

GEM Conference 2017: Facing the Future, Forging Ahead

**Tuesday 5 September – Thursday 7 September 2017
Guildhall, Hull**

CONFERENCE PROGRAMME

We shall be:

- Exploring innovative and inspiring ways of becoming more resilient.
- Asking how museum, heritage and cultural educators can take the lead in ensuring their organisation's long-term future.

This conference will look to our future, learning from our sector's rapid responses to change and pursuing greater security, communication and creativity. We will explore exciting new research, fresh examples of best practice and promising innovations that will inspire museum, heritage and cultural professionals at any level.

Cuts to budgets and resources have had a large impact on the museum, heritage and cultural sectors – particularly their learning programmes. We are more responsive and flexible, but it is now time that those involved with learning become even more proactive, experimental and able to take the lead to ensure our long-term resilience and sustainability.

The conference will approach this through three major threads:

1. Sharing inspirational projects and frameworks that advance sustainability without sacrificing creativity.
2. Developing a more connected and supported workforce, pooling our resources for mutual benefit.
3. Feeding individual innovations into large, lasting developments.

The GEM 2017 conference will be of immense help to anyone involved in managing or delivering museum, heritage or cultural learning. We shall reflect upon the progress that we have made and the possibilities open to us, so that we can move forward together with renewed positivity. Most of all, we shall seek to empower the workforce, as the roles of learning and sharing in the lives of the public grow ever more important.

Tuesday 5 September 2017

MORNING PROGRAMME

10.00 Conference registration with refreshments

11.00 Welcome & Opening Address, **Peter Carne OBE**, chair, GEM

11.15 **Opening Keynote Address:** *How to break down traditional barriers*

Phil Batty, director of public engagement & legacy, Hull UK City of Culture 2017

Find out how Phil Batty developed the education, volunteering and training programmes for the City of Culture, and how these are affecting the long-term resilience of Hull. Phil will share his thoughts on creating new models of working that break down traditional barriers, increase impact and are resilient.

11.45 Q&A with keynote speaker

11.55 **Keynote Address:** *Creating new models of working that increase impact*

Anita Kerwin-Nye, founder & director, NotDeadFish

Anita is founder and director of NotDeadFish – a social enterprise supporting work between schools and third sector organisations to improve outcomes for children and young people. With a particular interest and expertise in bringing together new collaborations, Anita has a track record of creating models of working that break down traditional barriers and increase impact for all involved.

12.25 Q&A with keynote speaker

12.35 Lunch & networking

AFTERNOON PROGRAMME

13.35 **Breakout Sessions:** *(choose one of three breakout sessions to attend)*

a) *SMILE: science in museums inspiring learning & engagement*

Alex McLeman, SMILE network leader, Bolton Library and Museum Services

Alex McLeman will share how this science network was made sustainable and relevant. We will identify opportunities for science learning and engagement at your venue. We will collaborate to improve and enrich your science learning offer. We will experiment with and be inspired by science.

b) *What are the neighbours doing? How we can borrow from, steal from, & build on other disciplines*

Susie Thornberry, assistant director, public engagement & learning, and Camilla Thomas, executive producer (young people & adults), Imperial War Museums

Imperial War Museums is developing a new approach to public engagement and learning, which draws from performance, visual art, journalism, and other disciplines. This is a chance to hear from the team about what they've learned and where they aim to be.

c) *Old items, new stories: engaging schools through creative writing*

Fay Lant, project manager, National Literacy Trust

Bring your favourite collection item to life! National Literacy Trust support you to plan a curriculum-linked schools workshop, using a collection item to inspire creative writing.

14.50 Refreshments

15.20 **Keynote Address:** *Bringing learning to life – and making it self-funding*

Jane Avison, business manager, Heritage Learning

Heritage Learning was established back in 2011 in response to potential service closure. Using innovation, creativity and a deep sense of ownership, Jane led her team through a unique transition taking the service from a local authority provision to a 100% self-funded organisation, operating on

a not for profit business model. Six years on Jane will share her experience of setting up Heritage Learning, the benefits to all of working more commercially and provide insights for other organisations looking to adopt a similar model.

15.50 Q&A with keynote speaker

16.00 **Member presentations**

a) *Cavern Explorers: encouraging & measuring customer loyalty*

Sarah Fellows, heritage activities officer, Dudley Canal & Tunnel Trust

Discover Cavern Explorers; our loyalty programme that's also an innovative and exciting way of learning about our visitors. Through low-cost give-aways and rewards, learn how Cavern Explorers allows us to track which events our families come to, make meaningful changes to programming and build strong relationships with our family visitors.

b) *If you lived here ...*

Michael McHugh, creative producer, Tyne & Wear, Archives and Museums

How can museums respond to a world that is experiencing rapid social, political change? How can a simple iterative production model and focused audience engagement challenge our audiences in a networked society that is growing ever more divisive and reactionary?

c) *Sustainable Collections*

Jenny Salton, cultural engagement officer, Kirklees Museum and Gallery

Kirklees Museums & Galleries is a local authority museum service which has, in recent years, suffered severe funding reductions. *Sustainable Collections*, an Arts Council funded programme, has allowed Kirklees to grow heritage engagement through advocacy and commerciality – particularly of interest to other organisations facing similar challenges.

d) *The Art and Science of Noticing: enquiry led learning in museums and galleries*

Becky Smith, learning & outreach officer, Bradford Museums and Galleries

How can we build strong relationships between learners and collections? How do we facilitate and fuel curiosity in meaningful ways? A short film and discussion of an enquiry led learning approach at Bradford Museums and Galleries.

e) *Families, fighting and fortifications: developing learning programming for Fort George*

Catrina McIntosh, head education guide, National Trust for Scotland (Culloden Battlefield)

Learning professionals at the National Trust for Scotland and Historic Environment Scotland have teamed up to develop learning programming for primary school pupils at Fort George, the finest example of a British artillery fort – looking at military life from surprising perspectives.

f) *Build your own discovery: exploring a sustainable approach to engaging new audiences at Kensington Palace*

Kim Klug, adult programmes learning producer and Jatinder Kailey, junior learning producer, Historic Royal Palaces

“Build your own discovery” is an access scheme delivered by Historic Royal Palaces aimed at engaging local adult audiences who experience barriers to our palaces. This presentation will outline our approach to community engagement and share tips for creating mutually beneficial partnerships to reach new audiences and meet shared agendas.

g) *Greater than the sum of its parts*

Laura Southall, learning programme manager: schools & interpretation, London Transport Museum

London Transport Museum is changing the way they fundraise, communicate, measure and evaluate their whole learning programme in a bid to overcome austerity. In this member presentation, they'll be sharing their experience of developing “Enjoyment to Employment”, highlighting the successes and opportunities, as well as the challenges and pitfalls.

EVENING PROGRAMME

17.00 Reception at the Guildhall: Join us for a drinks reception in the magnificent banqueting room.

19.00 Evening meal at ASK Italian restaurant

Wednesday 6 September 2017

MORNING PROGRAMME

08.30 Conference registration & refreshments for day delegates

09.00 Welcome & introduction to the day, **Dr John Stevenson**, deputy chair, GEM

09.15 **Keynote Address:** *Impact and legacy of a City of Culture*

Simon Green, director of cultural services, Hull Culture and Leisure Ltd

Simon Green is responsible for the strategic leadership of Hull's Museums, Ferens Art Gallery, Archives, City Hall and New Theatre. As Hull heads towards its closing UK City of Culture season, Simon Green reflects on the impact and legacy of this exceptional year on the city's museums and their audiences. Discover how heritage will continue to drive the long-term regeneration of Hull and how the museums' team seek to put the city's audiences at the heart of this process.

09.45 Q&A with keynote speaker

10.00 **Keynote Address:** *Digital literacy – what is it and why does it matter?*

Anra Kennedy, content & partnerships director, Culture24

Digital technologies, tools and systems are changing the way the world works, learns, plays and organises itself. For an organisation to thrive now and in the future they must be digitally literate, but what does that mean for museums and heritage learning services? Understanding what digital literacy means and why it matters, unpicking the jargon and understanding its value, is vital if we're to become more relevant to our audiences, build resilience and forge ahead.

10.30 Q&A with keynote speaker

10.45 Refreshments

11.15 **Breakout Sessions:** *(choose one of three breakout sessions to attend)*

a) *Becoming a cultural “phone a friend” – how to be an Artsmark Partner*

Kate Fellows, lifelong learning manager, Leeds Museums & Galleries and Laura Claveria, project support officer, IVE

Leeds Museums and Galleries have been working with Arts Council England to develop and pilot the Artsmark Partners scheme (launching September 2017). Find out about the good bits, the pitfalls and the learning we gained along the way, and how being an Artsmark Partner can build deeper, more meaningful relationships with schools, help your service (and the sector) be more sustainable for the future, and build stronger cross-artform partnerships.

b) *The Humber Museums Partnership: learning together*

Jane Avison, business manager, Heritage Learning and Lisa Howarth, learning manager, North Lincolnshire Museum Service

As part of this initiative the three learning services have led the way in presenting a best practice model for a joined up and collaborative approach to formal and informal learning with a regional focus. Identifying initiatives that generate improvements across our regional programmes, facilities and resources whilst promoting sustainability. This session will explore the process for developing this effective and successful partnership and the key learning points including establishing the remit of the partnership, shared goals and vision, common themes, playing to the strengths of our collections and avoiding duplication and competition.

c) *Collections Stories: learning and developing together*

Rosalind Croker, endeavour learning project manager, National Maritime Museum, Alan Gillon, learning and public engagement manager, Beacon Museum, Colin Stott, learning manager, Time & Tide Museum and Stuart Slade, head of public programmes, National Maritime Museum Cornwall

We will share how a model of object loans, collaborative programming and skills sharing has created mutual benefit for *Collections Stories* museums. Led by the National Maritime Museum working in partnership with the Beacon Museum in Cumbria, the Historic Dockyard Chatham in Kent, National Maritime Museum in Cornwall and Time and Tide Museum in Norfolk.

12.30 Lunch & networking

AFTERNOON PROGRAMME

13.30 Workshops:

Each workshop will be repeated, so delegates can choose two out of the five workshops to attend.
First session: 13.30 - 14.30; Break: 14.30 – 15.00; Second session: 15.00 – 16.00

- a) *Redesigning mediation with the “Accessibility to Content” approach*
Agnès Chevallier and Andrea Boisadan, ergonomist, Tactile Studio
“Accessibility to content” is a trend that gains more and more attention and traction. It is also a philosophy for a more generous, inclusive and attractive museum. Come and experience with us through simple discoveries what it can do for you and the potential it raises.
- b) *Creativity and cultural rights through commissioning – sustainability through working with statutory services*
Lucy Shipp, learning associate, Fitzwilliam Museum, University of Cambridge Museums
Commissioning can seem complex and bureaucratic. It often is. Yet commissioning models can offer routes to sustainability which are worth the pain of form filling. This workshop shares experiences of developing inspiring, creative programmes which make a long-term difference to young people’s lives through becoming part of local statutory provision.
- c) *The resilience within: building a creative coaching culture*
Sarah Oswald, director, The Authentic Spark
Core resilience is about much more than money. The resilience of our people matters just as much, particularly when facing change. At this workshop you will participate in practical, creative coaching tools to boost your, and your team’s, resilience and discover the value of promoting a coaching culture in organisations.
- d) *Put on your own lifejacket first. Museum 5-a-day*
Naomi Ward and Haidee Thomas, Learning Liaison Forum
What have you consciously done for yourself today? Underpinning any resilient museum education service needs to be a resilient museum educator. Join our practical workshop to experience how “Museum 5-a-day” can support you through five simple actions. Expect some fun around ways we #notice #exercise #connect #learn and #volunteer.
- e) *GEM mentoring and peer networking*
Alison Giles, trustee & mentor champion and Sue Pope, trustee & area convenor champion, GEM
In a small, people-focused sector, communication and mutual support are vital to professional development. This workshop will look at GEM’s area networks and programmes involving mentors. It offers the chance to learn about new plans for these aspects of GEM’s work and be involved in further developing these ideas.

16.00 Refreshments

16.15 AGM & discussion

16.45 Closing remarks

EVENING PROGRAMME

19.00 **Option 1: Old Town Tour & buffet (30 spaces only)**

Paul is an English Heritage accredited guide and has been taking people on guided talks for 29 years. The guided walk will concentrate on the historic Old Town taking in over 700 years of history and highlights that will include the Beverley Gate (birthplace of the English Civil War), High Street, Hull Minster, the marina/Humber Street, England's smallest window and much more. Discover why Hull is celebrating being the UK's 2017 City of Culture! The tour will finish with a buffet meal (including tea & coffee) in the Mission pub.

Option 2: Evening meal at the Old Custom House (Paulo's)

The Old Custom House (*Paulo's, Market place, Lowgate, HUI IRT*) is a family run Italian restaurant with a vibrant atmosphere in the heart of Hull's Old Town. The evening meal will consist of a three-course meal and a glass of wine.

Thursday 7 September 2017

MORNING PROGRAMME

09.00 Conference registration & refreshments for day delegates

09.45 **Workshops:**

Each workshop will be repeated, so delegates can choose two out of the five workshops to attend. First session: 09.45 – 10.45; Break: 10.45 – 11.15; Second session: 11.15 – 12.15

a) *Delivering the unexpected: funding the future of learning at the Postal Museum*

Sally Sculthorpe, schools learning manager and Jennifer Mitchell, development manager, Postal Museum

Play the innovation game! Top tips and practical advice to deliver the unexpected in your learning programmes. From STEM to Literacy: The Postal Museum has successfully attracted funding for learning programmes across the curriculum. This workshop will discuss the creative collaborative approach taken to build new partnerships and offer advice on how to create a sustainable funded future for your setting.

b) *Cross-disciplinary programming: an opportunity for audiences and museums*

Liz Hide, museums officer and Jo McPhee, programme co-ordinator, University of Cambridge Museums

Research suggests that visitors have different motivations for visiting exhibitions and galleries displaying, for example, natural sciences collections compared to art or social history. We will share our findings and invite participants to contribute their own experiences, and then consider how cross-disciplinary programming can build audience engagement as well as contributing to organisational resilience.

c) *Express yourself: building Arts Award relationships to inspire expressive communication in SEND pupils*
Sarah Allen and Natalie Haigh, learning & access officers, Leeds Museums & Galleries

We will investigate how museum objects can inspire creative responses and raise attainment with SEND pupils. Using multi-sensory approaches, we will explore how the same object/activity can be differentiated to meet a range of complex needs. We will share Arts Award planning, developing sustainable school relationships and measuring longitudinal impact.

d) *The Hull Curriculum: achieving sustainability*

Jane Avison, business manager, Heritage Learning

Uniquely commissioned directly by the teachers and schools of Hull back in 2013 following the announcement of UK City of Culture status, the bespoke curriculum is designed to foster a deep sense of local pride in pupils, as well as develop all of the key skills needed to enhance the teaching of the 2014 national curriculum and create meaningful and sustainable outcomes as a long-term legacy of Hull 2017 UK City of Culture.

- e) *How the Heritage Schools Award strengthens school partnerships with local heritage and cultural providers*
Lois Gyves, Heritage Schools programme manager, Historic England

A presentation on the Heritage Schools Award, how it engages schools and promotes partnership work with heritage/cultural providers, including an update on how Heritage Learning is using the award to strengthen school partnerships in Hull – followed by group discussion/feedback on how the award could benefit more heritage/cultural organisations.

12.15 Break for lunch

AFTERNOON PROGRAMME

13.15 A change to visit museums and go on a few tours.

All Hull museums are free to the public! Curatorial teams will be running tours for GEM delegates at the **Hull & East Riding Museum** and the **Wilberforce House Museum**.

The **Hands on History Museum** has limited opening hours, however, it will be open especially for GEM delegates between 13.15 and 14.45.

15.00 Conference ends.

EXHIBITOR INFORMATION

Heritage Learning

Come and meet the team and find out how we deliver inspiring learning experiences at Hull's amazing museum sites and Ferens art gallery. We'll share the secrets of our award winning led sessions, the world class collections we get to work with and our ground-breaking website designed to make booking visits simple. Our nationally recognised Hull Curriculum project will be on show for you to discover!

Historical Association

We support the teaching, learning and enjoyment of history at all levels and bring together people who share an interest in and love for the past. We inspire, enable and encourage people to get involved with history, whether in the classroom, at college, in the library or at home. We passionately believe the study of history should be accessible to all people at all levels of study.

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