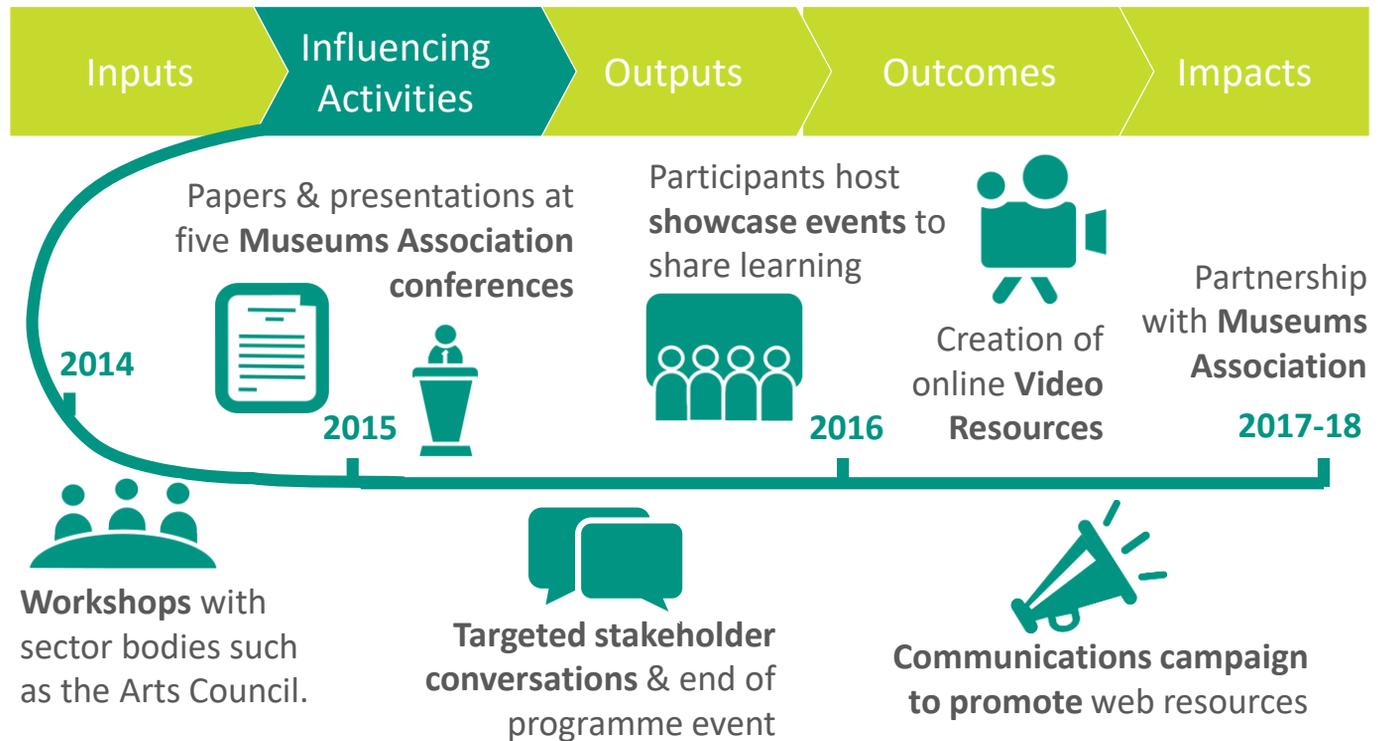


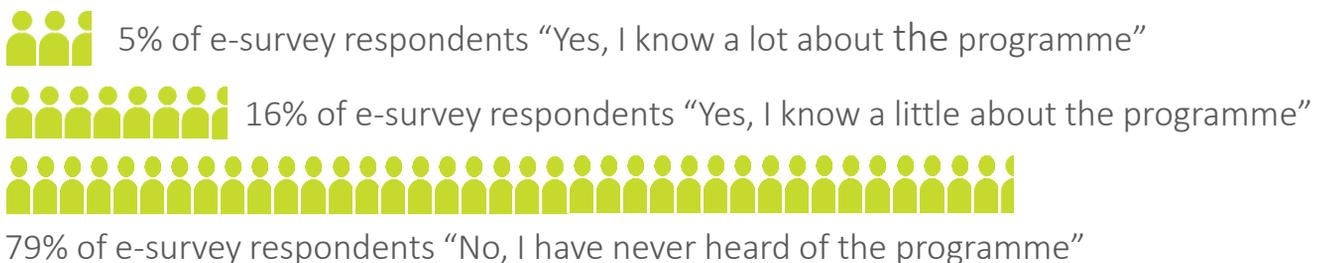
OUR MUSEUM INFLUENCING STRATEGY

The Our Museum programme ran between 2012 and 2016 and aimed to support 9 museum and gallery sector organisations to undertake a process of organisational change and to embed participatory practice. In 2018, ERS undertook research to explore: *the influence of Our Museum on the wider Museum and Gallery Sector*, based on influencing activities carried out by the programme between 2014-2018.



AWARENESS AND ENGAGEMENT WITH OUR MUSEUM

Our e-survey of those who work in museums and galleries in the UK, in any role, received 493 responses. Around 20 per cent of respondents had heard of the Our Museum programme.



Finding out about Our Museum from **colleagues and informal networks** were the most common ways e-survey respondents had come across the programme.

OUR MUSEUM INFLUENCE



CHANGE AS A RESULT OF OUR MUSEUM

Our research found that there are lots of factors influencing change within organisations as well as across the museum and gallery sector. This ranges from funding or resource pressures, to staff change for example. People therefore found it difficult to describe what had changed directly **as a result of Our Museum**. Our Museum was found to have made a **contribution to change** along with other initiatives, organisations and motivated individuals. An example of change is provided in the quote below:

“We are currently creating the first community and participation strategy for the museum, it is in progress so we will see how much emphasis is placed on it in the future. The Director is involved in this process. We have used Our Museum learning and talked to Our Museum participants for inspiration and advice.” E-survey Follow-up Interviewee



INFLUENCING MECHANISMS

Our research considered which type of resources worked well and less well in achieving change. **Different resources worked well for different people, in different circumstances.**



Conferences



Targeted Conversations



Video Resources



Online Comms Campaign



Reports

	Conferences	Targeted Conversations	Video Resources	Online Comms Campaign	Reports
Who does it work for?	Practitioners, larger museums	Senior-level staff, Funders	Practitioners	Practitioners	Practitioners, Senior-Level Staff, Funders
What does it achieve?	Engage, Influence	Engage, Influence	Engage	Reach, Engage	Reach, Engage, Influence
Resource	Medium resource, medium legacy	High resource, medium legacy	Medium resource, high legacy	Low resource, short legacy	Medium resource, high legacy
Outcomes	Peer-learning	Buy-in	Practical help	Awareness	Buy-in
Barriers	Cost (time & money), location/travel	Limited reach	Dependent on pre-existing knowledge	Timing of campaigns	Visibility
Reflections	Smaller, independents prefer regional networks and events	Face-to-face engagement powerful	Least preferred resource. Practical use for operational staff	Effective for achieving reach	Effective for achieving influence at multiple levels

For further information on the study, the Our Museum Influence: Summary Report can be accessed here: phf.org.uk/our-museum-influence-summary