



Jarrow Hall

Groundwork South and North Tyneside

# Statement of Purpose

**Name of museum:**

Jarrow Hall

**Name of governing body:**

Groundwork South and North Tyneside

**Date on which this policy was approved by governing body:**

18th December 2019

**Statement of Purpose review procedure:**

The Statement of Purpose will be published and reviewed from time to time, at least once every five years.

**Date at which this Statement of Purpose is due for review:**

18th December 2024

Arts Council England will be notified of any changes to the Statement of Purpose, and the implications of any such changes for the future of collections.

# 1

## Introduction

- 1.1 The statement of purpose for a museum defines why the museum exists and who the museum is for.
- 1.2 It underpins all decision making and activity and should be clearly communicated and understood throughout the organisation and by our stakeholders and users.

# 2

## Definition of a Museum

- 2.1 The Museums Association (MA) agreed a definition of museums in 1998. It says:

“Museums enable people to explore collections for inspiration, learning and enjoyment. They are institutions that collect, safeguard and make accessible artefacts and specimens, which they hold in trust for society.”

This definition includes art galleries with collections of works of art, as well as museums with historical collections of objects.

- 2.2 In 2019, The International Council of Museums (ICOM) proposed a new definition following a worldwide consultation, intended to recognise how museums have radically transformed in recent years. It says:

“Museums are democratising, inclusive and polyphonic spaces for critical dialogue about the pasts and the futures. Acknowledging and addressing the conflicts and challenges of the present, they hold artefacts and specimens in trust for society, safeguard diverse memories for future generations and guarantee equal rights and equal access to heritage for all people.

“Museums are not for profit. They are participatory and transparent, and work in active partnership with and for diverse communities to collect, preserve, research, interpret, exhibit, and enhance understandings of the world, aiming to contribute to human dignity and social justice, global equality and planetary wellbeing.”

### 3

## AIM Hallmarks

- 3.1** The Association of Independent Museums (AIM) 'Hallmarks of Prospering Museums' are a framework to help museums and heritage organisations throughout the UK. The Hallmarks identify characteristics that are typical of successful heritage organisations and enable them to prosper and thrive.
- 3.2** While many museums look quite similar in terms of their size, scale, income and visitor numbers, some stand out as thriving, full of energy and ideas and with great connections to their audience and the wider community. The AIM Hallmarks capture the range of factors that make this difference and help museums to prosper.
- 3.3** The Jarrow Hall Resilient Heritage Masterplan '1300 Years of Bede: A Climate Changed' which (delivered in 2019 and providing strategic direction for the period 2020 - 2035) uses the Hallmarks to categorise deliverables in the immediate term, and the Hallmarks have been used in conjunction with 2.1 and 2.2 to define the purpose of Jarrow Hall.
- 3.4** The AIM Hallmarks of Prospering Museums include:
- Purpose
  - Finance
  - Collections
  - Visitor Focus
  - Awareness and Networks
  - Innovation
  - Governance
  - Leadership and Culture

## Jarrow Hall Statement of Purpose

- 4.1** The purpose of Jarrow Hall is to challenge the way people think about their place in history, to inspire a lifelong interest in the natural environment and to encourage individual reflection and action.
- 4.2** Jarrow Hall aims to stimulate public debate about the past, present and future, and to equip audiences at every level with an understanding of the legacy of Bede, the golden age of Northumbria, the world and animals around us.
- 4.3** Guided by a fifteen-year development plan, '1300 Years of Bede: A Climate Changed', Jarrow Hall focuses on three thematic ideas which inform all of our work:
- **Environment and Climate Change:** Linking with the established environmental work of the trust, Jarrow Hall explores change before, during and beyond the Anglo-Saxon period.
  - **Science:** Inspired by the scholarship of Bede and the innovations at the Wearmouth-Jarrow monastery, Jarrow Hall encourages the excitement of exploration and discovery.
  - **Communication:** Inspired by the writings of Bede and the idea of a global community, Jarrow Hall provokes critical thinking and curiosity, and encourages debate and discussion.
- 4.4** Jarrow Hall collects, preserves, researches and exhibits archaeological and social history collections.
- 4.5** Jarrow Hall works to ensure an ethical approach to heritage across the museum and wider site, giving due consideration to the interests of all users and the animals under our care.
- 4.6** The independent charitable trust Groundwork South and North Tyneside maintains Jarrow Hall as a visitor attraction for the benefit of the local community and visitors to the town, providing facilities in the interests of social welfare for recreational, cultural and leisure time occupation with the objective of improving lives.