



Welcome to a bumper edition of the NMDC newsletter. March was a very busy month for the museums sector with the launch of the *Manifesto for Museums* and several major new pieces of research including three new reports from NMDC. This newsletter, along with previous editions can be found on our website at: www.nationalmuseums.org.uk

NMDC News

Manifesto for Museums

Museums across the country have joined together to publish *A Manifesto for Museums*, calling for a five-year programme of investment to sustain their current success and build for the future. The Manifesto, launched at the National Gallery on 9 March was a joint declaration by NMDC, the Museums Libraries and Archives Council (MLA), the Group for Large Local Authority Museums (GLLAM), the Museums Association, Association of Independent Museums (AIM) and the Chief Executives of the Regional Agencies.

The Manifesto draws on recent research, including three new reports published by NMDC, benchmarking data from GLLAM and evidence from the first phase of *Renaissance* to highlight the great achievements of the museum sector. It sets out the case for increased funding to enable the museum sector to fulfil its true potential, arguing that an additional £115 million per annum is needed:

- £35 million to fully fund Renaissance
- £50 million to enable national museums to carry out their core activities and programme of modernisation
- £15 million to fund a series of innovative joint initiatives and £15 million for acquisitions

The key facts in the Manifesto include:

- UK museums receive more than 100 million visits each year, more than all the country's live sporting events combined.
- The economic impact of the UK's national museums is in the region of £2 billion and of the whole museum sector the estimate is £3 billion.
- Parents view museums as the most important places for educating their children after schools and libraries.
- 85% of parents believe visits to museums should be part of the National Curriculum.
- 4 out of the top 5 tourist attractions in the UK are museums.
- 85% of overseas visitors cite museums and galleries as among the prime reason from coming to the UK.
- National museums are responsible for over a million educational sessions per year and expect to host and inspire 1.72 million this year.
- The first term of Renaissance funding (autumn term 2003) has seen a 28% increase in school children visiting museums in the Phase One regions.
- There has already been a 52% increase in the number of children engaged in outreach activities run by Renaissance museums.
- 45% of the teachers visiting those Phase One regions are doing so for the first time.
- 73% of the teachers believe that their pupils are learning new subject specific facts thanks to their museum visit, and 94% of teachers attending a museum activity see it directly linking to the National Curriculum.
- The vast majority (72%) of teachers using museums in Phase One regions were very satisfied with the provision made for them by the museums.
- Nearly 30% of school visits Museums in the Phase One regions were from schools located in wards which have been classified as being amongst the 10% most deprived wards in England.
- The most recent MORI GB Omnibus Survey [February 2004] reported that 82% of respondents felt it was important that their local town or city has a museum or art gallery.

Copies of the Manifesto are being distributed with this month's Museums Journal. It can also be downloaded from the NMDC website at: www.nationalmuseums.org.uk/manifesto_for_museums.html

New Research Highlights Contributions of National Museums

Alongside the Manifesto, NMDC published three major independent pieces of research on 9 March: *Valuing Museums* by Tony Travers of London School of Economics, *Creative Engagement* by LSE Cities Team and *National Dimensions* by AEA Consulting. These reports bring together a great wealth of evidence of the contribution museums, highlighting the nature and extent of museums' increasing activity levels over a period in which Grant-in-Aid has eroded in real terms, and strongly making the case for increased government funding.

The key findings from all three reports are summarised in a fourth document *National Museums and Galleries: The Needs and the Impacts*. The findings include:

- Using Treasury formulae, the LSE found the wider economic impact of the NMDC "sector" alone to be in the range of £1.83 billion to £2.07 billion.
- Spending generated by visitors to NMDC institutions is estimated to be at least £565 million.
- At £320m, the overseas "export" of this sector are similar to those of the whole of the music and visual and performing arts sectors.
- NMDC institutions had an overall turnover of £715 million in 2003-04.
- The NMDC institutions employ in the region of 10,000 people directly, with the numbers of those employed in dependant, related industries adding a further 20,000.
- Through developments such as Tate Modern, the National Railway Museum's Shildon development, the Royal Armouries in Leeds, Imperial War Museum North and the proposed Exhibition Road development in London, they contribute enormously to urban, economic and social regeneration as well as acting as patrons and clients of life-enhancing public architecture and space.
- In 2003, NMDC members received 6.1 million visits from children – equivalent to half the UK's entire population of children. 3 million people participated in formal learning activities onsite in 2002, with a further 5.6 million learners off site – equivalent to one tenth of the UK population.
- The NMDC's institutions perform a unique function as an objective and independent voice on sensitive issues and provide an invaluable contribution to contemporary debates on science, technology and art.
- Through partnerships and collaborations across the UK, support for *Renaissance in the Regions* (and, in Scotland, the *Action Framework for Museums*) and relationships with regional development agencies, they contribute to Government's regional agenda, transforming nationwide access to our national collections. This access is provided through an enormous range of activities, not least the 101 travelling exhibitions that have toured over the last 3 years and the 30 strategic partnerships national museums currently have running with their regional counterparts.
- National museums demonstrate astonishing creativity and innovative capacity and through an array of programmes and practice act as leading agents in the broader move towards social and ethnic inclusion. Through initiatives such as the National Museum of Photography, Film and Television's Youth TV Project and Tate's Karrot fashion project they make a real impact on real lives.
- NMDC museums, libraries and archives act as catalysts for individual creativity and inspiration, from the V&A's unique ability to inspire the world of fashion, to the Imperial War Museum's volunteer programme which, in conjunction with Salford College, provides vocational and practical experience to volunteers, enabling them to re-enter the jobs market in the North West.
- As important resources for industry, these institutions make key technological and scientific contributions. The National Gallery's work on digital imaging with Hewlett Packard and Tate's work on transport technology, since utilised in many other sectors, are good examples, while 90% of the UK's highest spending R&D companies source from the British Library.
- The Natural History Museum's medical and environmental research contributes uniquely to issues of a global scale. Their biomedical sciences group is a world leader in research into diseases such as river blindness, malaria, schistosomiasis and leishmaniasis.
- Between 1997-98 and 2003-04, Grant-in-Aid to major NMDC institutions generally increased no faster than the retail price index (and in some instances lagged significantly behind it) – just under 19 per cent – while average earnings surged by 34 per cent and overall UK public expenditure by 41 per cent
- Looking ahead to the period 2003-04 to 2005-06, larger NMDC museums and galleries will receive grant increases of 5.2 per cent, while Government as a whole pushes up its spending by 13.9 per cent.

National Museums and Galleries: The Impacts and The Needs can be downloaded from:
www.nationalmuseums.org.uk/new_research.html

Valuing Museums



Written by Tony Travers of LSE and Stephen Glaister of Imperial College, this report details the economic, educational and broader cultural impact of the national museums and galleries. Set out against the context of the wider objectives of these institutions, government policy and funding requirements, the report finds a sector which has unique international scale and standing and that, with an annual impact of £2bn, is significant economically.

Beyond this, the extent of the contributions these institutions make to the cross-Whitehall agendas of education, social inclusion and the regions are highlighted, while the report acknowledges that, without additional investment in their infrastructures, national museums and galleries cannot sustain these levels of activity.

1800 copies of the report have already been downloaded from our website. It can be found at:

www.nationalmuseums.org.uk/valuing_museums.html

Museums & Galleries: Creative Engagement

Creative Engagement written by Ricky Burdett of the LSE Cities Programme, demonstrates the extent, variety and often-surprising nature of the roles undertaken by national museums and galleries. Largely based on case studies, it illustrates how these institutions engage in a huge range of innovative activities with different communities across the UK, from business and science to youth and fashion. In doing so, Creative Engagement highlights the ability of museums and galleries to inspire and empower individuals and groups, to create social capital and networks that, in turn, stimulate dialogue. The report also demonstrates how significantly museums contribute to cross government policy objectives.

The report can be found at: www.nationalmuseums.org.uk/creative_engagement.html

National Dimensions



National Dimensions, written by AEA Consulting, examines the many forms of collaboration between national museums and the rest of the sector, noting just how much joint activity is underway at any one time. Produced following a series of consultation days around the country, the report looks at different types of collaborations, from one-off projects to long-term strategic partnerships, and includes a wealth of case studies covering all major areas of museum activity.

Looking ahead, the report acknowledges the need to continue to develop genuinely nationwide access to the national collections and sets out a series of proposals aimed at ensuring this, thereby supporting cultural provision, the advancement of learning and social and economic regeneration across the nation. For more details see:

www.nationalmuseums.org.uk/national_dimensions.html

Impact and Evidence: the Nationwide role of Museums and the Cultural Sector

NMDC organised a seminar at Tate Britain on 9th March in partnership with the Institute for Public Policy Research (IPPR), to discuss the key issues arising from these research. Schools Minister, David Miliband MP gave the keynote address, setting out his views on the ways in which museums can work with schools.

The first session, chaired by Lindsay Sharp, focused on regional Impact and creative engagement. The speakers were: David Fleming, Director of National Museums Liverpool, Andy Griffy, Controller of English Regions at the BBC, Peter Armstrong, Chief Executive of the Galleries of Justice, and Ricky Burdett of LISE Cities Programme.

The second session, chaired by Sir Neil Chalmers was called: "Valuing Museums: the economic, educational and cultural impacts". The speakers were Tony Travers of LSE, Peter Mather, Vice-President of External Affairs at BP plc, Peter Muschamp, HM Inspector for Ofsted and David Campbell, Chief Executive of Visit London.

Copies of some of the speakers' presentations can be found at: www.ippr.org/events/?id=202

Hard copies of all the reports are also available from the NMDC Secretariat. Please contact Alexander Baker (abaker@iwm.org.uk)

Members News

Record Visitor Figures to National Museums

NMDC members reported record visitor figures for the February half-term:

- The Royal Marines Museum received record visitor numbers over the February half term, up 17.4% on last year. Figures were boosted by the tremendous popularity of the museum's special events including, SCAT Theatre Production Company performance for children over 4 years old.
- The Wallace Collection had its busiest day ever on Saturday 21 February, with over 2,500 visitors for their 18th Century day. (The average number of daily visitors at the Wallace Collection is 800-900).
- Attendance figures at the Royal Air Force Museum were up by 81.5% following the opening of *Milestones of Flight* on 17 December.
- At the National Portrait Gallery the half-term visitor figure shows an increase of 62% on 2003, with an overall increase of 41% for the whole month compared to February 2003.
- Visits to Tate Britain were up by 34% in half-term compared to the previous week. Visits to Tate Modern during February 2004 were up by 49.7% on figures for February 2003.
- At the British Museum visitor numbers were up by 16.3% compared to February half-term in 2003.
- The Portsmouth Historic Dockyard, which includes the Royal Naval Museum experienced a 36% increase on visitors in January.
- Visitors to the museum at the National Archives were up by 11% on last year, and there was a 23% increase in the number of original documents requested during February, compared to the average for the previous 12 months.
- February half term was extremely busy at the Natural History Museum, with 20,000 visitors on some days. Their special exhibition *T.rex: The Killer Question* had its busiest day during half term with 4,000 visitors on 18 February. Also NHM's retail and catering also had an excellent week with retail up by 76% and catering up 37% from last year.

Free Admission Figures

Arts Minister, Estelle Morris announced last month, that there had nearly 11m extra visitors to former charging museums in the two years since the introduction of the Government's free admission policy. The figures published by DCMS show that visits to former charging museums were up by 72% in the year to December 2003, compared with the year to December 2001 when the policy was introduced. There were 5.3million extra visitors in the first year, and 5.6m extra last year.

V&A and British Museum Acquire Rare 7thC Buddha

The British Museum and V&A have joined together to acquire a rare Indian 7th century metal statue of a standing figure of Buddha Sakyamuni, the first to enter a public European collection. This is the first time that the V&A and British Museum have made a joint acquisition. The Buddha went on display in the Indian sculpture gallery at the V&A on 25th March, where it will remain for three months, before going to the British Museum, and then on tour to Birmingham, Bradford, Leicester and Exeter as the centrepiece of a loan exhibition of Indian Buddhist sculpture. After the tour, the Buddha will be shown alternately at the V&A and British Museum. The Buddha was been bought for £850,000 with the assistance of the Heritage Lottery Fund, the National Art Collections Fund, the British Museum's Brooke Sewell Permanent Fund, the Friends of the V&A, and private donors.

National Museums Liverpool Go Totally Free

National Museum Liverpool has announced that all charges for learning events and activities are to be dropped from 1 April 2004. Admission to all eight of National Museums Liverpool's venues has been free since 2001, and charges for special exhibitions were dropped in 2002. However, until 1 April, visitors still had to pay a small charge for certain activities including Planetarium shows at Liverpool Museum, spring concerts at the Lady Lever Art Gallery and behind-the-scenes tours and workshops at the Conservation Centre, but these charges will also be now be dropped. These changes reflect one of NML's core aims and beliefs; that there must be access for all on an equal basis, in order to ensure that all individuals and communities benefit from the extensive collections and resources available at the museums.

Madonna of the Pinks to Remain in the UK

The National Gallery and Duke of Northumberland issued a joint press release last month stating that they had reached agreement on the sale of Raphael's *The Madonna of the Pinks* to the National Gallery. The painting has been sold under private treaty sale arrangements for £22m, after the deduction of tax from the gross figure of £35m.

As part of the National Gallery's commitment to ensuring that *The Madonna of the Pinks* is seen by as many people as possible, and as agreed with the Heritage Lottery Fund, the painting will tour the country extensively, beginning at the Manchester Art Gallery (1 May - 27 June 2004). The picture will then tour over a period of one year to the National Museums and Gallery in Cardiff, the McLellan Galleries in Glasgow, and the Bowes Museum. In each case, the painting will be shown alongside two travelling companions from the National Gallery that also depict the Madonna and Child. *The Madonna of the Pinks* will also form the centrepiece of a National Gallery 'Raphael: From Urbino to Rome' exhibition (20 October 2004-16 January 2005).

Tate Online wins BAFTA

Tate Online has won the Best Online Factual award at the BAFTA Interactive Entertainment Awards on 19 February. Tate Online was also shortlisted in the Best Interactive Arts category for the artist Susan Collins's *Tate in Space* initiative. The BAFTA Interactive Entertainment Awards recognise and reward talent across a broad spectrum of the new media industry.

'Weekend Break' Tour for Queen of the Night

As part of its Partnership UK initiative, the British Museum is planning to lend new acquisitions and established icons to communities around the UK. The first loan will be the *Queen of the Night*, a 4,000 year-old terracotta relief of a Babylonian goddess of underworld, acquired last year for £1.5m with support from the Heritage Lottery Fund, the Art Fund and friends of the British Museum Friends. This masterpiece of ancient Iraqi art will travel with Neil MacGregor, Director of the British Museum, and Museum experts for a series of 'weekend breaks' to Glasgow, Sunderland, the Horniman Museum and Leicester. This 'national roadshow' will allow visitors to view this extraordinary object and listen to talks by experts, experience Mesopotamian storytelling and participate in workshops. The relief will then be loaned to the National Museum and Gallery of Wales and Birmingham Museum and Art Gallery. Subject to local security and stability, the Museum then hopes to loan the object to the National Museum in Baghdad.

NLS Campaign for Murray Archive

The National Libraries of Scotland are seeking to acquire an outstanding archive containing private letters, manuscripts and other correspondence from Jane Austen, Lord Byron, Sir Walter Scott, Benjamin Disraeli, Herman Melville, Charles Darwin, David Livingstone, Thomas Carlyle, Sir Arthur Conan Doyle and Edith Wharton. The archive, currently owned by the Murray publishing family, is being offered to the National Library at a reduced price of just over £33m in order that the collection is kept in Britain. Experts believe the true market value of the archive to be in the region of at least £45m. As a result of the sale John Murray will establish a family charitable trust, one of whose purposes will be to support access to, and preservation, of the archive. This will include a gift of £3m to the National Library to cover the running costs of the archive, with the aim that the Library should not have to call on any of its normal funds for administering the archive.

The Scottish Executive is granting £6.5m towards the purchase. An application for £22m has been made to the Heritage Lottery Fund. The National Library is has also launched an appeal to raise the remaining £6.5m so that this unique archive can belong to the nation. For further details visit: www.nls.uk

NRM Bids for *The Flying Scotsman*

The National Railway Museum has launched a campaign to acquire the *Flying Scotsman*. BBC News reports that Sir Richard Branson is working with the museum on plans to put a "substantive" offer. *The Flying Scotsman* was put up for sale after plans to build a visitor centre to house it in Edinburgh fell through. In the first week the appeal attracted more than 1,000 individual donations and local school children have been donating their pocket money. The bidding process ends on 2 April.

Royal Armouries Seeks Olympic Champion

The Royal Armouries, the national museum of arms and armour, is on the look out for a potential Olympic fencing champion after forming a new club to teach the sport. Mark Murray, Senior Curator at the museum said "The Royal Armouries is a specialist museum and I believe we have a duty to support sports like fencing that are core to our wider collections." The Royal Armouries Fencing Club will meet every Friday evening. For more information visit: www.armouries.org.uk

If you have any comments on the NMDC Newsletter or would like to contribute to a future edition, please contact Emily Adams - eadams@iwm.org.uk

Current Issues

Budget Statement on Gift Aid & University Museums

In the Budget Statement, the Chancellor announced continuing consultation with the heritage and conservation sector on developing a new definition of the special exemption to the Gift Aid changes. His statement said:

“The Government announced in the Pre-Budget Report that it would consult charities on an amendment to the special exemption in the Gift Aid rules which allows certain heritage and conservation charities to offer free admission in return for a donation which attracts Gift Aid. Gift Aid is designed to promote giving to charity by individuals but, by simply reclassifying admission fees as donations on which Gift Aid is then claimed, these schemes do not generate additional giving. The Government has received a number of representations from the charitable sector in response and recognises the concerns expressed. It will continue this consultation to determine a way forward that preserves the principles and intentions of Gift Aid while dealing sympathetically with the charities affected by the proposed change. It will work closely with the heritage and conservation sector to complete the consultation on developing a new definition of the special exemption. It aims to announce the results of the consultation around the time of the Spending Review giving charities the opportunity to take account of the changes in their financial planning, alongside the wider Government support for this sector which is now worth over £2 billion a year.”

In addition the Chancellor said the Government wanted to build on the success of free admission to national museums and “on the recommendation of the Goodison review, will consider the issue of extending the free access commitment for the main national museums and galleries, and the VAT refund scheme that has helped to deliver it, to university museums in the context of the forthcoming Spending Review.”

The full Budget Report can be found at:
<http://www.hm-treasury.gov.uk/>

For full details of the consultation on Gift Aid and how to be involved are available on the Inland Revenue website at:
<http://www.inlandrevenue.gov.uk/charities/news.htm>
The deadline for comments is 11 June.

www.nationalmuseums.org.uk

Inspiring Learning for All

MLA has launched *Inspiring Learning for All*, a major new programme intended to make museums, libraries and archives central to the development of modern education. *Inspiring Learning for All*, a web-based resource enables museums, libraries and archives to review and develop learning activities based on a framework of best practice and measure their impact on learners. Inspiring Learning for All encourages organisations to:

- Form a team to take forward *Inspiring Learning for All* in the service with representation from senior management and frontline staff
- Encourage the team to explore learning and the ways in which museums, libraries and archives stimulate learning, by using resources on the Inspiring Learning for All website
- Work through the framework - assessing the museums, libraries and archives contribution to learning
- Use the Access for All and related toolkits to audit the organisation's commitment to socially inclusive opportunities for learning
- Use the Generic Learning Outcomes to assess the learning outcomes experienced by users
- Formulate an action plan to improve the quality of learning in the museum, library and archive developed from the findings of the self-assessment activities
- Win support for the action plan and for learning, using the advocacy materials provided on the website
- Enact improvement and re-evaluate the impact of the service on learning using the framework

For more information visit:

www.inspiringlearningforall.gov.uk

Listening to the Past: Speaking to the Future

The Archives Task Force report was launched on 24 March, highlighting the importance and remarkable diversity of British archives and pointing to ways in which access to these resources can be developed. The key recommendation is for an easily-accessible online Archives Gateway which would revolutionise access to and participation in archives, leading people of all ages and knowledge to archival content of interest and supporting them in creating their own documentary records. There are over 1.5m visits to archives a year and 75% of those are visitors undertaking private or personal research. Copies of the report can be found at:

www.mla.gov.uk/action/archives/00archives.asp

The Gulbenkian Prize

The four finalists for The Gulbenkian Prize for Museum of the Year were announced on 26th March. They are:

- **Scottish National Gallery of Modern Art**, Edinburgh for Landform by Charles Jencks
- **The Museum of Antiquities**, University of Newcastle for Reticulum, a partnership project with Northumbrian junior schools
- **Pembrokeshire Museums Service** for Varda, a travelling exhibition of Romany history and culture
- **Norton Priory Museum**, Runcorn for Positive Partnerships, where local day centre clients with learning disabilities work alongside museum staff.

The winner of the £100,000 prize will be announced on 11 May during For more details visit:

www.thegulbenkianprize.org.uk

Measuring PSA Targets

The Culture, Media and Sport Select Committee have published a report on the *DCMS Annual Report: Work of the Department in 2002-3*. Among the recommendations was the following comment on relating to museums: "The Department should consider what further information (including ethnicity, socio-economic group, home town etc) might be collected about the children visiting the museums so that a closer analysis of trends can be carried out and any areas of weakness with the target identified and tackled. For this to be accomplished universally and consistently the Department would have to supply the necessary resources."

With regard to PSA target setting and reporting, the Committee recommended that:

- The Department should provide more detailed supporting evidence within its Annual Report in future years (or at least point the reader to data that is available elsewhere) to give clear analysis of performance and make possible the effective scrutiny of targets without the need to request additional information.
- Increased care and attention should be paid to the process of setting targets so that the Department does not lose the confidence of stakeholders or interested parties in the reporting of its achievements.
- We recommend that the Department, in future, commissions research into and only set targets where solid reasoning can be shown for doing so, using evidence that establishes the target as realistic.
- Overall, in relation to target setting, we recommend that work with the Treasury continues so that the targets set for 2003-06 have accurate baselines and can properly be measured

The full report can be found at:

www.parliament.uk/parliamentary_committees/culture_media_and_sport.cfm

Culture Online

Minister for the Arts, Estelle Morris, has unveiled the next four projects to be commissioned by Culture Online, a DCMS project to harness new technologies. These are:

- **Soundwaves**, produced by the Associated Boards of the Royal Schools of Music, which will allow users to explore and experiment with musical sounds, styles and genres.
- **City Heritage Guides**, creating ten online guides highlighting the best of each area's culture, with input from members of local communities. The cities are: Newcastle, Liverpool, Manchester, Leeds, Birmingham, Leicester, Bristol, Norwich, Brighton and London. Each guide will be updated weekly with heritage news, reviews, listings and promotions within museums.
- **AritsanCam**, extending the existing web-cam project giving people the chance to watch professional artists and craftspeople in their studios creating work, talk to them and take part in online master classes
- **World War Two Remembered**, a joint project with MLA, the BBC and Age Concern, enabling older people to help create a unique online archive of memories from the Second World War.

The first seven projects commissioned by Culture Online were announced in October 2003. For more details visit: www.cultureonline.gov.uk

Science and Innovation

The Government has launched a consultation on the framework for a ten-year strategy for investment in science and engineering. The paper, jointly launched by HM Treasury, DTI and DfES, sets out twenty questions covering issues such as education and public engagement with science, partnership funding and management of the science base. The Government is hoping the strategy will make Britain one of the most competitive locations for science, research and development and innovation. The consultation document *Science and Innovation: Working Towards a Ten-Year Investment Framework* can be found at:

http://www.hm-treasury.gov.uk/consultations_and_legislation/science_innov/consult_sciinnov_index.cfm

The consultation period ends on 30 April 2004. The ten year investment framework for science and innovation will be published as part of the Spending Review this summer.

Lottery Funding For Culture Cities

The 12 cities that bid for the Capital of Culture in 2008, including the winning city, Liverpool, are being encouraged to bid for a new £15m lottery grant to support urban arts programmes. The grant - £10m from the Millennium Commission, and £5m from the Arts Council, will help fund cultural activity such as festivals, rather than capital projects. Applications must come from consortia, which must include a local authority with a minimum population of 120,000 (100,000 in the case of Northern Ireland), concentrated in a large city or town. The minimum grant will be £500,000 and not more than 50% of the costs of a programme will be funded. For more details visit:

www.millennium.gov.uk/lottery/urban_cult_prog.html

Review of mda

A review of mda commissioned by the Museums, Libraries and Archives Council (MLA) has recommended that mda core funding is increased in order that services focus on four key areas for the benefit of museum collections: maintaining and delivering the SPECTRUM standard; training; information, advice and consultancy; and advocacy. To this end, MLA and mda are now working together to define a three year funding agreement which will come into operation in 2005. Meanwhile, Louise Smith, has announced that she is leaving her post as Director of mda. The post is currently be re-advertised. For further information visit:

<http://www.mda.org.uk>

A&B Encourages Individual Giving

Arts & Business has launched *Maecenas*, an initiative aiming to increase individual giving to the arts by £140 million annually, from the current figure of £236 million to almost £380 million each year. The Maecenas Initiative will have three strands of work:

- Inspiring a new debate on arts philanthropy in the UK through a series of public and private events, through the media and through its extensive business and arts networks.
- identifying new models for encouraging arts philanthropy in the UK from current best practice around the world and, where possible, pilot them in the UK.
- delivery of training seminars and a toolkit for small to mid-scale arts organisations wishing to increase their Individual Giving income.

The toolkit will be available for download from www.AandB.org.uk before the summer.

Maecenas was a Roman politician and diplomat in the time of Octavian and patron of Horace and Virgil.

Peter Jenkinson Steps Down

The Arts Council has announced that Peter Jenkinson OBE would step down as National Director of the Arts Council's Creative Partnerships programme at the end of March 2004. Peter Hewitt, Arts Council England Chief Executive said: 'Peter Jenkinson has brought vision, flair, persuasiveness, energy, intellectual authority and a powerful sense of conviction to his role as National Director of Creative Partnerships. In deciding to move to other challenges, Peter leaves behind him a legacy of having made a seminal contribution to creativity and learning for young people. I think we'll all be looking forward to his next big project.'

New Chair for Lottery Fund

Sir Clive Booth has been appointed as the new chair appointed to oversee the merger of the New Opportunities Fund and the Community Fund. The new body will be responsible for half of all Lottery good cause money. The administrative merger of the two funds will take place on 1 June. Sir Clive Booth is currently Chair of the Central Policy Training and Development Agency, and Deputy Chair of the South East England Development Agency.

Partnerships in new EU Member States

EUCLID, the UK Cultural Contact Point for The European Commission is organising a MAY FAIR in Manchester on 19 May to celebrate EU enlargement. The fair will be attended by 40 representatives from the arts, audiovisual, literature, museums & heritage sectors from new member states and will provide an opportunity to learn about the cultural sectors in those countries and discuss possible collaborative projects. For more details visit: www.euclid.info/uk/seminars/index.htm

Future of Civil Service

The Prime Minister has set out seven keys to transformation of the Civil Service to make it more relevant to the modern age and shift the focus from policy advice to delivery. These are:

- a smaller, strategic centre;
- a Civil Service with professional and specialist skills;
- a Civil Service open to the public, private and voluntary sector and encouraging interchange among them;
- more rapid promotion within the Civil Service and an end to tenure for senior posts;
- a Civil Service equipped to lead, with proven leadership in management and project delivery;
- a more strategic and innovative approach to policy; and government organised around problems, not problems around Government

International News

Visitor Crush Closes Exhibit

The Metropolitan Museum of Art in New York has been forced to close two Egyptian tombs that were opened for unrestricted viewing last month. The museum decided to allow open-air viewing of the carvings from the tombs Raemkai and Pernab, while it waited to install new glass panels museum on order from Germany. The screens were removed at the end of January allowing visitors to have a full view of the interior limestone carvings for the first time in 90 years. But the *San Francisco Chronicle* reports a crush of some 24,000 visitors in the first 3 weeks put the humidity levels at unacceptable limits. The tombs are now scheduled to reopen in May after the protective panels are in place.

Acropolis Museum Halted

The Council of State in Greece published a decision on 10 March halting work on the already much-delayed new Acropolis museum project. English language paper, *Kathimerini* reported that the country's highest administrative court ruled that a Culture Ministry decision approving plans for the 94-million-euro building could cause irreversible damage to ancient building remains found on the plot in Makriyianni, under the Acropolis. The antiquities were to have been incorporated in the basement of the new museum among a network of concrete piers. But in response to a suit by the International Council on Museums and Sites and Makriyianni residents the court accepted that the piers should not be built until a second suit seeking cancellation of the entire project is heard.

On 12 March, *Kathimerini* reported on 12 March that Supreme Court deputy prosecutor Anastassios Kapollas has instructed an Athens prosecutor to press criminal charges for breach of duty against the state-appointed committee that awarded the museum contract to architects Bernard Tschumi and Michael Photiades.

Libeskind Museum for Prague

The architect Daniel Libeskind has been commissioned to design a Salvador Dali museum in Prague. *The Guardian* reports that the museum, which is expected to cost up to £8m, intends to display 1,000 to 1,500 Dali works on loan from collections in Spain, France and Germany.

\$345m Economic Impact of *El Greco*

The Metropolitan Museum of Art has released findings from a museum audience survey, demonstrating that visitors to the *El Greco* exhibition in 2003 spent a combined \$345m during their visits to New York City. Using the standard ratios for calculating tax revenue impact, the museum argues that the direct tax benefit to New York City and New York State from visitors who said that seeing the exhibition was important to their decision to visit the city was estimated at \$15m. The exhibition, which has now moved to the National Gallery in London, attracted 574,000 visitors at the Met. Nearly three quarters of these were found to have travelled to New York from outside the City's five boroughs. Taken together, the three 2003 exhibitions at the Met – Leonardo da Vinci, Master Draftsman; Manet/Valazquez: The French Taste for Spanish Painting, and El Greco have had an economic impact of \$933m.

Hague Convention

The 1999 Second Protocol to the 1954 Hague Convention on the Protection of Cultural Property in the Event of the Armed Conflict came into force last month. The Protocol greatly strengthens and clarifies cultural protection and introduces new measures including the designation of property under Enhanced Protection, specific war crimes and new administrative procedures including the establishment of an International Committee and an International Fund for the Protection of culture. For more information visit:

www.unesco.org/culture/laws/

Uffizi Expansion Plans

Italian Culture Minister Giuliano Urbani has announced details of a €56m scheme intended to transform the Uffizi gallery into Europe's premier art museum. The project, which is the centre-piece of the cultural policy of Silvio Berlusconi's government, will enable 800 new works to be displayed. The overall increase in exhibition space will be from 6,000 sq metres to almost 13,000.

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For more information about NMDC activities and details of our membership, visit our website at:

www.nationalmuseums.org.uk

Parliamentary Report

Museum Debate

Michael Portillo MP initiated a debate on museums in the House of Commons on 2 March. Mr Portillo, whose constituency includes the South Kensington Museum, drew on the new research produced by NMDC to highlight the contributions of national museums. Liberal Democrat Culture Spokesperson, Don Foster MP, said that participants in the debate had demonstrated "to the Minister that there is truly all-party agreement about the vital role that museums and galleries play in the life of the nation." Chris Smith raised the issue of Gift Aid changes, highlighting the plight of the Wordsworth Trust, of which he is Chairman.

Replying to the debate, Estelle Morris, Minister for the Arts, welcomed NMDC's reports saying: "It is about time we told the story of the importance of museums to society, not only to our past, but to our present and future. The story has always been a strong one, but the sector has not always told it with the strength of voice that it is entitled to use. In that respect, I welcome the stronger voice of the NMDC, which is to launch next week, although I readily accept that politically it might mean my answering a few difficult questions." She went on to say, "I accept that the DCMS has spent extra money and that museums have not had the lion's share. It is now their turn, but it comes at a time when the Budget and the spending review will be more difficult than previous ones."

The full text of the debate can be found at: www.publications.parliament.uk/pa/cm200304/cmhansrd/cm040302/halltext/40302h01.htm

Future of the National Lottery

The Culture, Media and Sport Committee reported on the Future of the National Lottery. The report can be found at:

www.parliament.uk/parliamentary_committees/culture_media_and_sport.cfm

Income Generated by Museums

The Public Accounts Committee have been examining income generated by museums and galleries, following the National Audit Office report published in February. On 8th March, the Committee heard evidence from Robert Crawford, Director-General of the Imperial War Museum, Roy Clare, Director of the National Maritime Museum and Sue Street, Permanent Secretary of DCMS. The issues discussed included incentives for raising self-generated income, museums ability to borrow money, scope for further collaboration and knowledge sharing and pooling resources, charging for special exhibitions, venue hire and fundraising expertise. The minutes of the proceedings can be found at: www.publications.parliament.uk/pa/cm200304/cmselect/cmpubacc/uc430-i/uc43002.htm

Also in Westminster this month...

There were several questions about Gift Aid, and MPs raised this issue with Paul Boateng at the Treasury's oral parliamentary questions on 4 March. Keith Vaz MP asked the Prime Minister for details of the terms of office and remuneration of various public bodies including the military museums, MLA and NHMF. Members of the House of Lords had a debate on the public library service and the DCMS libraries strategy, *Framework for the Future*. In Scotland, Jamie Stone MSP asked the Scottish Executive about returning museum items to the areas where they were originally made or discovered.

A full report of parliamentary activity relating to museums is available from Alexander Baker in the NMDC Secretariat (email: abaker@iwm.org.uk)

This newsletter, along with other recent editions, is also available on our website at:

www.nationalmuseums.org.uk

Forthcoming Meetings

Museums Joint Advocacy Group

10.30am, Thu 8 Apr, IWM

Development Directors Meeting

2.30pm, Mon 26 Apr, IWM

NMDC Away Day

10.00am, Fri 7 May, Sir John Soane's Museum

PR Group

11am, Fri 4 June, Tate Modern

NMDC Executive Committee

11.00am, Thurs 10 June, Imperial War Museum

National Museum Managers Consortium

11.00am, Fri 11 June (venue tbc)

Human Resources Forum

Fri 17 June, National Museums & Galleries of Wales

NMDC Meeting

11.00am, Fri 9 Jul 2004, Imperial War Museum