

History of Advertising Trust

Preserving the past. Documenting the present. Inspiring the future.

HAT Archive Collecting Policy

1. This policy statement relates to The History of Advertising Trust Archive, 12, Raveningham Centre, Raveningham, Norwich NR14 6NU. It has been formulated in accordance with the Archive Accreditation Service Standard administered by The National Archives.
2. The History of Advertising Trust (HAT) was founded as an educational trust in 1976, becoming a company limited by guarantee in 1977. It was awarded charitable status in 1978 (No. 276194).
3. HAT is governed by a board of Trustees and managed by a team of professional staff headed by a Director who regularly reports to the Trustees.
4. HAT has developed to become the largest and most comprehensive archive of British advertising and marketing communications in the world and now accommodates some 6000 sq metres of physical space at its Archive Research and Study Centre based at Raveningham, Norfolk.
5. HAT Archive seeks to abide by all relevant UK archive and copyright legislation, including the Data Protection Act (1998), as well as professional archive ethical standards and codes of practice.
6. HAT will acquire and preserve records of any date assessed as being worthy of permanent preservation. HAT is always interested in the final advertising images/proofs but also seeks records and documents that show the processes, decisions and stages of development behind the campaigns. Documents that also show internal workings and agency life are also of interest such as staff magazines or photographs of staff and events. Individual career portfolios are also actively sought.
7. HAT is a collaborative venture - in effect a "co-operative" of advertising industry and brand heritage records which are:
 - a) Donated to the Trust as permanent gifts
(See Collections Development Policy Appendix 1: *Conditions of Gift*)OR
 - b) Deposited as a "client collection" on loan to the Trust
Loaned deposits will be considered only if their storage and maintenance is funded by the lender.
(See Collections Development Policy Appendix 2: *Guidelines and Terms for Client Deposits*)
8. Donations of gifts and client archive deposits are entrusted to HAT according to HAT's Terms and Conditions.
9. As a charitable trust HAT does not normally purchase collections for the archive although books and magazines are occasionally bought for the library.

11. Donors and depositors receive a receipt with details of terms of deposit and access conditions.
12. An accessions register is maintained with details of the records, terms of gift, transfer or loaned deposit, name and address of donor and unique reference number.
13. Before accepting material, HAT considers the following:
 - Significant historical/cultural value or potential historical/cultural value to researchers in the future.
 - Significant creative or innovatory value.
 - It fulfils the needs of social and economic historians as well as media and advertising/marketing industry and brand researchers and practitioners.
 - It is judged to be worthy of permanent preservation.
 - Records must be available for public access (subject to them being fit for production), either immediately or from a specified date, which may be at the end of a period of closure. HAT Archive holds the collections of many defunct companies and organisations as well as those of clubs and associations within its field. Together these archives provide much of the history of UK brand communications.
 - The condition of the material and its conservation needs.
 - If the material is at risk of loss, destruction or damage. HAT aims to rescue important collections which it believes are in imminent danger of destruction or neglect. Precedents of rescued archives include C&A Modes (women's and men's fashion from 1922-2000), the Foote Cone Belding advertising agency guard book collection and the CDP advertising agency archive.
 - If the material fills a thematic or subject gap in the story of UK advertising/marketing.
14. HAT Archive is a national collection so primarily seeks to acquire material relating to the UK. However, items of foreign provenance that form an integral part of a UK based collection will be kept e.g. work produced by a UK advertising agency for a non-UK client. For example, 1930s German adverts from the George Butler collection, accumulated during his period of employment as art director for the J. Walter Thompson Advertising Agency in Berlin. This is also true of European regulatory material. All material is accepted regardless of date. HAT's existing archive material dates from c.1800 to the present day.
15. Records are acquired in many different formats e.g. paper, video tape, sound tapes/reels and photography of every type including transparencies, negatives, proofs etc. Film footage is usually acquired in consultation and partnership with a specialist film repository that can provide refrigerated environmental conditions or other conservation measures as required.
16. HAT will not retain records which are of a particularly specialist nature and which require skills or equipment beyond the repository's resources to preserve or interpret. For example, 35 mm film is not kept unless it is an integral part of a larger collection. 35mm film after transfer to tape will normally be passed to a film archive.
17. Some artefacts are also accepted, especially if they have a special relationship within the related archive group e.g. promotional packaging e.g. sample cans in the VIMTO

collection or sauce bottles in the Heinz UK Archive. Branded flat packaging, merchandise and product labels are also acquired on merit.

18. Although HAT is proactive when it comes to acquiring archival collections, particularly where there may be a real and imminent danger of the archive in question being destroyed, it does not knowingly compete for collections with other repositories. As a member of the Business Archives Council, HAT will seek further advice through BAC as necessary.
19. Where a shared interest in material becomes apparent in an established collection, HAT willingly provides copies (or duplicates if available) of the material in question. HAT is committed to working with all interested parties that are dedicated to full and genuine public access.

Following a review of its previous policy, this statement was published on 24 April 2015. It will be reviewed as necessary, and not later than five years from this date.