

Conference Bursaries

Ten bursaries, each worth £250, are available to GEM members.

RENAISSANCE EAST MIDLANDS
museums for changing lives

Lincolnshire
SOUTH LINCOLN



GEM Conference 2007

Tuesday 4 September – Friday 7 September
Leicester

Every Audience Matters



Advancing learning
through museums
and galleries



As government and funding priorities shift to fulfil expanding learning and social agendas, are heritage organisations being realistic in trying to be “all things to all people”?

Every Audience Matters provides an active and in-depth exploration of how we can meet these growing demands, and addresses the wider implications of our evolving roles, from regional, national and international perspectives.

The three days focus on Diverse Learners, Diverse Audiences and Diverse Organisations through keynote speeches, facilitated debates and practical workshops delivered by innovative museum professionals, respected academics and experts from the wider learning field.

The experiences and opportunities offered will engage and inspire professionals from career-entry to senior management level.

Conference is based in the diverse city of Leicester and hosted at Leicester University, home of a world-renowned museum studies department.



Tuesday 4 September

- 14.00 Conference registration
- 15.00 Area convenors' meeting
- 17.30 First timers' drinks reception
- 18.15 Evening meal
- 19.45 Leave for New Walk Museum & Art Gallery (on foot)
- 20.00 Civic drinks reception and opportunity to view the exhibitions
- 21.30 Return to halls of residence

Wednesday 5 September

Diverse Learners – Looking Beyond the Schools Market

As heritage organisations begin to embrace a wider concept of learning, many heritage education services find themselves broadening their horizons. How can we develop engaging opportunities appropriate to the learning needs of early years, young people and adult audiences?

MORNING PROGRAMME

Charles Wilson Building

08.30 Registration for day delegates
Refreshments

09.00 Welcome & Opening Address
Geoffrey Bond, Chair, GEM

09.15 Keynote Address
Measuring learning in museums: the research and its findings.
Professor Eilean Hooper-Greenhill
Department of Museum Studies,
University of Leicester
Author of key texts on museums and learning, Eilean will discuss the recent highly influential research at Leicester that resulted in GLOs and a body of crucial data.

09.45 Keynote Address
NIACE – Museums & adult learning
(speaker to be confirmed)
NIACE is the national campaigning organisation for adult education. What can we do to promote all kinds of adult lifelong learning?

10.15 Q & A with keynote speakers

10.45 Refreshments

11.15 Sub-Theme Workshops
How have the learning needs of diverse age ranges been met through projects that fulfil key government policies?

(a) Adult Learners
How museums and galleries can make creative links with the adult “skills for life” agenda.
Nikki Clayton, Leicestershire Heritage Service

(b) Young People
How do you target non-traditional audiences and the most disengaged young people?
Katy Archer, NCCL Galleries of Justice

(c) Early Years

How are museums and galleries making creative links with the government's Sure Start agenda?
Jan Barrett, Crich Tramway Village

12.15 Lunch

13.15 Coaches depart

AFTERNOON PROGRAMME

Find out how diverse learning styles are being addressed. Sessions will highlight transferable methods of delivery and evaluation.

(a) Adult Learners
Exploration of Leicestershire Heritage Services' Write: Muse project developing adult literacy in a creative way.
Snibston Discovery Park, Coalville, Leicestershire.

(b) Young People
Engaging and inspiring the most hard-to-reach and challenging audiences e.g. young offenders and at-risk groups.
NCCL Galleries of Justice, Nottingham

(c) Early Years
Exploring ways of working alongside external partners to engage and inspire early years learning, by combining creative stories and museum artefacts for a unique storytelling experience.

The Collection: Art and Archaeology in Lincolnshire, Lincoln

17.30 Arrive back at university

EVENING PROGRAMME

19.15 Coaches depart for National Space Centre

19.30 Drinks Reception, AGM, Conference Dinner, Virtual Tour of the Galaxy in unique Space Theatre!

22.30 Depart for halls of residence



Case Studies

Do you have a case study relating to the themes listed below and practical and transferable tips to share? If so, send a declaration of interest, with name, organisation, role and outline case study (100 words max) no later than Friday 18 May 2007 to james.hickford@leicester.gov.uk. These case studies (20 minutes max) will form part of the sub-theme workshops and replace the traditional members' presentations.

- Adult learners
- Young people
- Early years
- Culturally diverse audiences
- Socio-economically diverse audiences
- Audiences with disabilities
- Delivering diverse learning (local authority perspective)
- Delivering diverse learning (private sector perspective)



Panel Debates

On Thursday and Friday the panel will discuss issues from the keynotes and also answer your questions. You can submit these in advance or ask the question yourself.



Thursday 6 September

Diverse Audiences

Are we being realistic about the potential of museums and galleries to meet every audience's learning needs, expectations and requirements? Join in the debate, and explore how the sector engages audiences from diverse cultural and socio-economic backgrounds and audiences with disabilities.

MORNING PROGRAMME

Charles Wilson Building

12.15 Lunch

08.30 Registration for day delegates
Refreshments

13.15 Coaches depart

09.00 Welcome & Introductions

09.15 Keynote Address

How can museums shape the ways in which diverse audiences respond to, think and talk about different social and cultural groups?

Dr Richard Sandell, Department of Museum Studies, University of Leicester

10.00 Panel Debates

Vicky Woollard (GEM Trustee), **Richard Sandell**, **Carol Dixon** (MLA London), **Heather Hollins** (Beth Shalom, Holocaust Centre)

10.45 Refreshments

11.15 Sub-Theme Workshops

How have diverse audiences been engaged through projects that fulfil key government policies?

(a) Black, Minority & Ethnic Groups
An exploration of how rural and urban museums are overcoming the challenges of engaging BME audiences.

Kieran Bussoopun, Lincolnshire Heritage Services & **Shriti Patel**, Leicester City Arts & Museums

(b) Diverse Socio-Economic Groups
Meeting the needs of audiences from different socio-economic backgrounds.

Jo Kemp, Nottingham City Museums, and **Claire Jacques**, Lincolnshire Heritage Services

(c) Engaging Audiences with Disabilities
Exploration of how museums and galleries are responding to DDA requirements.

Deborah Cox, Northampton Museum & Art Gallery

AFTERNOON PROGRAMME

These sessions enable delegates to explore practically how diverse audiences have been engaged in heritage settings or using heritage resources. They highlight transferable methods of delivery and evaluation.

(a) Black, Minority & Ethnic Groups
Discover how hard to reach audiences in this diverse, multi cultural city have been engaged.
Belgrave Hall Museum & Gardens, Leicester

(b) Overcoming Socio-Economic Barriers
Using the galleries and collections, members of the learning and access team will highlight how new sessions, partnerships and resources are seeking to address the needs of the "non-traditional visitor".
Wollaton Hall, Nottingham City Museums and Galleries

(c) Engaging Audiences with Disabilities
What challenges do museums face in engaging diverse audiences using designated collections?
Northampton Museum and Art Gallery, Northampton

17.30 Coaches arrive back

EVENING PROGRAMME

18.45 Coaches depart from Mayors Walk for Quorn, Leicestershire

19.45 Experience a bygone era with an evening meal aboard a steam locomotive on the Great Central Railway – "12th best railway journey in the world" (The Independent).

22.00 Coaches depart

Friday 7 September

Diverse Organisations Delivering Diverse Learning

What are the main challenges facing the sector's diverse organisations in delivering inspiring and engaging learning opportunities? Meet your counterparts and share ideas for overcoming challenges. Explore ways to develop your own CPD and how you can contribute to other people's.

MORNING PROGRAMME

08.30 Registration for day delegates
Refreshments

09.00 Welcome & Introductions

09.15 Keynote Address

Managing museums for learning.

Dr Nick Winterbotham, Director, Millennium Point Birmingham
Nick worked in museum education in Norfolk and Nottingham, and then as a museum manager in Carlisle and Yorkshire.

09.45 Keynote Address

Government's learning and social agendas and the sector's response.

Nicky Morgan, Senior Policy Adviser
Museum Education, Museum, Libraries & Archives Council

10.15 Panel Debate

Nick Winterbotham, **Nicky Morgan**, **Jonathan Platt** (Lincolnshire Heritage Service), **Richard Woff**, **Hannah Gould**

11.00 Refreshments

11.30 Keynote Address

How museums can help the cultural economy.

Geoffrey Bond, Chair, MLA London

12.00 Sub-Theme Workshops

What are the main challenges facing the sector's diverse organisations in developing and delivering diverse learning services? What are your targets and what challenges do you face in trying to deliver them?

These sessions will explore the above questions from the perspective of local authorities, private and trust museums and national organisations.

(a) Local Authority Perspective

Jim Butler, Leicester Arts & Museums Service (urban), **Eleanor Thomas** Leicestershire Heritage Service (rural)

(b) Private Sector Perspective

Hannah Gould (Renaissance East Midlands)

(c) National Perspective

Kate Whitworth, English Heritage (Midlands), **Richard Woff**, British Museum

13.00 Lunch

AFTERNOON PROGRAMME

14.00 **Career Development Workshops**

These workshops offer the opportunity to meet with other GEM members at a similar career stage, whether employed or freelance, to discuss issues of common interest and share recent training experiences. Discussion topics will relate to GEM's new professional development strategy now in preparation. The session may also include what GEM might do to help plug the gaps by building on successful practice; mentoring and CPD from all points of view; adopting a *Grass Roots* approach for England and Wales; and future approaches to conference and training weekends.

15.45 Closing Plenary

16.00 Refreshments

OPTIONAL INFORMAL EVENING

Delegates are offered 20% discount at Mirch Masala vegetarian restaurant on Leicester's Golden Mile, followed by drinks in the city centre.

Saturday 8 September

Delegates are encouraged to visit some of the region's excellent museums and heritage attractions where they will receive free or discounted admission.



Accommodation

The Opal Court Halls of Residence are midway between Leicester railway station and the main university campus (where all morning events are being held), and no more than a 10 minute walk from both. Bedrooms are en suite (with W.C. & shower). There are separate kitchen areas and laundry facilities.

Access

If you have specific access or other needs, please tell us in advance.

Fees

The fee for the whole conference is £436 for GEM members and £496 for non-members. There is a reduction of £40 for members if booked before 27 July and fees paid by 10 August. Full details of fees are on the booking form.

Conference Bursaries

Ten bursaries, funded by Geoffrey Bond, are being offered to GEM members to assist in their continuing professional development by enabling them to attend the whole conference for £146. Applicants may be from overseas, attending conference for the first time, or unable to afford the fees. Applications should be submitted by 30 June. For more details visit www.gem.org.uk.

General Enquiries

For general enquiries about the conference please contact the GEM office at Primrose House, 193 Gillingham Road, Gillingham, Kent, ME7 4EP. Tel/Fax: 01634 312409. Email: gemso@blueyonder.co.uk

While GEM hopes to run the conference according to this programme, changes at short notice are possible.