



November 2005

Welcome to this month's NMDC newsletter which contains an update on our activities and the latest news from the museum sector in the UK and beyond.

www.nationalmuseums.org.uk

NMDC News

Marketing Group

The Directors of Marketing from national museums met at the Imperial War Museum on 1 November. Martine Ainsworth-Wells, Marketing Director of VisitLondon gave a presentation on the work they have been doing over the last few months to promote museums and galleries, and to discuss VisitLondon's future plans. The Group also discussed measures to coordinate audience research within national museums to provide comparable and coherent data.

NMDC Changes

Congratulations to Claire Henry, NMDC's Research and Communication Manager who has an exciting new post as an Interpretation Developer at the Natural History Museum. Claire's last day at NMDC is Friday 4 November. During her time at NMDC, Claire has produced the monthly newsletter, been Secretary of the HR Forum, represented NMDC on the Museum Copyright Group Executive, and organised a seminar on research in national museums, as well as carrying out research into the national museums and supporting the work of the NMDC working groups and committees. We would like to wish Claire all the best for the future.

This month's newsletter is written by Zoë Nasatyr, who works freelance, specialising in project management and marketing for cultural organisations.

We also have a new email address for comments and contributions to the NMDC Newsletter. If you have any comments please write to nmdcnews@iwm.org.uk

Members News

National Waterfront Museum in Swansea Opens

Wales' latest national museum, which was opened in October by Rugby legend Gareth Edwards and Welsh Assembly Government First Minister, Rt. Hon Rhodri Morgan, tells the story of industry and innovation in Wales. The museum forms part of the redevelopment of Swansea's waterfront and is a partnership between National Museums & Galleries of Wales (NMGW) and The City and County of Swansea. It is the seventh national museum in Wales administered by NMGW.

The National Waterfront Museum was designed by Wilkinson Eyre Architects and the new galleries, with over 100 state of the art interactive displays using the latest computer technology, have been developed by Land Design Studio in conjunction with New Angle.

The project was funded by the Heritage Lottery Fund with a grant of £11 million, the largest awarded in Wales, the Welsh Assembly Government, Welsh Development Agency, Wales Tourist Board, European Objective One programme and other private donors and sponsors.

www.nmgw.ac.uk/nwms

Amgueddfa Cymru - National Museum Wales

From November NMGW will change its name to Amgueddfa Cymru – National Museum Wales. Some of the museums in its care will also change their names. The official names of the seven national museums in Wales are as follows: National Museum Cardiff, St Fagans National History Museum, National Roman Legion Museum, Caerleon, Big Pit National Coal Museum, Blaenafon, National Slate Museum, Llanberis, National Wool Museum, Dre-fach Felindre and the National Waterfront Museum, Swansea.

www.nmgw.ac.uk/en/news

Secondment to the Association for Cultural Enterprises

Robert Carr-Archer, Head of Trading at the National Portrait Gallery, recently began a 10-month secondment to the Association for Cultural Enterprises (ACE), of which he has been Chair for the past two years. The purpose of the DCMS-funded project is to develop the Association's services, increase membership and secure its financial future.

ACE is the UK's only organisation for professionals in the field of cultural and heritage commerce. It aims to promote best practice by providing training and networking opportunities and encouraging commercial operations within the not-for-profit cultural and heritage sector to work collaboratively for their mutual benefit.

In addition to reviewing the structure and funding of ACE, Robert will be focusing on recommendations from the NAO report 'Income Generated by the Museums and Galleries'. A benchmarking programme will be one of the main outcomes, together with a new website featuring discussion groups through which members can share information and ask one another for advice.

Increasingly, ACE's work is proving of value to larger museums and galleries and Robert would welcome contact from anyone who wishes to learn more about the Association's activities and plans.

Contact: rob.ace@npg.org.uk website: www.acenterprises.org.uk

National Museums contend for 'Tourism Oscar' awards

National Museums are in contention for tourism awards across the UK. The annual regional tourism awards showcase the UK's tourism businesses. Winners of regional awards go forward to the National Tourism Awards which will be announced in April 2006.

The **Ulster American Folk Park** won Best Northern Ireland Visitor Attraction 2005, the most sought after award in the Northern Ireland Travel and Tourism Awards. www.magni.org.uk/newsroom/?article=421

Several London Museums are shortlisted for the Visit London Awards, which will be announced at the end of November: **National Maritime Museum** and **Tate Modern** for Large Visitor Attraction of the Year; Jim Bloomfield of the **National Maritime Museum** for Outstanding Customer Service and **Tate Britain**, for the Marketing Campaign of the Year for its Turner Whistler Monet marketing campaign.

uk.visitlondon.com/corporate/press_centre/press_releases/051014_shortlist.html

Channel 4 and Imperial War Museum Launch War Memorial Online

The Imperial War Museum and the UK National Inventory of War Memorials (UKNIWM) have partnered with Channel 4 to make details of First World War memorials across the UK and the names recorded on them accessible online for the first time.

The on-line record will be turned into a living war memorial with a facility for viewers to upload pictures and text onto the website and in so doing, help turn the names commemorated back into real people. **Lost Generation** is the new media dimension of a major new First World War season on Channel 4. The website will be available from 10 November 2005:

www.channel4.com/lostgeneration – a searchable database of First World War names on memorials with a facility for users to upload their own content

www.ukniwm.org.uk - a searchable database of all UK war memorials from all periods

Finding the Fallen Exhibition – National Army Museum, Chelsea

On 11 November 2005, as part of Armistice Weekend, the National Army Museum is unveiling a new exhibition called 'Finding the Fallen'. The exhibition focuses on the excavation and identification of four fallen soldiers – three Germans and one Briton - from well-known World War I battle sites in France and Belgium, including Ypres, Passchendaele and the Somme.

The exhibition follows the progress of the excavation, as it developed from its original objective, which was to gain information about conditions in the trenches and the lives of the men who served on the Western Front, with the discovery of bodies and personal objects that enabled individual soldiers to be identified.

www.national-army-museum.ac.uk

V&A Broadcasts First UK Museum Podcast

The V&A is now broadcasting the first podcast to be published by a museum or gallery in the UK. Podcasts allow computer or MP3 player users to download audio recordings to listen to at a time of their choosing and to subscribe to a series of audio events. In the first edition of the V&A's Podcast, entitled Every Object Tells a Story, users can listen to curators, conservators and researchers telling stories about works in the Paintings Galleries, while viewing images of the paintings on an iPod, mp3 player or computer.

www.everyobject.net/static.php?page=interactive

New Director at Somerset House

Somerset House has announced the appointment of a new director. Gwyn Miles, who has worked at the Victoria and Albert museum for 20 years, is to take up the post in January.

Current Issues

Guidelines Published on Combating Illicit Trade

DCMS has published new guidelines aimed at combating illicit trade in cultural property. The publication of 'Combating Illicit Trade: Due Diligence Guidelines for Museums, Libraries and Archives on Collecting and Borrowing Cultural Material' is supported by leading bodies in the sector.

The guidelines give museums, libraries and archives access to advice designed to assist them to continue to expand their collections legally and ethically. The guidelines urge cultural institutions to:

- * ask for evidence, or provenance, of the object's history before acquiring it;
- * refuse to accept anything when there are doubts about its origins; and
- * seek expert advice when they are unsure of how to progress.

The report is available at: www.culture.gov.uk/global/publications

24/7 Public library services launched

Enquire, Discover and Read is a set of new online public library services designed to help answer questions, assist users to navigate the internet and explore books and reading online, 24 hours a day, 7 days a week.

Managed by the Museums, Libraries and Archives Council (MLA), in cooperation with partners in the USA and Canada, the new services are available on the People's Network website.

Enquire allows users to ask questions on any subject via a live chat link or by email. **Discover** helps people to find their way through the online world, bringing together resources, from news items and links, to information about collections and objects in libraries, museums and archives. **Read** aims to enhance enjoyment of books and reading by giving people access to reading resources and opportunities to meet other readers through reading groups or online.

www.peoplesnetwork.gov.uk

Minister Defers Export of Artefacts

Culture Minister, David Lammy, has placed a temporary export bar on the Codex Stosch, a set of architectural drawings of ancient Rome by a follower of Raphael, and on an English royal medieval jug, the 'Wenlok jug'. The temporary bar provides a last chance to raise the money to keep the artefacts in the UK.

The Reviewing Committee on the Export of Works of Art, run by MLA, recommended that the export decision on the Wenlok Jug be deferred on the grounds that it is of outstanding significance for the study of medieval English bronze working. The Committee judged that the Codex Stosch "is of outstanding significance for the study of architectural history and, in particular, architectural approaches to ancient buildings during the High Renaissance".

Codex Stosch: www.mla.gov.uk/news/press_article.asp?articleid=861

Wenlok Jug: www.mla.gov.uk/news/press_article.asp?articleid=864

Speeches by the Minister for Culture

Speaking at a Heritage Lottery Fund (HLF) event entitled 'Where Now for Black and Minority Ethnic Heritage?', Culture Minister David Lammy explored how we as a nation can use the richness of our cultural heritage to celebrate historic diversity and to pursue a common future. He examined how heritage can contribute to the creation of strong communities that are confident in what they share with each other, as well as what makes them different.

The Minister praised the work of museums and galleries in improving the diversity of their audiences, but stated that there was still some way to go in diversifying the workforce of cultural organisations.

The speech can be read at: www.culture.gov.uk/global/press_notices/archive_2005/lammy_speech_24_oct.htm

The Minister's speech to the Museums Association Conference highlighted successes and challenges for the museum sector. In discussing diversity, he recognised the work of the NMDC's Cultural Diversity Working Group.

The speech can be read at: www.culture.gov.uk/global/press_notices/archive_2005/lammy_ma_speech.htm

National Lottery Distribution Fund Balances – PAC Report

The Public Accounts Committee report concludes that slow progress had been made in reducing the balances held by NLDF, and that HLF and New Opportunities Fund (now part of BIG) need to take the most significant action to reduce overall balances. The committee recommended that distributors need to be less risk adverse and make commitments up to the maximum allowed by the policies they have set.

The PAC also concluded that the staging of the 2012 Olympics in London could have a significant impact on distributors, and on the pattern of balances. The introduction of Olympic Lottery games to help fund the Games could result in players switching from existing Lottery games, and up to £410m could come from changes to shares of Lottery proceeds allocated to existing good causes.

In response, Carole Souter, Director of the Heritage Lottery Fund, said: "Every penny in the bank belongs to real projects to draw down as their projects progress - we cannot spend that money twice. Getting that money out as fast as possible remains a top priority and, as the PAC noted, we already pay quickly and provide cash up-front for smaller community projects. We are steadily increasing our commitments and as at August this year we had committed £280 million more than our income to heritage projects across the country. Major capital projects cannot be delivered overnight. We pride ourselves on delivering quality projects and our approach has delivered a 100% success rate."

Committee Report: www.publications.parliament.uk/pa/cm200506/cmselect/cmpublic/408/408.pdf

Heritage Lottery Fund Statement:

www.hlf.org.uk/English/MediaCentre/Archive/Managing+National+Lottery+Distribution+Fund+balances.htm

Library and Archive Collections Designated

The Museums, Libraries and Archives Council (MLA) has announced that 38 collections in libraries and archives across England that have been recognised under the Designation Scheme. The Designation Scheme aims to identify and celebrate the best museum, library and archive collections in England, that are deemed to be of outstanding national and international importance.

www.mla.gov.uk/news/press_article.asp?articleid=867

Common Information Environment Research Published

A study by the Common Information Environment (CIE) has found that the use of Creative Commons Licenses could make a lot of public sector information more widely available. The research, part funded by the Museums, Libraries and Archives Council (MLA), was undertaken by Intrallect and the AHRC Research Centre for Studies in Intellectual Property & Technology law at the University of Edinburgh.

Creative Commons Licenses allow work to be published online, whilst enabling the creator or provider to control how other people can copy and distribute it. The study investigates how the use of Creative Commons Licenses could clarify and simplify the process of making digital resources available for re-use.

The report can be viewed at: www.common-info.org.uk/docs/CC-Report.pdf

National Heritage Memorial Fund Challenges Rich to Help Save UK Treasures

At an event to celebrate the Silver Jubilee of the National Heritage Memorial Fund (NHMF), NHMF Chairman Liz Forgan, challenged a new group of potential private donors to help the Fund stop more of Britain's heritage from leaving the country or rotting away. She said that the NHMF, other government sources and charities can't work alone to stop the threat to heritage that is still at risk.

Over the last 25 years NHMF has given over £220 million to fund 1,200 emergency acquisitions in memory of those who gave their lives in conflict for the UK. A special exhibition "National Treasures: Icons to mark 25 years of the National Heritage Memorial Fund (1980–2005)" in the British Museum's Great Court features some of the treasures from around the UK that have been saved by the NHMF.

www.nhmf.org.uk

Head of Museums Sponsorship, DCMS

Dr Ben Cowell has been appointed as the new Head of Museums and Libraries Sponsorship Unit at the Department for Culture, Media and Sport. He replaces Richard Hartman who has moved to the Olympics team at DCMS. Ben is currently Head of Social and Economic Research at English Heritage, where his responsibilities include producing the annual Heritage Counts report on the state of England's historic environment (www.heritagecounts.org.uk) the latest edition of which is due out on 16 November. He was previously Private Secretary to the Permanent Secretary at DCMS, and has also worked in various policy areas within DCMS including sport and broadcasting. Ben takes up his new post on 21 November 2005.

New Chair of the Art Museum Directors' Conference

Janet Barnes, Director of the York Museums Trust is the new chair of the Art Museum Directors' Conference. Janet takes over from Alistair Smith, former director of the Whitworth Art Gallery.

Report on Best Practice in Digitisation

The Scottish Museums Council (SMC) has published 'Museums, Galleries and Digitisation: Current Best Practice and Recommendations on Measuring Impact'. The report is based on research commissioned by SMC into measuring the impact that digitisation projects in Scottish museums have had on their target user groups. Case studies that represent current best practice in user impact and the common factors that characterise successful projects are highlighted in the report.

Recommendations for museums illustrate practical ways in which museums can ensure that digitisation projects will have the best chance of making a positive impact on end users, and that this impact can be properly measured, evaluated and communicated.

The report can be downloaded at: www.scottishmuseums.org.uk/members_services/ICT/digitisation.asp

DEMOS Study Looks at the Future of Cities

A recent Demos report, 'People Make Places; Growing the Public Life of Cities', explores the use of public spaces and how they contribute to the public life of towns and cities. Amongst other things, the report suggests that in order to prevent longer drinking hours from creating no-go zones in cities at night: 'Alongside liberalising the drinking hours, cities should also seek to liberalise the hours of shopping, public buildings, museums and libraries so that there is a genuine diversity of activities on offer.'

www.divamedia.co.uk/artwork/demos/Demos_PMP_Final_02.pdf

Tourism Industry Emergency Response Group Update

The Tourism Industry Emergency Response (TIER) group has released research into the impact of the 7 and 21 July incidents in the capital on London and the UK's visitor economies.

The report concludes that while many of London's businesses have been hit hard over the summer, the record first half of the year (with overall spending up by 13% compared to 2004 and visits increased by 12% to 11.3 million) will mean that inbound tourism should still finish the year ahead of 2004.

According to VisitLondon's Visitor Attraction Monitor, visits to London museums during July declined on average by 17.8%. Early indications for August suggest that overall visits have fallen by 20-25%.

In August, the capital's tourism industry was beginning to show tentative signs of recovery. However, spending by international visitors in 2005 is predicted to be £750 million less than previously forecast. £500m of this loss will be felt in London.

www.visitbritain.com/corporate/presscentre/presscentrebritain/pressreleasesoverseasmrkt/augoct2005/TierStatement.aspx

MPs and peers back VAT reform

The Charities' Tax Reform Group (CTRG) has highlighted new research that found that irrecoverable VAT consumes more than 4 per cent of the charity sector's annual expenditure.

The campaign is asking the Government to give immediate priority to VAT reform in four areas: social welfare charities providing public services; charities engaged in shared services; VAT on investment in fundraising; and the repair, construction and maintenance of charitable buildings.

It was suggested that charities could be compensated for irrecoverable VAT by a grant rebate system, a move that has been endorsed by Laszlo Kovacs, the EU Tax Commissioner.

www.thirdsector.co.uk/charity_news/full_news.cfm?ID=16498

MDA Develops Collections for All Advocacy Campaign

MDA, the UK's lead organisation on documentation and information management for museums, has set out the next steps in taking forward the Collections for All Advocacy Campaign, launched in September.

Future actions include research into the social, economic and professional impact of effective collections management.

Led by MDA in partnership with the South East Museums, Libraries and Archives Council (SEMLAC), Collections for All is supported by MLA, National Museum Directors Conference, Museums Association, Institute of Conservation and the English Regional Agencies.

www.collectionsforall.org.uk

Creative Apprenticeships Task Force Group

Creative & Cultural Skills, the sector skills council for the creative and cultural industries, has appointed an employer-driven Creative Apprenticeships Task Force Group to oversee the strategic project development and delivery of a Creative Apprenticeship framework, leading to the first ever UK-wide Creative Apprenticeship programme.

The cultural heritage sector will be represented on the task force by David Fleming, Director, National Museums Liverpool and Paul Boniface, Director of Human Resources & Legal Services, The National Trust.

www.ccskills.org.uk/news/story.asp?pageID=723

Tactile Graphics Conference

The third international conference on tactile graphics (images which are touched rather than looked at), will take place at the RNIB National Centre for Tactile Diagrams, Birmingham, UK 1-2 December 2005.

www.nctd.org.uk/conference/Conf2005

email: info@nctd.org.uk or telephone - 0845 257 2587

International Issues

UNESCO: Protection and Promotion of the Diversity of Cultural Expressions

The General Conference of UNESCO, meeting in Paris in October 2005, has approved the Convention on the protection and promotion of the diversity of cultural expressions.

The treaty opens the way for countries to restrict cultural imports in order to preserve their own cultures. The Convention 'reaffirms the sovereign right of States to elaborate cultural policies with a view "to protect and promote the diversity of cultural expressions" and "to create the conditions for cultures to flourish and to freely interact in a mutually beneficial manner"' (Article 1).

The Convention has been interpreted in the media as a vote to support national film and music industries against globalisation. The US and Israel were the only countries that voted against the treaty.

www.portal.unesco.org/culture/en/ev.php-URL_ID=29078&URL_DO=DO_TOPIC&URL_SECTION=201.html

Microsoft Joins Book Digitisation Plan

BBC World reports that Microsoft has joined a Yahoo-backed effort to digitise books and other works to make them searchable and accessible online. Microsoft said it would work with the Open Content Alliance (OCA), set up by the Internet Archive, initially to put 150,000 works online.

The OCA was set up by a group of digital archivists and is backed by technology firms Adobe and HP, as well as libraries and academia. US libraries which have joined the separate OCA's library project include Columbia University, Johns Hopkins University, University of Virginia, and the University of Pittsburgh.

Microsoft said it would initially focus on works already in the public domain, thereby avoiding issues of copyright, such as those faced by Google over its own global digital library plans. Microsoft said a prototype of its library search service would be ready in 2006.

European Year of Intercultural Dialogue

The European Commission has proposed that the European Parliament and Council declare 2008 "European Year of Intercultural Dialogue".

The idea was proposed last year by Ján Figel, European Commissioner with responsibility for culture. With an overall budget of €10 million, the European Year 2008 would bring together specific projects, programmes and other Community actions, in areas such as culture, education, youth, sport and citizenship, to celebrate European cultural diversity.

www.europa.eu.int/comm/culture/portal/index_en.htm

International Projects for Centre Pompidou and Guggenheim

The Centre Pompidou and the Guggenheim Foundation are to submit a joint proposal to build a modern and contemporary arts museum in Hong Kong's West Kowloon Cultural District, working with developers Dynamic Star International.

In a statement they said: "The Centre Pompidou and the Guggenheim intend to work closely with Hong Kong cultural partners and may also bring other major institutions into the project...the West Kowloon Cultural District represents a major opportunity to be a part of the world's first integrated cultural district."

http://www.guggenheim.org/press_office.html

Artsjournal.com reports that in Singapore, property developer Keppel Land Ltd and Harrah's Entertainment Inc of the US have involved France's Centre Pompidou in their plans to include a museum in their joint proposal for the development of a resort at Marina Bay.

Munch Museum Puts Theft Game on Sale

BBC World reports that a new board game, called The Mystery of the Scream, has gone on sale at the Munch Museum, Oslo. The game, in which players play the roles of detectives or robbers, features the theft of The Scream by Edvard Munch, which was stolen from the museum last year.

Parliamentary Report

Violent Crimes Reduction Bill

The Violent Crimes Reduction Bill has passed through the Committee stage of the House of Commons on 25 October with amendments. The bill introduces new offences for the manufacture, import and sale of realistic imitation firearms (Section 33). The bill has been amended in Committee to make it a defence for a person charged with an offence under Section 33 to show that they made the imitation firearm for the purpose of a museum or gallery that does not distribute any profits that it makes; a theatrical performance, production of films and television programmes or for historical re-enactments organised by persons specified by regulations. The definition of imitation firearms also now specifically excludes deactivated firearms and antiques. A date has yet to be set for the Report Stage of the bill, after which it will be considered in the House of Lords. The latest version of the bill can be found at:

<http://www.publications.parliament.uk/pa/cm200506/cmbills/066/2006066.pdf>

National Lottery Bill

The National Lottery Bill was considered in Committee this week.

<http://www.publications.parliament.uk/pa/cm200506/cmbills/006/2006006.htm>

London's Olympic Bid Bill

This Bill has passed through the Committee stage in the House of Commons on 18 October. The latest version of the bill can be found at:

<http://www.publications.parliament.uk/pa/cm200506/cmbills/062/2006062.htm>

Early Day Motion: Staff in the Cultural Heritage Sector

An Early Day Motion (EDM) has been proposed by MPs, which calls on the Government to address the issue of grant funding to museums, galleries, heritage sites, historic palaces and parks. The EDM, tabled by John McDonnell MP, seeks to improve the pay of staff and to avoid institutions having to rely on shops and restaurants to maintain revenue for maintenance, exhibitions and staff. It has been signed by 53 MPs to date. www.publications.parliament.uk/pa/cm/cmedm/51028e01.htm

Forthcoming Meetings

Cultural Diversity Working Group

3pm, Wednesday 23 November
National Portrait Gallery

Learning & Access Committee

11am, Friday 25 November
National Portrait Gallery

Joint Advocacy Group

2pm, Thursday 1 December, Imperial War
Museum

PR Group

11am, Thursday 1 December
Museum of London (tbc)

HR Forum

10.30am, Friday 2 December
Museum in Docklands

NMDC Meeting

11am, Friday 9 December, Imperial War Museum

UK Affairs Committee

2.30pm, Friday 9 December
National Portrait Gallery

National Museum Librarians Group

11am, Thursday 15 December, V&A

Spoliation Working Group

4.30pm, Thursday 19 January 2005, Tate Britain

If you have any comments on the NMDC Newsletter or would like to contribute to a future edition, please email: nmdcnews@iwm.org.uk

www.nationalmuseums.org.uk

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