



OUTREACH- WHY BOTHER?

John Reeve



The project is co-funded by the European Union, Instrument for Pre-Accession Assistance.



Museum on the Move



Louvre Lens





A community learning project to create a sustainable network of Look Groups across the county of Cornwall, **enabling hard to reach and remote communities to come together and talk about art, sharing their own opinions and ideas.**



LIVERPOOL MUSEUMS VALUES STATEMENT

“We believe that museums are **fundamentally educational** in purpose.

We believe that museums are **places for ideas and dialogue** that use collections to inspire people.

We are a democratic museum service **and we believe in the concept of social justice**: we are funded by the whole of the public and in return we strive to provide an excellent service to the whole of the public.

We believe in **the power of museums** to help promote good and active citizenship, and **to act as agents of social change.”**



DAVID FLEMING

Since he became Director of National Museums Liverpool audiences have quadrupled, rising from around 700,000 per year to more than 3.2 million.

Before arriving in Liverpool, David was director of the multi-award-winning Tyne and Wear Museums for 11 years, where he led teams delivering major capital developments and massive audience growth.

He started his museum career as founder-curator of the Yorkshire Museum of Farming, York.

‘The socially responsible museum will **actively seek out people who do not use museums**, and pursue programmes designed to include them.

It will take positive action...**we research our audiences**, and we devise programmes to suit them.

We listen to our public.

We evaluate everything we do.

We have fast-track procedures for new audiences, who want things today or tomorrow, not in five years time.’



Museums Campaigning for Social Justice

David Fleming, ICOM Shanghai, 8 November 2010

‘Social justice’ is a notion based upon the premise that **all** people should be able to derive benefit from museums, that they have an **entitlement** to access to museums, and to see themselves **represented** in museums.

Furthermore, museums have a responsibility to **fight** for social justice, not simply through ensuring access for all, but even in some instances through acting as forums for debate about basic human rights.

To me, human rights, and the safeguarding of human rights, are at the core of “social harmony”, and helping create social harmony is at the heart of the museum mission.

‘Museums which are socially responsible all have one thing in common: they have **passion**, a passion to create **social value**. They are not satisfied with collecting, preservation and research.’

Social value is about maximising the impact of public expenditure. It considers more than just the financial transaction. It includes:

Happiness

Wellbeing

Health

Inclusion

Empowerment

These are typically described as 'soft' outcomes, mainly because they are difficult to quantify and measure."

SOCIAL OUTCOMES FRAMEWORK FOR MUSEUMS LIBRARIES AND ARCHIVES

STRONGER AND SAFER COMMUNITIES

1. Improving group and inter-group dialogue and understanding
2. Supporting cultural diversity and identity
3. Encouraging familial ties and relationships
4. Tackling the fear of crime and anti-social behaviour
5. Contributing to crime prevention and reduction

Why bother?

- Self- interest [survival]
- Cultural rights [mission]
- Go out to bring in new audiences
- Reach audiences who don't or can't visit
- Learning outside the classroom
- Online outreach [social media]

Cultural rights: national access

- National museums outreach to regional partners: B M and V&A
- National museums and galleries with branches: Science, NPG
- Rijksmuseum Amsterdam: based in other museums and at Schiphol airport



Partnership UK

The British Museum is a national museum for the whole of the UK, lending objects and sharing expertise across the country to make a reality of universal cultural entitlement'





Cultural rights: regional

- *‘At Tyne & Wear Museums [Newcastle] we believe that everyone should have access to our exhibitions, collections and programmes.*
- *Museums are a great resource for any community group and the possibilities to work with us are endless.*
- *The **Outreach Team** work with a vast range of groups and are always looking to bring museums to life for different audiences’*

- *Develop your creativity*
- *Help you create your own display or exhibition*
- *Lend you handling boxes of objects*
- *Record your story for future generations*
- *Assist you to learn new skills*
- *Provide a space for your community events*
- *Help you make the most out of a museum visit*



Engaging refugees and asylum seekers in Liverpool



Engaging teenage parents in Liverpool museums



The programme uses activities in our museums and galleries to improve confidence, increase self-esteem and help change negative perceptions towards young parents.

It also works to break down some of the barriers to teenage parents accessing arts and culture.

Our work with the Teenage Pregnancy Support Service (TPSS) has been particularly successful.

The young mothers in this programme shaped their own creative projects, inspired by our collections, displays and exhibitions, contributing not only to their own project but also creating resources for use by other families.

RELATIONSHIPS ARE THE PLATFORM

- Projects fail or they are not sustained because the work starts with a plan before the Relationships are built and possibilities explored. Did you find out what is needed first?
- The recommended process in steps:
- *Relationships>Possibilities>Plans>Activity>*
- *Outcomes>Impact*
- You must demonstrate impact to secure resource. Always get feedback and record.

ONLINE GALLERY

Sacred

Discover what we share





'I chose this one, the "Confusion of Ideas", because the first thing that struck me is that one of them is holding his hands in front of the temple and the other one is lifting his hat off and in a more Western style. The one who is lifting his hat off is also smoking so it is like one of them has completely abandoned customs and the other one hasn't but what is interesting is that the guy who is folding his hands has a chick hatching in his pocket and it is like to say that new life is born with him.'



'I chose it because I found it simple and elegant and, in that sense, authentically Jain and distinct from other Indian iconography. To my understanding it is the key to Jain philosophy in that there is a simplicity and austerity and reflexivity within the philosophy'



Outreach for schools



Learning outside the classroom

‘We believe that every young person should experience the world beyond the classroom as an essential part of learning and personal development, whatever their age, ability or circumstances...’





MAKING THE MOST OF SACRED SPACES: MANCHESTER

It is one thing to learn about a faith from a DVD or website; quite another to meet a real person and ask them how they live these teachings and beliefs.

Manchester's larger sacred spaces offer joint programmes, such as the Sacred Neighbours visits to Manchester Buddhist Centre and Manchester Cathedral, or the Shared Story visits to Manchester Cathedral and Manchester Jewish Museum.

These make it easy to arrange two visits in one day, with one booking.



Singapore Museum of Asian Culture

Priorities?

*Target schools that can't come or find it difficult-
hospitals, special needs?*

Target schools that don't come?

Aim for paired visits- outreach and onsite?

Outreach only as an add-on not a substitute?



Museum of London outreach



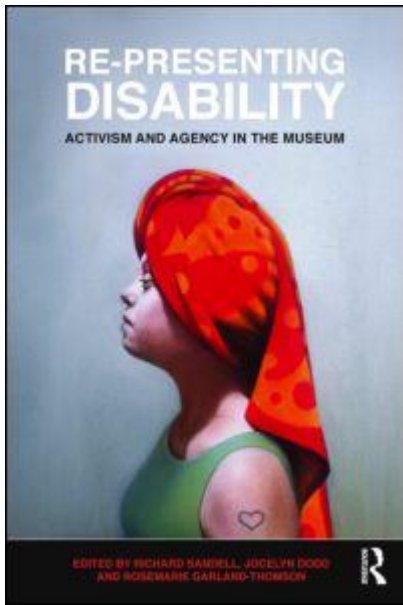
Outreach in cities

- Outreach in shopping centres
- Museum of London
- National Gallery
- Dulwich Picture Gallery
- Urban community buses



Stop Discrimination

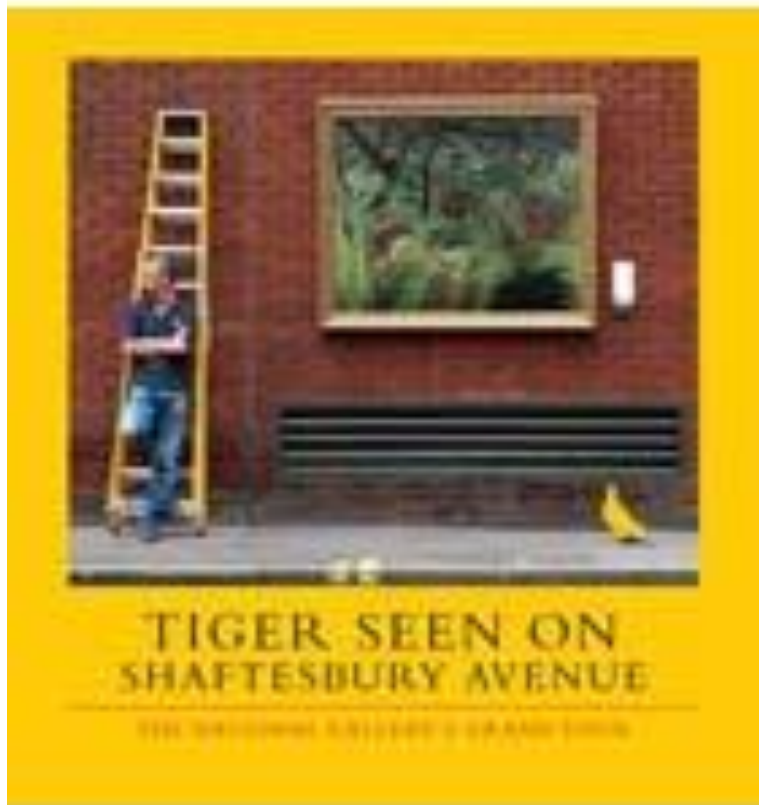




In what ways have disabled people and disability-related topics historically been represented in the collections and displays of museums and galleries? How can newly emerging representational forms and practices be viewed in relation to these historical approaches?

How do emerging trends in museum practice – designed to counter prejudiced, stereotypical representations of disabled people – relate to broader developments in disability rights, debates in disability studies, as well as shifting interpretive practices in public history and mass media?





National Gallery replica paintings in London streets

THE GRAND TOUR™ IS A COLLECTION
OF PRICELESS PAINTINGS SET FREE
AROUND THE STREETS OF LONDON BY
THE NATIONAL GALLERY AND
HEWLETT-PACKARD.





Whistlejacket, about 1762

Stubbs (1724–1806)

Photograph: BRAD HAYNES

You can imagine people making arrangements on the phone saying, 'I'll meet you at *Whistlejacket* at 12:30' and getting the reply, 'No, it's more convenient to meet at *Samson and Delilah*'.

ANDREW GAUGHAN OBE, GRAND TOUR OPENING SPEECH

I think it's a painting that quite literally stops traffic. When it was acquired it was projected on the side of the National Gallery's Salisbury Wing and the police had to intervene because it was causing so many accidents: a wonderful testament to its power for us today.

Jonathan Cookin, National



Dulwich Picture Gallery











Outreach to rural areas

- Museum on the Move bus in the West Midlands
- Loans services



Museum on the Move



Where were you in 1977?

*Worcestershire mobile museum asks for memories and objects
for a travelling exhibit*

Online Outreach

Preparation for visit

Follow up

Stand alone



English learners prepare for a museum visit



Children discuss museum exhibits on video links



Preparing young children for a museum visit



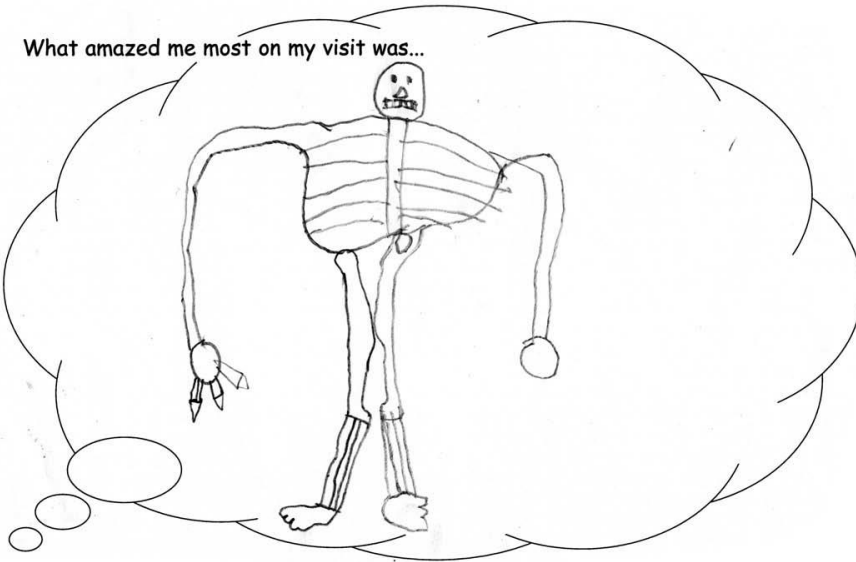
Interactive websites explain the science behind archaeology



The most interesting thing about today was...

listening
to the characters as they were
very good. I think the visit will
help me out on my essay as I now
know what a real workhouse was like.

What amazed me most on my visit was...



IMPACT AND OUTCOMES?

MARK O'NEILL [GLASGOW MUSEUMS]

suggests there are 3 'types' of museum:

ELITE MUSEUMS – exist in splendid isolation from ideas of audience or social utility

'WELFARE' MUSEUMS – which are essentially elite museums onto which the functions of education and inclusion have been grafted. These form the majority of museums, and while they pay homage to and use the language of inclusion and diversity, are still essentially focussed on the idea of transmitting privileged knowledge.

'SOCIAL JUSTICE' MUSEUMS – are fundamentally constructed around the needs of real people and recognise the role of inclusion and diversity and work in partnership with their audiences.

He describes a progression through a number of stages:

Avoidance

Tokenism

Projects

Bolt-on services

Integrated services

Full integration...

<http://www.collectionstrust.org.uk/the-virtuous-museum/>

WHAT DOES THE PUBLIC THINKS ABOUT MUSEUMS?

[recent public opinion research]

Essential purposes Care and preservation of heritage

Holding collections and mounting displays

Creating knowledge for and about society

Priority purposes

Promoting economic growth through tourism, investment and regeneration

Facilitating individual development through education, stimulation and building skills

Promoting happiness and wellbeing

Low-priority purposes

Fostering a sense of community

Helping the vulnerable

Protecting the natural environment

Purposes challenged by the public

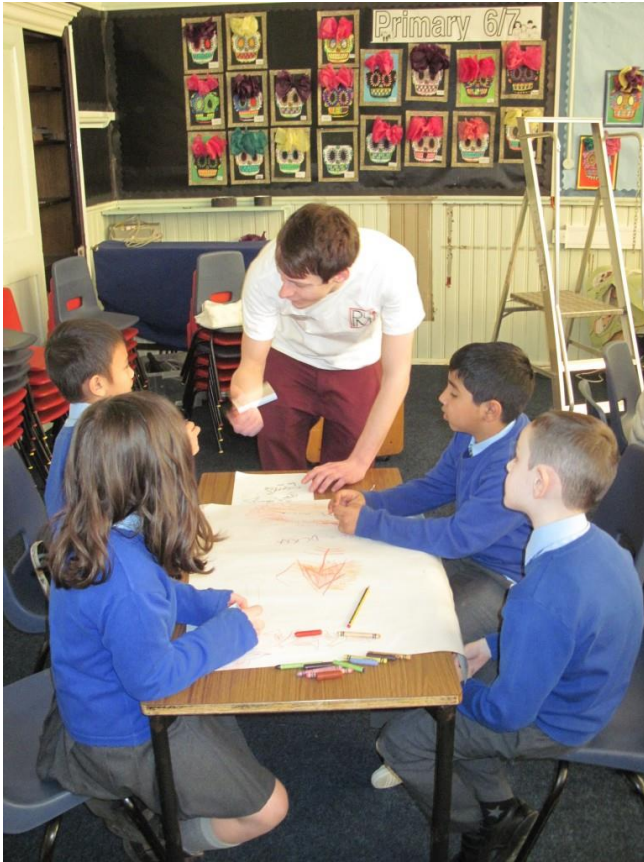
Providing a forum for debate

Promoting social justice and human rights

<http://www.museumsassociation.org/news/03042013-public-attitudes-research-published>



Guggenheim pop up museum Berlin



Welcome to the Pop Up Museum!

Based in Glasgow, we bring interesting things and engaging people to places across the UK to let people experience history first-hand.

We pop up at all sorts of events, using original objects from the collections of the ***Hunterian Museum*** to educate, inform and inspire

POP OVER TO THE POP-UP MUSEUM

The Higgins Art Gallery & Museum, Bedford will be celebrating the launch of its new name and brand with a pop-up museum event: ***The Thing About Me.*** The show and tell will take place on the lawns off Castle Lane, on **Saturday 5th May**, from **11am – 4pm**.

So, if you own an item that defines you, that you adore, that you couldn't live without? then please bring it along to The Higgins' pop-up museum event!





The Pop-Up Museum of Queer History



