

Members' Library Service Request Form

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Document Title	East Lothian Council Museums Service

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Additional information:

Authorised By	Monica Patterson
Designation	Depute Chief Executive
Date	01/08/14

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Bulletin	Aug14

REPORT TO: Members' Library Service

MEETING DATE:

BY: Head of Communities and Partnerships

SUBJECT: East Lothian Council Museums Service

1 PURPOSE

1.1 To advise Members about the updates and revisions to the following East Lothian Council Museums Service Policies as required to meet the requirements of the Museums Accreditation Scheme:

- Exhibitions Programming Policy and Procedures
- Environmental Policy Statement

2 RECOMMENDATIONS

2.1 That Members note the content of this report

3 BACKGROUND

3.1 East Lothian Council Museums Service manages Prestongrange Museum, the John Gray Centre Museum and Dunbar Town House Museum and Gallery. The Service also manages John Muir's Birthplace in Dunbar on behalf of the John Muir Birthplace Trust and supports Musselburgh Museum and Heritage group to operate Musselburgh Museum. Dunbar and District History Society support the operation of Dunbar Town House Museum and Gallery. A Museums Education Service is offered throughout the County and the Museum Collection is held in Haddington in an environmentally controlled store.

3.2 Prestongrange Museum, Dunbar Town House Museum and Gallery and the John Muir's Birthplace were all recently awarded Accredited Museums under the Museum Accreditation Scheme. This baseline quality scheme is the UK standard for museums and galleries. It defines good practice and identifies agreed standards thereby encouraging development.

3.3 East Lothian Council Museums Service has applied for the John Gray Centre Museum to become an Accredited Museum. As part of this the Exhibitions Policy has been updated and reformatted and an Environmental Policy Statement has been written, which will lead to a future Environmental Policy.

4 POLICY IMPLICATIONS

4.1 The Exhibitions Policy supports the strategic objectives of the ELC Heritage Strategy, 2007 – 2010

5 EQUALITIES IMPACT ASSESSMENT

5.1 The Exhibitions Policy and Environmental Policy Statement have been written within an extensive framework of internal ELC guidelines, plans and policies as well as external professional guidance and relevant legislation. It has also been consulted upon with community partners

6 RESOURCE IMPLICATIONS

6.1 Financial – there are no financial implications

6.2 Personnel - there are no personnel implications

6.3 Other – there are no other implications

7 BACKGROUND PAPERS

7.1 Exhibitions Programming Policy and Procedures

7.2 Environmental Policy Statement

AUTHOR'S NAME	Kate Maynard
DESIGNATION	Principal Museums Officer
CONTACT INFO	kmynard@eastlothian.gov.uk
DATE	26/08/14

East Lothian Council Museums Service

Environmental Policy Statement

Dated: 25th June 2013

Review: To be superseded by an Environmental Policy by June 2016

East Lothian Council Museums Service recognises the environmental issues associated with our activities relating to waste, water and energy management. We aim to implement all reasonably practicable measures to prevent degradation of our surrounding environment and will comply with all current regulations, legislation and approved codes of practice.

East Lothian Council Museums Service aims to:

- meet or exceed all relevant and current environmental legislation regarding our business operations where possible
- reduce the amount of waste produced and promote a zero waste policy to visitors
- investigate and implement measures, which reduce the consumption of raw materials and energy (especially water, electricity and gas)
- implement opportunities for increasing recycling initiatives
- minimise the risk of pollutant disposal to water, land and air
- provide appropriate training to staff and volunteers to enable them to implement these initiatives
- exercise influence over environmental impacts arising as a result of work being undertaken on our behalf by sub-contractors and suppliers.

ELCMS Exhibitions Programming Policy and Process

Policy approved: August 2014

Due for review: August 2017

Contents:

1. Introduction
2. Description of ELCMS including policy context, planning and budget
3. Long term exhibitions development
4. Criteria for creating the temporary exhibitions programme
5. Exhibition programming process
6. The Exhibitions Forum
7. Exhibition delivery
8. Post exhibition evaluation and review

Appendix A – ELCMS temporary exhibition areas

Appendix B – Example exhibition application pack

Appendix C – Exhibition Programming timetable

1. Introduction

1.1 Changing exhibitions and displays are an important tool in attracting new and repeat audiences from all sections of our local community, people visiting the area and also for increasing general visitor enjoyment. A rich and varied programme is a core museum function and a key objective for East Lothian Council Museums Service (ELCMS).

1.2 ELCMS Vision Statement

“Preserving and presenting East Lothian’s cultural heritage.”

Preserving includes collecting, documenting and conserving the physical and intellectual evidence of East Lothian’s cultural heritage as outlined in the Collections Development Policy.

Presenting covers all aspects of facilitating access to the collections; to information about the collections; and to the information contained within the collection items as outlined in the Collections Development Policy. It also includes the presentation of aspects of the cultural heritage which East Lothian shares in common with the wider community in Scotland, the UK and across the world, for example in the areas of art, history, science and the natural world.

1.3 Exhibition programming involves all sections of the Service. It requires a clearly defined policy and process so that all those involved are aware of their roles and how the programming process operates from concept to delivery

2. Description of ELCMS including policy context, planning and budget

2.1 ELCMS manages the following museums all of which have long term exhibitions and temporary exhibitions:

- Dunbar Town House Museum and Gallery;
- Prestongrange Museum (Prestonpans);
- John Muir’s Birthplace Museum (Dunbar);
- The John Gray Centre Museum (Haddington)

2.2 The temporary display areas are illustrated and described in Appendix A.

2.3 The long term displays are maintained and updated by ELCMS although the actual content of the displays will be consulted upon. The temporary exhibition spaces programmed by ELC Museums Service, and can be used for hired in exhibitions or are available to other ELC teams, related and linked organisations, community groups and individuals.

2.4 ELCMS also supports our community partners, Musselburgh Museum and Heritage Group, the Coastal Communities Museum Trust and Dunbar and District History Society to stage exhibitions though professional support and loans of objects and equipment.

2.5 ELCMS also creates small scale temporary and touring exhibitions for use across the region.

2.6 Exhibitions are created within the following policy and standards context:

- ELCMS Access Policy (2013) and ELCMS guidelines on creating accessible exhibitions
- Disability Discrimination Act, 1995; Equality Act 2010
- MLA Access for All self-assessment
- Single Equality Scheme 2010-12
- East Lothian Council documents; Equal Opportunities Statement, Lifelong Learning Strategy, Community Learning & Development Strategy, Disability Equality Scheme (2006)
- Museum Accreditation Scheme guidelines
- Museums Libraries and Archives “Inspiring Learning for All” framework.
- Museums Galleries Scotland “Access for All” Guidelines
- Current ELCMS Business Plan
- ELCMS Collections Development, Collections Care and Conservation and Documentation Policies (2013)

2.7 ELCMS has a rolling temporary exhibition programme at least a year ahead. Accordingly, the exhibitions budgets seek to contain an element for advance exhibition development wherever possible. Due to current financial practises ELCMS has an unconfirmed budget from one year to the next so such advance planning is currently restricted to general planning.

2.8 Although programming occurs at different times for different venues ELCMS will ensure that the programme for the forthcoming year is finalised by the end of the calendar year so that it can be incorporated into operational planning for the forthcoming year. Appendix C contains the exhibition planning calendar for the next 2 years (to the end of 2016).

3. Long term exhibitions development

It is important to update long term exhibitions on a regular basis as well. The long term exhibitions at each museum are considered on an annual basis and will also be discussed at the biannual Exhibitions Forum (section 6). They are also part of the evaluation and review process (section 8). All proposed changes to long term exhibitions must meet the same quality and content criteria as temporary exhibitions (section 4).

4. Criteria for creating the temporary exhibition programme

Each museum has a different identity, *raison d'être* and audience meaning that each has or can host different types of exhibitions. Each exhibition will link into the ELCMS Vision (above) and also to the display and exhibition criteria of the host museum.

4.1 The overall long term and temporary exhibition programme is developed by ELCMS and will:

- be creative, relevant and appealing
- be balanced over a 2 year cycle
- identify themes, threads and stories across all sites
- ensure that all exhibitions support further learning about the subjects covered and if relevant contain links to the Curriculum for Excellence
- take into account the results of audience research, evaluation and consultation
- endeavour to meet audience demand
- seek to reflect, where appropriate, topical issues and current affairs
- seek to display artefacts from the ELC Museum Collection
- link to the aims described in the Access Policy (2013)
- promote interest in local history and heritage or the local area

4.2 Exhibition criteria for external groups or individuals

There are general and site specific criteria applied to applications from external groups/bodies to be part of the temporary exhibition programme.

4.2.1 General

All exhibition proposals should:

- show an awareness of how the display will engage & interest our visitors – local and international, children and adults,
- show a reasonable understanding of the exhibition space & the manner in which items may be successfully displayed there (taking into account the different environments, facilities and spaces at the chosen venue)
- consist of work that develops and upholds the reputation of ELCMS for thought provoking and high quality exhibitions

4.2.2 Site specific

All proposed exhibitions for **John Muir's Birthplace Museum** should also:

- show an awareness of and engagement with John Muir's life and work.

All proposed exhibitions for **Dunbar Town House Museum and Gallery** should also:

- relate to the history, heritage and culture of Dunbar and District and/or
- showcase high quality contemporary visual art and craft or fine art by makers from East Lothian.

All proposed exhibitions for the **John Gray Centre Museum** should also:

- relate to the history, culture and heritage of East Lothian and/or
- showcase high quality contemporary visual art and craft or fine art by makers from East Lothian.

All proposed exhibitions for **Prestongrange Museum** should also:

- relate to the overall themes and storylines of the museum (industrial heritage in the west of East Lothian).

5. Exhibition programming process

5.1 In order to achieve the programme the process will:

- allow clear decision-making within appropriate timescales
- have structured meetings with clear objectives
- adhere to appropriate timetables
- include the proper representation of all sites and sections of ELCMS
- identify priority audiences as noted in the Access Policy (2013)

5.2 All of the above require input from a wide range of staff that will work together as a team. Therefore, the people involved should:

- clearly communicate the objectives, criteria and timetables to ensure the effective use of staff time and resources
- have a clear definition of their roles and responsibilities
- be aware of training opportunities and the need to compensate for gaps in experience or expertise
- be aware of ELCMS Objectives and Vision, the nature of the display spaces and the available budget for each site/space

5.3 Exhibitions and display decisions are made by the following staff in different team groups relative to the venue/exhibition under discussion:

- Principal Museums Officer
- Museums Officer (Exhibitions)
- Museums Officer (Promotions)
- Museum Education Officer
- Collections Officer
- Visitor Services Officers
- Museum Assistants
- Other Officers as required (ELC Arts Officer, Archaeology Officer, Archivist, Records Manager etc)
- Volunteers

5.4 The remit of an exhibition team is to:

- review exhibition proposals and ideas and recommend those deemed appropriate to programme for the temporary galleries
- to plan the update and improvement of the long term displays

- use evaluation of previous exhibitions, visitor surveys and evaluations/reviews to inform the programming process for all exhibitions
- update and engage site personnel in the final site long term and temporary programmes once approved
- encourage ideas from all staff groups

5.5 Relevant staff will:

- meet regularly
- discuss the temporary programme on a quarterly basis (with the closing date for submissions in September 2015) and the development of the long term displays on an annual basis
- communicate the recommended programmes as appropriate
- circulate notes both to members of the specific team and a wider audience, as appropriate
- invite other appropriate staff to assist in the exhibition planning and development process as appropriate
- respond to the results of relevant visitor studies and evaluation as well as consumer demand
- aim to create a temporary and long term programme that reflects ELCMS and ELC guidelines, policies, strategies and priorities
- communicate relevant information to the wider team/relevant stakeholders

5.6 All enquiries from external groups/bodies/individuals will be dealt with as follows:

- After an initial contact has been made the contact will be passed to the Museums Officer (Exhibitions) who will make contact via telephone or e-mail to find out more information about the enquiry.
- The Museums Officer (Exhibitions) will send out an initial proposal form (example in Appendix B).
- These should then be sent to the Museums Officer (Exhibitions) for assessment.
- Each idea/proposal will be recorded on a central log and considered and acknowledged by the Museums Officer (Exhibitions).
- Each idea/proposal will be appraised and scored by the relevant team on a scale of 1-6 where 1 is poor and 6 excellent. Only those scored at 4 or above will be considered for future programming. The factors considered are:
 - ❖ relevance to the site objectives
 - ❖ relevance to the overall Museums Service objectives
 - ❖ quality
 - ❖ visitor appeal
 - ❖ cost

5.7 A valid reason will always be given for all exhibition proposals that are rejected and alternative venues should be suggested where possible. Acceptable reasons include:

- no space – galleries either already fully programmed or the exhibition is too big
- restricted Timing – there is no suitable slot in the exhibitions programme or unable to offer dates requested
- too expensive – we cannot afford the hire/construction costs
- not relevant – the theme does not fit with the site/venue
- poor quality – is not up to the standards we require
- too specialist – has a very limited appeal and doesn't fit into any of our audience development targets.

6. The Exhibitions Forum

6.1 ELCMS will convene a biannual exhibitions forum meeting for each venue. A cross section of staff, volunteers, trustee and stakeholders will be invited to the forum and the main functions of the forum will be:

- to allow feedback of visitor survey data
- to allow feedback on exhibitions
- to gather visitor and staff feedback about the exhibitions
- to allow volunteer, Trustee and other relevant stakeholder feedback about the exhibitions
- to celebrate success and share good practice

7. Exhibition delivery

Once the Exhibitions Programme is agreed the resulting exhibitions have to be delivered. Exhibition delivery is the responsibility of the exhibition specific project team, each of which has a lead member of staff.

7.1 Each exhibitions team leads the creation, development and delivery of their exhibitions including:

- the allocation and control of the exhibitions budget
- the allocation and control of all exhibition related resources
- site logistics
- the communication of schedules and objectives to relevant bodies
- evaluation

7.2 Items related to exhibitions delivery can include:

- discussion and planning of exhibition contents and storylines
- initial marketing proposals
- sponsorship proposals
- exhibition production, including text and contents
- publications
- design, build, installation, maintenance and removal.
- learning, educational activities and events

8. Post exhibition evaluation and review

Reviewing and evaluating exhibition delivery and content is an important aspect of exhibition planning and delivery.

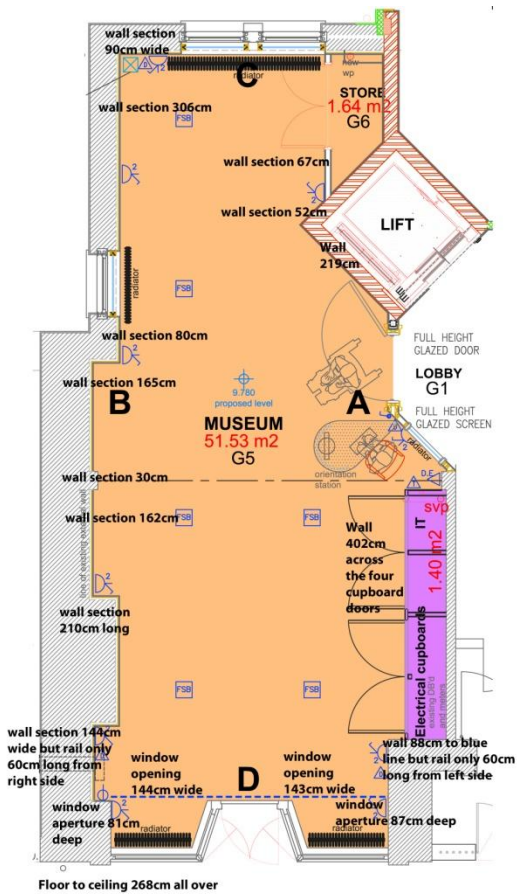
8.1 Post exhibition reviews are generally used for large projects. The aim of a post exhibition review is to assess whether the project achieved its objectives and what was learned during the process both negative and positive. This is a formal process in which all members of the project team are encouraged to participate. All members of the team contribute to the agenda of the meeting with the exhibition team leader who then chairs the meeting. The team leader then communicates and action points/learning points to the relevant people.

8.2 Evaluation is an important tool for determining how well exhibitions are delivered and work. Evaluation can be qualitative or quantitative and can examine aspects of the exhibition itself or the creative process. It is up to each project team to determine which form of evaluation they wish to undertake and to choose the topic/s that they wish to cover. All temporary and long term exhibitions will be evaluated in some way and these results will be used in self-evaluation and service improvement planning. These could include (but are not limited to):

- the exhibition creation and delivery process
- qualitative
- visitor profile
- visitor satisfaction and propensity to revisit
- comments (cards and on-line)
- the internal planning process
- quantitative
- visitor numbers
- web hits/resources
- retail and catering income

Appendix A ELCMS temporary exhibition areas

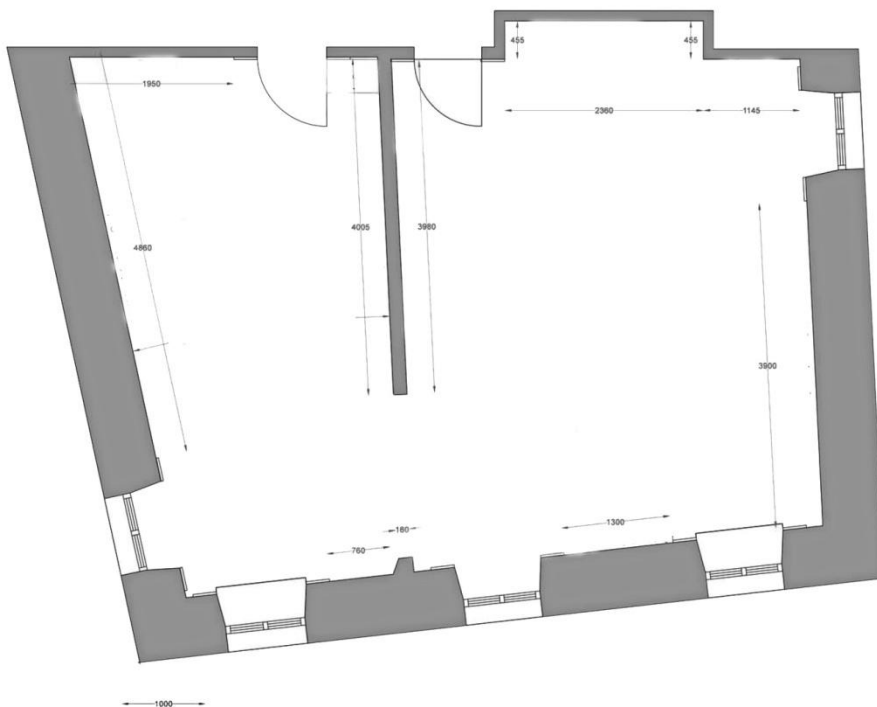
Dunbar Townhouse Museum and Gallery



PLAN OF GROUND FLOOR MUSEUM ROOM G5 - 1:50

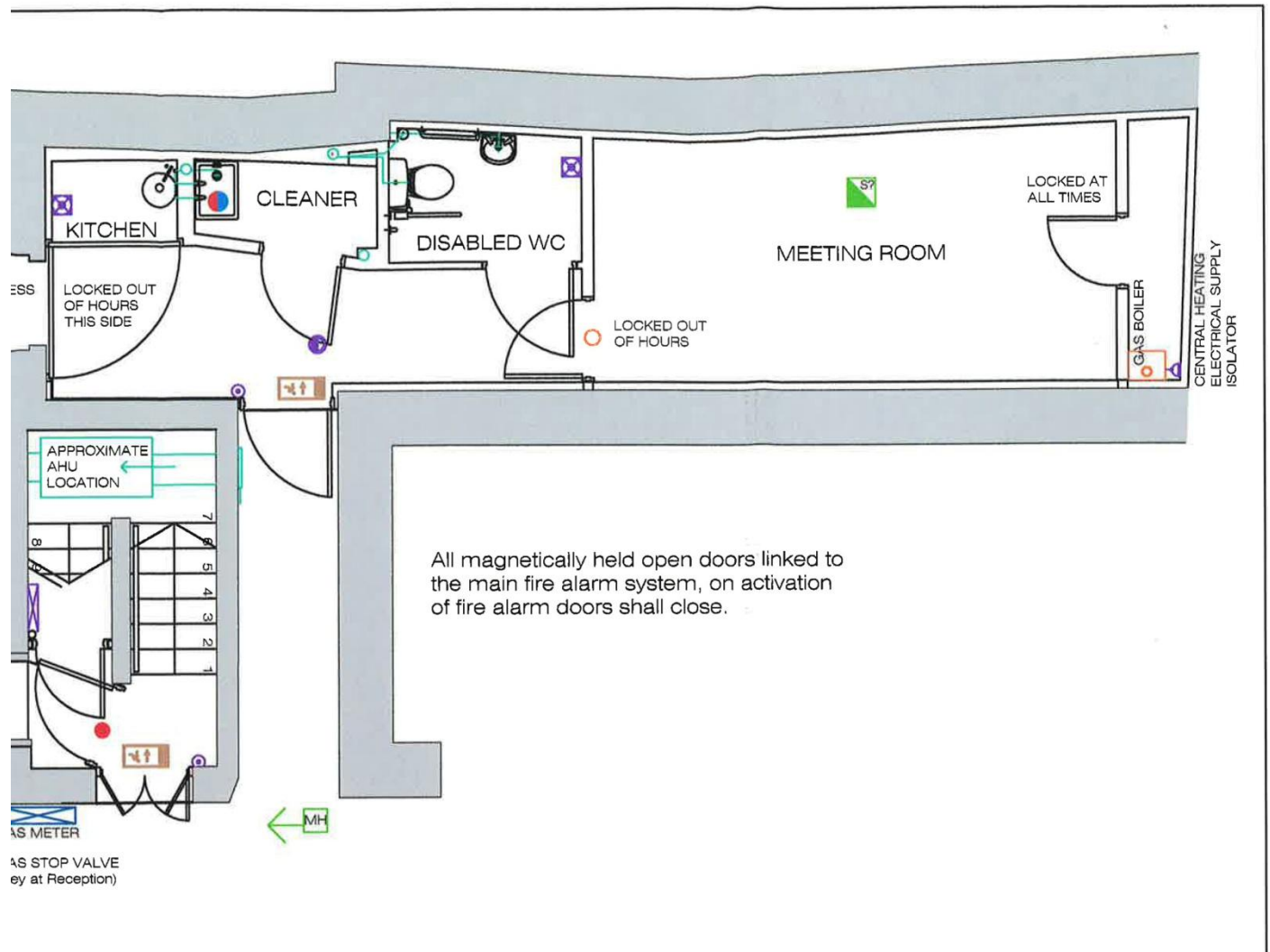
John Gray Centre Museum, Haddington

First floor, eastern end of building



John Muir's Birthplace Museum, Dunbar

NOTE: area marked on plan as 'meeting room' is the temporary exhibition gallery, ground floor at rear of building



**Application to exhibit with East Lothian Council
Museums Service**

Dunbar Townhouse Museum and Gallery



East Lothian Museums Service

Guidelines on applying to exhibit in temporary exhibition spaces

Introduction

Temporary exhibition space is available in East Lothian Museums Service venues and can be used by community groups and individuals.

Space is available in the following:

John Gray Centre, Haddington [two temporary galleries and four stand alone personal view cases]

John Muir Birthplace Museum, Dunbar [one temporary exhibition space]

Dunbar Townhouse Museum and Gallery, Dunbar [one temporary exhibition space]

General Guidelines

Who can display? Any community groups or individuals can make submissions to create displays.

What can be displayed? All displays of objects or creative art that engage with East Lothian past or present will be considered.

We can provide

- * Guidance as the project develops in all areas including preparation of display materials, graphics and editing.
- * Technical support from museum staff during installation including fixings, plans and guidelines
- * Limited audio visual equipment, see information on individual venues
- * Exhibition furniture, see information on individual venues
- * Marketing through our what's on guide and websites
- * Secure display spaces covered patrolled by staff & locked and alarmed when closed. There is some CCTV in the John Gray Centre. Objects are covered under the council's insurance for fire, flood and storm damage.

We will not provide

- * Transport – applicants will be responsible for transporting the work to and from the gallery to meet the installation deadlines
- * Exhibition graphics including text and labels – these are to be provided by the applicants
- * Insurance to cover theft or accidental damage during the display or period of transit will not be provided by ELC.

Please note:

We recommend that you visit the Centre to make yourself familiar with the space available.

Also, groups are responsible for ensuring the work meets ELMS's policies on health and safety and installation. These details will be fully discussed during exhibition planning.

Spaces get booked up a year or more in advance so it is best to factor this into your application.

There is great demand for display space and we are not able to meet all requests

Selection criteria

Proposals will be assessed against the following criteria:

The quality of the project and the work to be exhibited

The quality of the information/material supplied

How well it fits into the programmes at ELMS.

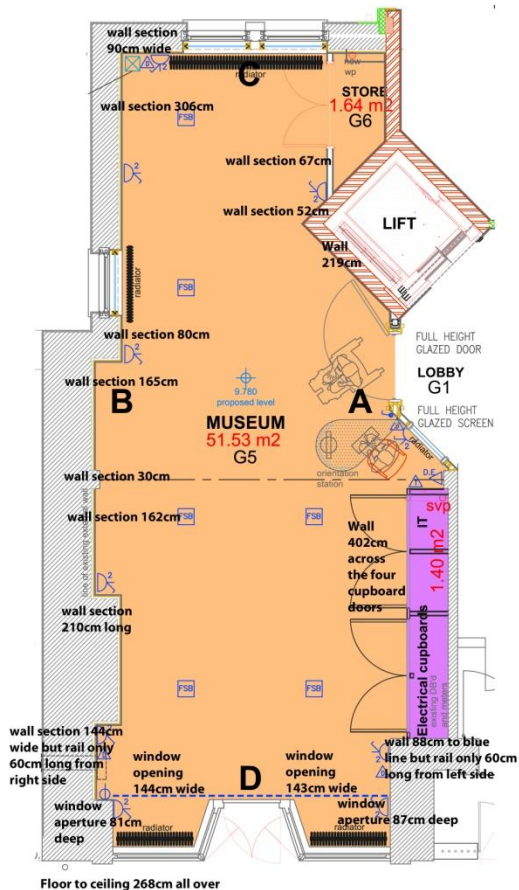
How to make an application

Complete an application form and send by post or email to:

Katherine Weldon, Museums Officer [Exhibitions] kweldon@eastlothian.gov.uk
East Lothian Council Museums Service, Dunbar Road, Haddington, East Lothian, EH41 3PJ, 01620 820624

We will acknowledge receipt of your application within one week and advise on when you may expect a fuller response.

Dunbar Townhouse Museum and Gallery Temporary Exhibition Space



PLAN OF GROUND FLOOR MUSEUM ROOM G5 - 1:50

Plan for indication only, not to scale

Hanging System

The space is fitted with a picture hanging system to be used with hooks and cables supplied by ELMS. No items may be mounted directly to the wall.

The picture hanging system is present on all walls except where noted on the plan above

Permanent Exhibition Furniture - Two Click Netherfield museum display cases

The cases are provided with a variety of Perspex mounts for objects and Perspex labels holders

The cases must remain in the gallery space but can be moved to different locations within the room

* Case one is width 150cm and depth 76cm. Its overall height is 176cm comprising a solid lower half of two enclosed display drawers and a glazed upper half. See attached pictures

This case is lit from internal lights

* Cases two is 90cm wide & deep, 221cm high, it has glazed sides and top and is glass to ground level. Fitted with two shelves

Security

This room is invigilated by a Museum assistant between the 1st April and the 31st October

Dunbar Townhouse is alarmed and locked during closed periods and overnight. This room is individually locked

Cases are locked at all times

The building is in use as offices so there are staff present during working hours

Application to exhibit with East Lothian Council Museums Service

About the Applicant

Full Name	
Name of group if applicable	
Position in group if applicable	
Address & phone number	
Email address	

About the Proposal

Name of proposed topic or exhibition	
<p>For exhibitions please attach a statement of around 300 words describing the project in detail.</p> <p>Include information on the audience you hope to reach, the topics you will cover, and what it will bring to our visitors.</p> <p>Please list photographs, objects and works of art you plan to display giving numbers and a very short description of each with an insurance valuation.</p> <p>Please also give details of any planned supporting graphics including text, labels and catalogues.</p> <p>Please include information on additional and interactive materials including comments boards and</p>	

books, digital and audio visual elements. Please indicate how you plan to display these and what additional items you may need such as film screens, tables etc	
Any original or supporting material you include in the submission either by post or in person will be listed on the attached receipt.	
Has it ever been shown before – if so where and what dates?	

Support

Which parts of the project might you or your group need extra help with?	
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When and Where?

Proposed exhibition dates	
Is the exhibition ready to display?	
For exhibitions Proposed East Lothian Council Museums Service venue where you would like to display your topic or exhibition	

Name

Signature

Date

Once complete please send by post or email to:

Katherine Weldon
 Museums Officer [Exhibitions]
 East Lothian Council Museums Service
 Dunbar Road,
 Haddington,
 East Lothian,
 EH41 3PJ
 01620 820624
 kweldon@eastlothian.gov.uk

We will acknowledge receipt of your application within one week and advise on when you may expect a fuller response.

Exhibition Submission Receipt
East Lothian Council Museums Service

Full Name	
Name of group if applicable	
Position in group if applicable	
Address & phone number	
Depositor name and address if different from above	
Email address	
Name of proposed topic or exhibition	

<p>Itemised listing of all materials included in the submission</p> <p>Do not include the application form but do list all additional and original materials including CDs, supporting information and original art works. Attach further sheets if required</p>

Reason for Entry – e.g. loan in support of submission	Insurance value	Return required?	Agreed return date Exhibition committee meets every three months
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Depositor/Owner Signature and date	Museum Recipient Signature and date
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Appendix C

Exhibition planning calendar 2014 – 2016

December 2013: programme for 2014 complete

During 2014: delivery 2014 programme

April 2014: begin to shape programme for 2015 – key exhibition dates confirmed

May 2014: advertise display opportunities for 2015 on www.eastlothian.gov.uk/museums and www.eastlothianmuseums.org

August 2014: applications submitted for display in 2015

September 2014: programme development

October 2014: programme complete including confirmation to external exhibition organisers

December 2014: set dates for exhibitions planning calendar for 2016 - 2018

During 2015: delivery of 2015 programme

April 2015: begin to shape programme for 2016 – key exhibition dates confirmed

May 2015: advertise display opportunities for 2016 on www.eastlothian.gov.uk/museums and www.eastlothianmuseums.org

August 2015: applications submitted for display in 2016

September 2015: programme development

October 2015: programme complete including confirmation to external exhibition organisers

During 2016: delivery of 2016 programme