

 ÖSTERSUND	Huvudmannadirektiv för Jämtlands läns museum 2007-2010		 Jämtlands Läns Landsting
	Upprättad av: Ulla Nordin/ Ingrid Printz 2006-09-20	Beslutad av: Kommunfullmäktige 2006-12-12 § 203 Landstingsfullmäktige 2006-11-28/29 § 174	

**The Jämtland County Museum Foundation
Directives from the Parent Bodies
2007-2010**

Introduction

Jämtland County Council, Östersund Municipality, the Local Heritage Society and the Jämtland County Art Club are the constitute bodies of the Jämtland County Museum Foundation. The deed of foundation of 6th September 1973 stipulates that the funding by the founding bodies of the activities carried out under the auspices of the museum foundation is to be mutually agreed. According to the statutes of the museum foundation, which were approved in 1974, “the aim of the museum foundation is to manage the collections and properties that belong to it, and to make them available to the public. The museum foundation is also directed to prosecute and promote the conservation of cultural relics and museum practices, as well as other closely related and suitable cultural activities, principally in the county of Jämtland. Furthermore, the museum foundation shall, either on its own part or through a specially constituted body, whichever is deemed appropriate, by renting out or in any other commercial manner, utilise the buildings which the museum foundation has at its disposal.”

On the formation of the Jämtland County Museum Foundation, the Local Heritage Society contributed to the museum building (constructed 1928-1930). It also donated a large reference library, containing, among others, works of fiction from early periods, collections of artefacts, historical buildings in Jamtli Park, the Jamtli Press and other financial assets.

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The Jämtland County Art Club donated its entire collection of art, archival documents, objects and books. The Art Club has also regularly purchased and donated to the museum art works that are of interest to the history of art in the county.

Jämtland County Council, Östersund Municipality, the Local Heritage Society and the Jämtland County Art Club submit the following directives for the period 1st January 2007 – 31st December 2010. These directives are supplemented by annual agreements pertaining to the level of financial support provided by Jämtland County Council, and Östersund Municipality respectively.

§1 Commission

The parent-bodies are of the opinion that Jamtli constitutes a valuable asset and resource for the region, and has a considerable potential for development. They want the museum foundation to be part of the contribution made by the county to the Lisbon process by turning the museum into a leading example of its kind in Europe.

The cultural programme that has been accepted by the various local authorities in the county provides for cultural institutions to contribute to the quality of life of the local inhabitants and for these institutions to engage in a continuous invigoration of cultural life in the area. In the cultural plan adopted by the municipal council, the municipal board has decided that creative activities and cultural experiences shall contribute to the improved quality of life of the inhabitants. They have also expressed a desire for culture to be promoted and for avenues of cultural expression to be widened as a means of promoting local and regional development, creating and maintaining beneficial ways of life and improving the health of the population.

On the basis of these general considerations, the museum foundation is given the following commission and concomitant goals to be realised by 2010, at the latest.

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1. Cultural experience and visitor destinations

Jamtli History Land is to become an attractive visitor destination and cultural experience for the inhabitants of the county and for tourists, and one to which visitors will return time and again. It shall also constitute a resource for the development of cultural tourism in the county. The museum foundation will encourage cultural exchanges regionally, nationally and internationally. In 2005, the degree of financing in excess of the grants from the parent-bodies was 70%.

Goals and results

- ✚ The museum foundation is to attract new groups of visitors and to increase steadily the number of visitors to the museum compared to previous years.
- ✚ The degree of self-financing is to increase in comparison with 2005.

2. Preservation and mediation of cultural heritage

The museum foundation shall promote and develop cultural heritage and its use in the county as a whole. This will take place through a life-long learning perspective, through acquisition and preservation, research and documentation, information and education. The collections shall have an assured future. With regard to the preservation of the cultural environment, the museum foundation shall be the body in the region that is responsible for establishing a body of knowledge and shall engage in conservation and information. The museum foundation shall ensure that aesthetic dimensions and long-term perspectives are included in town planning and in the generation of sustainable regional development.

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Goals and results

- ✚ The museum foundation shall strive to become a leading actor in the development of cultural heritage education and will have children and young people as a specially prioritised group.
- ✚ The museum foundation will contribute to sustainable regional development.

3. The development of cultural life in the region

In cooperation with other bodies, the museum foundation shall carry out and improve cultural heritage education at its own sites and at other selected cultural heritage sites. It will support cultural heritage development at all levels, locally, regionally, nationally and internationally. To a greater extent than previously, the museum foundation will cooperate with other cultural activists and cultural organisers in the region and, in cooperation with others, arrange various cultural events on sites belonging to the museum foundation.

Goals and results

- ✚ Cooperate with other bodies in order to widen social responsibility for the promotion of cultural diversity, democratic citizenship and the geographic spread of culture.
- ✚ Through its own initiatives, the museum foundation will seek to increase the interest of the general public in art, photography and contemporary modes of expression.

§ 2 Improving Quality

Both the municipal and the county councils engage in a process of quality control and, following their example, the museum foundation also intends to improve the quality of

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its services in the manner designated below. The museum foundation will ensure a continuous assessment of its services in which visitor opinions on quality and service are invited. Major quality control exercises, such as market analyses, are to be carried out in cooperation with other professional bodies, such as the Tourist Office in Östersund. The parent bodies will be able to follow the results of these initiatives in the annual report.

Access/accessibility

In the furtherance of the goal of democratic citizenship the work of the museum foundation will be accessible to all and open to public scrutiny. Participation in the activities organised by the museum and access to the museum sites are to be made possible for the handicapped and disabled. Equally, the museum foundation shall be mindful of the needs of foreign visitors by making information available in several languages.

Influence and participation

Visitors, voluntary bodies and the municipalities in the county shall be able to both influence and participate in the work of the museum foundation, and in its development.

Service

At all levels of the organisation, visitors can expect to meet good service and a welcoming attitude.

Skills and qualifications

The foundation shall have at its disposal a broad range of high quality skills and qualifications, and the necessary knowledge and abilities to produce, administer and mediate cultural heritage.

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§ 3 Broadening the Scope of the Work of the Museum Foundation

Integration and diversity

The ability and potential of individuals and groups to be involved in and to influence social developments are often undermined by discrimination and exclusion. If the successful involvement of people in society is to be achieved, then a society characterised by equality, respect and mutual understanding has to be created. The museum foundation will work towards the goals of integration and diversity, and contribute to a greater understanding of other cultures.

An ecologically sustainable county

Ecologically sustainable behaviour is a prerequisite for a sound and secure environment for both the local population and visitors. In purchasing goods, products and services, ecological considerations will be paramount to ensure the satisfaction of both body and soul. The environmental policies of the municipal and county councils will act as a guide to this approach.

Public health and the UN convention on the rights of the child

To make culture a natural part of the daily life of children and youngsters is to improve the quality of their lives and to promote their well-being. Children and youngsters develop as individuals when they have acquired a language to express their thoughts and feelings. In this process there is a distinct need for various modes of artistic and creative expression, including the ability for children to tell stories of their own lives and to hear stories of the past. This enables children and youngsters to develop as people and it helps to make the world more understandable. We all have an inner desire to see what others have created and to create ourselves. The museum foundation will always place creative needs at the centre of its work with children and youngsters. By giving children and youngsters increased opportunities to be creative,

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the museum will increase their sense of well-being, thereby encouraging the development of healthy young people.

Equality

Equality is about justice between men and women, about democracy, and about treating men and women equally. It also assumes that men and women have an equal potential to contribute to society. In all aspects of its work the museum foundation will seek to increase public awareness of the importance of equality in society.

Internationalisation

The museum foundation is to carry out active market research and acquire business intelligence in its field of operations. It will expand regional, national and international contacts in order to develop the work of the museum. The museum foundation will work towards a well-developed and varied international programme of exchange and cooperation, the aim of which is sustainable development within a European dimension.

§ 4 Follow-up and Evaluation

An agreement will be signed annually with the museum foundation for the coming year's financial support on the condition that a quality audit and a report on goal achievement conforming to the directives from the parent bodies are presented for the previous year. The museum foundation is required to give an account of the activities that satisfy the directives of the parent bodies. The annual report will also include details of the steps taken with regard to quality control and improvements in quality, and for the broadening of the scope of the museum's activities.

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§ 5 Financial Arrangements

It is assumed that the current contributions to the costs of managing the museum shall be adequate and that additional costs shall be financed through an increase in income derived from an increase in visitor numbers and the expansion in services provided by the museum.

The Jämtland County Museum Foundation is responsible for managing Jamtli History Land, a visitor destination offering cultural and historical experiences. This shall be financed, as far as possible, by entrance fees and contributions from interested parties, such as private companies, other than the parent bodies. Any increase in running costs arising from the expansion and improvement of Jamtli History Land is to be covered by other sources of income than the financial contributions from the parent bodies.

The executive board of the museum foundation shall also act to acquire other sources of funding for Jamtli.

Funding to cover the museum foundation commission is to be regulated in separate annual agreements between the Jämtland County Museum Foundation and Östersund Municipality, and Jämtland County Council, respectively. Such funding shall be paid to the museum foundation in advance on the 20th of each month. The funding from both the municipal and the county councils will be adjusted annually in accordance with the directives from the executive board of the county council. In addition, the annual grant from the parent bodies shall include both running costs and investment.

 ÖSTERSUND	Huvudmannadirektiv för Jämtlands läns museum 2007-2010		 Jämtlands Läns Landsting
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The museum foundation is required to maintain and manage its fixed assets and properties in such a manner that they do not decrease in value. This includes the properties and facilities that have been donated to the foundation by Östersund Municipality and Jämtland County Council. Buildings and properties shall be adequately insured. Required financial support for the New Museum will be scrutinised by the county council in its budget process.

Any proposed alterations or changes in the level of funding or any major changes in the activities of the museum, require a dialogue to be initiated between the parent bodies and the museum foundation.

§ 6 Information & Reports

The museum foundation shall, without delay and on its own initiative, provide the following information to the parent bodies:

- An interim follow-up report based on the terms of the annual agreement is to be made on 30th April and 31st August.
- The annual report and annual accounts are to be provided in their entirety to the parent bodies, i.e. Jämtland County Council, Östersund Municipality, the Local Heritage Society and the Jämtland County Art Club, in March of each year. The annual report and accounts for the museum foundation are to be coordinated with the schedule for annual reports of the parent bodies. The annual report is to be based on the directives from the parent bodies and the annual agreement. They are to contain a report on the achievement of goals specified and an account of their effects. Work financed by the foundation itself is to be accounted for separately. The interim accounts shall be presented in accordance with schedule for the parent bodies.

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§ 7 PERIOD

The directives from the parent bodies shall be valid for the period 1 January 2007 to 31 December 2010 inclusive. Any cancellation shall be made in writing at the latest 12 months before the end of the period. If there is no cancellation the agreement is automatically renewed on a yearly basis, but at the most for a total of three years.

The directives from the parent bodies have been drawn up in four copies of which the parties to the agreement have received one each.

Östersund

Östersund

On behalf of Jämtland County Council

On behalf of Östersund Municipality

Robert Uitto

Jens Nilsson

Chair

Chair

County Council Executive Board

Municipal Executive Board

Karin Strandberg Nöjd

Bengt Marsh

County Council Director

Municipal Director

Östersund

Östersund

On behalf of the Local Heritage Society

On behalf of Jämtland County Art Club

Gunilla Borgh

Görel Åsbo-Stephansson

Chair

Chair
