

Museums Change Live and Social Impact

Dianna Djokey

Museums Association UK, Trustee

CONVEGNO NAZIONALE

Roma, 3 dicembre 2022



About Museums Changes Live Campaign



MUSEUMS
ASSOCIATION

MUSEUMS
CHANGE
LIVES

What Guides Us?



- **Mission:** Inspiring Museums to Change Lives
- **Vision:** Inclusive, participatory and sustainable museums at the heart of their communities
- **Values:** Inclusivity, diversity and equality

What Guides Us?



“Many museums have taken this on board and are undertaking work streams which aim to positively impact audiences and communities. With increasing financial pressure however, museums need to understand the importance of socially engaged practice and how it relates to their purpose; measure the impact of their work; and articulate it effectively.”

Measuring social impact is not always easy, impact can be far reaching and can continue to be felt months or even years after project completion. It can be challenging to find the right approach as social impact is not simple to quantify and therefore qualitative measures such as interviews and testimonies of participants are frequently used.” – Museum Association

Theory of Change

With core budgets tightening museums are increasingly dependent on shorter-term project work to help them achieve social value and undertake socially engaged practice. It is therefore important to be mindful that project work should fit into the organisational strategy and therefore contribute towards long-term goals. Many organisations will have a **Theory of Change** in place to define their commitment to providing social value. These are the long-term aims of an organisation and project work should be designed to work towards achieving these.

GETTING STARTED

THEORY OF CHANGE





Outcome	Outputs
<p>Increased knowledge and research, including social history and community stories on objects from our world collection, creating an improved understanding and appreciation of the collection as a whole.</p>	<ul style="list-style-type: none"> ■ increased research and stories collected and collated about the objects within the world collection ■ new research information recorded on over 500 objects in the world collection ■ over 10 different community groups participating in outreach sessions or in-house sessions ■ 45 outreach human-centred design (HCD) sessions using objects from our world collection conducted across the city ■ over 35 HCD sessions conducted within the museum ■ 10 subject specialists sharing the knowledge and expertise on objects within our world collection ■ up to 12 other organisations or institutes sharing their knowledge and also partaking as critical friends ■ a digital platform created to record and share the project as it progresses, to ensure wider participation ■ a contemporary collecting strategy developed to ensure Derby Museums' collection remains relevant to Derby's changing communities.

Setting Outputs and Outcomes

MA toolkit excerpt:

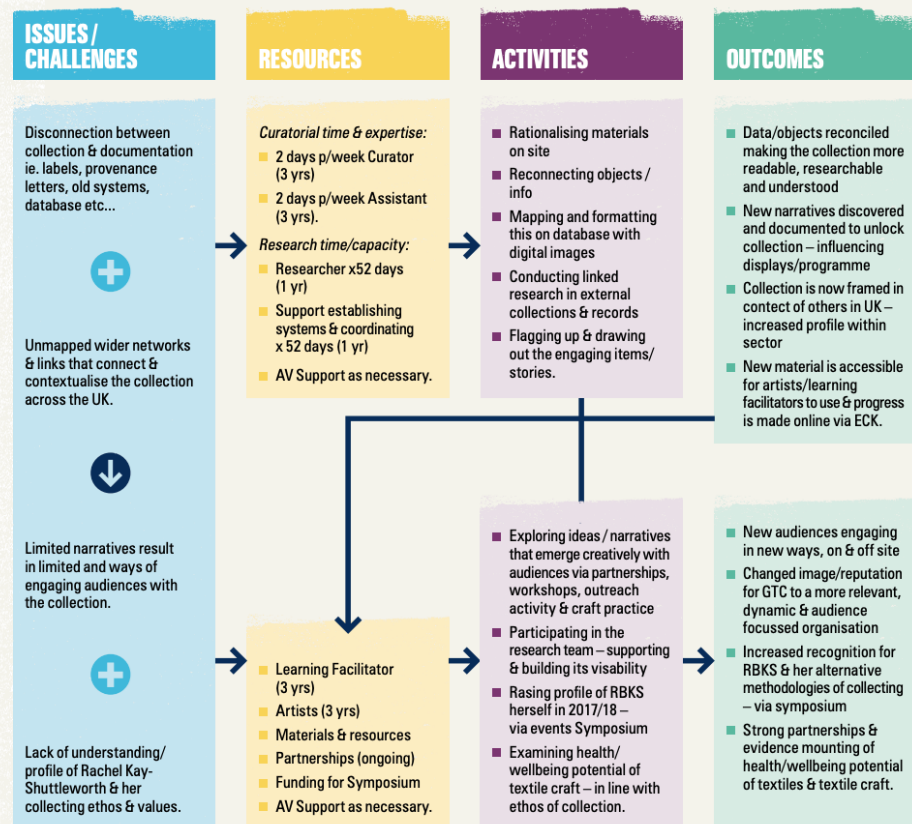
“Outcomes are the backbone of your work. They define the positive changes or improvements your project is designed to work towards. These outcomes set what it is you will be measuring when looking at the social value of your work. Sometimes outcomes are bigger than one project and your activities will only partially contribute to it.”

This is fine, and longer-term thinking can add to a projects value and indeed the strength of the organization overall. The outputs are the activities you will undertake to achieve your outcomes and can be used to set your evaluation framework.”

Logical Model

08

LOGIC CHAIN: COLLECTIONS FUND GRANT PROGRAMME



Example of logic chain: Gawthorpe Textiles Collection EFCF project

- Getting and overview of your outputs and objective
- Testing whether the resources and activities are enough to achieve your outputs
- Set aims and objectives in context of:
 - x Short-term outputs (evident during lifetime of the project)
 - x Medium-term outcomes (measurable in evaluation)
 - x Long-term outcomes (is seen more as a key driver, than a measurable)
- Identify assumptions that could pertain to the project, what will people need to keep an eye on?
- Monitor changes to overall project, periodically updating the logical model.

Logical Model

EXAMPLE OF LOGIC MODEL: MARVELS AND MAYHEM: TOWER CIRCUS COLLECTION PROJECT, BLACKPOOL MUSEUMS

Resources	Activities	Short-term outputs	Medium term outcomes	Long term outcomes
EFCF Funding Staff Time (Collection Manager, Heritage Assistants) Volunteers Training	Collection Survey Volunteer recruitment Volunteer training Conservation Documentation	Collections preservation Wider access to the collection Collections will support engagement activity	Public access can be provided Collection can be developed and promoted more widely	Blackpool Circus Heritage will be more widely understood and celebrated internationally
EFCF Funding, Staff Time (Collection Manager, Heritage Assistants) College faculty Students Guest speakers Council colleagues Digital/IT design and production	Research, Course planning, Delivery to students, Faculty familiarisation sessions. Partnership development Resource development Blended learning package development	School faculty have a greater understanding of local collections Delivery of lectures, seminars and workshops Student led research project utilising circus collection Blended Learning module development and delivery	Partnership activity will inform future validation of course Offer will be imbedded in college blended learning	Employers and employees working in health and social care settings across Blackpool and the Fylde Coast will become familiar with Blackpool heritage collections and confident in using them in their practice. Employers/employees will proactively seek to work with Blackpool Collections
Staff Time: Art Service, Library Service, School and Teacher time and development Freelance co-ordinator EFCF Funding Collections S.O.S. Vehicle Storyteller/artist	Recruitment of Storyteller/artist Collections research and selection of material Recruitment of the co-ordinator Creation of collection resources for schools Delivery of assemblies, workshops and activities Celebration event at Wordpool family day in the park.	Interactive School Assemblies to inspire and engage all pupils on circus and the collection. School creative-writing and craft workshops to develop literacy, confidence and creativity. Circus themed, WordPool Family-Day in the park celebration event showcasing children's work	A resource pack for future use by the schools which is used Schools engage with the Blackpool Museum and circus collection.	Development of literacy skills in schools. Health, wellbeing and enjoyment are fostered by ongoing use of Circus collection.

Methods For Measuring Social Impact

METHODS FOR MEASURING SOCIAL IMPACT

 **Encountering the Unexpected**
bringing together nature, museums and people

What does nature mean to you?
Please write or draw your response

How interconnected are you with nature?
Please circle the picture below which best describes your relationship with the natural environment

SELF NATURE SELF NATURE SELF NATURE SELF NATURE SELF NATURE SELF NATURE SELF NATURE SELF NATURE

Tell us 3 things about yourself...

Tick as many that apply to you...

Are you: single married/partner widowed
 living with people living on your own

Are you: retired semi-retired volunteering employed

Age: 50-60 61-70 71-80 81-90 91+


Postcode _____ Gender _____ Today's Date _____

Would you like to leave your name? _____

Are you willing to share your thoughts on **Encountering the Unexpected**?
Please provide us with your contact details and we will be in touch.

Telephone or email _____

Thank you for your time, your views are very important to us.



Once you have your outputs and outcomes set you can begin to think about how you will measure against them. In order to do this effectively it is important to build a robust approach that is tailored to your particular project using a selection of the tools, detailed in this section. However, it is also useful to think about what you don't need to measure so you are concentrating your resources on measuring what is useful.

You will also need to consider whether evaluation needs to be undertaken in-house or by an external evaluator, so your budget can reflect this. In-house evaluation is sometimes assumed to be the cheaper option, and external evaluation as being more robust: neither of which is necessarily true. Evaluation Support Scotland has produced a useful guide if you are going down the route of external evaluation that can help you ensure you get the most from this process. See the further reading section for the guide.

Before choosing an approach, you should first consider if there is an existing approach being used by local partners that can be adapted. This can have the benefit of aiding the sharing of information across different sectors.

Left: University of Leicester, Research Centre for Museums and Galleries

Methods of Measuring Social Impact



MOH lockdown taskforce

Creative Methods



Quantitative data – is useful to compare past work to what you are doing now, building a picture or where you are as an organisation.

- Closed Questions
- Personal data
- Range statements
- Visual aids

Qualitative information – this give your quantitative a boost, it elevates the numbers and data graphics when reporting, it allows for deeper understanding to who you have been building a relationship with.

You can carry out this approach with the following:

- Interviews and questionnaires
- Participant Observations and testimonials
- Environment of where this will take place

Creative Methods



To find further information on the toolkit, which is available online, please visit the links below

Social Impact toolkit:

<https://www.museumsassociation.org/campaigns/museums-change-lives/measuring-socially-engaged-practice/what-do-we-mean-by-social-impact/#>

To find out more about Museum Change lives Awards Campaign please visit:

<https://www.museumsassociation.org/campaigns/museums-change-lives/awards-2022/>

To find out more about Museums Association UK and other campaigns please visit.

<https://www.museumsassociation.org/>

This presentation is available at request

If you have any questions, you can email me on

ddjokey41@gmail.com

Museums Association Campaigns

We campaign for socially engaged museums, a diverse and representative workforce and empowering and dynamic collections.

Campaigns include:

- Anti-racism
- Climate justice
- Learning and engagement
- Museums Change Lives
- Decolonising museums
- Ethics
- Advocacy
- Collections
- Workforce

For full details see -

www.museumsassociation.org/campaigns