

Purpose Practice Pizzazz

Conference 2023



25 October
Enginuity,
Coalbrookdale
TF8 7DQ
#IronbridgeConf23

**THE IRONBRIDGE GORGE
MUSEUM TRUST**

museum
development
md
west midlands
managed by Ironbridge Gorge Museum Trust

Purpose Practice Pizzazz

Conference 2023

How to get to us

Travelling by train

We are offering transport from Telford Central station at 9.15am and leaving conference at 5.05pm and 6.30pm. This needs to be pre-booked by 5pm, Tuesday 17 October, please email wmmd@ironbridge.co.uk

Arriving by car

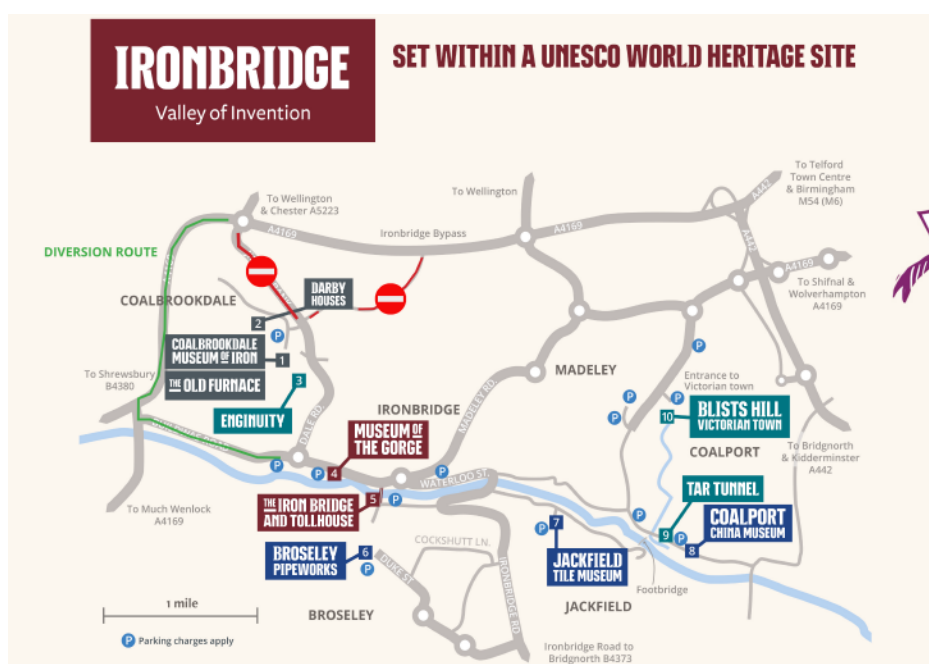
Enginuity, Coach Road, Coalbrookdale, Telford TF8 7DQ

Exit M54 junctions 4 or 6. Follow the brown and white tourism signs for Ironbridge Gorge. Due to a road closure at Jiggers Bank a diversion route will be in operation, please allow extra travel time. [Download the diversion map](#)

Follow the signs to 'Coalbrookdale Museums' and park in either the Museum of Iron car park or Enginuity car park. Parking for our conference costs £5 - there is a 30 minute free period to allow pick-up and drop-off.

You can pay for parking with a debit/credit card at machines on-site or [online](#) within 48 hours of your visit. Blue badge holders please ask about free parking.

For more information about the parking charges please visit the [Ironbridge website](#).

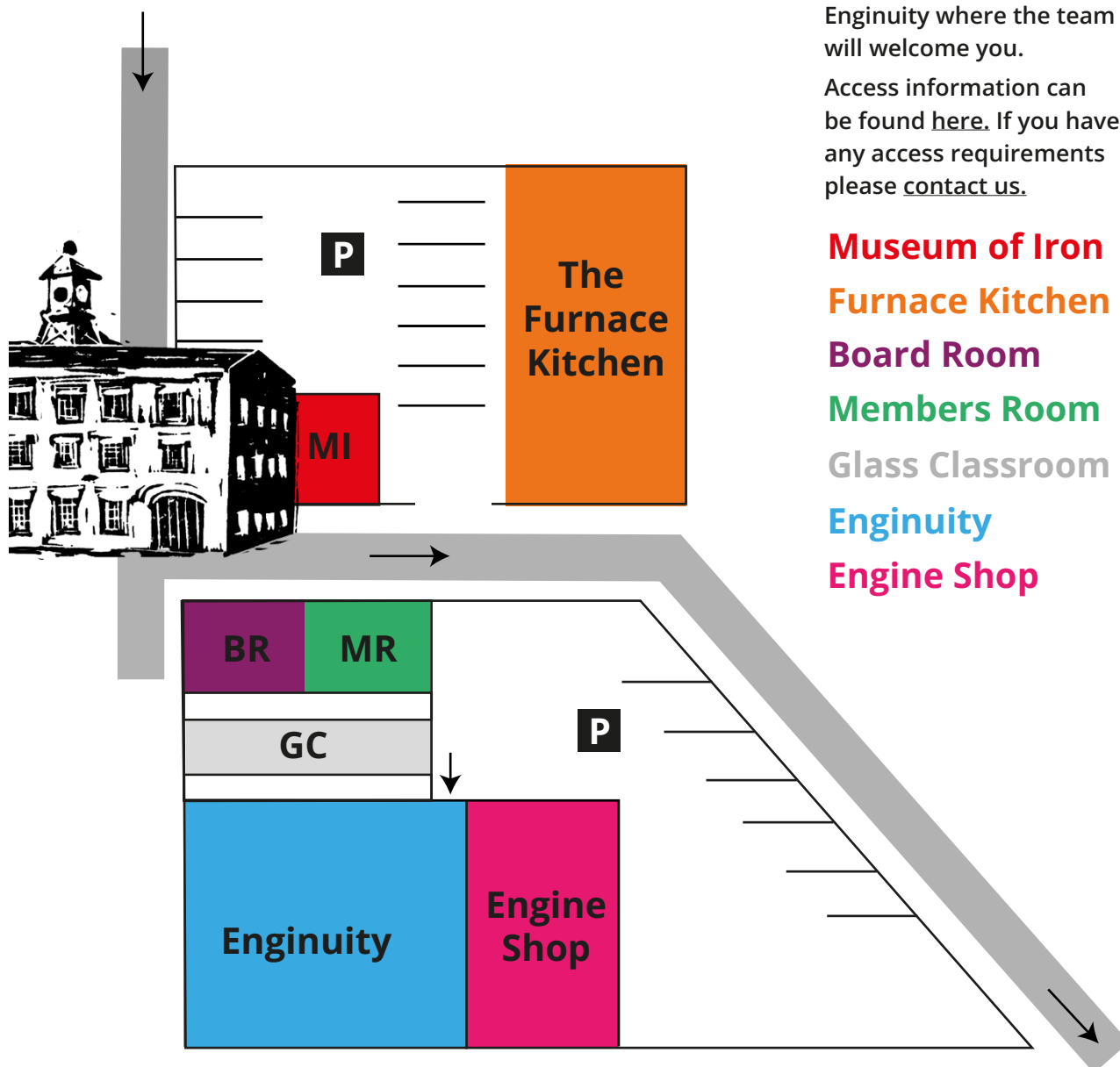


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Site Guide



#IronbridgeConf23

Conference 2023 Wednesday 25 October

All Engine Shop sessions will be livestreamed for online delegates

TIME	DESCRIPTION	SPEAKER	VENUE
09.15	Registration and refreshments		Enginuity
09.45	Welcome	Nigel Rothband Nick Ralls, IGMT	Engine Shop
10.00	Creating a Culture of Equity and Belonging: Essential ingredients for a thriving museum	Beth Foster, Google Cloud – Europe, Middle East and Africa	Engine Shop
10.30	Volunteering in the National Trust: Our new now	Mukith Miah, National Trust	Engine Shop
10.55	Refreshment break		Engine Shop
11.10	Welcome back New Life for a Collection: The University Herbarium at Winterbourne	Nigel Rothband Henrietta Lockhart, Winterbourne House and Garden	Engine Shop
11.20	Embedding Health and Wellbeing - Working with social prescribing and health sector in museums	Gemma Dhami, Museums Worcestershire and David McDowell, Worcester City Primary Care Network	Engine Shop
11.50	Youth Trustees and the Museum Community	Jill Phillips and Stan Lawler, Waterworks Museum - Hereford	Engine Shop
12.15	Arts Council in Conversation Morning round up	Stuart Tulloch and Zelina Garland-Rowan, Arts Council England Nigel Rothband	Engine Shop
12.35	Lunch		Engine Shop

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TIME	DESCRIPTION	SPEAKER	VENUE
1.25	Energiser		Engine Shop
1.35	Welcome Back Greener Freelancing	Nigel Rothband Kathy Moore, NZC	Engine Shop
1.55	Workshops <ul style="list-style-type: none">• Co-production: Tips, Tricks and Trips• What if We Could Access <i>Everyone's</i> Collections Data?• Explore Urban Nature Through Museums• Creating Safe Spaces for Community Conversations• Lets Work Together	Staffordshire Archives and Heritage Museums Data Service Birmingham Museum Trust Futureproofco LYNNEBEC	Members Room Engine Shop Glass Classroom Board Room Museum of Iron
2.45	Refreshment break		
3.05	Workshops <ul style="list-style-type: none">• Co-production: Tips, Tricks and Trips• What if We Could Access <i>Everyone's</i> Collections Data?• Explore Urban Nature Through Museums• Creating Safe Spaces for Community Conversations• Lets Work Together	Staffordshire Archives and Heritage Museums Data Service Birmingham Museum Trust Futureproofco LYNNEBEC	Members Room Engine Shop Glass Classroom Board Room Museum of Iron
4.00	Sustainable Development as a Holistic Programme for Museums	Henry McGhie, Curating Tomorrow	Engine Shop
4.25	Past Lives, Future Profits: Making the most of what you already own	Erica Wolfe-Murray, Lola Media	Engine Shop
4.50	Conference round up and day delegates depart	Nigel Rothband Karen Davies	Engine Shop
5.10	Networking Optional visit to The Daily Grind exhibition	Lauren Collier	Furnace Kitchen Coalbrookdale Gallery
7.00	Farewell and depart		

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Conference 2023

Welcome

A Very Warm Welcome to Conference 2023 – Purpose, Practice, Pizzazz

The conference forms part of Ironbridge Gorge Museum Trust's National Portfolio Organisation and Museum Development programmes, both of which are funded by Arts Council England (ACE).

Purpose, Practice, Pizzazz is the first conference for West Midlands' museums held at Ironbridge since our planned 2020 conference - cancelled just days before the first lockdown.

Since 2020 heritage organisations have continued to adapt and navigate the rapidly changing political, social, and economic environment on a local, regional, national, and international level. Our assumptions and perceptions of the purpose of museums have been challenged, and the way we approach museum practice has changed and evolved.

Through lockdowns we were unable to open up our physical spaces and many museums experimented with new audience engagement platforms and strategies. Debates around equitable practice, inclusive histories, and the environment, question how museums can sensitively engage, involve, and link audiences to our collections and histories. Financial sustainability continues to be challenged through the rising cost of living and energy prices.

Changes in volunteering habits are influencing the way some museums operate, and the long-term sustainability of others. As a sector we must face ongoing challenges, risks and uncertainty with innovation, collaboration, and flexibility for the benefit of our communities.

I would like to take this opportunity to thank ACE for their continued support and everyone involved in Conference 2023 for giving their valuable time and sharing their experiences for the benefit of the wider sector.

Nick Ralls

CEO, Ironbridge Gorge Museum Trust.

West Midlands Museum Development

The West Midlands Museum Development programme (WMMD) was established in April 2015 with funding from Arts Council England and is managed by Ironbridge Gorge Museum Trust. Through grants, free training, and projects the programme supports Accredited museums and those Working Towards Accreditation across the wider West Midlands region to develop, thrive and reflect the rich diversity and cultural heritage of the region.

We are absolutely delighted to announce that Ironbridge Gorge Museum Trust in partnership with Leicestershire County Council has been awarded the Arts Council England (ACE) contract to deliver the new region wide Museum Development Midlands programme from 1 April 2024 – 31 March 2026.

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Conference 2023

About our host

Nigel Rothband

After a long retail career, leading large teams, that included roles as Retail Director at Arcadia Group and Managing Director at The Body Shop, Nigel now spends his time as a leadership coach, Insights Discovery practitioner, speaker, podcaster and event host.

In addition he supports a number of charities and social enterprises. He is Chair of the charity Sing Inside, that provides group singing workshops in prison, enabling all to enjoy singing with others free from judgement. A keen sportsman, in the summer he opens the batting for his county cricket team in the Seniors County Championship and is a football referee in the winter. For the past ten years he has hosted a weekly football podcast and writes a weekly column for the BBC Sport website.

A natural when it comes to performing on stage, Nigel brings great humour and passion to whatever he does. He is passionate about people and creating an engaging and fun environment.

'I am delighted to have the opportunity to work with all those involved with the museums of the West Midlands. Looking forward to facilitating sessions on Purpose and Practice and hoping for some help and encouragement with the Pizzazz!'



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About our Speakers

Beth Foster, Google Cloud – Europe, Middle East and Africa

google.com/careers



Beth leads Diversity, Equity and Inclusion for Google Cloud in Europe, Middle East and Africa. Her work is focused on building a representative workforce, equitable processes for all employees, and fostering a culture of belonging and inclusion.

She will highlight tactics and learnings for building psychological safety, creating a space where a broad and diverse audience feel welcome, and where team members can thrive.

Beth joined the Board at Ironbridge Gorge Museum Trust in 2021.

Mukith Miah, National Trust

nationaltrust.org.uk



Mukith Miah is Lead for volunteering in the National Trust which is Europe's largest conservation charity looking after nature, beauty and history for everyone to enjoy. This is done with the help of millions of members, volunteers, staff and donors. Mukith will take you on the journey of Volunteering in the National Trust before, during (the pandemic) and the new now.

Henrietta Lockhart, Winterbourne House and Garden

winterbourne.org.uk



Winterbourne is a botanic garden and historic house owned by the University of Birmingham. It recently took responsibility for the University Herbarium, a collection of 50,000 plant specimens. Exploration of this collection has revealed stunning objects and has led to a permanent exhibition and ongoing research. Curator Henrietta will describe this exciting journey of discovery.

Gemma Dhami, Museums Worcestershire

museums Worcestershire.org.uk

David McDowell, Worcester City Primary Care Network

worcestercity-pcn.co.uk



Gemma, Learning Manager at Museums Worcestershire, will share how the service has been embedding health and wellbeing by developing partnerships with the health sector, covering how this was established and how it is implemented both strategically and on the ground. This will be presented with David McDowell from the Worcester City Primary Care Network. David is the Digital and Transformation Manager, focussing on collaboration between Primary Care and External stakeholders.



Jill Phillips and Stan Lawler, Waterworks Museum – Hereford

waterworksmuseum.org.uk



This joint presentation from Jill, Chair of the Museum Trustees and Stan, the museum's Youth Trustee, will explore, by example, the value of youth trustees for museum communities and possible steps for successful recruitment.



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About our Speakers

Stuart Tulloch and Zelina Garland-Rowan, Arts Council England

artscouncil.org.uk



Arts Council England (ACE) is the national development agency for creativity and culture, supporting the arts, museums and libraries sector through its 'Let's Create' strategy. Stuart (Relationship Manager, Museums) and Zelina (Relationship Manager, Museums and Engagement) will discuss ACE's support for museums through National Lottery Project Grants.

Kathy Moore, NZC Services

nzcservices.com



Kathy specialises in supporting heritage organisations to deliver their Environmental work. She is deputy chair and Environmental Responsibility champion of GEM and is a new director of Climate Museum UK. As a relatively new freelancer she is keen to support other freelancers and those employing them to work greener.

Henry McGhie, Curating Tomorrow

curatingtomorrow.co.uk



Sustainable development as 'one programme' for museums. Henry McGhie runs the consultancy Curating Tomorrow. With a background as an ecologist, museum curator and manager, he is committed to the role that museums can play in understanding, imagining and creating better futures. He works internationally on a range of sustainable development agendas, including the Sustainable Development Goals, climate action, biodiversity conservation, Disaster Risk Reduction and human rights.

Erica Wolfe-Murray, Lola Media

lola-media.co.uk



The most unique thing about your organisation is everything that has got you to here now. Yet we all overlook so much in the chase for the new. Experienced growth expert, Erica Wolfe-Murray will whizz you through rich opportunities to harness what you already have to help you thrive and discover new audiences, revenue models and intellectual property.



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About our Workshops

Workshop 1: Co-production: Tips, Tricks and Trips

Members Room

staffordshirehistorycentre.blog

A practical guide to co-production with children and young people

Are you looking to engage young audiences? Keen to give children a voice in your work and projects? Join Sarah English and Lizzie Short, from Staffordshire Archives and Heritage Engagement Team, for a hands-on, active exploration of co-production best practice.

With top tips, discussion and practical activities this workshop aims to boost your confidence and encourage creative approaches to meaningful consultation.



Workshop 2: What If We Could Access Everyone's Collections Data?

Engine Shop and live streamed

collectionstrust.org.uk

How might that change the way you work?

This workshop, presented by Kevin Gosling and Sarah Brown, will preview the new Museum Data Service, that aims to bring together and share all the object records of all UK museums, and explore what it might mean for delegates' own museums. What might it mean for regional or subject-specific projects? How might it help you work more collaboratively with community co-curators? Might a documentation problem shared be a problem halved?



Workshop 3: Explore Urban Nature Through Museums

Glass Classroom

birminghammuseums.org.uk

Practical ideas for engaging visitors with nature on their doorsteps

Birmingham Museums is part of a three-year national programme called Explore Urban Nature. The project aims to engage children and young people with nature in the spaces directly around them. Many of our museums are home to urban nature. Lynsey Rutter and Will Graham will share the Learning Team's experience of delivering the project and practical ideas for engaging visitors with urban nature through formal and informal learning.



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About our Workshops

Workshop 4: Creating Safe Spaces for Community Conversations

Board Room

futureproofco@gmail.com

Connection and resilience

What is a resilient community project and how can we create it? Michelle Lisa Gayle will share case studies and outline her approach to achieving more Inclusive Histories, emphasising the need to create safe spaces for our communities and ourselves. The workshop will discuss how we can approach the challenges of facilitating conversations between polarised views to build connections with communities.



Workshop 5: Let's Work Together

Museum of Iron

lynnebec.org

A checklist of collaborating authentically with artists and guide to making work for unusual places

Join Jessica Barber and Cat Butler, Co-Creative Directors of LYNNEBEC, for a fun, interactive workshop on how to forge new and authentic collaborations with artists. Using examples from their previous work, they will share practical insights on making dynamic, engaging, inspiring projects for unusual spaces and their checklist for successful collaborations.

LYNNEBEC

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About our Exhibitors



Arts Council England, Stuart Tulloch and Zelina Garland-Rowan

artscouncil.org.uk

Are you interested in applying for a National Lottery Project Grant? Stuart and Zelina are on hand to provide guidance on eligible projects and how the recent guidance changes for grants under £30,000 make it easy to apply.



Collections Trust, Kevin Gosling and Sarah Brown

collectionstrust.org.uk

Collections Trust helps museums capture and share the information that gives their objects meaning. Its standards, including Spectrum 5.1, and advice is used around the world to make museum collections accessible and inclusive.



WMMD and MDEM Accreditation Advisor, Jennie Crawford

mdwm.org.uk

Jennie is our Accreditation Advisor for 2023/24 providing advice whether you just want to know what Accreditation is or have more specific questions about gaining Working Towards Accreditation or Full Accreditation. She hosts workshops covering all aspects of Accreditation.



WMMD Collections Advisor, Ann Sumner

mdwm.org.uk

SumnerMcIntyre are WMMD's Collections Advisors for 2023/24. Together with Beth McIntyre, Ann delivers our Collections workshops across a wide range of Collections Care and Collections Management topics. If you have any collections queries or enquiries about the future programme, just ask!



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Menu

The food has been prepared by our skilled chefs at The Furnace Kitchen.

Bowl Food

Baby Tomato, Shallot Arancini, Parmentier Potatoes, Salsa Pomodoro
(gluten free, vegetarian)

Mediterranean Vegetables Tagine with Parmentier Potatoes
(vegan)

Desserts

Chocolate Brownie Bite, Fresh Raspberry
(gluten free, vegetarian)

Apple and Pear Crumble with Soya Custard
(vegan)

*If you advised us of any other dietary requirements
we'll direct you to your food.*



Purpose Practice Pizzazz

Conference 2023

Thank you

Thank you for attending ***Purpose, Practice and Pizzazz***. We hope you've had an inspiring and informative day.

We'd love to hear about your conference experience, please complete our evaluation survey. Simply scan the QR code below or [visit link](#).



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