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
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
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; Grjibovski, 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’.

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
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

Males - 75.8y  
Females - 83.1y

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
<table>
<thead>
<tr>
<th></th>
<th>Most Deprived Areas</th>
<th>Least Deprived Areas</th>
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<tbody>
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<td>Kelvingrove</td>
<td>37</td>
<td>75</td>
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<tr>
<td>Riverside Museum</td>
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<td>45</td>
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Glasgow Household Survey 2011
## Reducing Inequalities?

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Glasgow Household Survey 2011
The Next Steps

Logic Model
RE AIM
Strategic Framework
Criteria for Small Projects
Draft Strategic Model: Museums

### Activities

<table>
<thead>
<tr>
<th>Core activities</th>
<th>Sub models</th>
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<tr>
<td>Grant aid, fundraising &amp; income generation</td>
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<td>Accreditation &amp; quality assurance</td>
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<td>Community engagement</td>
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<td>Partnership &amp; cross service working</td>
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<td>Organisational development / CPD</td>
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### Activities

- Ensuring access to high quality buildings and collections
- Capital refurbishment
- Development, researching & preserving the collections
- Promoting Glasgow as a world class city
- Audience research & development / programme evaluation
- Promoting adoption & participation - learning & creativity
- Data collection & analysis are improved & learning is used for programme improvement

### Short-term outcomes

- Conserved/improved buildings & collections
- Improved research and understanding of collections
- Enhanced interpretation of collections for all (inc specific target audiences)
- Increased access to venues, collections & programmes*
- Reduced barriers to engagement & participation*
- Venues, programmes, exhibitions, displays & support are good quality, fit for purpose, targeted & tailored
- Increased attendances amongst identified target groups
- Sustained/more frequent visits amongst existing users
- Museums staff are appropriately skilled, cohesive & motivated
- Data collection & analysis are improved & learning is used for programme improvement

### Interim Outcomes

- Sustained/increased visits/participation by key target groups & the general population across all GL museums
- Greater % of the population/visitors gain enriching experiences [aesthetic, creative, emotional & intellectual] from collections, exhibits & museums
- Greater awareness & knowledge of the collections & good practice locally, nationally & internationally
- Increased access to venues, collections & programmes
- Mechanisms for stakeholder participation are consistently applied leading to more appropriate stakeholder influence on programmes & venues
- Collections have greater impact as a result of integrated planning & cultural hubs
- Improved collection care across all venues
- Our collections are sustained & developed now & in the future
- Improved & sustained creative & cultural infrastructure

### Long-term Outcomes

- Enhanced learning among residents, visitors/key target groups
- Greater intercultural/inter generational learning & understanding
- Greater international recognition & reputation
- Sustained more cultural tourists
- More effective / efficient delivery of venues, collections & programmes

### GL outcomes

- Reduced inequalities in Glasgow relative to Scotland and between Glasgow citizens
- Enhanced health & wellbeing for all those who live and work in Glasgow
- Enhanced skills and learning (and contribute to employability) among our citizens
- Glasgow citizens will flourish in their personal family & community life
- Greater intercultural/inter generational learning & understanding
- Glasgow’s local, national & international image, identity & infrastructure are enhanced
- (Contribute to) Glasgow is a safer, green and more sustainable city
- Glasgow Life is a continuously improving, effective & efficient organisation providing high quality services
What is a logic model?

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Basic United Way format, 1996
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RE-AIM

• Reach
• Efficacy
• Adoption
• Implementation
• Maintenance
## Draft Strategic Framework

<table>
<thead>
<tr>
<th>Target Population</th>
<th>Numbers</th>
<th>Partners/Other Providers</th>
<th>Museum Target %</th>
<th>Programme Theory</th>
<th>Success Measures</th>
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<tbody>
<tr>
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Museums Change Lives

Health and Wellbeing

- Liverpool Museums House of Memories
- Colchester and Ipswitch 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
Past Exhibition: Glasgow Boys

Pioneering Painters: The Glasgow Boys 1850-1890 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.

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.
## Draft Strategic Framework

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<td>People over 50 in deprived areas</td>
<td>50,000</td>
<td>Age Concern Social Services Libraries</td>
<td>40%</td>
<td>Barrier Reduction</td>
<td>Repeat visits by 20,000</td>
</tr>
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- **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