

PARTNER SHIPS WITH PURPOSE

QUICK GUIDE

Museums and community organisations have many shared aims and complementary skills in socially engaged practice.

Partnerships with Purpose is a Museums Association initiative that aims to deepen links between museums and community organisations and build social value together. Working across sectors in this way can enhance places, opportunities, and health and wellbeing.

From what we've learned from events around the country that brought together museums and community groups, we have created this guide to give you ideas and tips for working in partnership.

> HOW TO GET STARTED

1 Invite people in

Phone your local museum, community group or charity to introduce yourself. Email an invitation to see your day-to-day work and special events. Organise bespoke tours. Hold themed events.

2 Join local community and cultural networks and forums and events

3 Team up to put on a 'Partnerships with Purpose' event

Invite community organisations, museums and galleries, and statutory providers. A warm, welcoming and not-too-controlling atmosphere builds trust.

4 Develop shared funding bids

Partnership bids that focus on local heritage and build local people's skills in events, conservation, archiving and the arts are wanted by funders. >

"Interesting and useful to hear how open museums are to increase engagement and develop links with community."

Lyn Brandon, Sheffield Dementia Action Alliance.

MUSEUMS
ASSOCIATION

>WHAT CAN PARTNERS DO?

What can you offer and how can partnerships benefit both organisations? Below is a selection of ideas to get you started:

- > Museums can offer free room hire
- > Community groups can offer outdoor event spaces
- > Share training places, policies, legal advice, volunteers, trustees, skills in interpretation, signwriting, children's activities
- > Staff from larger organisations can volunteer at smaller ones
- > Create museum employment schemes for local people
- > Community organisations can train museum staff
- > Open a dedicated exhibition space at a museum, or a display of collections at a community space
- > Co-curate exhibitions
- > Create a community garden that reflects the museum collection
- > Create a map or walking tour of local community and cultural places
- > Work together on a social prescribing programme that includes opportunities for local people at local museums and community organisations.

“Think about social-economic challenges - go to where people are - think about mutual benefits.”

Kim Streets, Museums Sheffield.

>WHERE TO GO NEXT

- > Look for local groups such as a council for voluntary service, a centre for voluntary actions or volunteer centre - they can help you find community groups, social enterprises and networks.
- > The Museums Association can help you find local museums and events and provide resources and templates to support your partnerships development work.
www.museumsassociation.org/campaigns/partnerships-with-purpose
- > Our Museum has useful resources
www.ourmuseum.org.uk
- > Statutory services will hold a Joint Strategic Needs Assessment Document which you can use to see where you might contribute to local health and wellbeing.
- > Excellent resources can also be found at funders such Paul Hamlyn Foundation, Esmée Fairbairn and Joseph Rowntree Foundation.

TOP TIPS

> **AWARENESS** of differing time and financial constraints is vital.

> **IDENTIFY SHARED AIMS** and ways to meet these together.

> **THINK ‘US AND US’** not ‘us and them’, so museums and community organisations can present a joined-up offer to local people.

> **BE ASSET-BASED** - celebrate what people have to offer not what they might lack.

> **START SMALL AND THINK LONG-TERM** - look at how ongoing partnerships can be resourced through core-budgets rather than project funds.

> **BE BRAVE** - working in partnership is an opportunity not a challenge.