

CONNECTION

Access to culture is a human right and museums should enable all people to enjoy a cultural life. Museums and galleries can apply this strategy to maximise their positive impact on individuals and communities, building connections which will foster a culture of inclusivity, engagement, and understanding.

Inclusion

Health & Wellbeing

Education

Place



Fair Work

Diversity

Skills & Confidence

Financial Resilience

Climate Action

Collaboration

INCLUSION

OUTCOME:

Museums and galleries across Scotland work with a diverse range of people to support them to tell their stories, creating an environment where all people feel safe, welcome, and engaged.

SECTOR ACTIONS:

Conduct research to understand the demographics of who is currently accessing museums and to understand under-representation in current users.

Develop engaging and accessible programming that responds to the needs of all people, prioritising engagement with those who have been excluded from our services and seeking to sensitively co-create opportunities for engagement.

Embed anti-racist, anti-ableist, and inclusive values within organisational cultures and programming.

HEALTH AND WELLBEING

OUTCOME:

Museums and galleries improve quality of life through programmes which have a positive impact on the physical and mental health and wellbeing of people in Scotland.

SECTOR ACTIONS:

Engage with and co-develop inclusive programmes to support health and wellbeing, including social prescribing, volunteering, and partnering with care providers.

Use indoor and outdoor spaces to encourage people to lead active lives, to better understand and explore mental and physical health, and to challenge stigma around mental and physical ill health.

Recognise the negative impact that exclusion, barriers, and cultural erasure can have on people's wellbeing, and develop programmes to redress this.

EDUCATION

OUTCOME:

Museums and galleries support Scotland's educational system and are recognised as key providers of opportunities for wide-ranging lifelong learning.

SECTOR ACTIONS:

Build relationships within learning structures (including after-school groups, schools, colleges, and higher education), working with pupils and educators to co-develop and co-deliver programming and activities.

Engage and build relationships across disciplinary areas to support learning in STEM/STEAM, literacy, and social studies, helping schools to support pupils to become effective global citizens.

Support areas of progressive change within the curricula, including anti-racism, attainment, play-based learning, and the professional development of the educational workforce.

Build relationships with teachers and other learning practitioners, working to support the delivery of the Curriculum for Excellence and its experiences and outcomes for all learners, with emphasis on embedding a decolonised curriculum.

PLACE

OUTCOME:

Museums and galleries connect and collaborate to address the needs of their locality with the aim of contributing to Scotland's thriving cultural life.

SECTOR ACTIONS:

Enable people across Scotland to celebrate local stories and collections, connect regionally, and understand and share how these connect to national and international contexts including those related to the legacies of empire, colonialism and slavery.

Engage with place-based initiatives, including in relation to carbon reduction.

Safeguard, develop, understand, and share objects, crafts, traditions, and cultural spaces that individuals in that locality value and recognise as part of their cultural heritage.

FINANCIAL RESILIENCE

OUTCOME:

Scotland's museums and galleries operate on sustainable business models that reflect good financial practice and confidently demonstrate their value to society.

SECTOR ACTIONS:

Undertake timely, informed, and effective organisational planning, governance, and delivery.

Increase and diversify sources of sustainable income.

Improve our ability to advocate for the value and impact of museums.

CLIMATE ACTION

OUTCOME:

Scotland's museums and galleries are environmentally sustainable organisations taking action to meet net zero targets.

SECTOR ACTIONS:

Improve carbon literacy and the measurement of carbon use in our organisations.

Prioritise actions to reduce the carbon footprint of museums and galleries.

Improve the sustainability of museums and galleries by using circular economy principles, reducing waste, and supporting local suppliers.

Use collections, cultural programming, and indoor and outdoor spaces to help visitors to engage with the climate and biodiversity emergency.

Give consideration to the roles which museum buildings can have in the event of climate emergencies.

RESILIENCE

Scotland's museums and galleries actively seek to adapt and evolve in response to social, economic, and environmental factors. With future sustainability an underpinning goal, museums and galleries collaborate to tackle challenges and maximise opportunities.

COLLABORATION

OUTCOME:

Scotland's museums and galleries collaborate in and outside of the sector to tackle challenges, maximise opportunities, create efficiencies, and deliver mutual benefit for partners and communities.

SECTOR ACTIONS:

Share expertise and resources in and across local, national, and international forums and networks.

Help improve places in collaboration with other organisations and community groups.

Develop positive and productive relationships with those who have local, national, and international connections to our collections.

Develop understanding of how museum resources – including people, buildings, and collections – can be used to meet community needs.

Work with national, regional, and local groups and agencies to support responsible tourism activities.

FAIR WORK

OUTCOME:

Scotland's museums and galleries are attractive employers which offer positive working life experiences. They are places where Fair Work drives success, wellbeing, and prosperity for individuals, organisations, and society.

SECTOR ACTIONS:

Invest in development opportunities for all staff and volunteers.

Implement fair and progressive practices across all areas of work including recruitment, pay, and contracts.

Pay the real living wage and only use zero-hours contracts in appropriate ways.

DIVERSITY

OUTCOME:

Scotland's museums and galleries diversify the workforce (including trustees, staff, and volunteers) seeking to prioritise those who have been previously underrepresented.

SECTOR ACTIONS:

Review and improve recruitment processes to attract a more diverse workforce.

Understand and address barriers within organisational cultures, including embedding anti-racism and anti-ableism practices, to build inclusive workplaces that support and attract a more diverse workforce.

Value and embed a range of career entry and progression routes, including vocational learning, to provide opportunities for all.

Proactively increase the diversity of sector leadership.

WORKFORCE

All people are welcomed, respected and their professional and lived experience valued within the museums and galleries sector. Museums and galleries actively diversify the workforce and adopt Fair Work principles. All employees and volunteers have access to opportunities that develop their skills and confidence.

SKILLS AND CONFIDENCE

OUTCOME:

Scotland's museums and galleries workforce has equal access to skills development opportunities and is empowered to operate ambitiously.

SECTOR ACTIONS:

Prioritise the development of skills essential to delivery of the strategy at all organisational workforce levels including vocational routes, leadership and ongoing continuous professional development.

Support the development of core museum skills to meet identified skills gaps – currently in collections care.

Encourage innovative, collaborative, and positive leadership.

SEE ONLINE STRATEGY FOR MGS ACTIONS
www.museumsgalleriescotland.org.uk/Strategy-Hub

Scan the QR code for more information.

