

Supporting Scotland's Museums and Galleries

# Our Actions and Impact

## 2024-25



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Welcome to our Impact Report for 2024-25.

As the national development body for the Scottish museum sector, we support 455 museums and galleries through strategic investment, advice, skills development, and advocacy.

In collaboration with the sector and a wide range of partners, we also lead the delivery of Scotland's Museums and Galleries Strategy.

Our actions have been made possible with the support of the Scottish Government, The National Lottery Heritage Fund, the People's Postcode Lottery, Art Fund, The Baring Foundation, and Esmée Fairbairn.



SCAN ME



For more detailed information on the work we have undertaken, including our financials, you can read our Annual Review online.

[www.museumsgalleriesScotland.org.uk/annual-review-2024-25](http://www.museumsgalleriesScotland.org.uk/annual-review-2024-25)

Scan the QR code for more information.

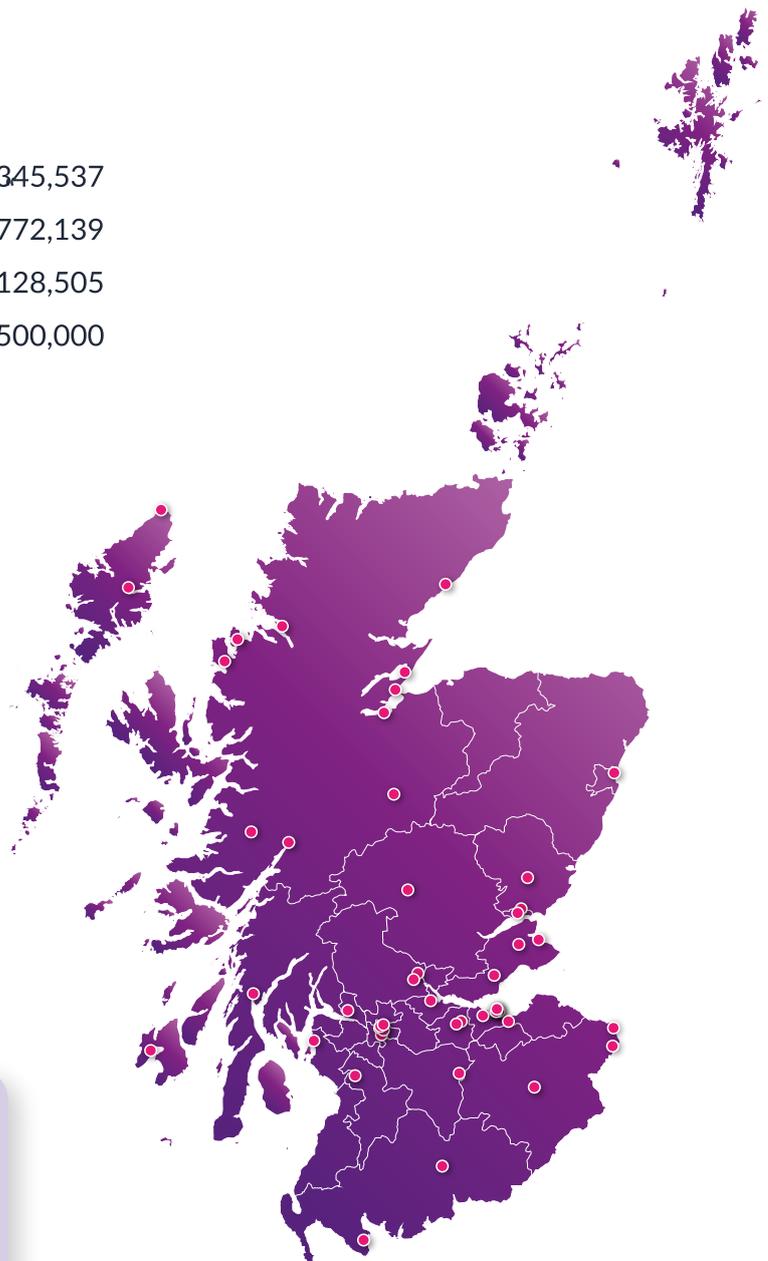
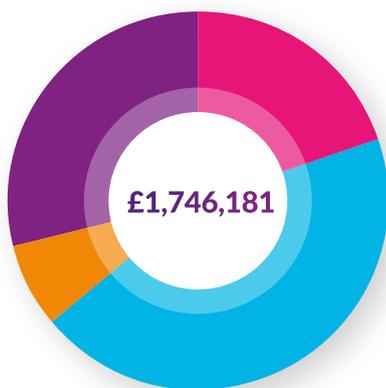
# Grant Making

## In 2024-25, we awarded:

**54 grants** through **4 funding streams** supporting **49 museum organisations** to a value of **£1,746,181**.

### Funding Streams

	Small Grants Fund	£345,537
	Museum Development Fund	£772,139
	Creative Minds Fund	£128,505
	Discretionary Fund	£500,000



### Key

 Museum organisations

“Glasgow Life is incredibly grateful to Museums Galleries Scotland for their Creative Minds funding, supporting our work to creatively connect communities to collections and help them explore the mental health benefits of museums.”

Jane Rowlands,  
Head of Museum Collections at Glasgow Life.



# Scotland's Museums and Galleries Strategy delivery

In the second year of the Strategy, we have:

Refined our **internal processes** and **developed our connections** with external partners.

Platformed the achievements of the sector workforce through **FOCUS ON**, our monthly newsletter and blog.



Published our first **Annual Review** and **Impact Report** against the backdrop of the new strategy.

Hosted the second **Strategy Symposium**. **275 delegates** attended in person and online.



"I thought it was a brilliant day, which gave that much-needed space to think things through on a strategic level. It was fantastic to have an opportunity to connect with colleagues from across Scotland, and it made me feel a real sense of community."

Museum delegate attending the Strategy Symposium.

Engaged with the **Scottish Government's Culture Strategy team**.

Supported the sector to deliver against the Strategy's three strands, as set out in our **Business Plan** and **Operational Plan**.



## 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.

Scotland's Museums and Galleries Strategy

Launched **THE RESILIENT HERITAGE: BUSINESS MODULES**, a legacy project of the successful Business Support programme, funded by The National Lottery Heritage Fund.



Hosted a panel session on **Financial Resilience and Collaboration** and a **workshop on Understanding Climate and Digitisation in Museums** at the Strategy Symposium.

Welcomed over **100 MEMBERS** to the **Scottish Museums Climate Network**, now in its second year.



Spoke at **6 sector-facing events** throughout the year and visited **37 museums across Scotland** to provide **climate and nature advice**.



## 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.

Scotland's Museums and Galleries Strategy

### DELIVERING CHANGE

#### 3-year programme of learning, leadership, and funding

- » Delivered **46 different learning opportunities** to programme participants.
- » Supported **7 community groups and partner museums** with applications for the **£25k Community Catalyst fund**.
- » Welcomed over **50 Delivering Change participants** to a morning network event at the **Strategy Symposium**.
- » Brought together **99 Museum Activists** to provide training and support to help all people access culture.

Formed the new **REPATRIATION AND RESTITUTION WORKING GROUP**, tasked with developing online resources to support museums in undertaking repatriation, repatriation, and restitution work.



Hosted a panel session at the **STRATEGY SYMPOSIUM** on **sustainable co-production** and ran a workshop on **anti-racism in education**.

Co-hosted the **ICH in Scotland Conference**, which was attended by over **100 DELEGATES**.

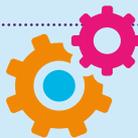


## Workforce

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.

Scotland's Museums and Galleries Strategy

Delivered a total of **40 WORKFORCE FOR THE FUTURE** initiatives in all **32 council areas** on completion of the **3-year project**.



Delivered **47 one-to-one EMPLOYABILITY SURGERIES** and **3 employability lunch and learn events**.



Hosted a workshop on **inclusive recruitment** at the Strategy Symposium.

Successfully delivered **17 MODERN APPRENTICESHIP** qualifications/opportunities.



Supported **35 learners** to complete the **Developing My Leadership Programme**.

"We enjoyed being able to come up with ideas of our own and then bring them to life."

Inverclyde Academy pupil taking part in the Workforce for the Future Programme



## Marketing support

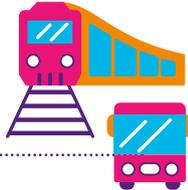
Worked with **VisitScotland** on:

A joint media campaign in The Times, to promote the breadth of museums across Scotland.

- » **59k** adults across Scotland reached by print article and print ads.
- » **7k** unique views of The Times' premium digital article.
- » **25 museums** mentioned across both articles and print ads.

'Days Out Campaign' aimed at Scottish families.

- » **23 additional museums** featured.
- » **160k** print circulation.
- » **15.2 million** radio impressions.
- » **1.1 million** Meta impressions.



**9 MUSEUMS** attended one-to-one marketing support surgeries.



## #MUSEUMSAREGO PUBLIC AWARENESS CAMPAIGN

- » Over **385 museums** featured on our #MuseumsAreGo map and campaign page.
- » **14 museums** were given a spotlight across paid online advertorial, social media, and print media.

Awarded **photography bursaries** to **8 museums**, from a total funding pot of **£6.4K**.



"The photography bursary has had a huge impact on the Tall Ship Glenlee, transforming our social media presence, shaping our new website, and supporting our nomination as ASVA Visitor Attraction of the Year. The images have created a lasting legacy."

Lauren Henning, Learning and Museum Manager at the Tall Ship Glenlee.



## Advocacy

**DEVELOPED CLEAR AND IMPACTFUL MESSAGING**, shaped by our **2024 sector survey**. This also informed our response to the Constitution, Europe, External Affairs, and Culture Committee's pre-budget scrutiny for 2025-26.

In September 2024, MGS CEO Lucy Casot gave evidence to the **Scottish Parliament Committee**, highlighting the urgent need for additional sector investment, including capital funding.



"We need to value the small museums as we value the large ones, because the interdependencies there that we have are absolutely critical."

Line from Lucy Casot's address to the Culture Committee.

## BRIEFED MSPS



to ensure museums and galleries were included in a Scottish Parliament debate on culture in January 2025.

Organised **5 museum visits** across Scotland with MSPs to facilitate understanding of, and engagement with, their local museums.

Hosted a reception on **Museums Addressing legacies of Empire and Slavery** at the Scottish Parliament. Over **100 delegates** attended, including members of the Parliament's Culture Committee and the tourism minister.



## Knowledge sharing

A total of **72 MGS LEARNING OPPORTUNITIES** were provided to the sector.



**95%** agreed or strongly agreed that these opportunities increased their confidence in the topic.



## Connecting with the sector

MGS staff made **169 VISITS** to **96 MUSEUMS** across **25** of Scotland's **32 local authority areas**.



MGS Forum Representatives supported **12 GEOGRAPHIC MUSEUM FORUMS** by attending their meetings and sharing opportunities and advice.



## Accreditation

Hosted the annual **ACCREDITATION FULL COMMITTEE** in Edinburgh, including the UK Accreditation partners.

**257 MUSEUMS** in Scotland currently meet the UK Museum Accreditation Standard.

Between April 2024 and March 2025:

- » **1 museum** achieved full Accreditation for the first time
- » **41 museums** have been assessed through to the panel decision
- » **6 Accreditation** assessment site visits took place.



## Recognition

Review recommendations were communicated, and work to implement them started.



Reopened the **scheme** for applications.

Appointed a new **Recognition Committee Chair**.

Organised an in-person **Recognition Collections event** for collection holders across Scotland.



## Supporting our people

Provided **36 HOURS** of learning and development opportunities for all MGS staff, including **anti-racism training**, in addition to **individually targeted learning** activity.

Supported our **Foundation Apprentice** to complete their qualification.

Recruited **2 new Modern Apprentices**.

Participated in **DUODAY 2024**, helping to promote equal employment opportunities in the workplace.

Conducted **4 staff surveys** and held **4 all-staff days** at various museum venues across Scotland.



Undertook **Board skills and diversity review** and appointed a new Chair.



Retained **GOLD ACCREDITATION** from Investors in People.