Chair’s Letter

New Year is always a time for reflection and thinking about what the future might hold and this year it’s especially significant being the start of a new decade. So in this issue of the Journal we have asked a range of people about how they see the challenges and opportunities that face museums and their friends.

The thoughtful responses can be found on pages 10-11. Our Royal Patron, the Duke of Gloucester has highlighted the value of volunteering for the sector and this is very timely as our 2020 annual conference in Dundee in October will be on the theme of volunteering. There is still time to contact us if you and your group might have something to contribute to the discussion. Volunteering can take many forms from behind the scenes collections care, to fundraising, to supporting events. And of course the work that committee members themselves contribute to keep the Friends show on the road. Information about how to suggest a contribution—which need not be a formal presentation can be found on page 9. Please talk to us even if your idea is quite tentative at this stage.

Thinking ahead we are also keen to hear from museums and their friends who might be willing to provide a venue for the October 2021 conference. If you are interested please get in touch and we will send you details of the information we will need from you to help us make a decision.

In this issue we have a special section about fundraising and we hope there will be something of interest to groups of all sizes.

Do keep your fundraising stories coming especially if you have advice or a case study that other BAFM members could benefit from hearing about.

Very best wishes for a very Happy and Friendly New Year, and for the success of the museum Friends’ movement in the new decade

Alex Walker
Chair, BAFM
The Future Role of Friends’ Groups

The meeting was hosted by Friends of Norwich Museums in August. Chair, Chris Sanham, welcomed the group and spoke of common difficulties for groups in recruiting younger committee members in order to continue functioning and supporting their museum.

The first speaker Dr Robin Hanley, Assistant Head of Norfolk Museums Service suggested that Friends are an enormous asset and vital to many museums – not only in financial terms but also in contributing to museums’ targets for strong communities, promoting health and wellbeing and social activities. This is borne out by statistics from Heritage Alliance. From a museum perspective he advised friends should not try to replicate the work of others, not try to influence museum acquisitions and of course, be friendly!

He explored how museums and friends can attract a different demographic, and suggested that many museums are broadening their approach, removing barriers and being alert to new opportunities and ways of working. Some friends groups are concerned about the potential decline in membership. He advised that we should consider how the changes in how social time is spent can be addressed; how we raise awareness and use a variety of ways to get people involved including social media and social events.

The second speaker was Dr Tim Pestell, Curator of Archaeology, who described the transformational project underway at the museum. Friends made the largest ever donation of £35,000 towards a NLHF funded commission of a new 18m long tapestry. He also explained that nationally important acquisitions such as the Wingfarthing Pendant with a value of £154,000 would be impossible without financial contributions from Friends.

After lunch there was a session hearing news and issues from each delegate. These included attracting younger members, problems and advantages of new technology, and seeking legacies.

The day was rounded off by a tour of Strangers Hall, wonderfully hosted by friendly and very knowledgeable volunteers – and including tea and biscuits to finish.

‘Deck the Hall’ Newsletter Award Presentation

It was my pleasure to visit Oakwell Hall, in Batley, to present the Friends with their award for ‘Best Newsletter of the Year for groups under 250 members’. Most of the awards were presented at the conference in Reading but unfortunately, the group at Oakwell were unable to attend. So on a crisp, bright day in December, I made my way to Oakwell Hall, an impressive building with links to the Bronte sisters. The building is presented as a typical 17th century small manor house, although its origins lie in the middle ages.

On arrival, I heard music coming from the main hall; an early music ensemble, ‘The Leeds Waits’ were performing to a full audience. Within minutes, I had volunteered to take part in a traditional Mummers Play, performing as The Turkish Knight, challenged by St George to a swordfight. The entrance of the figure of Yule spread peace and harmony to all. This was my cue to make a presentation to Nigel and Lesley Hudson, the editors of the newsletters. Following that, Roger Knights, Chair of The Friends of Oakwell Hall and Park took a number of guests on a guided tour of the Hall, with the tale of the resident ghost being a highlight!

May I thank the group for their warm welcome and the stimulating entertainment. Oakwell Hall and Country Park is an interesting place to visit which I hope to see more of as they develop a full programme of events for 2020.

Dave Adgar
Regional Co-Ordinator, Yorkshire
Report from South East Regional Day

Friends Supporting Museums (Without Interfering)

Trevor Sturgess, of Maidstone Museums’ Foundation, gives a personal report on an enlightening and thought-provoking day held at Maidstone Museum in September.

Friends’ groups have to tread a diplomatic line with the museum they support. It is not our role to interfere in the work of museum professionals. Yet a low-key approach can undervalue the role of friends who, in an era of threat to museums, should be the conscience, defender, supporter, fundraiser, sounding board and flag-waver for their museum. This was illustrated by three positive case studies.

TUNBRIDGE WELLS - FRIENDS RAISE FUNDS FOR PRECIOUS GOWN

Anne Stobo, chair of the Friends of Tunbridge Wells Museum highlighted the support the Friends gave towards the conservation of a gown believed to have been worn at the court of George III. The precious garment had been in need of tender loving care to address watermarks, tarnished metal lace, creased cuffs and discoloured lining. “It was in a bit of a state,” admitted Anne.

She approached the V&A for advice. Staff were immediately interested and invited friends to their conservation department. The group obtained quotes for the conservation, which cost £7,000. To help fund it the friends launched a fundraising scheme, selling greetings cards, approaching potential donors and arranging “A Day at the Wells,” partnership between the Friends, museum and local authority.

FRIENDS PLAY KEY ROLE IN FOLKESTONE MUSEUM REVIVAL

Folkestone Museum’s origins date from 1857, when celebrated geologist Samuel Joseph Mackie sold his fossil collection. It has had a chequered history, including being de-registered in 2007 provoking a public outcry. However it has undergone a revival since Folkestone Town Council submitted a successful bid to the National Lottery Heritage Fund for a grant to buy the old Town Hall and refurbish the museum. In 2017 it re-opened, restored to its former glory. The collection, which had been in the care of Kent County Council, was transferred back to Folkestone Town Council and the museum gained accreditation in 2018.

The Friends group was established, with volunteers approaching BAFM for advice. They undertake all the supportive fundraising and promotional roles of a model friends group and also arrange walks, talks and summer visits. Angela Conyers, Chair of the Friends of Folkestone Museum. “We act as a sounding board for staff ideas. But we remember we’re supporting the museum, not running it.”

The group is celebrating prominent Folkestone alumni like William Harvey, HG Wells, Charles Dickens, Samuel Plimsoll and Hattie Jacques. The Friends were considering opening a museum shop. The group has achieved much in a short time and is greatly appreciated by the local authority.

ROCHESTER FRIENDS OFFER GREAT EXPECTATIONS

The museum was founded in 1897, in honour of Queen Victoria’s diamond jubilee and moved into the Guildhall in 1979. It is one of the finest civic buildings in Kent, dating from 1687 and features elegant plaster ceilings and an 18th century weather vane.

Larraine Hand, secretary and event organiser of the Friends of Guildhall Museum, Rochester has a special attachment to the museum as it was the setting for her wedding. She spoke of the museum as a “treasure trove of Medway history.” Exhibits include a full-size reconstruction of part of a Medway prison hulk; a wide range of artefacts from Darenth Roman villa; and the most complete set of 18th-century cabinet maker’s tools in the world. The friends are developing social media and a website, organising quiz nights, behind-the-scenes tours, tea dances and hosting visits by groups, including the inspirational Vision Signing Choir. “We see ourselves as a community support network,” Larraine added.

2020 marks the 150th anniversary of the death of local author Charles Dickens and the friends are supporting the opening of a new gallery. The Friends are also hosting next year’s BAFM Regional Day and we look forward to that special occasion.

One of the valuable features of BAFM Regional Days is the opportunity to share experience and learn from other groups. During our discussions Mike Evans spoke about MMF’s Student Museum Ambassadors in local schools, supporting their involvement and welcoming them to board meetings. The MMF board has a trustee with special responsibility for education links. Delegates also heard about the BAFM website development and further news from Friends’ groups. The day ended with a guided tour of the Japanese gallery.

L-R; Mike Evans, BAFM; Angela Conyers, Anne Stobo and Larraine Hand at Maidstone Museum
BAFM Annual Conference 2019

Conference 2019 Round-up
A delegate’s eye view

The BAFM National Conference and AGM was held on 12 - 13 October 2019, at Reading Museum & Town Hall. The conference title was Museum Friends & Community Engagement: Challenge and Opportunity. Thanks to the Friends of Reading Museum (FoRM) and Kate Kuhn, BAFM Conference Coordinator for running a splendid event.

Delegates arriving early on the Friday afternoon were able to take advantage of a guided walk around the ruins of Reading Abbey. A large grant had enabled the huge remaining walls to be conserved so that visitors could safely walk around the site. The abbey was established between the Kennet and the Thames by Henry I in 1121 and became one of the largest and wealthiest in England.

The conference was opened by the Mayor of Reading, Councillor Paul Woodward, BAFM President Dame Rosemary Butler DBE, the Chair of the FoRM Ann Middleton, and Manager of Reading Museum Matthew Williams.

Matt Rodda, MP for East Reading and Fiona Talbott, Head of museums, libraries and archives at National Lottery Heritage Fund gave fascinating and thought-provoking keynote addresses. Matt Rodda understands the value of heritage and culture for communities and for local tourism strategies. He is actively campaigning to save Reading Gaol, where Oscar Wilde was imprisoned, and repurposing it as an arts hub.

Fiona Talbott spoke of the new NLHF strategy. See page 12. She spoke of small grants to support the development of resilient organisations that may be of relevance to some friends groups.

A benefit of conference is sharing issues with other delegates and recognising that your problems are neither unique nor insolvable. There are stalls to visit, brochures to browse through and contacts to be made. Conference is a wonderful source of ideas to steal and take back to colleagues!

In the afternoon session, Eckhard Kranz, President of the Friends of Düsseldorf Museum and Dr Susanne Anna, Director of the Museum (shown right with Ann Middleton) gave challenging presentations on a participative approach to museums. Dr Anna spoke of her desire to include everyone. This involved radical re-structuring but she allowed community members to choose and accession objects, handle the collections, decide on displays, carry them out – even build cases and display areas. She had carpenters, electricians, designers and anyone who wanted to help. Their approach was clearly well thought through in its planning and implementation.

Annette Howarth from the Friends of the University of Reading provided insight into the use of IT to engage a younger audience. Annette, formerly Director of the Museum of English Rural Life founded RG Spaces, a small charity working with other organisations to enhance cultural and heritage spaces (both real and virtual) in the Reading area. See rgspaces.org.uk

Freelance cultural consultant Neena Sohal spoke about Arts Asia, a collaboration with Reading Museum that engages people from the Asian community, exploring their rich cultural heritage. One project focussed on Asian inspired architectural gems including the Maharajah’s Well in Stoke Row and the Shah Jahan Mosque in Woking. Participants co-curated an exhibition, film and podcasts.

At the AGM Norah Dunbar was appointed as a new Vice President of BAFM. As a past Chair and International Representative, and longterm supporter of the friends’ movement she is a worthy appointee.

Holiday Donaldson was presented with the Robert Logan award for her Family Mission D-Day project at Imperial War Museums. A report of the project will appear in our next issue.

Ramsay Ross
Friends of Rutland County Museum and Oakham Castle
Helen Montague-Smith
Friends of Trowbridge Museum
Volunteers ensure smooth running of the conference

As I write this, the Friends of Reading Museum (FoRM) are returning to normal life after a very busy eighteen months preparing for the BAFM National Conference.

Looking forward to next year’s conference in Dundee, on the theme of volunteering, we would like to highlight the key part played by FoRM members who volunteered to help out at the conference. Dressed distinctively in turquoise with lanyards of the same colour they were immediately recognisable to delegates and speakers. Their roles included making up conference packs, registering delegates, meeting and greeting and guiding delegates between the conference venues.

They learned a lot about the interests and enthusiasms of BAFM member organisations and their museums. The volunteers also provided the organising committee with a welcome injection of enthusiasm, new ideas and practical proposals.


Evelyn Williams
Friends of Reading Museum

What Delegates Said

“Neena’s presentation was a great example of how to use Friends, what to use them for and how the project was carried out.”

“Dr Anna (Düsseldorf) was lovely and amazing – great personality. Very interesting to hear how she runs her museum!”

“New ideas about involving new people in what we do.”

“Case Studies were very useful. Good to hear how things were done rather than just theory.”

“Case Studies were very useful. Good to hear how things were done rather than just theory.”

“I came to represent my museum and to see how we can ensure our friends’ group continues to grow stronger in the future. And to rekindle my relationship with BAFM.”

“Best presentations for me are those that prompt me to make notes of points:
-to investigate further
-of things that might inspire action by us
-of things to share with my members.”

Taken from feedback survey forms
Pushing Paper with the Reading Urban Sketchers

At the BAFM National Conference 2019 in Reading we were delighted to have with us the local branch of Urban Sketchers, an international non-profit organisation dedicated to fostering a global community of artists who practice on-location drawing. Their mission is to connect people through drawing and to highlight the artistic, storytelling and educational value of drawing. Founded in 2007 by Seattle-based journalist and illustrator Gabriel Campanario, the Urban Sketchers now has groups on every continent.

Mohan Banerji, Huma Jehan and Nicola Schofield from Reading Urban Sketchers joined us at the conference and sketched scenes from the day with a talent and creativity that inspired me. Their quick, seemingly effortless drawings captured speakers, delegates and the beautifully ornate conference room. In the true spirit of the Urban Sketchers’ manifesto, paper and pencils were also provided to all delegates so they too could take part and create their own memories of the day. So I did. I can’t say the results were quite as beautiful as Mohan’s or Huma’s, but the process of simply looking, observing, and moving the pencil across the paper was utterly enjoyable.

Over lunch, delegates were encouraged to join the ‘throw down’ and display their drawings side by side. The result was fantastic. Different styles and techniques had emerged. Some drawings were architectural in nature, some focussed on bodies and faces, some were colourful, some monochrome. The entire process had a lasting impact on me. For the remainder of the autumn I sketched a little every night in a notebook, much to the frustration of my partner who was subjected to cries of “stop moving” every five minutes. Drawing makes you pay attention, makes you look carefully and makes you think. That can’t be a bad thing.

I would encourage you to give drawing a go. Or at the very least, visit the Urban Sketchers website at www.urbansketchers.org or follow them on Twitter @rdgsketchers for some inspiration. And enjoy these examples from the Conference.

Charlotte Spink
BAFM Regional Coordinator North-east.
Dundee
9 – 11 October 2020

Alistair Scott, who will welcome delegates on behalf of Friends of Dundee Heritage Trust, explains why you should visit this museum-rich city.

The Friends of Dundee Heritage Trust was established over 30 years ago. We are a group of around 170 enthusiasts and volunteers who wish to promote Dundee’s industrial and maritime heritage. We support two 5-Star-rated independent museums in Dundee - Discovery Point/RRS Discovery and the Verdant Works (Jute museum), that have constantly featured as the top places to visit in the city.

Until recently, Dundee has not been considered as a tourist or visitor destination but since the opening of the V&A Dundee – Scotland’s Design Museum - in 2017, the city has seen a huge uplift in visitors from all parts of the UK, Europe and around the globe. The many cultural activities in Dundee are now being widely recognised and it has become a must visit city. This has benefited Discovery Point and Verdant Works, which for the first time in many years, have topped the 100,000 annual visitor mark, giving museum staff and friends a boost and making them even more proud of their city and museums.

We now have to build on this to ensure that we give our visitors a worthy and enjoyable experience that will encourage others to come in the future - thereby ensuring that our visitor numbers continue to grow. We will need to regularly refresh our exhibitions and the stories we tell, as well as develop new galleries to reflect current topics and interests, such as climate change. Friends and volunteers across the two museums will continue to be a vital cog that keeps them popular, as demonstrated by the many positive reviews on TripAdvisor, and help to ensure revenues keep pace with operational demands and cost pressures. The need for the support of a Friends group is as great as ever.

In 2014 Dundee was recognised by UNESCO as the UK’s first (and so far only) City of Design. As such it is building connections with many prestigious cities around the world and becoming better known. In turn, this should generate more visitors to experience the city’s varied cultural offerings. One city, many Discoveries!

9 – 11 October 2020
Save the date for this exciting event!
Programme and booking details will be included in the next Journal and on the BAFM website from June.
Rural Museums: the Dundee Connection

The 2020 conference will be hosted at Discovery Point, the home of RRS Discovery, Robert Falcon Scott’s magnificent Antarctic exploration vessel.

At the BAFM National Conference 2019 in Reading, I was pleased to visit the Museum of English Rural Life. Chatting to the folk at the front desk, one gentleman told me that, through an uncle, he was related to Ernest Shackleton! “You should come to the BAFM National Conference 2020 in Dundee, then” I said. “I have been thinking of doing exactly that for a while now” he replied.

A few weeks later I was having lunch with May, the Secretary of the Friends of Summerlee Museum of Scottish Industrial Life in East Kilbride. I told her about my conversation at MERL. May’s husband looked thoughtful. “Shackleton”, he said wistfully, “is a life-long interest of mine, a hobby, I have most of the books written about him”. You should come to Dundee, then, I said. He smiled and nodded.

It is often through informal meetings like these that we make the most valuable connections. The power of friends groups to connect people from places far and wide never ceases to astonish me. That is why I look forward so much to BAFM National Conference. It’s a chance to forge new relationships and find out what’s going on in the great ‘out there’. I look forward to seeing you in Dundee in October.

To find out more about Friends of Summerlee Museum of Scottish Industrial Life, visit www.culturenl.co.uk

John Rosenfield
Co-ordinator Scotland

How can I get involved?

The theme of our 2020 conference is volunteering. If you or your Friends group would like to be part of the conference programme please contact us to discuss your ideas.

We would like to hear about interesting volunteering projects that could be included as case studies. We would also like to know of any new research or evaluation you or the museum you support may have carried out. What could other Friends learn from your experience?

We are looking for examples from all sizes and types of group. Your project may be entirely self managed, or may be a project managed by a museum professional. It could be a short term project or a long-running programme. It might involve a few individuals or a large team. We know Friends across the country are involved in a wide variety of voluntary activities including the committee that run friends groups themselves and would like the conference programme to reflect this.

If you have a story to inspire our delegates we would like to hear from you as soon as possible for initial discussion. Contact: chair@bafm.co.uk
Reflections on a new decade

As we move into the 2020s we asked people what they saw as the challenges and opportunities for the new decade and their keyword for what the new decade might mean for museums and their friends.

We are fortunate to have so many wonderful museums in this country which show the history of the local area or specialise in archaeology, art, social history, military history or industrial history. All of these museums give the public an opportunity to see what people have collected over the years to demonstrate the cultural history of their many communities. These museums can seldom flourish without the support of volunteers, the unsung heroes, who work tirelessly behind the scenes to support their local museums and who share their enormous knowledge and enthusiasm with those who choose to come in through the door whether it be to experience what each different museum has to offer, as education, entertainment or even shelter from the weather!

Volunteers make up the public face of their museums and as Patron of the British Association of Friends of Museums, I am delighted and proud to hear all that you achieve individually and collectively, and very much hope that you will continue to support your local museums in the years to come.

**Keyword – VOLUNTEERS**

HRH The Duke of Gloucester, KG, GCVO, GCStJ

In common with cultural institutions around the world, Australia’s museums, libraries and archives, historic sites, science centres, botanic gardens and arboreta have relied heavily on Friends and volunteers to maintain their collections, assist in conducting public programmes, raise funds, and advocate for their institutions to government and the private sector. Without the massive injection of labour and funds from volunteers, these institutions, which have faced stringent budgetary pressures from government, would have been diminished in terms of their capacity to build collections and provide engaging visitor experiences. Friends and volunteers make a real difference.

**Keyword – RESPECT**

Carolyn Forster
President World Federation of Friends of museums

From the credit crunch to Brexit, there can be no doubt that the past decade has been an unsettling one. The heritage sector has faced huge challenges and, in many cases, significant financial hardship. Despite this, the passion and enthusiasm of those who work in the sector, both paid and unpaid, has rarely dwindled. As we look to the promise of a new decade, it is this light that burns the brightest. For, by working together, our employees and volunteers can not only ensure the sector survives but that it thrives.

**Keyword – PEOPLE**

Matthew Hick
Head of Volunteering, Science Museum Group, Chair of the Heritage Volunteering Group

As we enter a new era of acceptance and visibility in society, I would hope that museums in the 2020s begin to transform into centres of representation. Museums already push for the visibility of minorities. But there are so many aspects of the human condition and we are not part of just one community. The challenge for the future is for museums to reshape and encourage this representation. It is not enough anymore to simply accommodate. Museums need to be global platforms that celebrate different communities and are self-critical in their approach to the past.

**Keyword – REPRESENTATION**

Olivia Collier
International Student
MA, Cultural Heritage Management
It is so encouraging to see young people aspiring to work in museums. However, I fear continued cuts to the arts and heritage sector will make it harder and harder for young people to get their start in the industry. Part time and fixed term contracts are a huge challenge to the sector, and the emphasis on volunteering and internships in order to climb the ladder is pricing out future talent across the country. So I ask, what role can Friends play in supporting aspiring museum professionals? **Keyword - UNCERTAINTY**

**Jasmine Farram**  
Youth Ambassador, BAFM  
Project Co-ordinator, V&A

Dundee has seen an exciting decade of change and improvement receiving UNESCO city of design status and welcoming the V&A Dundee. The McManus, Dundee’s Art Gallery and Museum, underwent full refurbishment celebrating its 150th anniversary as Dundee’s best loved building ‘The People’s Museum’. We are acutely aware of the challenges that lie ahead for the city and across the country but are confident that The McManus and our supporters’ group can continue to play a vital part in the cultural regeneration of the city and in contributing to the quality of life of the people we engage with. **Keyword – CONFIDENCE**

**Billy Gartley**  
Head of Cultural Services, Leisure and Culture Dundee

I think museums will become more active on social media. Younger generations favour experiences over activities so marketing will have to adapt. For something to be marketed as an experience, technology will be helpful as it allows museums to share unique artefacts and experiences more widely. Can you imagine increasing your visitors through a single post on Instagram? Interactive experiences would benefit both visitors and museums themselves. Through educational virtual reality (VR) interactions and events, people can become more aware of the museum offer. VR, while expensive, can attract audiences which have been perceived as unreachable. We are living in the virtual world - time to reap the benefits. **Keyword - TECHNOLOGY**

**Hannah Foster-Short**  
Volunteer (age 14) at the Oriental Museum, Durham University

V&A Dundee is a new museum, opened in September 2018 so most of the last decade was spent designing, developing and building the museum – including building our audiences ahead of opening. In 2020 we will be taking time to reflect on what has been a whirlwind opening year; to celebrate our successes and learn from our early months of operation. For the decade ahead, we hope for continued support of the cultural sector and to be able to build on what we have achieved and continue to provide access to design for everyone. **Keyword – PROGRESS**

**Ailsa Purdie**  
Development Coordinator, V&A Dundee

The last decade has seen a huge step change in how museums approach work with children, young people, and families with venues moving these groups from the periphery to the heart of their work. Kids in Museums has been a vital part of this change and this year we celebrate two big milestones: 10 years of Takeover Day and our 15th Family Friendly Museum Award. I hope to see more museums working collaboratively with young people in the year and decade ahead, tackling some of the key issues society faces around climate change, mental health and wellbeing. **Keyword - CO-CREATION**

**Emma Chaplin, Chief Executive, Association of Independent Museums**
Fundraising for Friends

Friends of Trowbridge Museum present a cheque at a Town Council meeting in 2018. From left to right; Jayne Tetik, treasurer; Helen Montague-Smith, chair; Kevin Hartley, vice chair; Clare Lyall, curator.

Introduction

As government funding falls museums are increasingly having to look for alternative sources of income to fill the gap. Friends of museums engage in fundraising through a variety of means and BAFM research shows that our member groups contribute about £2M to the sector in financial contributions each year, often providing valuable match funds and demonstration of public support to enable the museum attract addition funding from elsewhere. In addition some funders including National Lottery Heritage Fund accept the value of voluntary work as part of the in kind matched funds towards grants.

Fundraising may seem daunting if you have not done much before or you may want to move your efforts onto a new level, perhaps to fill a funding gap as the museum’s resources are reduced or to meet a new challenge such as supporting a capital development or a new acquisition or service. Friends groups should work closely with their museum to ensure that their support is directed in the most effective way.

No matter what scale or purpose there is plenty of good advice available and examples of work carried out by fellow BAFM members. We have heard of examples of friends fundraising ranging from the quirky - knitting woollen mice for sale at Trowbridge - to being a vital part of major multi-faceted campaigns as at Maidstone. We will return to this topic in future so if you have advice or a fundraising story of your own to share do please contact us.

Alex Walker
Chair, BAFM

National Lottery Heritage Fund

In 2019 the NLHF published its five year strategy to 2024 with its vision of “Inspiring, leading and resourcing the UK’s heritage to create positive and lasting change for people and communities, now and in the future”

One of the changes that have been introduced is that more of the decision making about awards will be made in the regions where the applications originate. Projects up to £5M, or about 80% of the funds to be allocated, will be assessed locally.

Funded projects must show how they can help achieve NLHF’s mandatory outcome that a wider range of people will be involved with heritage and, depending on the type and scale of the project, other outcomes from a list of nine.

NLHF provides plenty of advice about making applications including a range of good-practice guidance to help you plan and deliver your heritage project. It is worth spending time exploring the help and resources section of the website. They also run advice workshops around the country that are advertised on the website.

Museums, libraries and archives have been major recipients of funding, receiving about 29% of the funds dispersed to date. Although the multi-million pound awards attract most publicity there are five levels of awards available with the lowest for projects between £3,000 - £10,000 which may be of interest to friends groups. At the other end of the scale are the large grants and here again friends may be involved as partners in a fundraising campaign with their museum. An example of this approach can be found in the report from Maidstone of their ambitious new fundraising campaign.

“Over the last 25 years NLHF has been the largest dedicated grant funder of the UK’s heritage, making “a lasting difference for heritage and people”. We have driven a progressive and inclusive approach, enabling organisations to transform their heritage offer to the public and allowing a much wider range of people to take part in heritage activities.”

National Lottery Heritage Fund, 2019

www.heritagefund.org.uk
Contactless Giving

‘Cultural organisations and cities should make it easier for people to give more by offering contactless giving, to improve donor experience and increase donations.’

Core Cities UK, Cultural Cities Enquiry, 2019

Funds from private donations are still resilient and continue to provide support to museums. In this extract from a report written for the Harris Museum, Art Gallery and Library Preston, Charlotte Cullen makes the case for making donating easier using new contactless payment technology.

The use of cash is in decline, with the increase in card payments and the convenience of contactless payments on the rise. The retail sector is leading the way but the not-for-profit sector needs to catch up on consumer trends. Core Cities UK, who influence government policy, noted in their Cultural Cities Enquiry that “3 in 4 charities don’t offer contactless donations, so are already missing potential income, which is valued to be £80m missed income a year. In addition, 2 in 3 adults carry less than £10 in cash.”

As visitors are likely to be carrying less cash, enabling contactless payments can help achieve fundraising goals. Various charities and cultural institutions are starting to explore new ways to facilitate this. In 2015, the Natural History Museum, London, installed contactless donation boxes throughout their galleries and entrance areas. The museum found that there were significant factors that influenced the public’s choice to support the museum’s fundraising efforts. Firstly, it needed to be clear and to the point about its fundraising goals, making sure that everyone understood why fundraising is vital to delivering the museum’s services. Secondly, the museum team was instrumental in encouraging donations, by requesting them straight after visitors had received the service. This meant the experience was linked to the act of donating. Thirdly, the museum removed barriers linked to donating money by providing contactless donation boxes alongside the traditional cash donation boxes. Overall the museum increased their donations by 64%.

National Museums Liverpool are also using contactless donations and have found that contactless giving was 70% cheaper to administer than cash donations. Chester Cathedral installed contactless boxes set to a suggested £4 donation which generates approx. £400-£800 a month.

The National Museum of Scotland are now encouraging contactless donations. They saw the potential of this new digital technology to make the act of giving much easier, but to also make the process of giving rewarding through interactive digital displays incorporated into the contactless kiosks. Digital screens feature video clips of the museum’s curators waving and signalling to passing visitors. Once someone donates, a “thank you” message appears and the screen changes to reveal the curators’ favourite objects from the featured exhibition. At the end, a totalizer screen appears and shows the donor the progress made towards the campaign target. The museum’s budget for creating this was £5,000. Before they created the personalised kiosks, the museum ran design workshops with staff members who had observed visitor behaviour in order to create the right message for the target audience.

Like the traditional and popular spinning coin donation boxes, the experience of making a contactless payment should provide donors with a reward that makes an emotional connection to the museum and its cause. It needs to persuade visitors to engage in a transactional process, make donating quick and easy and reward the donors for their time, effort and contribution. When considering establishing contactless giving, trial a device in a high traffic area such as the main entrance or next to a current donation box to test to see if visitors understand the ask and use of the terminal.

If museums or their friends can encourage visitors to give via contactless donations, they can avoid a decline in cash donations. If the friends group is a charity currently Gift Aid of 25% can be claimed on contactless payments under the small donations scheme, where the individual donations are of £30 or less. Currently, claiming Gift Aid on contactless donations under the scheme is capped at £8,000 per year.

Charlotte Cullen

The key points to consider when establishing contactless giving are the following:

- Attract the visitors’ attention
- Make transaction as frictionless as possible
- Create a natural “ask”
- Provide an experience

Does your raffle need to be registered?

A raffle is a form of lottery and as such comes with some restrictions. But do not fear! Most small raffles of the type Friends might want to hold do not need need to be registered. Examples include raffles run during the course of an event, or that are restricted to members of a group or club, who live or work at the same place or are restricted to customers of a business. There are limitations to how these raffles can be run. Prizes for incidental raffles held as part of an event must not have more than £500 spent on prizes for example.

For detailed advice the Gambling Commission publishes two leaflet that can be downloaded from its website. Running a Lottery, including raffles, tombolas, sweepstakes and more and Organising small lotteries.

www.gamblingcommission.gov.uk
Useful sources of fundraising information

Association of Independent Museums
AIM produces an excellent range of advice leaflets and has recently updated its Quick Guide – Donation Boxes in Museums which is essential reading if you want to maximize the income from collection boxes. It provides insight into the factors which influence if visitors give cash – and how much. They also publish Successful Fundraising at Museums, and guides to running shops and cafes at small museums.

www.aim-museums.co.uk

Charity Commission
The Charity Commission website provides a wealth of information on its website including Charity Fundraising: a Guide for Trustee Duties and Taking responsibility for your charity’s fundraising: a checklist for trustees.

www.gov.uk/government/organisations/charity-commission

Heritage Funding Directory
The Heritage Funding Directory is a partnership project from The Heritage Alliance and the Architectural Heritage Fund supported by the Historic Houses Foundation. It is a free easy to use source of information about hundreds of funders and is a vital tool for anyone undertaking UK heritage projects.

www.heritagefundingdirectoryuk.org

Institute of Fundraising
The Institute of Fundraising is a professional membership organisation for fundraisers. Its website is a useful source of information about fundraising and includes a free downloadable guide, Trustees and Fundraising - A Practical Guide.

www.institute-of-fundraising.org.uk

Fundraising Regulator
The Fundraising Regulator is the independent regulator of all fundraising carried out by or on behalf of charitable, philanthropic and benevolent organisations in England, Wales and Northern Ireland, and in Scotland if carried out by charities registered in those countries. Its very useful UK-wide Code of Fundraising Practice can be downloaded from the website. It also investigates complaints if these cannot be resolved by the charities themselves. Charities can register voluntarily with the FR for an annual fee (currently £50 for most small charities) and commit to abide by the Code to ensure their fundraising practice is legal, open, honest and respectful. This enables them to display the respected Fundraising Regulator badge.

www.fundraisingregulator.org.uk

Small Charity Week
This annual event run by the Foundation for Social Improvement celebrates and raises awareness of the essential work of the UK’s small charity sector that makes an invaluable contribution to the lives of individuals, communities and causes. Groups can use the high profile created by Small Charity Week and register their own fundraising event to run during the week in June which will be promoted on the Small Charity Week website.

www.smallcharityweek.com

BAFM Website & Journal
Alan Swerdlow produced a very helpful guide in 2017 that will be updated during 2020 to reflect changes to the Gift Aid scheme. It remains a useful starting point for Friends groups and can be found on our website.

Our Journal includes success stories from groups around the country that we hope you find inspiring. We are always on the look out for new examples that fellow member groups could learn from. If you have a case study for a future issue do let us know. Share your ideas, experiences and top tips!

www.bafm.co.uk
Friends support major fundraising campaign for museum transformation

Maidstone Museums’ Foundation (MMF) is embarking on a campaign to raise £630k over the next 2 years.

MMF is working on a joint campaign with the museum (pictured top left) and Maidstone Borough Council to achieve this ambitious target to supplement the £350,000 already pledged by the Council to match a bid of £3.9M to the National Lottery Heritage Fund (NLHF). If successful a £4.9M project will go ahead that will transform the museum.

An Advisory Board has been set up which includes the Museum Director, Economic Regeneration Manager, two MMF Trustees and two MBC Councillors. A fundraising strategy has been written for the project that identifies distinct types of funding streams and allocates lead responsibility for each. The Museum Director, Victoria Barlow, has led the application to NLHF and will continue to lead on that relationship.

MMF has a vital role to play in raising the match funds through an orchestrated campaign. Sir Robert Worcester, President of MMF, has agreed to be the project champion lending his name and occasional use of his home, Allington Castle, for fundraising events. Mike Evans, MMF Vice Chair (and BAFM Vice Chair) will lead on applications to trusts and foundations. In this category the partnership between the Council and MMF is particularly valuable as some foundations will only fund charities (which MMF is) whereas others will only accept applications from the Council as owner of the museum.

The team will also target corporate donors especially from Kent based businesses, appealing to their Corporate Social Responsibility policies and holding targeted events to promote the project and win their support. It is recognised that cultural regeneration makes a contribution towards the economic health of an area and the relationship between cultural attractions and business is beneficial to both. Mark Baker, MMF Chair, is leading on this.

MMF Trustee Paul Harper will lead on attracting donations from individuals, promoting the project in communities, on site in the museum and through local media and events. The team will also look into the opportunities of raising money through social media appeals. The team has also allocated responsibility for publicity and marketing, producing campaign literature, financial monitoring.

A major campaign of this nature relies on close partnership working and careful planning and it is inspiring to see these in action at Maidstone. We shall keep you updated and wish the project every success.

The Victorian Tea Room Project

Lancaster Judges’ Lodgings reopened in April 2019. Setting up a café was discussed but it was felt that it was not a practical proposition at this stage. One of the friends suggested opening a Victorian Tea Room one Saturday each month, embellishing the tables with vintage tablecloths and china, with friends contributing their time and baking for the teas. Several friends donated or lent vintage china tea sets, so that we were able to lay up five or six tables at a time. It all looked immensely pretty – that is before the visitors came and moved things around! Costumed volunteers served, and friends who couldn’t face the thought of being on the front line performed the essential tasks of washing and drying the bone china cups and saucers.

The cakes and bakes were donated, although volunteer bakers could ask for the cost of their ingredients so as not to be out of pocket. We did our best to comply with health and allergy issues, by listing the ingredients while indicating that we couldn’t guarantee that there were no allergenic substances in our individual kitchens. In addition to standard cakes we offered gluten free and vegan alternatives, which were appreciated.

We ran six sessions altogether during the season, including two days over Heritage Weekend and raised about £756 altogether for Friends’ funds to support the Judges’ Lodgings. We asked for a donation, suggesting a minimum of £2.50, rather than setting fixed prices, and that seemed to work well. Some gave more (one or two gave less).

The best sessions were those which we could run in an outdoor courtyard, but of course the weather was not always kind. But with some of the takings we have bought a gazebo, so that we can extend the outdoor sessions next season.

Sue Widden
Secretary, Friends of Lancaster Judges Lodging
Follow the money ...
Friends of Blackburn Museum & Art Gallery

The Friends of Blackburn Museum and Art Gallery enjoy a variety of fundraising activities including talks, visits, coffee mornings and garden parties. But what do we do with the money?

Our first contribution was to fund an exhibition preview. It was a small start, but showed the willingness of the Friends to provide extra support for the museum. Up to now we have contributed about £45,000 to the museum.

We provide three categories of financial help: the purchase of artefacts for the collections; the conservation and restoration of artefacts and paintings in the collections; and, lastly, what can be termed ‘administrative’ purchases.

The first artefact that we helped purchase, in 1992, was a sideboard from Imperial Mill for the Lofthouse Memorial. A few items were purchased (tobacco jars, a diary, a 16th century icon, etc.) between then and 2006 when we began to contribute in earnest to the purchase of a number of important acquisitions including a Halima Cassell ceramic sculpture, a long case clock, and a number of pictures.

The second, and in some respects a more important area, is the conservation of artworks already owned by the museum.

In 1988 we contributed to the conservation of the Turner watercolour ‘The Falls of Terni’. Since then we have contributed considerable sums to help conserve and restore paintings and books, including another Turner, a Guarino of ‘Isaac Blessing Jacob’ including commissioning a new Renaissance-style frame, Japanese prints, the Whalley Lectionary, and items from the Hart collection of books and coins.

The administrative purchases have included improvements to the entrance hall, an audio visual display, contributions towards exhibitions, consultancy charges, new chairs, lighting, display facilities, and computer equipment.

The Friends really do make an enormous difference.

How has this money been raised? The majority is raised through the £10 annual subscription supplemented by fees charged for events such as coffee mornings, the summer garden party, and the Christmas party and outings such as to Liverpool, Brantwood, and Cartmel. Non-members attending our regular talks programme also pay £2 a time which coupled with refreshments generates around 10% of our income. Every little helps!

Jeff Cooper
Treasurer, Friends of Blackburn Museum and Art Gallery

Arts4Kent is born!

In 2018, Art Fund made the decision to close the fifty-plus local volunteer fundraising groups operating around the UK, with effect from the end of 2019. The groups differed widely in their composition and activities, but all had the interests of Art Fund at their heart. Most were unable to find a practical way of continuing, and have disbanded. A few, however, have looked into ways of continuing their existence in a new form. The Kent group is one such – and membership of BAFM has proved to be an integral part of its future planning.

For many years, Art Fund’s Kent Group offered its local membership a varied programme of events, including art and architecture-related walks, lectures, art exhibitions, visits to historic homes and buildings (many not normally open to the public) and foreign trips (most recently to Berlin). Arts4Kent will continue along the same path, with a full programme for 2020 already planned.

The key attraction of BAFM membership for the Arts4Kent committee is that we are joining a dynamic organisation with many like-minded volunteer groups supporting the same causes that we support. We also found the umbrella insurance scheme a straightforward and fair way of allowing the everyday risks of our event programme to be covered.

We’re waiting for our application to be registered as a charity to be approved by the Charity Commission, but in the meanwhile, we’re all systems go! Anyone interested in our 2020 programme is welcome to join our mailing list – email arts4kent@gmail.com

Julian Cronk
Chairman, Arts4kent

A footnote

When BAFM heard of the withdrawal of support by the Art Fund for local volunteer groups it offered BAFM as an organisation to which the groups could look for assistance and networking with other friends’ bodies across the Country. We are pleased to report that other similar Art Fund local groups have also joined BAFM.
Friends of Amberley Museum
Celebrate 40 Years

Amberley Museum celebrated its 40th year with the opening of a new exhibition by the Lord Lieutenant of West Sussex on the history of the chalk pits.

I have recently taken over as Chairman of the Friends of Amberley Museum in the beautiful Arun Valley after long attachment to the museum. My parents were involved in the early days working in the tea room and shop. I have guarded on the train, cooked in the tea room, welcomed thousands of school children, greeted people and conducted and driven several of the buses including the 1924 Tramocar (buses being a bit of a passion of mine).

Many of the Friends continue to act as volunteers helping around the Museum. They continue to run the Emporium to raise extra cash and hold social events including a quiz. In February, we will hold a talk from the first director about the early days of the museum. A new train departure is opening throughout the winter from Wednesday to Sunday each week.

2020 promises to be an interesting year for the Friends as we strive to raise more money, develop further social activities and events and increase membership.

Martin Piggott
Chairman, Friends of Amberley Museum

Friends of Chertsey Museum
celebrate 25 years

Under the watchful eye of President, Ian Pickford (of BBC Antiques Road Show fame) and of the late Pam Wernham, the first Chair, a group of over 100 local people formed the Friends of Chertsey Museum twenty five years ago.

The idea of a friends organisation had first emerged after a public fundraising appeal to enable the museum to purchase a magnificent 10th century Viking sword. Since then, the friends have supported the purchase of many other collection items; the revamping of the museum website; the re-design of the garden; new display cases; craft activities and most recently, a 3D computer model of Chertsey Abbey. In the past decade alone the friends have contributed over £75,000 to museum projects making such a difference to the service which the museum is able to provide. All of this has been made possible thanks to the dedication of the committee members who man stalls at the town’s summer and Christmas fairs, serve teas and coffees at events, and apply for grants on the museum’s behalf. We look forward to helping Chertsey Museum continue to thrive over the next 25 years.

Richard Mason
Hon Treasurer, The Friends of Chertsey Museum

Everything is illuminated

The historic Maidstone Museum building is floodlit for the first time. The lighting of the frontage of the Tudor Chiddingstone House, which forms the nucleus of the Museum, has been funded by Maidstone Museums’ Foundation (MMF), that runs the Friends.

The Mayor of Maidstone Cllr Marion Ring switched on the lights at the start of MMF’s sixth annual Christmas Concert. Cllr Ring said: “Let there be light. This is an historic occasion and the Museum looks stunning. We should all be so proud of our Museum.” Choirs from Invicta Grammar School sang “We wish you a Merry Christmas” on the courtyard steps.

Trevor Sturgess, MMF trustee and concert organiser, said: “We have been concerned that people may glance at this building at night and not see it for the magnificent building it is. The floodlighting now enhances its beauty.”

The occasion was also used to launch a major fundraising campaign to transform the Museum which is described on page 15. MMF is poised to embark on the campaign in 2020 to meet an ambitious target. The concert raised more than £220 through refreshments and the sale of raffle tickets. It was the first stage in what is expected to be a two-year campaign. A drop in the ocean perhaps but every big scheme starts with one tiny step....

Trevor Sturgess
Secretary, Maidstone Museums’ Foundation
A very special Volunteer partnership…

Lyme Regis Museum buzzes with visitors and volunteers. One volunteer, Lizzie Wiscombe, is partially sighted, and her guide dog Healey accompanies her as she welcomes visitors two mornings a week. Healey gives this account of his duties.

I enjoy a relaxing walk beside the river into town. I can’t wait to start my day at the museum. There will be a lot to learn: using the till, special offers, barcodes and, if we are expecting a school party, they will need an eye keeping on them - dinosaurs can be very exciting for little ones!

I settle behind the desk, with my soft rug, water bowl and something to chew. I hear my mistress telling one of the customers that she is from an old Lyme Regis family and it was this sense of belonging that attracted her to becoming a museum volunteer. I know that she loves the local history, talking to people and often writes short stories set in bygone times.

My mistress advises me to “smile, be welcoming, and treat people as you would want to be treated” as she puts the fence up to keep me in my place. If I had my way I’d be upstairs with the stuffed birds, ready to pounce. In one gallery there is a black and white sheep dog they call Tray and I can’t work out why he’s so still and quiet, you’d think he’d want to come and play?

This morning I can hear school children chattering. They are excited as teachers lead them into the museum where they are split up into two groups. One party goes upstairs to the Education Room and the other gathers outside to go on the beach fossil hunting. I wish I could go with them but I must stay on duty. When the children come into the shop to spend their pocket money, they pass by my little gate and ask to cuddle me. They are allowed to stroke my ears and pat my head and I love to hear their excited voices. Older customers want to talk to my mistress about their own dogs or about other Guide Dogs they know. Some of the very young children are a bit afraid as I am quite big but I soon win them over.

Lizzie and I have been made very welcome by our ‘Museum family’. She says that, “everyone, irrespective of circumstance, can find a way of volunteering and supporting their local community.”

We stay for two hours and then it is time for us to go for a walk along to the Cobb. Sometimes I am let off the harness to have a free run along the East beach, where once Tray ran, whilst his mistress, Mary Anning, foraged for fossils almost 200 years ago. I love to think I am running in the paw prints of Tray.

Guide Dog Healey
(with a little help from Lizzie Wiscombe)

Plans for Lancaster youth forum

Young people thinking of a career in heritage were given useful advice and top tips by a panel of museum professionals. Friends of Lancaster City Museum and the Judges’ Lodgings Museum hosted the session at Our Lady’s Catholic College in November. It was the first event involving youth ambassadors who have joined the friends’ committees and will help lead a proposed youth forum for 16 to 18-year-olds to support the museums’ friends in advising on projects and events for young people.

The panel consisted of heritage learning manager David Brookhouse and conservation manager Heather Davis from Lancashire County Council; museum collections assistant Jaclyn Bradley from Lancaster City Council; archaeologist Tom Mace from Greenlane Archaeology in the South Lakes; and Rachael Krier, formerly project archivist at the Shakespeare Birthplace Trust and BAFM NW Regional Co-ordinator.

They agreed that doing voluntary work in the sector was a useful first step towards getting a job, especially when there was more competition for fewer opportunities. Having transferable skills and supervision experience are additional advantages, they felt.

Youth ambassadors with heritage professionals at the event.
A tribute to Dorothy Barker

The Friends of the Bowes Museum would like to pay tribute to Dorothy Barker who has recently passed away, aged 92. Born just a stone’s throw away from the Bowes Museum, Barnard Castle, Dorothy was shocked and inspired by the nude sculptures and paintings on display during a family visit, aged just 6. That developed into a lifelong passion for the Museum and, after living in Yorkshire, when she and her husband Stanley retired to Barnard Castle in 1986 that interest was rekindled.

Dorothy would volunteer to polish the silver in the Silver and Metals Gallery, tidying up in the museum grounds and many other small tasks that are essential to the running of a great museum, but that often go overlooked.

In 2007 Dorothy and Stanley deservedly received a regional award for Outstanding Contribution to Customer Care by Volunteers in Museums. For 20 years they had regularly lead guided tours of the museum and for many of those years they also organised the rota of guides. By 2017 Dorothy (pictured on right of photograph) was the longest serving member of the Friends of the Bowes Museum. She delighted everyone with her insights, knowledge and generosity.

Dorothy’s last great public moment – completely and unselfishly unsought – was her meeting and conversation with HRH Prince Charles in the picture galleries during his 2018 visit.

We can be very proud of someone who served and delighted everyone she met and continued to be forward thinking and positive in outlook throughout her long life.

Fiona Turnbull
Friends of the Bowes Museum

Friends of the Whitworth Art Gallery

Over the years the Friends of the Whitworth Art Gallery, Manchester, have spent their summers travelling far and wide from Iran to the Côte D’Azur, Cape Town to Sicily. It is a wonderful way of enabling friends to expand their knowledge of art as all our tours are led by guides who are experts in their fields. At the same time, it’s yet another way of raising money for our gallery thanks to the arrangement we have with our tour operator, Distant Horizons. In fact, so successful have we been that for the last couple of years we have added a shorter winter tour.

In 2019 we made a fascinating visit to Amsterdam and Leiden where the events marking the 350th anniversary of Rembrandt’s death in 1669 were in full swing. The centre piece of our visit was undoubtedly the exhibition at the Rijksmuseum, “Rembrandt-Velázquez: Dutch and Spanish Masters.” As is sometimes the case, however, it was a more modest - and less crowded! - exhibition that really charmed us. Although the weather in Leiden left a lot to be desired, our visit to the Museum de Lakenhal and the exhibition, “Young Rembrandt, Rising Star” more than compensated and offered a fascinating insight into the development of Rembrandt’s early style and his material and techniques. The exhibition, or at least a version of it, will be moving to Oxford’s Ashmolean Museum in 2020, so we warmly recommend it to you.

In the summer of 2020 we are heading north to the Baltic States, Latvia, Estonia and Finland and will be accompanied by Professor Alexie Leporc, a curator at the Hermitage in Saint Petersburg but we are already on the lookout for another focal point which would make it worthwhile to pack our suitcases.

Tricia Tierney
Honorary Chair, Friends of the Whitworth Art Gallery

Friends of the Whitworth enjoy visits to international art galleries.
Thirty Years of the Friends of the Trowbridge Museum

It was a dark and stormy night in January 1990 when several hardy souls turned up to the inaugural meeting of the Friends established to support Trowbridge Museum. At this time, the museum was being transferred into the last working woollen cloth mill in the town.

The first chairman was Ken Rogers, the retired Wiltshire County Archivist and his wife Helen was treasurer. I had been Assistant Curator since 1986 when the museum consisted of one room in the Civic Hall with a small office and store. The collections, of machinery and large items from local mills were housed in various stores awaiting a ‘proper’ museum. Trowbridge Town Council had been looking for a suitable building for several years. Luckily, a developer offered us space in Samuel Salter’s, the last working mill in the town that had closed in 1982.

Home Mills, the spinning building, was at the centre of a new shopping complex and we were offered the second floor at a peppercorn rent. The council undertook to fund the fitting out of the new museum. The floor area was about 800 square metres with access by a lift or by the original mill stairs from the new shopping mall.

The Friends were a wonderful support as the newly appointed curator and I were the only members of staff. They helped move collections. Most importantly, they helped to set up and run the machines which could now be displayed and explained which provided an important link with one of the main industries in the town. They included a carding machine used to prepare fleeces for local hand spinners. The spinning mule could not be worked but the big Dobcross loom was warped by a retired loom tuner and his brother and then Trowbridge cloth was again in production. We were able to sell all we could make in the new, Friends run, museum shop. They also helped the museum acquire significant local objects as the collections expanded.

Friends also ran the reception and served in the shop. With the appointment of an education officer schools could be offered sessions in the galleries and again, volunteers helped out. Volunteers helped me to document and photograph the collections. An oral archive was set up, carried out entirely by the Friends.

Many small projects have raised money over the years. The mice hidden in the museum were an early draw for children and grown-ups. The Mouse Trail has proved to be enduringly popular and mice will be hidden in the new displays. The original mice were furry, but the Friends are happy to produce knitted ones. Examples are on sale in the shop and are a very popular line at £2.50 for a small mouse or £3.00 for a larger one. Last year, we were able to fund a re-usable bamboo coffee cup which bears the museum and Friends logos and are also sold through a supportive local coffee shop.

The Friends have paid for the publication of many books over the years which have also generated income. Written mainly by Ken Rogers, Medieval Trowbridge was available at the conference organised by the Friends and their chairman in 2015, the anniversary of Magna Carta. Henry de Bohun who held the Manor of Trowbridge in 1215 was one of the barons who was appointed to ensure that Magna Carta was observed following its sealing by King John. Published last year, Woollen Industry Processes; how cloth was made firstly in people’s houses then by machinery in factories is a very scholarly and detailed account illustrated with photographs taken in Trowbridge mills. Trowbridge Market Place is about to be published.

The Friends have also produced a local guide to the Woollen Industry, which seemed a terrible waste. Finally the owners of the shopping centre agreed to the museum leasing the upper floor as well and the curator was able to apply for a National Lottery Heritage Fund grant. She was successful in obtaining £1.7m towards the ‘Onwards and Upwards’ project launched in 2016. The Friends were involved in raising money towards the expansion. The group also benefitted from legacies from some of the original members. A grant was obtained from the Garfield Weston Foundation in 2018 for £40,000 and in 2018, the Friends were able to contribute £150,000 towards the project. The Council is very supportive of the museum and with their backing, work began in 2019 to double the size of the museum. It will re-open in autumn 2020.

The value of volunteers’ work is much appreciated by the staff. We helped with the decant of the collection into temporary storage ready to be brought back in spring – when we will be needed again! During the closure of the museum, the Friends have been able to help with collection management and education outreach.

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The spinning jenny, one of only very few left in existence, is soon to be conserved. This early wooden machine was rescued from a Trowbridge Mill and the Friends have agreed to fund its conservation, probably about £6,000. The Friends have funded the purchase of a Mary Quant dress made from fabric woven in Trowbridge. The current V & A exhibition has on display a Trowbridge cloth sample and a dress. The museum has been looking for such a garment and we are all delighted to be able to buy this item.

The group now has about 150 members. Once the buildings have finished later this year, we should all be able to meet once more in ‘our’ museum. We can’t wait!

Helen Montague-Smith
Chair, Friends of Trowbridge Museum
Reading Gaol Hug

Despite downpours about 1,000 people, including a number of delegates to the BAFM conference, assembled in Reading Abbey Ruins in October to stage a community Hug of the boundary walls of Reading Gaol as part of a campaign to convince the Ministry of Justice that something more imaginative is required for the prison (closed in 2013) than yet more flats. The Ministry placed the Gaol on the market and have stated they are duty bound to sell to the highest bidder.

Before the Hug local radio personality Eddie Winship sang an especially adapted “Reading Gaol Hug” song. The host for the event, Jonathan Richards, asked Hilary Scott of Theatre and Arts in Reading and Cllr Karen Rowlands about their vision for the site. Local MPs Matt Rodda and the Rt Hon Alok Sharma are working to secure the Gaol site for the benefit of the Reading community and took part in the Hug.

Linda Saul, the event organiser, said “this is our chance to show how much we want the gaol to become a force for good as an arts hub and museum, to redeem it after its chequered past. As cultural centre Reading Gaol would be of enormous benefit to the town – for local people to enjoy and as a tourist attraction.”

The alternative vision is for the site to be a Cultural Centre. The prospect of preserving the Gaol for heritage reasons, particularly to remember Oscar Wilde’s incarceration for “gross indecency” during which he wrote De Profundis and found inspiration for The Ballad of Reading Gaol has wide support. Over 7,000 people have signed a petition of support.

Reading Borough Council announced in November that they are submitting a bid for the Gaol.

Linda Saul
Organiser, Reading Gaol Hug
www.readinggaolhug.uk
All friends’ groups like to record their achievements, using photographs or videos which can be published in journals, websites and on social media. This is all fine but with the proviso that all involved agree to be involved.

In this article I will refer to ‘the photographer’. This could be a professional hired to do a job for you, or a Friend who has volunteered, or you may want to use photographs taken by someone else.

Firstly, there is the matter of copyright. A person who takes a photograph automatically has copyright ownership of the image unless they are an employee working for an organisation, for example a member of museum staff taking the photograph as part of their job in which case the copyright will be owned by the museum’s governing body, or unless the photograph has been commissioned with the purchase of copyright being specified in the brief.

The photographer may take images and use for their own purposes, being entitled to do so as they own the image. You cannot share or use this image without the photographer’s permission. If the photographer is a member of the friends group, this should not be a problem. But if it has been taken by somebody who is not a Friend permission to use the image should be sought. A written authorisation may prevent later misunderstandings.

Secondly, some people may not be comfortable with their image being used, especially if they are easily identifiable and their feelings should be respected. There are numerous reasons why people may want to retain their anonymity and they are under no obligation to explain why. If someone does not want their image used, then it should not be.

This is especially true of children whose parents or carers may be uncomfortable with images of their children being shared. Child protection and safeguarding is of paramount importance and permission must be sought before taking photographs or filming. Your museum may have permission standard forms for this purpose. Schools are likely to restrict photography of pupils. Always seek advice.

If you are recording events explain that photos or video may be taken and warn anyone who does not want to be included to make their wishes known. Many venues display signs to this effect. It may be prudent to have consent slips available. Some venues give visitors who do not want to be photographed stickers so the photographer can avoid them. Ensure that all involved agree to the use of any images, especially where children are concerned.

Finally, make sure you know what acknowledgement, if any, the photographer will require when the image is published. And if any individuals are to be listed in the photograph caption make sure you have permission, and correct spelling of their names!

John Newcomb
BAFM Council Member

BAFM is collecting reference examples of permission forms. If you have an example that you are willing to share with our members please send to us.

Technical details when supplying images

When taking images for usage in the BAFM Journal, please bear in mind the following.

- As a rule of thumb, use the highest resolution settings available on your digital camera when photographing events.
- Supply images at 300dpi (dots per inch) or higher, saved as .jpg files.
- Images embedded into a word document cannot be used for printing. Please supply the original .jpg image along with your articles.
- If captions are required, please rename the image .jpg with the caption you need, and if required, any photographer copyright details.

Kevin Lloyd
KL Studio. Graphic design for the arts, museums and heritage

Family Friendly Museum Awards

The charity Kids in Museums awards this prize annually to a museum, gallery, historic home or heritage site that goes the extra mile to provide a great experience for families. It is the only museum award in the UK to be judged by families.

In 2019 the Andrew Carnegie Birthplace Museum became the first Scottish winner after receiving glowing reviews from family judges who praised its welcoming staff, colour-coded family zones, year-round programme of activities, sensory backpacks, hands-on exhibits and great facilities.

The nominees are judged against the Kids in Museums Manifesto, which is a set of simple guidelines for museums created with children, young people and families, setting out what they feel makes a museum a great place to visit.

Why not encourage your museum to apply? Nominations can be made from 24th March to 29th May 2020. Details at www.kidsinmuseums.org.uk
**Heritage Day**  
26 February, Tower of London

This popular event offers delegates the chance to meet a wide range of colleagues from across the sector and hear eminent speakers, including Heritage Alliance Chair Peter Ainsworth and English Heritage Chair Sir Tim Laurence, address the latest issues affecting our heritage.

This event is open to all organisations and individuals with reduced prices for HA members and students.

www.theheritagealliance.org.uk

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**Heritage Volunteering Group Conference**  
12 June – Whitworth Art Gallery

This event will include useful and inspiring speakers and workshops and the announcement of the winner of the annual Volunteer Leader of the Year award.

www.heritagevolunteeringgroup.org.uk

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**AIM National Conference**  
18-20 June, Port Sunlight

The conference theme ‘Fit for the Future?’ will see colleagues from across the UK explore the vision for independent museums over the next decade. Online booking opens on 1 February 2020 and early bird rates will be available.

Contact justeen@aim-museums.co.uk

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**World Federation of Friends of Museums Triennial Congress, 2020**  
23-29 March, Sydney/Canberra

The WFFM, with the Australian Federation of Friends of Museums, will host the 2020 Council Meeting and Congress with an optional preliminary programme in Sydney. This event is an opportunity to hear about international museum friends’ developments, to enjoy the many cultural and heritage attractions of Sydney and Canberra and to share ideas with friends from around the world.

www.museumsfriends.com

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**BAFM National Conference 2021**

**Expressions of Interest**

We seeking a venue for the National Conference and AGM in autumn of 2021. As a national charity, we are committed to taking the conference to all UK regions to engage with our members and showcase the vital work of Friends groups and museums round the country. We can work with a single museum and its Friends or a group of neighbouring venues.

Expressions are interest are invited under the following criteria:

- Active, well-organised friends group or groups and museum/s willing to work alongside the BAFM Conference Working Group to assist in the organisation and delivery of the conference.
- Full support by the museum/s and its/their governing bodies and a story to tell about the museum/s and its work.
- Town or city with good road and rail transport links for ease of travel.
- Access to a venue in a central location with capacity for around 80 delegates in one room, with additional spaces for breakout sessions and refreshments.
- Conference venue close to a range of accommodation options, transport links and places of interest.
- Suitable nearby venue for conference dinner.

**Why host the BAFM Conference and AGM?**

- Opportunities to showcase your friends group’s successes and show off your museum to a national audience.
- Raise your museum/s and group’s profile regionally and attract new members.
- Gain practical experience and skills in hosting large scale events.
- Enjoy a wonderful weekend of heritage, culture and meeting friends from around the country.
- 5 free conference places for your committee.
- Potential for income generation, to be discussed.

**How to get in touch**

If you would like express interest in hosting the 2021 conference, please contact us for an expression of interest form. For more information or an informal chat, please contact Alex Walker on Chair@bafm.org.uk
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Position vacant

Secretary & National Co-ordinator
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KG, GCVO

Honorary President
Dame Rosemary Butler DBE

Honorary Vice-Presidents
Dr. Elizabeth Mackenzie MBE
Norah Dunbar

How to Submit Items for the Journal

Have you a story that will interest fellow members of Friends groups?
• Showcase your group’s achievements.
• Pass on what you have learned.
• Publicise forthcoming activities.

Tell us about your projects. What made them special? If you got feedback from the museum, or participants, you might like to include some quotes.

In our Summer 2020 issue we will also be featuring
• Legacy campaigning
• Focus on Scotland

If you can contribute to these topics either as case study, or to share ideas for inclusion in a wider article, please contact us as soon as possible to discuss how we might use input.

Please send text as a Word attachment, not as pdf. Items should usually be under 350 words. If you would like to submit a longer piece please contact us by 31st March 2020 to discuss. We reserve the right to edit any article sent to us.

Images should be sent as separate jpeg attachments not embedded in text. Please refer to the articles in this issue for advice about using photography including obtaining permissions to use.

You can always contact us for advice.

Deadline for Summer 2020 issue, 10th April 2020

We would appreciate earlier submissions. Please start your email subject line ‘JOURNAL Summer 2020’ followed by your group name.

Send to chair@bafm.co.uk