

WEST MIDLANDS MUSEUM DEVELOPMENT

Delivered by



Welcome to the newsletter from the new West Midlands Museum Development team



Launch of the Museum Development Programme for the West Midlands

Firstly please can I extend a very warm welcome from the new West Midlands Museum Development (WMMD) programme delivered by Ironbridge Gorge Museum Trust. I am delighted to say that after a delayed start, due to contractual issues surrounding the previous programme, we now have a new team in place, ready to provide a high-quality professional advice and support service to the region's museums. The new team will be in contact with you very soon and their contact details are contained within this newsletter.

Our vision for WMMD is to empower and equip the West Midlands' museums to build capacity, increase their resilience and to develop the skills and knowledge to transform and thrive in a cross-cultural environment, supporting them to develop programmes that inspire and build diverse audiences.

The WMMD programme is underpinned by a strong partnership that brings together Ironbridge, an Arts Council England Major Partner Museum and one of the UK's largest independent museums, with local authority museum services from across the region. The strength of this creative and cross-sector partnership means it has extensive regional reach and will draw on the partners' wealth of knowledge, skills and experience, bringing this in to a clearly defined, outcome orientated programme.

As a sector we are facing many challenges, but through the new programme we have many opportunities to build learning through peer to peer networks, to strengthen partnerships, to work more collaboratively in order to share skills and knowledge, and to nurture entrepreneurial ways of working and creative approaches to build sustainability.

We very much look forward to working with you all.

Anna
Chief Executive, Ironbridge Gorge Museum Trust

Brennand

'Drive and Celebrate Excellence'

Meet the team

Contact

Telephone:
01952 435900

email:
wmmd@ironbridge.org.uk

The new MMD team are here to support, advise and guide museums in the West Midlands to build capacity and resilience through a wide ranging programme of activities.

The new team has a wealth of experience, are highly energised and looking forward to working with you.



Karen Davies: Programme Manager

With 16 years senior management experience in the food and drink sector I am looking forward to an exciting new challenge! With a passion for the diversity of our cultural heritage I am excited to be leading the team in the delivery of this new programme. Strategic experience coupled with a creative, hands on approach to delivery of support, will enable me to bring a fresh approach to supporting museums across the West Midlands.



Rachel Lambert- Jones: MDO Birmingham & the Black Country

I bring 3 years' experience of running a jewellery shop and 14 years' experience of the museum sector. During my career I have developed expertise in collections management, exhibitions, access and partnership working. I am passionate about stirring curiosity, excellent customer service and sharing collections with as broad an audience as possible.



**Linda Stone:
MDO
Herefordshire &
Worcestershire**

My background is in community development and in the giving of grant advice to heritage (and other) organisations and groups. I have considerable experience of equality and diversity issues as well as a broad based knowledge about a wide variety of heritage projects. I am excited about collaborating on creative ideas to make projects more accessible and sustainable.



**Charlotte
Edwards: MDO
Shropshire &
Warwickshire**

Previously a manager of an Arts and Media department within a Further Education college I have worked with museums, council cultural departments and other arts groups to support their work and provide wider opportunities. I am passionate about arts and heritage and this has taken me on some incredible journeys locally, nationally and internationally. I am very excited to be bringing my creativity to this role.



**Helen Johnson:
MDO
Staffordshire**

Every object tells a story! I love the stories that objects can tell us about our past, our local places and our communities. I have worked with museum collections since 1995 and as a Museum Development Officer in Staffordshire since 2003. I am excited about bringing my experience to support museums to continue to care for, develop and share their wide ranging collections across the region.

'Opportunity for All'



WMMD Small Grants Scheme

Applications are invited to the **West Midlands Museum Development Small Grant Scheme 2015-16**. Museums may apply for grants of **£500-£3,000** for audience development projects which help museums:

- better understand who their visitors and non-users are
- evaluate and analyse information to assess visitors' needs
- devise plans to broaden their range of visitors
- improve their culture of customer care
- improve access to buildings, services and facilities
- respond to tourism and local priorities where appropriate
- create accessible marketing and promotional activities

Outcomes could include marketing materials, website development, training costs, consultancy, market research, press campaigns and events to name a few!

Please note applicant organisations must be Accredited, provisionally Accredited or formally working towards Accreditation. Major Partner Museums are **not** eligible for this funding.

Application forms will be available **Friday 16th October** please email wmmd@ironbridge.org.uk to request an application form.

Completed applications must be received by **5pm Monday 30th November**.

Ending Soon...

Don't forget that the Expression of Interest forms for the **West Midlands Museum Development (WMMD) Capital Grants scheme** (to a maximum **£50,000**) are to be submitted by **Wednesday 14th October**.

For further information please contact WMMD grant lead, Helen Johnson, Museum Development Officer for Staffordshire– helen.johnson@staffordshire.gov.uk or telephone (01889) 869141.

The Expression of Interest will be assessed and if deemed to meet the requirements of the scheme applicants will be invited to submit a full grant application. Full applications must be submitted by **Thursday 5th November**.

'Building Resilience'



Over to you...

Case Studies Callout!

We want to hear from you about the brilliant work happening in our region! We will be collating a range of Case Studies celebrating good practice in the sector. In particular Collections Trust (CT) would like to hear from you to develop Case Studies in the following topics:

- Strategic collecting practice
- Community engagement in collections management
- Digitised collections
- Practical museum storage and rationalisation
- Digital Asset Management strategies

Please contact

wmmd@ironbridge.org.uk for more information

By forwarding on these Case Studies you agree to the information being shared with third parties, as part of role to share best practice; published on our website and on any other promotional material.

Book Now!

Going beyond Digitisation: Innovation in the Heritage Sector - FREE

Lloyd's Register Foundation is hosting a two day digitisation conference to investigate what is being done with digitised heritage collections and identify emerging trends using a mixture of speakers and workshops.

Day 1: Thursday 29 October 2015,
09:00 - 17:00 followed by dinner

Day 2: Friday 30 October 2015, 09:00 -
17:00

Location: Lloyd's Register, 71
Fenchurch Street, London, EC3M 4BS

To confirm your attendance or for more information please contact Charlotte Atkinson: charlotte.atkinson@lr.org or 020 7423 2907

'Inspire the next Generation'

Unsubscribe

As an Accredited Museum (or one working towards Accreditation) you have received this e-newsletter as part of the new West Midlands Museum Development Programme.

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