

Setting the pace

A prospectus for the contribution of
museums, libraries and archives in
England to the 2012 Olympic Games
and Paralympic Games

MLA Partnership

The MLA Partnership is the lead strategic agency for museums, libraries and archives. We work to improve people's lives through access to these collections and resources – building knowledge, supporting learning, inspiring creativity and celebrating identity.



The 2012 Games are an unprecedented opportunity for the cultural sector in the UK to showcase its creativity on the world stage. Museums, libraries and archives, with the immense richness of their collections and the passion and dedication of their staff, volunteers and users, will be at the centre of the most exciting cultural festival ever seen in this country. It also provides a renewed focus for building on the huge achievements you have already made in increasing participation, contributing to learning and improving skills and building sustainable communities. By continuing this work we can ensure that we deliver the best ever Games that also leave a lasting legacy for the cultural sector and the whole country. Under the leadership of the MLA Partnership I hope you will seize the opportunities outlined in this Prospectus.

David Lammy MP, Minister for Culture

MLA Partnership

Setting the pace

MLA Partnership Vision: Museums, libraries and archives will ensure that the 2012 Olympic Games and Paralympic Games are an inclusive event. They will engage with an emerging generation of young people, celebrate diversity and help deliver the best ever Games, sustaining a legacy for people in all regions. We will champion the development of collections, audiences and workforce so that the 2012 Games will be a transformational event for the sector and the country.

London's bid to host the Olympic Games and Paralympic Games in 2012 embraced the founding principles of Olympism linking sport, culture and education. The richness of our cultural life was key to the bid's success.

The benefits of hosting the Games will spread throughout all the nations and regions of the UK, with sporting venues located from Glasgow to Weymouth and Cardiff to Manchester. The cultural programme will similarly reach beyond the capital – with events like the Torch Relay, held in the months leading up to the Games, sparking community festivals and celebrations across the country as the Torch comes within 60 minutes of 95% of the UK population.

Museums, libraries and archives have a unique opportunity to be part the Games in the years leading up to 2012, during the Games themselves, and beyond. To generate ideas and discuss the possible scope of a sector offer for the Games, the MLA Partnership held workshops over the summer with people from museums, libraries and archives across the country. This Prospectus reflects many of those inspirational ideas.

What can we do?

Over the next three months we need to consider how the sector should participate in the Games, and ensure that there is a real legacy for museums, libraries and archives, and for people across the country. This Prospectus contains information about the benefits the Games can bring to the sector.

This is your chance to tell us how you would like to respond to the opportunities offered by the 2012 Games.

Please send us your ideas via our website <http://settingthepace.mla.gov.uk> by Friday 1st December 2006.

In the New Year we will publish an offer for the sector based on the responses we receive and following further discussions with the London 2012 Organising Committee and other partners.

Partner organisations and their responsibilities

Olympic Board

Co-ordinates the overall 2012 project and legacy plans.

Secretary of State for Culture, Media and Sport: Tessa Jowell

Mayor of London: Ken Livingstone

London 2012 chair: Seb Coe

British Olympic Association chair:

Lord Colin Moynihan

Olympic Delivery Authority (ODA)

Responsible for new permanent venues and infrastructure for the Games.

London Organising Committee of the Olympic Games and Paralympic Games (LOCOG)

Responsible for the preparation and staging of the Games, including both sporting events and the culture, ceremonies and education programme.

Department for Culture, Media and Sport (DCMS)

Responsible for maximising benefits to the UK's nations and regions of hosting the Games and Cultural Olympiad.

Greater London Authority (GLA)

Responsible for maximising benefits to Londoners of hosting the Games and Cultural Olympiad.



Imperial War Museum, London

Culture and Education Programme

The Cultural Olympiad, which includes the Culture and Education Programme, is the wider festival which runs from the moment when London becomes the host city, at the closing ceremony of the Beijing Games in 2008. The Olympiad will encompass projects and events organised across the country from national institutions to schools, community organisations and individuals.

Within London 2012, the Organising Committee is responsible for planning and delivering the Culture and Education programme, in addition to a number of Ceremonies which each host city is obliged to stage, including the handover ceremonies in 2008, torch relays, opening and closing ceremonies, and medal ceremonies.

The overall vision is already taking shape:

“To stage inspirational Olympic Games and Paralympic Games that capture the imagination of young people around the world and leave a lasting legacy.”

London Organising Committee of the Olympic Games and Paralympic Games: Vision for 2012

The cultural programme has two themes running through it – *Inspiring Young People* and *Celebrating World Cultures*. The projects which will form the programme will be wide-ranging, and include people across the cultural sector. These may include:

- One Planet Education Programme
- World Festival of Youth Culture
- Olympic Carnival
- World Cultural Festival
- Live Sites
- Artists Taking the Lead
- Film and Video Nation
- Five Rings Exhibition Programme
- International Music Programme
- Young Ambassadors

This Prospectus explores our sector's contribution under three main headings:

Inspire and Engage the Youth of the World

Celebrating World Cultures and the Diversity of the UK

Leaving a Lasting Legacy

We hope museums, libraries and archives will respond with ideas about how the sector's contribution around these themes can be developed. **Time is of the essence.**

Please send us your ideas via our website <http://settingthepace.mla.gov.uk> by Friday 1st December 2006.



Royal Armouries, Leeds

£2 billion

The economic impact of the national museums and libraries alone is approximately £2 billion per annum.

63,500

people are employed in England's museums, libraries and archives. Another 24,000 are employed as archivists, curators and librarians outside the sector.

285 million

visits were made to public libraries in 2003/4.

22,000 people

22,000 people work as volunteers in England's museums, libraries and archives.

36% increase

Since 2002/3 there has been a 36% increase in the number of visits to national museums from people in social groups C2DE.

30% increase

Expenditure by international tourists to Australia who participated in cultural activity increased by over 30% following the 2000 Sydney Olympics.

Inspire and Engage the Youth of the World

Culture and Education Programme

World Festival of Youth Culture

- will be youth-centred – driven by the interests and aspirations of young people
- will support creative collaboration between youth arts organisations, youth sports organisations and educators developing capacity and skills
- will look to international activity to link with a UK wide festival programme
- will inspire and engage thousands of young people across the UK as core participants, providing a fun, memorable and lasting experience of the Games.

‘One Planet’ Education Programme

The One Planet Education Programme’s vision is to inspire young people across the UK and around the world to respond to Olympic and Paralympic values and make a positive difference to the world around them.

It will be formed by a series of innovative cultural, sporting, educational and environmental initiatives, which may include:

- Olympic Youth Camp
- Paralympic Leadership Programme
- Young Ambassadors Programme

How the MLA sector could contribute

Museums, libraries and archives inspire hundreds of thousands of children and young people every year. They fire the imagination and inform a wealth of creative responses including dance, music and poetry. They challenge children and young people to explore their own identities and connections, and to shape the cultural heritage of the future.

Cultural Hubs

Funded jointly with DCMS, DfES and the Arts Council, the MLA Partnership is investing in regional cultural hubs. Three have been established to date, in Bournemouth and Poole, Telford and County Durham. They represent a ground-breaking model of joint-working between cultural agencies and schools to give children a deeper and more sustained level of cultural engagement and entitlement.



Ideas which people from museums, libraries and archives have already suggested for engaging with the cultural programme for the Games include:

Sporting Heroes – Developing engagement of athletes from previous Olympics and 2012 with their local museums, libraries and archives to engage young people with older generations.

Young Cultural Ambassadors – Inspired by the aim to retell the world's stories through the re-interpretation of museums' and archives' collections, young volunteers could become cultural ambassadors within their communities and at school, and with athletes and visitors, for specific collections or exhibits held in London which speak to the heritage and culture of different nations of the Olympic family.

Sporting Fashions – The East Midlands is already looking at developing fashion-based projects including competitions for sportswear and sport-inspired clothing, involving HE and FE courses with museums, drawing on the region's rich industrial heritage of clothing design and manufacture.

Olympic Dimensions – Most people experience sport and the Olympic and Paralympic Games on television. However, museums, libraries and archives could be ideal locations to impart the physical scale of sporting achievement – simply by using identifying markers and displays throughout buildings. For example the height of a stuffed elephant, or simply some bookshelves, might equal the men's high jump record.

In 2004/5, over one million school children took part in museum activities, and 845,000 visited a museum with their school.

Tell us about other museums, libraries or archives ideas which inspire the youth of the world at <http://settingthepace.mla.gov.uk>

Creative Minds

The Creative Minds programme in Yorkshire aimed to introduce school age children to science, technology, engineering and maths in order to encourage take-up of these subjects at secondary and higher education level and to inspire children to consider science based careers. Over 15,000 learning opportunities were delivered over three years, which included using art collections to teach maths and relating the making of Roman catapults to engineering and design.



Celebrating World Cultures and the Diversity of the UK

Culture and Education Programme

The London 2012 Organising Committee is encouraging initiatives which inspire new cultural links between communities and countries, and this theme is reflected in the planning through many of the cultural programme's projects, including the World Festival of Youth Culture and the Five Rings Exhibition and Music programmes.

Five Rings Exhibition Programme

The aim of the *Five Rings Exhibition* is to showcase some of London's and the UK's most outstanding collections from different perspectives and to re-interpret them with guest curators from other countries.

The symbol of the Five Rings could inspire a unique museum, gallery and archive partnership between visual artists, social history and science. Working with international curators we would offer new interpretations of our shared histories.

A distributed museums and galleries exhibition across the UK would be held in the years leading up to the Games which would centre on a re-interpretation of existing collections by international curators and local communities. A number of leading museums, galleries and archives across the UK would identify local communities which have strong overseas affiliations, and work with them to create sustainable partnerships and to contribute towards the Exhibition in the lead up to and during the Games.

Pavilion with a View

'Pavilion with a View' takes as its inspiration the stories and architecture of heritage sites in the South East with Islamic connections. It aims to raise awareness of British Asian histories, increase visitors to the sites, and engage new audiences through innovative methods of interpretation integrating history and contemporary artistic practice.



Tina Cockett, The Lightbox

How the MLA sector could contribute

Museums, libraries and archives have an important role to play in promoting knowledge and understanding of diverse cultures and in fostering a sense of identity and tolerance. They are ideally placed within communities to be open and inclusive spaces which inspire, engage and inform people from all backgrounds.

The MLA Partnership intends that the sector will become more responsive to the needs of people from diverse communities, providing everyone with opportunities to develop their knowledge, access information and build cohesion within their community.

Ideas which people from museums, libraries and archives have already suggested for engaging with the cultural programme for the Games include:

International Connections – Many areas are already examining their existing cultural connections with other countries, through their resident minority communities or cultural or industrial heritage. For example, Essex is developing its relationship with China through its own silk collections and engaging with its local Chinese community. Hull is looking to build on connections with Sierra Leone for the 2007 Anniversary of the Abolition of the Slave Trade.

People were also very keen that the sector should be looking forward to 2016, and building relationships with the host country and city for the next Games after London.

Best British Stories – A collection of the best stories written in Britain, as a gift to all athletes in their room, in book or mp3 format (or whatever supersedes it), reflecting the diversity of London's communities and their literary heritage.

Tell us about other museums, libraries and archives ideas which celebrate world cultures and diversity at <http://settingthepace.mla.gov.uk>

Harlow People

As its contribution towards Essex's Diversity Festival, Harlow Library and Museum developed their work with Chinese and Asian communities, making new links with students studying ESOL at local colleges. Stories and artefacts were donated to the Museum, enabling it to reflect the cultural make-up of the town, and it now holds oral history, artefacts and photographs relating to the first Chinese restaurant in the post-war New Town.



Leaving a Lasting Legacy

The London Games aren't just about what happens in 2012. There will also be long term benefits across the UK. We aim to ensure that museums, libraries and archives are part of that legacy.

Predicted legacy benefits from the Games for the UK include:

- £2 billion is expected to be generated for the UK's tourist industry by the Games
- 70% of this growth will occur after 2012
- UK-wide plans for capturing people's experiences, including Film and Video Nation
- the creation of new cultural spaces in the Olympic Park.

How the MLA sector could contribute

Housing, nurturing and sharing the capital's cultural legacy is at the heart of the work of museums, libraries and archives. There are obvious exciting strands of the Olympic Games and Paralympic Games in terms of preserving the record, for which the sector is indispensable. It is ideally placed to make sure that the legacy of the Games is spread across all regions, providing access and inspiration through the knowledge and records generated during the Games.

It is also at the forefront of initiatives to raise workforce skills, improve education and health, and build sustainable communities. The Games should be a transformational event for the sector, as well as the communities it serves.

Our vision of the wider legacy benefits to which the sector will contribute are:

- young people being inspired to strive for excellence, to use creativity and to participate more fully in their communities
- fostering increased understanding among communities of different cultures
- reducing barriers to participation for people with disabilities
- building a world class sector to meet raised expectations among the public and international tourists
- the cultural sector working together in a co-ordinated way, demonstrating its united strength, value and capacity to deliver.

Eastside Community Heritage

Eastside Community Heritage, based in Stratford, has a decade's track record of running community-based oral history and archive projects, which ensure the experiences of the diverse communities of East London are recorded and preserved. In addition, the projects develop skills for individual participants. In 2003 Eastside ran the Trendsetters project, working with school students to explore and document the history of Black African and Caribbean fashion in London. The students interviewed friends, relatives and designers to record their experiences as trendsetters, and visited museums to research clothing collections. The students then created their own designs inspired by their research.



Ideas which people from museums, libraries and archives have already suggested for engaging with the cultural programme for the Games include:

Community Information Portal – Public libraries, in particular, are already a key source of information and meeting places in communities, and should aim to act as information hubs for activity related to the Games.

Volunteering Culture – Museums, libraries and archives already have a strong tradition of volunteering. People in the sector are eager that the Games should be an opportunity to improve volunteer training and support, which will benefit volunteers, the sector, and the Games.

57%

of England's BME population have visited a library in the last twelve months, compared to 47% of England's non-BME population.

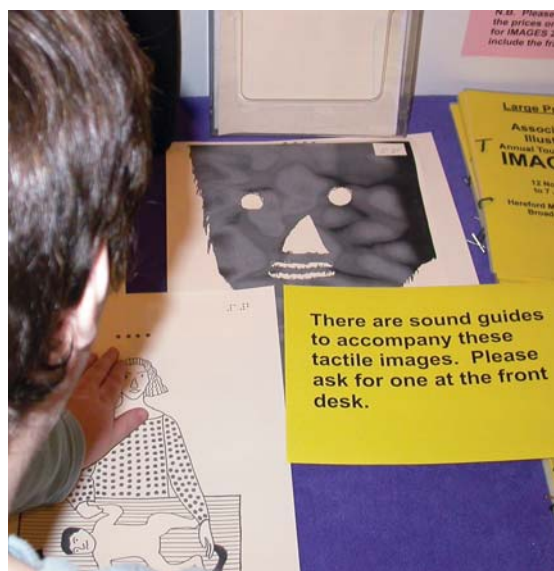
Games Living Archive – Museums, libraries and archives could develop their existing Living Archive expertise for the Games, to trace the effect of the Olympics on people from all communities and from across all regions, from their initial hopes and feelings about the Games, to the events of the cultural Olympiad, the Games and beyond. This could enable local communities to record and share their own responses to the Games and support the London 2012 Organising Committee's plans for Film and Video Nation.

International Exchange Programme – The Exchange Programme would develop and strengthen relationships between UK and international museum, library and archive professionals to maximise opportunities for cultural participation leading up to, during and after London 2012. A legacy of enhanced cultural understanding, professional networks and friendships would be left after this project.

Send us your ideas for how museums, libraries and archives can be part of the legacy from the 2012 Games at <http://settingthepace.mla.gov.uk>

Hereford Project

Hereford Museum and Art Gallery employed visually-impaired curators from the Royal National Institute of the Blind to provide consultation on how their facilities should be improved for visually impaired visitors. The project resulted in significant changes to the museum's building and displays, and was also sustained through improved skills for museum staff.



Many thanks to the following people who attended the workshops held over the summer:

Jane Arthur, Head of Collections Services, BM&AG; John Cooper, Exhibitions Manager, Brighton and Hove, Royal Pavilion, Libraries and Museums; Stephen Wray, Director of Culture and Leisure, Bristol City Council; Tamsin Mallet, Principal Archivist, Cornwall Record Office; Ann Wright, Assistant Head of Arts Cultural & Community Services Department, Derbyshire County Council; Michael Hoar, Programme and Policy Manager, Culture East Midlands; Paul Leivers, Head of Cultural Services, Dorset County Council; Kate Millin, Acting Assistant Director of Libraries, Archives & Adult Learning, Dudley MBC; Susan Sierra, Librarian, Dulwich Library and Study Support Coordinator for Southwark Libraries Homework Help Clubs, Dulwich Library and Southwark Libraries; Miriam Stead, Heritage & Arts Manager, Essex County Council; Heather Forbes, County & Diocesan Archivist, Gloucestershire Record Office; Terence Suthers, Director & Chief Executive, Harewood House Trust; Martyn Taylor, City Archivist, Hull City Archives; Heather Broughton, Head of Museums, Leicestershire County Council; Patricia Carroll, Libraries Development Manager, Libraries, Arts & Heritage; Heather Cummins, Head of Heritage and Regeneration, Lincolnshire County Council; Liz McMillan, Outreach Manager, London Borough of Hillingdon; Emma Anderson, North West Hub Project Manager, Manchester Art Gallery; Amelia Joicey, Senior Development Officer - Learning, MLA North East; Annie Mauger, Chief Executive, MLA Yorkshire; Diane Lees, Director, Museum of Childhood; Ruth Savage, Policy & Development Officer, National Council on Archives; Françoise McClafferty, Research and Information Officer, Director's Office, National Museums Liverpool; Ann Inscker, Manager History & Archaeology Team, Nottingham City Museums & Galleries; Nina Baptiste, Education and Learning Manager, National Rail Museum; Trish Popkin, Heritage Access Manager, ROH Collections; Claire Harder, Acting Head of Development, Royal Armouries Museum; Karen Whitting, Head of Events and Live Interpretation, Royal Armouries Museum; Caroline Krzesinksa, Creative Director, Sheffield Galleries & Museums Trust; Mark Freeman, Libraries Manager, South Tyneside Council; Simon May, Libraries Services Manager, Southend Library; Alistair Copeland, Head of Performance and Improvement, Sport England Yorkshire; Matthew Tanner, Director, SS Great Britain; Helen Ruthven, Museum Development Officer, Staffordshire Arts and Museum Service; Ann Halliday, Chief Librarian, Thurrock Council; Bill Griffiths, North East Regional Museums Hub Manager, Tyne & Wear Museums; Liz Rees, Chief Archivist, Tyne and Wear Archives; Lucy Cooke, Volunteers Coordinator, Tyne and Wear Museums; Kate Arnold-Forster, Head of University Museums and Collections Services, University of Reading; Anne Hannaford, Director of Information and Learning Services, University of Worcester; Colin Mitchell, Chief Leisure Officer, Wansbeck Council; David Lee, Manager, Wessex Film & Sound Archive; Ian Bancroft, Executive Director, Wigan Leisure and Culture Trust; Louise Hampson, MLA Yorkshire Board member and Collections Manager, York Minster; Martin Havenhand, Executive Chair, Yorkshire Committee for the 2012 Games; Gary Topp, Chief Executive, Yorkshire Culture; Katie Groom, Culture Adviser, Yorkshire Forward; Anna Bowman, Head of Education, Yorkshire Sculpture Park

Many thanks also to Sam Hunt from Kingshurst Consulting who facilitated the workshops.

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**Published: October 2006
ISBN: 1-905918-02-X**

**Design: red-stone.com
Photography: dragazis.com**