

OUR ACTION AND IMPACT IN 2021



FUNDING

In 2021 we have awarded

- 228 grants** through **8 funding streams** supporting **132 museum organisations**
- Funded by **Scottish Government**

to a value of **£4,572,406**

(incl £632,237 to 40 non-Accredited museums)

Geographical spread of organisations who received funding in 2021

● Museum organisations ● Community, arts and heritage organisations.

In addition, MGS distributed partner funding

43 grants through the **#COPConversations Fund and YS22 Community Stories Fund** Supporting

43 community, arts and heritage organisations

Funded by **National Lottery Heritage Fund, VisitScotland, Historic Environment Scotland and Scottish Libraries Information Council**

to a value of **£159,929**

“ This funding was invaluable in helping us to build resilience and financial sustainability at such a fragile time for the sector. We are so delighted and grateful for this support. ”



CREATING SECTOR OPPORTUNITIES

Distributed **£420k** to **28 museums** through the Scottish Government's **Get Into Summer programme**, to help deliver fun, inclusive activities for children and young people following lockdown.

Delivered **first round of Year of Stories 2022 Community Stories Fund**, to **47 museums, community groups and other organisations**, in partnership with VisitScotland and with support from National Lottery Heritage Fund, thanks to National Lottery Players.

Small Grants Fund set up new responsive grant to meet ongoing needs of sector for **Accredited** and **non-Accredited** museums.

Kickstart Scheme 40 Kickstart jobs created through the MGS Gateway. Topped up all placements to **Real Living Wage** and assigned **employment advisers**.

Business Support Programme delivered training to **100** individuals in **Leadership** and **Governance**, across **40** heritage organisations.



DEVELOPING THE CURRENT AND FUTURE WORKFORCE

Delivered combined workforce development courses to over **350 delegates**.

Through our **MGS Skills Academy** – delivered **SVQ Level 3** in **Museums Galleries practice** to **13** new learners, trained **10 new workplace assessors**, and certified **4 Digital Marketing Modern Apprentices**.

Developed a new **digital skills development programme** to increase digital confidence, knowledge, and skills across the sector.

Successfully elevated the **SVQ Level 3 in Museums Galleries Practice** into a **Modern Apprenticeship Framework**, for delivery in 2022.

Supported **23 pupils** in the **Stirling School Project** to complete an **Hi5 award**, a wider attainment for leading their own project and developing skills for **learning, life and work**.

Hosted more than **500 members** of the sector workforce, at our **MGS Knowledge Exchange** events, peer-to-peer workshops, sharing best practice.



LEADING SECTOR CHANGE

Empire, Slavery and Scotland's Museums (ESSM) - Supported the work of the **ESSM steering group** to make recommendations to Scottish Government in **May 2022** on how Scotland's museums can address the legacies of empire, historic slavery, and colonialism in their spaces and programming.

Consulted with more than **5,000** individuals, including the public, museums and heritage workforce and priority communities across **7 pieces** of research involving **70 experts** worldwide, from across museums, equalities, education, and beyond.

RESPONDING TO CLIMATE EMERGENCY

Created **#COP26Conversations Fund** in partnership with Historic Environment Scotland and the Scottish Libraries Information Council. **24 awards** given enabling over **50 community events**.

Developed **Culture at COP website** with Historic Environment Scotland and the Climate Heritage Network, showcasing over **300 cultural climate events** by attracting **4.9k website visitors**.

Climate Beacons - created opportunity for **30** environmental, cultural and heritage organisations to **inspire public engagement and positive action** in lead up to and beyond COP26.

Climate Officer + Climate Kickstarter Recruited to support climate action across sector.



RAISING SECTOR PROFILE

#MuseumsAreGo reopening marketing campaign **April-September** highlighting **291 museums**.

17,000 #MuseumsAreGo Google map views showing museums open.

Engaged with **Travel bloggers - 14 museums** covered.



Christmas Twitter campaign - highlighting ideas for Christmas shopping in museums and galleries across Scotland.

PR activity in 2021, generated **203 trade and consumer press and broadcast pieces** mentioning Scotland's museums and galleries.

CONNECTING

26 Sector newsletters and updates sent to over **1.9k contacts**.

Over **1,023 Tweets**, sharing sector news, updates, and advice to **20.3k followers**.

Forum Connections 6 geographic forums signed up to forward planning process = **97 members**.

MGS staff attended more than **40 forum meetings**.



ADVOCATING

Through surveyback from sector feedback, we successfully made a case for an

additional £3m Scottish Government funding.

Produced online publication **'Museums and Galleries in Action'** - marking a year on since delivery of third Delivery Plan, highlighting sector achievements.

Published **2 reports** demonstrating the **impact** museums have on **health and wellbeing** and **education**.

Responded to **12 governmental and parliamentary consultations**.

Presented evidence to the **Constitution, Europe, External Affairs and Culture Committee**.



GATHERING THE EVIDENCE

4 pieces of research undertaken including **2 surveys** on **reopening plans and sector needs** and **museums and climate change**.

Held **6 external focus groups** covering policy, and the development of the national strategy.

SUPPORTING

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

Recruited **9 new members of staff** including:

- 2 Modern Apprentices**
- 2 Kickstart placements**

780 hours of staff training

49 mental health open sessions delivered to MGS staff.

GET IN TOUCH

Tell us how we can continue to help you in 2022

Our actions have been made possible with the vital support of The Scottish Government, National Heritage Lottery Fund, and the Art Fund. We would also like to thank our inspiring and hard-working sector for their invaluable input throughout 2021.