

A five year strategy for  
Museums & Galleries  
In England's Northwest



Celebrating our  
cultural heritage:  
investing in  
a future for all

## **DOCUMENT 3: SURVEY OF REGIONAL MUSEUMS - PARTNERS FOR ACTION**

In the formulation and delivery of this strategy, MLA North West, North West Museums' Hub and partners will work with the North West's 160 registered museums and galleries, its 42 local authorities and the following bodies at regional and national level.

### **MLA North West**

MLA North West is the regional strategic development agency for the museums, libraries and archives sector in the North West of England. Its mission statement is:

**“Leading the creation of outstanding, innovative and inclusive museums, libraries and archives for England's northwest”.**

- To understand and embrace the region's distinctiveness and diversity in terms of its people and communities, learning and skills, creativity and economy.
- To work in partnership with museums, libraries and archives to maximise their contribution to meeting the region's needs.
- To ensure that NWMLAC and the museums, libraries and archives it represents, are integrated into regional strategic frameworks and programmes.

MLA North West works in partnership with the North West Museums' Hub to deliver Renaissance in the Regions, an ambitious national funding programme to create outstanding, innovative and inclusive museums. As a regional agency, MLA North West develops cohesive strategy by consultation with venues and agencies through a network of regional fora. It implements policy to lead the sector forward and is responsible for setting and monitoring standards for improving practice.

### **NW Museums' Hub**

The NW Museums' Hub is a partnership of North West museums and galleries that works to promote excellence and lead museum best practice, funded by the Renaissance in the Regions programme and led by Manchester City Galleries. The NW Museums' Hub works with MLA North West to help set the agenda and deliver strategy for museums in the region. The North West Hub has Phase 2 status and has been allocated funding of £1.88m over the three year period 2003/4 to 2005/6 to enable a start to be made in responding to the R in the R agenda.

Lead partner: Manchester City Galleries (First Partners Museum of Science and Industry in Manchester and The People's History Museum, Manchester)

The other partners are: Bolton Museum, Art Gallery and Aquarium; Harris Museum and Art Gallery, Preston (First Partner Lancashire County Museums Service); Tullie House Museum and Gallery, Carlisle; University of Manchester Museum and Gallery (Manchester Museum and the Whitworth Art Gallery).

### **ARTS COUNCIL ENGLAND NORTH WEST**

ACE vision is to promote the arts at the heart of our national life, reflecting England's rich and diverse cultural identity. ACE has six overall aims, which include supporting the artist, enabling organisations to thrive, not just survive, championing diversity, offering opportunities for young people and encouraging growth. ACE administers the Arts Lottery Fund which provides grants within the galleries sector for capital development, programming, learning activities, audience development and the fostering of cultural diversity. The Arts Council has its North West regional office in Manchester.

### **CULTURE NORTHWEST**

Culture Northwest speaks for the cultural and creative interests in the region and provides a co-ordinated focus for advocacy and strategic planning. All of the key heritage and cultural agencies are represented including MLA North West, HLF, ACE and NWDA, together with the Local Authorities and other government interests.

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## **DEPARTMENT OF CULTURE, MEDIA AND SPORT**

The aim of the DCMS is to improve the quality of life for all through cultural and sporting activities, to support the pursuit of excellence and to champion the tourism, creative and leisure industries. The Department has developed four strategic priorities:

- **Children and Young People** - enhancing access to a fuller cultural and sporting life for children and young people and giving them the opportunity to develop their talents to the full.
- **Community** - opening up institutions to the wider community to promote lifelong learning and social cohesion.
- **Economy** - maximising the contribution which the tourism, creative and leisure industries can make to the UK's economy.
- **Delivery** - modernising the way services are delivered.

The Museums & Libraries Sponsorship unit within DCMS provides advice to both Government and the museums and galleries sector on a wide range of policy issues, providing support and sponsorship to 22 Museums and Galleries on access and other topics. Within the North West, the sponsored and supported national museums and galleries are: National Museums Liverpool, Tate Liverpool, the Museum of Science and Industry, Manchester, Imperial War Museum North, the National Football Museum and the People's History Museum.

## **ENGLISH HERITAGE**

English Heritage makes sure that the historic environment of England is properly maintained and cared for. By employing some of the country's very best architects, archaeologists and historians, English Heritage aims to help people understand and appreciate why the historic buildings and landscapes around them matter. From the first traces of civilisation, to the most significant buildings of the 20th century, EH wants every important historic site to get the care and attention it deserves.

## **NATIONAL TRUST**

The National Trust was founded to act as a guardian for the nation in the acquisition and protection of threatened coastline, countryside and buildings. It now cares for over 248,000 hectares (612,000 acres) of beautiful countryside in England, Wales and Northern Ireland, plus almost 600 miles of coastline and more than 200 buildings and gardens of outstanding interest and importance. Most of these properties are held in perpetuity and so their future protection is secure. The vast majority are open to visitors and the National Trust are constantly looking at ways in which we can improve public access and on-site facilities.

## **GOVERNMENT OFFICE NORTH WEST**

Government Office North West (GO-NW) is one of nine offices, providing a governmental presence in the regions. It combines the functions of the Department of Transport, the Department of Trade and Industry, DEFRA, The Department of Education and Skills, The Home Office, the Department of Health and DCMS.

## **HERITAGE LOTTERY FUND**

In its strategic plan for 2002-7 the Heritage Lottery Fund (HLF) identified three broad heritage aims:

- To encourage more people to be involved in and make decisions about their heritage;
- To conserve and enhance the UK's diverse heritage
- To ensure that everyone can learn about, have access to, and enjoy their heritage.

Since 1995 HLF have supported over 10,000 projects with £2 billion. These include the revitalization of over 570 separate museums and collections with extensions, refurbishments or acquisitions, including all of the 10 most visited museums. Within the North West, HLF has provided grants totaling some £140m for museums and gallery projects, including the largest single museum grant, to National Museums Liverpool. The Fund has a North West regional office in Manchester. In the year to March 2004, the Fund had about £350m to commit in pursuit of its aims.

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## **LEARNING AND SKILLS COUNCILS**

The Learning and Skills Councils (LSCs) are charged with overseeing the provision of post-16 learning and skills, increasing staying on rates and improving the employability of the workforce. The LSCs are undertaking strategic area reviews (StARs) of all LSC funded post-16 learning and skills provision across England in response to Success for All, the Government's reform strategy for further education and training. StARs aim to meet learner, employer and community needs, and to improve the choice and quality of post-16 education and skills provision. They will cover all LSC-funded provision for learners of all ability levels aged over 16. The outcomes will aim to provide the right mix of high quality provision, an integrated post-16 sector built on excellent provision, and a forward programme of reviews to tackle areas that need to be strengthened.

## **MUSEUMS, LIBRARIES AND ARCHIVES COUNCIL**

**"Museums, libraries and archives connect people to knowledge and information, creativity and inspiration."**

MLA's primary sponsoring body is the DCMS. It was launched in April 2000 as the strategic body working with and for museums, archives and libraries, tapping the potential for collaboration between them. The MLA is the primary funder of a Regional Agency in each English region, all nine of which have now been established. The Regional Agencies currently structure their strategic work according to eight Core Functions: Advocacy, Continuous Improvement, Funding and Support, Learning and Access, Knowledge Management, Research, Stewardship, and Strategic Leadership.

The MLA's mission is to enable the collections and services of the museums, archives and libraries sector to touch the lives of everyone. It delivers this mission through its core roles, which encompass all aspects of its work:

- Providing strategic leadership
- Acting as a powerful advocate
- Developing capacity within the sector
- Promoting innovation and change.

The MLA's current priorities include the launch of Inspiring Learning for All, the development of national workforce development and ICT strategies for the sector and the implementation of Renaissance in the Regions and the development of the new Museums Registration Scheme.

## **NORTH WEST DEVELOPMENT AGENCY**

The NWDA, established in 1999, is the Government's principal regional agency charged with the delivery of the Regional Economic Strategy. It is headquartered in Warrington and has area offices in each of the five sub-regions. The main themes of the RES are business development, regeneration, skills and employment, infrastructure and image. The Agency has responsibility for tourism (since 2003) and has championed the development of the region's new tourism vision and strategy and strategies (amongst others) for science, creative industries, ICT and public art.

## **NORTH WEST MUSEUMS' FEDERATION**

The Federation provides a forum for everyone working in, or who has a professional interest in, museums and art galleries throughout the North West. The Federation is independent, autonomous and voluntary and works closely with the MLA North West and the Museums Association. The Federation has the power to nominate three members to the Board of MLA North West.

## **NORTH WEST REGIONAL ASSEMBLY**

The North West Regional Assembly acts as the representative body for the North West, promoting sustainable economic, social and environmental development. It brings together partners from local authorities, the private and voluntary sector, providing a single, authoritative regional voice. Its core strategies are to support business and to develop people and communities by raising educational and training standards.

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## **SUB-REGIONAL TOURIST BOARDS**

The North West Development Agency took over responsibility for tourism in 2003. The Agency has identified tourism as a key growth sector for the region's economic and social development and has given substance to this through its commitment to a new vision for the region's tourism sector. The new arrangements for the delivery of the tourism vision at sub-regional level, via the Destination Management Organisations (DMOs) provide an important opportunity for the sector with respect to marketing, product and service development and delivery.

## **Other Agencies**

North West Node: the organisation set up to conceptualise and manage the delivery of the Regional ICT Strategy: englandsnorthwest connected. Launched in 2002, the regional strategy responds to the challenges that ICT bring in relation to key technology and market drivers:

- Digitisation
- Increased computing power
- Growth of the Internet and e-commerce
- Growing importance of mobility in communications
- The proliferation of access devices
- The emergence of new media services that are delivered digitally

Arts About Manchester and TEAM: both provide audience and other research, distribution and intelligence services to parts of the region (a region wide-service is being put in place though the development of an Audience Plan commissioned by Art Council England North West).

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