

AWARDS for EXCELLENCE M&H 2006

Go for it!

enter the **awards for excellence**

PRESENTED BY

THE  INDEPENDENT

newheritage



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MUSEUMS and HERITAGE SHOW

ENTRY CRITERIA AND FORM

WELCOME TO THE 2006 MUSEUMS & HERITAGE AWARDS FOR EXCELLENCE

Now in its fourth successful year the Museums & Heritage Awards for Excellence is once again getting set to recognise and celebrate best practice within museums, galleries and heritage visitor attractions across the UK.

The 2005 Awards were presented in style at a prestigious ceremony hosted by broadcaster and journalist, Sophie Raworth, at London's Café Royal and brought together over 300 of the industry's most influential companies and individuals for a fun and rewarding evening of networking and celebration.

Plans are now well underway for the 2006 Awards and interest is extremely high. Once again The Independent newspaper will be our media partner, supporting the Awards with a high profile campaign that will commence in February 2006 within the newspaper, online and within museums and galleries. In addition Heritage 365 will support the Awards within its publications and online services. The partnerships will ensure that each of this year's winners receive both industry acclaim and wider public recognition.

The 2006 Awards will take place on 10 May, to coincide with the opening day of the Museums & Heritage Show, at a prestigious London venue, with over 300 industry professionals expected to attend.

For 2006 twelve categories have been created across the entire spectrum of museum and heritage services. Eleven of the categories will be judged by a panel of experts from a range of industry sectors and specialisms. The rules say that the judges will look for evidence of 'outcome, creativity, relation to objective and cost effectiveness'.

Winning entries will show all of this but they will also have to demonstrate something extra - true excellence! Members of the public will judge the final category, as The Independent seeks to find the UK's most popular museum, gallery or heritage attraction.

This is your opportunity to have your work recognised by the entire industry and the public at large.

Good luck with your entry and we look forward to seeing you at the Show.

Anna Preedy
EVENT DIRECTOR



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GENERAL RULES OF ENTRY & INFORMATION

The Museums & Heritage Awards for Excellence is the showcase for the best in the museums, galleries and heritage visitor attractions industry, presented at the leading event in the museums and heritage calendar.

The categories for 2006 cover all major aspects of the museums, galleries and heritage attractions industry.

THE AWARDS PRESENTATION

The awards will be presented at a prestigious dinner on Wednesday 10 May 2006, at a central London location. A separate booking form for the event will be available from October 2005, on the Museums & Heritage Show website. Alternatively please call 01905 724734 if you would like a copy to be sent by post.

For further information about the Awards event, please contact Anna Preedy on:

Tel: 01905 724734 Fax: 01905 724744

Email: anna@museumsandheritage.com

Website: www.museumsandheritage.com

A full list of finalists in each category will be displayed during the Awards presentations, within the souvenir programme and within Heritage 365 magazine following the event. Winners will receive an Award and a framed certificate. Commended entrants will receive certificates of commendation.

WHO CAN ENTER?

The Awards are open to museums, galleries and heritage visitor attractions. Entries from outside contractors and suppliers are also welcomed. (Where the entry relates to a specific attraction it must only be submitted with the prior consent of the client concerned.) All work entered into the categories must be carried out in the UK, except where the category indicates overseas applications.

Where both a museum, gallery or heritage attraction and their supplier/contractor enter the same project into a category, the two entries will be treated as a joint entry for the purposes of judging.

Companies/organisations or individuals may submit entries on behalf of themselves or others and may enter any number of categories, but no single project may be entered into more than three categories.

YOUR ENTRY

Each entry must include the following:

- Completed entry form (1 copy)
- Your written entry Paper (10 copies)
- Relevant support material
- Administration Fee of £20 per entry (see payment details on Entry Form)

Your written entry paper must be no more than two single sheets of A4 paper printed one side only and in minimum font size 11. All entries should be typed or printed following the template set out below. Handwritten entries or those not presented to normal professional standards will be excluded from the judging.

Please be sure to include ten photocopies of each written entry paper with one copy of the entry form (these can be photocopies) for each category you enter.

TEMPLATE FOR YOUR TWO PAGE WRITTEN PAPER

Your written entry is the basis on which you will be judged and short listed. The two pages should show how you meet all of the criteria in your chosen category. 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. At the beginning of your two pages the following information must be listed:

- Category entered
- Title of project, attraction, product or service covered in your written paper
- Company/organisation/client/trade body name
- Details of entire team involved in the creation of the project, attraction, product or service, including all relevant people, suppliers and contractors

This should then be followed by the sub-headings given on the next page.

Please refer to separate guidelines when submitting an entry for the Outstanding Contribution by an Individual category.

SUB-HEADINGS

Within your two pages you must then use the following as sub-headings under which you clearly enter your information:

- Description of project, service or product
- Overall objective of the project, service or product
- Strategy for implementation
- Method deployed
- Outcome, including any formal evaluation of the results
- Creativity and originality
- Budgets: with disclosure of costs or budgets, actual figures may be given or rounded up to the nearest £10,000
- Category specific information/any other information (not compulsory)

Failure to include these details will result in possible disqualification.

SUPPORT MATERIAL

To support your written entry, where relevant, you are allowed to provide back-up material produced for the project. This will enable you to expand on the success of your project. The support material can be referred to in your written work for the judges to consider at the time of judging. Please note that photographic or video evidence, where relevant, is particularly useful for the judging process.

The support material should show evidence of the success of your work. It may vary depending on the category but can be any of the following: attitudinal research, sales figures, marketing literature, photographs, detail market share, productivity analysis, product samples, media coverage and internet coverage. Please ensure that you submit the relevant URL and any necessary passwords to allow access to a site. All work must be compatible for PC; this is also relevant for all cd-rom work.

VHS videos may also be submitted to support an entry in any category. Please note we can only accept VHS videos, not beta, video 8 or U-matics.

The above list is only suggested support material; you are able to send whatever you feel is appropriate for your entry, as long as it is relevant. All material must be clearly labelled (externally) with the category entered and the title of the project and the name of your organisation.

Please note that all supporting material must be contained within a single A4 box file. Please do not send original work. If an entry is entered into more than one category, please indicate this clearly on the support material box, only one box of support material needs to be sent in this instance.

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 arrangement.

ELIGIBILITY

Except where indicated, submissions should relate to the period between 1 January 2005 and 31 December 2005.

The organisers reserve the right to retain entries for subsequent publication in connection with the Awards.

Descriptions of submissions from winners and runners-up will be published in connection with the Awards. Entrants may mark certain sensitive parts of their entry 'not for publication' (such as exact budgets figures etc.), provided such restrictions are not used unreasonably.

DEADLINE FOR ENTRIES

The closing deadline for entries is

Friday 24 February 2006.

Post: Entries should be sent to Anna Preedy, Event Director, The Coach House, Sharman Road, Worcester, WR1 3LA. Date of posting on Friday 24 February 2006 will also be acceptable.

Courier: The Museums & Heritage Show offices will be open until 6pm on Friday 24 February 2006 to accept any entries delivered by courier.

THE JUDGING

The judges will be selected to give 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.

A maximum of five entries from each category will go through to the final stage of judging. Winners and commendations will then be decided from these finalists.

All entrants will be notified by post as to whether they are a finalist the last week in March.

CATEGORIES

The general criteria of entry that apply to all categories has been explained in the previous pages, however the specific category criteria detailed below must also be adhered to.

Marketing Campaign

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, advertising, PR, sponsorship activities etc but must demonstrate a provable impact.

Permanent Exhibition

Entries for this award should highlight excellence in the creation of a permanent exhibition within a museum, gallery or heritage attraction or the opening of a new attraction 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.

Temporary/Touring Exhibition

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.

Educational Initiative

This category will recognise the most effective educational initiative developed and delivered by a museum, gallery or heritage attraction. This award will encompass - but is not limited to - work for schools and other educational groups, outreach activities, technological applications, and special events.

Project on a Limited Budget

This category will recognise excellence in the creation of a project or exhibition carried out on a limited budget. 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. The overall impact the project or exhibition has had on the museum, gallery or heritage attraction should also be taken into consideration.

Use of Technology

This award will be given for the most effective use of technology within a museum, gallery or heritage attraction. This can be for a permanent exhibition or display, or a temporary project. Audio-visual technology, multi-media, lighting, audio tour guides, show control systems and special effects will all be considered within this category.

Alternative Revenue Generation

This category will be awarded to the museum, gallery or heritage attraction that the judges believe has established the most effective strategic approach to generating alternative revenue streams. Judges will be looking for entries that demonstrate an entrepreneurial and measurable approach to income generation - whether this is through fundraising,

trading activities, such as venue hire, catering, licensing of products and retailing, admission prices or by utilising the experience and knowledge of the attraction's team.

Classic Award

This award is open to any museum, gallery or heritage attraction - or project or exhibition contained within one of these facilities - that has been established for 10 years or more. Judges will be looking for evidence of continued growth, development and visitor interest over the long term. Emphasis will be placed on the ongoing relevance and vibrancy of the museum, gallery or heritage attraction - or the particular project or exhibition nominated.

Excellence Overseas

This category is open to UK based contractors and suppliers to the industry who have worked on projects overseas between 1 January 2005 and 31 December 2005. It is dedicated to highlighting the expertise of UK companies that is currently being utilised overseas. The judges will be looking for companies or individuals that have made a contribution to new-build, expansion or refurbishment projects outside of the UK during the period of eligibility. The projects may be ongoing and entrants are able to submit details of more than one project within a single entry, demonstrating their portfolio of current overseas contracts. Entries must clearly demonstrate the impact of their contribution to the overall project.

Restoration/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 - whether it is the renovation of a single painting or the restoration of an entire stately home. Particular attention will be given to how the project has approached public access whilst ensuring important historical artefacts and buildings have been safe guarded for the future.

The Independent Award

Awarded to the museum, gallery or heritage visitor attraction voted as being most popular by members of the public, The Independent Award will reflect the wider public's opinions about UK attractions. The vote will take place on the Independent's website from February 2006 and will be marketed to members of the public, within the newspaper, online and within museums and galleries across the UK.

The most popular museum, gallery or heritage visitor attraction among the UK public will be present with The Independent Award at the Awards ceremony on 10 May 2006.

For more information visit www.museumsandheritage.com

ENTRY FORM

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

- 1 copies of this form (these can be photocopies)
- 10 copies of your written work
- 1 set of support material
- Administration Fee of £20 per project entered

Category Entered

Title of Project

Name

Position

Company

Address

Email

Telephone

Fax

Please enclose the administration fee of £20 for every entry submitted (it need only be paid once if you are submitting the same project into multiple (max 3) categories).

Qty x £20 = Total Due £

☐ I enclose a cheque made payable to **The Museums & Heritage Show Ltd** for the above Total Due

☐ Please charge the above Total Due to my credit card

Card Number:

Expiry Date (mm/yy)

☐ Issue Number (Maestro only)

☐ Visa ☐ Master Card ☐ Visa Delta

☐ Solo ☐ Maestro ☐ JCB

Card holder's Name & Address if different to the above

Card holder's signature

Date

Entries to:

Anna Preedy,

The Museums & Heritage Awards,

The Coach House, Sharman Road, Worcester WR1 3LA.

Tel: 01905 724734

Fax: 01905 724744

Email: anna@museumsandheritage.com

www.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. ☐