

Ben Gammon

Summary

A specialist consultant with wide-ranging experience and expertise in interpretative planning, visitor research, exhibition development, live interpretation, staff and strategic management

Skills and Competencies

Interpretative planning

- Leading role in over 20 projects ranging in scale from £30,000 - £5 million that delivered award winning exhibitions, web-sites and live interpretation covering topics from science, history and art for target audiences of adults, families and school groups
- Extensive experience of developing sponsorship bids, design briefs, interpretation strategies and operational plans as well as in developing and commissioning interactive exhibits and live interpretation
- Over 17 years experience of working with designers, artists, exhibit developers, curators, scientists and sponsors

Visitor Research

- Devised and managed over 30 large scale visitor research projects that guided the development of award winning exhibitions, web-sites, outreach projects and live interpretation
- Over 15 years experience of designing and running surveys, questionnaires, observation studies and focus groups
- Developed innovative techniques for evaluating live events, interactive exhibits and visitors' orientation strategies
- Designed and implemented a comprehensive long-term audience profiling study for the Science Museum
- Published extensively in peer reviewed journals and books on exhibition development, informal learning and visitor research
- Visiting Research Fellow at Kings College, London

Strategic, budget and staff management

- As a senior manager at the Science Museum, London gained experience of managing staff budgets in excess of £1,000,000 and operational budgets of over £300,000
- Led the Science Museum's Learning and Audience Development Unit of over 100 staff with responsibilities for restructuring the unit and the development of museum-wide policies on learning and audience development
- Led the Science Museum's Visitor Research team with responsibility for devising museum-wide policy; commissioning and managing focus groups and surveys from external contractors; recruiting, training and managing research staff; ensuring effective dissemination of results so that necessary changes occurred

Training

- Designed and delivered training courses on visitor research, informal learning and interpretative planning to staff from a wide range of museums, science centres, art galleries, heritage centres and zoos
- Regularly lecture to students at the Institute of Education and the International Centre for Cultural & Heritage Studies, Newcastle University

Career History

2005-present: *Ben Gammon Consulting*

- Devised interpretation and evaluation strategies for: *The Story of the Moving Image* (Australian Centre for the Moving Image); *Inside DNA* (At-Bristol); *Launchpad* (Science Museum, London); *Recycle It* (Thinktank, Birmingham)
- Supervisor for the NESTA funded Valle Crucis (Llangollen Museum) and *Gateways* (Belfast Exposed) projects
- Devised visitor research strategies and tools for British Museum and Techniquet, Cardiff
- Developed and delivered training in exhibition development, interpretation and visitor research for; British Museum, Centre for Life - Newcastle, English Heritage, London Zoo, Science Museum, Tate Modern and Thinktank- Birmingham
- Researched and wrote the sponsorship bid for the new *Who Am I?* exhibition at the Science Museum which has recently been awarded £2.2 million
- Conducted evaluation studies of new exhibits at Tate Modern and British Museum

2002-2005: *Head of Learning & Audience Development, Science Museum, London*

- Strategic and operational management of the Learning and Audience Development Unit responsible for the operation of five interactive galleries, school and holiday programmes, school and community outreach, teacher training, schools' booking office and the Dana Centre
- Development of Science Museum policies on learning and audience development
- Devised strategy for the redevelopment of the *Launchpad* gallery including writing the successful sponsorship bid which raised £3.8million
- Devised the strategy for the involvement of the Science Museum in the DfES funded Science Learning Centre, London and contributed to the successful bid
- Member of the steering committee for the MLA's *Inspiring Learning for All* initiative

1995-2002: *Head of Visitor Research, Science Museum, London*

- Led the Visitor Research Team at the Science Museum for 7 years establishing it as one of the leading centres for visitor research in the world
- Developed strategic plans and policy for visitor research across the Science Museum
- Audience advocate on eight major project teams providing expert advice for senior management, curators, educators, designers and sponsors
- Developed innovative techniques for evaluation, interpretative planning, training and audience advocacy

1993-1995: *Senior Visitor Researcher, Science Museum, London*

1992-1993: *Co-coordinator for traveling exhibitions, Science Museum, London*

1990-1992: *Science Museum graduate trainee, Science Museum, London*

Education

1987-1990 Oxford University	DPhil Biochemistry
1984-1987 University College London	BSc 1 st Class Hons Degree Biochemistry

Contact details

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References

Available on request