



Amgueddfa, Oriel Gelf & Llyfrgell  
Museum, Art Gallery & Library



**Brecknock Museum and Art Gallery at y Gaer, Brecon, Wales**

**Interpretation Project**

## **Statement accompanying request to use a third-party image to support museum interpretation**

### **Who we are and what we are doing**

The Brecknock Society & Museum Friends is a local partner to Powys County Council in the refurbishment and operation of the Brecknock Museum and Art Gallery which reopened to the public in December 2019 as part of the [new y Gaer development](#) in Brecon (shown in Figure 1 overleaf). We are responsible for delivering the 'Interpretation Project', which enhances the interpretation of exhibits for visitors to museum and art gallery through a system of 46 touch-screen terminals (illustrated in Figures 2, 3 and 4 overleaf). The system currently covers about 350 key exhibits.

### **Our request**

On behalf of Powys CC, which is responsible for overall operation of y Gaer, the Society requests your permission to use the image(s) described in the accompanying email or letter to illustrate a part of the interpretation, and that this use is free of charge subject to the undertakings below. We understand that you (or your organisation) own or hold the rights to this image. ('Third-party images' is our term for images that are not in the public domain and that we request specific permission to use.)

### **Undertakings related to our use**

1. Each image will be used to illustrate a 'Secondary label' on the touch-screen terminals. The purpose of the Secondary labels is to enable visitors, students and researchers to explore additional information and stories linked to the exhibits. Images for all the 'Main labels' are illustrated by high quality images provided by Powys CC. Figure 3 shows how the image is viewed.
2. The use is for the public good by means of unrestricted on-screen viewing in y Gaer. The 'public' includes all ages of the local community as well as visitors to the Breconshire area. There is a strong educational link between the Museum and Art Gallery and local schools and colleges.
3. The use is non-commercial in that access to the Museum and Art Gallery is free, and those who operate it are not seeking to profit financially from the use of the image.
4. The image will be used solely within the y Gaer site. Relevant or required acknowledgements and attribution of the source and conditions of use (e.g. licence, copyright, credit etc) will be displayed alongside the image.
5. No other use of the image, such as in a printed publication or on the internet, will be made without requesting further permission.
6. Powys CC does not require to obtain or hold third-party images at a high resolution.
7. A record of permission to use the image will be retained in the records of the Museum and Art Gallery and, while the Brecknock Society & Museum Friends expects to remain an operational partner, the long-term responsibility for the agreed use of the image rests with Powys CC.

### **Further Information**

The Society's website [www.brecknocksociety.co.uk](http://www.brecknocksociety.co.uk) has background to the refurbishment of the Museum and Art Gallery under the y Gaer Project and also to the [Interpretation Project](#).

- The Interpretation Project, the Museum and Art Gallery, the Brecknock Society & Museum Friends and other local partners have limited budgets to pay charges for use of third-party images.
- The Society's Project Manager for the Interpretation Project is Mervyn Bramley. Approx. 35 volunteers from across Breconshire are carrying out research and interpretation of exhibits.
- The Senior Curator for the Museum and Art Gallery is Nigel Blackamore, Powys CC
- Supply of the touch-screen terminals is by museum technical specialists [Blackbox-av](#).
- Brecknock Society & Museum Friends is a UK Registered Charity - No. 518041

Brecknock Society and Museum Friends / Powys County Council - August 2020



**Figure 1** - Aerial view of y Gaer - late 2019. The Museum and Art Gallery is located in the renovated Shire Hall in the foreground. The Library and Community Rooms are in the new building behind.



**Figure 2** - One of the touch-screen terminals being installed in Museum Hall by Blackbox -av in December 2019. Each terminal comprises a robust touch-screen tablet mounted on a secure stand. Blackbox-av are specialists in audio-visual technology for museum interpretation.



**Figure 3** - Example of touch-screen showing the Main label (right) for an exhibit. The screen shows some thumbnails (left) to touch for opening Secondary labels. It is intended that many of the Secondary labels will be illustrated by third-party images. When opened, the Secondary label replaces the Main label (right).



**Figure 4** - Panoramic view of the Brycheiniog Gallery (one of the Museum galleries) showing dairy and transport exhibits. Three touch-screen terminals displaying labels are highlighted by the yellow ovals.