



**DUNDEE
HERITAGE
TRUST
Annual Report 2010**

Dundee Heritage Trust - Review of the Year 2010

SUMMARY

1. Over 190,000 visits to the Trust's venues
2. Two Recognised Collections of National Significance
3. Over 500,000 leaflets printed and distributed
4. 6,270 school visits
5. Total employment valued at 38 fulltime equivalents
6. Over 40 active volunteer positions
7. Free Annual Pass offered to all visitors
8. Estimated £2.5 Million economic benefit
9. Marketing spend of over £100,000
10. Sandford Award for Heritage Education

Overview

Dundee Industrial Heritage Limited (DIH) operates two of Dundee's premier tourist attractions – Discovery Point and Verdant Works. It is a charitable company, the trading body of Dundee Heritage Trust. The Trust is the only independent charity in Scotland operating two five star rated museums.

Andy Lothian Jnr of Insights is Chairman of the Trust and both the Trustees and the Non-Executive Directors of DIH are drawn from a broad range of community and business interests.

The purpose of Dundee Heritage Trust is:-

'The guardianship, preservation, and portrayal of Dundee's Heritage in ways that educate, inspire and enlighten current and future generations.'

The organisation's distinctive excellence is

'The successful co-existence of a public service ethos with a private sector ethos that delivers a range of outstanding quality experiences.'

The Trust delivers a diverse range of services in support of its aims.

The Trust is responsible for the conservation of the RRS *Discovery*, one of the world's most important ships. The Trust also cares for collections relating to both RRS *Discovery* and polar exploration and the Dundee textile industry. These are made accessible to the public through display at our two museums Discovery Point and Verdant Works and by appointment for those items held in store.

The Trust offers a fully resourced education and community outreach program which delivers high quality facilities, workshops and resources to schools and various community groups. A Junior Board of Trustees helps ensure we are meeting the needs of our young visitors.

The Trust provides over 38 fulltime equivalent jobs plus volunteering opportunities to the local community.

Awards

Both Discovery Point and Verdant Works have full Accreditation status as museums.

Both the Jute Collections and the RRS *Discovery* and the associated polar collections are Recognised Collections of National Significance.

Visit Scotland 5 Star Visitor Attraction awards were also retained by both venues. This is an excellent achievement particularly in view of the higher standards now being set. Discovery Point is now investigating Green Tourism awards for the Discovery Point museum.

Verdant Works and Discovery Point both hold the prestigious Sandford Award for Heritage Education until 2013.

Dundee Heritage Trust holds a Volunteer Friendly Award. This award recognises organisations that achieve best practice standards in their recruitment, training and supervision of volunteers.

Trading Activity

*Please note figures are taken from trading activity for calendar year 2010 and may differ from 2010/11 final accounts.

- Over 190,000 visits to the Trust's venues
- 53,219 visits to the Discovery Point Museum
- 12,321 visits to Verdant Works Museum
- Nearly 50% of visits from outside Scotland
- Average Retail Spend per visitor £3.20
- Average Cafe Spend per visitor £2.33

Visitor Numbers

The Trust saw over 190,000 visitors entering its venues in 2010. Visits to the museums were just over 65,000 combined, with 53,219 at Discovery Point and 12,321 at Verdant Works.

Data collected at Discovery Point indicates that visitors originating in the city equate to 8.65% of visits. This is a little disappointing as the Trust offers all visitors the chance to get a Free Annual Pass through its Gift Aid Scheme.

Discovery Point remains a driver for the city's tourism offer and attracts large numbers of new visitors to the city with nearly 50% from outside of Scotland. Visitors are primarily adult ticket types with the vast majority being independent travellers. Attracting coach visits to the museums is challenging as Dundee remains off the main tourist routes. The lack of a destination marketing organisation for the city results in a fragmented approach to building the city's leisure tourism profile and adds to the difficulties in attracting group travel companies.

Discovery Point Geographic Information 2010.	
Visitors Home Location	% of Total visits to the museums
City of Dundee	8.65
Tayside & Perthshire	9.36
Aberdeen/N East	9.07
Central/Strathclyde	9.67
Edinburgh/Borders	6.23
England/Wales/Ireland	25.92
Fife	7.53
Highland & Islands	3.10
Europe	11.55
Worldwide	8.92

Verdant Works saw numbers rise early in the year but fell back later in the year. The severe winter weather and disruption caused by the snow hit Verdant very hard during the festive period and resulted in the museum being closed for four days.

The Trust has continued its Gift Aid Scheme which allows visitors who pay once to get a free Annual Pass. This is aimed at allowing local residents the option of unlimited free visits during a year.

Retail trading was on par with the previous year. Conference and Events performed very well with an increase of 23% over the previous year. Margins across all the trading activities were squeezed, especially within the conference and events trade. This was primarily due to sales discounting to maintain turnover.

PR/Marketing

DIH remains very active in the marketing field and actively seeks collaborative partners to enhance its marketing and PR activities.

DIH has had a successful year with numerous press reports surrounding the temporary exhibitions staged at both Discovery Point and Verdant Works. The RRS *Discovery* remains an icon of Dundee and there have been numerous visits by both national and international TV companies to use the ship as a location. One example of this was Neil Oliver filming on board *Discovery* for a new series for BBC1 Scotland and BBC2 retracing the steps of four Scottish explorers including William Speirs Bruce of the Scottish National Antarctic Expedition of 1902-04.

Free use of the ship to help publicise local community groups and charities continues on a regular basis.

The Trust distributed over half a million leaflets last year, primarily to areas within one and a half hours drive time. The Trust has embraced social media promotion with both museums represented on Facebook and the active use of Twitter to keep people up to date with the Trust's activities.

The Trust has completed its plans to attend the tourism 2011 EXPO in Aberdeen, the only organisation independently exhibiting from Dundee. Group travel organisers will be targeted with an aim of increasing coach visits to Dundee by an additional 6,000 visitors.

The Trust is at the forefront of collaborative marketing work, working with Dundee City Council and Angus Council plus numerous other public and private sector organisations to enhance coverage of not only our museums, but also Dundee as a destination. Promotional work with both Visit Scotland and

Great Scotland has seen Discovery Point and Dundee promoted via a pan-European e-marketing campaign to over 600,000 unique European visitors - the campaign has a total of 3.7m impressions.

The 2010 Marketing spend of over £100,000 is estimated to generate press and advertising coverage valued at over £700,000.

Exhibitions

The Trust continues to run a diverse programme of temporary exhibitions at both museums. Some are produced in-house to showcase our rich collections and others are on loan from outside organisations where we fulfil a vital role in providing exhibition space free of charge to community groups, artists and photographers.

Discovery Point

Between March and June 2010 saw 'From Dundee to Abbey Road', the first ever major retrospective of Dundee-born photographer Iain Macmillan whose most famous shot was the cover for the Beatles' *Abbey Road* album. As well as numerous celebrity images and a series showing his work with John Lennon and Yoko Ono there were also evocative photographs of Dundee in the 1950s. The show attracted extra visitors to Discovery Point and extensive media coverage including features in the Arts sections of all the major Scottish nationals, spots on both local and national TV and radio as well as features on the BBC and ITV websites. The value of the PR and Press coverage is estimated at £250,000 – well beyond the normal marketing means of a small charitable trust. The show undoubtedly brought Iain's work to the wider public gaze, particularly in relation to the residents of his home town.

June to December saw 'Race to the Pole' a significant in-house exhibition and our major contribution to the nation-wide 'Scott 100' commemorations for the centenary of the Terra Nova expedition. This special exhibition featured photographs and objects from the Trust's collections, many of which had never been publicly displayed before including an Emperor Penguin brought back by the Expedition, the remains of a cake sent to Captain Oates, wood from the *Terra Nova's* Wardroom, a pony snow shoe and poignant souvenirs relating to the death of Scott and his four companions. The exhibition also highlighted the local and Scottish connections in that the *Terra Nova* was a Dundee-built whaling ship and that some of the planning for the expedition took place at Glen Prosen in Angus.

From December to February the Cafe Gallery hosted 'Discover Print', showcasing the work of staff members of the Print Studio at DCA. The final slot of the year is given over to 'Oor Art' - a newly formed collective of six artists from Angus and North East Fife.

Verdant Works

From July to October 2010 Verdant Works hosted a re-display of 'Juteopolis', a highly unusual floor sculpture originally conceived and produced by the Society of Scottish Artists (SSA) for their annual exhibition in 2009. The sculpture represents the work of over 120 artists from all over the UK. The brief given to the SSA artists had asked them to explore jute as a creative subject matter and produce a piece of work which was to be executed on a wooden block that echoed the jute bales. The

installation of 'Juteopolis' at Verdant Works saw the cubes carefully placed in, around and on top of the historic machines to mimic the flow of jute twine and threads. The cubes gave a contemporary and highly creative perspective on such an important aspect of Dundee's rich history.

At the end of the exhibition, the Society of Scottish Artists donated the cubes to Dundee Heritage Trust, contributing a fascinating and thought-provoking artwork to our permanent collection.

December saw the opening of the exhibition 'The Paintings and Etchings of C.G.L. Phillips (1863-1944)' showcasing the Trust's substantial collection of the artist's work alongside personal items belonging to him. The paintings include views of well-known landmarks like St Andrews Castle, Dundee High School and the Overgate.

Collections

The Trust's jute and polar collections continue to grow with new donations. Significant loans have also been received including material that relates to the 1955-58 Commonwealth Trans Antarctic Expedition led by Vivian Fuchs and Edmund Hillary. Some of these items were put on display within Discovery Point in January.

The process of producing the on-line collections database has been more involved than envisaged and a considerable amount of work has had to take place to standardise the records and information before we go 'live'. It is hoped that this extended public access to our polar and jute collections will be launched by the summer.

The Trust has a presence on the BBC History of the World website with one of our star objects – *Discovery's* harmonium.

Education and Community Outreach

The Education and Community Outreach Service provides a comprehensive programme of events and activities for schools, community groups and families. The service is run by one member of staff. The aim is to provide a variety of resources and experiences which are unavailable in the classroom context, and to engage members of the local community in the learning opportunities provided by our two museums.

The quality of our education service has been recognised by the granting of the prestigious Sandford Award for Heritage Education for the second time.

During the calendar year 2010, 4,409 schoolchildren visited Discovery Point as part of school visits and 1,861 went to Verdant Works. Over 70 workshops were delivered to visiting pupils – we offer a variety of workshops that run throughout the year for schools to choose from, as well as those organised for special events such as the Dundee Science Festival. In addition, we also provide an outreach service that takes workshop activities into schools. In 2010 over 180 pupils participated in these classroom-based activities.

The Education and Community Outreach Officer worked closely with Dundee City Council's Cultural Coordinators and collaborated with them on several successful projects combining classroom activities

with visits to Discovery Point and Verdant Works. We have worked in partnership with a number of other cultural providers such as Dundee Rep and the Space.

We have also participated in city-wide initiatives such the Dundee Science Festival where the Trust offered schools workshops at both museums, with pupils finding out about navigation at Discovery Point and optical illusions at Verdant Works. All eight sessions were fully booked with almost 200 pupils taking part. The 'Science Discovery Day' for families at Discovery Point on Saturday 6th November involved hands-on activity sessions throughout the day.

The Trust has been collaborating with Shoofly Publishing of Sunderland, who produce interactive and online educational resources for schools, on the 'Thin Ice' Project. This cross-curricular resource is based around the themes of Antarctic exploration and conservation. Taking the form of a 'video diary', pupils will follow the story of a young visitor to Antarctica who experiences the 'ghosts' of earlier expeditions from the Scott and Shackleton era, and who also sees the environmental impact of climate change and dwindling natural resources on a 'future' Antarctica. The Trust's Education Officer has provided background material and some of the filming for the resource was carried out on board the RRS *Discovery*. Once completed, 'Thin Ice' will be available to schools across Scotland through the Glow intranet system.

Verdant Works now has its very own pages on *Glow*, the Scottish schools intranet. *Glow* provides a safe online environment for pupils, teachers and parents, containing personalised programmes of work and shared curricular resources. The Verdant Works area gives pupils access to customised resources related to the museum, in a whole range of formats: text, images, audio and video.

Volunteers/Friends/Community Support

The activities and public services of the organisation are supported by both the Friends of Dundee Heritage Trust and volunteers. Dundee Heritage Trust currently provides volunteering opportunities for over 40 people in many areas of our work, including collections, guiding, education and office duties.

Dundee Heritage Trust continues its long association with St Andrew's University by playing host to student placements from the postgraduate Museum and Gallery Studies course. Two students were taken on during 2010 and both have worked hard on their own individual projects within each of the Trust's two main collection areas – polar and jute - allowing to us to develop, expand and learn more about our collections. The Heritage Director also hosts study visits by the course students on the theme of interpretation and the independent museum sector.

The Trust works in partnership with the Claverhouse Group, offering work placements for long term unemployed young people. To date the Trust has offered places to 4 young people on six month placements. The Trust also continues to offer services to the Criminal Justice Services (Dundee) by offering community sentencing placements.

Dundee Heritage Trust holds a Volunteer Friendly Award. This award recognises organisations that achieve best practice standards in their recruitment, training and supervision of volunteers.

Events

The Trust delivered a varied calendar of events including the Annual Discovery Pro-Am Golf Tournament, the only official SPGA Pro-Am event held in Dundee and the prestigious Discovery Fundraising Dinner. Keynote speaker for this was Mark Beaumont, the record breaking Scottish round the world cyclist. New to this year's event list was the 'Inspiring Women' fundraising dinner which was staged in November in conjunction with another local charity, the Mary Slessor Foundation. All have been well attended, raising significant funds and providing further evidence of the community and business support shown to the Trust. Events such as these are critical to our ongoing survival and development and help to ensure that we continue to present Dundee's heritage in the best possible ways.

The Trust also staged numerous small events in partnership with local community groups including jazz nights, Victorian themed events and educational talks. Due to adverse weather the Discovery and Verdant Christmas events unfortunately had to be cancelled.

The Bank Holiday of May 4th saw the return of the highly successful Second World War themed event 'Jute and Jitterbugging' at Verdant Works. The courtyard of the mill was decorated with bunting, taped windows and sandbags, and occupied by a variety of period military vehicles and wartime personnel kindly provided by the Scottish Military Vehicle Society. Inside, the Verdant Suite had been re-created as a 1940s dance hall, with live music provided by local band Havana Swing and dance demonstrations by the Fly Right Dance Company. Refreshments were provided WRVS-style by hard-working volunteers and staff. A children's trail through the exhibition had young visitors hunting for famous aircraft of the Second World War.

The well-attended and hugely enjoyable event was part-funded by Museums Galleries Scotland as part of their 'Show Scotland' weekend.

Capital Works and New Projects

Dundee Heritage Trust has had another very busy and successful year, undertaking many successful projects to improve our facilities, services and collections care.

Wind Turbine

Discovery Point has become one of very few museums in Scotland to benefit directly from its own renewable energy source. The Discovery Wind Turbine was commissioned in March 2010 and has been generating energy for use on the RRS *Discovery*. It has also become a great educational tool and new displays related to environmental issues, global warming and Antarctica will be installed soon to enhance our educational services to both schools and visitors. The project has created a lot of interest and a member of the Management Team will be attending the Annual Conference of the Association of Independent Museums in 2011 as a guest speaker to talk on the issues of implementing renewable energy installations.

New film

A stunning new audio-visual film has been installed in the auditorium at Discovery Point. Narrated by Hollywood star Brian Cox, 'The Last Place on Earth – Discovering Antarctica' tells the incredible story of Antarctic exploration and science from its beginnings to the present day. The show features evocative

images from Dundee Heritage Trust's own collections and historic film footage from the British Film Institute alongside stunning contemporary colour film from the BBC and the British Antarctic Survey. There are also a couple of special effects to give the 'Wow' factor. This £90,000 investment has been funded by a number of charitable trusts and the proceeds of fundraising events and Dundee Heritage Trust would like to sincerely thank all the organisations and individuals whose valued financial support made the project possible.

Fire alarm on *Discovery*

In a partnership with Dundee Heritage Trust, ADT Fire & Security has sponsored the installation of a new wireless radio fire protection system on board RRS *Discovery*. This high-end technology was installed with minimum disruption to the ship's internal and external structure. The new alarm, which is monitored independently of the main museum using DualCom GPRS technology, reassures the Trust that their most valuable asset is protected against the ongoing threat of fire.

Sick Bay on *Discovery*

A project to open the Sick Bay on board RRS *Discovery* to public view for the first time opened in May 2010. As well as figures and replica fittings, there are also displays of historical medical equipment and information on the health problems faced by the early Antarctic explorers.

The Weavers' Room

The Trust collaborated with the Weaver Craft of Dundee to produce a display on the history of the Craft that has been installed in the Verdant Suite at Verdant Works. Now re-named 'The Weavers' Room', the permanent exhibition was successfully launched with the Dundee Weavers' Annual Supper on 17th September 2010.

With both the jute collections and RRS *Discovery* and the polar collections being Recognised Collections of National Significance this makes Dundee Heritage Trust eligible for financial support. A number of successful funding applications were made to both the Recognition Fund and the Recognition Capital Fund which have enabled us to achieve the following:-

Public facilities

The total refurbishment of the toilets at Discovery Point at a cost of nearly £33,000. The toilets were as installed in 1993 when the building opened and their use by over 190,000 people per year causes substantial wear and tear. New energy and water saving features have been installed such as automatic sensor taps, lights that are activated by PIR when people enter and eco hand-driers. As well as lowering the building's carbon footprint these measures will also reduce ongoing running costs. This work took place in March 2011.

Automatic doors

The installation of new manual and automatic opening doors to both the front and side of Discovery Point to improve disabled access at a cost of nearly £21,000. The original main entrance doors were incredibly large and heavy, difficult enough for most visitors but virtually impossible for people with physical disabilities. This work took place in February 2011.

Conservation of *Discovery's* funnel

Vital conservation work to stabilise and arrest the severe metal corrosion affecting *Discovery's* funnel and engine room casing was finished in September. The base of the structure has been strengthened and sealed and this has saved the funnel from collapse. This essential conservation project had been postponed in the past due to lack of funds (quotes having been obtained as long ago as 15 years back) but thankfully the Recognition Capital Fund has finally enabled this £26,000 project to go ahead.

Dock pump

The installation of a portable 6 inch dri-prime diesel pump on the quayside (cunningly disguised within a wooden packing case) took place in January and February. The diesel pump will complement the existing electric pumps and ensure that in the event of a power cut we have an emergency back-up. This project is designed to improve the pumping arrangements in *Discovery's* dock thereby protecting her long term future. Dundee Heritage Trust would also like to sincerely thank The Headley Trust for their very generous support of this £30,000 project.

Collaborations

Dundee Heritage Trust continues to collaborate with a wide range of heritage and arts organisations on both a local and national level. The Trust is an active member of the City's Cultural Agencies Network and the Dundee Partnership Learning and Culture Strategic Group along with membership of the Tayside Museums Forum and the Association of Independent Industrial Museums and Heritage Sites of Scotland. The Heritage Director is the Scottish representative on the Council of the Association of Independent Museums (AIM).

Opportunities are being pursued regarding the Scott centenary in 2012 with the Antarctica 100 group of all the societies, organisations and museums in the UK with polar connections.

We have been continuing our support of the development of Dundee's Waterfront project and the forthcoming V & A museum, ensuring that we are well placed and aligned with both projects.

Economic Assessments

The organisation completed a number of economic assessments of its activities during 2010.

Analysis of the two museums indicates:-

- Economic benefit of tourist visits to the two museums in excess of £2.5 million per annum.*
- Total direct and indirect value of normal goods and services over £350,000 per annum*
- Total employment direct and indirect of 38 full time equivalents.*
- Conference and Events economic benefits valued at £800,000**

In addition to the above, fundraising for capital has been very successful this year with £125,000 in additional funding being brought into the local economy to finance the Trust's projects. However, raising funds to support the ongoing core work of the museums remains challenging.

* *Valuations from DC Research analysis of regional/national tourism volume and value datasets, 2010.*

** *Valuation using Dundee and Angus Convention Bureau performance indicators.*

Major Plans for 2011/12

A number of projects are planned for 2010-11 as we are constantly striving to maintain and improve the facilities and services at our museums.

Verdant Works High Mill

The Trust continues to face challenges in seeking to secure the future of the Verdant Works High Mill. The mill, which adjoins the restored part of the site containing the museum, is a category 'A' listed building constructed in 1833. The structure is currently derelict and in need of major repairs to its roof along with work to halt the decay to the stonework.

An Options Appraisal Report has been commissioned from the Tayside Building Preservation Trust to assess the current state of the building, identify emergency repair costs and explore possible development options. Architects and engineers have put the costs of stabilising and repairing the building, primarily the roof, at an estimated £1.2 million. This would make the High Mill wind and watertight to stop further deterioration of the structure and allow time for a worthwhile future project to be developed. Historic Scotland has been supportive and, recognising the need to save the building, has pledged to fund 40% of the repair costs up to £500,000. However this is dependent upon finding a viable 'end use' for the building. One option being considered is the development of an archive centre for Dundee.

Museum Showcases

Funding of £14,000 has been obtained from the Recognition Fund to purchase three new showcases for Verdant Works. These will be installed early May and will allow us to display more of the amazing jute collections currently in store, much of which has been donated by local people since the museum opened back in 1996.

Rebranding exercise for Verdant Works

Funding has been obtained from 'Destination Dundee, Angus and Dundee Area Tourism Partnership' which has enabled us to commission an independent market research survey to better understand the public's perception and knowledge of Verdant Works.

Street surveys will be undertaken in Dundee, Perth, Montrose and St Andrews and there will also be on-line surveys. A focus group will also be targeted for more in-depth information and understanding. This work should be finalised by June.

The prime objective is to increase visitor numbers to Verdant Works, which will not only benefit Dundee Heritage Trust but be of wider economic benefit to Dundee and the surrounding areas.

EPOS system

Funding from the Recognition Fund will enable the purchase of a new EPOS system for Discovery Point and Verdant Works. The current Epos system controls tickets sales, retail stock control and also records marketing data and was installed in 1999. Advances in software systems and ongoing compatibility issues have now rendered the system obsolete. Frequent freezes and crashes have caused loss of both retail and visitor data, data which is fundamental for the ongoing analysis of visitor trends and financial performance. A new system will allow for the collation of Gift Aid information to be better managed, control all ticket and retail sales and will also allow for enhanced market research and customer information gathering to be completed. Importantly the new system will be able to

integrate seamlessly with the company's newer servers and software. It would be fair to say that the smooth operation of the system impacts on all parts of the organisation and is vital to future operations.

Scott Centenary Events

We're now well into the celebrations for the hundredth anniversary of Captain Scott's second expedition to the Antarctic aboard the Dundee-built *Terra Nova*. Special events to mark the centenary are being held across the country, including exhibitions, lectures, musical events and conferences. A detailed list of events taking place can be found on the Scott 100 website at www.scott100.org.

One event that Discovery Point will be closely involved with is the Scott Centenary Sledge Pull, jointly organised by the British Schools Exploring Society (BSES) and the Scott Polar Research Institute. This event will see groups of young people pulling lightweight wheeled sledges from Land's End to John O'Groats and southwards to Cambridge, London and Cardiff. The southbound leg of the sledge pull will see the teams travel through Dundee in September, allowing them to take a well-deserved break from their sledge-hauling at Discovery Point.

Discovery Point's contribution to the Scott centenary celebrations will continue next year, with our *Terra Nova* exhibition 'Race to the Pole' re-displayed between January and April 2012. This will be accompanied by a programme of activities for all ages including schools and family workshops on the theme of Antarctic science, a film night, a theatrical performance, lectures, gallery tours with curators and a fundraising dinner.

Education

It is hoped that the Trust will be successful in its application to Museums Galleries Scotland under its Skills for the Future programme for an intern to work with the Education & Community Outreach Officer. This would provide us with a post for 12 months at no cost and would provide much-needed additional capacity to service current schools visits but also allow for the creation of additional services and materials such as new workshops, a new education pack for teachers and the further development of our sites on GLOW, the Scottish schools' intranet.

Audio Guides

Funding of £26,000 has been obtained from the Recognition Fund for the production of an audio guide for the galleries at Discovery Point and on board RRS *Discovery* and the purchase of 40 handsets. The audio guides will give visitors the opportunity to explore and experience the museum and ship in a completely new way. In terms of disability access the tours will open up the museum to more audiences, increasing intellectual access and improving the offering for people with sight problems. As well as the English version the tour will be translated into two European languages which will dramatically increase our foreign language provision. This is a significant part of our audience as 11-12% of Discovery Point visitors are from Europe i.e. nearly 6,000 people a year.

Temporary Exhibitions

From the end of May until December a major in-house exhibition 'From Carriers to Coffins - Jute in the 21st Century' will be displayed at Verdant Works.

Everyone is familiar with the supermarket jute shopping bag of which many millions must now be in circulation. However, jute is not just used for the mundane and utilitarian - there are many exciting and innovative products being made from jute today. This exhibition will highlight the weird and wonderful world of jute with uses related to fashion, art, eco funerals, home furnishings and the military. Quirky and striking objects on display will include jute coffins (for humans and pets), a sniper's ghillie suit and high fashion clothing and shoes by top designers. This major temporary exhibition will challenge what you thought you knew about jute!

Running alongside the exhibition will be a programme of events for both adults and children including artist-led sessions, talks, guided tours of the exhibition, schools workshops and summer holiday craft activities.

The exhibition will be backed by a strong marketing campaign including 40,000 advertising leaflets professionally distributed across Dundee, Perthshire, Angus and Fife. There will be a series of yellow AA road signs put up across the city highlighting the show and directing people to the museum. Dundee Heritage Trust is extremely grateful for financial support from Museum Galleries Scotland and the Friends of Dundee Heritage Trust towards this exhibition.

The programme of temporary exhibitions for Discovery Point for 2011-12 includes displays of work by established local artists.

May to July sees the show 'Polar Ark', stunning photographs of South Georgia and Antarctica by wildlife photographer and polar biologist Katherine Snell, a former pupil of Dundee High School. The images were taken while Katherine was working for the British Antarctic Survey and then latterly the BBC natural history unit during filming of the forthcoming series 'Frozen Planet'.

August to October sees 'Both Sides of the Tay', the work of Derek Robertson, a graduate from Duncan of Jordanstone College of Art and one of the country's foremost wildlife and landscape artists. His paintings are held in private collections in more than 40 countries as well as in numerous public institutions including those of several British universities, museums and the collections of HRH the Duke of Edinburgh.

From October until the beginning of January 2012 we are hosting 'Year of the Light', an art exhibition inspired by the Bell Rock lighthouse bicentenary.

Concluding remarks

Management and staff continue to promote our facilities and offer help and advice to our visitors.

The Trust will continue to work with local businesses, community groups and other agencies to assist with delivery of the city's Single Outcome Agreement by ensuring the organisation's museums are available to all.

Our thanks once again must go to all our staff who have shown excellent work practices and dedication. Also to our Friends, Volunteers, Non-Executive Directors and Trustees who give their support and help freely.

Executive Management Team

Dundee Heritage Trust

March 2011