

Annual Report
KETTLE'S YARD

20

21



UNIVERSITY OF CAMBRIDGE
MUSEUMS
& BOTANIC GARDEN



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Kettle's Yard 2021. Photo: My Linh Le

'Ten British African diaspora artists come together in a profound display of contemporary artworks. The show isn't necessarily an exploration of Black British identity, but rather a reflection of and reaction to our times.' - 4 stars, The Guardian on *Untitled: Art on the conditions of our time*, July 2021

'Wallis was the pure spirit that the prewar British avant-garde was earnestly seeking.'

- The Financial Times on *Alfred Wallis Rediscovered*, October 2020

'Covid cannot dim the beauty of this place.' - Visitor comment on Instagram, August 2020

'Kettle's Yard is online for now, with some fantastic events available.' - Varsity Student Newspaper, May 2021

'Loved the Sarah Wood film as a way to start to make sense of lockdown.' - Visitor comment on Twitter, January 2021

'Impressive installation of #UNTITLED @kettlesyard - the galleries are transformed and each artist's work has its own microclimate.' - Visitor comment on Instagram, July 2021

Introduction from the Director

Writing on a foggy day in January 2022, with Covid-19 still with us, it is difficult to predict what this year will hold. However, we have much to celebrate as we look back over 2020/21. A pandemic related programme gap gave us an opportunity to make a new exhibition *Alfred Wallis Rediscovered*, which explored the work of one of the most significant artists in our collection. Central to the exhibition were three sketchbooks by Wallis that we jointly acquired with Tate, with funds generously provided by the National Heritage Memorial Fund, Tate Members and Friends of Kettle's Yard, with Art Fund support. We also showed a poignant film responding to lockdown commissioned from Cambridge based artist Sarah Wood.

We committed to present all the exhibitions we originally planned, even if much later than intended. In July 2021 *Untitled: Art on the conditions of our time* opened. An ambitious exhibition of new and recent work by 10 British African diaspora artists, it was moving to watch visitors engaging with exciting contemporary art again.

We continued to create 'Kettle's Yard at Home' webpages filled with films, exhibition tours, images and more, enabling visitors to enjoy our programme remotely. We also staged live streamed events including Issam Kourbaj's *Imploded, burnt, turned to ash*, a remarkable performance marking the 10th anniversary of the Syrian uprising.

Despite many challenges, community and learning activity thrived, taking a hybrid approach. We created a new video to enable primary schools to 'visit' Kettle's Yard from the classroom. We collaborated with our partner school, North Cambridge Academy, to create a film that captured student responses to *UNTITLED*. In the summer we presented artist Enni-Kukka Tuomala's *Empathy Objects* – art and ideas presented in the House, in North Cambridge, and online.

All that was achieved would not have been possible without the support of Arts Council England, trusts, foundations and individual donors. We also benefited from the Cultural Recovery Fund which helped us to reopen our doors and reconnect with visitors.

We are proud of the quality and reach of the 2020/21 programme. We offered artistic inspiration and creative opportunities; supporting artists, communities and visitors throughout the year. I am confident, as Jim and Helen Ede who created Kettle's Yard would have wanted, that we continue to be a special place open to all.

Andrew Nairne



Kimathi Donkor in *UNTITLED: Art on the conditions of our time*, 2021. Photo: Stephen White

Mission, Purpose & Values

Mission

To contribute to society by inspiring and engaging audiences through art, learning and research of the highest quality. We believe that great art should not be the privilege of the few, but for everyone. Our values reflect Kettle's Yard's creator Jim Ede's support for artists and belief in art's power to make us look again and change how we act in the world.

Purpose

- Conserving the House, collections and archive for present and future generations and as a resource for research.
- Presenting exhibitions of modern and contemporary art and concerts of classical and contemporary music.
- Welcoming and engaging diverse audiences through innovative learning programmes and public engagement
- Ensuring financial sustainability through governance and management, core funding, partnerships, earned income and the support of donors, trusts and foundations

Values

Openness

Encompassing our commitment to access, equality, anti-racism and enriching communities. Seeking to be generous and caring, making a programme of events and activities inspired by Jim and Helen Ede's vision of a place in which everyone is welcome and can be enriched.

Creativity

Fundamental to the ethos of Kettle's Yard, from inspiring visitors to be creative in their own lives and communities, to the diverse creativity of the artists we support and whose work we present, to how we think about the future of Kettle's Yard.

Collaboration

Working with others - to learn from them and achieve stronger and richer outcomes. Contributes to sustainability through adding value and efficiency when exhibitions and projects are organised collaboratively and shared widely.

Insight

As part of the university, we undertake, enable, and disseminate research to generate new insights about art and artists, so deepening knowledge and enriching public engagement. We can elicit valuable insights and learn and grow as an organisation through conversations - whether with children and young people, members of the community, visitors or among our colleagues.

Sustainability

There is a cost to our existence and our work. Addressing how we run Kettle's Yard to reduce our carbon footprint is essential. We need to act and plan to reduce waste of all kinds and strengthen our financial resilience to secure our long-term health and wellbeing. This runs across everything that we do.



Exhibitions, Displays & Projects

Alfred Wallis Rediscovered

24 October 2020 - 20 June 2021

[Find out more about Alfred Wallis in this short film](#)

Sarah Wood: Here is Elsewhere

31 October 2020 - 20 June 2021

Untitled: Art on the conditions of our time

10 July - 3 October 2021

[Watch an in conversation with artists Larry Achiampong and David Blandy](#)

[Watch Here is Elsewhere](#)

Alfred Wallis Rediscovered, 2020. Photo: Jo Underhill



Harold Offeh in *Untitled: Art on the conditions of our time*, 2021.

Larry Achiampong and David Blandy in *Untitled: Art on the conditions of our time*, 2021. Photo: Stephen White



Alfred Wallis Rediscovered, 2020. Photo: Jo Underhill



Alfred Wallis Rediscovered
24 October 2020 - 20 June 2021

'Beautiful and unexpectedly moving and resonant.'

– Visitor, October 2020

'The curators of this exhibition draw parallels between Wallis's life of isolation and our own experiences during lockdown.'

– Studio International, November 2020

'The 60 or so paintings that usually remain in storage make a rare appearance, and with letters and sketchbooks, afford a view of Alfred Wallis not just as an inspiration, but as an artist in his own right.'

– i News, November 2020

'Back to a gallery! The new Alfred Wallis exhibition @kettlesyard - what a sense of exuberance in his early work, and what a confidence in stripping away the inessentials.'

– Twitter, December 2020



Alfred Wallis

Alfred Wallis' (1855-1942) expressive drawings and paintings capture the immediacy of his direct experiences of the sea. Wallis lived in Cornwall throughout his life, working on deep sea fishing boats and then as a marine scrap merchant. He turned to painting when he was in his seventies and with no formal training, and used this creative outlet as a means to escape the isolation and loneliness that he felt following the passing of his wife. In his final year of his life, Wallis lived in a workhouse and here, with materials gifted to him by artist Ben Nicholson and art critic Adrian Stokes, he continued to recall and sketch his memories of the sea, shore and Cornish landscape.

Three sketchbooks made in his final year (1941-2), that are filled with drawings and paintings in varying styles, were the catalyst for this exhibition. *Alfred Wallis Rediscovered* explored Wallis' paintings from the Kettle's Yard Collection, with particular attention to his later works and drawing practices. Wallis' close friendship with the creator of Kettle's Yard, Jim Ede, who purchased large numbers of the artist's paintings in the 1930s, was demonstrated through their lively letter correspondence, which was on display. Ben Nicholson described Wallis' work in 1942 as 'an immensely real experience'. This exhibition shined new light on this innovative artist whose contribution to the development of modern art in Britain deserves closer attention.



Alfred Wallis at Home

'Alfred Wallis at Home' was created on our website to share exhibition content online. This webpage hosted an online exhibition tour with the curator, short films about works of art by Alfred Wallis, a downloadable children's activity sheet, a film of the Alfred Wallis sketchbooks and more. Between October 2020 and July 2021 the Alfred Wallis at Home webpage had **8,599** unique page views.

Exhibition Film



[Watch this film to learn more about the exhibition](#)

[Watch the recording of an interactive children's event with Cambridge Literary Festival](#)



Recorded online children's Event based on Alfred's Adventure in the Children's City Book



Alfred Wallis Sketchbooks film

[Watch a film showing the Alfred Wallis Sketchbooks from the exhibition here](#)

[Watch a film introducing Alfred Wallis with the curator](#)

[Download the Alfred Wallis Family Activity Sheet here](#)



Alfred Wallis Family Activity Sheet



Who was Alfred Wallis? Film

Sarah Wood: Here is Elsewhere
Edlis Neeson Research Space Display
31 October 2020 – 20 June 2021

*'Beautiful film about
lockdown and the
imagination by
@sarahwoodworld.'*

– Visitor, December 2020

*'Brilliant. Exactly the right
time to watch such a
poignant film.'*

– Visitor, November 2020

*'Took the chance to head
upstairs at @kettlesyard and
watch Sarah Wood's video
meditation on lockdown and
the imagination, 'Here is
Elsewhere'. It can also be
seen elsewhere, indeed
anywhere, via the Kettle's
Yard website.'*

– Visitor, November 2020



Film still from Sarah Wood, *Here is Elsewhere*, 2020

Sarah Wood

Kettle's Yard commissioned artist and filmmaker Sarah Wood to make a new film that contemplates the human impact of lockdown. Here is Elsewhere is an essay film that explores the idea that in lockdown people become 'nomads of the imagination', forced to travel in their mind at a time when physical movement is heavily restricted. The film brings together images, archive film and contributions from other artists, writers and thinkers to ask whether these transformations in perception will enable us to live differently in the future.

Sarah Wood works with the found image as an act of reclamation and re-interrogation. Her focus is the documentary image or rather the image as document. Inspired by Hito Steyerl's suggestion that the 21st century image has been impoverished by its deployment as informational shorthand, her approach highlights ambiguities, repetitions, resonances in the given documentary image specifically to open up new meaning via the dynamic interplay between voice and image offered by the essay film form.



**UNTITLED: Art on the conditions
of our time**
10 July – 3 October 2021

*'I'm so happy to see artists
like Barby Asante showcased.
Bravo for a thought
provoking and timely
exhibit.'*

– Visitor, July 2021

*'Ten British African diaspora
artists come together in a
profound display of
contemporary artworks. The
show isn't necessarily an
exploration of Black British
identity, but rather a
reflection of and reaction to
our times.'*

– The Guardian, July 2021

**'Quite superb exhibition with
beautiful and throught-provoking
work. Bravo @kettlesyard.'**

– Twitter, August 2021



Evan Ifekoya in UNTITLED: Art on the conditions of our time, 2021. Photo: Stephen White

**Larry Achiampong & David Blandy,
Barby Asante, Appau Junior Boakye-
Yiadom, Phoebe Boswell, Kimathi
Donkor, Evan Ifekoya, Cedar
Lewisohn, Harold Offeh, Ima-Abasi
Okon, NT**

This exhibition brought together work by 10 British African diaspora artists with a focus on how their innovative practices ask important questions about some of the most important cultural and political issues of our turbulent times. The exhibition featured new commissions by Barby Asante, Appau Junior Boakye-Yiadom and NT, as well as new and recent work by Larry Achiampong & David Blandy, Phoebe Boswell, Kimathi Donkor, Evan Ifekoya, Cedar Lewisohn, Harold Offeh and Ima-Abasi Okon. Painting, drawing and printmaking sat alongside performance, video and sound installation.

The exhibition title refers to the longstanding art historical convention of leaving artworks ‘untitled’ in order to encourage attention onto the works themselves, and eliminate reliance upon contextual information. *Untitled* asked viewers to examine the conditions of our time through the prism of Black British artists working today, without reducing the encounter solely to an exploration of Black British identity. By avoiding such over-contextualisation, the exhibition sought to foreground these artists’ practices and show how they create platforms for audiences to explore the connections between art, culture and society.



Cedar Lewisohn in *UNTITLED: Art on the conditions of our time*, 2021. Photo: Stephen White

UNTITLED at Home

'UNTITLED at Home' was created on our website to share exhibition content online. This webpage hosted an introduction to the exhibition with curator Paul Goodwin, online talks, artist films from the exhibition, a performative tour of Kettle's Yard with Harold Offeh, and more.



[Watch a film with North Cambridge Academy here](#)

UNTITLED: The Students of Our Time film with North Cambridge Academy



[Watch an online in conversation here](#)



[Watch an introduction to the exhibition with Paul Goodwin here](#)

Introduction to the exhibition with Paul Goodwin film

*'Wonderful!
Thanks so much
- I really enjoyed
this engaging
video.'*

– Online visitor, August 2021



Introducing Cedar Lewisohn film



Performative tour of the Kettle's Yard House with Harold Offeh film

Events Programme

From August 2020 to July 2021 we organised 41 events as part of our public programme, of which 37 were online. The events included online collection talks, exhibition talks, symposiums, Friends of Kettle's Yard events and online and in-person workshops, reaching a total of 4,543 people. The prominence of online events has increased the reach of our events programme and allowed a broader range of audiences to attend.

'Powerful, moving performance by Issam Kourbaj marking the 10th anniversary of the Syrian uprising.' - Issam Kourbaj
Performance feedback, 2021



Issam Kourbaj, *Imploded, burnt, turned to ash*, 2021.
Screenshot from live stream.

[Watch Issam Kourbaj's 'Imploded, burnt, turned to ash' performance](#)

[Watch an online talk about the furniture at Kettle's Yard](#)

[Watch the first day of the Grassroots symposium](#)



Online Talk: Portrait of an Artist - Winifred Nicholson with Sarah Burles



Molly Mahon Block Printing Workshop, June 2021, photo: My Linh Le

Collection, Research & Archive

Loans

Works from the permanent collection have continued to feature in exhibitions and projects across the UK and internationally. Two paintings by Ben Nicholson were included in Pallant House's major exhibition, *Ben Nicholson: From the Studio*, while Joan Miró's *Tic Tic* travelled to Fundación MAPFRE in Madrid for an exhibition exploring Miró and poetry.

Works from the Reserve Collection were also shown at Kettle's Yard as part of *Alfred Wallis Rediscovered*, showcasing the substantial collection of Wallis paintings usually hidden from public view.

Acquisitions

This year saw a number of new acquisitions to the permanent collection, including several generous donations.

Three late sketchbooks by Alfred Wallis were purchased jointly by Tate and Kettle's Yard, with funds provided by the National Heritage Memorial Fund, Tate Members and Friends of Kettle's Yard, and with Art Fund support. Made in the final years of Wallis' life, these rare and significant sketchbooks had not been on public view for more than 50 years. We were able to display these as part of *Alfred Wallis Rediscovered*.

We were delighted to acquire a 1928 drawing by Christopher Wood, titled *The Play Ground*, bequeathed by Ian Mylles with Art Fund support. The drawing, depicting a crowded beach scene in Cannes, has been professionally conserved and placed on temporary display in the House alongside a closely related work by Wood.

Kettle's Yard received a generous legacy of 26 artworks from the collection of John Ady, following his death in 2019. Ady was a close friend of Jim Ede and supporter of Kettle's Yard. Two works – a textile by Roger Hilton and a lithograph by Zhou Hao - were added to the permanent collection, with others auctioned to benefit Kettle's Yard, in accordance with John Ady's wishes.

Research

Kettle's Yard hosted an online symposium event titled 'Grassroots: Artmaking and Political Struggle', organised by Catherine Spencer (University of St Andrews) and Amy Tobin (Kettle's Yard/University of Cambridge). Across six panels over three days, speakers took a number of different approaches to thinking about how art works and visual culture both interrelate with, and have acted as, catalysts for social change.



Joan Miró's *Tic Tic* in *Miró Poem* at Fundación MAPFRE, Madrid. Photo: Jesús Antón

[Find out more about the acquisition of Christopher Wood's 'The Play Ground' in this blog post](#)

Archive

Despite closures impacting our ability to run in-person research appointments, the Archive continued to be an important resource for internal projects and external researchers.

In June 2021, a collaboration with the David Jones Research Center, Faculty of English, Cambridge University Library and Cambridge Digital Humanities Learning Programme began work to digitise and create an open-access digital edition of the letters between David Jones and Jim Ede held in the Kettle's Yard Archive.

Archival material also formed an important basis for the exhibition *Alfred Wallis Rediscovered*, which showed in the main galleries from October 2020 to June 2021. The exhibition featured a display of letters from Alfred Wallis to Jim Ede, as well as using Wallis' words as a starting point in the curation and interpretation.

Music

During this period we were unable to hold any live performances at Kettle's Yard due to the Covid-19 pandemic. Instead we continued to celebrate music online.

Chamber Music

In May 2020 we celebrated 50 years of music at Kettle's Yard. To mark this occasion we made a special filmed performance with the Maxwell Quartet playing a programme of Haydn, Glass and Traditional Scottish Music. The film was made available for one month after the performance. There was a total of 2,273 views of the film and 344 people attended the virtual premiere.

[Read a blog post about celebrating 50 years of music here](#)

New Music

Our New Music series was postponed during this period, and instead content from each of the musicians was shared online. New Music Curator Tom McKinney made a series of New Music blogs and films which introduced the artists for whom he had planned concerts, discussing their work and delivering links to their online performances. In the summer of 2021 we began to plan our 2021/22 series of New Music concerts.

[Watch an introduction with Tom McKinney here](#)

Student Music

With many University students being taught remotely, it was not possible to offer a student series this year.

'What a wonderful concert.

The best evening I have had for weeks.

Thank you.' - Email response to Maxwell Quartet concert, January 2021

'Just watched a beautiful filmed performance of the Maxwell Quartet playing @kettlesyard. Art and music wonderfully combined - highly recommend!' - Twitter,

January 2021



Maxwell Quartet, filmed performance, January 2021



New Music video blog with Tom McKinney

Learning

In 2020/21 the learning team ran a hybrid programme of activities, engaging students both in person and online.

Schools Video

Kettle's Yard created an hour-long video aimed at primary schools, including a tour of the House and a number of looking, talking and drawing activities. The film enables an active engagement with Kettle's Yard from the classroom, and will be a lasting resource to enrich our schools' programme.

Number of views between 1 August 2020 - 31 July 2021: 294

School Sessions

We delivered 9 remote sessions live from the House and galleries, specially tailored to 135 primary, secondary, special educational needs and university students.

Our artist facilitators delivered 13 offsite sessions to a total of 77 students through our partnerships with local schools.

4 schools experienced a facilitated visit to Kettle's Yard, welcoming 163 school students, including every year 7 pupil from North Cambridge Academy.



Imogen Alexander, Kettle's Yard Learning Coordinator, Kettle's Yard Schools Film still

UNTITLED Film Project with North Cambridge Academy

In summer 2021, Kettle's Yard collaborated with year 9 students from North Cambridge Academy to produce an introductory film to *UNTITLED: Art on the conditions of our time*. The students selected film-maker Luana Di Pasquale and worked with her to capture their responses to the exhibition and of interviewing the exhibiting artists. The film was shared online and in the welcome area at Kettle's Yard. All 13 students achieved their Arts Award Bronze through their participation. [Watch the film here.](#)



UNTITLED Film Workshops, photos: Jonathan Stanley

Arbury Carnival 2021

As Arbury Carnival 2021 was not able to take place in person, the Grove Primary School and Arbury Primary School were invited to take part in a virtual garden party and procession. Kettle's Yard supported with costume and prop creation. Artist Sandra Scott developed video instructions to enable the pupils to create their costumes.

After making their costumes, the schools were then able to celebrate the carnival with a live stream on Friday 5 June, connecting the two schools and their experiences together. Selected elements of this were then shared through the Arbury Carnival social media channels.

Virtual CPD for Teachers

Kettle's Yard delivered two virtual teachers' CPD workshops as part of the Inspire programme, a project for teachers and schools across the University of Cambridge Museums (UCM). The sessions brought together the diverse UCM collections around the themes of 'Rocks' and 'Perspectives', introducing 26 teachers to a range of approaches to exploring the natural world and connecting creatively with nature.

Kettle's Yard also delivered a virtual teachers' evening in November 2020 exploring *Alfred Wallis Rediscovered*, with 26 teachers attending.

Children & Families

Alfred Wallis at Home

In October 2020 half term we launched a family activity booklet, Alfred Wallis At Home, which was full of Wallis-inspired activities for families to enjoy together. Thanks to our partnership with the local charity The Red Hen Project and funding from The Arts Society, Cambridge, 89 families in North Cambridge received the booklet and accompanying art materials.

ChYpPs

In partnership with Cambridge City Council's Children and Young People's Participation Service (ChYpPs), Kettle's Yard delivered 4 online holiday workshops to 48 children. We also contributed to the University of Cambridge Museums' Twilight at Home activity booklet for February half term.

Young Carers 2020

During the summer in 2020, artist Hilary Cox-Condron worked with young carers from local charity Centre 33. Inspired by the University of Cambridge Museum collections, and discovering how people throughout history have found ways to navigate and make sense of the world, the young people created an animation to inspire their friends and peers to have ideas of navigating their new school lives in Year 7.

7 sessions, with 84 participations in total

Artwork created with ChYpPs workshop



Holiday Lunch, June 2021

Holiday Lunches

Throughout 2020 and 2021 Kettle's Yard has continued to support families who experience school 'holiday hunger' by providing creative activities, and opportunities for fun and shared moments with our artists and collections. The ideas, quality materials and inspiring activities have been welcomed by families whether shared through creative packs, distanced activities at Food Bank queues and facilitated sessions outside in the gardens.

1215 Creative activities delivered to Holiday Lunch families in North Cambridge

Young People

Circuit

In Autumn 2020, our young people's group Circuit worked with artist Harold Offeh to create a virtual social event on the theme 'Burst Your Bubble' – a playful exploration of going beyond your usual social and cultural references.

In Spring 2021, Circuit took the lead in developing their own workshops for the rest of the group. Circuit is currently being reviewed in order to consider how best to engage more young people in Cambridge going forward.

25 sessions with 129 participations



Circuit Workshop with Harold Offeh

'Through Circuit I've definitely gained confidence, I've gained friends and just general reassurance in myself that I know what I'm talking about. I've learnt how to talk publicly about stuff - I've discovered I actually CAN do it.' - Circuit Member, 2020-21

'Circuit has helped me to notice that there are people that I can talk to – helped me feel less alone.' - Circuit Member, 2020-21

Babylon Young Curators

Kettle's Yard supported the Babylon Young Curators programme by providing mentoring for Sid White-Jones and Circuit alumni, Olu Taiwo, whilst they developed and produced their respective exhibitions, No Frost at Night and I Matter.

Community

Campaign for Empathy and Empathy Objects

Open House artist in residence Enni-Kukka Tuomala's display *Empathy Objects* included showing a series of artworks in the Kettle's Yard House and around North Cambridge. The artworks were the culmination of collaborations with the local community and aimed to connect the community with the Kettle's Yard collection.

As part of the Campaign for Empathy, Tuomala worked with students from North Cambridge Academy and pupils from Arbury Primary School to create *The Empathy Manifesto*. Through a series of creative empathy activities, which included decorating the Arbury Court Christmas tree with an empathic garland of messages, the participants examined the role of empathy in their lives today, and what it could be in the future. The final artwork was constructed from the collated thoughts of the children and young people.

The Empathy Manifesto was presented large-scale on the front of North Cambridge Academy and at Kettle's Yard in spring 2021, boldly and publicly declaring the vision local children and young people have for how empathy will be embedded in their lives, their school and their community.

Enni-Kukka Tuomala was the final artist residency supported by Esmée Fairbairn Foundation and Cambridge City Council. We would like to thank them and our Open House community panel for all their support to make this programme a success.



Empathy Objects, 2021, photo: My Linh Le

Accessible Events

In 2020 and 2021 we were invited by Cambridgeshire Older People's Enterprise (COPE) to support their Talking Together programme. This programme is a series of talks and discussions on various themes facilitated through conference telephone calls for older people.

Artist Rachel McGivern developed a pack of tactile resources to enable participants to experience Kettle's Yard whether they experienced visual impairment, or not. Over the course of six sessions, participants joined Rachel McGivern and Kettle's Yard staff on the phone. Art and non-art objects were introduced and resources within the packs sent to participants in advance enabled them to experience Kettle's Yard at home.

'It was a most enjoyable and stimulating group. Thanks for making it possible.' - Talking Together participant

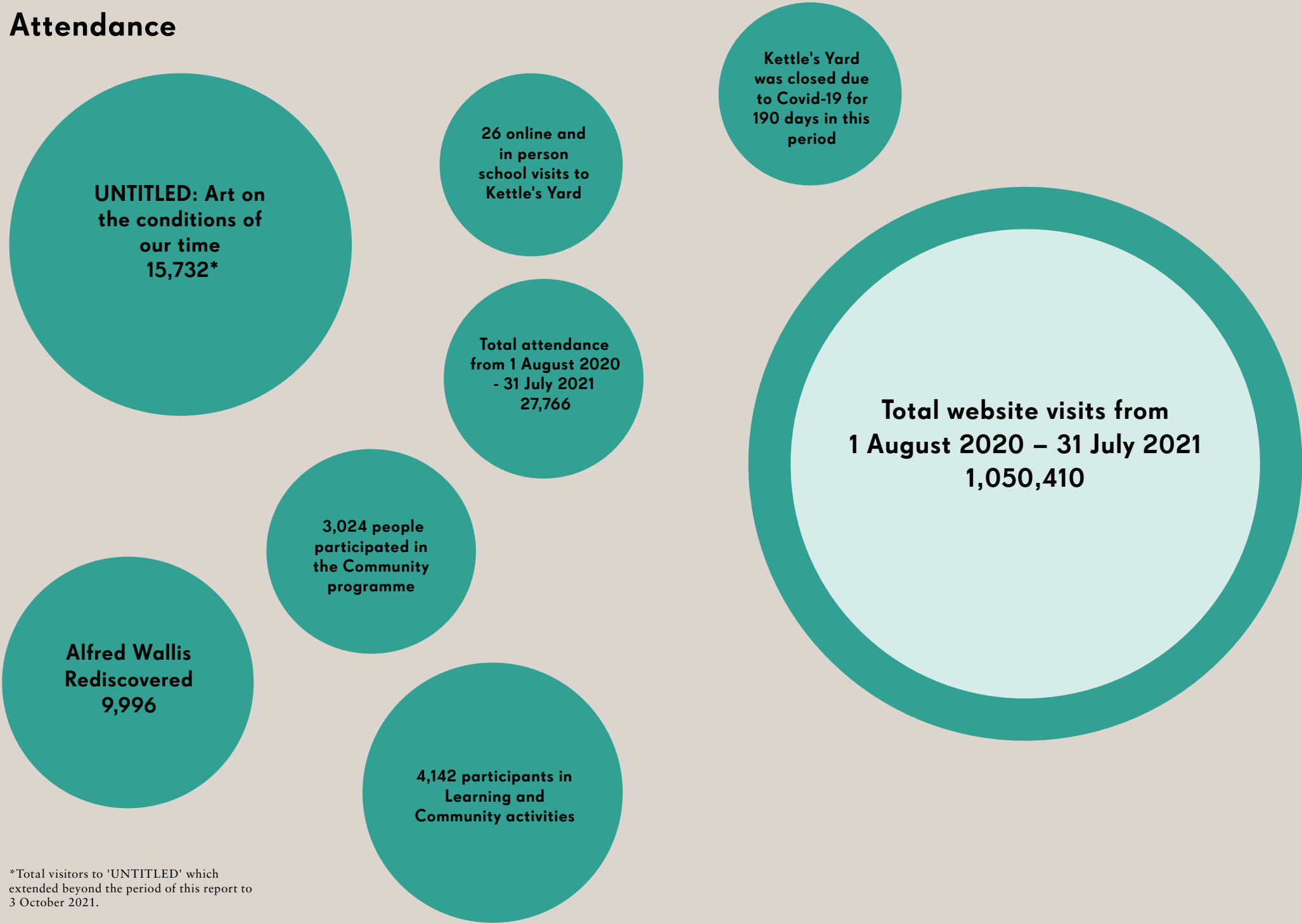


Talking Together Resources

'...young children take part in activities through Open House and now they've moved onto further education. Little gems, little seeds have been sown, and from "little acorns mighty oaks do grow".' - Alan

Soer, Open House community panel

Attendance



*Total visitors to 'UNTITLED' which extended beyond the period of this report to 3 October 2021.

Communications

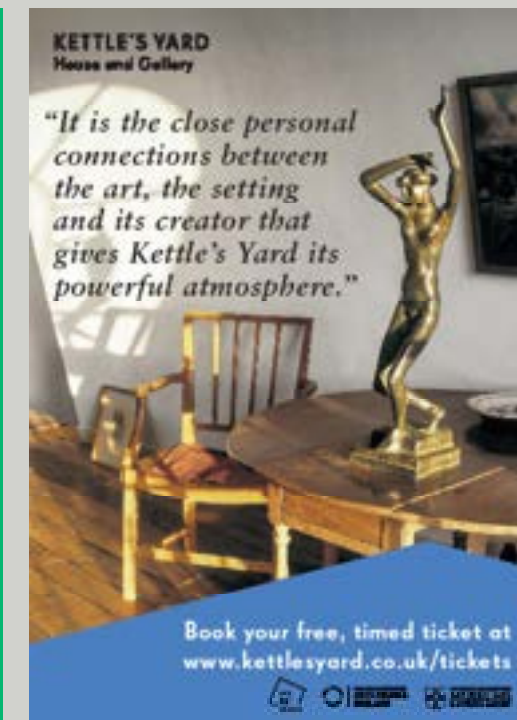
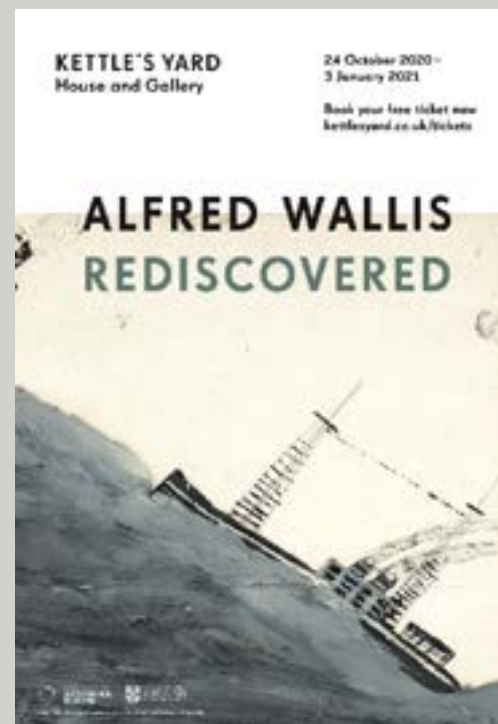
During 2020/21 we reduced our print production due to the ongoing Covid-19 pandemic.

During 2020/21 digital marketing continued to be a priority in our digitally centered approach. We produced films, GIFs and other content for our exhibition at home pages and Kettle's Yard at Home. We sent out frequent e-marketing mailings, including for the shop which continued to generate positive results. We aimed at engaging audiences with online content as well as encouraging safe visiting when possible.

We saw growth on our Instagram platform, where we experimented with creating reels and IGTV content. From 1 August 2020 – 31 July 2021 we had 1,050,410 unique page views on the website.

We developed new branding and posters for safe visiting during Covid-19 including a new pop up on the website homepage to make ticket booking easier for visitors.

In March 2021 we were awarded funding as part of the government's Culture Recovery Fund. This allowed us to broaden our marketing reach through extra distribution of posters, new 'Visit the House' posters and digital content.



Visitor Comments

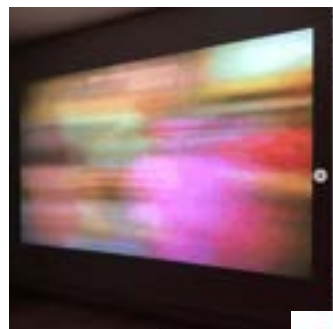
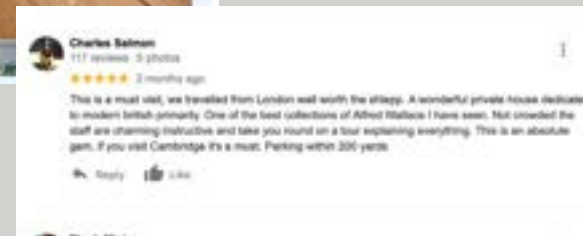


'Thank you so much to the lovely people @kettlesyard for making my Dad very happy... Covid cannot dim the beauty of this place.'

- Visitor, September 2020



'One of the most interesting talks/presentations I have heard in a long time!'- Online Event Attendee, February 2021



'I wanted to say THANK YOU for the most inspiring and uplifting newsletters you put together during lockdown!'

- Visitor, September 2020



'Your staff were charming and welcoming, and along with the art, of course, really made our weekend away to Cambridge special.'

- Visitor, August 2020



Media Coverage

In 2020/21 Kettle's Yard continued to receive wide-spread attention in the press with articles, previews and reviews of exhibitions in newspapers including The Guardian, The Telegraph and the Independent, as well as coverage in specialist arts press such as Hyperallergic and Museums Journal alongside regular pieces in local and life style publications.



'Imagine the most perfect collection of early 20th century British art, combined with furniture and furnishings appropriate to the time, and that's Kettle's Yard.'

– House & Garden, June 2021

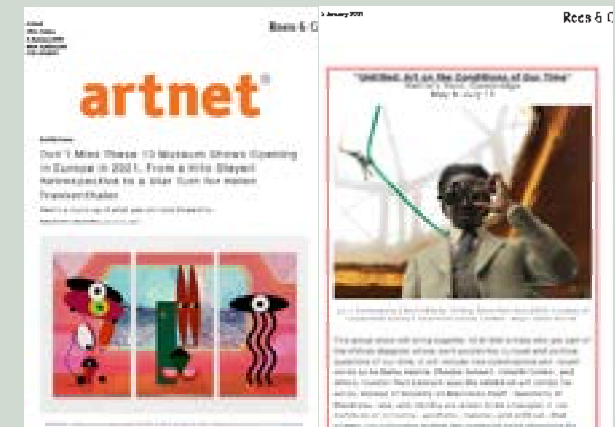


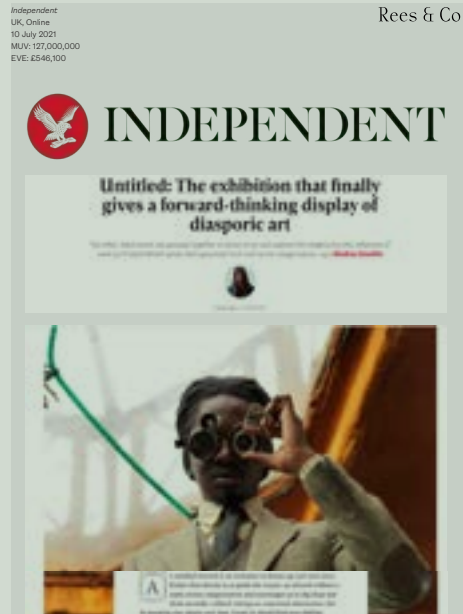
'The 60 or so paintings that usually remain in storage make a rare appearance, and with letters and sketchbooks, afford a view of Alfred Wallis not just as an inspiration, but as an artist in his own right.' - i News, November 2020



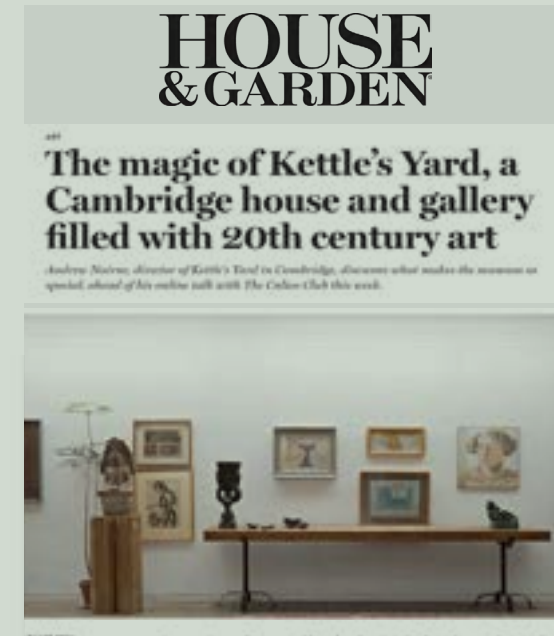
'UNTITLED: Art on the conditions of our time is a call to arms to understand, think and dive deep into the worlds of these artists and their inner experiences.'

– Independent Online, July 2021





A Visit to Kettle's Yard



Governance & Staffing

Staff

Between October 2020 and March 2021 a staff review and restructure took place in order to reduce ongoing costs and strengthen administrative functions.

In 2020 we said goodbye to the following staff: Lilja Addeman, Liz Ballard, Sarah Banbery, Cherie Evans, Asa Houston-Black, Alina Khakoo, Frieda Midgley, Rosie O'Donovan, Jennifer Powell, and Elia Quijano Quiñones.

Several staff were appointed to new roles in 2020: Susy Oram became the Enterprise and Retail Co-ordinator, Kathryn Westmore took on the new joint post with CUDAR of Associate Director, Philanthropy, Susie Biller became Assistant Director and Daniela Riva Rossi was appointed to the role of Assistant to the Directors and Programme Support.

Committee

This year, there were several changes to the committee, including the appointment of Bridget Kendall as Chair following the stepping down of Rowan Williams. Caroline Van Eck and Richard Wilson stepped down, and Alyce Mahon joined as Head of the History of Art Department.

The committee in July 2021 comprised:

Bridget Kendall (Chair), Marjolein Allen, Malavika Anderson, Helen Harwood, Favaad Iqbal, Sabine Jaccaud, Antoinette Jackson, Rachel Kent, Alyce Mahon, Toby Smeeton, Beckie Smith, Luke Syson and Nichola Steele-Williams.

Music Committee

Ruth Rattenbury stepped down from the Committee.

The Music Committee comprised:

Marjolein Wytzes (Chair), Chloe Davidson, Sally Smith, Catherine Sutherland and Simon White.

Volunteers

Our gratitude goes out to the many volunteers who supported Kettle's Yard activities in 2020/2021.



Kettle's Yard House, 2020

Commercial Activity

Shop

Total shop gross sales decreased by 54% in 2020/21 for in person shoppers due to the multiple closures of the shop. The pandemic-related closures in November 2020 and for over 4 months from late December 2020 – May 2021 created a surge in online shoppers, increasing by over 127% compared to the same period the year before.

The shop created a range of new products to support the *Alfred Wallis Rediscovered* exhibition including a new tea towel, apron, greetings cards, mini prints and jigsaw puzzle. Letterbox Gifts were also introduced as perfect gift packs to send to friends and family during the various periods of ‘lockdown’ and pandemic-related restrictions. The shop also began selling a new pre-framed reproduction print featuring a drawing by Constantin Brancusi.

The shop has continued to work with artists and designers to produce new merchandise, including an exclusive collaboration with embroidery artist Lora Avedian and bespoke lines with Just Trade jewellery and David Stonehouse ceramics inspired by themes and motifs found at Kettle’s Yard.

Café

The café at Kettle’s Yard is operated by Swift Kitchen Ltd, trading as The Garden Kitchen. The Garden Kitchen also provides catering to support venue hire bookings and refreshments at events. They provide a bar service for evening events when required.

Like the rest of Kettle’s Yard, the café was hit by the pandemic: multiple closures and ongoing restrictions had a negative impact on the business. Cultural Recovery Fund support enabled the café to make the best use of outdoor spaces to provide a safe option for customers – in particular, the use of deckchairs in neighbouring St Peter’s churchyard proved popular with guests. During the pandemic the café continually adapted to provide a service for visitors whilst remaining covid safe.

Venue Hire

Venue hire was one of the areas hardest hit by the pandemic; most bookings were cancelled or postponed in 2020/21. A small number of in person events were still possible and support from the Cultural Recovery Fund enabled us to successfully move some in person workshops online. This support also enabled us to produce assets such as photography and marketing material that we can use over a longer period to restart the venue hire business at Kettle’s Yard.



Hoya Jewellery, Just Trade



Cambridge Imprint Letterbox Gift



Garden Kitchen Cafe in St Peter’s Churchyard, photo: Ian Olssen

Funding & Supporters

We are very grateful to all those who have supported exhibitions, projects, joined our Friends and Patron schemes, become corporate partners and donated on site.

Trusts and Foundations

This year we are particularly grateful for the support from Arts Council England's Cultural Recovery Fund, Esmée Fairbairn Foundation, Ragdoll Foundation and Clore Duffield Foundation. Their support enabled us to continue to work with our community throughout the pandemic and allowed us to invest in key areas of our work that will strengthen our resilience going forward.

We were grateful for support from Talking Together in Cambridgeshire, the Cambridgeshire County Council language, literacy and communication fund, which supported early years literacy projects in collaboration with Red Hen Project.

We also received funding from Engage/Children's Art Day for the Letters from Lockdown project.

Patrons

The Patrons continue to be a vital source of regular income for Kettle's Yard. They contributed £34,000 in 2020/21. Their generous support enables us to commission artists, plan conservation projects and deliver an innovative programme. This year we continued to present a varied events programme online including: a curator's tour of *Alfred Wallis Rediscovered* with Dr Jennifer Powell, Head of Exhibitions, Collection and Research, a talk with Angie Lewin, printmaker, painter and designer and specialist collection talks titled 'A Room to Live In', 'The Furniture and Hidden Objects of Kettle's Yard', and 'Jim Ede and T.E. Lawrence: a Friendship'. Later in the year we were delighted to be able to visit *This Living Hand: Edmund de Waal presents Henry Moore* at the Henry Moore Foundation with Sebastiano Barassi (Head of Collections and Programme) and Edmund de Waal.

Partnerships

We continued to receive valuable financial and in-kind support from Cheffins, EY, Tayabali & White, Eve Waldron Design, Anna's Flower Farm and A Practice for Everyday Life.

The Friends of Kettle's Yard

The Friends of Kettle's Yard continue to be one of our biggest supporters, raising considerable funds through membership subscriptions and events. This year their support has included conservation work for artwork by Naum Gabo, Elisabeth Vellacott and our new acquisition *The Play Ground* (1928) by Christopher Wood. The Friends' support has also allowed Kettle's Yard to acquire, jointly with Tate, three important and rare sketchbooks by Alfred Wallis made in the last year of the artist's life. The Friends contributed £27,000 to Kettle's Yard in 2020/21.

Exhibition Circles

The exhibition circle for *Alfred Wallis Rediscovered* and online crowdfunding campaign Alfred Wallis for Everyone raised a total of just over £19,000. The Arts Society Cambridge also funded exhibition themed family October half-term packs and activities, which Kettle's Yard delivered in partnership with the Red Hen Project.

Music

This year we celebrated 50 years of music at Kettle's Yard with a wonderful filmed performance by the Maxwell Quartet in the Kettle's Yard House. The celebration was funded by an online appeal in which we received support from a large number of donors. Thanks to their generosity we were able to fully fund the project.



Alfred Wallis Sketchbooks

Supporters 2020/21

Arts Council England
Research England
Cambridge City Council
Esmée Fairbairn Foundation
Ragdoll Foundation
Clare Duffield Foundation

Director's Circle

Dr Carol Atack and Alex van Someren, Sir Charles and Lady Chadwyck-Healey, and John and Jennifer Crompton

Ede Circle

We are grateful to the following members of our Patrons group, the Ede Circle for their support of the ongoing programme:

Michael Allen OBE and Marjolein Wytzes, Stuart Ansell, Roger Bamber, Helaine and Yorick Blumenfeld, Dr Sophie Bowness, Adrian and Leanne Clark, Dr David and Mrs Rosalind Clevely, Jennifer Crouch, Dr Claire and Professor Martin Daunton, James Freedman and Anna Kissin, Peter Gerrard, Sean Gorvy and Gael Gorvy Robertson, Jenny Little, Tim Llewellyn OBE, Nicki and Christie Marrian, Suling Mead, Professor Keith Moffat, Jonathan and Nicole Scott, Professor Elizabeth Simpson OBE, Alan Swerdlow and Jeremy Greenwood, Toby Smeeton and Anya Waddington, Stuart Wilkinson.

Music

Dr Shirley Ellis
RVW Trust
Hinrichsen Foundation

Corporate Partnerships

Cheffins
EY
Tayabali & White
Eve Waldron Design
Anna's Flower Farm
APFEL

Alfred Wallis Rediscovered Supporters Circle

Friends of Kettle's Yard
The Mandarin Trust
Suling Chan Mead
John and Claudia Arney
Carol Atack
Angela Chadwyck-Healey
John and Jennifer Crompton
Nicola Dandridge and Andrew Nairne
Paul and Daisy Havranek
Simon and Midge Palley
Elizabeth Simpson, OBE
Crane Kalman Gallery
Alex Haidas and Thalia Chryssikou
Dr Christopher Mallinson
Polly Mallinson
Jonathan and Nicole Scott
The Art Society Cambridge
Crane Kalman Gallery

Sarah Wood: Here is Elsewhere Supporters

Sabine Jaccaud
Carol Atack & Alex van Someren
Porthmeor Fund

and those who wish to remain anonymous.

Thank you to the following



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TAYABALI & WHITE
ACCOUNTANCY | TAX | CONSULTING

A Practice For Everyday Life

EYE WALDRON DESIGN Anna's Flower Farm



Accounts

2020/21 was a very unusual year reflecting a net income position at the end of the financial year and an increase in our total assets. As a result of repeated lockdowns, planned programme expenditure was pushed to future years, while programme and other grants continued to be recognised in the year of receipt, in accordance with financial reporting standards.

	Income	Expenditure	Surplus/ (Deficit)
Core funding	1,382,774	1,405,091	(22,317)
Exhibitions	137,399	124,729	12,670
House	0	3,114	(3,114)
Music	40,200	12,601	27,599
Education	30,507	5,166	25,341
Community	22,360	26,384	(4,024)
Individual Giving	111,773	19,860	91,913
Trading	222,405	101,911	120,494
Surplus/(Deficit) before planned expenditure from reserves in 2020-21	1,947,418	1,698,856	248,562

Assets

Unrestricted Reserves

Balance carried forward 379,795

Designated Reserves

Balance carried forward 1,921,022

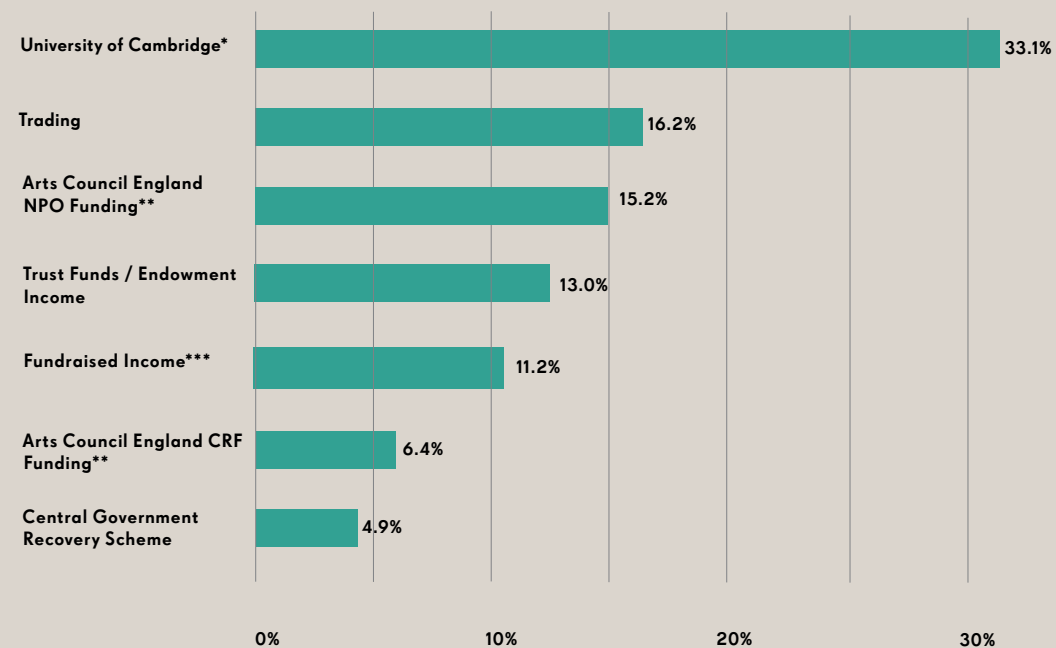
Permanent Endowment Account

Balance carried forward 6,488,513

Total Assets

8,789,330

Funding



* includes one-off support from University of Cambridge for restructuring

** NPO = National Portfolio Organisations, CRF = Cultural Recovery Fund

*** includes £12,000 project grant from Cambridge City Council

