

Cornwall Museums Strategy

2018-2022

Introduction

This strategy sets out the aims for museums in Cornwall. It is a plan that has been developed by staff and volunteers from museums across Cornwall, coordinated by Cornwall Museums Partnership. It sets out our collective intentions, based on what we have learned from working collaboratively with each other and with our communities. It is the road map to realise our shared belief in the great value that museums have for society.

Cornwall is a land of museums; there are over 70 of them here and 31 of them are Accredited—the most of any region in England. They are enduringly popular and in 2016/17 Cornwall's Accredited museums were visited by over 1.2 million people. Each year museums in Cornwall help 300,000 children and young people in Cornwall to learn about the unique heritage of the Duchy.

These museums help people look at the world differently and preserve and celebrate our unique sense of place. Supported by over 2000 volunteers, they bring people together and help them stay active. They link our past to the present and help us to shape the future. They explore the most profound and enduring questions humans can ask about our place in the world and bring meaning to our lives.

You can find out more about what museums in Cornwall do [here](#)

Who is the strategy for?

Cornwall Museums Strategy is a high-level plan to achieve long term progress and change in museums.

The strategy is for

- 1) museum staff and volunteers, to help inform the decisions they make about their work;
- 2) museum stakeholders (including funders and museum users), to help inform the decisions they make about their investment and interaction with museums.

Values

Our strategy is guided by the following values which underpin the things that are special and unique about museums and the way they work:

- 1) Sharing knowledge
- 2) Authenticity
- 3) Trust
- 4) Reflection
- 5) Community

The way we will work

From experience, we know that the way museums work is directly related to our ability to make a difference in our communities. We've boiled it down to 4 key principles which will inform museums work in Cornwall:

1. **Collaboration** – we will work together with other museums, with our local communities, businesses and other partners to maximise our contribution to society
2. **Sustainability** – we will focus on lasting solutions not one-off projects and the things that will protect the long term future of the collections and the knowledge they represent in our care
3. **Creativity** – we will think differently about what we do and be willing to take risks to test out new ways of working
4. **Ambition** – throughout our work we will strive for the highest standards

Our priorities

1. Diversifying our income – what can we do to earn more money from a wider range of places to support our work?
2. Maximizing digital technologies – how can tech help us to work more smartly and to reach more people?
3. Creating experiences which are relevant to a wide range of people especially young people – who isn't coming to our museums and why not? Who is going to care about our museum in 20 years time?
4. Creating a workforce which includes people from a wide range of backgrounds and people who bring a range of experiences – which skills do we have on board? Whose experiences could we draw on?
5. Investing in the skills development of all museum people (boards, staff and volunteers) – what kind of training has our board taken part in recently? Which skills could our board share with others?
6. Developing and sharing the knowledge held in museums' collections – who will we share our knowledge with and who will be able to add to our knowledge?
7. Building support for museums across society – what do you do to champion the value of museums to their communities?

What does success look like?

- More people benefitting from museums
- Museums earning more money from a wider range of sources
- Knowledge from Cornwall's collections shared widely particularly through the Citizen Curators movement
- Greater value placed on museums by our communities and decision makers
- Museums providing space and inspiration for diverse people to explore their identities, especially their Cornishness and the Cornishness of others.

How to use this strategy

Cornwall Museums Strategy can be used by any museum in Cornwall to demonstrate their commitment to being an active member of their communities. It can be used to support fundraising by showing that your museum is part of a wide society of Cornish museums which act together to provide cultural opportunities for the Duchy's inhabitants and visitors. It can also be used to underpin your forward and business plans as it is built on the principles of collaboration, good governance, resilience, ethical practice and leadership. Use the Museum Strategy Maker kit to personalise this plan for your museum.