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# GUIDANCE FOR BORROWERS

**FROM THE MANAGEMENT COMMITTEE OF THE COLLECTION**

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**INTRODUCTION**

The Methodist Modern Art Collection is a distinctive, unique and highly effective tool for mission. The Management Committee of the Methodist Modern Art Collection are eager to encourage the loan of the Collection to as wide an audience as possible. This guidance is designed to enable you, the Borrower, with support from two members of the Management Committee, to exhibit this valuable collection of art in local churches, cathedrals and community buildings, as well as museums and art galleries. Together we aim to work with you to use this special collection to reach people, encourage them to respond to the Gospel of God’s love in Christ and to live out their discipleship in worship and mission.

The **Borrower's Timeline** has been designed to indicate the lead-in times for key stages of the borrowing process.

The guidance is arranged chronologically in three parts to relate to the timeline. **Part 1** outlines the minimum requirements necessary to support an expression of interest and guides you through the process to request the loan of artworks, **Part 2** contains essential information to help you to prepare your exhibition space, events, publicity material and volunteers, and **Part 3** leads you through the practical installation of the exhibition.

**Please read Part 1 of this document before submitting an Expression of Interest Form.**

**Borrower’s Timeline**

|  |  |
| --- | --- |
| **Lead In time** | **Tasks for Borrower** |
| **Part 1: Initial Planning** |
| 24 Months | Read Guidance for Borrowers |
| 22 Months | Identify your vision for the exhibition and key partners |
|  | Send completed Expression of Interest Form to The Administrator |
| 20 months | Link meeting between MMACMC representative and Planning Group |
| 18 months | Site visit and completion of Premises and Facilities Form |
|  | Submit Loan Application Form to Main Contact  |
| **Part 2: Exhibition Planning** |
| 15 Months | Loan Application form and Premises and Facilities Report approved by MMACMC  |
|  | Sign the Loan Agreement and pay 10% deposit |
|  | Initiate website/social media development |
| 12 Months | Plan programme of events and activities |
|  | Obtain copies of existing interpretation and adapt if necessary |
| 10 Months | Obtain high resolution images for printed material |
|  | Commence recruitment of volunteers |
|  | Prepare drafts of fliers and posters for publicity |
| 8 months | Plan arrangements for opening  |
|  | Send proofs of printed material to Main Contact |
|  | Pay balance of loan fee |
|  | Launch web pages |
| 6 Months | Finalise programme of events and activities |
|  | Confirm opening event and invite MMACMC |
| **Part 3: Exhibition Install** |
| 3 Months | Book fine art courier and confirm detailed installation and de-installation schedule with Main Contact |
|  | Recruit volunteers to support installation and de-installation teams |
|  | Finalise rota of volunteers to invigilate exhibition |
| 1 month | Prepare final hanging plan |
|  | Print labels and other interpretation |

Download the timeline as a PDF here

**PART 1: INITIAL PLANNING**

In order to consider borrowing the Collection, you will need to identify the following:

* A vision for the exhibition
* A Planning Group to include a key contact person
* A list of key partners
* A secure exhibition location, with storage space for packing cases
* Your preferred dates for borrowing the works
* The ability to raise a budget of around £5,000
* Storage space for packing cases
* A team of volunteer invigilators
* An understanding of your audience and how you can reach them through publicity and online engagement

**1.1 A vision for the exhibition**

The Expression of Interest Form will require you to write a brief exhibition proposal, giving your rationale for the exhibition and how it may complement wider programming locally or regionally. Consider the themes you are going to explore and what audiences you are hoping to reach – for instance families, young people. The Management Committee is committed to ensuring the Collection is made available to diverse communities and is a key tool for mission for the Methodist Church. In the first instance you may find it helpful to look at the resources on our website for inspiration <https://www.methodist.org.uk/our-faith/life-and-faith/the-methodist-modern-art-collection/resources/books-posters-postcards-and-downloads/>.

**1.2 The Planning Group**

The lead-in time for an exhibition is usually one to two years. You will need to form a Planning Group. Ideally this group should include representation from individuals with skills or experience in the following areas: finance/fundraising, publicity and digital media, mission, event management and curation. This group will hold the responsibility for all arrangements and will effectively be the ‘borrower’ of the Collection. One person should be nominated as a named contact who can communicate decisions and sign paperwork. Your group may already include the local Methodist Church, but if not, it will be important to include a representative from the Methodist Circuit Meeting in your area. The Administrator may also be able to recommend someone with experience of showing the Collection elsewhere to support your Planning Group.

**1.3 Key partners**

For the benefit of your community, you should engage with and encourage support from as many local churches and community partners as possible. Feedback from other borrowers has shown that working together on the exhibition enables collaboration and strengthens community relationships beyond the life of the exhibition. Look to develop partnerships with local education and arts providers, for example representatives from your local art gallery, museum service and arts societies, as well as localuniversities, further education colleges and schools. Reach out to local grant-making organisations and sponsors who may be able to support you financially.

**1.4 Location**

Research locations for the exhibition. It is possible to exhibit the Collection in more than one site, although this increases security and invigilation requirements. If space is limited, it is possible to borrow part of the Collection rather than the whole. A list of works of art and their framed dimensions is available from the Administrator or website. The majority of works are glazed.

The Collection will arrive in individual crates. These are large and heavy and will need to be stored locally for the duration of the exhibition. For further information about the size of the crates, please see **Table of dimensions of the travel cases** on the **Forms and Report Templates page**: [add](https://www.methodist.org.uk/media/27101/mmac-frame-dimensions_website_10082022.docx) new link here once pages go live

Your venue should be secure with stable levels of temperature and humidity. If works are to be hung directly on walls, drilling will be required. If your walls are not able to be drilled then you will need to use temporary screens. The MMAC has a small number of movable screens which have been specially commissioned and are available for loan.

See also **2.2 Agree Location conditions and security**.

It is highly recommended that members of the Planning Group visit an exhibition of the Collection elsewhere, to see how it is hung, invigilated and interpreted. It will also give some insight as to how you might display the Collection, what worked well and what you might seek to improve on. For information about our touring programme please visit <https://www.methodist.org.uk/our-faith/life-and-faith/the-methodist-modern-art-collection/the-collection-on-tour/>

**1.5 Dates**

Consider the works of art you would like to borrow and the dates you would prefer to exhibit them. You will be able to discuss this in more detail with your Lead MMAC Committee Contact/s. Most exhibitions run for about four to six weeks’ duration. Local events, national celebrations and school holidays are an important consideration in planning your dates. You will also need to plan your opening hours to reflect the capacity of your team of volunteer invigilators.

**1.6 Prepare a budget**

It is important to prepare a draft budget so that you have a clear idea of the costs involved from the start. An initial sum of £5,000 is recommended, which will cover the lending fee, professional carriage in both directions, the printing of promotional material, nail to nail insurance and any additional travel required by MMAC Committee Members. If you need to employ an Art Technician to support the installation/de-installation then this will be an additional expense (see **3.2 Hanging the works of art**).

The fee to borrow the entire Collection (approximately 55 items) is £1,500. This pays for administration expenses, the support of two members of the MMAC and nail to nail insurance provided by the Methodist Church. The lending fee reduces depending on the number of works borrowed, down to a minimum fee of £250. You are invited to offer more if you would like to help the MMAC Management Committee to cover the costs of caring for the Collection.

The borrower will be expected to pay for the cost of transport, both from and to storage. Depending on distance and the number of works borrowed, professional carriage could cost up to £1,500 each way. A list of approved carriers will be supplied by the Administrator. The Planning Group may wish to consider applications for grants or local sponsorship to meet these expenses. A list of potential grant-giving bodies can be supplied by your Lead Contact/s.

**Your Expression of Interest Form should be sent to the Administrator:** Liz Millard artcollection@methodistchurch.org.uk (020 7467 5214)

**1.7 MMAC Management Committee Lead Contact visit**

When your initial planning is complete and your Expression of Interest Form has been received by the Administrator, a MMAC Management Committee Lead Contact/s will be in touch to arrange an initial conversation. Following that meeting, a site visit will enable the MMAC Lead Contact/s to see the planned exhibition site(s), view your exhibition plan (see section 2.1 **Development of your vision for the exhibition**), make any recommendations or suggestions and meet all the relevant people. At the site visit the Facilities Report (see **Forms and Report Templates)** will be completed.

**PART 2: EXHIBITION PLANNING**

**2.1 Development of your vision for the exhibition**

Your vision for the exhibition will be clearly articulated on the Expression of Interest Form. In order to develop your vision, consider your aims and what you are going to focus on. Please ensure that members of your committee read our [Mission and Interpretation](https://www.methodist.org.uk/media/25485/mmac-mission-and-interpretation-policy-vmarch2021.pdf) Policy which will give context for interpretation of the Collection.

Take a look at the list of works of art that you have requested, and their framed dimensions and prepare a rough plan of how and where the works will be hung. Think about how the art is going to be grouped, what story you are going to tell, and about how the pictures relate to each other. Some of the works are large and powerful, others smaller and more restrained.

For inspiration, take a look at the resources on our webpage [www.methodist.org.uk/our-faith/reflecting-on-faith/the-methodist-modern-art-collection/resources/books-posters-postcards-and-downloads/](http://www.methodist.org.uk/our-faith/reflecting-on-faith/the-methodist-modern-art-collection/resources/books-posters-postcards-and-downloads/).

You may want to construct a model of your exhibition space and download and print out images to envisage what the hanging will look like – they are a lot easier to move around than the real thing! Make use of the list of the works of art with their framed sizes and your cut-out shapes. It may be possible at this stage to make changes to the original list of works requested, subject to availability and approval by the Committee.

Many of the works of art are large and extremely heavy. In order to prevent damage to them or injury to personnel, they should not be handled and hung solely by volunteers. The Lead Contact/s will advise on arranging for a professional art technician to hang the items.

If the exhibition is to be held in a museum or gallery, the staff there will have the expertise to hang the pictures themselves. The extent of their involvement in the exhibition and what services they will supply must be discussed with the Lead Contact/s and the Planning Group.

A list of works of art and their framed dimensions is available from the Administrator and on the website.

You will require a title, which will help to concentrate your ideas. And you should select a lead image from the Collection. This will appear on all your publicity, give consistency and build local awareness. This should be checked with your MMAC Management Committee Lead Contact/s.

**2.2 Agree location conditions and security**

Before a loan is agreed, your MMAC Management Committee Lead Contact will visit and walk through the exhibition space to look at suitability and discuss security and environmental conditions. The loan will not be agreed until the Lead Contact is satisfied that the premises meet requirements for the safety and security of the works of art, formalised in the signing of the Facilities Report.

The Lead Contact will advise on the following:

* The security of the building: lockable windows and doors, CCTV, motion detectors or portable alarms, etc.
* Environmental conditions: heating systems, light levels in the exhibition space(s).
* Fixing pictures to screens: types of walls, fittings required, using temporary screens or walls, etc.
* Care of the works of art during hanging and while on display.
* An emergency plan.

If the exhibition is to take place in a museum or gallery, the Lead Contact will expect them to supply the required information themselves, according to national museum standards. The Lead Contact/s will liaise with the museum/gallery and the Planning Group over any conditions required by the museum/gallery.

Food and drink should not normally be allowed into the area where the art is displayed, and there must be a strict ban on smoking.

The borrower should ensure that all employees or volunteers who will be involved in the exhibition are made aware of any guidelines or recommendations from the Lead Contact/s.

***Insurance information***

The Collection is fully insured by Methodist Insurance. This covers all normal risks to the art, individually and collectively, in transit or on display in Britain, subject to certain conditions agreed between the MMAC Management Committee and the insurers.

In addition, the Borrower is required to have Personal Liability Insurance in place, for the protection of visitors, invigilators and any contractors who may be involved. If the exhibition is organised by a group of persons from different organisations, eg from several churches, a local hall or gallery, a local interest group or art school, they must take out Personal Liability Insurance in the name of this group, for the duration of the exhibition. This will prevent any confusion over whose responsibility it is should there be a claim.

It is the Borrower’s responsibility immediately to inform the MMAC Management Committee Lead Contact/s and the Administrator of any damage or loss to the works of art in the Collection and to take photographs of such damage.

**2.3 Sign the Loan Agreement**

When all the above provisions are in place and have been agreed by the MMACMC, the Lead Contact/s and the Borrower, the Administrator will issue two copies of the Loan Agreement.

The Loan Agreement is a legal document. It sets out the terms and conditions of the loan, with a list of the works of art that will be loaned. Everything in the Loan Agreement will have been discussed and agreed with the MMACMC Lead Contact/s beforehand.

Both copies of the Loan Agreement should be signed by the named representative of the Planning Group, who has the authority to sign, and countersigned by the Lead Contact/s. One copy should be returned to the Administrator.

**2.4 Plan learning and audience development programme**

The Planning Group is encouraged to arrange a programme of events and activities focussed on the exhibition.

Schools, colleges of further education and university students are well worth attracting, as the experience can be of great value, especially in the teaching of RE and Art. Strong contacts between teachers and organisers are very important. Interested teachers should be sent copies of *Seeing the Spiritual* (see **2.9 Order guides, postcards and other resource materials** for purchase information). Good advance publicity and plenty of notice is required. Schools are unlikely to be able to make use of the exhibition in the first and last weeks of term and this should be taken into consideration when the dates for an exhibition are chosen.

The MMACMC are keen to promote the diversification of audiences for the Collection and we suggest borrowers consider families, young people and local communities to widen the reach of the Collection. We would expect that wherever possible the exhibition can be made accessible to those with disabilities. We suggest contacting local universities and exploring volunteer opportunities for students to engage with the Collection and working with local specialist groups to reach key audiences. Understanding our audiences is crucial for the future of the Collection so ensuring that you capture their feedback would help us understand how people respond to the Collection.

**2.5 Plan special events**

Plan your key events programme well in advance, so that speakers and spaces can be booked.

The formal opening of the exhibition should include invited guests, press and media and perhaps a ‘name’ to declare the exhibition open. All the MMAC Management Committee Members should be given the opportunity to attend the opening, via the Administrator. They may also request that specific contacts are asked to the opening, as it is an important networking opportunity for the Borrowers and the Committee. A well-publicised launch event will generate interest and encourage greater visitor numbers. Consider inviting one of the MMACMC to speak at the opening. Please submit a guest list to the Administrator, prior to the launch.

The Friends of the Methodist Modern Art Collection may wish to hold an event during the exhibition. Please ensure that the Secretary to the Friends is informed of the events programme. They will also require a report for the *Newsletter*, together with good quality photographs (always ensuring that permission has been granted for the use of images featuring children). We ask that you display our Friends leaflets prominently and that your training of invigilators includes encouraging visitors to join up and continue to support the Collection in this way. MMACMC requests that copies of the Friends’ *Newsletter* are available to guests attending the opening for no charge; thereafter sold at the retail cover price.

**2.6 Recruit volunteer invigilators**

Volunteers will be needed to invigilate the exhibition. This is a good way to involve churches, arts organisations and schools. Ensure that you have enough volunteers so that two people can be on duty in the exhibition space(s). Volunteers will need to be well briefed, comfortable with greeting visitors and confident in ensuring works of art are prevented from being touched or damaged. A written briefing sheet should be supplied to each volunteer and left on the reception desk. The MMACMC is able to contribute to volunteer-training. Please discuss this with your Lead Contact/s.

Please encourage volunteers to count visitors using a simple, hand-held device, and invite visitors to sign and leave their comments in a visitors’ book. Their comments will be helpful in preparing the report after the close of the exhibition.

**2.7 Arrange publicity**

A significant lead-in time is required for publicity information to be effectively and widely disseminated. Draw up as wide a list of contacts as possible, including press editorial and listings, local TV and radio and local arts groups. It is recommended that the Planning Group open a website or Facebook page and engage with other social media.

The Planning Group will be responsible for publicity. The Friends of the MMAC can support you with your publicity through their bi-annual newsletter. Please provide quotes and information about your plans at least six months ahead of the exhibition opening. The Editor of the newsletter will be in touch with your Lead Contact/s to gain this information. The Methodist Church Media Office is also available to promote your exhibition and associated events, and can provide you with a template press release if required.

**2.8 Check copyright and reproduction**

The MMAC Lead Contact/s must approve all publicity material involving images from the Collection. The Borrower will be supplied with digital images, which can be used to produce posters and other publicity material. All images should be credited, and copyright acknowledged using the following format.

*[Artist/title] from the Methodist Modern Art Collection © TMCP, used with permission.*

[*www.methodist.org.uk/artcollection*](file:///%5C%5Cuol.le.ac.uk%5Croot%5Cstaff%5Chome%5Cs%5Csa563%5CDownloads%5Cwww.methodist.org.uk%5Cartcollection)

Referenced images of most of the works of art are available to view on the website. Please note images are prohibited from being cropped and must be represented in their complete form.

Except for personal use, works of art in the Collection may not be photographed, filmed, televised, or reproduced in any form without the permission of the MMAC Management Committee, via the Lead Contact/s. Flash photography should be avoided due to the delicate nature of some of the works. Any unauthorised reproduction or use of images of the works of art will constitute an infringement of copyright.

Terms and conditions for the use of images are available on the website.

**2.9 Order guides, postcards and other resource material**

The book *Seeing the Spiritual: A Guide to the Methodist Modern Art Collection* is available on a sale-or-return basis at a discount of 10% from Methodist Publishing ([www.methodistpublishing.org.uk](http://www.methodistpublishing.org.uk)) and must be sold at the price established by the MMAC Management Committee. The selling price of this book has been set to be as low as possible to encourage visitors to purchase a copy. MMACMC will supply you with reference copies of the guidebook for visitors to borrow as they view the Collection on display. If the venue has a bookshop, a discount of around 33% will be available through your wholesaler.

A booklet of 24 postcards is available. The price of the booklet is £4.99, from Methodist Publishing. A selection of posters are also available for sale. The Collection’s *Annual Report* and Friends’ *Newsletters* are available on the website.

You are free to develop your own resources but existing Looking Guides are available on request.

**2.10 Pay the loan fee**

**Refer to section 1.6** Confirm payment of the balance of the loan fee with the MMACMC Lead Contact/s on behalf of the Planning Group. This can be paid via BACS (or a cheque payable to ‘The Methodist Church Fund’).

**PART 3: EXHIBITION INSTALLATION**

**3.1 Packing and transport**

The Borrower will be responsible for making appropriate transport arrangements in liaison with the MMACMC Lead Contact/s and the Administrator. The Borrower must use an art carrier approved by the MMACMC. Guidance about the carrier’s terms and conditions can be discussed with the Lead Contact/s. The Borrower will be expected to pay the cost of the transport both to and from the exhibition venue(s) and to arrange the installation and de-installation schedule with the Lead Contact/s and local volunteers.

The crates containing the works of art are very heavy and should be moved with extreme care using specialist handling equipment provided by the courier or the venue. Crates should be packed in a secure room nearby for the duration of the exhibition. It is possible for crates to be removed and returned by the courier, but this will incur an extra fee.

**3.2 Hanging the works of art**

Ensure that your exhibition plan is available to share with the Lead Contact/s and technicians on arrival. (Refer to Section 2.1) The time taken to hang the work will vary according to the number of works borrowed. Your carrier and technicians will be able to advise as to the installation schedule. The art is fragile, and many items are large and very heavy. The works should be unpacked, handled and hung under the supervision of a qualified art technician approved by the MMACMC Lead Contact/s. If the exhibition is to be held in a museum or gallery, the staff there may have the expertise to hang the pictures themselves. The extent of their involvement in the exhibition and what services they will supply must be discussed with the Lead Contact/s and the Planning Group in advance.

The Lead Contact/s will liaise with the technician/s and Borrower over the tools and equipment required, including ladders. Local volunteers may be able to support couriers and/or technicians with unpacking and hanging the artworks.

Important instructions for hanging the works of art

* Do not use power tools into the wood of the frame. Hand screwdrivers should be used to attach pictures, to avoid damaging frames or works.
* Do not hang paintings in places which are exposed to direct sunlight. Draw blinds or curtains wherever and whenever possible during periods of strong sunlight.
* Do not hang works on damp walls or those showing signs of mould growth.
* Do not hang works above radiators or sources of heat, unless a shelf or cowl is fitted to deflect the heat. In such a case, the wall should be checked regularly to ensure that it never becomes too hot.
* Do not hang works under picture lights. These can overheat the picture surface, causing flaking and fading of paint.
* Small pictures should not be displayed near windows, fire escapes or entrances/exits to buildings.
* Do not add or remove labels on works of art, or add, alter or obliterate any writing on the reverse of pictures or their frames.
* Wear cotton or latex gloves when handling the pictures or frames, to prevent scratches and fingerprints on frames and glass.

**3.3 Condition reporting**

A condition report must be completed for each work of art on arrival and again at departure, to make sure that it is in the same condition as it was when it arrived. This is essential for insurance purposes and to ensure the art remains in good condition.

The MMAC condition reports will be completed by the MMAC Management Committee Lead Contact/s or representative who is familiar with the works of art, or a nominated person who has experience in inspecting works of art.

**3.4 Interpretation and labels**

Our [Mission and Interpretation](https://www.methodist.org.uk/media/25485/mmac-mission-and-interpretation-policy-vmarch2021.pdf) Policy gives context for the interpretation of the collection. The Administrator will provide text for picture labels in digital format so they can be printed and mounted on foam board or similar. Text should be in black on a light background and should be printed in 16pt minimum, for accessible legibility. They can be attached to the wall – never to a frame – with white tack or removable fixing strips. Make sure labels are accessible to children, wheelchair users and those with some sight impairment. Any additional texts should be displayed on separate panels and their author credited.

Looking Guides are available as well as an introduction to the history of the Collection. Two accompanying pop-up banners will be delivered with the Collection.

**3.5 Maintaining the exhibition**

During the exhibition, care must be taken to ensure that the works of art remain in good condition and are protected from damage so that they can be enjoyed by future Borrowers and visitors. Once hung, the art must never be touched, cleaned or dusted. Fragile low-reflective glazing can scratch easily and should not be cleaned.

Invigilators will be responsible for inspecting the works of art daily and reporting immediately to the Lead Committee Contact/s and the Administrator any changes or damage found. Photographs should also be taken of any changes or damage.

**3.6 De-installation and return**

The Planning Group should liaise with the MMACMC Lead Contact/s and the Administrator to check the arrangements for the onward/return journey of the Collection prior to booking the return transport. They should also make arrangements for the Lead Contact/s to complete the condition reports and be present for de-installation and packing. The condition reports will be returned to the Administrator, the information recorded and kept on file.

Adequate time should be allowed for de-installation to take place prior to the arrival of the courier. De-installation should be undertaken under the supervision of experienced technicians sourced by the venue or provided by the courier (at additional cost).

Crates should be made available for technicians to access early on the date of de-installation. Following the close of the exhibition, a full report on the exhibition and associated events should be sent to the Administrator, together with copies of all catalogues, booklets, handlists, educational and publicity materials connected with the exhibition. Visitor numbers, event statistics, comments and entries in the visitors’ book are all very helpful to the Management Committee in promoting the Collection to a wide audience.

A template for the exhibition report is available on the website.

**INFORMATION SHEETS**

The following information sheets for Borrowers are available on the website, or in paper form from the Administrator:

* List of approved carriers (Administrator)
* Current and planned exhibition dates (Administrator & website)
* List of works of art with their framed dimensions (Administrator & website)
* List of crate dimensions for each work (Administrator & website)
* Instructions on how to manoeuvre, unpack and store crates
* List of titles of previous exhibitions (Administrator & website)
* Terms, conditions and fees for use of images from the Collection (Administrator & website)
* Images of most of the works of art (in their frames) (website)
* Sample press release
* Template for exhibition report

**GLOSSARY**

**Borrower** The institution requesting the loan of collections

**Carrier** Specialist technicians responsible for the collection in transit

**Collection** The selection of works loaned to the borrower

**Condition Report** Survey of individual works of art before and after transit

**Exhibition Report** Survey of the exhibition period including visitor numbers, event statistics and comments from visitors and Planning Group

**Facilities Report** Survey of the exhibition venue, taken by the Lead Contact

**Installation / De-installation Schedule** Timetable for arrival and departure of the exhibition

**Invigilator/s** Volunteers with responsibility for the safety of the collection and for greeting visitors during exhibition opening hours

**Lead Contact** Member of the Methodist Modern Art Collection Management Committee responsible for liaising with the Borrower

**MMAC Administrator** Person responsible for supplying Borrower with loan *pro formas* and other guidance and resources

**MMACMC** Methodist Modern Art Collection Management Committee

**Named Contact** Signatory representing the Planning Group

**Planning Group** Group representing borrower and holding responsibility for all arrangements

**Site Visit** Early visit by Lead Contact to view the venue, meet the planning group and conduct the Facilities Report

**Technicians** Personnel trained in handling and hanging artworks