

Tullie House Museum and Art Gallery Trust

European Cultural Cooperation in Finding Best Practice for the
Sustainable Futures of Public Museum and Gallery Spaces in Cultural
and Heritage Regions | Culture Programme Strand 1.2.1, Partner Search
Request

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European Cultural Cooperation in Finding Best Practise for the Sustainable Futures of Public Museum and Gallery Spaces in Cultural and Heritage Regions (Culture Programme Strand 1.2.1, expression of interest)

Public museum and gallery spaces play a pivotal role in the provision of cultural / heritage archiving and education, social inclusion and cultural / heritage tourism in their communities. These spaces should be one of the cornerstones of a community in areas of cultural and historical significance and a driver for increased employment and skills innovation / education and preservation in the culture and heritage sectors. Cumbria, situated in the North West of England uses its own unique culture and heritage as a key ingredient to attract tourists through iconic poets and authors such as William Wordsworth and Beatrix Potter, and also though the county's rich and diverse history from the Roman occupation, through the English Civil War to it's involvement in the American War of Independence.

To assist museum and gallery spaces in these EU regions to survive and grow in these newly austere times in terms of native cultural and heritage funding, new approaches need to be developed and shared on a European basis. Those creating these new approaches should be on hand to create and maintain networks to dispense information and guidance on how to approach, create and maintain sustainable futures for these spaces.

By working cooperatively on a European basis and sharing best practice in sustainable futures, public museum and gallery spaces can benefit both economically and socially whilst opening up potential new markets via partnership project working, exchange visits and reciprocal exhibitions and events.



The Nijmegen Helmet, a Roman artefact which was on loan to Tullie House's Roman Frontier Gallery from the Museum het Valkhof, Nijmegen.

Tullie House Museum and Art Gallery Trust transferred from public sector control to charitable trust status in May 2011. As a consequence of this transfer, the Museum now has to look towards new and innovative ways of fundraising and developing the business whilst maintaining its cultural integrity and continuing with its successful community outreach projects (These projects rely very much on the help and support of the Tullie House community volunteers for project delivery and they have helped Tullie House to fulfill its role as a Museum for the people of Carlisle).

We are seeking European partners from similar institutions to exchange knowledge and develop new ideas in creating sustainable incomes for public museum and gallery spaces

Central Aims & Activities

- To identify partners and develop a funding consortium to apply for Culture Programme Strand 1.2.1 funding.
- To identify public museum and gallery spaces in cultural / heritage areas across the EU and develop links with identified regions.
- To identify the role of public museum and gallery spaces product in terms of adding value to the local tourism offer and using this added value as a driver for income generation from both the consumer and the corporate market.
- To identify the synergies between public museum and gallery spaces in partner countries.
- To identify strategies how museum and gallery spaces can effectively market and promote their product to the private sector as an investment opportunity.
- To investigate web based marketing and sales of business opportunities.
- To review locations and scenarios where these issues are tackled effectively.
- To act as a catalyst and torch bearer for business development and sustainable incomes for public museum and gallery spaces in cultural / heritage regions.

Outputs

- Sharing of good practice between European museums and art galleries with regard to design and marketing of their 'product' to the private sector via learning based exchange visits and web based information exchange.
- The use of reciprocal promotional exhibitions between partner countries and their practitioners to promote both a sense of place and pan-European collaboration.
- Creation of a sustainable business development toolkit for public museum and art gallery spaces.
- The development of long term European network for cooperation and exchange of knowledge, skills and experience, post project.
- The development of private sector partnership and income to support both youth and adult educational projects and mental welfare projects amongst senior citizens.



Traditional and contemporary ideas in display, working together to educate, inform and entertain (Left: Pre Raphaelites Exhibition in Old Tullie House Right: Roman Frontier Gallery, opened June 2011)

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Additional Information

Tullie House Museum and Art Gallery Trust

- Is a cultural operator and a charitable trust, operating in the non profit sector.
- Is the third most visited tourist attraction in Cumbria with over 270,000 visitors per year.
- Works closely with partners such as the British Museum and Hadrian's Wall Heritage Ltd to deliver exciting new projects such as its newest attraction, the 'Roman Frontier Gallery' opened in June 2011.
- Extends its activity into the local community via its community outreach programmes youth educational projects and events, and reminiscence projects with senior citizens (using period objects to reinvigorate memories).
- Works closely with the Cumbria Archive Service to preserve and display sense of place and heritage.

Awards and Achievements

- Cumbria Tourism Large Visitor Attraction of the Year 2007

Tullie House Museum and Art Gallery Trust & European Funding

- New opening 'Roman Frontier Gallery' part funded via the European Regional Development Fund.

Project Officer

Previous experience working on European programmes:

- Receiving EU projects in Cumbria
- As part of delegations to other EU countries
- Project delivery and report collation

At this time, Tullie House Museum and Gallery Trust is looking for potential partners who would be willing to add their knowledge and expertise to shape the project. At a later stage, interested parties will determine the lead partner for the project. A template for responses will sent to interested parties.

Deadline for Expressions of Interest: **30th April 2012**

Expressions of interest and requests for further information and images can be sent to;

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Expression of Interest added to

en.www.mcu.es - EU partner search database

www.ne-mo.org - Network of European Museum Organisations