



G.L. WATSON

YACHTS SINCE 1873

## G.L. WATSON & CO. LTD. ARCHIVE

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### MISSION STATEMENT & COLLECTIONS DEVELOPMENT STRATEGY

G.L. Watson & Co. Ltd.

Walker House, Exchange Flags, Liverpool, L2 3YL, UK.

T: +44 (151) 601 8080 F: +44 (151) 601 8070 [office@glwatson.com](mailto:office@glwatson.com) [www.glwatson.com](http://www.glwatson.com)

# MISSION STATEMENT & COLLECTIONS DEVELOPMENT STRATEGY

## 1. Mission Statement

The G.L. Watson & Co. Archive collects, maintains and preserves records which document the history of the firm from its foundation to the present day and the development of yachting from the mid-19<sup>th</sup> century.

The primary purpose of the archive is to facilitate the organisation in meeting its strategic aims and objectives. This includes facilitating the firm's principal work of designing and restoring classic yachts, in addition to assisting in marketing, public relations, brand management, employee engagement and legal and administrative matters. As such, there is a particular emphasis on ensuring that records of business value are effectively managed and made available through the provision of finding aids and digital resources.

Additionally, the organisation recognises the rarity of its collections and their wider historical value. G.L. Watson & Co. is aware that its records form part of the cultural heritage and that there is both a community and academic interest in its collections. The archive supports this by ensuring a level of external engagement with the archive's collections through the dissemination of online and printed information about the archive, the provision of an enquiry service and selectively loaning archival material for use in exhibitions.

## 2. Collections Development Strategy

### 2.1. Purpose

Defining the archive's collecting goals will ensure that the archive continues to meet the objectives outlined in the Mission Statement.

The purpose of the Collections Development Policy is to:

- Ensure that the records in the G.L. Watson Archive accurately reflect the history and development of the firm from 1873.
- Ensure that the archive continues to develop as a unique reference source for the development of British yacht design and construction from the mid-19<sup>th</sup> century.
- Ensure that the archive continues to develop in order to meet the commercial needs of the company.
- Manage the archive collections effectively to ensure that deposits are not duplications of the material already held in the archive.
- Develop a retention schedule to manage the transfer of current and semi-current records into the archive.

- Provide a framework to target gaps in the collection and allocate resources for achieving this.
- Establish consistency in dealing with internal and external depositors to the collections.

## 2.2. Collecting Priorities

The G.L. Watson Archive seeks to acquire records relating to the history of the firm by collecting:

- Material relating to the company's founder, directors and employees.
- Material relating to the development of the firm and its business operations such as financial, administrative, operational and marketing records.
- Material relating to G.L. Watson & Co. designed vessels and their owners, crew and builders.
- Material relating to G.L. Watson designs for which there is significant commercial potential.
- Reference material which will enhance the utilisation of the archive and/or facilitate commercial work.

The G.L. Watson Archive seeks to acquire records relating to the development of yachting by collecting:

- Records relating the development of the yachting industry and the evolution of yacht design in the United Kingdom. This includes historical records relating to other key yacht design firms. There is a particular emphasis on collecting records specific to the development of yachting in Scotland.

The G.L. Watson Archive seeks to address gaps in the current collections by collecting:

- Early G.L. Watson & Co. business records including administrative, financial, marketing and correspondence records pre-1945.
- Technical records including specifications pre-1945.
- Technical and other records relating to specific G.L. Watson designs which are underrepresented in the present collections.
- Collecting information on, and copies of, records relating to G.L. Watson designs which are held in other repositories.

## 2.3. Collecting Methods

Our collecting priorities should be actively pursued by:

- Keeping abreast of auctions.
- Creating and maintaining relationships with interested parties and enthusiasts.
- Efficiently and effectively responding to enquiries from potential depositors.
- Encouraging donations through the promotion of the archive online, in relevant printed media and through other outreach strategies such as exhibitions and press releases.

- Work closely with G.L. Watson & Co. departments to arrange for the direct transfer of material to the archive, for records which meet the criteria of the collections development policy.

#### 2.4. Exemptions

The following exemptions apply:

- We should not acquire material that duplicates items already in our collections.
- Where material is offered to the G.L. Watson Archive that is more appropriate in another known archive or organisation, the donor will normally be referred to that archive.
- Records in any format will be considered for acquisition. Material will not, however, be acquired where adequate storage, preservation, cataloguing and access cannot be achieved within the organisation's resources.
- The G.L. Watson Archive will generally require legal ownership of all acquisitions to be transferred to the firm; donors should be required to sign a formal deposit agreement. Long-term loans will be considered in some circumstances.

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