

MUSEUMS
+
HERITAGE

10th
ANNIVERSARY
AWARDS

16 May 2012 | London
8 Northumberland

Go for it!
enter the awards for excellence

Photograph: National Trust for Scotland and Event Communications,
Winner of Best Permanent Exhibition 2011 for the Robert Burns Birthplace Museum

Entry Deadline: Friday 10 February 2012

museumsandheritage.com

MUSEUMS + HERITAGE 10th ANNIVERSARY AWARDS



Welcome to the 2012 Museums + Heritage Awards For Excellence



Anna Preedy, Event Director

Looking back on the last ten years to when The Museums + Heritage Awards for Excellence were launched, it is staggering to think how much things have changed. A world without apps and a time before Facebook and Twitter ... it's hard to recall just how different it was! It has been a privilege and pleasure to witness, first hand, the evolution of our museums and their suppliers during this last decade and we continue to be delighted by the outstanding, inspirational, quality of the entries which we receive.

I am told that these are the awards that museums *really* want to win. They generate very public profile and recognition for the winners and shortlistees and have been instrumental in helping museums secure funding and support from key stakeholders. They have become the ultimate stamp of approval and, I believe, give a much needed boost and vote of confidence to everyone involved.

This year, we have 11 categories to choose from including the new Sustainability Award which is sponsored by PLB and the Permanent Exhibition Award which is sponsored by Service Graphics. I am very grateful to both of these companies for the support that they are giving to these Awards and ultimately to all of you who enter.

Our awards categories have been designed to provide opportunity for all projects no matter their size, scale or budget. Whether you

are a local authority museum, an independent or national museum, a regional gallery or a heritage visitor attraction – these awards are for anyone working in the world of museums and heritage, in its widest possible sense.

These prestigious awards are judged by a panel of sector leading lights who will be looking for evidence of 'outcome, creativity, relation to objective and cost effectiveness'. Short-listed entries will show all of this but the winners will also have to demonstrate something extra - true excellence!

Good luck with your entry and we look forward to seeing you on the night!

Anna Preedy
Event Director

PS Please do take time to carefully read this document as we have introduced new criteria for the entry process!

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Service Graphics
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The closing deadline for entries is Friday 10 February 2012

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16 May 2012 | London
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MUSEUMS
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20th
ANNIVERSARY
SHOW

16 + 17 May 2012
Earls Court | London

Awards Judge
Diane Lees, Director General of Imperial War Museums

contents

Introduction	1
NEW General Rules of Entry & Information	3
The Awards Ceremony	3
Who Can Enter?	3
Eligibility	4
Deadline For Entries	4
Judging	4
Collection of Work	4
NEW Submission Rules	5
Written Entry Paper	5
Template for Written Entry Paper	6
Support Material	7
Final Checklist	7
Award Categories for 2012	8
The Museums + Heritage Show	9
Entry Form	10
Awards Ceremony Booking Form	11

Museums + Heritage Show Ltd | The Coach House | Sharman Road | Worcester WR1 3LA
01905 724734 | info@museumsandheritage.com | museumsandheritage.com

The closing deadline for entries is Friday 10 February 2012

VOTE NOW
for your favourite museum
at mandh-online.com

NEW General Rules of Entry & Information

The Museums + Heritage Awards for Excellence celebrate best practice within the world of museums, galleries and heritage visitor attractions, attracting hundreds of entries which battle it out to win one of eleven prestigious awards.

The categories for 2012 cover all major aspects of the museums, galleries and heritage attractions sector and are open to operators and suppliers unless otherwise stated.

The Awards Ceremony

The awards will be presented by comedienne and broadcaster, Sue Perkins, at a prestigious dinner on **Wednesday 16 May 2012**, in the Historic Staterooms of 8 Northumberland in the heart of London. The booking form for the Awards Ceremony can be found at the end of this document.



For further information about the Awards event, please contact Sara Bowen on:

Tel: 01905 724734 Fax: 01905 724744

Email: sara@everyevent.co.uk

Website: museumsandheritage.com

A full list of finalists in each category will be displayed during the Awards presentations, as well as on museumsandheritage.com and at the Museums + Heritage Show the next day. Winners will receive an award and a framed certificate. Commended entrants will receive certificates of commendation.

Who Can Enter?

The Awards are open to museums, galleries and heritage visitor attractions. Entries from outside contractors and suppliers are also welcomed. Where the entry relates to a specific attraction it must only be submitted with the **prior consent of the client concerned** and please ensure that you include your client's name on your entry form. All work entered into the categories must be carried out in the UK, except where the category indicates overseas applications.

Where both a museum, gallery or heritage attraction and their supplier/contractor enter the same project into a category, the two entries will be treated as a joint entry for the purposes of judging.

Companies/organisations or individuals may submit entries on behalf of themselves or others and may enter any number of categories, but no single project may be entered into more than three categories.



Photograph: 1001 Inventions by Beck Interiors

Winner of Best Temporary/Touring Exhibition 2011

Eligibility

Except where indicated, submissions should relate to the period between 1 January 2011 and 31 December 2011. The organisers reserve the right to retain entries for subsequent publication in connection with the Awards.

Descriptions of submissions from winners and runners-up will be published in connection with the Awards. Entrants may mark certain sensitive parts of their entry 'not for publication' (such as exact budgets figures etc.), provided such restrictions are not used unreasonably.

Deadline For Entries

The closing deadline for entries is Friday 10 February 2012.

Post: Entries should be sent to Sara Bowen, Museums + Heritage Awards for Excellence, The Coach House, Sharman Road, Worcester, WR1 3LA. Date of posting on Friday 10 February 2012 will also be accepted.

Courier: The Museums + Heritage Show offices will be open until 5.30pm on Friday 10 February 2012 to accept any entries delivered by courier.

The Judging

The judges will be selected to give a professional and wide-ranging level of expertise. Judges may move entries between categories if deemed to be unsuitable for the category entered. Awards will be made solely at the discretion of the judges, no feedback or correspondence will be entered into about the results and the judges decisions are final.

Usually a maximum of five entries from each category will go through to the final stage of judging. Winners and commendations will then be decided from these finalists.

All entrants will be notified as to whether they are a finalist in the last week in March.

Collection Of Work

Owing to the expected number of entries, it will not be possible for support material to be returned by post, however it will be possible for material to be collected by arrangement at The Museums + Heritage Show.



Photograph: Facing Forward by Discover Children's Story Centre
Winner of Project on a Limited Budget 2011

NEW Submission Rules - please read carefully!

Each entry must meet the following criteria:

- Except where indicated, submissions should relate to the period between 1 January 2011 and 31 December 2011.

and must include the following:

- Completed entry form per project entered (1 copy)
- Your written entry Paper per project entered (10 copies – please ensure these are not bound or contained in a folder)
- Relevant support material
- Administration Fee of £50 inc VAT per entry

(This fee is per entry. If you are entering the same project in more than one category then the fee will be as follows: 1st category = £50 inc VAT ; all additional categories = £25 inc VAT per entry. If you are entering different projects into different categories then the fee will be £50 inc VAT per entry).

Written Entry Paper

Please read carefully together with the template information on the following page

Please see below the format for your written entry paper:

- No more than 2 single sheets of A4 paper
 - Printed 1 side only
 - Minimum font size 11
- Your 2 page written entry paper may be accompanied by 1 page of images.
- All 3 pages should be stapled together and should not be bound or contained within files or folders.
- All entries should be typed or printed, **following the template overleaf**. Handwritten entries or those not presented to normal professional standards will be excluded from the judging.
- For each category you enter please provide 10 copies of your written entry paper (including the page of images where applicable) plus 1 copy of your entry form.
- If you are entering the same project into multiple categories you must submit a full set of papers for each category. Each set must clearly show the name of the category entered **as per the template overleaf**.
- You are strongly advised to ensure that the criteria for each category entered is clearly illustrated in each of your submissions. You must include category specific information in your two page written entry paper if you are entering the same project into multiple categories.



Photograph: Glasnevin Museum, Dublin by Martello Media Ltd
Winner of the International Award 2011

Template For Your Two Page Written Entry Paper

Your written entry is the basis on which you will be short listed and judged. The two pages should show how you meet all of the criteria in your chosen category. Please be aware that this information will be used in publicity material for the Awards and accuracy is therefore vital. The Organisers will not be held responsible for any errors or omissions.

Please use the following as a template for your written entry paper, in conjunction with the category specific criterion detailed on page 8, please note **all eleven** sections must be included in your written entry paper:

- 1 Category entered
- 2 Title of project, attraction, product or service
- 3 Company/organisation/client/trade body name
If you are entering the awards as a supplier please ensure that you have permission from your client and also include the client's name in this section. For example, 'John Smith & Co on behalf of The Cloud Museum'
- 4 Summary of team involved in the creation of the project, attraction, product or service including all relevant people, suppliers and contractors
- 5 Description of project, service or product
- 6 Overall objective of the project, service or product
- 7 Strategy for implementation
- 8 Outcome, including a formal evaluation of the results
- 9 Creativity and originality
- 10 Cost-effectiveness and budgets: with disclosure of costs or budgets, actual figures may be given or rounded up to the nearest £1,000
- 11 Any additional category specific information/any other information - if applicable.



Photograph: Merseyside Maritime Museum

Winner of the Classic Award 2011

Support Material

To support your written entry, where relevant, you are permitted to provide back-up material produced for the project. This will enable you to expand on the success of your project. The support material can be referred to in your written work for the judges to consider at the time of judging. Please note that photographic or video evidence, where relevant, is particularly useful for the judging process.

The support material should show evidence of the success of your work. It may vary depending on the category but can be any of the following:

- attitudinal research
- sales figures
- marketing literature
- photographs* – please ensure these are printed and also provided in jpeg format
- video footage – must be submitted on DVD in one of the following PC compatible formats MOV, AVI, MPEG, WMV format, we are unable to accept VHS video.
- detail market share
- productivity analysis
- product samples
- media coverage
- internet coverage. Please ensure that you submit the relevant URL and any necessary passwords to allow access to a site.

The above list is only suggested support material; you are able to send whatever you feel is appropriate for your entry, as long as it is relevant. All material must be clearly labelled (externally) with the category entered and the title of the project and the name of your organisation. Please note that all supporting material must be contained within a single A4 box file. Please do not send original work. If an entry is entered into more than one category, please indicate this clearly on the support material box, only one box of support material needs to be sent in this instance.

*images may be used in future awards marketing material.

Final Checklist

- My entry form is completed per project
- My written paper is no more than 2 pages of A4, printed 1 side in minimum size 11pt. (Plus one page of images if applicable).
- My written entry paper includes all of the headings from the template.
- My written entry paper (and page of images if applicable) is stapled together but not bound or contained in a file or folder
- I have provided 10 copies of my written entry paper per category entered
- All my support material is contained within a single A4 box file
- I have labelled all my support material clearly (externally) with the relevant category, title of project and name of my organisation
- Any CD-Rom's included are compatible with PC.



Photograph: Henry VIII's Tapestries Revealed by Historic Royal Palaces
Winner of the Innovations Award 2011

Award Categories for 2012 - category specific criteria

The general criteria of entry that apply to all categories has been explained in the previous pages, however the specific category criteria detailed below must also be adhered to.

Marketing Campaign

This award will be given for the most effective public marketing campaign for a temporary or permanent exhibition, or an overall museum, gallery or heritage visitor attraction. This can consist of a sustained campaign or a one-off initiative. Entries can cover publicity events, viral marketing, use of social media, advertising, PR, sponsorship activities etc but must demonstrate a provable impact and clearly illustrate an effective return on investment.



Permanent Exhibition sponsored by Service Graphics

Entries for this award should highlight excellence in the creation of a permanent exhibition within a museum, gallery or heritage attraction or the opening of a new attraction within the period of eligibility. The judges will be looking for evidence of innovative design and interpretation within the project brief and budget. Particular attention should be paid to the impact the exhibition has had on the overall museum, gallery or heritage attraction.

Temporary/Touring Exhibition

Entries for this award should highlight excellence in the creation of a temporary or touring exhibition, designed to be featured within a museum, gallery or heritage attraction. Particular attention should be given to the effectiveness of the exhibition in attracting audiences in to the museum, gallery or heritage attraction. The exhibition must have been open to the public within the period of eligibility.

Educational Initiative

This category will recognise the most effective educational initiative developed and delivered by a museum, gallery or heritage attraction. This award will encompass - but is not limited to - work for schools and other educational groups, outreach activities, technological applications, and special events.

Project on a Limited Budget

This category will recognise excellence in the creation of a project or exhibition carried out on a limited budget. Particular attention should be paid to the cost-effectiveness of the project and the use of creativity to overcome issues of funding - it is not merely about the sums involved. The overall impact the project or exhibition has had on the museum, gallery or heritage attraction should also be taken into consideration.

Innovations

This new award will be given for the most innovative use of technology within a museum, gallery or heritage attraction. This includes use of social media and the web as well as technologies such as a/v, multimedia, lighting and audio guides. The winning entry will clearly demonstrate how

it is ground breaking within this sector as well as the positive impact it has had on the end user experience.



Sustainability Award sponsored by PLB

This new category will award a project which best demonstrates the most successful balance of environmental, economic and/or social benefit through its approach and outcomes. Attention should be paid both to demonstrating the sustainable aims of the project and to evidencing how these were delivered through, for example, innovative approaches to recycling and reuse, use of local and/or ethical resources, energy efficiency, community impacts or cost savings.

Winstan Bond Trophy for the Entrepreneurial Attraction / Museum of the Year supported by AIM

A prize for museum, gallery, heritage or cultural visitor attraction which can best evidence an opportunity seized, a product created or service delivered that creatively secures a significant increase in public benefit, capital or income for the museum. Judges will take into account the return on investment, the capacity for other museums to apply this for their benefit and the scope for sustainability demonstrated by the initiative, product or service.

Classic Award

This award is open to any museum, gallery or heritage attraction – or project or exhibition contained within one of these facilities – that has been established for 10 years or more. Judges will be looking for evidence of continued growth, development and visitor interest over the long term. Emphasis will be placed on the ongoing relevance and vibrancy of the museum, gallery or heritage attraction – or the particular project or exhibition nominated.

The International Award

This category is open to museums, galleries, and heritage attractions projects outside of the UK which have opened or reopened after redevelopment within the period of eligibility. This category is open to overseas institutions and companies and UK companies that have worked on international projects are also eligible to enter. The judges will be looking for evidence of world-class innovative projects well executed within the project brief and budget.

Restoration/Conservation

This award will highlight the quality of work undertaken on restoration and conservation projects within the UK. Judges will look at how a project has been managed and implemented from conception to completion - whether it is the renovation of a single painting or the restoration of an entire stately home. Particular attention will be given to how the project has approached public access whilst ensuring important historical artefacts and buildings have been safe guarded for the future.

For more information visit museumsandheritage.com

MUSEUMS + HERITAGE

20th ANNIVERSARY SHOW

16 + 17 May 2012
Earls Court | London

As the UK's leading industry event, the Museums + Heritage Show brings together the latest products and services available, all under one roof at one time and is a must do for anyone working in museums, galleries, heritage or other cultural visitor attractions.

5 great reasons to attend the 2012 Show:

- **40 FREE Seminars** focusing on key topics in the sector including Design & Interpretation, Visitor Marketing, Collections Management, Retail, Learning and Income Generation & Funding
- Industry's largest exhibition of over **130 Exhibitors**
- **Exhibition Design Feature** – meet and discuss new projects with some of the UK's leading designers, sponsored by Beck
- **Retail Zone** – a focused area of the Show to source new products, merchandise and services for your retail outlet
- **Social Media Lab** – receive FREE one-on-one training from experts on how to create or improve your social media presence

“... an absolute ‘must’ for me particularly when planning a new project within one of our properties..

Show Visitor, The National Trust

“... the show caters for all the aspects which I would be looking for to further enhance our organisation.”

Show Visitor, Brooklands Museum

“Innovation and new ways to interpret a collection. I come to this show to be inspired.

Show Visitor, Underwater Archaeology Centre

“thanks for such a great initiative! The Museums + Heritage Show is such a unique opportunity to meet other professionals in the field, make contacts and hear experiences from so many different perspectives

Show Visitor, Tate Britain

Register for your FREE pass today
museumsandheritage.com/register

Entry Form

Please complete this form for each project entered. As previously stated any project can be entered in up to three categories.

Please detach and return this entry form, together with your written paper submission and support materials. Please remember to enclose the following for each of your entries and to refer to the Rules of Entry before making your submission:

- 1 copy of this form for each **project** entered (these can be photocopies)
- 10 copies of your written work and optional page of photos
- 1 set of support material for each project entered
- Administration Fee of £50 inc VAT per entry. If you are entering the same project in more than one category then the fees will be as follows: 1st category = £50 inc VAT, all additional categories = £25 inc VAT per entry. If you are entering different projects into different categories then the fee will be £50 per entry.

Category/Categories Entered

- Marketing Campaign
- Permanent Exhibition
- Temporary/Touring Exhibition
- Educational Initiative
- Project on a Limited Budget
- Innovations
- Sustainability Award
- Classic Award
- The International Award
- Restoration/Conservation
- Winstan Bond

Title of Project _____

Project Organisation _____

Entrant's Name _____

Entrant's Job Title _____

Entrant's Company or Organisation

If you are a supplier entering please tick this box to confirm you have received permission from your client's organisation and also include their organisation name in this section

Entrant's Address _____

Postcode _____

Entrant's Email _____

Entrant's Telephone _____

Secondary Contact Name (in case of absence of Primary Contact) _____

Please indicate the number of categories your project has been entered into. The first category is charged at £50 and all additional categories are charged at £25 each.

Qty @ £50 + Qty @ £25 = Total Cost £

- I enclose a cheque made payable to 'The Museums + Heritage Show Ltd' for the above Total Due
- Please charge the above Total Due to my credit/debit card

Card Number:

Expiry Date (mm/yy) Start Date (mm/yy)

Issue Number (Maestro only) 3 Digit security number

CARD TYPE: Credit Visa Master Card Visa Delta
 Debit Solo Maestro JCB

Card holder's Name & Address if different to the above

Card holder's signature

Date

Entries to:

Sara Bowen,
The Museums + Heritage Awards,
The Coach House, Sharman Road,
Worcester WR1 3LA.

Tel: 01905 724734 | Fax: 01905 724744

Email: sara@everyevent.co.uk | museumsandheritage.com



Please provide your company twitter name below

Your name and address will be stored on our Awards database. If you do not wish to receive other information about our services, please tick this box.

The closing deadline for entries is Friday 10 February 2012

First Name _____
 Surname _____
 Job Title _____
 Company _____
 Address _____

Post Code _____

Tel _____ Fax _____

Email _____ Web _____

I wish to purchase tickets at the rate of £135 + VAT*

I wish to purchase table(s) (10 per table) at the discounted rate of £1300 + VAT*

1 Title, 1st Name, Surname _____
 Organisation _____ Dietary Reqs. _____

2 Title, 1st Name, Surname _____
 Organisation _____ Dietary Reqs. _____

3 Title, 1st Name, Surname _____
 Organisation _____ Dietary Reqs. _____

4 Title, 1st Name, Surname _____
 Organisation _____ Dietary Reqs. _____

5 Title, 1st Name, Surname _____
 Organisation _____ Dietary Reqs. _____

6 Title, 1st Name, Surname _____
 Organisation _____ Dietary Reqs. _____

7 Title, 1st Name, Surname _____
 Organisation _____ Dietary Reqs. _____

8 Title, 1st Name, Surname _____
 Organisation _____ Dietary Reqs. _____

9 Title, 1st Name, Surname _____
 Organisation _____ Dietary Reqs. _____

10 Title, 1st Name, Surname _____
 Organisation _____ Dietary Reqs. _____

Please list on an additional sheet if more than 10 places are required. We will do our best to accommodate tables of 11 or 12, where requested, but please note that this cannot be guaranteed.

* VAT at the prevailing rate

Payment Details

Please send me a VAT invoice. Our PO No is: _____ please note that full payment must be made prior to the event

I enclose a cheque for £ _____ made payable to The Museums & Heritage Show (A receipted VAT invoice will be sent to you)

Please charge my Visa/MasterCard with the sum of £ _____ to be debited immediately.

Please note a 3% fee applies to all credit card (not debit cards) payments. A receipted VAT invoice will be sent to you. We are unable to accept payment by Amex.

CARD TYPE: Credit VISA MASTER CARD SWITCH

Debit VISA DELTA SOLO MAESTRO JCB

Card Number:

Expiry Date: /

Security Number (3 digits) Start Date: /

Cardholder's Name _____

Cardholder's Address inc Post Code _____

Cardholder's Signature _____

Date _____



To make reservations for the Awards ceremony and gala dinner please complete and return this form to the Organisers:

FAX +44 (0)1905 724744

TEL +44 (0)1905 724734

sara@everyevent.co.uk

museumsandheritage.com

Museums + Heritage Awards,

The Coach House, Sharman Road,

Worcester, WR1 3LA

Terms & Conditions: Cancellations must be received in writing. Cancellations received within 30 days of the event will be liable to payment in full; cancellations received more than 30 days prior to the event will be subject to a 25% administration charge. Substitutions will be accepted at no extra charge. Payment in full must be received prior to the event. The Organisers reserve the right to amend the programme or to cancel or postpone the event due to unforeseen circumstances