



Robert Bloomfield OBE

Museum and Environment consultant

Professional experience

Bob Bloomfield has 30 years of experience in leading innovation in exhibition, new media and learning programmes in museums and in wider programmes of science and environmental engagement. In recognition of his track record of pioneering work in engagement and new media development he was invited to give evidence to the 1999 UK Government's House of Lords' Select Committee on Science in Society. In 2002 he was awarded a NESTA (National Endowment for Science Technology and the Arts) Fellowship to explore novel approaches to public understanding of environmental issues. In 2012 he was appointed an OBE in the Queen's Birthday Honours List for contributions to the field.

Specialist skills:

Public understanding of science and environment • Vision planning, scoping research, development and delivery of science in society initiatives • Creative direction and management of exhibition and new media projects • Team leadership and management, client liaison, governance and stakeholder engagement • Communications, report writing, presentation & lecturing • Coaching, mentoring & training.

1995 – 2001

Bob was Head of Exhibition and Education at the Natural History Museum, London (NHM), where he was responsible for the strategic development and oversight of the permanent and temporary exhibition scheme and the public programmes of events and learning activity. Among many projects Bob is credited with establishing the Natural History Museum as an on-line presence and is a pioneer of interactive and new media projects including the development of significant multilingual orientation systems and virtual interpretative environments.

As a member of the executive team at the NHM he championed, and as project creative director he delivered, two of the museum's largest development projects in recent times:

- The Heritage Lottery Fund supported Earth Galleries – the former BGS Geology Museum redeveloped as a new wing of the NHM covering Earth Science, 1994-8.
- The inception of the Darwin Centre with its new approaches to access science, scientists and collections. Bob's leadership demonstrating this approach led to the NHM's successful second phase £100m funding raising campaign. The ideas behind the scheme are internationally recognised, including inspiring the newly opened Natural Science Research Centre at the Museum of Natural Science, Raleigh, N Carolina, USA.
- Bob has been consulted on the development and delivery of numerous museum and science engagement centres including: The National Museum of Kenya, Nairobi; The Goulandris Museum, Athens, Greece ; The Children's Museum, Cairo, Egypt; as well as scoping studies for the Environment Centre for Kumamoto; Prefecture, Japan; and scoping studies for the Observatorio Vesuvio, Naples, Italy.

2002 – 2012

Head of Innovation and Special projects. Bob developed this strategic role to position the Natural History Museum as a critically relevant organisation. By developing cross-museum approaches to engagement he maximised effective delivery of public programmes and visibility of the brand; and by positioning the museum's activities more centrally within wider national and international policy and cultural contexts he significantly raised the Museum's profile and reputation as a leading engagement institution.

- Being Senior Reporting Officer (SRO) to the programme of arts and science engagement exploring museum knowledge and collections and critical questions for society.
- Being Programme Director for large scale multi-stakeholder engagement programmes including the UK wide Darwin200 (2009) and International Year of Biodiversity (2010) celebrations which centrally positioned the Museum as critically relevant to society relevant against core Government strategic policies.
- Bring SRO positioning the museum as a convening place for dialogues, town hall meetings and interchanges between experts and society - 'a safe place to discuss dangerous ideas', including; novel approaches to international student summits; and the Earth Debates the high-level live and on-line debates programme devised in advance of Rio+20 with the British Council and Stakeholder Forum for a Sustainable Future.
- Bob has provided strategic advice to a wide range of organisations concerned with public understanding of science including Defra, BIS, the British Council and Calouste Gulbenkian Foundation.
- Developing the specialist positioning of museums around questions of environmental change and sustainability and developing their approaches to Corporate Sustainable Responsibility.

2012-2015

Since 2012 Bob has provided consultancy advice, having established bio-diverse.org as a vehicle to promote engagement approached on environmental questions. Among his major projects is:

- His authorship of a major review of appropriate engagement and development for environment and education to the government in waiting for a major ASEAN nation.
- Leading content development for a new-build Sustainable Environment Museum in Mexico for a Major US Architectural Company and for the UK's only Queen's Award for Business international Design Studio
- Providing the intellectual content, conceptual development and design framework for a private sector company developing mobile apps to support learning and engagement in East and West Africa.

Bob has well developed written and presentation skills, he is accustomed to presenting work in public and to professional bodies at all levels. He is a trained coach and has been a guest lecturer to graduate, postgraduate and post doctoral students addressing various themes around museums and public understanding of science and environment including at Trinity College Dublin, Cambridge, London School of Economics and London University of the Arts.

He is particularly accomplished in developing and presenting strategic vision, working with senior stakeholders and supporters and working with delivery teams on development and realisation. He works well in complex interdisciplinary and multi-stakeholder environments.

He is at present working with Exhibition Plus on Tatton Dale Farm and Wildgoose Training.