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.



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

"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





" ... 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,

....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)

"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

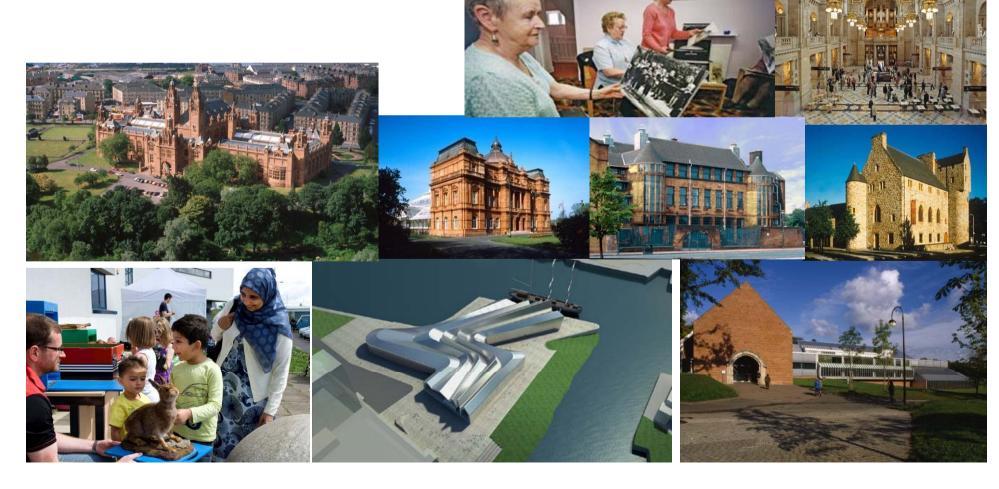
Glasgow Museums

Annual Budget: £16 Million

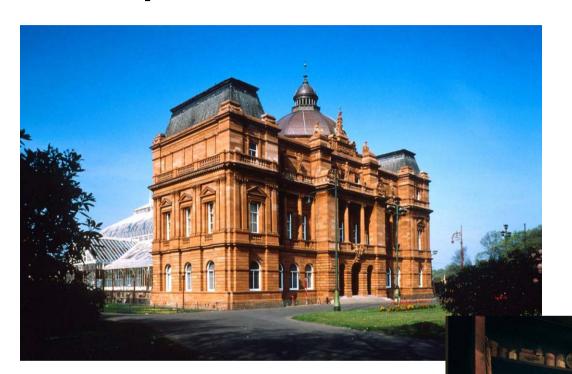
Objects in the collection 1.4 million

Annual Visits: 3 million

Number of staff: 334



People's Palace



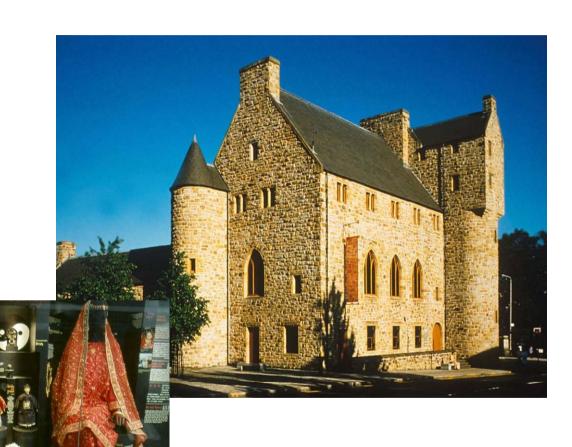
St Mungo Museum of Religious Life and Art

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

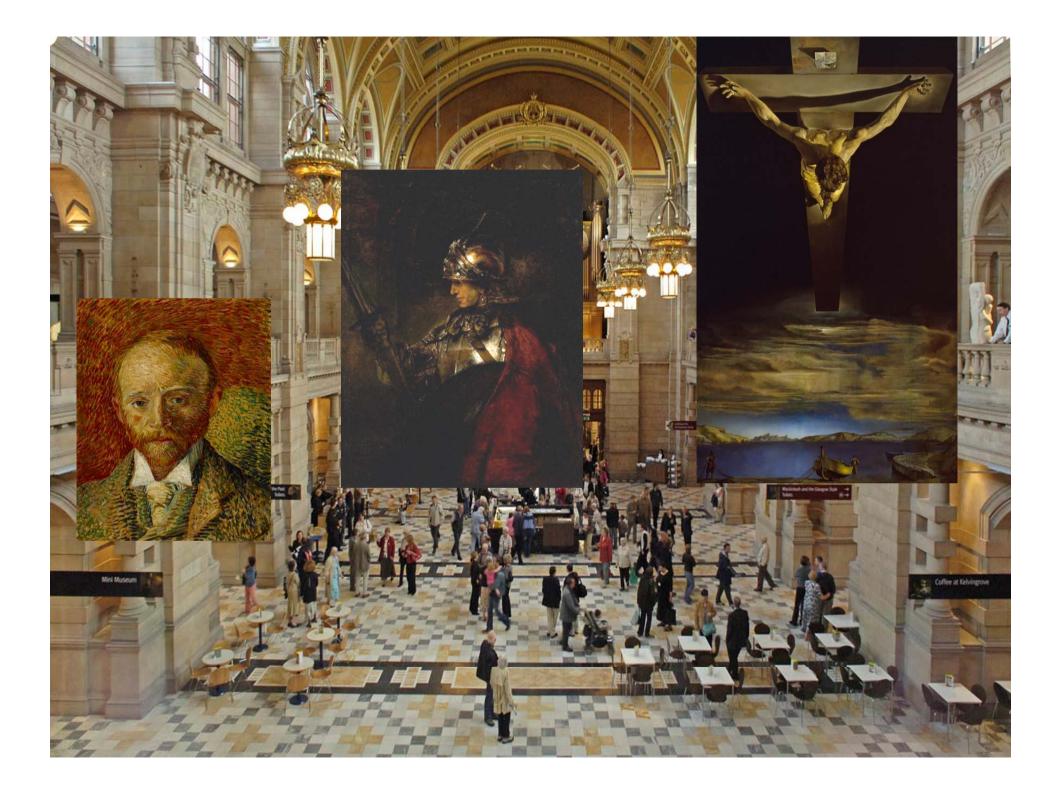


Opened in 1996

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







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





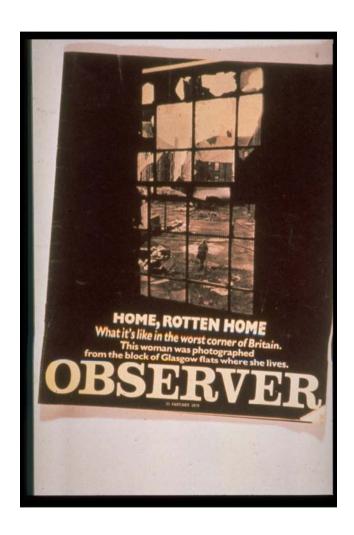






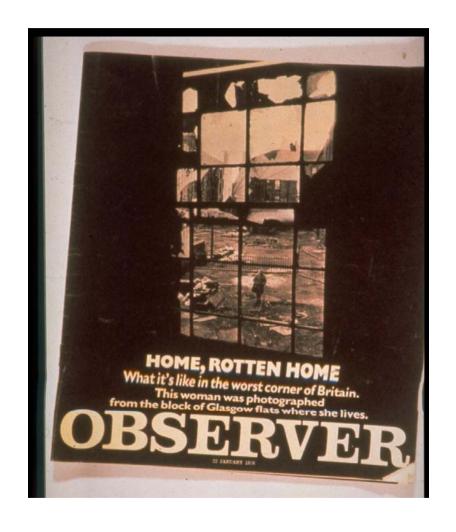


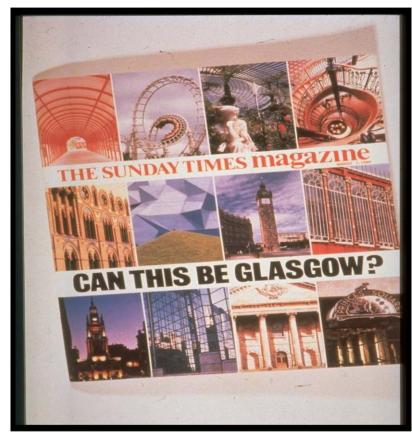
Glasgow: 1980s



"no vision in the face of urban devastation"

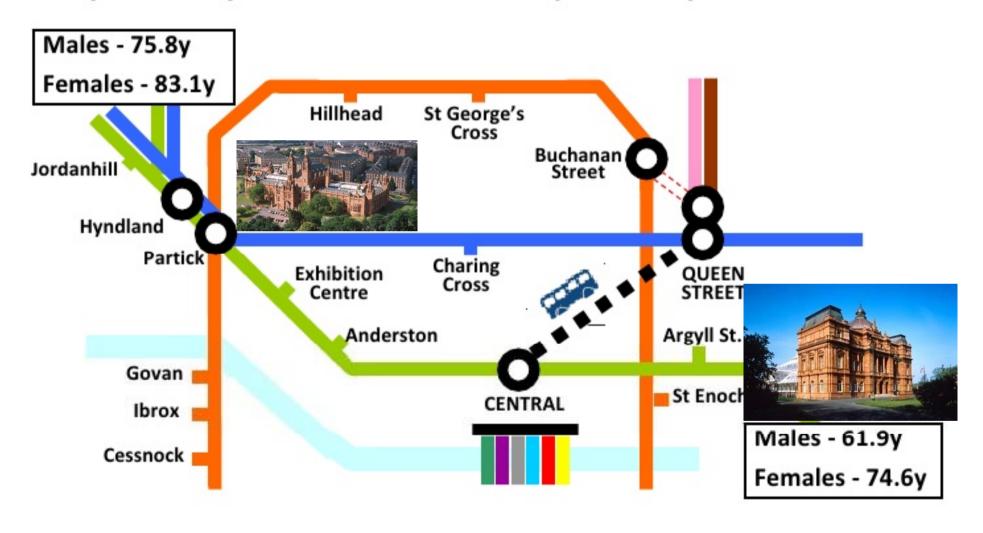
Glasgow: From this.....To this





"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 Glasgow Household	14 d Survey 2011	29	



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

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improving, effective & efficient organisation providing high

quality services

Core activities Sub models STRATEGIC MODEL: MUSEUMS SHORT-TERM OUTCOMES Grant aid, fundraising & income generation LONG-TERM OUTCOMES INTERIM OUTCOMES ACTIVITIES GL OUTCOMES Conserved/improved buildings & collections Sustained/increased visits/ participation by key target groups & Reduced inequalities in the general population across all GL museums Glasgow relative to Scotland Ensuring Improved research and access to high and between Glasgow understanding of collections Greater % of the population/visitors gain enriching experiences citizens quality [aesthetic, creative, emotional & intellectual] from collections. Accreditation & quality assurance buildings and Enhanced interpretation of collections collections exhibits & museums Enhanced health & for all linc specific target audiences] wellbeing for all those who live and work in Enhanced learning among Greater awareness & Capital Transparent, improved & consistent residents, visitors /key target Glasgow customer knowledge of the collections refurbishment mechanisms for stakeholder & good practice locally, aroups participation are initiated/established nationally & internationally Enhanced skills and Development. Glasgow residents & visitors learning (and contribute to researching & ంర Community Increased access to venues. Mechanisms for stakeholder employability) among our experience our shared history, Audience research & development service programme evaluation preserving the collections & programmes * participation are consistently & have an improved citizens collections applied-leading to more understanding of our past & Reduced barriers to engagement & its impact & lessons for our appropriate stakeholder Glasgow citizens will flourish participation* influence on programmes & futures in their personal family & Promoting venues community life adoption & Venues, programmes, exhibitions, Greater intercultural/inter Partnership & cross service working participation displays & support are good quality, generational learning & Glasgow's local, national Collections have greater learning & fit for purpose, targeted & tailored understanding impact as a result of & international image, creativity integrated planning & cultural identity & infrastructure are Increased attendances amongst Greater community connectivity enhanced hubs identified target groups & sense of belonging Promoting Improved collection care Glasgow as a (Contribute to) Glasgow is a Sustained/more frequent visits Greater international across all venues world class safer, green and more, amongst existing users recognition & reputation sustainable city citv Our collections are Organisational development /CPD Museums staff are appropriately Sustained/ more cultural sustained & developed now Glasgow Life is a continuously

& in the future

Improved & sustained creative

& cultural infrastructure

tourists

More effective/efficient

collections & programmes

delivery of venues.

skilled, cohesive & motivated

Data collection & analysis are

programme improvement

improved & learning is used for

Inputs	Activities	Outputs	Inter- mediate Outcomes	Long-term Outcomes

Inputs	Activities	Outputs	Inter- mediate Outcomes	Long-term Outcomes
				Healthier people
				Reduced inequalities

Inputs	Activities	Outputs	Inter- mediate Outcomes	Long-term Outcomes
		More diverse visitors	More regular visits by diverse visitors	Healthier people
				Reduced inequalities

Inputs	Activities	Outputs	Inter- mediate O utcomes	Long-term Outcomes
Staff	More			
Objects Funding	accessible displays			
Buildings	alopiayo			
	Visitor Studies shape displays			
	Outreach			

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Staff Objects Funding Buildings	More accessible displays	More Diverse Visitors	More Regular Visits by Diverse Visitors	Healthier People
	Visitor Studies shape displays			Reduce Inequalities
	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 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

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



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.

The exhibition has set a new record for the number of visits to an art exhibition at Kelvingrove. 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)

















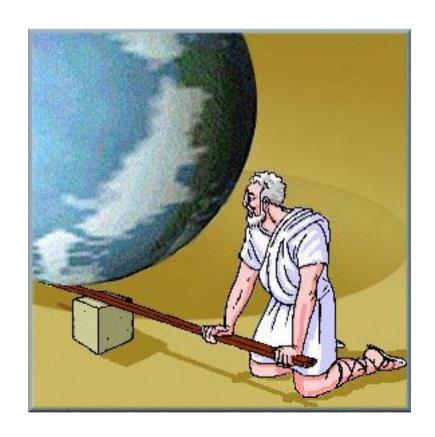


Draft Strategic Framework

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