

**Renaissance in the Regions**

The Museums, Libraries and Archives Council has established a Museum Hub in each of the English regions to promote best practice in the sector. The key tasks of the Hubs are to develop as centres of excellence; provide leadership for the regional museums and galleries in terms of practice; demonstrate how the sector can impact on social and economic priorities in the region and deliver quality services.

**The North West Hub**

*Leading the creation of outstanding, innovative and inclusive museums for England's northwest*

This is a partnership between Manchester City Galleries, Manchester Museum, the Whitworth Art Gallery, Bolton Museum and Art Gallery, Harris Museum and Art Gallery, Preston and Tullie House Museum and Art Gallery, Carlisle. It includes the Museum of Science and Industry Manchester, the People's History Museum, Manchester and Lancashire County Museums Service as First Partners. It has funding for the next two years to deliver an ambitious programme supporting the development of outstanding, innovative and inclusive museums for the region.

It is working in partnership with three regional National Museums: National Museums Liverpool, Tate Liverpool, The Imperial War Museum – North, The National Football Museum, Preston

**Impact**

The Hub members, First Partners and Nationals attract 4.2 million visits and users per annum. This is 51% of the total visits to registered museums and galleries across the region as a whole. They welcome some 500,000 visits from schools and other learning groups, an estimated 2.1 million day visitors and tourists and provide services for over 1.6 million residents from the local communities.

They employ nearly 1,200 staff, enjoy the support of some 17,000 days of volunteer participation and have a combined annual turnover of some £40 million.

Together these leading museums and galleries are a substantial force for change and they bring tangible benefit to the economic, social and cultural life of the region.

## Roles and Responsibilities

### The Hub

The Hub structure provides the rationale and opportunity for its members to work closely together for greater efficiency, effectiveness and regional benefit:

- enabling best practice to be shared
- providing collective strength and bargaining power for commissioning research and lobbying for the sector
- contributing to staff development by enabling staff to work together on joint projects and initiatives
- providing a sector-specific point of reference for regional and national partnerships and agencies

### NW Hub with Support from First Partners

- Delivers the Renaissance in the Regions agenda in partnership with Museums, Libraries & Archives North West (MLA NW)
- Hub Leader has formal link role to both MLA NW and MLA
- Hub Leader will represent Hub members on the National Museums and Galleries Committee for the Regions
- Undertakes joint initiatives between its members and promulgates best practice arising from these to the wider museums and galleries community
- Implements and monitors the Hub Education Programme Delivery Plan
- Promotes Hub members' regional, national and international activities
- Works in partnership with MLA NW to implement workforce development strategy, focusing on initiatives that build on Hub members' strengths and capacity using *Inspiring Learning for All* as the framework.

### MLA NW/Hub Joint Responsibilities

- User research
- Data collection and evaluation (standards and monitoring)
- Joint delivery of agreed initiatives
- Strategic planning for the sector alongside others

### Principles informing the work of the NW Hub

- Empowerment - fulfilling the potential of the region's museums and galleries, exploring new approaches to development, disseminating good practice, promoting Inspiring Learning For All.
- Partnership – spreading benefits and leveraging in resources through collaboration, maximising evaluation and training, building on good practice
- People – changing lives, connecting with children and with communities, especially those from backgrounds without a tradition of visiting museums.

### Targets for the NW Hub

- to increase the number of contacts between children and regional hub museums through school visits, outreach and informal visits;
- to increase the number of visits to regional hub museums by new users predominantly from social classes C2DE and ethnic minorities.

### Additional Priorities for the NW Hub

- to improve access to knowledge and information
- to develop the workforce
- to ensure that the Hub operates in the most effective and efficient way to deliver high quality services to users.

## The Business Plan - Summary

The NW Hub has attracted funding from MLA of £2.46m for a development programme delivered between 2003 - 2006 through a series of projects and posts.

This funding creates 32 new posts and provides opportunities to develop the sector's workforce across the region.

This funding helps the NW Hub achieve 38,000 new contacts between children and regional hub museums; and 57,000 visits by new users predominantly from social classes C2DEs and ethnic minorities by the end of 2005/06.

### PA1: A comprehensive and integrated service to schools:

- A Co-ordinator will oversee the development and evaluation of the EPDP across the NW Hub.
- The Harris Museum & Art Gallery is supporting the Learning and Access Officer's strategic work with schools, especially at KS3. Teacher secondments will develop learning resources, plus programmes of work with Specialist Arts Colleges; it will be developed with Lancashire County Museums Service.
- Bolton Museum & Art Gallery is working in partnership with Bolton, Bury and Rochdale Artists in Schools Agency to develop programmes to encourage active involvement with museum collections
- Manchester City Galleries, Manchester Museum and Whitworth Art Gallery are setting up a post of *Primary Consultant: Museums & Galleries* within the Innovations Team of Manchester LEA. The post will raise awareness within the LEA of the role of museums and galleries in delivering the National Curriculum and creativity agenda in schools.
- Tullie House Museum and Art Gallery are recruiting a *Schools Outreach Development Officer* to develop new curriculum loan boxes for schools with an element of live interpretation.
- All Hub venues and First Partners are developing education resources for Citizenship at KS3 and 4.

### PA2: Reaching a wider community

- Bolton Museum & Art Gallery is developing its Local Treasures Project in partnership with agencies such as Neighbourhood Renewal Areas.
- Tullie House Museum & Art Gallery is appointing a *Community Outreach Officer* to develop links with community groups.
- The Harris Museum & Art Gallery's Access and Inclusion Officer is developing work with communities and addressing social inclusion. A Fine Art interpretation strategy based on community consultation is being implemented.
- The Whitworth Art Gallery is developing its redisplay of world textiles and will recruit a Conservator. A *Post-16 Training Co-ordinator* will be appointed to develop a CPD programme for Post-16 art & design tutors.
- Manchester City Galleries is recruiting a *Family Programmes Manager* to develop product and audiences.

### PA5: Improving access to knowledge and Information

- The Whitworth Art Gallery is recruiting an *IT Officer – Support and Development*, to develop administration, learning and interactive services and to explore shared systems for collections management and internet publishing.
- Manchester City Galleries is appointing an *ICT Project Manager* to develop capacity and training, plus the post of *Online Galleries Manager* to develop a multimedia access project.
- Bolton Museum & Art Gallery's Access on Line project will develop effective access to collections and learning information.
- Tullie House Museum & Art Gallery is recruiting an *Audience Development Officer* to analyse its database and build audiences, as well as increase awareness of its collections through the web.
- Manchester Museum is developing Collective Conversations to increase access to the anthropology collections and involve communities in identification, documentation and interpretation. A *Documentation Assistant, Photographer* and *Outreach Officer* will be recruited. A Discovery Centre Detectives project will make collections available for direct public contact and exploration by schools and lifelong learning. A *Documentation Assistant* and a *Conservator/Preparator* will be recruited.

- The Harris Museum & Art Gallery is recruiting a *Collections Care Assistant* and a *Documentation Officer* to improve Collections Management procedures and implement a programme of documentation.

**PA 8: Ensuring the Hub operates in the most effective and efficient way to deliver high quality services to users**

- Manchester City Galleries is implementing a Facilities Management project. A *Facilities Manager* will be recruited plus a *Building Technician* to ensure effective management and maintenance of building services and improve the visitor experience.
- The Harris Museum & Art Gallery is recruiting a *Front of House Manager* to improve visitor services.
- Bolton Museum & Art Gallery is appointing a *Technical Assistant* and an *Administrator* to support the venue's visitor services, organisational work and data gathering.

**Specialisms Fund: Developing the Workforce**

The Hub is piloting using the *Inspiring Learning for All* framework to assess its members' learning needs, culture and skills development requirements to place learning at the heart of organisations.

The Hub is commissioning Ann Murch and Gaby Porter to do an Assessment of Needs and Diagnostic Review and prepare a Learning Delivery Plan. This will seek to embed *ILFA* principles in each participant organisation – Hub members, First Partners and Nationals, through a Skills Development Programme that can be rolled out to non-Hub museums. This process will also help inform MLA NW's Workforce Development strategy.

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