



west midlands
the regional council
for museums libraries
and archives

Archives Awareness Campaign

October – December 2004



Top to bottom:
Shakespeare Birthplace
Trust; enactors for
Herefordshire's Civil War
event; Mayor of
Wolverhampton with Peter
Evans, City Archivist.
All open day events 2003.



Above: school pupils studying archival material at Shropshire Archives event, July 2003.

Over 270 events have now been registered for Archives Awareness Campaign. Events are varied and are going on right through the autumn. If you still haven't registered your event now is the time to do so.

Archives Awareness Campaign is a national initiative, run in partnership by the Museums, Libraries and Archives Council (MLA), The National Council on Archives (NCA) and The National Archives (TNA) aimed at raising the profile of our documentary heritage.

Archive Awareness Campaign has teamed up with the BBC to support their ten-week family history series which is to be broadcast throughout the autumn. To encourage more people to do their family history, the BBC are organising a National Family History Weekend on 4-5 December at different venues across the UK. Regional BBC radio stations are invited to organise a major event in their area.

The Archives will probably receive more visitors and more enquiries throughout the autumn and beyond, as the BBC expects this series to generate public interest in family history.

The National Archives are still looking for stories for "On This Day" to feature in Metro in November. They need social history stories related to a particular date in November (weekdays only). Please send your suggestions to: lucy.fulton@nationalarchives.gov.uk

Be involved in the National Family History Weekend by registering your interest on the enclosed form.

For a full listing of events and to register online, please visit:
www.archiveawareness.com

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The Smethwick Heritage Centre Trust Celebrates its Opening Day

15 September 2004



Left to right: Chairman David Bryant, Prof Carl Chin MBE, Mayor Cllr Linda Turner

"We need to make sure that our past lives on... the past and present is a continuum"

— Prof Carl Chin MBE

Despite the mixed weather conditions outside the atmosphere inside was truly harmonious. A genuine sense of pride and community spirit was felt amongst all those attending this happy event. Professor Carl Chin MBE, Birmingham Historian, formerly opened the Smethwick Heritage Centre. He very enthusiastically spoke of the influence that the small location of Smethwick and indeed all the industries in Birmingham, has had on the rest of the world. He paid special tribute to David Bryant whose vision and determination has made this project a success.

Chairman David Bryant then extended heartfelt thanks to all involved for their support, timely advice and hard work. Mayor, Cllr Linda Turner, spoke of the enthusiasm, drive and desire that has led to this quality building. Initially, over 200 letters requesting funding, were sent out to different charities. Funding towards the recreation of the Lodge into a new Heritage Centre came from HLF, Smethwick Regeneration Partnership, local industry and businesses, its members and grants from a number of charitable trusts.

As an active Heritage Centre they regularly hold road shows in the area. Visitors are constantly amazed at the numerous artefacts, photographs and memorabilia that is held within the Heritage Centre. Originally Smethwick was an Anglo-Saxon settlement with a sparse population (in 1801 the population was 1,097 but by 1901 it had risen to 54,349.) The arrival of the James Brindley canal in 1768/69 drew a lot of industry into the area, such as metal working, glass making, tube making, railways and breweries. The Heritage Centre now has a staff of 28, with a Committee Group of 8, and a full time Curator, Delia Garrett.

Members of the Heritage Centre subscribe to the bi-monthly 'Smethwick Heritage Telephone' publication. There are currently just over a thousand subscribers from all over the country and the world but more are welcome. Smethwick Heritage Centre is now looking for further funding of approx £70,000 to renovate the rest of the property. This extra space will be an ideal educational facility for school children and older ones of the community.

Please visit: www.smethwick-heritage.co.uk



Left to right: side view of Heritage Trust Centre; members of staff; front view of building; Chairman David Bryant, Mayor Cllr Janet Turner, Prof Carl Chin MBE, Curator Delia Garrett.

Please Note: You can find the full meanings of all acronyms used within this newsletter in the 'Glossary of Acronyms' box on the back page.

Funding

MLA West Midlands Development Funds Grant Programme 2005/2006 update

Deadline date for the Strategic Development Fund Grants is 21 February 2005.

Deadline dates for the Service Development Fund Grants are 28 March, 25 July and 21 November 2005.

For more information contact Carl Franklin, Funding Advisor:

carl.franklin@mlawestmidlands.org.uk

For application forms contact: Deanna Jackson, Coordinator:

deanna.jackson@mlawestmidlands.org.uk

Britain's Search for the Most Family Friendly Museum

The 2004 Family-Friendly Museum Award will go to the museum or gallery that puts on the most family friendly temporary exhibition or activity.

The Guardian newspaper is inviting entries for its second family-friendly museum award. Brian Stewart, Director of Falmouth Art Gallery states that *"Families can mean people from one day old to 100 years old, so a family exhibition has to cater to the needs of all of them... family-friendly exhibitions should allow families to be together."*

Any museum or gallery exhibition, activity or project which takes place during 2004 and offers a family-friendly experience can be nominated, simply explain in writing why it should win. Museums and galleries are welcome to nominate themselves. The closing date for nominations is February 2005.

Send your nominations to: Guardian Family-Friendly Museum Award, 119 Farrington Road, London EC1R 3ER, or email:

kids.in.museums@guardian.co.uk

For more details visit:

www.guardian.co.uk/kidsinmuseums

Creative Industries Money Map

The DCMS Creative Industries Money Map attempts to list funding schemes that might be open to creative businesses. Please visit:

www.culture.gov.uk/moneymap

New £4 million Bursary Scheme to save heritage skills

HLF is setting up a 'Training Bursary Scheme' to keep alive essential heritage skills as well as training for essential customer services skills at heritage sites. A wide range of organisations, including local authorities, development agencies, professional and educational bodies and community and voluntary organisations, will be able to apply for bursaries to train employees.

Applications will be in two stages. The first stage requires only expressions of interest and should be received by 21 October 2004.

For more information visit www.hlf.org.uk/hlfbursaries

Or email: hlfbursaries@hlf.org.uk

Roots & Wings Awards

Curiosity & Imagination, the national network for children's hands-on learning, is calling for submissions for the second year of the UK Roots & Wings awards. Roots & Wings (funded by the Carnegie UK Trust and the Esmée Fairbairn Foundation) celebrates inspiring practice in engaging children with heritage of all kinds through hands-on learning. Six outstanding projects were presented with the awards by Arts Minister Estelle Morris MP and TV personality Loyd Grossman, in May. Submissions for the 2005 awards (for projects completed since April 2004), must be in by **4 April 2005**.

Please send submissions in via: www.curiosityandimagination.org.uk

For more information on last years six winners visit: www.24hourmuseum.org.uk

Esmée Fairbairn Foundation

As one of the largest independent grant-making foundations in the UK, the Esmée Fairbairn Foundation makes grants to organisations which aim to improve the quality of life for people and communities both now and in the future.

For more information on applying for a grant visit: www.esmeefairbairn.org.uk

The Gulbenkian Prize 2005

The £100,000 Museum of the Year award will be awarded in May 2005. It will go to the best new development of 2004 in a museum or gallery, large or small, anywhere in the UK. The closing date is 1 November 2004.

For application forms visit:

www.thegulbenkianprize.org.uk

Or email: info@thegulbenkianprize.org.uk

The Sutton Trust

The Sutton Trust funds projects that provide educational opportunities for young people from non-privileged backgrounds. They are particularly interested in innovative projects and pilot schemes in new research and that have the potential to benefit large numbers.

For more information visit: www.suttontrust.com

For general enquiries email Emma Claridge: emma@suttontrust.com

Attic Learning Announce an Annual Bursary of £15,000 for Schools and Museums

The funding will encompass a work programme from e learning expertise and project management to technical and design expertise. The £15,000 worth of production will cover about 20 minutes of CD-ROM content (plus 100 copies of the CD), or a small website with 30-36 pages of content.

Attic learning is the e learning division of Atticmedia, who tailor interactive projects for schools, museums, galleries and libraries. The bursary will be awarded to the project that actively involves both a school and a museum and is both interesting and innovative that will give a real benefit long term. Deadline date for entries is 10 December 2004. Please submit your details and 1 A4 summary of concept to Carolyn Royson, alb@atticmedia.com

For more information please visit: www.atticlearning.com

Access & Learning

2nd WM Libraries Forum Event – Tues 26 October

The 2004 Libraries Forum event will focus on "strategic marketing" for library and information services.

For more information and to book for this event please use the enclosed booking form or contact Deanna Jackson, Coordinator: Tel: 0121 631 5809 Email: deanna.jackson@mlawestmidlands.org.uk

Inspiring Learning for All

Inspiring Learning for All is a two-fold resource designed to help museums, libraries and archives audit their learning services with a self-assessment toolkit and also measure the impact of learning with generic learning outcomes.

What is so useful about these two elements is that they give services the opportunity to really focus on learning, celebrate the things that are working well, identify areas that could be improved and start to measure the impact that learning services are having on users.

Seven sub-regional training dates are organised to give staff on learning projects all the information needed to implement the new Inspiring Learning for All framework. Please book as many places as you feel your organisation needs from one of the following dates:

- 1 Oct - Kidderminster Library
- 11 Oct - Shropshire Archive/Shrewsbury Library
- 18 Oct - Hereford Library
- 20 Oct - Kenilworth Library
- 21 Oct - Bilston Library
- 25 Oct - Solihull Library
- 26 Oct - Cannock Library

Bookings are on a first come first serve basis. Please contact Deanna Jackson, Coordinator, MLA West Midlands, Tel: 0121 631 5809, or email: deanna.jackson@mlawestmidlands.org.uk

£120,000 national teacher training initiative to boost reading in schools

Due to begin in January 2005, professional librarians from Schools Library Services will deliver training to alert trainee teachers to the potential of libraries and the importance of enthusing children about books and writers.

Partnerships will be set up and managed by MLA Council's nine Regional Agencies, working with ASCEL, the Arts Council and DfES, to broker relationships and monitor links between training providers, library services and the wider literature sector.

Charles Clarke, Secretary of State for Education said: *"We want to increase the confidence of teachers in promoting books, reading for pleasure and the use of libraries by school children. This innovative new teacher training project supports our wider campaign to cultivate children's enjoyment of reading and writing and to promote creativity across the whole curriculum."*

For more information contact Steve Woodward or Fiona Cameron: steve.woodward@artscouncil.org.uk
Fiona.cameron@mla.gov.uk

Adult Learners Week 2004 – key findings

- There were 33,000 visitors to the Adult Learner's Week website in May (a 24% increase from last year.)
- 65,000 copies of the New Learner magazine were ordered from the website.
- 2,169 events were listed on the Week's on line calendar (a 20% increase from last year.)
- Top of the list for organising the most listed events were FE colleges (28%); second libraries (16%) and third community organisations (10%).

Winner of the CILIP Kate Greenaway Medal ...

Shirley Hughes wins her second CILIP Kate Greenaway Medal 26 years after her first. Her book *'Ella's Big Chance: A Fairy Tale Retold'* is the winning book and is an inventive retelling of Cinderella. Shirley won her first Kate Greenaway Medal in 1977 for 'Dogger', which is now an established classic. That she has secured the UK's most prestigious award almost three decades later, highlights the enduring quality and appeal of her work.

New Literary Phenomenon takes the CILIP Carnegie Medal

'A Gathering Light' by Jennifer Donnelly won this most prestigious award for children's writing. It is Jennifer's first novel for teenagers but the quality of writing and subject matter has made it very popular with adults. 'A Gathering Light' was inspired by an infamous murder case that gripped America in the early 1900's and has been described as 'the OJ Simpson case of its time'.

'A Gathering Time' has confirmed its wide appeal by being selected as one of Richard & Judy's six 'Summer Reads' on Channel 4.

ICT Issues & E Society

Discover Worcestershire's past...Tithe maps now on line

The Worcestershire Tithe Map Project, driven primarily by volunteers, has been investigating original Tithe maps, held by the County Record Office, for the past 12 years.

In the eighteenth and nineteenth centuries the English Landscape was changing. The surveys of the Tithe Commissioners have helped to document

this process through detailed maps. These maps provide a fascinating insight into the landscape of the day and offer clues, through place-names, to earlier settlement patterns.

The combination of the digital maps and database enables researchers to visualise early nineteenth century land-use, ownership and tenancy. Currently, 35 Tithe maps have been converted to digital coverage's. The project intends to complete all Tithe maps for Worcestershire in digital form and hopes to extend the Enclosure and Estate map coverage's in the near future. All of the completed maps will be published on the Web site in order to promote research, at all levels, into Worcestershire's past. More recently, 20 of the completed maps and apportionments have been published on the web site.

Please visit: www.worcestershiremaps.org.uk

New structure in Worcestershire Record Office

Worcestershire County Record Office is making some changes to their structure to strengthen their ability to meet the challenges of the 21st century. They have taken the opportunity to strengthen the coordination of heritage services. Further factors for these changes are the growth and importance of management of the current records, new legislation such as the Freedom of Information and Data Protection Act and the management of electronic records. They are also concerned to strengthen their capacity to deal with areas such as cataloguing which have suffered from the pressure and resources.

These factors have resulted in a new management structure. **Debbie Wilton** will be taking overall responsibility as Records and Information Services Manager. **Robin Whittaker** has a new post of Archives Manager, who is responsible for the use and care of historic records. **Malcolm Atkin** the County Archaeologist now has the role of Heritage Coordinator, to ensure that those heritage aspects of Records Services, Museums, Libraries, the Historic Environment and Archaeology Service are working together in a joined up way.

They will also be establishing two new posts of Senior Archive Assistants to deal with cataloguing and directly serving the public.

New Resource Centre: Emerald Management Xtra

Emerald Xtra is the largest, most comprehensive collection of peer-reviewed management journals and online support for librarians, faculty, researchers, teachers and deans.

Emerald Group Publishing Ltd has launched this for business school and university teachers, students, authors, researchers and librarians.

Research told Emerald that people working in academia need information that goes beyond articles on a database. Emerald Management Xtra emphasises the role of the library at the heart of the university or business school and provides access to unpublished research, conference updates, assistance with teaching and curriculum development and practical usage statistics.

It will be going live in December 2005. For an earlier online demonstration visit:

www.emeraldinsight.com/emx

Name Change for UKOLUG

With effect from 1 January 2005 UKOLUG will be known as UKeIG (UK Electronic Information Group.) The Management Committee agreed that the Group's focus had become the accessibility, use and management of, electronic information be it on the internet, in online databases, on CD-ROM or via corporate networks and intranets. It was thus recommended that the Group changed its name to reflect this.

www.ukolug.org.uk

Black Country Archives awarded over £400,000

The archive services of the four Black Country borough's of Dudley, Sandwell, Walsall and Wolverhampton have been awarded a Heritage Lottery Grant to increase access to their collections via outreach work.

The three year project, entitled '**Documenting the Workshop of the World**' will culminate in the launch of a single search point for four calm catalogues, via the DScovry software.

The project aims to open up access to the archive collections of the Black Country and encourage wider audience participation. Over the three years archives will be catalogued from a wide range of businesses ranging from the 17th – 20th centuries. Over 50 collections have been identified and prioritised and 10,000 photographs will be digitised from their image collections.

For more information about the project contact any of the following archivists:

Peter Evans, Wolverhampton. Tel: 01902 552485
Email: wolverhamptonarchives@dial.pipex.com

"By working together across the Black Country we will enable many more people with an interest in their heritage to see what is available to them in their local archive service." -

Peter Evans,
Wolverhampton
City Archivist.

Maureen Waldron, Sandwell. Tel: 0121 558 2561
Email: archives.service@sandwell.gov.uk
Ruth Vyse, Walsall. Tel: 01922 721153
Email: leathermuseum@walsall.gov.uk
Jenny Childs or Dianne Matthews, Dudley. Tel:
01384 8122770
Email: archives.pls@mbc.dudley.gov.uk

Workforce Development

Support for Voluntary and Community Sector

Futurebuilders is a £125 million government investment fund which provides a mix of grants, loans and capacity building (i.e. support, training and advice), to the voluntary and community sector in England. They want to help about 250 voluntary and community organisations to demonstrate they can deliver better public services to those who need them. The first funding 'window' is open between 5 July and 31 October.

For details please visit:

www.homeoffice.gov.uk/comrace

Collection & Stewardship

Museum Registration News

The news phase of museum registration will be formally launched on 17 November, under the new name of the Museum Accreditation Scheme. It is intended that the name change will better reflect the purpose and value of the scheme and will represent the first phase in a process aimed at giving the Standard a higher profile. All museums currently in the scheme will be sent invitations to reapply over the next 5 years, beginning in early December. Museums currently registered under the scheme, as well as those wishing to apply, will receive the new Standard guidelines at this time.

For further information about applying for the scheme and the assessment process, or for information on either applying or acting as a Curatorial Adviser, please contact: Paula Brikci, Standards & Stewardship Officer, MLA West Midlands, paula.brikci@mlawestmidlands.org.uk

For pre-application advice and support, from 4 October, please contact: Katerina Kremmida, Museum Accreditation Adviser, Birmingham Museum & Art Gallery. Tel: 0121 303 1675

Renaissance At Work (RAW)

Birmingham Museums and Art Gallery are offering a programme of collections care training as part of the Renaissance in the Regions

initiative. The training sessions are open to all who work in museums across the West Midlands and are free of charge. The programme begins with "Stop the Rot", an introduction to collections care, given by Simon Cane and Jane Thompson Webb, Birmingham Museum and Art Gallery.

For more information, or to book a place, please contact your Museum Development Officer / County Museum Officer or Jane Thompson Webb on

0121 303 4589 or Email:

Jane-Thompson-Webb@birmingham.gov.uk

Please see enclosed flyer for more details.

Compton Verney acquires 'Reynolds'

A rare portrait by 18th Century British artist Joshua Reynolds was sold to Compton Verney for £3.37m. Compton Verney gallery purchased the portrait of a merchant's wife called Mrs Baldwin at Sotheby's auction house.

The new art gallery has 8,000 works of art in its permanent collection and also runs a programme of temporary exhibitions and specially commissioned contemporary art.

Two New Educational Projects for Compton Verney

'Face to face' and 'Fame and Fortune' are two projects that are linked with the gallery's collections with the aim of encouraging children to engage with the work in an informative and enjoyable way.

Barclays are supporting the gallery's educational programme with a donation specifically given to initiate these two projects. Barclays is committed to playing a leading role in the community and their support is focused on five main

areas: education, people with disabilities, social inclusion, the environment and the arts. **Face to Face** is aimed at children aged 7-11 working at Key Stage 2 and is linked directly to the national curriculum in History and Art & Design. **Fame and Fortune** is aimed at children aged 8-12 and their parents, with the aim of exploring Compton Verney's portrait collection.

www.comptonverney.co.uk



Outcome of 2004's Museum and Gallery Month

This year's MGM took 'Travel and the Art of Travel' as its theme which coincided with the bicentenary of the steam engine. The response to the theme saw a rise of 132% in the number of visitors to Truro's Royal Cornwall Museum. As well as the adaptability of the theme, an increase in sponsorship and advertising clearly raised the profile of MGM 2004.

Plans are already afoot for MGM 2005, with the theme 'Objects of Desire: the art of collecting'. Some museums however, may choose to pursue themes relating to national celebrations, such as the 60th anniversary of the end of World War II.

For more information please visit:

www.may2005.org.uk

MLA West Midlands

MLA West Midlands welcomes Michael Cooke as our new Access & Learning Manager, from 6 September. Michael was previously the Senior Development Officer Access (and up until March '04, Learning) at NEMLAC. His previous experience includes being Director, Museums of History and Ethnography in Jamaica and teaching European & Caribbean Art.

Knowledge Team

Led by the Knowledge Team MLA West Midlands is about to undertake a major piece of data collection by updating *Fast Forward for 2004*.

This is a mapping exercise, undertaken in the region on a bi-annual basis since 1998, looking at information, services and collections held and undertaken by museums. This data, when published, is of invaluable use to individual museums, policy makers, funding bodies and regional agencies. We have already written to museums in the region asking them to take part and the exercise will begin in earnest before Christmas.

Sadly Steve Fuller, Project Manager of the **AWM Libraries Challenge** programme left us in September to work at the local Learning Skills Council in Worcester; we wish him all the best. Enquiries about the programme should be addressed to the Knowledge Development Manager, Simon Bennett.

We are also working in partnership with archives in the region to promote this years' Archives Awareness Campaign which builds upon the success of 2003 and will coincide with a major BBC series. We hope that you will be inspired, whether a museum, library or archive, to take part or go along to an event.

For further information about the Knowledge Team please contact: Simon Bennett, Knowledge Development Manager, Tel 0121 631 5821 or Email: simon.bennett@mlawestmidlands.org.uk

Learning & Access Team

MLA West Midlands has initiated planning for a programme of strategic development in response to the allocation of additional funding by the DCMS and DfES. The aim is to pursue educational work in the regions as part of the

government's cultural entitlement agenda. The programme, which will complement the work of the West Midlands Museums Hub Education Programme Development Plan, will enable the commissioning of strategic initiatives in the provision of museums and archives education for schools and school-aged children and comprises three strands of activity:

- **Baseline research, advocacy and strategic marketing**
- **Programme Development in rural centres**
- **Innovation demonstration projects in non-Hub urban areas.**

These activities will be supported by a Placement programme for Teachers, School Librarians and Museums Educators.

The development programme will build on the evidence provided by the previous MGEP programmes and the increasing application of the Inspiring Learning for All Framework which irrefutably demonstrates that museums, archives and libraries have the potential not only to provide valuable curriculum resources, but are also spaces which stimulate opportunities for creativity and learning experiences, beyond those which can be achieved in the classroom.

Contact: Michael Cooke - Access and Learning Development Manager. Tel 0121 631 5818

Email: michael.cooke@mlawestmidlands.org.uk

Disability Discrimination Act – lawful on 1 October 2004

The final phase of the DDA comes into force on 1 October 2004. Organisations, such as museums, libraries and archives are to make reasonable adjustments to physical features of buildings to ensure that they are accessible to disabled people.

Advise is at hand – DDA Help Surgeries

MLA West Midlands are planning six sub-regional DDA Help Surgeries for organisations that have concerns about whether they have implemented all the changes that are needed. Organisations who book will have a time slot allocated for one-to-one support and advice. The following dates in **October** are available to book:

7	- Worcs City Museum & Art Gallery	2pm - 5pm
13	- Hereford Museum & Art Gallery	10am – 1pm
15	- Dudley Central Library	10am – 12.30pm
15	- Staffordshire Archives	2.30pm – 5pm
28	- Telford Library	2pm – 5pm
29	- Warwick County Record Office	10am – 1pm

To book a place please contact Deanna Jackson
Tel: 0121 631 5809 or email:

deanna.jackson@mlawestmidlands.org.uk

Pay and Power Project

The project focuses on 18 collections relating to work and politics from the 12th – 20th centuries.

Please see enclosed flyer for more information about the project and one of its completed collections.

For further information contact Judith Karena, Project Manager. Tel: 0121 631 5827
email: judith.karena@mlawestmidlands.org.uk

BBC Peoples War project

The BBC has been commissioned by Culture Online (a dept of the DCMS) to increase access to digital technology amongst older people and to help them record their memories of the Second World War as part of the WW2 People's War online archive. **For more information on the project and its progress so far please see enclosed flyer.**

Museum Links with Africa

British Council is currently researching existing or potential links between cultural organisations in the UK with countries in sub-Saharan Africa.

They are principally interested in people and activities going to Africa but would also be interested to hear about incoming activity and links, (e.g. African professionals visiting the UK.) The purpose of the research is to strengthen the British Council's engagement with Africa by working with new partners. British Council and DCMS are each contributing £500,000 in support of British Museum's Africa programme. The catalyst for this was Tony Blair announcing that the money would be available at the launch of the African Galleries at the British Museum's 250th Anniversary Celebration.

Please send your information to Sheila Murray:
sheilamurray1@btopenworld.com

**MLA West Midlands would also like to hear from you for any examples of international working within our sector. These will be sent to MLA Council to build up a case study bank. Please send half a dozen lines of description to:
Kathy Gee, Chief Executive:
kathy.gee@mlawestmidlands.org.uk**

Rural Learning Campaign

The Rural Learning Campaign was set up last year to make learning initiatives accessible for people in rural areas. Due to the success of the events in Herefordshire, the campaign will now be holding six learning weekends at National Trust properties across Herefordshire, Worcestershire, and Shropshire.

Museums, libraries and archives are seen by the steering committee as key partners in delivering learning in rural areas and therefore funding will be available to enable their involvement.

Plans for this years campaign are underway and will be launched in museums, libraries and archives at an event in November, which will be advertised shortly.

MLA Council

New Appointment: External Relations Director

The Museums, Libraries and Archives Council (MLA) has appointed Louise de Winter as Director of External Relations. Louise was previously with Citigate Public Affairs, a lobby group which has worked extensively with MLA, advising government on policy and priorities for the sector. This new post is part of MLA's drive to increase public awareness of the value of its three sectors and to raise their profile with government and the media. It will be one of the roles and functions of the External Affairs director to anticipate public policy trends and thus position the MLA so that, not only is it best placed to respond to these trends, but that it can also adopt and maintain a strong leadership position on behalf of the three sectors, at the national and regional levels.

Public Art Collections enriched through Inheritance Tax Scheme

This year, 24 objects accepted under the *Acceptance In Lieu* scheme will be made available to the public, in many cases for the first time. They will be distributed to museums, libraries, and archives throughout the UK. The AIL scheme enables taxpayers to transfer works of art and important heritage objects into the public domain while paying tax. The total value of heritage objects and land saved for the nation is £21.7 million and tax of just under £15 million was satisfied. The Museums, Libraries and Archives Council (MLA), which advises the Government on which items should be accepted under the AIL scheme, has revealed for the first time which objects have been acquired during 2003/04.

Please visit: www.mla.gov.uk

Publications

Selections of Volunteering England publications are now available to download or print off on a pay to view basis. The publications available are:
For more details please visit:
www.volunteering.org.uk/publications

Copyright: interpreting the law for libraries, archives and information services.

Fourth Edition. – Graham P Cornish

A working guide for the practising LIS professional.
£24.95 (£19.96 to CILIP members).

The Past to be the Future for Children's Learning – Gladstone Pottery Museum working with local school pupils

Classrooms were swapped for design studios and clay workshops recently as Year 10 pupils from Berry Hill High School were set the challenge of designing a new two part ceramic mould to go into full production at Gladstone Pottery Museum.

As part of the project pupils watched demonstrations of the latest techniques in ceramic design by Chris Dean, a digital sculptor from Freeform Studios. Inspired by what they had seen of the city's ceramic heritage at the Gladstone Pottery Museum, the pupils went back to school to design functional and decorative items that they thought visitors might buy in the museum gift shop or that children would want to have a go at painting.

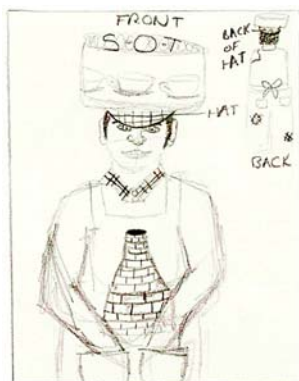


A panel of judges including designers and museum managers were then given the difficult job of choosing just one winning design for production. Eventually, after much deliberation, it was decided to combine elements of two designs with the same theme of a plater with a sagger on his head, each drawn by Natalie Allen and Gemma Arnold. The finished item can be used as either a pencil pot or a vase.

The next stage in the process was for the digital design to be made into a model by Sculpta Ceramics Modelling and then a working mould at the Hothouse Studios, around the corner from the museum.

The project, which has been funded by Staffordshire Partnership, has been designed to develop the pupils' skills in ceramic design and production and hopefully encourage more young people to consider a career in the pottery industry. Gladstone Pottery Museum is one of four museums known as the Stoke on Trent Museums, (The Potteries Museum & Art Gallery, Ford Green Hall, and Etruria Industrial Museum are the other three museums.)

"The brief for the project was quite complex as we were looking for something that was imaginative, reflected the history of the pottery industry, had lots of elements that could be painted and would be of commercial interest to our gift shop" said Sally Coleman, Branch Museums Manager. "The quality of the final work was extremely high, many of the pupils are talented artists. Natalie and Gemma are to be congratulated. We are as excited as they are about seeing the first example emerge from the mould."



Winning design by Emma Arnold



Winning design by Natalie Allen

**For more information on the project please contact:
Sally Coleman, Branch Museums Manager on 01782 319232.**

Events

One Day to Change the UK!

CSV Make a Difference Day – Sat 30 Oct 2004

A fantastic opportunity for libraries to attract new volunteers, gain publicity and build new partnerships.

For more information or to register please visit:

www.csv.org.uk/difference

By Children, For Children – Mon 15 Nov 2004

Bristol, 10.00 – 16.00

£60 (inc vat), lunch and refreshments.

The day will focus on action research undertaken by Curiosity & Imagination, the national network for children's hands-on learning. The seminar will look at techniques for harnessing the ideas and creativity of children, including the very young.

For a booking form please email:

Jayne.Springer@4Children.org.uk

Please visit: www.curiosityandimagination.org.uk

Essentials of Copyright Law and Marketing for Musuems £50 / £75 non-members

03 Dec 2004 – Manchester

25 Feb 2005 – Birmingham

Developed in close collaboration with the Museum Copyright Group this half day session unravels key components of the legal framework you need to develop a basic copyright strategy.

Essentials of Marketing for Museums

£50 / £75 non-members

03 Dec 2004 – Manchester

25 Feb 2005 – Birmingham

Developed in close collaboration with the Arts Marketing Association this half day session will help you develop a framework for better promotion of your museum.

For more information or to book please visit:

www.museumsassociation.org.uk

Email: info@museumsassociation.org.uk

Make an Exhibition of Yourself

04 Feb 2005 Exhibition & Awards Annual Ceremony

This prestigious event, by Birmingham Chamber of Commerce, combines the best elements of exhibiting and networking a workshop. A number of sponsorship and exhibits packages are available to help you showcase your business.

For more information please visit:

www.birmingham-chamber.com/events

Marketing and Audience Development

£110 15 Oct 2004 Mac, Birmingham

This course will provide you with the tools to market your work to local people in a realistic yet imaginative way. You will receive tips backed up with some theory and examples of successful practice.

Imagine the Real

£85 20 Oct 2004 Mac, Birmingham

This practical workshop will explore the role of the imagination in learning and how it can be applied with excluded pupils through the use of drama.

Connections and Discovery 25 Nov 2004

£65 Birmingham Museum & Art Gallery

Focusing in particular on black history and other cultural archives, teachers will be able to discover ways of using key museum collections for creative teaching and learning across the curriculum.

Design-Led Learning 24 Feb 2005

£65 Birmingham

Led by some of the region's leading architects the day will explore what makes a space creative, how consultation can lead to more inclusive school environments and how schools can develop design-led strategies and policies.

For more information please visit:

www.asliss.org.uk or Tel: 01743 243755

A large print version of this newsletter is available on request.

Are you involved in any projects, events, exhibitions, or have any interesting/success stories that you would like to have featured in our newsletter? If so, please send in your article of approximately 200 words and a photograph if available to: Julie Bedward, Information Assistant julie.bedward@mlawestmidlands.org.uk

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west midlands
the regional council
for museums libraries
and archives

Supported by

Museums, Libraries and
Archives Council

Glossary of Acronyms

AIL	Acceptance in lieu
ALISS	Artists & Learning Info Support Services
ASCEL	The Assoc of Senior Children's & Education Libraries
CILIP	Chartered Institute of Library and Information Professionals
CSV	Community Service Volunteers
DCMS	Department of Culture, Media & Sport
DfES	Department for Education and Skills
HLF	Heritage Lottery Fund
LIS	Library and Information Services
UKeLG	
UKOLG	UK Electronic Information Group

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