

MUSEUMS
+
HERITAGE

2018
AWARDS

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+
HERITAGE

AWARDS

PERMANENT EXHIBITION

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WINNER

Enter
now!



Winner of the Restoration Award 2017 - The Fitzwilliam Museum and the Hamilton Kerr Institute,
Restoration of Sebastiano's Adoration of the Shepherds

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> GETTING IT RIGHT!

Please do take time to carefully read this document as it details the criteria for entry!

Essential tips for a winning entry

Let's start with the Dos ...

DO make sure that all key facts and figures are included in your Entry Paper

DO sell your project to the judges! Make it clear why you deserve to win

DO brag about impact on visitor numbers and anything else that shows the judges what a success it has been

DO tailor your Entry Paper to the category you are entering. This is **REALLY** important!

DO make sure you tell us how much it cost to deliver the project and how you made every pound count.

DO make sure you are concise and to the point in your Entry Paper – this is your best chance to prove your worth to the judges

DO make sure you follow the guidelines for your Entry Paper and that you answer each section required

DO make sure the photographs you choose to include with your Entry Paper really show off the project to its best

DO make sure you include captions on your 4 printed photographs – everything helps to put the judges in the picture

DO get a colleague to read through your Entry Paper, if they don't understand how amazing your project is, chances are the judges won't either!

DO give yourself enough time to complete your entry

Now for the don'ts ...

DON'T bury key facts in your supporting material - the Entry Paper has to stand on its own two feet

DON'T use the same Entry Paper for different categories. Make sure you tailor each to the specific category criteria

DON'T waste precious space in the Entry Paper giving detailed information about the whole team involved, it's good to know but it's not the thing that will scoop you the prize



A huge thank you to our partner and sponsors.





Winner of the Educational Initiative Award 2017 - National Trust - Croome, Potter & Ponder: Sensory Experiences

Rules of Entry

The Museums + Heritage Awards for Excellence celebrate best practice within the world of museums, galleries, cultural and heritage visitor attractions. Hundreds of entries from operators and suppliers will battle it out to win one of eleven prestigious awards.

Who Can Enter?

The categories for 2018 will cover all major aspects of the museums, galleries and heritage attractions sector and are open to operators and suppliers unless otherwise stated.

Entries from outside contractors and suppliers are also welcomed, presenting you with an incredible opportunity to get your brand in front of 7 key influencers in this sector. Where the entry relates to a specific attraction it must only be submitted with the prior consent of the client concerned and we recommend that you collaborate with your client to ensure you are providing all the correct facts and figures.

Eligibility

Submissions should relate to the period between 1 January 2017 and 31 December 2017. The organisers reserve the right to retain entries for subsequent publication in connection with the Awards.

All projects entered into the categories must be carried out in the UK, with the exception of the International Award category which is open to overseas applications.

Deadline For Entries for Awards - 1 Feb 2018

Entries should be sent to: **Sara Bowen, Museums + Heritage Awards, The Coach House, Sharman Road, Worcester, WR1 3LA.**

The office will be open until 5.30pm on 1 Feb 2018 to accept any entries delivered by courier.

Volunteer(s) of the Year award: complete the template on [page 10](#) of this document and simply post it to the address detailed above or email it to sara@museumsandheritage.com.

Judging

The judges have been selected to provide a professional and wide-ranging level of expertise. Judges may move entries between categories if deemed to be unsuitable for the category entered. Awards will be made solely at the discretion of the judges, no feedback or correspondence will be entered into about the results and the judges' decisions are final.

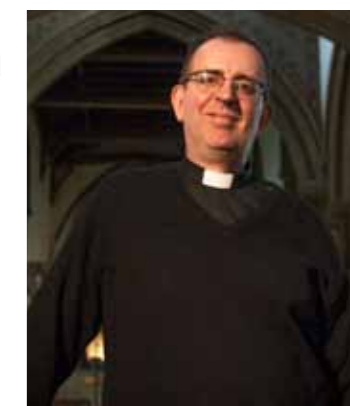
All entrants will be notified as to whether they are a shortlistee in mid March. The winners will be announced at the ceremony on 16 May and will receive an award and a framed certificate. Commended entrants will receive a framed certificate of commendation.

Collection Of Work

Owing to the expected number of entries, it will not be possible for support material to be returned by post, however it will be possible for material to be collected by prior arrangement from The Museums + Heritage Show on 16 +17 May 2018 at Olympia, London. Please note all materials sent are done so at the entrant's own risk. The organisers cannot accept responsibility.

The Awards Ceremony

The awards will be presented at a prestigious dinner on Wednesday 16 May 2018 hosted by The Rev'd Richard Coles at 8 Northumberland Avenue. All shortlistees are required to have at least one representative in attendance at the ceremony. The booking form for the Awards Ceremony can be found at the end of this document.



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Awards ceremony guests are invited to stay on at the ultimate industry networking event at the Awards After Party sponsored by BECK.

For further information about the Awards Ceremony, please contact **Sara Bowen on 01905 724734 or sara@museumsandheritage.com**

> GETTING IT RIGHT!

If you are entering these awards on behalf of your client, permission must have been given to do so.

Awards Category Criteria for 2018

Below are the categories for the 2018 awards. **You will need to tailor your entry to the specific category criteria** detailed on these pages. Please also refer to our Essential Tips on [page 2](#) and the entry guidelines on [page 5](#).

The International Award

This category is open to museums, galleries and heritage attractions outside of the UK. Entries should highlight excellence in the creation of a new museum, redevelopment of an existing one or a new exhibition, either permanent or temporary/touring, within the period of eligibility. The judges will be looking for high quality innovative projects, well executed within the project brief and budget. For suppliers/contractors wishing to enter this category, it is imperative that the submission is made jointly with your client.

Marketing Campaign

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This award will be given for the most effective public marketing campaign for a temporary or permanent exhibition, or an overall museum, gallery or heritage visitor attraction. This can consist of a sustained campaign or a one-off initiative. Entries can cover publicity events, viral marketing, use of social media, advertising, PR, sponsorship activities etc but must demonstrate creativity and originality, a provable impact and clearly illustrate an effective return on investment.

Temporary or Touring Exhibition

sponsored by 

Entries for this award should highlight excellence in the creation of a temporary or touring exhibition, designed to be featured within a museum, gallery or heritage attraction. Particular attention should be given to the effectiveness of the exhibition in attracting audiences in to the museum, gallery or heritage attraction. The exhibition must have been open to the public within the period of eligibility.

Restoration or Conservation

This award will highlight the quality of work undertaken on restoration and conservation projects within the UK. Judges will look at how a project has been managed and implemented from conception to completion. Your entry must clearly demonstrate rigorous project and conservation planning and processes. The category is open to the restoration and conservation of single objects through to entire

buildings. Particular attention will be given to how the project has enhanced public access whilst ensuring important historical artefacts and buildings have been safe guarded for the future.

REDUCED ENTRY FEE

Project on a Limited Budget

supported by



This award will recognise excellence in the creation of a successful project or exhibition, achieved on a budget of less than £10,000 ex VAT. Particular attention should be paid to the cost-effectiveness of the project and the use of creativity to overcome issues of funding - it is not merely about the sums involved.

Innovation

sponsored by 

This award focuses on connecting people with objects/collections. Entrants must demonstrate how technology (web, apps, a/v, multimedia, digital, etc) has been effectively used to interpret objects and to enrich the experience of your customers. This award is not simply about technology but about how it impacts on the end user's knowledge, engagement and enjoyment.

Educational Initiative

sponsored by 

This category is open to educational projects which can demonstrate how they have inspired the participants involved, creating a legacy which is befitting of the unique educational potential of museums and heritage/cultural visitor attractions. This award can include internships, community projects, apprenticeships, young ambassadors as well as schools, educational groups and special events. As well as the Awards' general guidelines for entry, the entry should include details of the number of participants, the objectives and benefits, and how they were measured.

Permanent Exhibition

Entries should highlight excellence in the creation of a new museum, redevelopment of an existing one or a new permanent exhibition within the period of eligibility. The judges will be looking for evidence of innovative design and interpretation within the project brief and budget. Particular attention should be paid to the impact the exhibition has had on the overall museum, gallery or heritage attraction.

Fundraising Initiative of the Year

Raising funds is increasingly vital to the sustainability of our cultural organisations and this category will be awarding the most impressive fundraising campaign by an individual or team. Entries should detail the results and impact of the campaign(s) clearly detailing why it is a significant success for your organisation. Within the period of eligibility, your entry can focus on one spectacular fundraising initiative or can look more broadly at a sustained campaign featuring a range of activities. You are permitted to include all sources of funds eg public bodies, trusts and foundations as well as corporate partnerships, public giving schemes, legacies, crowd-sourcing and fundraising events. Please tell us about the amount raised, the return on investment, how this relates to previous fundraising campaigns carried out by your team, and why it is important in the context of your organisation. You can also tell us about obstacles you have overcome to achieve your goals and any non-fundraising outcomes resulting from your campaign.

2 NEW AWARDS!

Best Shop - T/O <£500k and >£500k

This new award will celebrate best practice in museum and heritage retailing. It doesn't matter how big your retail offering is, there will be an award for both Best Shop with a **turnover of less than £500k** as well as Best Shop with a **turnover of more than £500k**.

Looking not only at profit but the entire retail operation over the past year, this award aims to honour the leaders in our sector. In convincing the judges of why you should scoop the Best Shop Award, please provide turnover and profit figures as well as percentage profit increase on your previous year, if relevant. Please also demonstrate how your shop is on brand and how it contributes effectively to your organisation's mission. We would like to hear how effectively your shop acts as a window for the museum and its narrative. Your shop can be permanent, temporary or online or a combination of all three. In all instances the judges will be looking for impressive results as well as considering the overall customer experience.

>GETTING IT RIGHT!

If you are entering the same project into more than one category it is **ESSENTIAL** that you re-write your Entry Paper to meet the specific criteria of each category.

FREE TO ENTER!

Volunteer(s) of the Year Award

in partnership with



Across our sector, volunteers are giving up their time to help your organisation. They do it willingly, not for reward, but we think we should celebrate their hard work and the contribution they have made in 2017. So, if you would like to give a very public show of appreciation to your volunteer(s) this new Volunteers of the Year Award, brought to you in partnership with Association of Independent Museums (AIM), offers just that opportunity.

Designed to be a real boon for those who work so hard to make a difference, this category is **free of charge to enter** and is open to all museums, galleries, gardens, landscapes and heritage visitor attractions across the UK.

Entry Process for the VOLUNTEER AWARD

The entry process is different to our other Award categories, you simply need to post or email your nomination using the [template on page 10](#).

You are welcome to nominate a specific individual or an entire team and simply need to tell us what a difference they have made to your museum, gallery or heritage visitor attraction.



Winner of the Innovation Award 2017 - Historic Royal Palaces, The Lost Palace

Guidelines for your Entry Paper

Not applicable to the Volunteer(s) of the Year Award, see separate guidelines on the next page.

Entries are shortlisted based on the strength of your two page Entry Paper, please ensure you include ALL the sections in the relevant guidelines opposite and refer to our Essential Tips on [page 2](#).

> GETTING IT RIGHT!

Please ensure that you include ALL KEY FACTS within your entry paper, rather than relying on references to supporting materials and that you tailor your paper to the relevant category criteria.

Please be aware that this information will be used in publicity material for the Awards and accuracy is therefore vital. The organisers will not be held responsible for any errors or omissions. Entrants may mark certain sensitive parts of their entry 'not for publication' (such as exact budget figures etc), provided such restrictions are not used unreasonably.

■ Entry Paper Guidelines for all Categories except Volunteer(s) of the Year Award

Ensure that you tailor your entry paper(s) to the specific category you are entering.

- 1 Category entered
- 2 Title of exhibition, project, attraction, campaign or service (suggested max 50 characters)*
- 3 Company/organisation/client/trade body name (suggested max 80 characters)*
If you are entering the awards as a supplier please ensure that you have permission from your client and include their name in this section. For example, 'John Smith & Co on behalf of The Cloud Museum'
- 4 Brief summary of team involved
- 5 Description of exhibition, project, attraction, campaign or service
- 6 Overall objective
- 7 Strategy for implementation
- 8 Outcome, including a formal evaluation of the results
- 9 Creativity and originality
- 10 Cost-effectiveness, ROI and budgets: with disclosure of costs or budgets to deliver the project, actual figures may be given or rounded up to the nearest £1,000
- 11 Impact on visitor numbers where applicable - please be clear about the scale of your project and its reach, give us numbers

**these details will be shown exactly as provided on all Awards materials*

■ Template for Volunteer(s) of the Year Award only

The entry process for this Award is different to the other Award categories, you simply need to send your nomination using the [template on page 10 of this document either by email or by post](#). You are welcome to nominate a specific individual or an entire team and simply need to tell us in 300 words what impact they have made to your visitors and your organisation.



Winner of the Permanent Award 2017 - National Museums Scotland, Ten New Galleries at the National Museum of Scotland

Submission Format

Please read carefully!

Not applicable to the Volunteers of the Year Award

Each entry must meet the category criteria and must include the following:

- 1 x completed Entry Form per project entered. If you are entering the SAME project into multiple categories (max 3), you may use just one form (form can be found on [page 8](#))
- 10 x copies of your Entry Paper, for each category/project entered, which should adhere to the following format:
 - Includes all sections from the relevant guidelines on [page 5](#) and follows our Essential Tips on [page 2](#)
 - Is tailored to the category criteria
 - No more than 2 single sides of A4 paper - can be printed on both sides of one sheet to save paper
 - Minimum font size 11
 - Each of the 10 copies to be stapled to 1 page of captioned photographs, maximum 4 to the page.
 - Not bound or contained in a folder/wallet
- A CD/memory stick which includes a minimum of 6 high res/high quality jpeg photographs, to include jpegs of the four printed photographs.
- Relevant support material, see [page 7](#)

Submission deadline for Awards 1 February 2018

Entry Fee

The entry fee for the Awards is £95 for all categories except Project on a Limited Budget for which the entry fee is £55 and Volunteers of the Year Award for which entry is free in all instances.

This fee is per entry. Please see below for the pricing of multiple entries:

- If you are entering the same project in more than one category then the first category is £95 (except Project on a Limited Budget for which the entry fee is £55), all additional categories are £55 per entry.
- If you are entering different projects into different categories then the fee will be £95 (except Project on a Limited Budget for which the entry fee is £55) per entry.

All fees are inclusive of VAT

> GETTING IT RIGHT!

It is imperative that you tailor your Entry Paper to the category entered. Please refer to the Category Criteria on [page 4](#).



Winner of the Marketing Campaign 2017 - 14-18 NOW, Jeremy Deller, Rufus Norris, National Theatre & Birmingham Rep, 'We're here because we're here'

Support Material

Not applicable to the Volunteers of the Year Award

To enhance and expand on the success of your project you are permitted to provide supporting material. Support material is not required for Volunteers of the Year Award, **However, please note that all key facts should be included in your Entry Paper.** Photographic or video evidence, where relevant, is particularly useful for the judging process.

The support material may vary but can be any of the following as long as it is relevant: attitudinal research | detailed figures | marketing literature | photographs* | video footage – *must be submitted on DVD in one of the following PC compatible formats MOV, AVI, MPEG, WMV format* | market share detail | productivity analysis | product samples | media coverage | internet coverage - *please ensure that you submit the relevant URL and any necessary passwords to allow access to a site.*

If an entry is entered into more than one category, please indicate this clearly on the support material box. **Make sure your support material reflects the category(s) entered.**

All material must be clearly labelled (externally) with the category entered, the title of the project and the name of your organisation.

>GETTING IT RIGHT!

Please note that all supporting material must not exceed a single A4 box file and can simply be included in the A4 envelope with your Entry Paper if possible.

** Please note that images you supply may be used by the organisers in future promotion of the Museums + Heritage Awards or Show.*

Final Checklist ✓

I have completed one entry form per project and/or completed the template for the Volunteer(s) of the Year Award

The following checks do not apply to the Volunteer(s) of the Year Award.

I have read the Essential Tips on [page 2](#)

My entry is tailored to the category criteria

I have provided 10 copies of my Entry Paper, entered, in the following format: per category

- No more than 2 single sides of A4 paper - can be printed on both sides of one sheet to save paper
- Minimum font size 11
- Includes all sections from the relevant guidelines on [pages 4](#)
- Each of the 10 copies is stapled to 1 page of captioned photographs, maximum 4 to the page.
- Is not bound or contained in a folder/wallet

I have included 6 high res/high quality images on a disk/memory stick, this includes jpegs of the 4 printed photographs provided with the Entry Paper

All my support material is contained either within a single A4 box file or within an A4 envelope with the Entry Paper

I have labelled all my support material clearly (externally) with the relevant category, title of project and name of my organisation

Any CD or digital content included is Windows compatible.

I've noted that all shortlistees must purchase a minimum of one ticket to the Awards ceremony.

I have put 16 May in the diary and have my fingers crossed!

Entry Form

Please complete this form for each project entered.
As previously stated any project can be entered in up to three categories.

Please detach and return this entry form, remember to enclose the following for each of your entries and to refer to the Rules of Entry before making your submission:

Please tick which Category/Categories are being entered

- | | |
|--|--|
| <input type="checkbox"/> Marketing Campaign | <input type="checkbox"/> Permanent Exhibition |
| <input type="checkbox"/> Temporary or Touring Exhibition | <input type="checkbox"/> Educational Initiative |
| <input type="checkbox"/> Project on a Limited Budget | <input type="checkbox"/> Innovation |
| <input type="checkbox"/> The International Award | <input type="checkbox"/> Restoration or Conservation |
| <input type="checkbox"/> Best Shop (above £500K) | <input type="checkbox"/> Fundraisers of the Year |
| <input type="checkbox"/> Best Shop (below £500k) | |

If you are entering Volunteer(s) of the Year award you do not need to complete this form. Please complete the template on page 10.

Title of Project _____
suggested max 50 characters

Project Organisation _____
suggested max 80 characters

>GETTING IT RIGHT!: This information will be shown, exactly as stated above, on all formal awards ceremony materials so please ensure accuracy.

Name _____

Job Title _____

Your Company or Organisation _____

If you are a supplier or contractor entering please tick this box to confirm you have received permission from your client to do so.

Email _____

Telephone _____

Secondary Contact Name _____
(in case of absence of Primary Contact)

Email _____

Telephone _____

Press Contact Name _____
please ensure this contact will be available on the morning of Thurs 17 May in the event of your project being successful

Email _____

Telephone _____

Please indicate the number of categories your project has been entered into. If you are entering the project into multiple (max 3) categories, the first category is charged at £95 and all additional categories are charged at £55 each. Excluding Project on a Limited Budget which is £55. All prices are inclusive of VAT.

Qty @ £95 + Qty @ £55 = Total Due £

I enclose a cheque made payable to 'M and H Media Ltd' for the above Total Due

Please charge the above Total Due to my credit/debit card

CARD TYPE: Credit Debit

Please note we are unable to accept Amex.

Card Number:

Start Date (mm/yy) Expiry Date (mm/yy)

Issue Number (Maestro only)

We will contact you for your 3 digit security number

Card holder's Name & Address

Card holder's signature _____ Date _____

Entries to: Sara Bowen,
The Museums + Heritage Awards,
The Coach House, Sharman Road,
Worcester WR1 3LA.

Tel: 01905 724734

Email: sara@museumsandheritage.com
awards.museumsandheritage.com

Your name and address will be stored on our Awards database. If you do not wish to receive other information about our services, please tick this box.



All shortlisted companies must have at least one representative at the awards ceremony.

First Name _____
Surname _____
Job Title _____
Company _____
Address _____
_____ Post Code _____
Tel _____
Email _____ Web _____

I wish to purchase tickets at the rate of £180 + VAT

1 Title, 1st Name, Surname _____
Organisation _____ Dietary Reqs. _____

2 Title, 1st Name, Surname _____
Organisation _____ Dietary Reqs. _____

3 Title, 1st Name, Surname _____
Organisation _____ Dietary Reqs. _____

4 Title, 1st Name, Surname _____
Organisation _____ Dietary Reqs. _____

5 Title, 1st Name, Surname _____
Organisation _____ Dietary Reqs. _____

6 Title, 1st Name, Surname _____
Organisation _____ Dietary Reqs. _____

7 Title, 1st Name, Surname _____
Organisation _____ Dietary Reqs. _____

8 Title, 1st Name, Surname _____
Organisation _____ Dietary Reqs. _____

9 Title, 1st Name, Surname _____
Organisation _____ Dietary Reqs. _____

10 Title, 1st Name, Surname _____
Organisation _____ Dietary Reqs. _____

Please list on an additional sheet if more than 10 places are required. We will do our best to accommodate tables of 11 or 12, where requested, but please note that this cannot be guaranteed.

Payment Details

Please send me a VAT invoice. Our PO No is: _____ please note that full payment must be made prior to the event

I enclose a cheque for £ _____ made payable to M and H Media Ltd

(A receipted VAT invoice will be sent to you)

Please charge my Visa/MasterCard with the sum of £ _____ to be debited immediately.

Please note a 1.75% fee applies to all credit and debit card payments. A receipted VAT invoice will be sent to you. We are unable to accept payment by Amex.

CARD TYPE: Credit Debit

Please note we are unable to accept Amex.

Card Number:

Start Date: / Expiry Date: /

Issue Number (Maestro only)

We will contact you for your 3 digit security number

Cardholder's Name _____

Cardholder's Address inc Post Code _____

Cardholder's Signature _____

Date _____



To make reservations for the Awards ceremony please complete and return this form to the Organisers:

TEL +44 (0)1905 724734

sara@museumsandheritage.com

Museums + Heritage Awards, The Coach House,
Sharman Road, Worcester, WR1 3LA

Terms & Conditions: Cancellations must be received in writing. Cancellations received within 30 days of the event will be liable to payment in full; cancellations received more than 30 days prior to the event will be subject to a 25% administration charge. Substitutions will be accepted at no extra charge. Payment in full must be received prior to the event. The Organisers reserve the right to amend the programme or to cancel or postpone the event due to unforeseen circumstances

PLEASE DO NOT E-MAIL YOUR CREDIT CARD DETAILS

Volunteer(s) of the Year Award - Entry Form

2018

Please complete all the fields in this template and return to us by midnight on 1 February 2018. This form can be returned by post to Sara Bowen, Museum and Heritage Awards, The Coach House, Sharman Road, Worcester WR1 3LA. or emailed to sara@museumsandheritage.com.

Successful shortlistees will be notified at the end of March.

NOMINATOR

Your name:

Your job title:

Your organisation:

Your email:

Your telephone:

Your organisation's twitter handle:

What is your 'relationship' to the Nominee(s):

NOMINEE(S):

Name of individual or group:

Age of individual (if under 18):

Which organisation do they volunteer for:

NOMINATION:

In no more than 300 words, briefly describe the voluntary activity carried out by the individual/group during 2017. Please explain how this has had a positive impact on your organisation and tell us about how he/she/they have gone the extra mile in 2017 to make a difference to colleagues, visitors and the general running of your museum, gallery, garden, landscape, heritage or visitor attraction. We want to know why their names(s) deserve to be in lights!

In partnership with

