

OUR ACTION AND IMPACT IN 2020

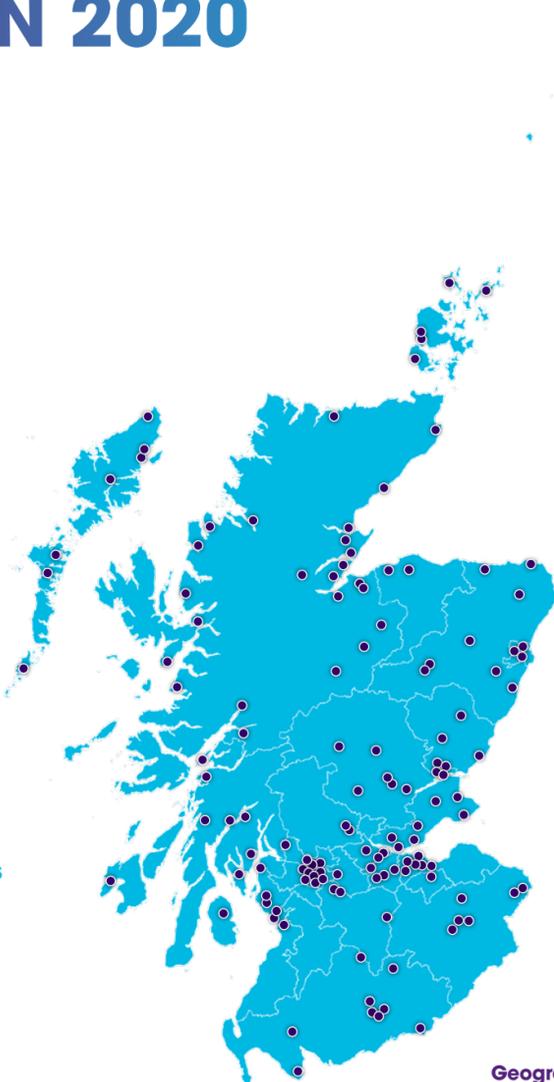


FUNDING

In 2020 we have awarded

-  **290 grants** through
-  **11 funding streams** supporting
-  **138 organisations** who run
- 200 museums** to a value of

£5,828,614



Geographical reach of our awards in 2020 (based on organisations)



LEADING SKILLS AND WORKFORCE DEVELOPMENT

Hosted - **15** MGS Knowledge Exchange events



2 MGS Strategic Learning Forum meetings

1 Connecting and Engaging with volunteers event

Placed **7** Digital Marketing Modern Apprentices

Hosted over **60** delegates on our Creative Leadership course, in partnership with ASVA, Historic Environment Scotland and Social Enterprise Academy

Supported **15** delegates on our ILM Leadership course - Award in Leadership

12 further delegates on our advanced ILM Leadership course - Leading Growth

Currently delivering



SVQ Level 3 in Museums Galleries Practice to **15** learners

6 SQA Assessors Awards

2 SQA Verification Awards

LAUNCH OF DELIVERY PLAN



for the **National Strategy for Scotland's Museums and Galleries 2020-2022**.

Developed by MGS, in consultation with Scotland's museums and galleries.

NEW COLLABORATIONS

- Empire, Slavery and Scotland's Museums
- Creative Carbon Scotland
- Make Your Mark in Volunteering
- XpoNorth Heritage
- Art Fund
- VisitScotland
- Association of Scottish Visitor Attractions
- Built Environment Forum Scotland
- greenspace scotland



GATHERING THE EVIDENCE

9 pieces of research undertaken, including **4** surveys on Impact of COVID-19 across the sector.

Allowing us to make the **strongest case possible** for and **with the sector**.



CREATING SECTOR OPPORTUNITIES

Forum Connections - supporting

188 museums

Kickstart Scheme - aiming to support **57** heritage organisations

Business Support Programme - delivering training to **40** heritage organisations



It was nice to be featured in the publicity and I can say that we are getting more visitors than we expected.



ADVOCATING

Research cited in **4** debates at Holyrood and Westminster.

10 parliamentary motions welcoming MGS funding

Presented evidence to the Culture Tourism Europe and External Affairs Committee



RAISING SECTOR PROFILE

Reopening marketing campaign Jul - Sept

34,000 Google map views

showing museums open.

43 press articles mentioning **58** museums

Radio and social media advertising - reach of over

1 million adults

#MuseumsSparkJoy

hashtag was used in

1468 tweets



"It's a nice campaign to be involved with. Lots of support and positivity."

PR activity in 2020, generated **260** trade and consumer press pieces mentioning Scotland's museums and galleries.



It is lovely to see more and more museums opening up. It is going to be a difficult winter, especially for the independents, but I am very happy with the advocacy and financial support that MGS has been providing with the sector. You have really risen to the challenge.

SUPPORTING

Provided the sector with **6** online wellbeing sessions from wellness practitioners.



Hosted **16** Museum Social Stand Ups - bringing the sector together during lockdown.

Ensuring we are in the best position to provide support to the sector:

8 new MGS roles, to support COVID-19 response and project work.

235 training hours invested, to ensure MGS staff have required skills to deliver support.

CONNECTING

Our staff attended **47** geographic forum meetings



19 sector newsletters and updates sent to over

1.3k sector contacts

Over **1,000** tweets, sharing sector news, updates and advice to **19.6k** followers

14 Coronavirus advice guides created online.



WE ACHIEVED

Cloud based organisation
Approved provider of Modern Apprenticeships



INVESTORS IN PEOPLE
We invest in people Gold



Thanks for all your support, it is much appreciated by us and I am sure everyone across the sector.

GET IN TOUCH

Tell us how we can continue to help you in 2021

Our actions have been made possible with the support of The Scottish Government, National Lottery Heritage Fund and Art Fund.