

**Change is yet to come to
museum single story**

Black and Minority Ethnic: Who are they?

BME/BAME –terminology normally used in the UK to describe people of non-white descent.



Ethnic Groups

Facts and Figures – 2011 Estimate



87.2%
White



1.9%
Asian: Pakistani



3%
Black



2.3%
Asian: Indian

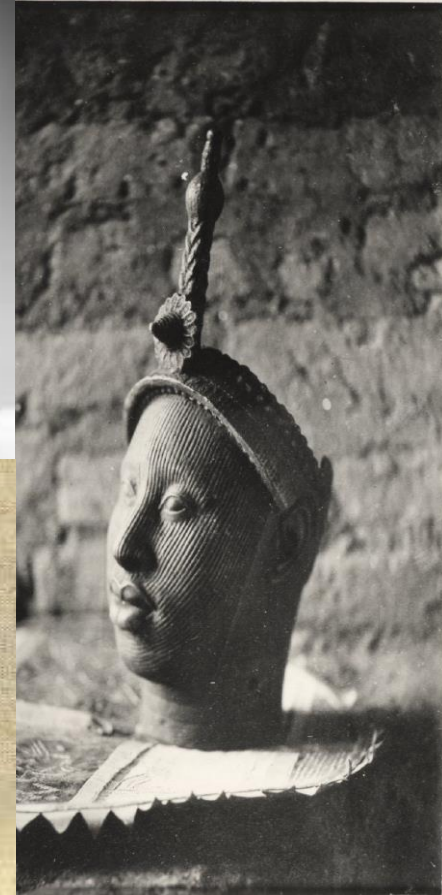


2%
Mixed



Source: CIA World Facebook . . .





How is the museum perceived by BME's ?





Museum Visitors=

**White, Middle class,
Professional, retired
and old people**



Rationale for non-attendance

- ❖ BME feel less represented both within and outside the museum walls.
- ❖ Lack of awareness about collections and exhibitions as the promotional materials are not directly targeting BME group
- ❖ Their perception of museums
- ❖ Language barrier
- ❖ Reduced inclination to attend due to status
- ❖ Lack of significant to the individual's sense of
- ❖ Feeling of exclusion when they attend
- ❖ Lack of connection
- ❖ BME are under-represented amongst museum workforce.

Participation = BME Inclusion or exclusion ?



TRANSFORMATION IN THE DIGITAL AGE

Participation starts inside the museum

Establish shared objectives

A painting of a group of people sitting around a table in a museum setting. The people are dressed in formal attire, and the scene is set in a room with large windows and a painting on the wall.

Way Forward

- ✓ Education through children involvement
- ❖ Digitisation-
- ❖ Inclusion through social media platform
- ❖ Awareness
- ❖ Mass media campaigns
- ❖ Creating enabling environment



Thank You