



## **Temporary Exhibitions Policy**

**Gairloch Heritage Museum**

**Gairloch & District Heritage Company**

**Date on which this policy was approved by governing body:** 23/08/2010  
Section 7 was amended (1) 27/05/2013  
(2) 15/08/2016

**Date at which this policy is due for review: February 2017**

### **Museum's Statement of Purpose**

#### **As per the Articles of Association 2012:**

To maintain the Gairloch Heritage Museum is the main activity of the Gairloch and District Heritage Company. The Purpose of the Company, as a Registered Charity, is to promote and encourage interest in, and care for, the history, culture, beauty and character of the Parish of Gairloch, for the benefit of all who wish to be engaged in such advancement of its heritage, be they locally resident, visiting the area in person or in contact through any form of communication from afar.

## **1. Policy Overview**

The purpose of this policy is to provide guidance for the organisation of temporary exhibitions held at the Gairloch Heritage Museum premises. This includes both exhibitions planned and funded internally, as well as those organised by groups outwith the museum body.

This policy also aims to define, and make transparent, the selection criteria followed by the Gairloch Heritage Museum when determining the suitability of proposed temporary exhibitions as part of the museum's exhibitions programme. It also outlines the procedures regarding the sale of items in temporary exhibitions.

This policy document was written in accordance with the Museum Association Code of Ethics for Museums. All implementations of this policy should in addition conform to the professional guidelines stated in the Code of Ethics for Museums.

## **2. Objectives**

The objectives of the museum in regards to this policy are as follows:

- a) To provide an opportunity for displays of material relevant to the cultural heritage of the local area.
- b) To provide all members of the public with opportunities for inspiration, learning and enjoyment.
- c) To offer a varied programme of diverse subject matter, with the aim to both encourage repeat visits, and to extend and broaden the range of the museum's audience.
- d) To use temporary exhibitions as an opportunity to address topics of interest and relevance unrepresented by the museum's permanent displays.
- e) To allow the museum to experiment with innovative forms of display and interpretation.

- f) To involve and support interested bodies within the local community, with an aim to forming and maintaining strong future connections.
- g) To provide a venue to enable local groups and individuals to display their own craftwork, research, or other materials sympathetic with the museum's purpose and objectives.
- h) To strengthen and enhance the museum's public profile within the local community.

Although temporary exhibitions should be considered as a welcome opportunity to generate income for the museum (through sales of artwork or similar activities), such outcomes should always be considered as secondary to those outlined above.

### **3. The Temporary Exhibition Programme**

The Gairloch Heritage Museum's annual temporary exhibition programme is organised using the following guidelines:

- a) The museum's annual exhibition programme will consist of four exhibitions per season. The standard season opens from the earlier of two dates; either the start of the Easter holiday, or the 1<sup>st</sup> of April, and runs until the 31<sup>st</sup> of October.
- b) The exhibition programme will be determined in the year preceding the season in question. Exhibition dates will be finalised at the start of each year.
- c) Confirmed exhibitors will be notified in writing of necessary details including the exhibition dates and current sales commission rates, once the exhibition dates have been finalised.
- d) All temporary exhibitions are held in the museum's gallery, at the east end of the building. A rectangular-shaped room, there is a usable wall length of 4.95m for two walls, 2.89m for one and 3.12m for the other. All walls have a usable wall height of 1.2m. Available resources include two flatbed display cabinets of 178cm by 57cm dimensions, with a depth of 14cm.

- e) Exhibitors will be given access to the museum's gallery for installation for the week preceding the exhibition opening (Monday to Friday), with the standard opening date set to be the following Saturday.
- f) As standard, the museum will hold an exhibition preview event in the museum on the evening of the Friday preceding the opening date of a temporary exhibition.
- g) In addition to curatorial guidance, leading up to and during the installation of an exhibition, the museum can provide exhibitors with the following additional resources:
  - i. Limited practical assistance during exhibition installation.
  - ii. Access to equipment and materials for the mounting or backing of display pieces such as text panels and photographic material.
  - iii. Access to the museum archive and photography collection, including duplication of necessary materials.
- h) Any additional resources offered by the museum are to be negotiated between the museum's curator and the exhibitor on a case-by-case basis.
- i) The standard door admission charges apply to all temporary exhibitions.

#### **4. Exhibition Selection Criteria**

Acceptance of a proposed temporary exhibition should be determined by the curator of the museum, and one representative of the Gairloch Heritage Museum Board, usually the Chairperson.

The decision as to whether a proposed exhibition will be held is determined by the Gairloch Heritage Museum in the year preceding the proposed exhibition date.

Proposed exhibitions will be judged for suitability by the following criteria:

- a) Whether the proposed exhibition has sufficient audience appeal.

- b) Whether the material exhibited is of sufficient quality.
- c) The cost implications of holding the proposed exhibition.
- d) The practical implications of the proposed exhibition.
- e) The relevance of the exhibition material in regards to the museum's aims and objectives.

## **5. Museum Responsibilities**

The exact responsibilities of the Gairloch Heritage Museum during exhibition installation, and the resources that are to be made available, should be determined on a case-by-case basis for each exhibition by mutual agreement between the exhibitor and the museum's curator.

The standard responsibilities accepted by the Gairloch Heritage Museum are as follows:

- a) Providing the exhibitor with sufficient advance notification of finalised exhibition dates.
- b) Outlining to the exhibitor the display requirements and standards expected by the museum.
- c) Organising the exhibition preview and opening night (usually on the evening of the Friday immediately preceding the exhibition opening date).
- d) Advertising and promotion of the exhibition. The museum should provide proof copies of adverts and posters for approval by the exhibitor in advance of installation.
- e) Providing curatorial guidance during the process of planning and installing the exhibition.
- f) Insurance for the contents of temporary exhibitions is included in the museum's general insurance policy covering its permanent collections. The policy covers the sum total of permanent collections and temporary exhibitions up to a total value of £73,000.

- g) In accordance with the museum's insurance policy, the museum is to provide a list of all temporary exhibitions to be held, and their corresponding dates, to Highland Council once the year's temporary exhibitions programme has been finalised.

## **6. Exhibitor Responsibilities**

- a) Installation and takedown of the exhibition is by default the responsibility of the exhibitor, although changes to this assumption can be negotiated with the curator on a case-by-case basis.
- b) The exhibitor is responsible for supplying and covering the cost of display materials, such as paper or foam board.
- c) The exhibitor is responsible for arranging transportation of any objects or materials necessary for the exhibition, and is responsible for covering any associated costs.

## **7. Exhibition Sales**

- a) i) The sale of items on display as part of a temporary exhibition will be handled internally by the Gairloch Heritage Museum. Items sold that are part of the exhibition will be subject to a set commission fee of 30% of an item's sale value, with the exception of cards where the commission fee will be 50%. These commission rates are equivalent to a mark up (MU) of 42.85% and 100% respectively and are subject to annual review by the GHM Retail Committee.
- ii) Where the method of settlement of sales incurs a transaction charge, the Museum will be responsible for 30% in line with the set commission fee
- b) Items for sale deemed peripheral to the exhibition, such as exhibition related items, eg calendars and unnumbered prints, will be accepted by the museum on a "Sale or Return" (SOR) and subject to a set commission fee of 30% of the sale value. Where such peripheral items are already stocked in the museum shop, they may be accepted by the

museum on a SOR basis at the previously agreed price for the period of the temporary exhibition.

- c) All peripheral items for sale during a temporary exhibition must be agreed by the museum Retail Committee in advance.
- d) The charged commission fee, plus 70% of any sales transaction charge incurred, will be deducted from the overall takings from the temporary exhibition, which will be paid to the exhibitor by cheque at the close of the exhibition.
- e) Any sold items that form part of the exhibition display should be claimed by the purchaser at the close of the exhibition, unless otherwise agreed with the museum's curator and the exhibitor. The museum will not take responsibility for the shipping or couriering of any sold works, but will happily work with any purchaser who wishes to arrange such services themselves.
- f) Where commissions or referrals are taken at, or received as a direct result of, the exhibition, the exhibitor will remit to the museum payment equivalent to the appropriate commission as per the above guidance.

## **8. Exhibition Preview Events**

- a) As standard, the museum will hold an exhibition preview event in the museum on the evening of the Friday preceding the opening date of a temporary exhibition.
- b) The opening hours of the preview should be agreed by the exhibitor and the museum's curator prior to the exhibition installation. As standard the museum will suggest an opening time of 7.30pm, with the expectation for the event to last roughly 2 hours.
- c) Specifics of the evening, such as demonstrations, the provision of refreshments, or live music, will be determined by the Gairloch Heritage Museum. Such aspects should be agreed with the exhibitor prior to the exhibition installation.

- d) The exhibitor is welcome to invite friends and family to preview events, as well as others as they see fit. As standard the Gairloch Heritage Museum will issue invites to its members, volunteers, trustees and local councilors, but reserves the right issue additional invites as it sees fit.