

# WEST MIDLANDS MUSEUM DEVELOPMENT

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ENGLAND**



## Team Update

The last few weeks have been busy getting the new programme in place prior to getting out and about meeting people we have...

- Commissioned a WMMD website which will go live at the end of November
- Invited 6 museums to submit a full application to the Small Capital Grant Scheme
- Launched the WMMD Small Grant Scheme and issued over 20 application forms

The team will be attending the Museum Association Conference on 5 and 6 November and look forward to meeting some of you who are attending.

You will see from the features in this newsletter we want to hear from YOU, to ensure that the new West Midlands Museum Development Programme is relevant to the museums across the region.

Over the next couple of weeks your MDO will be contacting you by telephone to introduce themselves; in the meantime please contact us if we can be of help.

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# WMMD Programme Coming to a Venue Near You...

## Dates for your diaries

Look out for your personal invitation to come and meet the team and hear more about the opportunities available through the new WMMD programme:

Wednesday 2nd December - Warwickshire and Worcestershire

Tuesday 3rd December - Hereford

Friday 4th December - Shropshire

Tuesday 8th December - Birmingham

Tuesday 15th December - Staffordshire

Times and venues to be confirmed

## Celebrating Success



### ICON Conservation Award 2015

On 22nd October Simon Buteux, Birmingham Conservation Trusts Director; Sarah Hayes, Collections and Exhibitions Manager Coffin Works; Deborah Magnoler, lead Conservator and Volunteer and Dawn Holland, also of Birmingham Conservation Trust, attended the 2015 Icon Conservation awards at the Institution of Mechanical Engineers in London. They were delighted to receive the Icon Award for Conservation

in the Community, for the project 'Resurrecting the Coffin Works: Sharing Skills, Building a Legacy'.

The judges said: "A skilled conservation team combined high conservation standards with excellent community engagement, allowing public access where it was not previously possible."

They added: "The team actively searched for unemployed and disadvantaged people who were taught new skills, and given roles which matched their individual talents."

Sponsored by Beko plc, the Icon Conservation Awards recognise the highest standards of conservation, research and collections care within the UK art and heritage sectors.

A massive congratulations to the team and to all the volunteers who helped, and continue to help, conserve the collection.

To find out more about the Coffin Works visit their website: <http://goo.gl/xHVT0H>

*'Drive and Celebrate Excellence'*

# Accreditation Update

Arts Council have published their most recent Accreditation scheme updates including data about the number of museums and galleries in the scheme, their status and the geographical distribution of scheme participants. The full report can be found here:

<http://goo.gl/S81Wo3>

But here are some facts you may find interesting...

## **10.5% of all English Accredited museums are in the West Midlands**

### **Key trends between September 2014 and September 2015:**

- The total number of museums in the Scheme has decreased between September 2014 and September 2015, from 1735 to 1726.
- The number of participating museums holding full Accreditation has increased from 1566 museums (90.3% of participants) in September 2014 to 1587 museums (91.9% of participants) in September 2015.
- 79.8% of museums whose Accreditation returns were considered by a panel between September 2014 and September 2015 received the award of Full Accreditation

Museums with full Accreditation have demonstrated that they meet the Accreditation Standard, and are actively addressing any areas for improvement identified during their initial assessment or regular monitoring review and requested by an Accreditation panel.

Museums with provisional Accreditation have demonstrated that they meet the majority of the Accreditation Standard, and are actively resolving those required actions requested by an Accreditation panel to ensure they meet those sections of the Standard not yet met. On completion of these required actions, the museum would normally return to an Accreditation panel with a recommendation for full status.



## Over to You...



### **A conference to build resilience...**

As part of its Major Partner Museum (MPM) and Museum Development programmes Ironbridge Gorge Museum Trust will be hosting a regional conference in early March 2016.

**THIS IS YOUR CONFERENCE** so please tell us which topics you would like us to cover. Let us know what will help you build resilience in your museum.

Email: [wmmd@ironbridge.org.uk](mailto:wmmd@ironbridge.org.uk)

## Bespoke Training Offer

Do you have specific training you require based on local need? We want to ensure that the training we provide is beneficial to you as an individual museum and the community you serve.

If you have specific requests please email: [wmmd@ironbridge.org.uk](mailto:wmmd@ironbridge.org.uk)

## Get involved in a Mystery Shopper Event

Do you want to gather an independent and objective view about what visitors think about your venue and the improvements which could be made? That's exactly what our mystery shopper events are designed to do. A wide variety of participants will be invited to visit a range of venues, review the facilities and feedback about how services can be improved.

To get involved email:

[wmmd@ironbridge.org.uk](mailto:wmmd@ironbridge.org.uk)

*'Building Resilience'*

## Case Studies Callout!

We know that there is excellent work happening in our region, so help us to shout about it!

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](mailto:wmmd@ironbridge.org.uk) for more information

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

## Callout for images!

The new WMMD website is now underway and we would like to bring to life the beautiful venues you work in. Please forward any images of people and places you would like to be considered, to

[wmmd@ironbridge.org.uk](mailto:wmmd@ironbridge.org.uk)



## West Midlands launch of Arts Council England's Cultural Education Challenge

**(Wednesday 18th November, 09.30 - 12.30, Coventry University)**

Arts Council England recently launched its Cultural Education Challenge at the Barbican in London. Supported by the DfE and DCMS, the Cultural Education Challenge is a call for the arts, culture and education sectors to come together to offer a consistent arts and cultural education for all children and young people. Find out more by watching the video or visiting [this page](#).

Attendees will represent a range of sectors including Primary, Secondary and Special Schools, Arts Council England's National Portfolio Organisations, Major Partner Museums, Music Education Hubs, Libraries, Film Clubs, Cultural and Heritage Organisations, Local Authorities (including Directors of Children's Services / Culture), Local Enterprise Partnerships, FE and HE Institutions. This is an invitation-only event. RSVP to confirm your place by Thursday, 5th November to:

[artsconnectwm@wlv.ac.uk](mailto:artsconnectwm@wlv.ac.uk)

## New Expressions

New Expressions is a partnership of museums working in the Midlands, South West and North regions, with support from Arts Council England - both Grants for the Arts and the Museum Resilience Fund. With a national approach to collaboration between contemporary artists and museums, both large and small, and looking at all types of collections and governance. For more information visit: <http://goo.gl/rZyZJe>

## Museums Matter

**The National Museum Directors' Council (NMDC)** has recently published a new document, *Museums Matter*, setting out the case for investment in museums ahead of the Government's Comprehensive Spending Review.

Key messages:

- Preserving our heritage through museums is a fundamental aspect of maintaining a healthy and prosperous civil society
- The UK museum sector is more vibrant, popular and internationally respected than it has ever been.
- Museums generate much greater economic value than the sum of their public investment.

Read/download the full document here: <http://goo.gl/IM7U7S>

## I LOVE MUSEUMS - New Advocacy Campaign for Museums

I Love Museums is a new campaign led by the National Museum Directors' Council (NMDC) to demonstrate the depth of support for UK museums by empowering the public to share why museums are important to them. More information about the campaign, including a toolkit for museums with details of how to get involved -

<http://goo.gl/rmTknd>

## Museums Association:

The Museums Association (MA) has published a draft of its revised Code of Ethics, the result of an 18-month consultation during 2014-15 involving representatives from across the museum sector, funders, interest groups, members of the public and other stakeholders. See more at: <http://goo.gl/l6nWnd>

## Arts Council:

Arts Council have launched the #culturematters film. This is a 60 second snapshot showing how arts and culture are integral to all our lives – visit <https://goo.gl/PTioFN> to watch. This video forms part of the new [Advocacy Toolkit](#) which has the tools and know-how to make the case for arts and culture investment: from engaging with MPs to working with the media.

On the 1st October the Arts Council England published new research into the economic resilience of local authority museums.

The independent report by TBR explores the challenges faced by museums across England following reductions to local authority funding. It highlights the significant level of current and expected cuts, but also finds that many local authority museums are doing well. See more at: <http://goo.gl/fxN3DH>

## Culture 24:

**Museums at Night** explodes into life again for the second time in 2015 from Friday 30 – Saturday 31 October 2015, with over 150 exciting after-hours events taking place at museums, galleries, libraries, archives and heritage sites across the UK.

Share your Museum at Night events with us on twitter [@WM\\_MuseumDev](#) or find out how to get involved next year at: <http://goo.gl/2p20bc>

## New Museums at Night Partnership Agreement:

Culture24 are making a simple change to the way they administer Museums at Night: they would like to build a stronger community by inviting all organisations running events as part of the festival to sign up as partners. More information can be found at: <http://goo.gl/kpwVV0>

## **Kids in Museums' Annual Takeover Day:**

This will take place on 20 November, with more than 5,000 children throughout England carrying out jobs usually done by staff and volunteers in museums and heritage attractions. Find out more and how you can get involved at:

<http://goo.gl/SK5A9D>

## **International Toolkit:**

The British Council has published an International Tourism Toolkit for UK museums. This toolkit is the result of a project aimed at increasing the sustainability of non-national museums outside central London by raising awareness of the potential for attracting tourists from Brazil, Russia, India, and China (BRIC countries).

Download here <http://goo.gl/NbKt0f>

## **AIM**

The AIM Hallmarks and Investing in Independence project is now getting underway and over the coming months, new training opportunities and resources will be made available for AIM members.

The programme is funded by Arts Council England (ACE) and the training and events will be for English museums only, but the resources will be freely available for all.

The Hallmarks can be viewed online or downloaded from the AIM website:

<http://goo.gl/FVY3bE>

## **Reduce your Bills with AIM Energy Action Group**

Heating costs are one of the biggest bills for museums; the Aim action group can help you reduce them. The service is free for all UK AIM members.

“We would urge all museums who so far have not taken up this free service to request quotes now on all contracts coming to an end between now and late 2016. It is extremely likely that prices will not get any better than they are now. Given the balance of risk and opportunity, we are recommending locking in long term prices whilst they are available,” explained Ken Shaw, Head of Enterprise at AIM Energy Action Group.

Further information on AIM EAG: <http://goo.gl/KRcXKo>

## **Museum Freecycle – Connecting Museums Through Recycling**

Created in June 2014, the Museum Freecycle project has gone from strength to strength in its first year, with 400 museums from across the UK now taking part in the scheme. Designed to help museums exchange unwanted items such as display cases, exhibition furniture and office equipment, Museum Freecycle has prevented good quality, reusable museum items from reaching landfill and forged mutually beneficial relationships across the whole museum sector

To sign up for Museum Freecycle, please visit the website: <https://goo.gl/JCvs0r>

## Rationalisation at The Museum of London – Objects to Transfer

The Museum of London is undertaking a review of their social and working history collections. Find out more at: <http://goo.gl/3VLCQK>

A range of objects have been identified for transfer and the Museum of London is looking for expressions of interest from Accredited museums but they are happy to answer questions from any museum at this stage. Please note that they are not able to offer visits or appointments until the New Year for non-accredited museums or academic institutions.

If you have questions please contact Lizzie Cooper: [lcooper@museumoflondon.org.uk](mailto:lcooper@museumoflondon.org.uk) 020 7814 5528 or Naomi Russell at [nrussell@museumoflondon.org.uk](mailto:nrussell@museumoflondon.org.uk) 020 7814 5760.

## Promoting Ceramics Collections

Culture24 is currently focusing on ceramics collections and how to promote them via social media channels, including Pinterest (<https://goo.gl/Tfy9gl>). If you have ceramics collections and would like to discuss working with Culture 24, please contact Richard Moss on 01273 523987, or email [richard@culture24.org.uk](mailto:richard@culture24.org.uk).

## New Forum for Ideas Exchange

The Heritage Lottery Fund has launched a new online forum which will act as a mechanism for asking questions, exchanging ideas, discussing common issues, sharing learning and celebrating successes. Whether you are interested in applying for HLF funding, have received an HLF grant or work on heritage projects, the forum is the space for you. HLF will also be hosting live chats. Find the forum here: <http://goo.gl/t9ZhRW>

# Grants



## Reminder: WMMD Small Grants Scheme open until Friday 13th November

Application forms are now available for 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 but 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. Please email [wmmd@ironbridge.org.uk](mailto:wmmd@ironbridge.org.uk) to request an application form. **Completed applications must be received by 5pm Friday 13th November.**

## Arts Connect West Midlands

Arts Connect West Midlands announced a £250,000 Partnership Investment fund for 2015-16

available for West Midlands projects that increase the quality and access of arts and cultural education for the region's children and young people.

In the application round for 2015/16 there are two programmes:

- Programme One which is specifically focused on proposals in Birmingham, Cannock, Dudley, Sandwell, Stoke, Tamworth, Telford, Walsall and Wolverhampton. These are areas identified by Arts Council England as having low levels of participation according to data from the Taking Part survey.
- Programme Two which is an open call for proposals in the above geographical areas and also open to 'exceptional' new investment that provides significant high quality and diverse provision for children and young people in pockets of high deprivation that fall outside these priority areas.

For further information on the 2015/16 programme and how to apply contact

[pepita.hanna@wlv.ac.uk](mailto:pepita.hanna@wlv.ac.uk)

## People's Postcode Lottery – Dream Fund

Dream Fund 2016 will offer a total award fund of £2 million for charitable organisations to deliver their 'dream' project in the areas of Scotland, England or Wales in 2016-2018. Charities will be able to apply for up to £1 million to deliver their dream project.

There will be two further awards of £500,000 available for innovative and impactful projects. Successful projects will be announced in January 2016: [People's Postcode Lottery – Dream Fund](#)

## Trusthouse Charitable Foundation

Funding for smaller heritage projects, with a particular interest in industrial and maritime projects in areas of deprivation, which provide employment and or volunteering opportunities for the local community and contribute to the regeneration of the area. Further information can be found at: [Trusthouse Charitable Foundation](#)

## VInspired Cashpoint Grants

This scheme is for volunteers aged 14 - 25 in England, Scotland or Northern Ireland that want to put ideas for their community into practice. The maximum grant is £500, and suitable for museums that works with younger people. Further information can be found at: [vInspired Cashpoint Grants](#)

## AIM Grants

There is still time to access AIM's Sustainability and Training grants. Further information can be found at: <http://goo.gl/MtsQsg>

# Training and Events



## November:

### **The Economics of Touring Exhibitions (4th November, Birmingham)**

This training will be piloted at **Birmingham Museum and Art Gallery**. The cost of this pilot seminar will be £15 for Touring Exhibitions Group members and £25 for non-members. To reserve your place, please complete the online [booking form](#).

### **Museums Association Conference & Exhibition 2015 (5-6 November, Birmingham)**

For more information and to book your place go to <http://goo.gl/dX8oK2>

### **The Working Internationally Regional Project (WIRP)**

WIRP has developed a series of one-day workshops that will take place across England between September 2015 and January 2017 for regional and local museums and galleries who are embarking on international work, or interested in finding out more about it.

The fee for each workshop is £35 with a discounted fee of £25 for small organisations with less than 20,000 visitors per year. Places are limited so early booking is advised.

To book a place, click on the Eventbrite link for the workshop you wish to attend. The workshop programmes can be downloaded from the ICOM UK website

<http://goo.gl/A1qcXZ>

The next workshop will be **Working with India - Monday 9 November 2015** -  
Imperial War Museum, London

**Free Social Impact Seminar Peterborough – Cultural Commissioning Programme (17th November, Peterborough)**

Many arts and cultural organisations need to show how their work contributes to social outcomes. These may be outcomes required by public service commissioners or outcomes wanted by funders.

Find out more about this free seminar at <https://goo.gl/bBX8ZE>

**Giving to Heritage**

Giving to Heritage has created 24 new one-day workshops across the country which can now be booked at <http://goo.gl/reOI78>.

All places cost just £20 per head and a variety of fundraising subjects are covered. Upcoming regional workshops include:

**Raising Funds from the Community for your Heritage Project (23 November, Coventry Transport Museum)**

Community fundraising is a rapidly growing income stream for heritage organisations. This one day workshop packed with hints and tips to engage with your visitors and supporters; encouraging them to fundraise in aid of your heritage project as groups and individuals.

**Beyond the Hashtag: Social History taking on the Social Network, (23 November Leeds Discovery Centre)**

Would you like to be inspired to develop new ways of using your collections creatively through social media – then this seminar is for you!

This creative and practical day will encourage you to think about using your collections online in new ways.

Cost:

£30 SHCG Members

£40 Non SHCG members

Bookings Close: Friday November 13, 5pm

Contact:

Holly Trubshawe

Social History Curators Group

108 Fore Street  
Kingsbridge  
Devon  
TQ7 1AW  
07910109353

[hk\\_trubshawe@hotmail.co.uk](mailto:hk_trubshawe@hotmail.co.uk)

**CLOtC Conference 2015: Developing Character Outside the Classroom  
(Thursday 26th November, Gilwell Park Scout Activity Centre, Epping Forest,  
Essex)**

This year's conference will focus on how learning outside the classroom (LOtC) can help develop the character attributes that lead to academic achievement and success in the real world. Evidence backs up the value of LOtC in building resilience, improving communication and team work skills, helping young people to solve problems and building their confidence so that they are better prepared for the world beyond the classroom. [View the draft timetable for the day](#)

For more information visit <http://goo.gl/zvzEMF>

**Roman Coin Identification Training with Dr Sam Moorhead (27th November,  
11am – 4pm, The British Museum, Coins and Medals Study Room)**

During this event, in conjunction with Past Explorers, Dr Sam Moorhead, National Finds Adviser for the Portable Antiquities Scheme, will provide an introduction to Roman coinage, give guidelines on how to describe and identify Roman coins, provide information about printed and online resources and supervise a lengthy practical session: handling, describing and cataloguing coins. This training event is free to attend but places are extremely limited and will be allocated on a first-come first-served basis. Please contact ([hflynn@britishmuseum.org](mailto:hflynn@britishmuseum.org)) to book your place..

# December

## **Reviving Places by Re-using Industrial Heritage**

**1st – 2nd December 2015 Manchester**

Following a campaign by a network of organisations involved in the conservation, protection, promotion and conversion of historic industrial sites, the Council of Europe has declared 2015 as European Industrial and Technical Heritage (EITH) Year.

The Heritage Lottery Fund (HLF), Historic England (HE) and The Prince's Regeneration Trust (PRT) are organising an event to tie in with EITH 2015.

The central theme is re-use, with a focus on developing new uses for vacant, at-risk industrial buildings by connecting them to creative industries businesses, developers, investors, other commercial opportunities and community-led/not-for-profit organisations. More information can be found at: <http://goo.gl/Omg9cr>

## **Giving to Heritage**

Giving to Heritage has created twenty four new one-day workshops across the country which can now be booked at [www.givingtoheritage.org.uk](http://www.givingtoheritage.org.uk) .

All places cost just £20 per head and a variety of fundraising subjects are covered. Workshop topics include: 'Developing a Heritage Fundraising Plan' and 'Making the Case for Heritage'. Free of charge consultancy and support sessions are also available along with a series of fee webinars.

## **Essential Fundraising Skills**

Between October 2015 and April 2016 Arts Fundraising & Philanthropy are offering a set of five 'Essential' one-day training courses taking place across England. See more at: <http://goo.gl/PH1zVW>

## **West Midlands Museum Development Loans Training**

Birmingham (Venue and Date TBC)

"Neither a borrower nor a lender be?" Join Jane Thompson-Webb (Birmingham Museum Trust) for this workshop on managing and preparing for loans from Regional and National Museums.

**(Please note that this workshop is designed to support Section 2 of the Accreditation Standard)** For more information or to reserve your place please email [wmd@ironbridge.org.uk](mailto:wmd@ironbridge.org.uk) Places are limited so book early to avoid disappointment.

# Opportunities

## The Heritage Volunteering Group

How to get involved with The Heritage Volunteering Group

### Want to keep in the loop?

Follow us on Twitter and join the online conversation [@HeritageVols](#)

Email [heritagevolunteeringgroup@gmail.com](mailto:heritagevolunteeringgroup@gmail.com) to sign up for updates and to find out if there is a Regional Heritage Volunteering Forum in your area. If there isn't, maybe you can help us to set one up!

### Want to get involved with steering the strategic direction of The Heritage Volunteering Group?

All the regional forums feed into The Heritage Volunteering Group but if you have more time to give and want to be actively involved in keeping the group moving forward then you might want to join us as a Heritage Volunteering Group Member.

For more information email [heritagevolunteeringgroup@gmail.com](mailto:heritagevolunteeringgroup@gmail.com)

### Digital Designer/Developer

#### Buxton Museum & Art Gallery

A digital designer/developer is required to deliver a location-based, mobile experience. as part of the HLF-funded *Collections in the Landscape* programme at Buxton Museum & Art Gallery. Further information can be found at: <http://goo.gl/xzz1Ci>

Maternity cover required for a Heritage Activity assistant at Dudley Cannal and Tunnel Trust. More information can be found here <http://goo.gl/TSyuis>

## Museum Curator/Manager

### Gordon Russell Design Museum

The Trustees of the Gordon Russell Design Museum wish to appoint a Museum Manager to lead the development of this exemplary museum which celebrates the work of one Britain's most respected and influential mid-century furniture designers. We are looking for a professionally-qualified museum curator/manager with relevant experience, able to oversee and manage all aspects of the museum and to realise its potential both as a visitor destination and an inspiration to designers and craftsmen and artists. For the Job Description and all communications regarding this post please contact Ray Leigh MBE [rayleigh@talktalk.net](mailto:rayleigh@talktalk.net), tel 01386 840208.

**Closing date for applications, Friday 27 November 2015**

*'Inspire the next Generation'*



West Midlands Museum Development  
c/o The Ironbridge Gorge Museums  
Coalbrookdale  
Telford  
Shropshire  
TF8 7DQ  
Tel 01952 435900  
[wmmd@ironbridge.org.uk](mailto:wmmd@ironbridge.org.uk)

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. To unsubscribe from this mailing list please click 'unsubscribe' below.

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