



DELIVERED BY



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**

## Dates For Your Diaries:

### Programme of Training and Events

13 May 2016 - 31 March 2017

The West Midlands Museum Development Team (WMMD) is pleased to be able to notify you of our calendar of training and events for 2016 – 2017.

Last year all activity was crammed into a four month period, we hope that you will find early publication of dates useful. Bookings are being taken for events up to 27 July via a link to Eventbrite, please make sure that you book early to avoid disappointment.

We would ask that you notify us at least two weeks in advance should you need to cancel your attendance at an event. Whilst there are times when this may not be possible, we need to ensure that places and public funding are not wasted due to 'no – shows'.

Key dates for 2016 – 2017 include:

- 23 May - Small Grants Scheme opens
- 9 June - Launch of the Volunteer Awards
- 16 and - 17 March 2017 Ironbridge Conference

We are also pleased to announce that this year we will be working in partnership with the Collections Trust on a range of workshops focussing on Collections and Accreditation.

If you need further information on any of the events please call one of the team on 01952 435900 or email [wmmmd@ironbridge.org.uk](mailto:wmmmd@ironbridge.org.uk)

We look forward to welcoming you to one of our events very soon.

Karen Davies	Programme Manager
Charlotte Edwards	MDO Shropshire and Warwickshire
Helen Johnson	MDO Staffordshire
Rachel Lambert Jones	MDO Birmingham and the Black Country
Linda Stone	MDO Herefordshire and Worcestershire

Please note PDF Versions of all of our newsletters and updates are available on our website

# May 2016

**23 May - MOD Peer to Peer - Touching Base**  
**11am - 3pm, Shropshire Regimental Museum**

At a time of unprecedented change this peer to peer network will ensure museums feel supported in:

- the challenges they face
- the process of change
- their vision for the future and what success would look like
- working towards a greater level of organisational resilience
- developing a community of practice

*This programme is only available to MOD museums*

***Week Commencing 23rd May - Launch of West Midlands Museum  
Development Small Grants Scheme***

# June 2016

**7 June - Get the Most from Accreditation**  
**10am - 4pm, Kidderminster Railway Museum**

This Accreditation support event will help you learn more about good governance, collections and engaging audiences. Listen to great advice on the basics of formulating good policies and then make the most of a comprehensive Q&A with the experts.

[Book your place here](#)

**15 June - Funding for Your Museum**  
**10am - 4pm, Venue TBC**

Come and find out about our WMMD Small Grants Scheme and other sources of funding open to museums.

[Book your place here](#)

**29 June - How Do I Look?**  
**10am - 4pm, Thinktank Museum, Birmingham**

Hear from Lisa Stallard Museum Manager at Thinktank, Birmingham Science Museum and her experience in leading on the VisitEngland Visitor Attraction Quality Scheme for the museum and view Thinktank's new Spitfire Gallery. This event forms part of our Customer Service Programme.

[Book your place here](#)

***9 June - Launch of Volunteer Awards:  
Categories and How to Nominate***

## July 2016

### 5 July - Diversity Toolkit

10am - 4pm, Library of Birmingham

A practical workshop for senior managers & HR, led by Alyson Malach from Equality and Diversity UK who have produced an equality and diversity inclusion toolkit for use with museum staff, volunteers and trustees. Learn how to use the toolkit for the benefit of your museum.

[Book your place here](#)

### 6 July - Media Interview Skills

10am - 5pm, Ironbridge Gorge Museum Trust, Coalbrookdale

Aimed at more experienced museum staff and key spokespeople, this course will build skills, confidence and interview techniques through interactive sessions. Find out about what to expect in press, radio and TV interviews and get the tools to help 'control the interview'.

[Book your place here](#)

## ***11 July - Deadline for West Midlands Museum Development Small Grant Scheme***

### 12 July - Get the Most from Accreditation

10.30am - 4.30pm, Museum of Cannock Chase, Hednesford

A second opportunity to attend this Accreditation support event.

[Book your place here](#)

### 14 July - Access Audit: Launch Event

10am - 4pm Coffin Works, Birmingham

How accessible is your museum? Join Ann Johnson from Wave-length for the launch of our Access Audit Programme. Ann will follow up with a visit to your museum and a full detailed report will be produced detailing your current situation and suggestions to improve physical and social access.

Expression of interests in this programme are to be made to Linda Stone via email:  
[linda.stone@ironbridge.org.uk](mailto:linda.stone@ironbridge.org.uk)

### 14 July - MOD Peer to Peer - The Sky is the Limit

MOD museums will meet for their second session as part of this peer to peer network.

*This programme is only available to MOD museums*



### ***15 July - Deadline for Volunteer Award Nominations***

#### **18 July - Diversity Toolkit**

**10am - 4pm, The Hive, Worcester**

A practical workshop led by Alyson Malach from Equality and Diversity UK who have produced an equality and diversity inclusion toolkit for use with museum staff, volunteers and trustees. Learn how to use the toolkit for the benefit of your museum.

**[Book your place here](#)**

#### **19 July - Commercialising Collections**

**10am - 1pm, Walsall Leather Museum**

Join Kevin Gosling, CEO of the Collections Trust for this half day workshop on copyright and licensing. This event will be helpful to any museums wanting to find out more about using objects or images in their collections to support commercial activity.

**[Book your place here](#)**

#### **27 July - Diversity - Start with the Arts**

**10am - 4pm, Museum of Carpet, Kidderminster**

Want to use the arts to promote diversity in your museum? Find out about Grants for the Arts (G4A) and be inspired by examples of G4A projects.

**[Book your place here](#)**

#### **28 July - MOD Peer to Peer - Options Appraisal**

MOD museums will meet for their third session as part of this peer to peer network.

*This programme is only available to MOD museums*

## **August 2016**

#### **25 August - MOD Peer to Peer - Action Planning**

MOD museums will meet for their final session as part of this peer to peer network.

*This programme is only available to MOD museums*

## September 2016

14 September - Crisis Media Management  
10am - 5pm, The Birmingham Repertory Theatre

This advanced course will work with senior staff and managers, Trustees and CEO's to combine theory and practical sessions to establish how a museum should plan to respond in a crisis situation. From developing a crisis communications strategy to implementation when things go wrong.

19 September - Diversity Toolkit  
10am - 4pm Wolverhampton City Archives

A second opportunity to attend this practical workshop led by Alyson Malach from Equality and Diversity UK.

22 September - Volunteer Peer to Peer Network:  
Identifying Needs – Part 1 of 2  
10am - 4pm, Bewdley Museum

An opportunity to shape the development of your volunteer network, identifying the information and support you need. Part 2 will be held on 1 November.

27 September - We're All Stories in the End  
10am - 4pm, Venue TBC

A one day spectacular to promote the benefits of working with performing arts to interpret your stories. Showcasing the work of art practitioners such as; story tellers, dance groups, theatre groups and provide a networking opportunity to form partnerships to develop an event for National Share a Story month in May 2017.

Expression of interests in this programme are to be made to Charlotte Edwards via email:  
[charlotte.edwards@ironbridge.org.uk](mailto:charlotte.edwards@ironbridge.org.uk)

## October 2016

4 October - How to Win Friends and Influence People  
10am - 4pm, Venue TBC

Explore the benefits of working with business, commissioning groups and negotiating mutually beneficial relationships. Theory and sound practical advice brought together to help you get the most from working with others for financial and social benefit.

5 October - 'Collection Tapas' Collections Knowledge Cafés  
10am - 4pm, RAF Museum, Cosford

A series of short workshops and advisory surgeries designed to cover a range of collections care issues in bite sized chunks. Attendees can pick and choose which sessions they attend (surgeries must be booked in advance). Tapas choices will include the latest in environmental monitoring, practical collections care, standards and challenging materials in our collections. Take a look at the menu and select the courses that appeal to you!

### 12 October - Strategic Communications Planning

10am - 5pm, Venue TBC

This practical course is aimed at anyone faced with developing a communications strategy; remembering that good communication is as important internally as externally! Attendees will develop skills and knowledge to develop a strategy by exploring the benefits of market research, understanding competitors (and who they are) and identifying USP's (unique selling points).

### 13 October - Enhancing the Volunteers Experience:

Back to the Future - Part 1 of 2

10am - 4pm, Ironbridge Gorge Museum Trust, Coalbrookdale

Find out how to find and keep great volunteers. Aimed at museum staff this workshop will enable you to consider the recruitment and retention of volunteers.

### 18 October - Diversity - Start with the Arts

10am - 4pm, Walsall Leather Museum

A second opportunity to attend this Grants for the Arts workshop.

### 20 October - Bring in the Professionals

10am - 4pm, Venue TBC

Advice from professionals on those essential but bottom of the list legal requirements. Confirm what you should be doing and get tips to make lighter work of accounts, legal, health and safety and HR legislation. A great opportunity to gain free access to specialist advice.

***Arts Award: Bronze and Silver Training***

***10am - 4pm MAC Birmingham, Date TBC***



## November 2016

**1 November - Volunteer Peer to Peer Network:  
Building the Foundations - Part 2 of 2  
10am - 4pm, Pen Museum, Birmingham**

Following on from part one, building on the foundations to develop your volunteer network and help it grow.

*Please note that attendance at part one (22 September) is essential.*

**3 November - Introduction to UK Media  
10am - 5pm, The Rep Theatre Birmingham**

If you missed out in May you have a second chance to attend this introductory workshop. This practical course is aimed at museum staff who want to develop a closer relationship with the media or those with external facing roles. It will provide a broad understanding of how the media works, offering tips, building confidence and providing insight.

**16 November - You are what you eat & I shop therefore I am**

To mark the launch of Global Entrepreneurship Week join us for two half day sessions day exploring retail and catering excellence. Hear from speakers both from within and beyond the museum and heritage sector.

**23 November - Diversity - Start with the Arts  
10am - 4pm, The Commandery, Worcester**

A final opportunity to attend this Grants for the Arts workshop.

**24 November - Get the most from Accreditation  
10am - 4pm, Ironbridge Gorge Museum Trust, Coalbrookdale**

A final opportunity to attend this Accreditation support event.

**29 November - Enhancing the Volunteers Experience  
Back to the Future - Part 2 of 2  
10am - 4pm, Kidderminster Railway Museum**

Find out how to find and keep great volunteers. Aimed at museum staff this workshop will enable you to consider the recruitment and retention of volunteers.

## December 2016

### 1 December - 'Collection Tapas' Collections Knowledge Cafés

10am - 4pm Venue TBC

A series of short workshops and advisory surgeries designed to cover a range of collections care issues in bite sized chunks. Attendees can pick and choose which sessions they attend (surgeries must be booked in advance). Tapas choices will include the latest in environmental monitoring, practical collections care, standards and challenging materials in our collections. Take a look at the menu and select the courses that appeal to you!

*Photo Credit: Lee Allen*



## January 2017

### 18 January - 'Collection Tapas' Collections Knowledge Cafés

10am -4pm, Coventry Transport Museum

A series of short workshops and advisory surgeries designed to cover a range of collections care issues in bite sized chunks. Attendees can pick and choose which sessions they attend (surgeries must be booked in advance). Tapas choices will include the latest in environmental monitoring, practical collections care, standards and challenging materials in our collections. Take a look at the menu and select the courses that appeal to you!

### 30 January - Archives in Museum Collections: Meeting the Standard?

10am - 1pm, County Record Office, Stafford

Many museums hold discreet archive collections within their main holdings. Is there a case for museums working towards the Archives Accreditation Standard for these collections? This half day workshop will help to answer the question, 'What is the Standard and is it right for us?'

## February 2017

### 1 February - Do Your Thing and Do it Well

10 am - 4pm, Venue TBC

Consider what makes your museum and its work so special. Define its uniqueness and use it to your museums' advantage. A thought-provoking day of expert advice and real life examples of how to identify and use what you've got.

### 8 February - A Smile is the Universal Welcome

10am - 4pm, Ironbridge Gorge Museum Trust, Coalbrookdale

We all know first impressions can set the tone for the whole visits so join us at Ironbridge Gorge Museum Trust for a day of Customer Service Excellence. There will be examples of best practice from the sector and Visit England will provide an afternoon of '*Exceeding Visitor Expectation*' training. This event forms part of our Customer Service Programme.

## March 2017

### 16 and 17 March - Ironbridge Gorge Museum Trust Conference

Photo Credit: Lee Allen



*Please note that due to the advance nature this calendar events are subject to change.*

*You will be notified of any changes to events in advance.*



West Midlands Museum Development  
c/o The Ironbridge Gorge Museum Trust  
Coalbrookdale  
Telford  
Shropshire  
TF8 7DQ  
Tel 01952 435900  
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.

[Preferences](#) | [Unsubscribe](#)