

Jersey Heritage

Policy on Display

Approved by Jersey Heritage Board 23 March 2021

1. Preamble

1.1 This policy is concerned with the entire range of displays created by or held in Jersey Heritage, irrespective of length of time or the quantity of material included. It, therefore, covers single objects, special or touring exhibitions, permanent galleries and exhibitions held at Jersey Heritage sites including those that are wholly or partially constituted through loans.

1.2 The policy should, therefore, be read in conjunction with the JH Collections Access Policy, Collections Management Policy, Collections Handling Policy and Jersey Heritage Standards of Display.

1.3 This policy relates to both physical and virtual display.

2. Purpose and Aims

2.1 It is a stated purpose of Jersey Heritage to make available the items in its collections to members of the public for their edification and enjoyment, subject to the constraints of maintaining the safety and security of the items and the public at all times.

2.2 Public display is the most important means of fulfilling this obligation. All displays communicate Jersey Heritage's intellectual purpose and image. Because they relate to JH's purpose they will tend towards exploring Jersey's history, culture and landscape.

2.3 Jersey Heritage undertakes to display objects for the following purposes:

- to further knowledge and understanding of the Island's culture, both past and present.
- to provide intellectual and visual stimulation and enjoyment for all visitors irrespective of their background, age, race, nationality, gender, disability or educational attainment.
- to provide 'change' for our existing audience and repeat visitors.
- to generate support, by encouraging repeat visits and reaching out to new audiences.
- to enhance our reputation as one of the Island's centres of scholarship and learning.

Each display will satisfy as many of these criteria as possible and appropriate. This policy sets out the principles which will determine how objects are selected for display and the standards which will govern this in pursuit of the above aims.

3. Principles

3.1 Displays should be designed for one or two JH audience segments but should appeal across a range of audiences.

3.2 Displays should be accessible on a number of levels. Adults should be able to 'communicate' the displays to any others they may have with them (e.g. a parent to a child – or in some cases a child to a parent; a school teacher to a party of children; a tour leader to a party of foreign visitors). The language used will be clear and readily understandable. Written advice on making displays accessible is available to all staff.

3.3 A programme of extra activity may be provided for those who require a deeper level of knowledge on the subjects display – this might be a talk, tour, publication or online learning resource for example. within the constraints of the budget. This may be available in a number of forms appropriate to the particular group Reasonable adjustments will be made for visitors with special needs. For those who request more detailed information we will make available our expertise in the most appropriate way (e.g. by enabling them to talk to an 'expert'). Visitor Services staff will make it clear to visitors how they can get the additional help or information they desire.

3.4 Every display and gallery will have a definite theme or sense of context that furthers the purpose and aims set out above. How each object illustrates this theme will be made clear through the structured layout of the display, including the panels and the labels, as well as many other information systems. All texts will be easy to read . Written text will conform to the JH Text Hierarchy.

3.5 Displays will conform to the Jersey Heritage Standards of display which set out criteria for how to display objects so they are visually and intellectually accessible.

3.6 Jersey Heritage will display objects with integrity and sensitivity to cultural differences. Information given will be reliable and up-to-date. Whenever it might reasonably be supposed that a particular item/display may cause offence Jersey Heritage will take steps to warn visitors so that they may, if they chose, avoid those particular displays. If appropriate, independent experts will be asked for their advice on the best way to convey contentious or potentially offensive subjects.

3.6 The primary displays will have high visual impact. The way the objects and cases are arranged will itself be visually stimulating. The objects will be selected on the basis of their ability to illustrate the diversity of the collections and the theme of the display in a vivid manner.

3.7 Jersey Heritage will meet the public's expectations by ensuring that key objects are normally on display (save for occasions necessitated by conservation, security or study purposes), clearly signposted and easily accessible within the space constraints of the Museum.

3.8 Temporary displays will relate to the work and/or collections of the Museum in both national and international contexts.

3.9 Travelling exhibitions will reflect Jersey Heritage's standards and intellectual values and will seek to encourage people to explore the wider range of Jersey Heritage permanent collections.

3.10 All displays will be treated as projects and will be fully costed to reflect the real call on resources across the organisation, including any related infrastructural work. Each project will be delivered within this overall budget.

3.11 JH may, occasionally wish to display objects which fall outside of its immediate purpose, but which give the public access to objects held locally of international importance.

4. Responsibilities

4.1 Every display project (including 'virtual' displays) will have a 'Project leader', usually either a curator or a senior manager. The 'Project leader' is responsible for ensuring that the above principles have been applied, that an appropriate project team is set up, that advice is received from all relevant sources, and that those with responsibilities to deliver certain aspects of the total project do so within the overall timescale and budget.

4.2 The complexity and scale of a display may vary enormously. The 'Project leader' may therefore delegate his/her responsibility following the general principle to the appropriate person.

4.3 The Director is responsible for judging whether the scale and importance of a display project warrant seeking advice from those with specialist knowledge of design and architecture, and for seeking such advice.

5. Assurance

5.1 Upon completion, the 'Project leader' will submit a final report assessing all aspects of the project and process.

5.2 The Project Team will ensure that monitoring, evaluating and reporting of designated displays takes place.

5.3 This Policy will be reviewed within five years

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