

## **Accreditation Committee member biographies**

### **Helen Avenell**

Helen Avenell has over twenty years of experience working in the heritage sector, with a specialist understanding of cultural heritage management, interpretation planning and community engagement. Beginning her career in the Local Authority museums sector, Helen worked for Paisley Museum & Art Galleries and then as Curator for Scottish History at Glasgow Museums. Over the past decade, Helen has developed her freelance heritage practice with a particular focus on working with community, volunteer-led museums across the Highlands. Her work centres around supporting museums and heritage organisations in a range of capacities including exhibition development, collections care, strategic & business planning, feasibility studies and volunteer management.

Helen is also Projects & Partnerships Manager for Museums & Heritage Highland, the regional network member organisation for Highland heritage. MHH works with museums to raise standards, engage with their communities, encourage collaboration and ensure sustainability.

Helen completed her MA in Scottish History at Glasgow University (1993-1997) and PgDip Museums Studies at Leicester University (2000-2002).

### **Dr Vicky Carroll**

Dr Vicky Carroll is Assistant Director of Heritage Collections at UK Parliament. She brings curatorial and leadership experience acquired from working across a wide variety of cultural organisations. Vicky began her museum career at the V&A as Assistant Curator of Furniture, Textiles and Fashion. She then moved to the Science Museum where, as Curator of History of Science, she managed the Earth Sciences collections and curated exhibitions about sustainability and climate change. From 2011, Vicky managed London Borough of Waltham Forest's Museum, Library and Archive service: a highlight was leading the redevelopment of the William Morris Gallery. She subsequently managed Guildhall Art Gallery and Keats House for the City of London Corporation, increasing engagement and participation through interpretation, events and outreach. From 2017, Vicky was Director of Museum of Freemasonry, where she delivered a new strategy which raised the museum's profile, broadened its audience, and expanded digital capabilities. Vicky has a PhD on 'Science and Eccentricity in 19<sup>th</sup>-century Britain' and a Master's in Business Administration. She is a Fellow of the Royal Society of Arts and a Fellow of the Museums Association.

## **Damian Etheraads**

Damian Etheraads is Museum & Art Gallery Lead, Herefordshire Council. He is passionate about bringing collections to life and respects the power they have for creating thought-provoking and enjoyable experiences for people. He champions community engagement and promotes innovative practice that encourages organisations to engage with and speak to communities. He has worked with a wide range of collections and museums across the three areas of the Accreditation Standard requirements.

Prior to moving to Hereford he was the strategic lead for culture at Hastings Borough Council and manager of Hastings Museum & Art Gallery. Previously he was a Senior Collections and Learning Curator with Colchester and Ipswich Museums and was Curator at the Redoubt Fortress for Heritage Eastbourne. Damian has also worked with a range of museums and heritage sites as freelancer. Damian is a Fellow of the Royal Society of Arts and peer reviewer for the Impact & Insight Toolkit.

## **Dr David Gelsthorpe**

Dr David Gelsthorpe is Curator of Earth Sciences Collections at Manchester Museum. He has been a Curator at Manchester Museum since 2006 and is passionate about using collections to make a difference to people's lives. He leads on exhibitions, teaching, public activities and citizen science, alongside making the collection widely used. David has led on exhibitions including the *Object Lessons* (showcasing scientific models and Illustrations) and *Nature's Library* a permanent gallery highlighting the richness and use of the natural science collections.

In 2014, David led a team of curators on a research trip to Iceland to develop partnerships and collect new objects. He is on the committee of the Natural Science Collections Association and travelled to Russia with the British Council. He has a PhD in Palaeontology and has previously worked at York Museums Trust, Scarborough Museums Trust, and Sheffield Galleries and Museums Trust.

## **Dr David Hopes**

Dr David Hopes is Head of Service for Leeds Museums & Galleries. He was formerly Head of Interiors and Collections for the National Trust for Scotland (NTS) from 2016-2021 and, previous to this, Director of the Robert Burns Birthplace Museum in Alloway (also part of the NTS). He has over 20 years' experience as a curator working on a range of initiatives from the Open Museum's Pollok Kist Project to new-build capital projects such as MUSA (now the Wardlaw Museum,

University of St Andrews) and Robert Burns Birthplace Museum (shortlisted for the Museum of the Year Prize, 2011).

David is a member of the Recognition Committee and a trustee of Robert Burns Ellisland Trust and the Leeds Art Fund. Research interests include digital humanities, the subject of a research fellowship with the Shakespeare Birthplace Trust and The Shakespeare Institute (University of Birmingham), and relevance in historic house museums.

## **Katerina Kremmida**

Katerina Kremmida is Head of Destination Winchester, Hampshire Cultural Trust. Katerina Kremmida leads on the development of the vision and direction of the Winchester workstream, which will maximise the commercial potential of Winchester as a significant heritage visitor destination. Her key responsibilities include delivering high-quality visitor experience; developing the business plan and maximising financial opportunities; championing the vision for Winchester as an international culture heritage destination and supporting the development of major new initiatives that help deliver on this ambition.

## **Natasha McEnroe**

Natasha McEnroe is the General Secretary of the Society of Antiquaries of London. Her previous roles were Keeper of Medicine at the Science Museum and Director of the Florence Nightingale Museum. Prior to this she was Museum Manager of the Grant Museum of Zoology and Comparative Anatomy, and Curator of the Galton Collection at University College London. From 1997 to 2007, she was Curator of Dr Johnson's House in London's Fleet Street and has also worked for the National Trust and the Victoria & Albert Museum. Natasha was editor of *Medicine: An Imperfect Science* (Scala, 2019), co-editor of *The Medicine Cabinet* (Carlton, 2019) and co-editor of *The Hospital in the Oatfield – The Art of Nursing in the First World War* (Strange Attractor, 2014). Her research interests focus on 19th century public health and the history of nursing. She is a Freeman of The Worshipful Company of Barbers.

## **Tracey McGeagh**

Specialising in audience development, destination marketing, communications and visitor research, Tracey McGeagh's career has spanned a range of national culture bodies, with senior roles at the Museums Libraries and Archives Council, National Galleries of Scotland and National Museums Liverpool. She has also supported several independent galleries as a Trustee, including Camden Arts Centre and Open Eye Gallery.

As a senior leader, Tracey has focused on achieving greater diversity and inclusion in the cultural sector. In addition to launching major new museums such as the Museum of Liverpool and International Slavery Museum, she has contributed to the growth of family-friendly and education-focused spaces,

including Big Art for Little Artists at the Walker Art Gallery, National Museum of the Border Force, and the Ancient Egypt gallery at World Museum.

As well as strategic business planning, Tracey's roles have focused on building partnerships and public engagement. Tracey has spoken at conferences and hosted delegations of international professionals, delivering postgraduate seminars and training on the British Council's International Museums Academy course.

## **Anooshka Rawden**

Anooshka Rawden has been the Strategic Lead for cultural heritage in the South Downs National Park since May 2019, having previously managed the South East Museum Development Programme. Her career to date has included work in local authority, independent and national museums. After a number of collections management roles, including managing the Chichester District archaeology collection and the collections of the Society of Antiquaries of London, Anooshka joined the Science Museum Group and support project development for Collections Services, comprising Conservation, Digitisation and Registration teams, while additionally coordinating accreditation returns across all five of the Science Museum Groups museums and additionally supporting the accreditation application of the Clockmakers Museum.

Anooshka completed a BA in Ancient History at the University of Wales and an MA in Greek and Roman Art, and has additional qualifications in law and collections management, project management and psychotherapy.

## **Kathy Richmond**

Kathy Richmond is the Head of Collections & Applied Conservation at Historic Environment Scotland, having previously worked for the Museum of London, Tate, and the Royal Armouries Museums in a range of registrarial and collections management roles. She brings experience of having applied the Accreditation standards and having coordinated and supported the renewal process in several of her roles.

Kathy has previously Chaired the UK Registrars Group (2015-2017) and has co-authored the Courier Training Framework which offers free training tools to practitioners developing courier training in the museum and heritage sector. Kathy participates in the Icon Scotland Group Committee as a critical friend and has participated in the Space Invaders Scotland group which champions feminist leadership in museums and heritage.

Having studied History at the University of Edinburgh, Kathy went on to gain an MA in Museum Studies from Leicester University which she completed distance learning whilst working as an Assistant Registrar in her early career. She has a Diploma in Art Law and Collections Management from the Institute of Art & Law, and has taken part in the Getty NextGen Leadership programme.

## **Tamsin Russell**

Tamsin Russell is Professional Development Officer, Policy and Programmes Department, Museums Association. She is responsible for the development, implementation and evaluation of the Museums Association Workforce Strategy and Delivery Programme. She has specific responsibility in leading on the Associateship of the Museums Association and the Fellowship of the Museums Association; including the management of over 200 volunteers supporting the programmes in a variety of capacities. Her role and remit is to support employability across the sector, with respect to careers advice, selection skills, apprenticeships and volunteering.

## **Toby Watley**

Toby Watley is Director of Collections, Birmingham Museums Trust. He leads the management, curation and display of Birmingham's vast collection of art, human history, natural science and science and industry. In this role he is also the strategic director of Thinktank Birmingham Science Museum and oversees facilities and security management across a portfolio of nine museums, including six listed buildings and one scheduled ancient monument.

Toby has been a senior manager at Birmingham Museums for over thirteen years in a variety of roles including head of Exhibitions & Interpretation and Head of Programming. He began his career as a fine art curator working at Kettles Yard in Cambridge and the Ferens Art Gallery in Hull, before taking up a curatorial position at Birmingham Museum and Art Gallery in 2001. Toby currently sits on the board of two trusts including the South Asian Diaspora Arts Archive.

## **Jenni Waugh**

Jenni Waugh is Director of Jenni Waugh Consulting Ltd. Since starting her career as an archivist in a local authority record office in 1996, Jenni has gone on to work with organisations across the heritage, media and cultural sector. She has worked as a Learning Project Manager for the BBC on People's War and Breathing Places, as Access and Social Policy Officer for MLA West Midlands and since 2010 as an independent consultant to the heritage, community and arts sector across the West Midlands.

Jenni established her consultancy in 2010 and specialises in developing sector skills, organisational health and governance with a particular focus on engagement with diverse cultural communities, people with learning disabilities and older people. She works predominantly with small to mid-size heritage and arts organisations. She has collaborated with the University of Worcester to deliver community history public engagement activity including World of Kays and five projects focussed on the WW1 Home Front.

Jenni has been a member of the National Trust Midlands Regional Advisory Committee and the Women's History Network UK Steering Group, and a trustee of Birmingham Conservation Trust. She is a member of the judging panel for the Women's History Network Community History Prize.

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