

# Public Policy

## Four Years On: A National Strategy For All Museums in Scotland

Museus Para Quê?  
22 November  
Rio de Janeiro

Joanne Orr  
Chief Executive  
Museums Galleries Scotland



Scotland



**Museums  
Galleries  
Scotland**

Supporting Scotland's Museums

**Scotland's place in Europe**





The Scottish Parliament  
Pàrlamaid na h-Alba



Supporting Scotland's Museums

**Museums  
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Scotland**

**Scotland's place in the UK**  
Our devolved Parliament, Holyrood, Edinburgh







# Who We Are...

**The Anatomy  
of one of  
Europe's  
leading  
Museum  
Development  
Bodies**

**Our job is to...**



- shout about the sector's impact
- develop skills & create opportunities
- listen & respond to sector needs
- enable museums to thrive
- attract footfall using national events
- provide investment into the sector
- advocate for the sector



## **Our Values**

Collaboration  
Integrity  
Passion for museums  
Courageousness



## **Our Mission**

Scotland's museums and galleries will be ambitious, dynamic and sustainable enterprises: connecting people, places and collections; inspiring, delighting and creating public value.



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# What We Do...

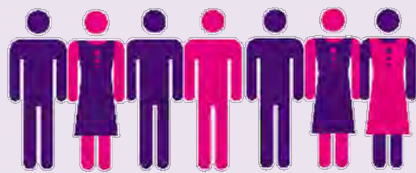
We look after about **460**



More than **21 million objects**

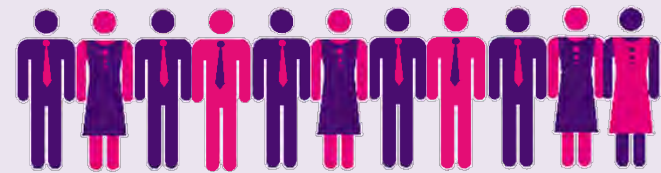


generating over  
**27.6m** visits &



of estimated revenue  
for Scotland's economy.

**3522 jobs** in the tourism industry can  
be attributed to museums and galleries.  
**56%** of the overall sector are volunteers.





“

A single vision for the whole sector:

***Scotland's museums and galleries***  
*will be ambitious, dynamic and  
sustainable enterprises: connecting  
people, places and collections;  
inspiring, delighting and creating  
public value.*

”



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Going Further: The National Strategy for  
Scotland's Museums and Galleries



**1** Consultation  
We undertook extensive consultation with the sector



Testing the Strategy **2**  
Could museum activities be tied to its aims, and does it encourage development?



**3** Scottish Government input  
The Scottish Government engaged with the strategy development



Publication **4**  
We rolled out our 10yr plan in March 2012



**5** Develop delivery plan  
With the 10yr strategy established, we laid out how the sector should deliver its aims





1 Maximise the potential of our collections and culture for future generations

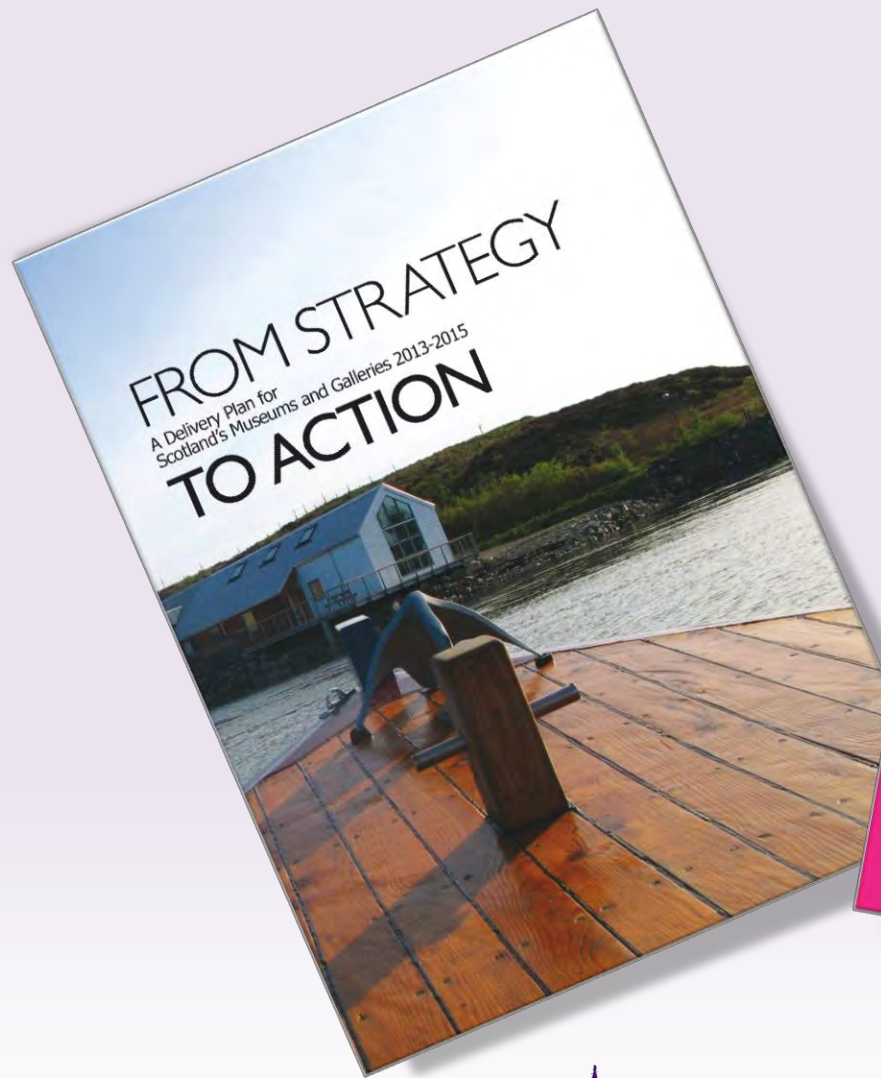
Strengthen connections between museums, people and places to inspire greater public participation, learning and wellbeing 2

3 Empower a diverse workforce to increase their potential for the benefit of the sector and society

Forge a sustainable future for sector organisations and encourage a culture of enterprise 4

5 Foster a culture of collaboration, innovation and ambition

Develop a global perspective using Scotland's collections and culture 6





Three priority areas for museum development

Advocacy  
Enterprise  
Skills



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Museums play an important role  
in tackling inequalities

Museums are crucial to local and  
national placemaking

Museums make a substantial  
economic impact





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MSP visits campaign



**WINNER**  
Enterprising  
Museum of  
the Year  
Award









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**Hampden Park, Glasgow: home of Scotland's national  
soccer team and the Scottish Football Museum**





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**Hampden Park, Glasgow: home of Scotland's national  
soccer team and the Scottish Football Museum**



*Expenses of the Foot Ball Club  
1824-1825*

	£	s	d
To 4 Bladders	2	0	0
Given for the foot ball	2	6	0
To Leather and Nails	1	0	0
To Bladders 4/ Sticks 4/	2	0	0
To Boys	1	0	0
To Boys	1	0	0
To Bladders 4/ the cross	1	6	0
To Boys 1/ To Boys 4/6	2	6	0
To 4 Bladders 3/ Two Cans 2/ each	8	0	0
To Boys 4/ - To Boys 4/	2	0	0
To Bladders 2/ Boys 4/	3	0	0
To Leather 10/6	10	6	0
To Boys 4/ (12) Boys 4/ -	2	0	0
To Bladders 2/ - Boys 2/ - To Boys 2/	4	0	0
To Boys 2/ Cans 2/	8	0	0
To Bladders 2/ Boys 2/ - Boys 2/0 =	6	6	0





**FOOTBALL MEMORIES**



**LAWRIE REILLY**

Lawrie was the spearhead of Hibernian's 'Famous Five' forward line during the club's most successful era, winning the League Championship in 1947, 1951 and 1952. He was capped 38 times for Scotland scoring 22 goals. Reilly is famously remembered for scoring a late goal against England in 1953 and became known as 'Last Minute Reilly'.

Museums Galleries Scotland Funded

SCOTLAND FOOTBALL MUSEUM

Alzheimer Scotland  
Partnership for Dementia







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**One of the project's reminiscence groups**



- Dissemination of National Strategy Methodology
- Scottish Football Museum partnership
- Knowledge Exchange with São Paulo
- Development of Museum Training Opportunities

Joanne Orr  
Chief Executive

Museums Galleries Scotland  
Waverley Gate, 2-4 Waterloo Place  
Edinburgh EH1 3EG  
Scotland

JoanneO@museumsgalleriesscotland.org.uk  
0044 131 550 4100

@MuseumsGallScot  
@JoanneMGS

