

VADS / Axis Memorandum of Understanding

The 'Visual Arts Data Service' (VADS) and 'Axis - Visual Arts Exchange and Information Services' (Axis) are established parts of the UK on-line presence in the Visual Arts, serving distinct agendas and communities. In line with their individual strategic policies of collaborative endeavour and in response to the need for co-ordinated on-line activity in the Creative Arts and Industries sector, (as highlighted in 'RDNC Creative Arts and Industries Consultancy', CALIM, <http://www.rdn.ac.uk/publications/acireport/acireport.pdf>, accessed 12/12/00), this document sets out terms of reference for a non-exclusive strategic relationship between VADS and Axis, outlining areas for mutual support and collaboration beneficial to their respective conjoined communities.

VADS (<http://vads.ahds.ac.uk>)

VADS has two main goals in its mission to serve the Visual Arts Research, Learning & Teaching communities:

- To build a searchable on-line archive of subject specific digital resources.
- To establish and promote good practice in the creation, management and preservation of digital resources through an advisory, training and publications programme.

Axis (<http://www.axisartists.org.uk/>)

Axis' mission is 'to promote visual artists and extend their influence in, and relevance to the community.'

Aims: Axis aims to promote contemporary professional British visual artists and makers and their work to the arts community and the public at large by demonstrating and extending their contribution to social, environmental and cultural development, nationally and internationally.

VADS / Axis areas of co-operation:

1. Information Exchange

VADS and Axis are at the forefront of on-line visual arts provision in the UK. Maintaining awareness of current content, practices, policies and initiatives in this area is the keystone of each Service. VADS and Axis seek to actively exchange information and current awareness through:

- Direct contact at all staffing levels
- Service websites, including 'sign-posting' of relevant collections
- Print publications

2. Collections Development

VADS and Axis each provide Visual Arts content on-line. To ensure most efficient on-line content provision in UK Visual Arts, VADS / Axis inform one-another and potential content providers of each others collection areas via their policy documentation and actively promote one-anothers collecting activities.

In addition, VADS / Axis may act in tandem re the pursuit of new content which falls between the remits of each Service e.g. Collections of contemporary practice with 'active' and non-active artists / practitioners.

VADS will also act as 'archival' partner to Axis, providing long-term access and preservation of data, not current to Axis' delivery agenda. (As defined by 'Axis Archiving Policy' - sorry think you may have to draft that! - be happy to assist if necessary)

3. Outreach

Each Service has pro-active outreach programmes promoting their activities. Where outreach may broach an audience of 'shared interest' in both Services e.g. practising artists engaged in research, learning and teaching, VADS / Axis will seek to maximise effort through collaboration, including:

- Promotional and Training Events
- Electronic and print publications
- Personal networking

4. Service Development

Each Service has a strategic vision of continual enhancement and extension of collections and activities, requiring on-going support. Where opportunities for cross-fertilisation exist for research and / or development of Services, e.g. project funding calls, VADS / Axis shall pro-actively pursue these either as full or 'supporting' partners, and draw in other potential partners, either collaboratively or unilaterally, as appropriate.

VADS / Axis seek to action this non-exclusive Memorandum of Understanding as part of their continuous individual Service missions and where appropriate, across individual projects hosted at VADS / Axis, in order to provide maximum value to their respective Visual Arts communities.