



An Introduction to our Corporate Friends Scheme

As a Corporate Friend of the Edward Jenner Museum you can share in the benefits of our increasing reputation and raised public profile – both in the UK and Internationally.

We have a growing presence in the press and media which can help to increase awareness of your brand.

Our beautiful 18th Century setting can provide you with a wonderful venue for events, product launches and staff training and team-building – as well as unique access to the history of Jenner’s life and work.

You will have the opportunity to reach out to the 6,000+ visitors we welcome each year and support our innovative educational programme.

Together we can help to spread the message of the importance of vaccination to public health and promote immunisation in a positive light.

The Museum

The Edward Jenner Museum was established in 1968 to preserve the heritage of Dr Edward Jenner, most notably the discovery of vaccination against smallpox which eventually led to its world wide eradication in 1980.

We are an Independent Museum (Registered Museum 850) and a Registered Charity (No. 284085).

The museum is based in Berkeley, ‘a town that has changed the world’, in rural Gloucestershire. It was here that Jenner was born, lived and worked for most of his life pioneering a vaccination against smallpox in May 1796. He died here in 1823.

Our aim is to educate the public about Jenner’s work through a variety of stimulating methods. The museum is administered and sustained by the Jenner Trust but relies on income from its visitors, investments, hire of its conference facilities, donations and project grants.

The Trust aims to maintain the Edward Jenner Museum as an independent visitor attraction and education facility providing a centre to celebrate the life and work of Dr Edward Jenner. We encourage the understanding of early scientific exploration and Jenner’s role in the development of vaccination to prevent smallpox, which ultimately led to its world-wide eradication.

However to ensure that we can continue to protect and promote Jenner's legacy, we need help from individual and corporate friends.

The work of the Edward Jenner Museum

Located in the stunning period setting of Jenner's former home at The Chantry in Berkeley, the museum puts Jenner's life into historical context, illustrating the life of a country doctor and gentleman in the late 18th/early 19th century Gloucestershire.

It is an engaging source of education, entertainment and research for visitors of all ages and interests who wish to explore Jenner's scientific practices and discoveries and the impact they had on the world. They include his ground-breaking work in medicine, air-ballooning, natural history and geology.



The visitor's experience is further enriched by the knowledge that they are learning about history in the place where it actually happened! The elegant Queen Anne house is Grade II* listed with a large woodland garden in an attractive setting. The Chantry is a national treasure, an important part of history in its own right, as are Jenner's garden and vinery, Temple of Vaccinia and Old Cyder House. The Trust works hard to ensure that these are also protected and maintained.

The museum provides a comprehensive and enjoyable package of education opportunities and visits for schools, groups and families. It also hosts a number of events throughout the year, including Dr Jenner's Garden Party marking his landmark vaccination experiment against smallpox as well as his birthday in May.

It is staffed by a small team of enthusiastic staff and volunteers.

Full details of the current work at the museum can be found at the end of this document.

We need your support

Originally the museum was housed in the cottage lived in by James Phipps - the subject of Jenner's first experiment in vaccination.

In 1980 the opportunity arose to purchase the nearby Chantry at Berkeley in Gloucestershire which was Jenner's principle home and the place where the original vaccination experiment was conducted. Funds were raised to purchase and restore the building, set up the museum and provide it with working capital. 2010 marks the museum's 25th anniversary in its present site.

It is now, however, thirty years since major work was undertaken on the buildings. Visitor feed back shows that the presentation of the Jenner story within parts of the museum needs to be updated and the financial climate dictates that the museum must increase its income through fundraising if it is to survive.

2010 marks the 30th anniversary of the eradication of smallpox, and with it the heightened profile of Jenner's work. Many individuals and organisations have a stake in Jenner's legacy, whether it is the general lessons that his life teaches about scientific curiosity, the scientific approach and applying science for the general good or more specific issues concerning vaccination past, present and future.

Will you help us to take on the challenge of keeping his legacy alive?

Full details of our Corporate Friends Scheme can be found attached.

Current work at the Edward Jenner Museum

Press & Media Coverage

Television

- **CH4 – Genius of Britain** Episode 2, presented by Richard Dawkins
31 May 2010, Channel 4 at 9pm
- **BBC 1 - Jenner's Marvellous Medicine** presented by BBC TV's Coast, Mark Horton
17 May 2010, BBC 1 at 7.30pm.
http://news.bbc.co.uk/local/gloucestershire/hi/people_and_places/history/newsid_8677000/8677109.stm?utm_source=twitterfeed&utm_medium=twitter
- **BBC Points West; BBC Breakfast** (May 2010) - Monument Unveiling marking 30th anniversary of the Eradication at the World Health Organization's headquarters in Geneva, **17 May 2010.**
- **ITV West** - Jenner feature June 2010
- **BBC 1 *Escape to the Country*** – 2010 (schedule tbc)
- **Living TV's *Most Haunted*** – 2009

- **BBC *The One Show*** – 2009
- **BBC's *Flog It!*** – 2009
- **Channel 4** with Richard Dawkins - 2009

Radio

- BBC Radio Gloucestershire (too numerous to mention!)

Publishing

Angel of Death: the Story of Smallpox by Professor Gareth Williams, (2010; Palgrave Macmillan). Gareth is also a Jenner Trust Board member.

British Medical Journal editorial on Dr Edward Jenner (April 2010)

British Society for Immunology Journal editorial on Dr Edward Jenner and the Edward Jenner Museum (May 2010)

Festivals

Cheltenham Science Festival 2010

June 2010, 'Jenner's Legacy', with speakers Dr Chris Burns-Cox and Dr Tim Wallington, generously sponsored by the British Society of Immunology. See <http://cheltenhamfestivals.com/science/> for more details.

Hay Festival 2010

Professor Gareth Williams discusses his most recent work *Angel of Death: the Story of Smallpox* (2010)

Other

- Royal Mail launch of Royal Society stamps (including one of Dr Jenner) 2010, celebrating the Royal Society's 350th anniversary. <http://news.bbc.co.uk/1/hi/sci/tech/8535836.stm>
- Dr Stuart Prior from Channel 4's *Time Team* etc gave a talk in the museum's Old Cyder House in 2010 to raise funds for the museum.
- Dr Alice Roberts from **BBC's *Incredible Journey*** gave a talk in 2009 in order to raise funds for the museum

Visitors

The museum currently welcomes 6,000 visitors annually from Easter to the end of September and by special arrangement at other times. The Queen

Anne House is itself a key exhibit and the Jenner Trust is seeking funds to return the house to the way it would have looked in Jenner's time, including Dr Jenner's bedroom.

Exhibits consist of objects from the museum's collection and from our extensive and important archive. There are also explanatory panels and a computer based interactive introduction to the science of Immunology. We are keen to review and revise these presentations.

Following a recent successful Wellcome Trust grant application we recently installed a new innovative atmospheric smallpox "experience" *From Smallpox to MMR: Ghosts in the Attic* charting the history of vaccination in the Chantry attic rooms. This marked the first time that the public had been given access to this part of the building and has proved to be very popular. It is an example of the direction in which the Museum would like to continue travelling.

Flexibility will be central to our future development. The Chantry can be used as a significant heritage site for hospitality, meetings, training etc. as well as a museum. The Trust believes that the visitor experience can be greatly enhanced by the creation of a coffee-shop and art installation space, and the relocation of its shop to a larger room. The resulting increase in revenue will help to sustain the museum in the longer term.

The Museum aims to double visitor numbers to 12,000 per year over the next four years.

Educational

The Museum works with schools to bring meaning to a number of areas of the curriculum. A variety of packages are offered for school visits led by our education officer. 'Learning on Location' film-workshops are blazing a trail amongst museums offering to increase childrens' (and adults') confidence levels whilst learning about vaccination. Further details can be found on our website.



Initiatives of this kind have proved popular and we are keen to increase the number of schools making visits. We know that refreshing our exhibits is crucial if we are to attract more school groups. We are confident that with the new expertise in our staff, The Edward Jenner Museum has the potential to

become one of Gloucestershire's leading educational museums – for both children and adults. We anticipate at least a fifty percent increase in visits over the next four years.

Museum website (www.jennermuseum.com)

This has recently been comprehensively revised and the pattern of hits from around the world suggest that it is particularly popular as an educational tool as it is most accessed during the school week and term time, especially from the US.

Events

The Museum has recently introduced a lecture and events programme which has attracted significant interest. This year is the 350th anniversary of the Royal Society, of which Jenner was a fellow. The Museum will host 'Dr Jenner's Garden Party' a family event in the grounds on 16 May 2010, close to Jenner's birthday, generously funded by the Royal Society. It is hoped that it will be attended by supporters from across the UK and the world. Events of this kind raise awareness of the Museum and spread its message, as well as enhance the visitor experience.

Period location

The Museum can be used as a film location both for productions that relate directly to Jenner or as a period setting. It has been used extensively by the BBC and independent film-makers from both the UK and overseas.

Archive

The Museum has an extensive collection of material both relating to Edward Jenner and the eradication of smallpox. If properly funded, we hope that the archive could be more suitably accommodated and more easily accessed. Ideally we would appoint a full-time professional Archivist to ensure its preservation and development.

Conferences

The museum is able to accommodate meetings of up to forty five people in substantial recently refurbished period out buildings (the Old Cyder House) where there is a well equipped lecture room and accommodation for discussion groups and catering. This is used in conjunction with the rest of the Museum by visiting schools, specialist groups, for events put on by the Museum and by companies for training, product launches etc.

Specifically the Museum is currently able to provide the following accommodation:

In the Old Cyder House Conference and Education Centre (set in the grounds of the Chantry) we provide two large function rooms and cloakroom facilities. The ground floor has direct access to an attractive walled garden.

The first floor meeting room is 8.5 x 5.5 metres (28 x 18 feet) with beamed ceilings, seating up to 45. It is equipped for presentations with a digital projector, WiFi broadband, sound system and flip charts. The room can also be laid out for boardroom-style meetings for up to 18 delegates.

The ground floor meeting and exhibition room is also 8.5 x 5.5 metres (28 x 18 feet). It can also be laid out with chairs and coffee tables. Buffet meals for up to 40 people can be served here.

The intimate dining room within the Chantry is also suitable for meetings of around a dozen people or a private dining experience. The entire site is also available for venue hire.

Private access to the whole Museum and its grounds is available from September to April and on some Mondays during the Museum's open season with expert (and costumed) guides. This provides a most enjoyable as well as informative experience for corporate friends and their guests.

Additionally the museum is able to provide expert presentations on Edward Jenner's life, his scientific approach to developing vaccination and effective promotion of vaccination versus variolation as a public health measure. We can also offer access to Edward Jenner's broader scientific interests, the public health significance of smallpox and the immunology of resistance to infection and how it is harnessed by vaccines.

The museum is a significant part of the wider historical visit offered by the town of Berkeley. We are situated close to Berkeley Castle and Berkeley Church (where Edward Jenner is buried). We currently offer a joint ticket with the castle.

Originally an important site of Saxon occupation 2010 will also see continued excavations of the site by archaeologists from Bristol University. Visitors are able to watch the archaeologists at work.

The Edward Jenner Museum is located just off the A38, within easy reach of the M4 and M5 motorways. There are a number of hotels within the vicinity including Thornbury Castle (von Essen Hotels).

Further information

To discuss the scheme or the Jenner Trust in more detail please contact the Museum Director, Sarah Parker on Tel: 01453 810631 or email: director@edwardjenner.co.uk.

You can also go to our website: www.jennermuseum.com

The Jenner Trust also exists for other charitable purposes beneficial to the inhabitants of Berkeley and the community at large.

We are very grateful to the following supporters and partners:

Berkeley Castle

British Society of Immunology

Royal Society

Signature Science, USA

The Jenner Institute

University of Bristol

Jenner Trust Board (2010)

- ❖ Judith Willetts, Chief Executive of the British Society of Immunology (Chair)
- ❖ Dr Tim Wallington (Deputy Chair)
- ❖ Mr Steve Morgan, NHSBT (Treasurer)
- ❖ Professor Andy Morgan, University of Bristol
- ❖ Professor Mark Horton, University of Bristol
- ❖ Professor Gareth Williams, University of Bristol (author of *Angel of Death: the Story of Smallpox*, 2010)
- ❖ Doug Naysmith MP
- ❖ Leslie Mitchell