

Museums Change Lives?

The next stage in museum impact

MUSEUMS CHANGE PEOPLE'S LIVES. THEY ENRICH THE LIVES OF INDIVIDUALS, CONTRIBUTE TO STRONG AND RESILIENT COMMUNITIES, AND HELP CREATE A FAIR AND JUST SOCIETY. MUSEUMS IN TURN ARE IMMENSELY ENRICHED BY THE SKILLS AND CREATIVITY OF THEIR PUBLIC.

**MUSEUMS
ENHANCE
WELLBEING**

Really?

Why?

You?

Why?

- Exclusion
- Intolerance
- Stereotyping
- Humiliation
- Sectarianism

Article 27. Everyone has the right freely to participate in the cultural life of the community, to enjoy the arts and to share in scientific advancement and its benefits.

Universal Declaration of Human Rights

Enhancing Wellbeing?

“analysis of the data revealed that attending the cinema, concerts or visits to museums and art exhibitions influences mortality in a positive direction...”

‘Visiting the cinema, concerts, museums or art exhibitions as determinant of survival: a Swedish fourteen-year cohort follow-up’ Boinkum B Konlaan, Lars O Bygren and Sven-Erik Johansson
Scandinavian Journal of Public Health 28, 2000



Enhancing Wellbeing?

“ ... leisure activities devoid of social or physical benefits may nonetheless contribute to improved aging, predicting reduced mortality among men. A broader definition of leisure activities may be useful when considering the impact of these activities among older people.”

Reading Daily Predicts Reduced Mortality Among Men From a Cohort of Community-Dwelling 70-Year-Olds

The Journals of gerontology. Series B, Psychological sciences and social sciences 2008, vol. 63, no2,

Enhancing Wellbeing?

....death from cancer was 3.23 times more likely among rare attendees and 2.92 times more likely among moderate attendees..

‘Attending cultural events and cancer mortality: A Swedish cohort study’

[Arts & Health, 1/1](#): 64-73 Bygren, LO; Johansson S-E; Konlaan BB; Grijbovski, AM; Wilkinson AM; Sjstr M (2009)

Enhancing Wellbeing?

“Fine arts stimulations improved perceived physical health, social functioning, and vitality”

‘Cultural Participation and Health: A Randomized Controlled Trial Among Medical Care Staff’.

Psychosomatic. Medicine. 71,2009: 469-473

by Bygren, L. O., Weissglas, G.,

Wikstrom, B.-M., Konlaan, B. B., Grjibovski, A., Karlsson, A-B; Andersson, S.-O; Sjostrom, M.



Yes, Really

Glasgow Museums

Annual Budget: £16 Million

Objects in the collection 1.4 million

Annual Visits: 3 million

Number of staff: 334



People's Palace



St Mungo Museum of Religious Life and Art

The only museum of world religions in the UK,

Adjacent to 13th century cathedral,

200,000 visits a year

c45% tourists



Gallery of Modern Art



Opened in 1996

- c500,000 visits a year
- Most visited Modern Art Gallery outside London





Mini Museum

Coffee at Kelvingrove

A Visitor-Centred Museum

- Surveys and Focus Groups
- Education Advisory Panel
- Community Forum
- Disability Advisory Panel
- Junior Friends of Glasgow Museums Board
- Building usage survey
- Favourite objects
- Prior knowledge and interests
- Learning preferences for new subjects
- Gallery titles/Orientation
- Impact assessments
- Social patterns



The Open Museum

Since 1990 has been providing museum services in the community

- Handling kits for schools, homes for the elderly, community groups
- Partnership travelling exhibitions
- Voluntary managed local displays



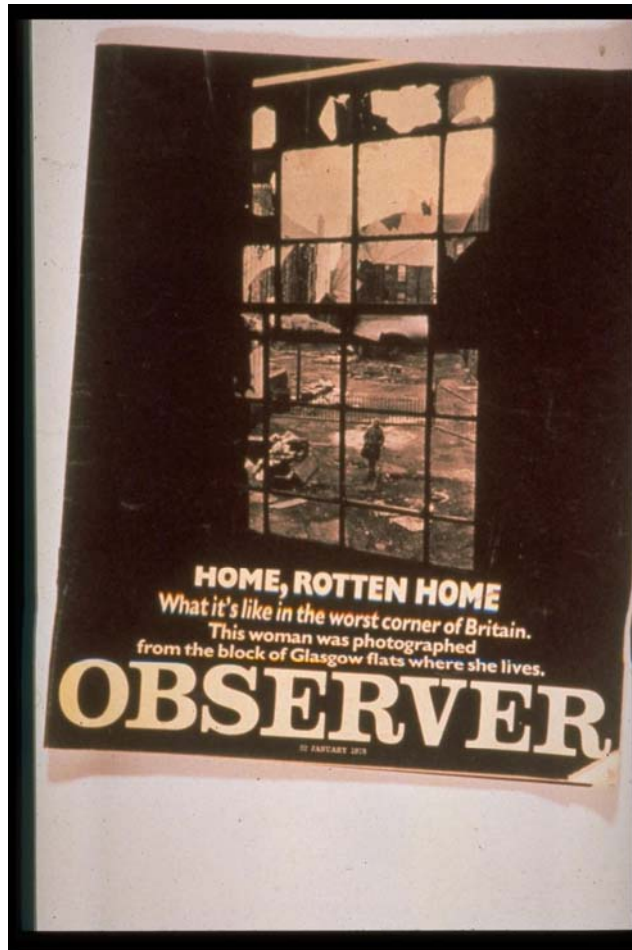






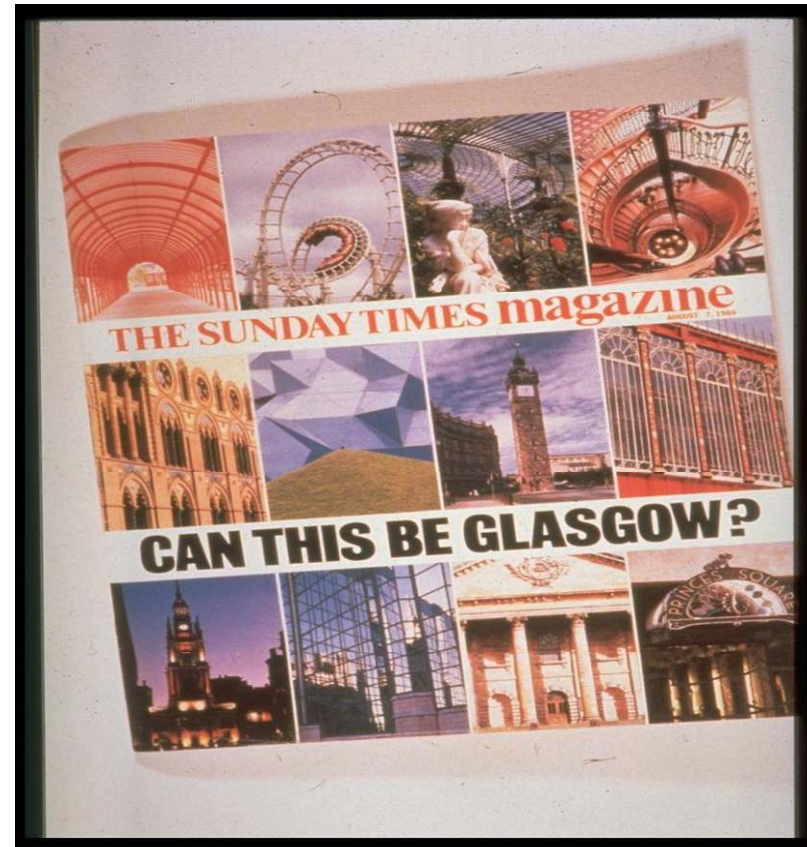
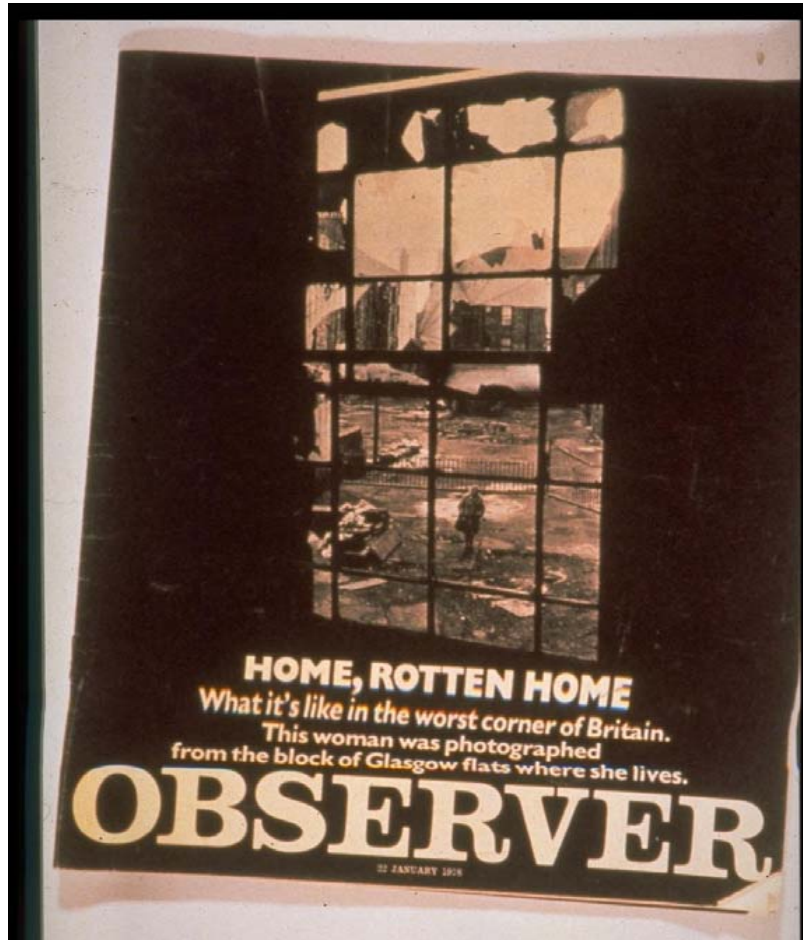


Glasgow: 1980s



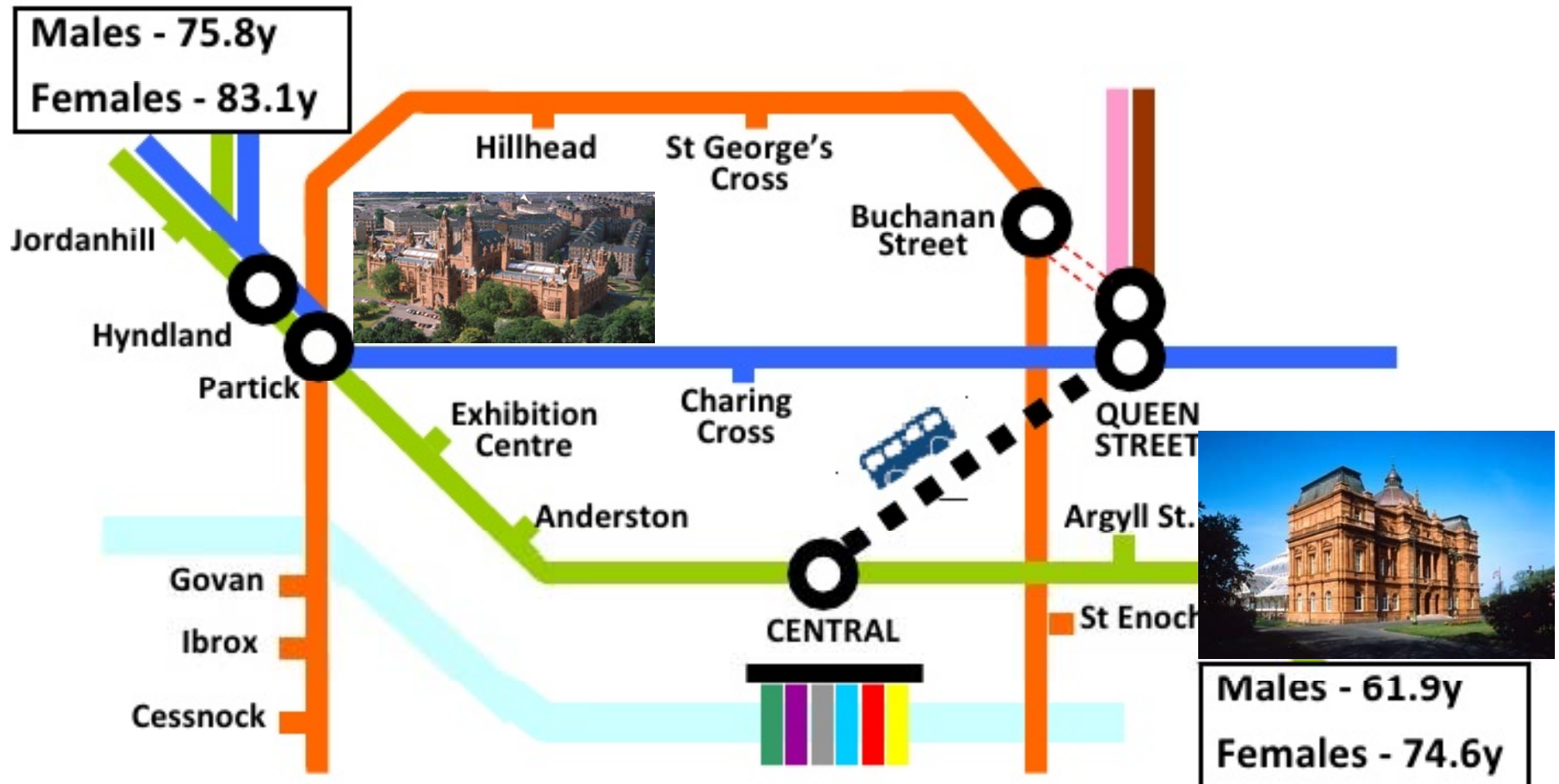
“no vision in the face of urban devastation”

Glasgow: From this.....To this



“ No other European city has done so much with such vision”
(Sunday Times)

Each stop on the Argyll line travelling East represents a drop of 1.7 years in male life expectancy



Life expectancy data refers to 2001-5 and was extracted from the GCPH community health and well-being profiles. Adapted from the SPT travel map by Gerry McCartney.

Why?

- Growing Inequality
- End of social mobility
- Global Financial Crisis
- Public sector funding cuts
- Limits to growth in happiness/wellbeing
- Old intractable public health problems (heart and lung disease)
- New intractable public health problems (obesity, depression)
- An aging population

Social Renewal: a New Paradigm?

- A focus on outcomes
- Prevention and early intervention
- Life transitions
- Reducing dependency
- Fostering voluntary and social enterprise
- Inspiring greater participation in civic life
- Linking neighbourhoods with city centre amenities
- Place-making at city and neighbourhood level
- Fostering health and wellbeing
- Lifelong learning
- Employability
- Reducing inequalities

Reducing Inequalities?

	Most Deprived Areas	Least Deprived Areas	
Kelvingrove	37	75	
Riverside Museum	25	45	
People's Palace	17	29	
The Burrell Collection	14	29	
Glasgow Household Survey 2011			



Reducing Inequalities?

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The Next Steps

Logic Model

RE AIM

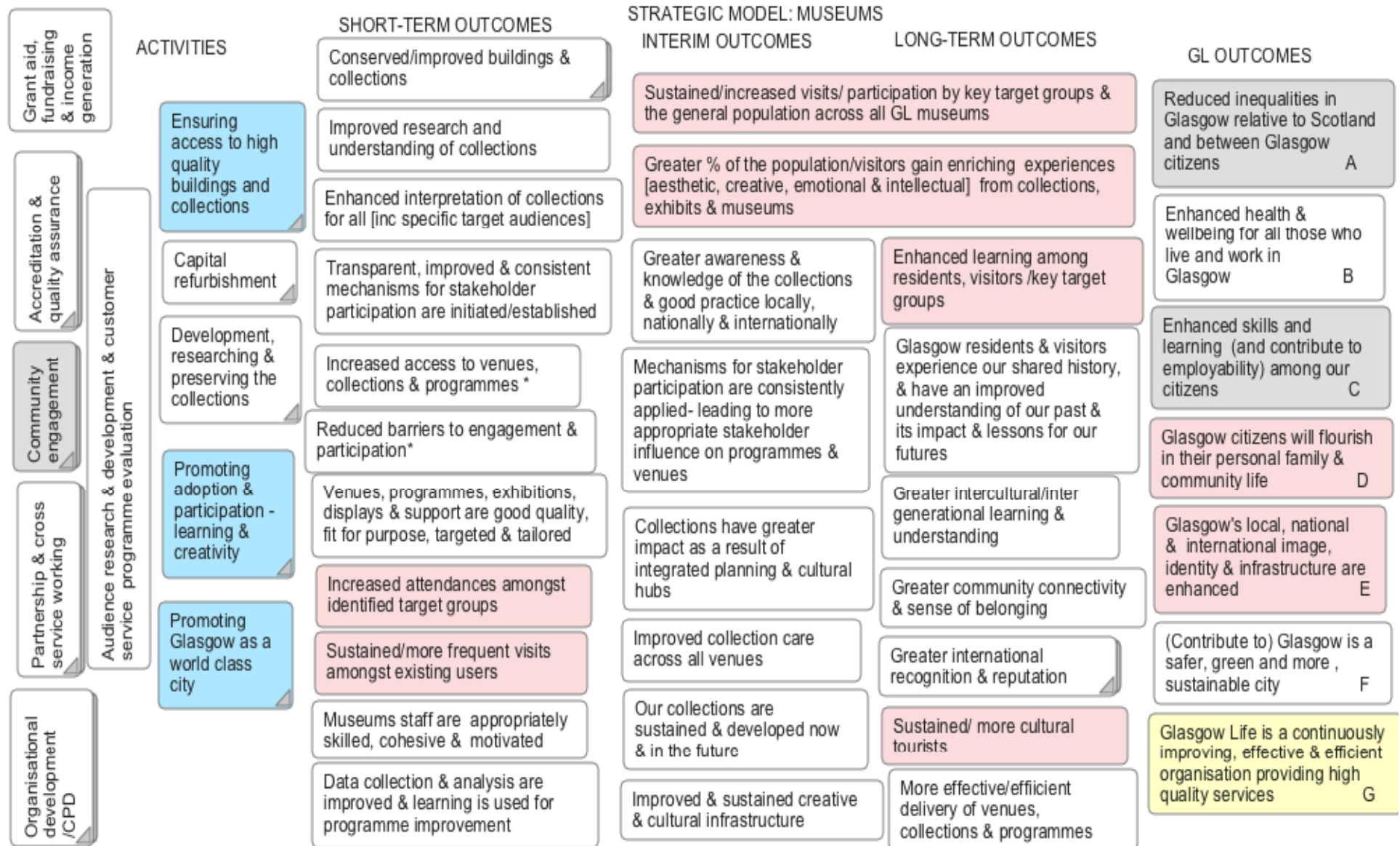
Strategic Framework

Criteria for Small Projects

Draft Strategic Model: Museums

Activities Short-term outcomes Interim Outcomes Long-term Outcomes

Core activities Sub models



What is a logic model?

Inputs	Activities	Outputs	Inter- mediate Outcomes	Long-term Outcomes

Basic United Way format, 1996

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				Healthier people
				Reduced inequalities

Basic United Way format, 1996

What is a logic model?

Inputs	Activities	Outputs	Inter- mediate Outcomes	Long-term Outcomes
		More diverse visitors	More regular visits by diverse visitors	Healthier people
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Basic United Way format, 1996

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Staff Objects Funding Buildings	More accessible displays			
	Visitor Studies shape displays			
	Outreach			

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	Outreach			

RE-AIM

- Reach
- Efficacy
- Adoption
- Implementation
- Maintenance

Draft Strategic Framework

Target Population	Numbers	Partners/ Other Providers	Museum Target %	Programme Theory	Success Measures
				Barrier Reduction	
				Display adaptation	
				Targeted marketing	

Museums Change Lives

Health and Wellbeing

- Liverpool Museums House of Memories
- Colchester and Ipswich Museum Homelessness Garden project
- Tank Museum Young Offenders project

Better Places, Resilient Communities

- Curious Project, Glasgow
- St Fagan's National Museum of Wales
- Luton Truck Art Project
- Durham Oriental Museum Chinese School project

MUSEUMS

> Past Exhibitions

Jack Vettriano: A Retrospective

More Than A Game Exhibition

Past Exhibition: Art Detectives:
Investigating Bosch and Bruegel

Pharaoh: King of Egypt

Past Exhibition: Italian Art Exhibition

Past Exhibition: Glasgow Boys

Past Exhibition: Glasgow Boys



'Hard at it' (detail), James Guthrie, 1883

Pioneering Painters: The Glasgow Boys 1880-1900 at Kelvingrove Art Gallery and Museum opened on 9 April 2010 and ran until 27 September 2010, attracting over 120,000 visitors as well as wide critical acclaim.

The exhibition has set a new record for the number of visitors to an art exhibition at Kelvingrove, smashing the previous record of 103,000 visits to a display of work by Van Gogh in 1948.

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Comprising around 100 oil paintings and 50 works on paper, this was the first major exhibition devoted to this influential group of artists since 1968, and the definitive display of Glasgow Boys work, both celebrating the group and reviewing its legacy.

All the important artists associated with the group, including James Guthrie, EA Hornel, George Henry, Joseph Crawhall and Arthur Melville were represented.

Related Links

> [Glasgow Boys press release \(June 2010\)](#)



Draft Strategic Framework

Target Population	Numbers	Partners/ Other Providers	Museum Target	Programme Theory	Success Measures
People over 50 in deprived areas	50,000	Age Concern Social Services Libraries	40%	Barrier Reduction	Repeat visits by 20,000
				Display adaptation	
				Targeted marketing	

Strategic Projects

- influence the core
- engage significant partners
- can be scaled up/out
- become a mainstream service



Conclusion

Logic Model

- Outcomes for target group
- Outcomes for museum

RE AIM

Reaches enough people

Strategic Framework

- Population level targets
- Tracks inequalities