



making an impact 04/05



our role We are the lead strategic agency and membership body for the non-national museums sector in Scotland, representing over 340 museums and galleries.

our vision A welcoming museums and galleries sector that opens doors and celebrates collections, inspiring creativity, learning and enjoyment for all.

Working towards this vision in 2004/05, we made a considerable impact on our membership, our partners and, ultimately, the lives of individuals and communities throughout the country.

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

How museums make an impact in Scotland
In 2004 there were 14,791,234* visits to Scotland's museums and galleries, making a significant contribution to Scotland's £5 billion tourist industry.

There are more visits to museums and galleries than any other type of visitor attraction in Scotland.

Scottish museums and galleries are invaluable assets to community development and citizenship, learning, urban and rural regeneration, social inclusion projects and our economy and health. (Please see case studies overleaf for examples.)

* VisitScotland's Visitor Attraction Monitor Report, 2004

Director's foreword
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 social work and tourism, and making a real difference to the lives of individuals and communities in Scotland.

Joanne Orr
Director

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.

Dr Graeme Roberts
Chair

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A large print version of the text is available on request.

areas of impact



Picture Captions

- 01 Interlace Plaque, Dumfries Museum
- 02 Monart Glass Vase, Perth Museum and Gallery
- 03 Ginger Beer Bottle, Fife Council Museums; St Andrews Museum
- 04 Coins (Numismatics Collection), Hunterian Museums and Art Gallery Collection



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The way forward

We are currently developing and implementing a **suite of strategies** ('The Way Forward') to provide a framework for the realisation of our vision for the sector. Our strategies will form the backbone of our work over the next three years and nurture and ensure the sustainability of Scotland's non-national museums and galleries.

In 2004/05 we published A National ICT Strategy for Scotland's Museums, made significant progress on A National Learning and Access Strategy for Scotland's Museums and began work on developing A National Workforce Development Strategy and A National Collections Development Strategy.

our membership

Delivery

We **fund and support projects** that contribute towards the delivery of our strategies and the progression of the sector. In 2004/05, we channelled approx. £1,760,000 into the sector.*

Annual Grants Programme

In 2004/05 we awarded £347,513 towards 147 museum projects covering 25 of the 32 Scottish Local Authority areas.

Strategic Change Fund

This £1.7 million, three-year funding stream, launched in 2002, has supported 13 large-scale projects now in their final stages. The fund focussed on building audiences, developing capacity and increasing access to collections.

Regional Development Challenge Fund

This £3 million three-year stream awarded this financial year will support 10 projects aiming to develop the capacity and sustainability of the sector.

Opening doors

We **increased ICT capacity within the sector** by providing approximately £90,000 of ICT grants helping over 30 small museums access computer equipment, training and support.

We **promoted diversity and encouraged people from black and ethnic communities into the Scottish Museums' workforce** through two new traineeships developed this year.

Celebrating collections

We produced and distributed CAT (Condition Assessment Tool) – an innovative and easy to use CD ROM computer software programme to help **all museums with collections management**.

We started work with the aim of **bringing over 300 Scottish museums up to the new accreditation standard** that measures performance in areas like Collections Management and Learning and Access, over the next five years.

Inspiring creativity, learning and enjoyment

We encouraged cultural coordinators throughout Scotland to develop heritage projects through a new small grants initiative.



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Picture Captions

- 01 Clock, Dumfries Museum
- 02 Tin, Fife Council Museums; St Andrews Museum
- 03 Royal Doulton crockery for the Officers' wardroom, with the expedition crest
- 04 Discovery Museum, Dundee
- 05 CAT CD ROM cover (see Celebrating collections).
- 06 Medieval pilgrim's badge, Holywood, Dumfriesshire
- 07 Dumfries Museum
- 08 Royal oak bell, Orkney Museums
- 09 Auroch skull
- 10 Perth Museum & Gallery
- 11 Miner's MSA self-rescuer
- 12 Scottish Mining Museum

05

Partnerships are a vital part of our success and we value our existing relationships whilst constantly striving to forge new ones in key strategic areas. We encourage the sharing of specialist skills and knowledge, so that museums and galleries can make the maximum impact in Scottish public life.

We held a **conference in partnership with VisitScotland and Scottish Enterprise** in March, and **commissioned an economic impact study** in January in order to foster closer relationships between museums and Scotland's most important industry, tourism. These relationships will be further developed in 2005/06.

We **explored Scotland's rich medical legacy on the largest scale ever**, the Scotland and Medicine: Collections and Connections project, led by the Royal College of Surgeons, will see a broad range of museum organisations working in partnership with NHS Scotland and tourism bodies to benefit wider educational and health agendas, as well as increase museum users through an exciting touring exhibition. This is a Regional Development Challenge Fund project.

We helped **volunteer organisations and charities engage with the media and effectively promote their work** by assisting with the development of the mediaguide resource, which was launched in August 2004. This website, booklet and CD ROM was produced in partnership with The Scottish Council for Voluntary Organisations, Community Service Volunteers Media, Media Trust Scotland, Volunteer Development Scotland, Young Scot and BBC Scotland.



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In order to help **Scotland's museums enhance their learning work with all audiences** we appointed an Education Officer in March in partnership with GEMScotland (the Group for Education in Museums), who will work at 'grass roots' level with both organisations' members to enhance museum learning services. The Grass Roots project's mission is to leave a lasting legacy of skills and tools.

We represent the **Scottish museums sector on the UK Joint Forum**, a collaborative body of the administrations in England, Northern Ireland, Scotland and Wales, that meet twice a year to look at joint museums, archives and library issues. This active partnership continued through 2004/05, helping to inform our work and communicate our activity with our home-country partners.

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We **informed the museum sector's united response to the Cultural Review Consultation**, by leading the Museums and Galleries Working Group, which included the National Museums of Scotland, the National Galleries of Scotland, the Association of Independent Museums (AIM), the Group for Scottish Local Authority Museums (SLAM), University Museums in Scotland (UMIS) and Glasgow Museums.

our partners



Individuals and communities

Museums in Scotland are widening audiences and placing learning at the heart of their work whilst entertaining and uniting communities around the country.

The Windmill Stories project at Dumfries Museum (part-funded through our 2004/05 Grants Programme) **encouraged local children and adults to produce short stories** inspired by the museum's collection. These stories were entered into a competition, and the **winning stories published in a book** and recorded as part of a museum exhibition.

Six recovered drug addicts have moved into full-time employment following completion of a six-month

placement at the Grampian Transport Museum, arranged by Scotland Against Drugs. We brokered the partnership in 2003, and it went from strength to strength in 2004/05, achieving a **100% success rate in gaining employment for the trainees that complete the course**. Through projects such as restoration, the museum provides an ideal environment for recovered addicts to demonstrate their readiness for return to work.

Encouraging participants to **learn more about their communities' histories and connect with their communal identities**, Museum for a Day invited the children, families and teachers of remote communities from around Orkney to turn their

classrooms into museums. This project was funded through our 2004/05 Grants Programme.

Visitors were encouraged to **appreciate global citizenship and cultural diversity** at Our Community, an exhibition and events programme on different faith groups and cultures. It ran from September – December at Paisley Museum and Art Gallery, and was funded by our 2004/05 Grants Programme.

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Case Study Their Past Your Future Scotland



We launched 'Their Past Your Future Scotland' in February – an ambitious nationwide Big Lottery funded project, enabling people around the country to commemorate the 60th anniversary of the end of WWII through a range of innovative inter-generational learning activities and community events:

- A new touring exhibition from the Imperial War Museum
- Hundreds of themed regional education and community events
- War Detectives (led by Scottish Library & Information Council (SLIC)) – a unique e-learning strand encouraging primary school children to research life during WWII, uploading them onto a dedicated website

To deliver this massive programme, we led a Scottish Consortium working in partnership with SLIC and Learning and Teaching Scotland.

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* Total grant funding, TPFY funding and positive action traineeship funding