

MUSEUMS
+
HERITAGE

2017
AWARDS

Go for it!

enter the awards for excellence



Be sure to check out the FREE
Volunteer(s) of the Year Award
on page 8

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Museums + Heritage Awards for Excellence 2017

I am told that these are the awards that museums really want to win. They generate very public recognition for the winners and shortlistees and have been instrumental in helping many to secure funding and support from key stakeholders.

It is hugely inspiring to see how this sector continues to overcome challenges and financial restraints with determination and enthusiasm and all without compromise to quality, and these awards celebrate that in spades!

We look forward to receiving entries for projects of all sizes, reflecting the diversity of this sector, its organisations and its audiences.

Without doubt, the competition is tough but our awards give everyone the chance to enjoy the spotlight.

Best of luck!



Anna Preedy
Director



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> GETTING IT RIGHT!

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



Submission deadline for Awards 1 February 2017

A huge thank you to our partner and sponsors.



17 + 18 MAY 2017
OLYMPIA | LONDON

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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
- 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 correct 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



Winner of the International Award 2016; Horsens Museum and Kvorning Design & Communication, Horsens Prison Museum

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



Submission deadline for Awards 1 February 2017



Winner of the Trading + Enterprise Award 2016; Black Country Living Museum, Forging a Culture of Enterprise & Self Reliance at BCLM

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 2017 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.

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.

Eligibility

Submissions should relate to the period between 1 January 2016 and 31 December 2016. 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.

Submission deadline for Awards 1 February 2017

Deadline For Entries for Awards - Wed 1 Feb 2017

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

The office will be open until 5.30pm on Wed 1 Feb 2017 to accept any entries delivered by courier.

UK Entries: postmarked 1 February will be accepted.

International Entries: please allow enough time for your entries to arrive with us by 1 February.

Volunteer(s) of the Year award: complete the template on page 16 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 17 May and will receive an award and a framed certificate. Commended entrants will receive a framed certificate of commendation.

Descriptions of submissions from winners and runners-up will be published, exactly as provided, on all Awards materials. 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.

The Awards Ceremony

The awards will be presented at a prestigious dinner on Wednesday 17 May 2017 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.



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 **Deb Harris on 01905 724734 or deb@museumsandheritage.com**

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 17 +18 May 2017 at Olympia, London. Please note all materials sent are done so at the entrant's own risk. The organisers cannot accept responsibility.

> 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 2017

Below are the categories for the 2017 awards. You will need to demonstrate and tailor your entry to the specific category criteria detailed on these pages. Please also refer to our Essential Tips on pages 3 + 4 and the entry guidelines on pages 9 + 10.

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

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

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.

Trading + Enterprise

supported by



Recognising the importance of trading, this award will celebrate expertise in this area and includes retail, catering, events and venue hire as well as public and private partnerships. It should not, however, consider fundraising activities for which there is a new, separate, category. Entrants must demonstrate how trading activities (either as a whole or a specific element) have successfully increased contribution/

profit. Clear figures must be provided which detail the return on investment as well as the financial outcome. Figures are, of course, critical but the judges are equally keen to hear about innovation and creativity so please be sure to tell them about how your trading activities have developed during the period of eligibility. This could include product design, reaching new markets, promotions, off-site sales, partnerships and any other creative magic which has resulted in an increase in sales and a positive financial outcome.

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

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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.

Fundraisers 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.

FREE TO ENTER!

Volunteer(s) of the Year Award

in partnership with and sponsored by



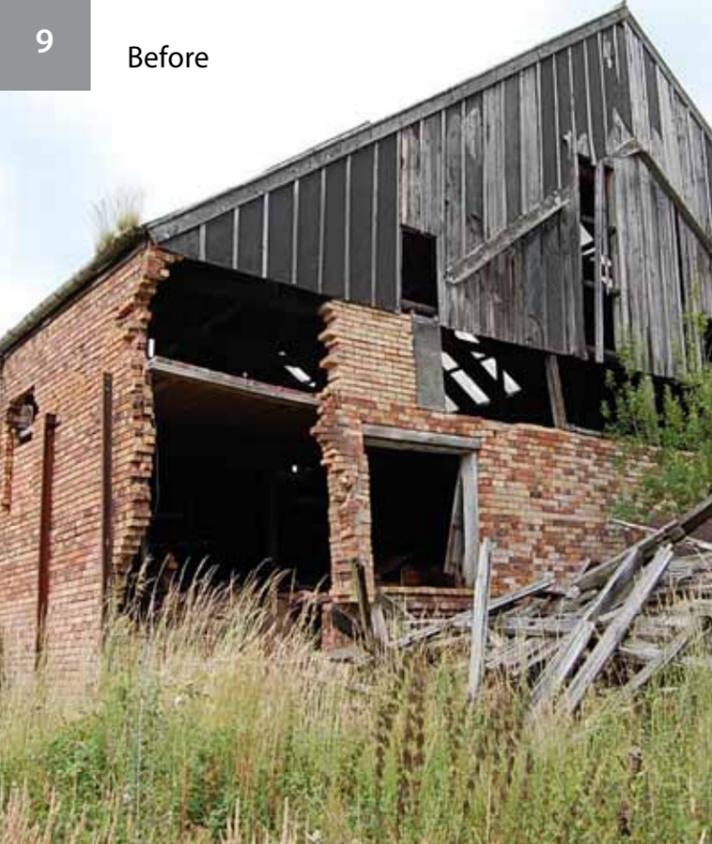
Across our sector, volunteers are giving up their time to help your organisation. They do it willingly, not for reward, but we think we should celebrate their hard work and the contribution they have made in 2016. So, if you would like to give a very public show of appreciation to your volunteer(s) this 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 16](#). 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.

>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.



Winner of the Restoration Award 2016; BECK and Cheshire West and Chester Council, Lion Salt Works Restoration

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 pages 3 + 4.

> GETTING IT RIGHT!

Please ensure that you include ALL KEY FACTS within your entry paper, rather than relying on references to supporting materials.

The Entry Paper should show how you meet all of the criteria in your chosen category, as detailed on pages 7 + 8. 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.

Submission deadline for Awards 1 February 2017

■ Entry Paper Guidelines for all Categories except Volunteers of the Year Award

- 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
- 12 Any additional category specific information/any other information which you feel is relevant to your entry.

**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 16 of this document either by email or by post](#). (Details provided on page 6). 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 Innovation Award 2016; Natural History Museum, David Attenborough's First Life: A Virtual Reality Experience

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.
(form can be found on page 15)
- 10 x copies of your Entry Paper, which should adhere to the following format:
 - Includes all sections from the relevant guidelines on pages 9 + 10 and follows our recommended Dos and Dons
 - 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 13 + 14

Submission deadline for Awards 1 February 2017

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 pages 7 + 8.





Winner of Best Permanent Exhibition 2016; Royal College of Surgeons of Edinburgh, The Lister Project

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, **only one set of support material needs to be sent in this instance.**

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.*

Submission deadline for Awards 1 February 2017

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 pages 3+4
- I have provided 10 copies of my Entry Paper, per category entered, in the following format:
 - 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 9 + 10
 - 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 17 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"/> Trading + Enterprise | <input type="checkbox"/> Fundraisers of the Year |

If you are entering Volunteer(s) of the Year award you do not need to complete this form.
Please complete the template on page 16.

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 18 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: Debbie Harris,
The Museums + Heritage Awards,
The Coach House, Sharman Road,
Worcester WR1 3LA.

Tel: 01905 724734

Email: deb@museumsandheritage.com

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.

Please complete all the fields in this template and return to us by **midnight on 1 February 2017**. This form can be returned by post to Deb Harris, Museum and Heritage Awards, The Coach House, Sharman Road, Worcester WR1 3LA. or email 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 2016. 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 2016 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!

Awards Ceremony Booking Form

8 Northumberland, London | Wednesday 17 May 2017

Discounts for a
table of ten!

First Name _____
Surname _____
Job Title _____
Company _____
Address _____

Post Code _____

Tel _____

Email _____ Web _____

I wish to purchase tickets at the rate of £170 + VAT

I wish to purchase table(s) (10 per table) at the discounted rate of £1650 + 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
deb@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