

AMOT
The Voice for Army Museums

Conference 2025



The Power of Connection Reimagining Audiences

Thursday 2nd October 2025 | Victory Services Club, London, W2 2HF

Programme



Thank you for attending the AMOT 2025 Conference

To keep up to date with all we do, find us here:

Website: www.armymuseums.org.uk

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Holts Military Banking provides financial services expertise to the Royal Navy, British Army and Royal Air Force. They offer access to an expert team with both the knowledge of the military and financial services, to help you meet your goals and aspirations.



PLB Ltd are recognised as one of the leading strategic design consultancies for museums, cultural destinations and heritage sites. Regardless of who or where your audiences are, they have the skillset to engage and delight them.



Towergate is a specialist insurance broker supporting museums, galleries, and heritage venues with tailored cover arranged through trusted insurers. With over 25 years of experience and more than 300 museums supported, Towergate's expert team works closely with clients to arrange flexible, long-term insurance solutions. Their deep understanding of the heritage sector ensures protection that reflects the unique risks and responsibilities of these cultural institutions.



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Bruynzeel is a world leader in space creating sustainable solutions. As the “footprint reduction company”, we assist organisations utilising space in the most efficient and effective manner. Bruynzeel has designed & installed storage solutions for museums including: The Black Watch, The Gordon Highlanders, Museum of Army Flying, Durham Light Infantry & The National Museum of the Royal Navy.



Lista manufactures drawer systems and other workspace and storage equipment. They supply to more than 100,000 businesses globally. Their products help to maximise storage efficiency and keep order and tidiness in the workspace. Their quality product offering covers: drawer cabinets, plan chests, workbenches, shelving systems, storage cabinets (cupboards) and dynamic storage technology LIFTS and high security drawer cabinet vending machines.

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Programme



1000	Welcome	Lt Gen Sir Philip Trousdell, AMOT Chair
1015	AMOT Network Survey & Future Plans	Maj Gen Celia Harvey, AMOT Vice Chair & Jennifer Allison, Museums & Heritage Consultant
1040	Army Heritage Branch: Updates and Key Priorities,	Brigadier Nick Doyle, Head Arms & Services
1100	Films for the Future: Using Young Voices to Explore the Local Legacy of the Manchester Regiment	Michelle Hill, Curator, Tameside Museums & Galleries
1120	Coffee Break	
1150	Engaging your Communities	Sarah Briggs, Grants Manager, Museums Association
1210	Welcoming 'everyone': SEND inclusion in your museum	Sam Bowen, SEND in Museums Founder
1235	Lunch (sponsored by Bruynzeel) & Workshop	
1350	UNTOLD: About People, For People, With People: A Case Study in Museum Co-Design	Dr Hannah West, Centre for Military Women's Research & Dr Laura Patrick, UNTOLD: Stories of the Irish in the British Army
1415	Your Audiences: who are they and how can they help you generate income?	Lucy Johnson, Chief Executive, Army Flying Museum
1440	10-minute Comfort Break	
1455	Ingredients for Success for an Arts Council England Funding Bid	Isabel Wilson, Senior Manager, Museums and Cultural Property, Arts Council England
1515	The Journey to Maqdala: Working with Source Communities to Interpret the 1868 Expedition to Abyssinia (Ethiopia),	Eyob Derillo, Project Officer, King's Own Royal Regiment Museum & Carolyn Dalton, Museum Development Manager, Lancaster City Museums
1540	Closing Remarks and Questions	
1600	End of Day	



Speakers

Brigadier Nick Doyle, Head Arms & Services

Brigadier Nick Doyle will provide an update on current Army priorities, including recruitment and workforce growth as set out in the recent Strategic Defence Review. He will also outline how the Army is working with the heritage community to deliver more impact and manage costs, and introduce areas where greater support will be needed. Finally, he will give an update on the review of the 1 capbadge = 1 museum policy and the projected removal of funding lines for 12 museums by 2030.

Michelle Hill, Curator, Tameside Museums & Galleries

Without a permanent home for 10 years, the Manchester Regiment collection relies on new ways to promote access. This project saw Portland Basin Museum staff and Tameside College students create two films, using young voices to explore the regiment's legacy and local soldiers' stories.

Sarah Briggs, Grants Manager, Museums Association

Using insights from the Esmée Fairbairn Communities and Collections Fund the Museums Association have launched a new guide to support equitable relationships between museums and community partners. This session will explore this resource to enable you to evolve participatory practice into community led practice.

Sam Bowen, Founder, SEND In Museums

11% of UK children are disabled. Include siblings, and 1 in 5 families face access barriers at museums. Every child deserves culture—and small changes can make museums inclusive. It begins with belief and a true welcome. Sam Bowen founded SEND in Museums, wrote the Special Schools and Museums toolkit, and created www.sendinmuseums.org.

Dr Hannah West, Centre for Military Women's Research & Dr Laura Patrick, UNTOLD: Stories of the Irish in the British Army

Northern Ireland's military museums reflect complex, contested heritage. Co-design with diverse audiences helps address difficult questions. In 2023, a virtual exhibition on Greenfinches—women veterans of the Ulster Defence Regiment—invited reflection on gender and duty. UNTOLD will continue this work, exploring Irish stories in the British Army.

Lucy Johnson, Chief Executive, Army Flying Museum

With funding tight and budgets stretched, growing audiences and income can feel tough. At the Army Flying Museum, we've focused on identifying key audiences to boost both profile and income. Lucy will share lessons learned and successes from the team's journey.

Speakers

Isabel Wilson, Senior Manager, Museums and Cultural Property, Arts Council England

Isabel Wilson will explain what makes a strong funding bid to Arts Council England's National Lottery Project Grants. She'll cover how to align your application with the Arts Council's strategy, use data to show project need, and why focusing on audiences boosts your chances of success.

Eyob Derillo, Project Officer, King's Own Royal Regiment Museum & Carolyn Dalton, Museum Development Manager, Lancaster City Museums

The 1868 British Expedition to Abyssinia began in controversy, as Britain reluctantly sent troops to rescue hostages held by King Tewodros. Today, it sparks new debate. This project engages Ethiopian, Military, and Lancaster communities to explore its meaning today.

Lunchtime Workshop

**Top Tips on Volunteer Recruitment and Retention
With Fran Stovold**

Following on from our coffee morning on volunteer management, this workshop takes the conversation further with a practical, interactive focus. Whether you're struggling to recruit, want to strengthen your volunteer policies, or ensure volunteers have the best experience, this session is for you.

Heritage consultant Fran Stovold brings over 25 years' experience across the heritage sector. She will share top tips, real-life examples, and lead discussion on how to boost recruitment and retention.

Don't miss this chance to share ideas and take away practical solutions.

Sign up at the registration desk.

Exhibitors



Supercharge your brand presence and wow your customers at every touchpoint with bespoke, interactive, and educational visitor resources, designed to inspire and engage families. **Colour Heroes'** products are hand-illustrated and made in Britain to help every museum to connect with their audience effectively, elevating and creating standout customer journeys and experiences.



Heritage is part of who we are. At **Kelly's Storage**, we understand the responsibility that comes with protecting the stories and collections of the past. That's why we offer secure, climate-controlled storage tailored to the unique needs of museums, archives, and institutions. With decades of trusted experience, you can rely on us to keep your heritage safe for future generations.



Squeaky Pedal is an award-winning heritage film, animation, and TV production company specialising in military history. We work with regimental and national museums, cultural institutions, and broadcasters to bring military stories to life through powerful, human-focused storytelling. Recent projects include work with the National Army Museum, Imperial War Museums, and the D-Day Story Museum.

Automated Document Services Ltd (“Auto Docs”) provide specialist digitisation and archive solutions for the heritage sector. With expert staff, specialist equipment, and secure processes, Auto Docs ensure the careful handling of historical documents and the delivery of high-quality images that preserve history for future generations.



Since 1984, **John Morgan** has supplied props to the film, television, and visual merchandising industries. An Army Reserves officer and military historian, he specialises in sourcing and repurposing redundant items. As a trustee and curator for his regiments’ museums, he offers expert advice and disposal solutions, with worldwide collection available.



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YourArchive helps military organisations, museums, veterans’ groups and associations protect their archives, capture personal stories and make history accessible to wider communities. Whether you’re safeguarding regimental records, preserving service histories or sharing stories from your community, YourArchive provides the tools to digitise your collections, engage existing and new audiences all whilst honouring your legacy.



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Association of
Independent
Museums

AIM represents, connects and strengthens the UK's independent museums and heritage organisations. Through grants, guidance, advice and events we offer approachable expertise and practical support built on almost fifty years' experience. Join AIM to build resilience, network and plan effectively in these challenging times. Regimental and Corps museums can join for free, too, under a partnership with National Army Museum.



University of
Reading

Stuart Black of the University of Reading will present research on animals in clothing and military adornments, creating a conservation archive. AMOT is supporting the project by connecting with regimental museums, demonstrating portable analytical kit, and exploring training and research opportunities across the heritage network.

**WATERLOO
UNCOVERED**

Waterloo Uncovered is a ground-breaking charity combining world-class archaeology with veteran wellbeing. Our programmes enable beneficiaries to engage in meaningful archaeological work, improving wellbeing and developing transferable skills. Our discoveries uncover the stories of those who fought at Waterloo. Our education activities explore the impact of war and link past conflicts to the present.

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About AMOT

The Army Heritage Charity



AMOT exists be the *Voice for Army Museums* through providing advice, fostering collaboration, building networks, and advocating on behalf of the Regimental and Corps museums. Founded in 1954 by Colonel Robert Ogilby DSO DL, our organisation now represents a network of over 140 Army museums and collections.

Whether you want to visit an Army museum, research family history or find advice on how to care for military objects, we are here to help.

As a member of the museums network, museums are able to access funding, training and events. We provide specialist advice on governance, collections, audience and research. We represent Army museums to the wider heritage sector as well as organisations such as the Ministry of Defence and Charity Commission.

We help with the long-term support and care of the rich history represented within the many Army museums across the UK.

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