

We think that museums create moments of wonder which enrich people's lives. They play a critical role in linking our past to the present and helping us to shape the future. They help us to explore the most profound and enduring questions humans can ask about why we are here and our place in the world. Museums bring meaning to our lives.

Our charity exists to help museums in Cornwall to thrive.

Vision

Our vision is that Cornwall's museums will be a strong network of **sustainable organisations** at the heart of Cornwall's culture, creating memorable and enjoyable experiences for all. They will be valued as having a unique role in connecting communities to their heritage and culture, in sharing Cornwall's unique stories with its visitors and in bringing ideas and cultural experiences from around the world to Cornwall. Museums' partnerships with business, public and voluntary sector organisations will be recognised as making considerable contributions to Cornwall's economy, skills base, community cohesion and wellbeing. Cornwall Museums Partnership will be recognised for pioneering a new model of **collaborative leadership** which promotes **innovation and resilience** in the cultural sector.

Mission

Our charity exists to help museums in Cornwall to thrive, for the benefit of everyone living in and visiting Cornwall. We develop and manage collaborative programmes of work which are designed to help museums raise standards, engage with more people and to be sustainable and resilient. We help museums to do the things that some find difficult to do on their own including advocacy, audience development, fundraising and workforce development.

Values

Collaboration—we believe that collaboration provides fertile ground for the flourishing of inventive and resourceful practice.

Diversity—diversity is a core theme of our work, we use collaboration to help museums become more open and connected with a far wider range of people. We believe that collaborative leadership is the key to adaptive resilience and sustainability. CMP exists to invigorate the sector and bring new ideas, new connections and new resources to help a much wider range of people access and participate in culture.

Learning—we actively seek feedback and reflect on it to help us improve what we do. We share our learning as widely as possible.

Integrity—we are trusted, accountable and transparent.

Creativity—we seek new solutions and think differently.

Support—we work respectfully with our staff, volunteers and partner organisations.

Ambition—we pioneer new ways of doing things, seek new audiences, and set high standards in everything we do.

Aims and Objectives

There are two key themes which run throughout our strategic priorities:

- 1) Developing museums' audiences
- 2) Diversifying the museum workforce and the people who benefit from museums

Partnership working will be fundamental to achieving these aims.

The aims of the Cornwall Museums Strategy are:

Diversifying income – What can museums do to earn more money from a wider range of places?

Smart use of tech – How can museums use technology to help better deliver their mission?

Great experiences – Who isn't coming and why not? Who is going to care about our museums in 20 years time?

Diverse skilled people – What skills do we have on board? Whose experiences can we draw on? What training has our board taken part in recently? Which skills could be shared with others?

Shared knowledge – Who can we share our knowledge with and who will be able to add to our knowledge?

Advocates – What do you do to champion the value of museums?

Priorities

From 2018—2022 we will:

- Promote innovation in museum practice
- Help museums maximise the potential of digital technologies
- Diversify the museum workforce
- Improve skills in the museum workforce
- Improve the understanding of Cornwall's museum collections
- Advocate for the value of museums
- Support museums to deliver great visitor experiences, for a wider range of people, both onsite and online

Projects to look out for:

- Leadership and Governance scheme
- Fun Palaces
- Rural Proofing Resilience
- Firm Foundations
- Museum Bootcamp
- Citizen Curators
- Bright Sparks
- Trainee Curators
- Higher Education partnerships
- Arts Award
- Heritage Awards
- Youth Panels

Between 2018 and 2022 we will invest nearly £4.5m to help museums in Cornwall to thrive.

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