



Exhibitions Policy

Gairloch Museum

Gairloch & District Heritage Company Ltd

Date on which this policy was first approved by the Board 23 August 2010

Section 7 amended 27 May 2013

15 August 2016

30 July 2018

Policy revised for new Museum

23 April 2019

Section 7 amended

14 January 2020

Policy revised

14 Sept 2021

Date at which this policy is due for next full review

January 2024

**Museum's Statement of Purpose
(as per our Articles of Association)**

To maintain Gairloch Museum is the main activity of the Gairloch & District Heritage Company Ltd. 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 a clear summary of the Museum's exhibition and displays activities. It provides information about our exhibition and display venues, our exhibitions programme and the aims that guide this programme. The criteria by which the exhibitions programme is decided, and the way in which individual exhibitions and displays are selected are outlined.

All implementations of this policy should conform to the professional guidelines stated in the Code of Ethics for Museums, which the Museum is committed to upholding.

2. Objectives

The Museum's exhibitions programme plays an important role in achieving a number of its objectives as follows:

- a) To provide an opportunity for the display of material relevant to the cultural heritage of the local area.
- b) To create opportunities for artists and makers to display their work.
- c) To provide members of the public with inspiration, learning and enjoyment through culture.
- d) To offer a varied programme of diverse subject matter, with the aim of encouraging repeat visits and extending and broadening the Museum's audience.
- e) To use exhibitions as an opportunity to address topics of interest and relevance complementing the Museum's permanent displays.
- f) To allow the Museum to experiment with innovative forms of display and interpretation
- g) To involve and support interested bodies within the local community, with the aim of forming and maintaining strong future connections.
- h) To provide a venue to enable local groups and individuals to display their art, craft, research or other materials sympathetic to the Museum's purpose and objectives.
- i) To strengthen and enhance the Museum's public profile within the local community.

Although 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 Exhibitions Programme

The Museum's annual exhibitions programme is organised using the following guidelines:

- a) The annual exhibitions programme will usually consist of six to ten exhibitions each year.
- b) As far as is possible, the programme will be determined 12 months in advance.
- c) Confirmed Exhibitors will receive confirmation of dates once finalised, and will be expected to familiarise themselves with the Guidelines for Exhibitors which is posted on the Museum website: www.gairlochmuseum.org

4. Exhibition Spaces

The Museum has two galleries dedicated to temporary exhibitions. The First Floor Gallery is usually reserved for exhibitions of art work, while the larger Ground Floor Gallery usually accommodates in house or touring Exhibitions. Standard Museum admission charges apply to visit the First Floor Gallery, but the Ground Floor Gallery can be visited without paying the admission fee. An illustrated description of both Galleries is provided in the Guidelines for Exhibitors.

5. Exhibition Selection Criteria

The Exhibition and Displays programme is designed to achieve a balanced programme both creatively and economically, and with consideration of the increasing diversity of the Museum's audiences. The programme is developed in accordance with the Museum's high standards of governance to ensure the selection process is transparent.

Individuals and groups are invited to submit exhibition proposals. The Exhibitions Planning Group will meet at least quarterly to assess applications based on exhibition proposals and electronic images of work submitted by interested parties. Acceptance of a proposed temporary exhibition will be determined by the Exhibitions Planning Group. The group aims to inform potential exhibitors of the acceptance of their exhibition proposal 12 months in advance of the proposed exhibition date.

Proposed exhibitions will be judged for suitability on the following unweighted criteria:

- a) Relevance to the Museum's aims and objectives.
- b) Financial implications for the Museum.
- c) Practical implications.
- d) Quality of work.
- e) Audience appeal.

6. Responsibilities

The Exhibitions Planning Group is responsible for overseeing the temporary exhibitions programme. It is comprised of the Curator, members of the Museum Board and other volunteers.

The responsibilities of the Museum and the Exhibitor are outlined in the Guidelines for Exhibitors. Specific requests that deviate from this guidance will be assessed on a case-by-case basis and must be mutually agreed by the Exhibitor and the Museum.

7. Audiences

The Museum strives to attract an audience of circa 12,000 visitors per year through the delivery of innovative and accessible exhibitions. This includes a wide range of new audiences, as well as repeat visitors. Our key audiences are:

- Families
- Couples
- Visitors passing through
- Holiday makers (self-catering, campers)
- Overnight visitors (hotels, B&B)
- Members
- Local individuals
- Local groups
- Highland and island heritage groups (including natural heritage)
- Educational groups (schools, universities)

8. General Requirements of Exhibitors

- a) The quality of temporary exhibitions should be commensurate with the high standards that the Museum applies to its own displays.
- b) Work delivered for exhibiting must be the same or similar to that agreed with the Exhibition Planning Group at the time of selection. The Museum reserves the right to withdraw any material unless the exhibitor has already confirmed any changes with the group.
- c) The Museum reserves the right to refuse to exhibit work considered to be offensive in any way. The decision of the Exhibitions Planning Group is final.
- d) The Museum will always consider exhibiting works of a contentious or challenging nature but reserves the right to exercise discretion when selecting exhibits which will be displayed in a public gallery.
- e) It is desirable for exhibitions to have elements that are accessible to children whenever possible, but particularly those on show during the school holiday periods.