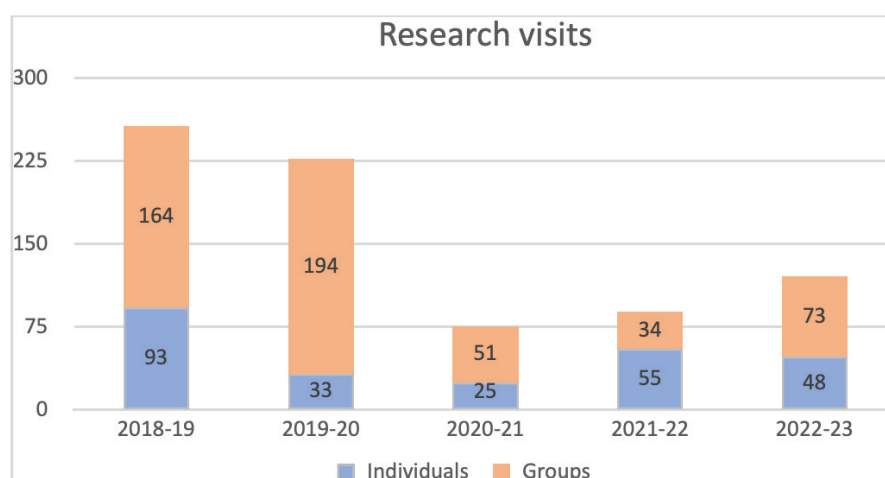
In the 2023 calendar year to 31 July, 26 requests for images were approved, of which 12 were due to be paid for, generating an income of £790 exc VAT.

## TO MONITOR THE NUMBER OF INDIVIDUAL RESEARCH VISITS TO THE CENTRE'S COLLECTION

Any visit to the Research Room is counted in the figures for research visits, including inductions and tours.

In the 2022-23 year there were 48 individual research visitors and 73 visitors in 9 groups. While still a long way off pre-covid figures, the numbers are gradually starting to climb. The year's visits included:

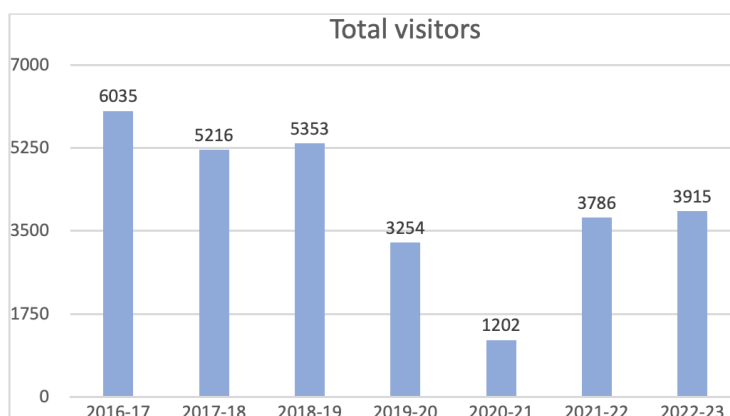
- 6 internal student group visits (BA Interior architecture x1, MA Textiles x2, MA English for Academic Purposes x1, Pre-MA English for Academic Purposes x1, MA Graphic Design x1)
- 1 local adult education group visit (calligraphy)
- 2 special interest group visits (basketry x1, general x1)



## TO INCREASE THE NUMBER OF PHYSICAL VISITORS TO THE CSC

The total number of visitors to the Crafts Study Centre in 2022-23 was 3,915. This is a small increase on the 2021-22 numbers (3,786) but is still a long way below the figure of 5,353 for 2018-19 (the last year before opening hours were interrupted by covid-19 lockdowns). It is likely that the impacts of covid-19 have continued to affect visit numbers, as well as other factors such as the cost of living crisis, the numerous train strikes throughout 2022-23, and the knock-on effects of the staffing situation throughout the year.

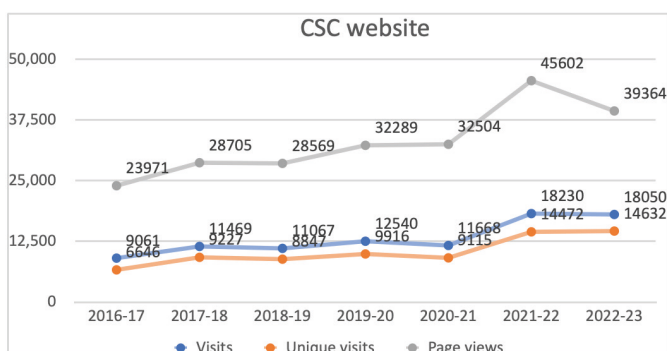
	Visitors	Children	University	Total
Aug-22	270	5	125	400
Sep-22	151	4	171	326
Oct-22	227	7	273	507
Nov-22	122	8	209	339
Dec-22	75	1	90	166
Jan-23	107	8	164	279
Feb-23	185	25	159	369
Mar-23	127	1	199	327
Apr-23	96	1	148	245
May-23	93	5	197	295
Jun-23	239	1	170	410
Jul-23	127	2	123	252
Totals	1819	68	2028	3915



## TO RAISE THE PROFILE OF THE CSC WEBSITE, INCREASE THE NUMBER OF LINKS TO OTHER RELEVANT WEBSITES AND REPORT ON THE NUMBER OF VISITORS TO WWW.CSC.UCA.AC.UK

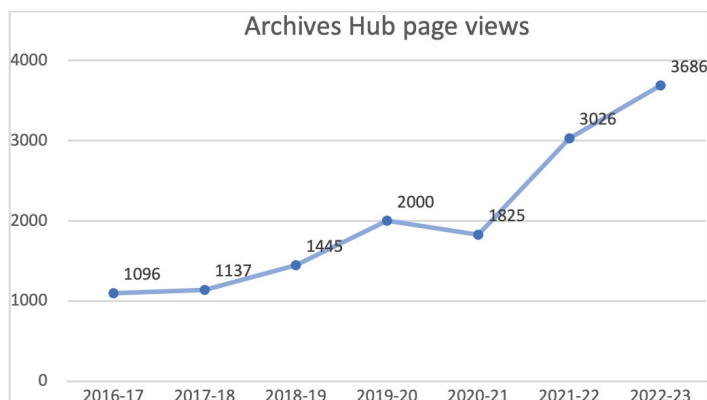
The total visitor numbers to the CSC website for 2022-23 was 18,050 (compared with 18,230 in 2021-22 and an average of approximately 11,200 for the five years prior to that). The total number of unique visitors was 14,632 (compared with 14,472 in 2021-22 and an average of approximately 8,750 for the five years prior to that).

The total number of page views was 39,364 (compared with 45,602 in 2021-22 and an average of approximately 29,200 in the five years prior to that). Of the visits in 2022-23, 54.7% came from search engines, 36.1% came to the website directly, 4.64% from referrals from other websites (e.g. UCA, Crafts Council, etc.) and 3.21% from social media (of which just over half were from Instagram).



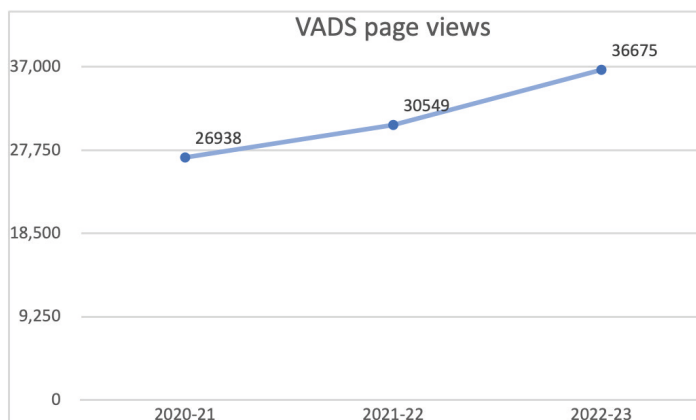
As per previous years, the most popular general content for 2022-23 was the Homepage (8,122), Programme (3,806), Shop (2,324) and Contact (1,229).

## VISITORS TO CSC CONTENT ON AFFILIATED WEBSITES



The CSC's archive collections are presented to the public via the Archives Hub website (<https://archiveshub.jisc.ac.uk>). The CSC's pages on the Archives Hub can either be accessed directly, or by following the links on the collections pages of the CSC's website. It has not been possible to edit or update the Archives Hub since April 2023. There were 3,686 page views in the 2022-23 year, and the figures from previous years show that there was a noticeable increase in page views following the work undertaken by the Archivist to improve the entries on the Archives Hub during 2020 and 2021.

The CSC's object collections, alongside some archival material, are presented to the public via the VADS website (<https://www.vads.ac.uk>). The CSC's pages on VADS can either be accessed directly, or by following the links on the collections pages on the CSC's website. The CSC's pages on VADS had 36,675 views in 2022-23.



The VADS website was migrated onto a new system in 2020; these statistics represent the new VADS website only.

## SOCIAL MEDIA

At the end of 2022-23, the Crafts Study Centre had 583 Facebook followers, 881 Twitter followers, and 4,010 Instagram followers. Statistics indicate that Instagram is reaching a wide, international engagement whilst Facebook helps us to reach a more local audience, specifically around events relating to ceramics and Farnham Craft Month. Instagram brings the largest visitor connection to the CSC website. It is recognised that the platform most likely to engage a significant portion of the CSC's visitors (i.e. UCA/students) consistently is Instagram. It is also this platform that is most widely used by the crafts and arts sector. The Curatorial Assistant had some success at increasing the CSC's presence on social media. A major focus for 2023-24 under the new Director will be to develop a social media strategy and adopt a consistent approach to posting on social media. The platforms used will be reviewed and it is hoped that the CSC can work with UCA's social media and communications team to promote and share what is happening at the CSC via UCA channels.



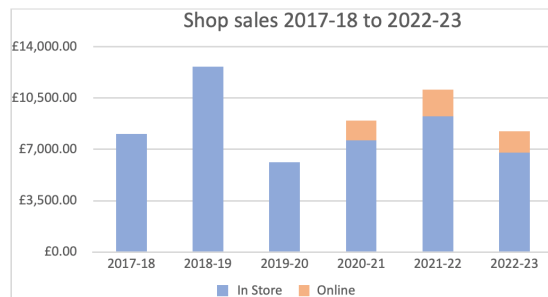
## TO INCREASE THE VOLUME AND AMOUNT OF SALES AT THE CSC SHOP FROM AN AVERAGE OF £300 SALES PER MONTH

Total shop sales (in store and online) for 2022-23 were £8,239.36 (compared with £11,088.31 in 2021-22 and £8,971.95 in 2020-21). These figures include CSC commission (at a standard rate of 35%, although discretion may be applied), artist payments and VAT where applicable.

The CSC held one selling exhibition in 2022-23, *Nourish*; produced exhibition catalogues for *Nourish* and *Magdalene Odundo: A Private View* which were available for sale; and sold associated items to accompany the exhibitions *Nourish* and *Dancing in the Womb*.

The Crafts Study Centre has been working to develop a standardised Maker's Agreement, which sets out the terms and conditions for sale of work at the CSC. This has been supported by UCA's legal team, and should be finalised early in the 2023-24 year. Once this has been signed off, there will be a push to introduce new makers to the shop, both in store and online, and to increase the turnover of makers and work sold.

	In Store	Online	Total
2017-18	£8,054.55	N/A	£8,054.55
2018-19	£12,660.67	N/A	£12,660.67
2019-20	£6,130.18	N/A	£6,130.18
2020-21	£7,636.65	£1,335.30	£8,971.95
2021-22	£9,256.96	£1,831.35	£11,088.31
2022-23	£6,790.31	£1,449.05	£8,239.36



	In Store	Online
Aug-22	£459.35	£10.00
Sep-22	£525.75	£0.00
Oct-22	£832.29	£57.50
Nov-22	£402.05	£513.00
Dec-22	£547.47	£108.20
Jan-23	£264.15	£0.00
Feb-23	£1,601.55	£321.00
Mar-23	£163.80	£229.90
Apr-23	£469.25	£96.00
May-23	£272.65	£27.00
Jun-23	£631.00	£18.95
Jul-23	£621.00	£67.50
Sub-total	£6,790.31	£1,449.05
Total		£8,239.36

