

Cheltenham welcomes BAfM 2015
The British Association of Friends of Museums Conference

Does the past have a future? Engaging the next generation

Friday 16 – Sunday 18 October 2015



Cheltenham was developed in the 18th and 19th centuries as a spa resort and has been called “the most complete Regency town in England”. Town houses with intricate ironwork balconies and painted stucco facades line Cheltenham’s leafy Promenade and its elegant squares and terraces. Cheltenham is the cultural centre of the Cotswolds and every year we host a vast number of events including the Literature, Music, Jazz and Science Festivals, plus of course the famous race meetings and the Cricket Festival. We are less than a hundred miles from London, and easily accessible from all parts of the UK. We are also an ideal base for visiting the Cotswolds, Stratford upon Avon (30 miles), Oxford (40 miles) and Bath (55 miles).

Your hosts ...

Friends of Cheltenham Art Gallery & Museum



The Wilson, Cheltenham’s newly extended Art Gallery & Museum, re-opened its doors to the public in October 2013 with a new building housing spacious fine art and touring exhibition galleries. The museum has an internationally renowned Arts & Crafts collection and its open archives include material relating to Edward Wilson who accompanied Scott on his 1912 expedition to Antarctica. The Friends of Cheltenham Art Gallery & Museum raised over £250,000 towards the redevelopment and their contribution is acknowledged in the Friends Gallery, which contains a selection of paintings from the fine art collection. The conference

reception on Friday evening will be held at The Wilson and will include an opportunity to visit the Arts & Crafts Gallery and the Friends Gallery.

Members of the Holst Birthplace Trust



The Holst Birthplace Museum occupies the Regency terraced house where Gustav Holst, composer of *The Planets*, was born in 1874. It is one of only two composer birthplace museums in England, the other being Elgar’s. The story of Holst and his music is told alongside a fascinating display of personal belongings, including his piano. The museum is also a fine period house, including a Victorian kitchen and laundry, a Regency drawing room and an Edwardian nursery. There will be opportunities to visit the museum during the walking tours on Friday afternoon and Sunday morning.

Your conference base ...

The Cheltenham Chase is a four-star hotel with purpose-built conferencing facilities located between Cheltenham and Gloucester and surrounded by the Cotswold hills. The hotel is just a mile from the M5 and has ample car parking, leisure and spa facilities and free wifi. Free coach transfers will be provided to and from the town centre for conference events, and at other times there is a regular bus service.



Accommodation

Rooms are available at the Cheltenham Chase Hotel for those who wish to stay on site, but Cheltenham also has an enormous choice of hotels and guest houses to suit all budgets. Together with our colleagues at the Tourist Information Centre we will help you to find somewhere to stay that meets your needs and - uniquely - we will also offer the opportunity for you to stay with Friends as guests in their homes.

Conference programme

We have secured a number of eminent and entertaining speakers to explore the issue of how Friends' organisations can engage the next generation.



- **Luke Syson** is Curator of European Sculpture and Decorative Arts at the Metropolitan Museum of Art in New York. He was previously Curator of Italian Painting pre-1500 at the National Gallery.
- **Professor the Lord Hennessy of Nympsfield FBA** is our after-dinner speaker. He is a historian, broadcaster and academic specialising in the history of government and is Attlee Professor of Contemporary British History at Queen Mary, University of London.
- **Francesca Canty** was part of the London 2012 Olympic Committee and now works for the Bishopsgate Institute, a cultural and educational centre in London.
- **Christopher Cook** has worked for the BBC for over 30 years and will be familiar to many as the presenter for the Proms from the Royal Albert Hall on Radio 3. He will chair a panel discussion which it is hoped will include representatives from the Holst Birthplace Museum, the Scott Polar Museum, Cambridge and the Friends of the Ashmolean Museum, Oxford.

The BAfM Annual General Meeting will be held during the afternoon on Saturday.

The Conference Dinner

Our Conference Dinner on Saturday evening will be held at The Daffodil, which began life as Cheltenham's first purpose-built cinema in 1922. Its Art Deco interior has been preserved and restored and it is now home to a restaurant that has been called "one of the UK's most dramatic dining rooms". It has featured as a location in a number of films and TV programmes, including "Sherlock".



Free Walking Tours

On Friday afternoon and Sunday morning, delegates will have a choice of two free walking tours with experienced guides. One will take in the site of the original Cheltenham spa and surrounding areas, including the Rotunda, Imperial Square and Montpellier. The second will focus on Pittville with its magnificent Pump Room set in Pittville Park, and will include a visit to the Holst Birthplace Museum.

Costs

Delegates will be able to put together their own package to suit their budget when booking. As an indication, the cost for a full weekend - the reception on Friday evening, the conference on Saturday, the dinner on Saturday evening, two walking tours and two nights at the Cheltenham Chase Hotel - will be in the region of £310.00.

Contact

For a full programme and booking form, email us at conference@fcagm.org.uk or write enclosing an s.a.e. to BAfM Conference 2015, c/o 93 St George's Place, Cheltenham, Gloucestershire GL50 3QB.