

making an impact

Individuals
and communities

Our
partners

Our
membership

SMC

04/05

Contents

- 2. Introduction**
 - Vision**
 - Mission**
 - Aims**
 - Chair's Foreword**
 - Director's Report**
- 3. Our membership**
 - Strategies**
 - ICT
 - Collections Development
 - Learning and Access
 - Workforce Development
 - Further Museums Development Work**
- 10. Our partners**
- 12. Individuals and communities**
- 14. Funding**
- 19. Appendices**
 - Appendix One: Consultation Responses 2004/05
 - Appendix Two: Publications 2004/05
 - Appendix Three: Balance Sheet as at 31 March 2005
 - Appendix Four: Statement of financial activities to 31st March 2005
 - Appendix Five: Board Members and Staff List for year 2004/05

Scottish Museums Council Annual

Report 2004/05

Full Report

Introduction

The Scottish Museums Council (SMC) is the strategic agency and membership body for the non-national museums sector in Scotland.

We have over 200 members who in turn manage over 340 museums. Our membership includes all local authority, university, regimental and independent museums, and varies in size from small voluntary trusts to large metropolitan services.

Acknowledged by the Scottish Executive as its main advisor on local museums and utilised as the main channel of Executive support for the sector, SMC has been evolving in recent years towards an increasingly lead strategic position.

By maintaining a dual focus on issues facing the sector, whilst considering the wider cultural agenda, we provide professional information, advisory and support services to our members and act as the sector's voice within the broader cultural and political sphere.

Vision

Our vision is for a welcoming museums and galleries sector that opens doors and celebrates collections, inspiring creativity, learning and enjoyment for all.

Mission

Our mission is to provide a strategic lead and support the development of the sector to unlock the potential of museums and galleries in Scotland.

Aims

- Advocate and communicate the contribution Scottish museums and galleries make to people's lives.
- Support workforce development, access, learning and stewardship to maximise the development of museums and galleries.
- Release national, regional and local potential through building alliances and sustainable relationships.
- Promote and develop high quality, efficient and value for money services both in SMC and the wider sector.
- Build an evidence base to inform policy and support decision-making in the museums and galleries sector.

Chair's foreword: "Museums and galleries are educational, inspirational and fun. They also make a major contribution to Scotland's most important industry, tourism. SMC is proud of the way our museums bring communities together, uniting past and present and offering a creative learning environment to people across Scotland.

"Throughout 2004/05, the SMC staff have worked energetically on behalf of our members to promote the non-national museums sector and to develop key strategies, providing guidance and resources for museum development and fostering links both within the sector and with outside agencies.

"Their work gives our members the tools to develop their own collections, access resources, improve facilities and increase expertise, thereby helping to ensure the long-term sustainability of the sector.

"I commend this Annual Report to you." – **Dr Graeme Roberts, Chair**

Director's report: "SMC's commitment to and passion for Scotland's museums and galleries continues to spark inspiring work in communities across the country. It is heartening to see museums and galleries having such an impact on sectors as diverse as education and tourism, and making a real difference to the lives of individuals and communities in Scotland.

"This year, with the Scottish Executive's help, we have grant-funded more projects than ever before, led an ambitious nation-wide WW2 commemorative programme, facilitated the sector's response to the Cultural Review and forged ahead with the roll-out of our suite of strategies as well as producing a consultation paper on a Significance Scheme aimed at recognising significant collections in non-national museums.

"In 2005/06 we will be building on the good work of 2004/05, which is detailed in this report, so that Scottish Museums and galleries can continue to make the maximum impact on the widest possible audience." – **Joanne Orr, Director**

1. Our membership

We work closely with our membership to support and develop key areas of work and to ensure we are leading the sector forward and driving change where necessary. The impact this work has had can be seen across a wide range of areas.

Strategies

As part of achieving our long-term vision for the sector, we are in the process of delivering a suite of strategies that, together, will form the backbone of our work over the next three years in the key areas of Information and Communications Technology (ICT), Learning and Access, Workforce Development and Collections Development. *A National ICT Strategy for Scotland's Museums* was the first to be published, in June 2004. *A National Learning and Access Strategy for Scotland's Museums* is due to be published in June 2005.

ICT

A National ICT Strategy for Scotland's Museums

This strategy sets out our vision and goals for the development of Information and Communications Technology (ICT) in Scottish Museums. Besides identifying areas of priority, it also illustrates the significant opportunities that exist for museums in the area of ICT, and highlights ways in which we can take advantage of these.

The publication also marked the beginning of an extensive consultation period, in which we invited our members and partner organisations to contribute to the development of a three-year action framework. This framework sets out the actions that are needed to achieve our strategic goals for ICT in the coming years.

Survey of ICT

The ICT strategy highlighted the need to “map and understand the use of ICT in the Scottish museum sector”. To achieve this, we carried out the largest ever survey of ICT infrastructure and training in Scottish museums.

An unprecedented response from the SMC membership enabled us to build an accurate picture of the use of ICT in Scottish museums. This provided an illustration of the penetration of ICT into the sector, with more than three quarters of respondents using a computer for collections management.

However, the survey did also reveal a technological divide between small independent museums that have relatively limited access to ICT, and museums that are supported by parent bodies such as Local Authorities or Universities, which generally have better access to technology.

ICT small museums fund

The survey of ICT in museums provided an evidence base to inform targeted funding designed to raise the level of ICT infrastructure throughout the sector.

In October 2004 we announced a programme of 100% grants for ICT equipment and training, aimed specifically at those museums in greatest need. Through this programme we were able to provide nearly £90,000 worth of grants, which helped more than 30 small museums to buy computer equipment, software, training and support.

workwithus.org

In a new partnership with workwithus.org, which provides a variety of web-based services for charities and other not-for-profit organisations, we have been able to offer our independent members a number of free subscriptions to the online services they provide. These include online donations, web hosting, event booking, marketing, online training and technical support, and e-commerce facilities.

In addition, they provide the *DIY Website Builder* tool, which offers an easy way to instantly build and host a compelling and professional web site.

Collections Development

Development of collections care support and advice

We remain committed to supporting and grant-assisting members in their collections care and conservation activities. Over the last year we have reviewed our member services and in some instances, implemented new or revised methods of providing advice.

Gillian Findlay took up the new post of Collections Development Officer in March 2004. An important part of her remit is to be the contact for members seeking support or sources of information on conservation and collections care matters. The resources we can provide include:

- fact and advice sheets on preventive conservation and collections care, available electronically and in paper format. We have already commissioned a new fact sheet this year on the ‘Care of Paintings’

- access to the technical expertise of professional conservators contracted by SMC specifically for the purpose wherever we cannot direct enquirers to published sources of information
- advice on how to find independent conservators and how to produce an appropriate brief

Training in basic collections care and established courses such as *Care of Paper and Photographs* and *Care of Textiles*. Our in-house Emergency Planning course has recently been revised and delivered for the first time to meet the requirement of the Accreditation Standard.

MA Collections for the Future

In the summer of 2004, we partnered the Scottish Museums Federation in a joint consultation on collections and collecting practice in Scottish museums. More than 50 delegates attended this very successful day, which saw some lively and useful discussion from across the sector. Their ideas also helped inform our response to the Museum Association's inquiry major UK-wide inquiry into *Collections for the Future*.

The importance of networking, information and knowledge sharing, skills development and focused collecting were just a few issues to emerge as key to ensuring Scottish collections remain representative, diverse and inspiring. Many of these ideas will be developed and possible actions presented for consultation as part of SMC's plans for the production in 2006 of a National Collections Development Strategy for Scotland's Museums.

Significance Scheme Feasibility Study

In 2002, the National Audit identified the spread of nationally significant collections that exists throughout Scotland. In partnership with the Scottish Executive, we are driving the recognition of these collections, making notable progress on this in the course of the year.

Last spring the Executive asked us to undertake a feasibility study into a scheme that would provide the means of formally recognising the most significant collections in non-national museums. The scheme was to have five aims, which were to:

1. enable identification and recognition of the significant collections
2. encourage and promote excellence in collections management and public services
3. provide a framework for recognition and investment
4. activate and incorporate local authority responsibilities for such collections
5. encourage partnerships between museums

In June we convened a steering group to oversee the project, inviting people to join it who would represent a wide range of sector interests. We also commissioned consultants to lead on the study.

The project commenced with researching other schemes that recognise collection significance from around the world, examining each in its political context. Drawing on this evidence-base, the consultants and steering group developed proposed principles for the scheme, criteria for significant collections and the criteria that a holder of such collections would be required to meet in collections management and public services. They went on to propose the evidence that an organisation would have to present to apply to be recognised. Finally, they proposed the processes that would be needed to administer the Significance Recognition Scheme and to provide funding towards recognised collections.

The final report of the study was re-drafted in March into a consultation paper on a proposed Significance Recognition Scheme for Scottish Museums.

Learning and Access

A National Learning and Access Strategy for Scotland's Museums

This strategy will set out our vision for learning and access provision in Scotland's museums and galleries, which is to:

- make learning and access integral to service delivery
- involve everyone
- work in partnership with a wide range of organisations from across Scottish economic, social, cultural and political life
- make learning a sustainable part of museum and gallery service delivery

To achieve this vision, SMC will work with museums and other partners in implementing the strategy's three-year action framework, which will aim to ensure the provision of inspiring, entertaining, challenging and diverse learning experiences for all. The accompanying Action Plan for this strategy will be rolled out once the strategy has been published in June 2005.

Inspiring Learning for All pilot

Inspiring Learning for All (ILFA) is a framework to help museums bring learning to the centre of their organisations. In October 2004 we began a pilot scheme to demonstrate how ILFA transforms the learning opportunities museums provide. The aim of the pilot is that the participants will sustain an informal network of ILFA 'champions', who will be able to share their knowledge of the framework and its applicability to access and learning aims with other SMC members, as we roll out the framework across the sector.

Those taking part in the pilot are:

- * Almond Valley Heritage Trust
- * Dundee City Council
- * Inverness Museum and Art Gallery and Highland Folk Museum
- * Museum nan Eilean
- * Perth Museum and Art Gallery
- * Strathnaver Museum

Continuing Professional Development

On 7 September 2004, we supported the Royal Observatory Edinburgh's (ROE) seminar to introduce the concept of museums as providers of Continuing Professional Development (CPD) for teachers. Participants learnt about the ROE's experience of piloting a CPD programme for primary science teachers. Providing Continuing Professional Development (CPD) is not only an audience-broadening avenue, it can also improve the support museums offer the formal education sector, and promote awareness of the wide learning opportunities that museums offer. We will continue to work to further the sector's involvement in this area.

Learning and Access Development Work

Our Learning and Access team focus on supporting and encouraging museums to embrace this area as a central part of their service delivery, through a number of initiatives. In 2004/05 the ongoing support in this area was developed through working closely with the Heritage Education Officers' Group (HEOG) and the Group for Education in Museums (GEM).

Making the Most of Heritage

In collaboration with the Heritage Education Officers Group, SMC organised four 'Making the Most of Heritage' training days, with the aim of encouraging school teachers and cultural co-ordinators to understand more about the learning resources available in heritage organisations, and to encourage partnership working. Four Training events were held in Spring 2005 at the Tall Ship, Glasgow; Stirling Castle; the National Museums of Scotland and at the Mariscal Museum, University of Aberdeen.

Grass Roots: Joint SMC/GEM Education Officer

In March 2004, we appointed a Joint Education Officer in partnership with GEMScotland, who will work at 'grass roots' level with both organisations' members to enhance museum learning services.

The role's aims are to:

- increase members' confidence in providing learning services
- increase awareness amongst members of museum's contribution to lifelong learning
- build alliances and develop learning resources that will allow museums to continue to deliver learning experiences into the future.

Susan Galloway was appointed, and she will work in consultation with us and GEM to identify key gaps in learning provision across a range of museums, identify learning partners for museums, develop fact sheets to guide the planning of learning provision, and deliver training and workshops.

The role will provide practical support to SMC and GEMScotland members in developing high-quality learning and access programmes and will promote complementary working between GEMScotland, SMC and their combined memberships. See www.gem.org.uk for further information.

Workforce Development

Positive Action Traineeships

We are dedicated to supporting cultural diversity in the Scottish museum sector, and aim to create a more diverse workforce within the sector by increasing representation of people from black and ethnic minority groups. We have been working with City of Edinburgh Council and Glasgow City Council to introduce two Positive Action Traineeships within the museum sector. The trainees will join a large vibrant museum service to gain part-time on-the-job training, whilst undertaking a part-time postgraduate course in Museum and Gallery Studies. With added support from St Andrews University, the Museums Association and BEN (the Black Environment Network), the two successful candidates will begin their traineeships in June 2005.

Training Programme

Our Workforce Development Manager delivers a programme of training, development and networking opportunities for member museums, as well as overseeing internal staff development.

During 2004/05, our training programme went from strength to strength, with 14 training courses held across the country, which saw 206 people representing 68 organisations attending. **97% of participants rated these courses as either good or excellent.**

Breakdown of participants:

- * Local Authority - 44%

- * Independent - 32%
- * National/other - 16%
- * University - 7%
- * Regimental - 1%

We worked with a broad range of partner organisations on the delivery of this programme. Our training partners included Vision Sense, Learning Unlimited, Volunteer Development Scotland, VisitScotland, James Carter, the National Museums of Scotland, the Black Environment Network, the Royal Observatory and the British Library.

To encourage access to training for volunteers, we offered a number of supported places for volunteers on our training programme, resulting in 28 volunteers attending courses. We also supplied travel bursaries (supported by The Binks Trust) for small independent museums to ensure that they were not disadvantaged from attending training events.

Further Museums Development Work

Much of our work with members is about ensuring the sustainability of the sector through enabling them to improve existing museum facilities, encouraging them to undertake appropriate new development projects, and assisting their collaboration with one another. Our Museum Development staff work on the front-line of this area, in direct contact with those setting up new museums, making connections with potential partners, improving facilities and, sometimes, closing museums in Scotland.

This year, Museum Development activity focused on strategic work in three areas: support materials, local Museums Forums and new members.

Communicating with Members

We believe it is vital that we keep our members constantly updated with news and opportunities. During 2004/05, our website (www.scottishmuseums.org.uk) and our monthly publication, *SMSee*, were our two key tools for doing so.

During 2004/05 we continued to increase the information available on our website. Members, stakeholders and any other interested parties were able to access constantly updated information about our many areas of work and related interests.

In August 2004, we launched *SMSee*, our new colour quarterly newsletter, which replaced *TakTent*. *SMSee* focuses on keeping members, the wider museums community and interested parties up-to-date with relevant news, policy, events and training.

Support Materials

Throughout 2004/05, we continued to develop our portfolio of written guidance materials, which provide the necessary information to help those in museums without professional staff make practical decisions about museum issues. We create new resources as need arises, making them available on, or through, our website. This year's additions were made with Accreditation in view, covering forward planning and model constitutions. We have also been keeping watch on the Charity Law Review with future guidance in mind. We collaborated with AIM at a consultation meeting considering the proposals, and followed this by consulting independent museum members on SMC's response to the review in October 2004.

We developed web-based resource kits by commissioning the creation of a Business Development Resource. This product is again aimed specifically at independent, developing museums, and is designed to help them implement sustainable business practices. It provides relevant links to supporting material and includes information on project development, financial management and trading activities.

2004 MA Conference

The 2004 Museums Association Conference took place from 12–15 September at the Edinburgh International Conference Centre.

This was an excellent opportunity for us to communicate with the UK-wide sector at a particularly pertinent moment for Scottish museums, following the announcement of the Cultural Review. We had a strong presence, with our Director Joanne Orr making an introductory presentation, outlining the structure and recent milestones of the Scottish sector, and hosting another session on cultural rights and entitlements.

In addition, we played a central role in organising a reception at The Hub on the Royal Mile, for all visiting delegates to welcome the conference to Edinburgh, and manned a stall offering advice, support and information to those attending.

Forums and Networking

During the year, we had a programme of building relationships and fostering activity in the local area museums forums. Forums mainly exist in rural districts where local needs bring museums, heritage bodies and other parties interested in strengthening local cultural tourism together to work collaboratively. We work with forum leaders and local authorities to develop the forums by identifying needs, meeting representatives, attending meetings, encouraging grant applications and, increasingly, providing content for meetings. In March, for example, we grant-aided the Moray Heritage Forum to run an event using Scottish Enterprise's Tourism Innovation Toolkit for its members.

In 2004/05 we also laid the groundwork for better support for subject-specialist networking. We contributed to meetings that established the Scottish Coal Mining Collections group and funded the initial survey, and attended meetings with specialist groups for historic vessels in April and maritime heritage in May.

We have, in the course of the year, contributed to a number of collaborative initiatives that use networking, or which support networking, as a means of delivering strategic outcomes that develop the sector. We play many roles - sometimes as the funder, at other times as the enabler, facilitator or the means of communicating information. Sometimes we are there to contribute to a decision being made, and in others our role is to broker a relationship. For example, we contributed to a discussion forum on developing the heritage core of Dunfermline, became a Concordat partner of Highland 2007 and joined the Treasure Trove Advisory Panel as an ex-officio member.

New Members

We encourage heritage and community groups that aspire to become museums into Associate Membership to access our advice and information services. Our aim is that they develop realistic and sustainable enterprises, moving if appropriate towards becoming Registered/Accredited museums. In 2004/05, we have updated our pre-member procedures, undertaken consultation on managing information about members and brought six new organisations into membership. The new members are the Scottish Vintage Bus Museum, Dumfries & Galloway Aviation Museum, Skerry Historical Association, the Museum of Scottish Lighthouses, the Hibernian

Historical Trust and Oban War & Peace Museum Ltd. We also brought last year's cohort together at a New Member Event at SMC in November.

Condition Assessment Tool

After several years of development the CAT, or Condition Assessment Tool, was launched and distributed free of charge on CD-ROM to our members at the end of 2004/05.

The CAT is a computer software program designed to help museums care for their collections by assisting them to gain a statistical overview of its condition. It can help everyone working with collections, be they professional conservator or untrained volunteer, to better assess condition and to use the information gained more effectively. For instance, the CAT can help you to:

- provide evidence of a planned collections care or remedial / preventive conservation programme – or to brief conservators
- budget effectively for collections-related activities, i.e. exhibitions, learning programmes, loans or public research
- undertake a self-assessment of collections in accordance with basic practice standard for Accreditation as outlined in the publication *Benchmarks in Collections Care*.

The CAT CD-ROM features the program, guidance and - for those new to condition assessment – help on what condition means and how to observe it.

Conservators Begin Exciting New Chapter

As we fulfil an ever-increasing strategic role, we must move away from performing a delivery function. As part of this changing role, we said goodbye to our three conservators Will Murray, Helen Creasy and Tuula Pardoe at the end of March, who have set up independently as the Scottish Conservation Studio. The conservators had a long and happy career with SMC with 44 years of service between them.

2. Our partners

We work in collaboration with a broad range of partner organisations in order to ensure we share specialist skills and knowledge, so that museums and galleries have the maximum impact across a broad range of areas of Scottish public life. Outwith the external steering and advisory groups developed to support our strategies, here are a few examples where partnerships have played a crucial role.

Cultural Review

The Cultural Commission was established to undertake a comprehensive review of culture and cultural provision in Scotland. The Cultural Commission's remit (as outlined in the Cultural Policy Statement April 2004) took its direction from the First Minister's St Andrew's Day Speech in 2003, inviting serious consideration of Scottish culture and significant change in the way in which it is supported in future.

The Commission's remit included: the consideration of cultural rights and entitlements; the responsibilities of public sector agencies and local authorities; guidance for the public and voluntary sectors; an assessment of the current institutional infrastructure; and the achievement of excellence.

The Commission was also asked to comment and advise on the wider cultural sector including the arts (to include drama, dance, literature, music, the visual arts, crafts,

film and all branches of these); the creative industries; museums, galleries and heritage; libraries; archives; architecture and relationships with events, festivals and sport.

During the Cultural Commission Consultation period, we had a lead role to perform as the membership organisation for Scotland's non-national museums. Throughout this period, we made sure that we kept members up-to-date on developments and assisted their engagement in the consultation process. Our website was regularly updated with the latest Cultural Review news, and we also kept members up-to-date through regular articles in SMSee. In January 2005 we held two Constructive Change Regional Meetings (one in Dundee and one in Glasgow) in order to give members the opportunity to air their views on the Cultural Review, and to inform our responses.

We also played a role in the museums and galleries sector as a whole. A partnership of Scotland's key museum and gallery organisations was created to lead on the development of an ambitious and long term vision for the museum and gallery sector in Scotland. We were asked to facilitate and act as secretariat for this Museums and Galleries Working Group. The group met with James Boyle during the consultation, and represented the sector for the duration of the consultation

The members of the group were:

- ★ National Museums of Scotland (NMS)
- ★ National Galleries of Scotland (NGS)
- ★ Association of Independent Museums (AIM)
- ★ Group for Scottish Local Authority Museums (SLAM)
- ★ University Museums in Scotland (UMIS)
- ★ Glasgow Museums

There were two phases of the review that required response: Phase 1 in November 2004 and Phase 2 in January 2005. In both instances, we submitted one response of the Museums and Galleries Working Group, and one on our own behalf. The Commission will release the final full report in June 2005.

As part of our Phase 2 response, we also commissioned groundbreaking research into the delivery of cultural rights and entitlements. The paper proposed two models, which will form the basis of further debate and consideration with members, the Scottish Executive and the cultural sector as a whole.

Tourism

On the 14 March, we hosted the conference, *Museums, Galleries and Tourism: Realising the Potential* at The Lighthouse in Glasgow. Delivered in partnership with VisitScotland and Scottish Enterprise, the aim of this conference was to provide Scottish museums, galleries and partner organisations the chance to focus on the role they play in tourism, and for both sectors to look at the opportunities and challenges we face when working together.

The conference was a great success, receiving positive feedback from all 52 delegates. Significantly, it marked the start of our increasing involvement with the Scottish tourism sector, laying the groundwork for more collaboration between the sectors in 2005/06.

As part of this groundwork, we commissioned an economic impact study from the Moffat Centre for Travel and Tourism. The initial findings of *Realising the True Impact of Museums and Galleries in Scottish Tourism* were released at the conference, in the build up to the publication of the full report, scheduled for May

2005. The report highlighted the important contribution museums and galleries make to the Scottish tourism sector, with the intention of presenting this to our sector, the Scottish Executive, VisitScotland, Scottish Enterprise and other stakeholders. Key findings included:

- more people visit museums than any other type of tourist attraction in Scotland
- visiting museums and galleries consistently appears among the top three activities undertaken by visitors to Scotland
- for overseas tourists visiting Scotland for at least one overnight stay, visiting museums galleries and heritage centres is the second most popular activity
- over 70% of the vast majority of inbound visitors reported an interest in Scottish heritage and culture

Working with the Media

In August we launched the mediaguide website, booklet and CD-ROM, in partnership with The Scottish Council for Voluntary Organisations (SCVO), CSV Media, Media Trust Scotland, Volunteer Development Scotland, Young Scot and BBC Scotland.

The package was developed to help volunteer organisations and charities engage with the media and effectively promote their work. As part of its dissemination, we ran a training day with SCVO in November 2004 to encourage members to consider how they can successfully work with the media.

Sector Skills Council

The aspirant Creative and Cultural Industries Sector Skills Council (CCI Ltd) will represent Cultural Heritage (museums, galleries, stately homes, ancient monuments, heritage centres etc), Crafts, Design and the Arts in all their forms, including Music. We were part of the employers' consortium, commissioning a 'Scottish Perspective' report, which was included in the Expression of Interest successfully submitted to SSDA earlier this year. We are now working to ensure that Scotland's position is reflected within the business proposition and mechanisms

3. Individuals and communities

Increasingly, we are leading on public-facing projects, which are directly benefiting the people of Scotland in a number of exciting ways.

Their Past Your Future Scotland

In August we received £0.5m from the BIG Lottery Fund to deliver *Their Past Your Future Scotland*, as part of their *Veteran's Reunited* programme, which is running throughout 2005 to commemorate the sixtieth anniversary of the end of the Second World War.

We are leading this intergenerational learning events and touring exhibition programme in Scotland. Its delivery involves working with a wide range of partners - within Scotland we are leading a consortium with the Scottish Library and Information Council (SLIC) and Learning and Teaching Scotland (LTS), and UK-wide we are working with the BIG Lottery Fund and the Imperial War Museum (IWM). This ambitious programme has three strands, giving the people of Scotland the chance to visit an IWM touring exhibition, participate in a range of educational community events and engage with a unique e-learning project, *War Detectives*.

The following organisations were awarded grants of up to £48,000 to host the Imperial War Museum's touring exhibition and deliver the regional events programme in their areas:

- West Dunbartonshire Council: exhibition venue, Clydebank Town Hall
- Gordon Highlanders Museum, Aberdeen: exhibition venue, Gordon Barracks
- South Lanarkshire Council: exhibition venue, East Kilbride Arts Centre
- Grantown Museum, The Highlands: venue, The TA Centre in Elgin
- Argyll and Bute Council: exhibition venue, The Victoria Hall, Campbeltown
- Clackmannanshire Council: exhibition venue, Stirling Smith Art Gallery and Museum

The third strand of the project, *War Detectives*, is managed by SLIC and will give children an opportunity to learn from older generations about the experience of living and working during the Second World War. The ultimate aim of *War Detectives* is to build an online legacy of learning resources, at www.wardetectives.info.

Their Past Your Future Scotland was successfully launched at Clydebank Town Hall, the first venue to host the exhibition, on 17 February 2005.

The exhibition will travel throughout Scotland between February 2005 and March 2006, and with the support of 6 regional event programmes will help generations within communities discover personal stories of the Second World War from their local area. Hundreds of events will run throughout Scotland during 2005/06, including cookery workshops using WWII ration supplies, 1940s-style cinema screenings of films and Pathe newsreels from the time, Big Band dances and storytelling sessions.

For further information visit www.scotlandswar.info.

Treasure Seekers

In February Jack McConnell launched our new profile-raising campaign, *Treasure Seekers*. The campaign aims to promote the important roles that museums and galleries play to the Scottish general public, in particular those who may not normally consider attending museums or galleries. It will do so by encouraging celebrity endorsement of local museums and galleries.

Throughout 2005 and into 2006, we will be inviting famous faces from Scotland to pick their favourite museum object from their local museum, and focusing on the story behind that personal link. Each participant will have his or her photograph taken by up-and-coming photographer, Neil MacKinnon, as part of the Treasure Seekers photographic collection. These images will be publicised as part of an ongoing PR campaign, and the collection as a whole will ultimately be used to promote the sector and its importance in a new and innovative way.

Cultural Co-ordinators

Cultural Co-ordinators help teachers develop learning programmes that encourage creativity and inspire young people by working in partnership with cultural organisations, including museums, galleries and other heritage organisations.

We provide project funding for Cultural Co-ordinators using a learning resource available in an SMC-registered museum. During 2004/05 we provided a total of £4,200 to Cultural Co-ordinators working with 14 different organisations around the country, with each Co-ordinator receiving £200. In 2005/06, we plan to increase this funding to £500 per Co-ordinator. A variety of groups and individuals around

Scotland have so far benefited from this funding, which is building links between heritage organisations and learning partners around the country:

Local History Model Making Project

Artists worked with children from Muirfield Primary School in Aberdeen to build a ceramic model of the area around their school. Objects and photographs from Aberdeen Art Gallery and Museums were used to inspire the young people. This project was part of a wider project to engage the school children in local history research, through which an exhibition and a teachers' resource pack will be produced.

The Art of Story Telling

Six classes from primary schools in Renfrewshire worked with a storyteller using museum objects in their local museums as an inspiration to create their own stories.

Schools packs on The Smithy, Orkney

A schools pack was produced as a resource pack focusing on the smithy and the work of the blacksmith, both in Orkney and further a field. The pack will support school visits to the newly established visitor centre at The Smithy, South Parish, South Ronaldsay.

Inter-generational learning around the Second World War

School pupils from Townhill Primary School and the over 50s group from Hillhouse Community Centre explored World War II through dance, drama and discussion. 'Memory boxes' provided by South Lanarkshire Council Museums, together with dance and drama activities, provided inspiration for the activities, which took place over 10 days in March.

4. Funding

Grants

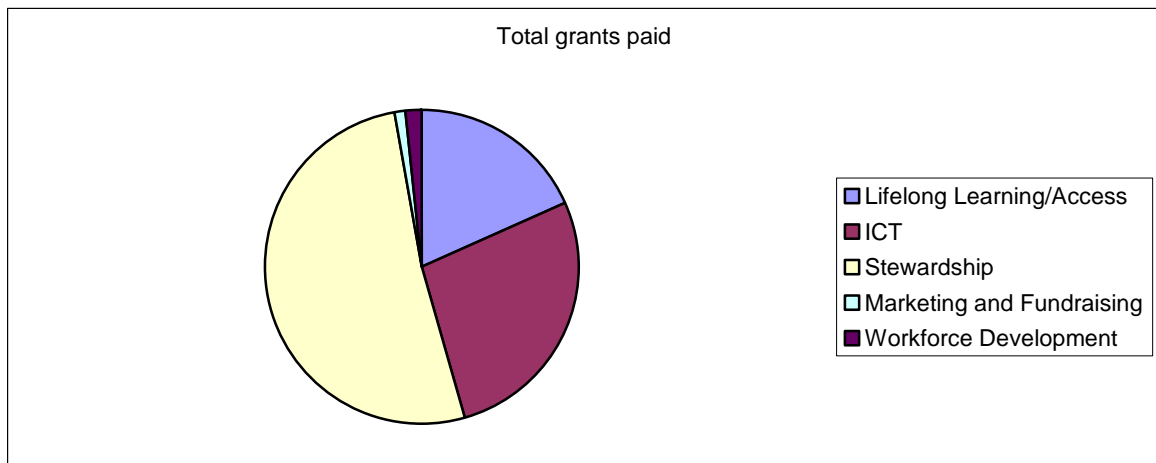
Our grants programme continues, as ever, to evolve, allowing us to support those projects that will help to move the sector forward, ultimately allowing further positive experiences of Scottish museums and galleries for visitors and the people of Scotland.

As part of our ongoing efforts to ensure our awards system is as user-friendly as possible, in 2004 we revised our application processes. We also increased the amount of money we awarded by 22% and increased the number of projects receiving funding by 13%.

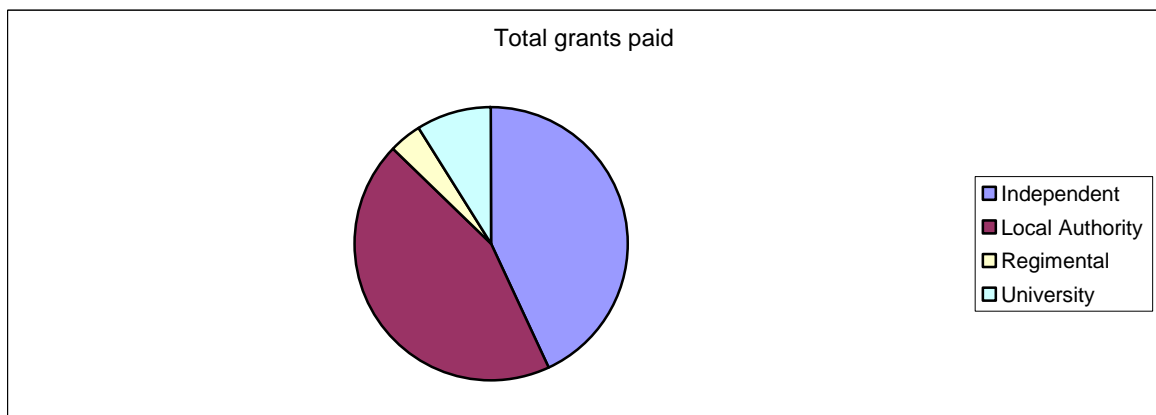
Grants Awarded

We awarded £347,513 (2003/04: £283,489) in grants towards 147 (2004:129) projects to museums from 25 out of the 32 Scottish local authority areas. Grants were allocated in the following categories:

Project Category	Total Grants Paid
Lifelong Learning/Access	£63,413
ICT	£94,636
Stewardship	£179,654
Marketing and Fundraising	£3,659
Workforce Development	£6,150



Member Type	Total Grants Paid
Independent	£149,220
Local Authority	£153,752
Regimental	£13295
University	£31246



Grants Review

We asked members for their thoughts and ideas on our grants programme. Their responses informed some dramatic changes to our grant schemes. There are now more opportunities to apply for funding for smaller projects and we have simplified the application form.

For the larger grants we now have a two-stage process for applications. By completing a simple pre-application form outlining project ideas and expected costs, applicants benefit from one-to-one advice from one or more SMC Advisors. By reaching out to applicants we hope to stimulate creativity, develop strategy and increase success.

Impact

Here are some of the highlights of the grants awarded in 2004/05:

Old Haa Museums Trust
The Bobby Tulloch Project

Bobby Tulloch died in 1966, leaving his collection of transparencies and black and white photographs – mainly wildlife – to the Old Haa Trust. 3000 of these images have been digitised and the best are now brought to life by a wonderful new website, www.bobbytulloch.com, ensuring this collection is accessible to all to enjoy.

Highland & Island Museums Forum
Joint Disabled Access Audits for Highlands & Islands Forum

This project enabled each forum member to have a full site-specific audit from which they could assess existing DDA compliance and plan new measures. Ultimately, the aim is to ensure that disabled visitors to these museums will have full access.

Dumfries and Galloway Council
Dropped Stitch – the ultimate portable project

This creative knitting project brought together pupils from a local academy and professional artists to reinterpret regional significant knitwear in a contemporary context, using local museum collections as inspiration.

Orkney Islands Council
Hands on Orkney's Past/Museum for a day

This project delivered "Hands on Orkney's Past", an interactive exhibition exploring Orkney's rich heritage, and "Museum for a Day", where local schools were turned into museums for a day using artefacts and information drawn from their own communities. Together, these two initiatives engaged a large cross-section of society in Orkney, encouraging people of all ages to engage with their history and learn more about their community's identity.

Regional Development Challenge Fund

The Regional Development Challenge Fund is a £3million fund, established by the Scottish Executive at the end of 2003 to develop the capacity and sustainability of the museum sector through active partnerships. Our role is to facilitate the scheme over the course of its three-year life and manage the ten projects that were built from the fund. Between them, these ten projects impact across Scotland from Shetland to the Borders, ensuring that as many people as possible will benefit from the fund.

The projects are developing critical social and economic partnerships that:

- attract new users to museums
- help museums to bring a wide range of valued services to users of all ages and backgrounds
- develop sustainable services

Each of the ten projects has a different strategic focus and they are all forging a range of partnerships with external organisations, including education departments, health boards and libraries and archives.

The ten projects are:

The West of Scotland Local History and Archaeology Strategy
West of Scotland

The Tayside Museums Learning and Access Partnership
Tayside (Dundee City Council, Perth and Kinross Council and Angus Council)

The Museum Skill Exchange and Training Network
East of Scotland

Scotland and Medicine Collections and Connections
National

Regional Digital Resource Development Team
East Lothian

The Lanarkshire Partnership – Museum Resources for Social Integration
Lanarkshire

The North East Museums Partnership
North East of Scotland (Aberdeen City and Aberdeenshire)

The Skills Building for the Future Project
Highlands and Islands

Future Museum South West
South West of Scotland

The Forth Dimension
Forth Valley (Stirling, Falkirk and Clackmannanshire)

Strategic Change Fund

The Strategic Change Fund, which was launched back in 2002, has enabled thirteen exciting projects to take place throughout Scotland. It has successfully forged new partnerships in areas as diverse as education, enterprise, tourism and health, and delivered new opportunities to engage to with museums for users around the country.

At the year-end 2004/05, some of the projects were complete, with the majority due to be completed in financial year 2005/06:

Adult Learning Co-ordinator
Led by The Perth and Kinross Council – completed.

The Distributed National Burns Collection
Led by Burns National Heritage Park – completed.

Joint Learning Resource Project
Led by South Lanarkshire Council – completed.

Web-based Database of Scottish Textiles
Led by Heriot-Watt University – completed.

What Clicks? Developing the electronic access and e-learning facilities of museum resources
Led by The Hunterian Museum at the University of Glasgow - completed.

Linking Business with Family Learning
Led by Almond Valley Heritage Centre – due for completion next year.

Links' Partnership for Change
Led by Comhairle nan Eilean Siar – due for completion next year.

Outreach Long and Wide

Led by Highland Council – due for completion next year.

Partnerships Collections Management Development

Led in partnership by Falkirk Council and Scottish Railway Preservation Society – due for completion next year.

Playing to Our Strengths

Led in partnership by Dundee City Council and Dundee Heritage Trust – due for completion next year.

Scottish Museums Leadership Development

Partnership project – due to continue throughout next year.

Appendix One

Consultation Responses 2004/05:

Name of document	Author
Freedom of Information charging fees	Scottish Executive
Controls on Firearms	Home Office
Statutory Performance Indicators consultation for 2005/06	Audit Scotland
Collections for the Future	Museums Association
Scottish National Survey of Cultural Participation, Attendance and Attitudes	Scottish Executive
Combating Illicit Trade: Due diligence guidelines for museums, libraries and archives when acquiring cultural material	DCMS*
European Commission's proposal for the future Culture Programme 2007–2013	DCMS*
Proposed monitoring programme for Scottish charities	OSCR**
UNESCO Consultation on the draft convention on the protection of the diversity of cultural contents and artistic expressions	UNESCO***
Stakeholder consultation: Phase 2. Pan-sectoral questions	Cultural Commission

*DCMS – Department for Culture, Media and Sport

**OSCR – Office of the Scottish Charity Regulator

***UNESCO – United Nations Educational, Scientific and Cultural Organisation

Appendix Two

Publications 2004/05

A National ICT Strategy for Scotland's Museums	June 2004
Survey of ICT in Scottish Museums	September 2004
Annual Report 2004/05	November 2004
Business Development Resource	March 2005
Big Questions, Big Answers (re-print)	April 2005

Appendix Three

Balance Sheet As at 31 March 2005

		2005 £	2004 £
Fixed assets			
Tangible assets		15,589	23,196
Current assets			
Debtors	70,142	117,521	
Cash at bank and in hand	<u>1,863,642</u>	<u>1,545,680</u>	
Creditors: amounts falling due within one year	<u>1,933,784</u> <u>(786,398)</u>	<u>1,663,201</u> <u>(386,016)</u>	
Net current assets		<u>1,147,386</u>	<u>1,277,185</u>
Total assets less current liabilities		<u>1,162,975</u>	<u>1,300,381</u>
Provisions for liabilities and charges		(121,850)	(121,580)
Net assets		<u>1,041,125</u>	<u>1,178,531</u>
Represented by:			
Income funds			
Restricted income funds		606,161	769,570
Designated funds		61,002	23,436
Unrestricted income funds – revenue account		365,223	376,786
Other unrestricted funds			
Capital reserve	2,243	2,243	
Revaluation reserve	<u>6,496</u>	<u>6,496</u>	
		8,739	8,739
Total Funds		<u>1,041,125</u>	<u>1,178,531</u>

The financial statements were approved by the Directors on 23 August 2005

Director	Graeme Roberts
Director	William Lamb

Independent Auditors Statement

These summaries are consistent with the full financial statements on which our report was unqualified.

Henderson Loggie
Chartered Accountants

Registered Accountants
Edinburgh

The summarised accounts may not contain sufficient information to allow for full understanding of the financial affairs of the Council. For further information, the full Director's Report and Financial Statements should be consulted. Copies of these can be obtained from the Council's offices.

Appendix Four

Statement of financial activities to 31st March 2005

(This statement meets the requirements of company legislation for an Income and Expenditure Account and of Financial Reporting Standard 3 for a statement of total recognised gains and losses.)

	Unrestricted income funds £	Restricted income funds £	Designated funds £	Total 2005 £	Total 2004 £
Incoming Resources					
Scottish Executive Grant	1,438,603	1,080,000	-	2,518,603	2,941,000
Other grant income	-	23,139	-	23,139	11,551
Big Lottery Fund TPYF	-	225,200	-	225,200	-
Grant from SE for secondment	77,746	-	-	77,746	44,167
Membership subscriptions	79,205	-	-	79,205	78,189
Council Services	95,732	-	-	95,732	94,812
Investment Income	-	-	40,978	40,978	11,570
Total incoming resources	1,691,286	1,328,339	40,978	3,060,603	3,181,289
Cost of generating income					
	16,674	-	-	16,674	13,119
Net incoming resources				3,043,929	3,168,170
Resources expended					
Direct charitable expenditure					
Grants expenditure	375,736	1,331,503	3,412	1,710,651	881,384
Conservation	126,510	-	-	126,510	158,150
Stewardship	164,896	-	-	164,896	124,422
Communication/Sectoral Development	352,830	-	-	352,830	221,337
Lifelong Learning/ Access	131,600	-	-	131,600	111,563
Workforce Development	58,450	1,600	-	60,051	45,355

Information and Communications Technology	137,177	-	-	137,177	77,336
Big Lottery Fund Project	17,773	158,645	-	176,418	-
Industrial Museums	-	-	-	-	420,000
	1,364,973	1,491,748	3,412	2,860,133	2,039,547
Management & administration	321,203	-	-	321,203	457,674
Total resources expended	1,702,849	1,491,748	3,412	3,198,009	2,510,340
Net (outgoing) incoming resources - surplus (deficit) for year	(11,563)	(163,409)	37,566	(137,406)	670,949
Gains on investment assets	-	-	-	-	-
Net movement in funds	(11,563)	(163,409)	37,566	(137,406)	670,949
Fund balances brought forward at 1 April 2004	376,786	769,570	32,175	1,178,531	507,582
Fund balances carried forward at 31 March 2005	365,223	606,161	69,741	1,041,124	1,178,531

All operations of the Council continued throughout both periods and no operations were acquired or discontinued in either period.

Appendix Five

Board Members & Staff List for year 2004/05

Board Members for year 2004/05

Chair

Graeme Roberts

University of Aberdeen

Independent Director

Molly Duckett

Grantown Museum and Heritage Trust

Independent Director

Ian MacLagan

Bute Museum

Local Authority Curator Director

Mark O'Neill

Glasgow City Council

Rev Margaret H King (until March 2005)

Angus Council

Local Authority Curator Director

Susan Jeffrey

Renfrewshire Council

Local Authority Director

William Lamb

Scottish Borders Council

Local Authority Director

James Logue

North Lanarkshire Council

Regimental Director

Lt Col Roger Binks

Royal Scots Dragoon Guards Regimental Museum

University Director

Mungo Campbell

University of Glasgow

Co-opted

Pat Buchanan

VisitScotland

Co-opted
Gerry Power
Stirling Smith Art Gallery and Museum Trust

Co-opted
Nat Edwards
National Library of Scotland

Co-opted in January 2005
Fiona Ballantyne
Ballantyne MacKay

Co-opted in January 2005
Dr Donna Heddle
UHI Millennium Institute

Observer
Eva Hibbert
Scottish Executive

Staff List

Director
Joanne Orr (joined July 2004)

Assistant Director (Finance & Admin)
Fiona Wilson

Assistant Director (Information and Learning)
Christine Galey (left for maternity leave October 2004)
Carl Watt (maternity cover)

Assistant Director
Jane Robinson

Accreditation Manager
Jilly Burns (maternity cover, seconded from East Ayrshire Council from January 2004 to January 2005)
Susie Hillhouse (returned from maternity leave February 2005)

Collections Development Officer
Gillian Findlay

Communications Manager
Carl Watt (moved to Assistant Director Information and Learning maternity cover October 2004)
Catriona Murray (maternity cover from October 2004)

Conservators

Will Murray (left March 2005)
Tuula Pardoe (left March 2005)
Helen Creasey (left March 2005)

Finance Officer

Catherine Boyd

Grants / Database Officer

Beverley Davies

ICT Adviser

Dylan Edgar

ICT Manager

David Watters

ICT Officer

Peter Cheer

Information Manager

Heather Doherty

Information Officer

Lesley Castell

Learning and Access Senior Policy Officer

Clare Watson (maternity cover)
Anja Maaik-Green (returned from maternity leave in January 2005)

Learning and Access Adviser

Emma Talbot (left December 2004)
Helena Gillis (joined March 2005)

Museum Development Manager

Emma Inglis (acting, appointed in October 2004)

Museum Development Officer

Emma Jane McAdam (joined March 2004)

Office Manager

Gillian Arnott (left October 2004)
Ruth Greig (temporary)

PA to the Director

Emma Davies (joined March 2005)

Regional Development Manager

Jane McKinlay

Secretary (Finance, Admin and Training)

June Timpson

Secretary (Information and Learning)

Sue Wheeler

Secretary (Stewardship)

Helen Raine

Their Past Your Future Co-ordinator

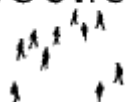
Louise Beaumont (joined July 2004, left March 2005)

Fraser Lennox (joined March 2005)

Workforce Development Manager

Lissa Duncan

**SCOTTISH
MUSEUMS
COUNCIL**



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A large print version of the
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