SWFED ANNUAL
CONFERENCE & AGM
Visitor Experience

6 - 7 July 2016
University of Exeter

An exciting two-day conference in Exeter filled with talks, training and networking
Book online at:

Twitter @SWFed  #swfed2016

Image: Corinium Museum, SWFed member
9.30 am Registration and coffee

10.15 am Introduction: Anna Bryant, SWFed Vice-Chair

10.30 am Penelope, Viscountess Cobham CBE, Chairman, VisitEngland. Key Note Address: The Future of English Tourism

VisitEngland is the National Tourist Board for England, who works with Government and industry to safeguard the sector's successful and sustainable future, and develop the visitor experience across England. They plan the national tourism strategy, grow the value of tourism in England and provide advocacy for the industry and its visitors. Penelope, Viscountess Cobham CBE, has been Chairman of VisitEngland since its creation in 2009 and leading the organisation through some exciting and challenging times. The SWFed are delighted to welcome her to the conference, which this year is all about the “Visitor Experience”, to deliver her key note address on the future of English tourism.

11.15 am Tony Berry, Director of Visitor Experience, National Trust.

Everything Speaks

In the past, we've often thought of interpretation as a kind of tax on visitor enjoyment, instead of a gift that should add joy to the experience. But more recently, the National Trust has moved away from the idea of interpretation as a set of techniques, and started to think much more about how we reflect stories and our spirit of place through every detail of the visitor journey. I'd like to share our approach to spirit of place, visitor enjoyment and our Seven Principles of Interpretation – and explore how they might translate across to other environments.
11.45 am Break

12.15 pm **Nerys Watts, Head of HLF South West.**

Making a Lasting Difference

The Heritage Lottery Fund is absolutely committed to ensuring as many and as wide a range of people as possible are engaged in their heritage. Providing experiences for visitors that are inspiring and challenging, but also inclusive, enjoyable and encouraging people to get involved can be a daunting prospect.

It can be even more tricky when raising income is an ever more important focus for many organisations. But providing a variety of experiences isn't just a hurdle to clear to access funding, but crucial to make a lasting difference for our heritage.

12.45 pm Lunch - provided

2.00 pm **Jane Samuels, Access and Equality Manager, Natural History Museum.**

The Case for Access

Drawing from her twelve years at the British Museum as Access & Equality Manager and now at the Natural History Museum in a similar role, Jane Samuels will talk about why access is not be a peripheral consideration for the museum sector but one that strikes at the very heart of their core values.

She will touch on the significance of UK equality legislation, provide an overview of access best practice in museums, and illustrate that through a robust approach to inclusion, the museum experience will be enhanced for all visitors. This being the case and given the current financial climate, Jane will conclude that access best practice ultimately makes good business sense.
2.30 pm **Stephen Minnitt, Head of Museums, South West Heritage Trust** and **Amanda Hart, Director, Corinium Museum**

Museums of the Citizen

In 2015 the Ashmolean Museum loaned the Alfred Jewel to the Museum of Somerset, Taunton, for the month of February. In 2016 the Museum of Somerset borrowed the Becket Casket from the V&A for February and March. May to July 2016 the British Museum will loan the Hunter of Naukratis to the Corinium Museum, Cirencester, as part of their Spotlight Tour for their blockbuster exhibition Sunken Cities. Stephen and Amanda will share their experiences of high profile loans and what these star objects mean in terms of new forms of engagement with visitors.

3.00 pm Tea

3.30pm Panel Discussion

**Tony Berry, Nerys Watts, Jane Samuels, Stephen Minnitt and Amanda Hart**

4.00 pm **Quick-fire speakers | 5 presentations at 5 minutes each**

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**Evening Event**

This is included free for those booking both days of the conference (day delegates welcome to attend at small charge - see ticket booking)

17.30 Welcome in Upper Lounge of Woodbridge Restaurant in Reed Hall, Exeter University

17.45 Buffet dinner served (please advise dietary requirements in ticket booking)

18.45 Complementary tours of the Bill Douglas Museum (30-40 minutes) - home to one of the largest collections of material relating to the moving image in Britain, visit: http://www.bdcsmuseum.org.uk/ .

Event continues in Woodbridge Restaurant with a celebration of our 85th anniversary, including birthday cake!
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Programme - Day 2

9.30 am Registration and coffee
10.00 am Introduction, Vice-Chair SWFed, Anna Bryant/ 85th SWFed Annual General Meeting – see separate agenda below

Workshops

10.30 - 11:30 am Session One - choose one of the below workshops to attend:

David Dann - Welcome Host - Changing Visitor Expectations

Visitor expectations have been changing rapidly both in terms of the experience they expect from museums and in the service they receive. This session concentrates on understanding how expectations in terms of service are changing and how this affects both museum employees and volunteers.

Josh Gaillemin - The Whole Story Partner - Storytelling to Engage and Interact with Visitors

Learning and using the skills of storytelling allows us to make the most of the spoken word and how we understand, develop and communicate information. Storytelling is a great resource for processes, techniques and skills to facilitate how people engage both subjectively and objectively; to structure and explore information and to express themselves in a memorable, varied, interactive and pertinent way. We will look at some storytelling techniques you and your colleagues can use to bring to life the way you talk to your visitors about your collections.

Caroline Marcus - Takeover Day Director - Takeover Day: Why being taken over could be the best thing that happens to your museum

Last year over 150 organisations in England were taken over by children and young people who were given meaningful roles within their organisations for Takeover Day.
Takeover Day empowers young people and puts them at the very heart of the participating organisation. Come and learn how you can further involve children and young people, particularly those who may not usually access museums, in your activities. If you’ve already taken part in Takeover Day, come to see how you can take the next step and join others who are embedding the spirit of Takeover across their annual programme through More Than a Day events.

11.30 am – 12.00 pm BREAK

12.00 - 1pm Session Two - choose one of the below workshops to attend:

David Dann - Welcome Host - Meeting Visitor Expectations

From creating great first impressions to leaving a lasting impression. This session concentrates on 3 essential service elements - first impressions, short contacts and creating atmosphere and lasting impressions for all visitors including those with disabilities.

Vicky Howell - VisitEngland Quality Schemes Executive - How can the VisitEngland Visitor Attraction Quality Scheme help you give visitors a great day out?

Find out more about VisitEngland and how participation in the Visitor Attraction Quality Scheme can help your business. We will showcase best practice examples from a range of attractions, discuss how best to engage with TripAdvisor and other social media channels and give you the opportunity to try your hand at being a VisitEngland Quality Assessor.

Josh Gaillemin - The Whole Story Partner - Pro-actively approaching and engaging visitors with collections

Staff and volunteers are the face of your organization, and a conversation with them is often what makes a visit stand out. For some FoH staff, these conversations are harder than for others to get started (or to stop!) We will look at ways to encourage and support staff and volunteers to be more proactive in their approach to visitors, and to ensure they appreciate the value these interactions have: to visitors, to your organization and to themselves.
2pm - 3pm Session Three - choose one of the below workshops to attend:

**David Dann - Welcome Host - Dealing with Difficult Situations & Encouraging Sales**

Many employees and volunteers need a structure for dealing with visitors who are less happy with their experience. The second half of the session concentrates on how everyone at a museum can encourage donations and sales.

**Caroline Marcus - Takeover Day Director - Kids in Museums: What can Kids in Museums do for you?**

Kids in Museums is a charity that works with museums, galleries, archives, libraries, arts and heritage sites to make them more welcoming of young people, children and families – in particular those who haven't visited before. Come to this session to learn how our resources, tips and widely supported Manifesto written by families can help your organisation improve the family visitor experience. Take this opportunity to share your successes and explore the challenges faced by your organisation and the sector.

**Vicky Dawson - SW Technical Accreditation Adviser and Museum & Heritage Consultant - Fitting the pieces together: a framework for a great visitor experience**

This hands-on workshop will identify what goes in to planning and delivering a great visitor experience and explore how using the policies, procedures and plans you developed for Accreditation will ensure your customers go away happy, inspired and refreshed.

**3pm Conference close.**
85th Annual General Meeting
South Western Federation of Museums & Art Galleries
7th July 2016
University of Exeter.

1. Apologies for Absence
2. Approval of the Minutes of the 85th AGM – 9th July 2015
3. Matters Arising from the Minutes - not otherwise on the Agenda
4. Annual Report of the Trustees – Vice-Chair
5. Treasurer’s Report
6. Election of Trustees:
   a. Chair
   b. Vice-chair
   c. Treasurer
   d. Minutes Secretary
   e. Membership Secretary
   f. Meetings Secretary
   g. Communications Officer
   h. Training Secretary
   i. Sub-regional representatives:
      - Bath & North East Somerset
      - Bristol
      - Cornwall and the Isles of Scilly
      - Channel Islands (if proposed)
      - Devon
      - Dorset
      - Gloucestershire - North
      - Gloucestershire - South
      - Somerset
      - Wiltshire
7. Appointment of Auditor
8. Any Other Business – as previously notified

The Federation's Memorandum & Articles of Association, and Rules & Regulations can be found at: www.swfed.org.uk/about-us/about-fed

Other important information

Visiting: The Conference is held on the Streatham Campus of Exeter University, a map and other related information can be found here: http://www.exeter.ac.uk/visit/directions/streathammap/

For transport details to get to the Campus please visit: http://www.exeter.ac.uk/visit/directions/streatham/

Parking: The Campus operates a pay and display system and charges apply between 08.00 and 18.00 hours. There are no reserved parking spaces. The University and SWFed encourage delegates to take alternative methods of transport to the Conference (see links under visiting). Please note: for those booking overnight campus accommodation a residential parking permit is issued upon arrival which is valid until departure the next day.

Accommodation: Overnight B&B is available at the Campus, available on a first come, first served basis. Booking early is highly recommended. The SWFed is not able to reserve rooms on behalf of delegates. To book, please visit: https://www.exeter.ac.uk/eventexeter/accommodation/bedandbreakfast/ for accommodation FAQs visit https://www.exeter.ac.uk/eventexeter/accommodation/visitorfaqs/

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