



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
Date at which this policy is due for next review	January 2021

Museum's Statement of Purpose (as per the 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 guidance for the organisation of exhibitions held at Gairloch Museum. 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 Gairloch Museum when determining the suitability of proposed exhibitions as part of the Museum's exhibitions programme. It also outlines the procedures regarding the sale of items in exhibitions.

The 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 regard 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 create opportunities for artists and craftspeople to display their work.
- c) To provide members of the public with opportunities for inspiration, learning and enjoyment
- d) To offer a varied programme of diverse subject matter, with the aim both to encourage repeat visits and to extend and broaden the range of the Museum's audience.
- e) To use exhibitions as an opportunity to address topics of interest and relevance unrepresented by 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 an aim to forming and maintaining strong future connections.
- h) 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.
- 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.

The standard admission charges apply to all temporary exhibitions.

3. The Exhibitions Programme

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

- a) The Museum's 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 be notified in writing of necessary details, including the exhibitions dates and current sales commission rates, once the exhibition dates have been finalised.

4. Exhibitions Display

- a) All exhibitions will be held in the Museum's exhibition room on the first floor of the building. This square room has three usable wall lengths of 4000mm wide by 2100mm high. The fourth wall has a door in the centre. The walls are panelled with painted mdf panelling into which fixings can easily be attached.
Two glass display cases are available for use with dimensions 700mm (w) x700mm (d) x 1000mm (h).
Power sockets are available in the centre of the floor and on the lower right of the back wall.
- b) Exhibitors will be given access to the Museum's gallery for installation during the week preceding the exhibition opening on days to be arranged. The standard opening date for an exhibition is a Saturday.
- c) In addition to curatorial advice leading up to and during the installation of an exhibition, the Museum may be able to provide exhibitors with the following additional resources:
 - i) Limited practical assistance during exhibition installation
 - ii) Limited access to equipment and materials for the mounting or backing of display pieces, such as picture hooks and hammer.
 - iii) Access to the Museum archive and photography collection, including duplication of necessary materials (for local history exhibitions).
- d) Any additional resources offered by the Museum are to be negotiated between the Museum manager and the exhibitor on a case-by-case basis.

5. Exhibition Selection Criteria

Exhibitions are invited to submit exhibition proposals to the Museum manager. Acceptance of a proposed temporary exhibition will be determined by the Exhibitions Planning Group. The group aims to inform artists of the acceptance of their exhibition proposal 12 months in advance of the proposed exhibition date.

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

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

6. Museum Responsibilities

The exact responsibilities of Gairloch 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 manager.

The standard responsibilities accepted by the Gairloch Museum are:

- a) Providing the exhibitor with sufficient advance notice 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 promoting the exhibition. The Museum should provide proof copies of adverts and posters for approval by the exhibitor in advance of installation.
- e) Providing curatorial advice, if required, 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 £50,000. Exhibition contents are only insured by the Museum when on the Museum premises. It is the exhibitor's responsibility to ensure that the materials are insured when in transit.

7. 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 manager on a case-by-case basis.
- b) The exhibitor is responsible for supplying and covering the cost of display materials.

- 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.

8. Exhibition Sales

- a)
 - i) The sale of items on display as part of a temporary exhibition will be handled internally by GDHM Trading Ltd. Items sold that are part of the exhibition will be subject to a set commission fee of 35% of an item's sale value + VAT thereon at the current standard rate, with the exception of cards where the commission fee will be 40% + VAT thereon at the current standard rate. Commission rates are subject to annual review by the Museum's Commercial Operations Group.
 - ii) Where the method of settlement of sales incurs a transaction charge, the Museum will be responsible proportionally in line with the set commission fee.
- b) Items for sale peripheral to the exhibition, such as exhibition-related items, e.g. calendars and unnumbered prints, will be accepted by the Museum subject to a set commission fee in accordance with sub-paragraph 8a)i) above.
Where such peripheral items are already stocked in the Museum shop, they may be accepted by the Museum at the previously agreed price.
- c) All peripheral items for sale during a temporary exhibition must be agreed by the Museum's Commercial Operations Group in advance.
- d) The charged commission fee plus VAT, plus exhibitor's proportion of any sales transaction charge incurred, will be deducted from the overall takings from the 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 manager and the exhibitor. The Museum will not take responsibility for the shipping or couriering of any sold works but will willingly 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 plus VAT as per the above guidance.

9. Exhibition Preview Events

- a) In agreement with the exhibitor, the Museum may hold an exhibition preview event in the Museum on the evening of the Friday preceding the opening date of the exhibition.
- b) The opening hours of the preview should be agreed by the exhibitor and the Museum manager prior to the exhibition installation. As standard, the Museum will suggest an opening time of 7.30pm, with the expectation that the event will last approximately two hours.

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- c) Specifics of the evening, such as demonstrations, the provision of refreshments, or live music, will be determined by Gairloch Museum. Such aspects should be agreed with the exhibitor prior to 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 Museum will issue invites to its members and the local community.