

MUSEUMS
+
HERITAGE

2010
AWARDS

Go for it!

enter the awards for excellence



Entry Deadline: Friday 19 February 2010

www.museumsandheritage.com

MUSEUMS + HERITAGE

2010 AWARDS

entry criteria and form

Welcome to the 2010 Museums & Heritage Awards For Excellence

Now in their eighth successful year the Museums & Heritage Awards for Excellence are once again getting set to recognise and celebrate best practice within museums, galleries and heritage visitor attractions.

Plans are now well underway for the 2010 Awards and interest is extremely high. Museums & Heritage Magazine will once again be our media partner, supporting the Awards with a campaign within their publication as well as online at www.mandhlive.com.

The 2010 Awards will take place on 12 May, to coincide with the opening day of the Museums & Heritage Show, at Church House, Westminster, London, with over 300 industry professionals expected to attend.

For 2010 eleven categories have been created across the entire spectrum of museum and heritage services. Ten of the categories will be judged by a panel of experts from a range of industry sectors and specialisms. The rules say that the judges will look for evidence of 'outcome, creativity, relation to objective and cost effectiveness'. Winning entries will show all of this but they will also have to demonstrate something extra - true excellence! The final category is voted for by readers of Museums & Heritage Magazine, which is seeking to find the UK's most popular museum, gallery or heritage attraction.

This is your opportunity to have your work recognised by the entire industry and the public at large.

Good luck with your entry and we look forward to seeing you at the Show.



Anna Preedy
Event Director

In association with

Museums & Heritage



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MUSEUMS
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SHOW

12 + 13 May 2010
EARLS COURT | LONDON

General Rules Of Entry & Information

The Museums & Heritage Awards for Excellence is *the* showcase for the very best in the museums, galleries and heritage visitor attractions industry, presented at the leading event in the museums and heritage calendar.

The categories for 2010 cover all major aspects of the museums, galleries and heritage attractions industry.

The Awards Presentation

The awards will be presented at a prestigious dinner on **Wednesday 12 May 2010**, at Church House, Westminster, 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 Anna Preedy on:

Tel: 01905 724734 Fax: 01905 724744

Email: anna@museumsandheritage.com

Website: www.museumsandheritage.com

A full list of finalists in each category will be displayed during the Awards presentations, as well as within the Museums and Heritage Magazine following the event. 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. 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.

* With the exception of this year's new Winstan Bond Trophy for the Entrepreneurial Museum of the Year, which is open to independent museums only.

Your Entry

Each entry must include the following:

- Completed entry form (1 copy)
- Your written entry Paper (10 copies)
- Relevant support material
- Administration Fee of £35 per entry (see payment details on Entry Form)

Your written entry paper must be no more than two single sheets of A4 paper printed one side only and in minimum font size 11. New for this year the 2 page written entry paper may be accompanied by 1 page of images, making 3 pages in total. All 3 pages should be stapled together and should not be contained within files or folders. All entries should be typed or printed following the template set out below. Handwritten entries or those not presented to normal professional standards will be excluded from the judging.

Please be sure to include ten photocopies of each written entry paper plus your page of images with one copy of the entry form for each category you enter.

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 below template.

Template For Your Two Page Written Paper

Your written entry is the basis on which you will be judged and short listed. 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. At the beginning of your two pages the following information must be listed:

- Category entered
- Title of project, attraction, product or service covered in your written paper
- Company/organisation/client/trade body name
- Details of the team involved in the creation of the project, attraction, product or service, including all relevant people, suppliers and contractors

Sub-Headings

Within your two pages you must then use the following as sub-headings under which you clearly enter your information:

- Description of project, service or product
- Overall objective of the project, service or product
- Strategy for implementation
- Method deployed
- Outcome, including any formal evaluation of the results
- Creativity and originality
- Cost-effectiveness and Budgets: with disclosure of costs or budgets, actual figures may be given or rounded up to the nearest £10,000
- Category specific information/any other information (not compulsory)

Your 2 page written entry paper may be accompanied by 1 page of images, making 3 pages in total. All 3 pages should be stapled together and should not be contained within files or folders.

Failure to include the above details will result in possible disqualification.

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, detail market share, productivity analysis, product samples, media coverage and internet coverage. Please ensure that you submit the relevant URL and any necessary passwords to allow access to a site. All work must be compatible for PC; this is also relevant for all cd-rom work.

Video footage can be submitted on DVD. We are unable to accept VHS video.

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.

Eligibility

Except where indicated, submissions should relate to the period between 1 January 2009 and 31 December 2009. 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 19 February 2010.

Post: Entries should be sent to Anna Preedy, Event Director, Museums & Heritage Awards for Excellence, The Coach House, Sharman Road, Worcester, WR1 3LA. Date of posting on Friday 19 February 2010 will also be acceptable.

Courier: The Museums & Heritage Show offices will be open until 6pm on Friday 19 February 2010 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.

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.

The closing deadline for entries is Friday 19 February 2010 2

Categories

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

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.

**NEW
for 2010**

Winstan Bond Trophy for the Entrepreneurial Museum of the Year, sponsored by AIM

**NEW
for 2010**

A prize for the independent Museum 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 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.

The Museums and Heritage Magazine Award

Readers of The Museums and Heritage Magazine will vote for their favourite museum, gallery or heritage attraction from the last twelve months.

The vote to find the winner will take place on their website - www.mandhlive.com from November 2009 and will be featured within the magazine. The winner will be presented with the The Museums and Heritage Magazine Award at the Awards Ceremony on 12 May 2010.

For more information visit www.museumsandheritage.com

Entry Form

Please detach and return this entry form, together with your written paper submission. 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 (these can be photocopies)
- 10 copies of your written work
- 1 set of support material
- Administration Fee of £35 per project entered

Category Entered

Title of Project

Name

Position

Company

Address

Postcode

Email

Telephone

Fax

Please enclose the administration fee of £35 for every entry submitted (it need only be paid once if you are submitting the same project into multiple (max 3) categories).

Qty x £35 = Total Due £

- 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 card

Card Number:

- Expiry Date (mm/yy)
 Start Date (mm/yy)
 Issue Number (Maestro only)
 3 Digit security number
- Visa Master Card Visa Delta
 Solo Maestro JCB

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

Card holder's signature

Date

Entries to:

Anna Preedy,
The Museums & Heritage Awards,
The Coach House, Sharman Road, Worcester WR1 3LA.
Tel: 01905 724734
Fax: 01905 724744
Email: anna@museumsandheritage.com
www.museumsandheritage.com

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.

