



The Jämtland County Museum Foundation Terms of Reference from the Parent Bodies

2011-2014

Introduction

Jämtland County Council, Östersund Municipality, the Local Heritage Society and the Jämtland County Art Association are the constitute bodies of the Jämtland County Museum Foundation. The deed of foundation of 6th September 1973 stipulates that the founding bodies should be in mutual agreement on the funding of activities carried out under the auspices of the museum foundation. According to the statutes of the museum foundation, which were adopted 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 funds to the museum building (constructed 1928-1930). It also donated a large reference library, including works of fiction from early periods, collections of artefacts, historical buildings in Jamtli Park, the Jamtli Press and other financial assets.

The Jämtland County Art Association donated its entire collection of art, archival documents, objects and books. The Art Association has also regularly purchased and donated to the museum works of art 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 Association propose the following terms of reference for the period 1st January 2011 – 31st December 2014. These terms of reference will be 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 see Jamtli as a valuable asset and resource for the region, and recognise its considerable development potential. They would like the museum foundation to contribute to developments in the county by turning Jamtli into a leading exponent of the propagation of cultural heritage.

The Jämtland County Cultural Programme, which has been approved by the various local authorities in the county, provides for cultural institutions to contribute to the quality of life of the local inhabitants and to engage in a continuous invigoration of cultural life in the region. In the cultural plan adopted by the municipal council, the municipal board has decided that creative activities and cultural experiences are to 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.

With these general considerations as a point of departure, the museum foundation is given the following commission and concomitant goals to be realised by 2014, at the latest.

1. Cultural experience and visitor destinations

Jamtli History Park is to become a frequent and attractive visitor destination and cultural experience for the inhabitants of the county and for tourists. It is also expected to constitute a resource for the development of cultural tourism in the county. The museum foundation will encourage cultural exchanges regionally, nationally and internationally. In 2008, the degree of self-financing, in excess of the grants from the parent bodies, was 70%.

Goals and results

- ⊕ The museum foundation will have the ambition of attracting 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 match that of 2008, at least.

2. Preservation and mediation of cultural heritage

The museum foundation will promote and develop cultural heritage and its use in the county as a whole from a life-long learning perspective and through the acquisition and preservation, research and documentation, information dissemination and educational development of cultural heritage. This is to be achieved in a “green” environment with a neutral climate effect throughout the county. The future of the collections is to be assured. The museum foundation is to be the body in the region that is responsible for establishing a body of knowledge about cultural environments and is to engage in the conservation of and provision of information on such. The museum foundation is to ensure that aesthetic dimensions and long-term perspectives are included in town planning in order to encourage sustainable regional development.

Goals and results

- ⊕ The museum foundation is to 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

The museum foundation will carry out and improve cultural heritage education at its own sites and at other selected cultural heritage sites, in cooperation with other bodies. It will support cultural heritage development at all levels, locally, regionally, nationally and internationally. 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, to a greater extent than previously.

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 its services in the manner designated below. The museum 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 museum will be accessible to all and its activities 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 is to 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 will be able to influence and participate in the work of the museum foundation, and in its development.

Service

At all levels of the organisation, visitors can expect good service and to be received warmly.

Skills and qualifications

The museum is to 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.

§ 3 Strategic Areas of Development

Integration and diversity

Discrimination and exclusion undermine the ability and potential of individuals and groups to become involved in society and to influence its development. If the successful involvement of people in their community is to be achieved, then an integrated society characterised by equality, respect and mutual understanding needs 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 habits are a prerequisite for a sound and secure environment for both the local population and for visitors. In purchasing goods, products and services, ecological considerations will be paramount. Here, the environmental policies of the municipal and county councils will act as a guide.

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

The aim is to make culture a natural part of the daily life of children and youngsters, 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. Furthermore, they have a great need for various modes of artistic and creative expression, including the telling of stories. These skills enable children and youngsters to develop as individuals and help them to make sense of their world. We all have an inner desire to see what others have created and to create ourselves. The museum 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, 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 awareness of the importance of equality in our 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 as a means of improving the work of the museum. The museum foundation will work towards a well-developed and varied international programme of exchange and cooperation, and seek to achieve sustainable development in accordance with its commitment to a European perspective.

§ 4 Follow-up and Evaluation

The museum foundation and its funding bodies will sign an annual agreement for the coming year's financial support on the proviso that a quality audit and a report on goal achievement conforming to the terms of reference from the parent bodies have been presented for the previous year. The museum foundation is required to give an account of activities initiated in order to comply with the terms of reference of the parent bodies. The annual report will also include details of matters of quality and of areas of development.

§ 5 Financial Arrangements

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

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

Funding to cover the commission placed on the museum foundation is regulated in separate annual agreements between the Jämtland County Museum Foundation and Östersund Municipality, and Jämtland County Council, respectively. Such funding is to 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 terms of reference of the executive board of the county council. In addition, the annual grant from the parent bodies is to include both running costs and investments.

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. The museum foundation is to set aside funds annually for the long-term maintenance of buildings and properties. Buildings and properties are to be adequately insured.

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

§ 6 Information & Accounts

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

- Interim follow-up reports based on the terms of the annual agreement are to be presented on 30th April and 31st August.
- The annual report and annual accounts are to be submitted 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 terms of reference from the parent bodies and the annual agreement and is to contain an account of the achievement of goals specified and their effects. Work financed by the foundation from other sources is to be accounted for separately. The interim accounts are to be presented in accordance with schedule for the parent bodies.

§ 7 Period of validity

The terms of reference from the parent bodies are to be valid for the period from 1st January 2011 to 31st December 2014 inclusive. Any cancellation is to be made in writing at the latest 12 months before the end of the period. If no proposal for cancellation is forthcoming, then the agreement is automatically renewed on a yearly basis, but at the most for a total of three years.

The terms of reference 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

Chair

County Council Executive Board

Jens Nilsson

Chair

Municipal Executive Board

Karin Strandberg Nöjd

County Council Director

Bengt Marsh

Municipal Director

Östersund

Östersund

On behalf of the Local Heritage Society

On behalf of Jämtland County Art Association

Carl-Erik Olsson

Chair

Margaretha Jonsson

Chair