

NORTHERN IRELAND
MUSEUMS
COUNCIL



**MUSEUMS AT THE
HEART**
2022–2025



Playful Museum Festival at Northern Ireland War Memorial. Photography by Peter O Hara.

INTRODUCTION

NI Museums Council is the lead development body for local museums across Northern Ireland.

We share a vision for a dynamic, inclusive and sustainable museum sector that delivers benefits for the whole of society. Museums are about people. They have the potential to make a powerful impact on our lives. They educate, stimulate, and entertain us, but they also have a capacity to contribute to our well-being, create better places to live and work, and provide safe spaces to exchange ideas and facilitate debate.

NI Museums Council works with local museums and its members throughout Northern Ireland, empowering museums through: Accreditation; providing training and skills development; advice and advocacy; brokering purposeful partnerships; and enabling museums to connect with communities in order to increase participation in cultural and heritage activities.

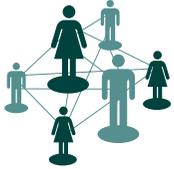
OUR VISION

Dynamic, inclusive and sustainable museums at the heart of our culture and communities

OUR MISSION

To champion, develop and strengthen museums to achieve mutual goals

OUR GOALS



MUSEUMS ARE CONNECTED TO THEIR COMMUNITIES AND CULTIVATE A SHARED SENSE OF PLACE



MUSEUMS ENRICH PEOPLES LIVES AND CREATE OPPORTUNITIES FOR ENJOYMENT, LEARNING AND FULFILMENT



MUSEUMS DRIVE TRANSFORMATION TO MAKE US MORE SUSTAINABLE, INCLUSIVE AND INNOVATIVE



MUSEUMS CONTRIBUTE TO ECONOMIC AND SOCIAL RECOVERY



MUSEUMS DEVELOP, PROTECT AND PROMOTE THEIR COLLECTIONS AND COLLECTIONS KNOWLEDGE FOR THE BENEFIT OF THEIR AUDIENCES

ABOUT NI MUSEUMS COUNCIL

The NI Museums Council was established in 1993 to support local museums (i.e. non-national museums) in Northern Ireland in maintaining and improving their standards of collections care and service to the public, and to promote a coherent framework of museum provision.

OBJECTS*

The principal objects for which the NI Museums Council is established are:-

(a) to provide support services in local museums, disperse grants to Accredited Museums and to co-ordinate and develop a strategy for local museum development;

(b) to promote and advance education by supporting and assisting museums and galleries and to encourage the use and enjoyment by the public of museums and galleries in Northern Ireland, and thus advance the arts, culture, heritage and science for the benefit of the public; and

(c) to support local museums in Northern Ireland in maintaining and improving their standards of collections, care and service to the public and to promote a coherent framework of museum provision.

*NI Museums Council Articles of Association

Overview of NI Museums Council activities:

Managing the *Museum Accreditation Scheme*, which is the sector standard for museums in the UK.

Providing Grant Assistance to Accredited Museums.

Strengthening the skills of knowledge of people working and volunteering in museums through *Training and Learning*, through our Training Programme and peer learning opportunities.

Promoting museums and their collections as sources of inspiration, learning, and enjoyment. Advocating and demonstrating the benefits and impacts of museums.

Undertaking *Research and Publications* to support the development of local museums.

Providing *Guidance and Information* to the sector and the general public.

Building strategic partnerships to support the best possible use of our museums and heritage.

Playful Museums Festival at Northern Ireland War Memorial. Photography by Peter O Hara.



Museums are Connected to their Communities and Cultivate a Shared Sense of Place

Our local museums are central to their communities. They create a sense of place and celebrate history and creativity through their collections. They provide space to explore and reflect and can cultivate a sense of pride and collective heritage.

WHAT WE HAVE DONE

NI Museums Council has worked with museums providing training and support for community engagement and have encouraged museums to take these connections further. From understanding museums audiences through visitor-profiling reports to training focused on community engagement and reaching audiences we encourage museums to build audiences and show that they are vibrant and valued places. Successful programmes such as the Late Shift which brought more than 1,600 participants from hard-to-reach audiences into museums across Northern Ireland are changing perceptions about what to expect from our museums. Key to this, as with all of our projects, is learning and upskilling museums to collaborate and use creativity for the benefit of their communities.



The Late Shift: Maguires House Party at Enniskillen Castle Museum. Photography by Ronan McGrade.

The pandemic has brought challenges to museums in connecting to their audiences. The Recovery Fund and Museum Connect Fund have supported museums to respond to these challenges, finding new ways to engage with audiences on-line and encouraging users back to museums in a safe way.

NI Museums Council has also been reviewing our own communications not only to our members but also to stakeholders and the wider public. Our Digital Engagement Strategy repositions our engagement within an increasingly digital world and sets a direction for building and improving our promotion and advocacy for museums.

NI Museums Council has also worked with the Museums Association to promote, expand upon and celebrate the powerful impact that museums have on their communities. The Museums Change Lives NI publication illustrates, through case studies, the positive and lasting changes that museums create.

NI Museums Council is also partner in Reimage, Remake, Replay a hugely successful project, which challenges museums to reflect on their mission and supports them to develop capacity, skills and confidence to work with young people. With a youth-led approach, it has engaged more than 500 participants and audience of more than 13,000.

Playful Museums Festival at Northern Ireland War Memorial. Photography by Peter O Hara.



To support this NI Museums Council will deliver:

- **Programmes to connect museums with their communities**
- **Programmes that make museums vibrant, cherished, and inspiring places**
- **Programmes that engage and involve young people**

WHAT WE WILL DO

NI Museums Council will continue to ensure that museums have a powerful and meaningful impact on their communities. We will do this by supporting museums to recover from the impacts of the pandemic, initially through a Museum Connect grant programme and will support museums to connect to their communities through focused training, development initiatives and facilitating skills sharing.

National Gallery Tour of Jan van Huysum's Flowers in a Terracotta Vase co curated with Reimagine, Remake, Replay at East Belfast's Portview Trade Centre. Photography courtesy of Nerve Centre.



We will undertake work to understand post-pandemic audiences and to take advantage of new ways of working and to improve our own communications through delivery of our Digital Engagement Strategy, increasing our social-media activity and launching a refreshed website.

We will develop a reimagined Late Shift with a view to sustainability and encourage museums to bring in new audiences through creative activity.

We will complete delivery of the Reimagine, Remake, Replay programme by supporting continued engagement of youth audiences with local museums and culminating in a celebration of the work of local museums at the Ulster Museum.

We will ensure that communities are at the heart of our museums and our activities, and that they are welcoming, inspiring and enriching places to be.



The Late Shift: The Dark Tower at Tower Museum Derry. Photography by Martin McKeown.

Museums Enrich People's Lives and Create Opportunities for Enjoyment, Learning and Fulfilment

Museums and their collections are richly stimulating. They tell stories of the past, feeding our imaginations and enable us to explore in a way that challenges and motivates us to learn and to grow. They provide opportunities for connecting us as individuals with the people around us, bringing us together and improving our quality of life.

WHAT WE HAVE DONE

NI Museums Council has successfully developed a range of programmes that highlight the benefits of museums and promotes engagement with different groups to enrich personal enjoyment and learning.

The Playful Museums programme has provided training, direction and grant support for museums to work with the very young and to make museums exciting and supporting environments for people with young families. The Playful Museums Festival is an annual celebration and focus for this work.

The Dementia Friendly programme has established expertise within the museum community for shaping experiences and making museums safe and accessible to people living with the challenge of dementia. Projects such as Love to Move combined reminiscence and physical activity to make connections through the collections to enhance both the social and physical well-being of individuals.

Murder mystery event at Whitehead Railway Museum. Photograph courtesy of RPSI.



The NI Museums Council has also undertaken programmes which focus on minority and marginalised groups. The Brush with Nature exhibition of Chinese painting was a celebration of Chinese culture and combined workshops to schools and specialist groups reaching over 50,000 visitors and involving 200 participants. The Council has also explored Women in Our Culture through exploration of museum collections.

With the Irish Museums Association, NI Museums Council has delivered a Learning and Outreach Forum across the last two years. This supports museum professionals to undertake outreach activity and highlights good practice in education and learning. Collaboration with GEM (Group for Education in Museums) has also resulted in skills building and opportunities for conversations to enhance practice.

We are also participating in debates and raising awareness about ensuring representation of diverse and marginalised communities in museums. The NI Museums Council has supported this through hosting speakers and workshops and engaging in the work on decolonising museums.



A Brush with Nature creative workshop with Michael Rong-Gen Yin

To support this NI Museums Council will deliver:

- **Programmes that work with target groups to help them live their best lives**
- **Programmes that support education and outreach**
- **Programmes that support health and well-being**

WHAT WE WILL DO

NI Museums Council will continue to support museums to provide positive and inspiring experiences for individuals, helping them to achieve their potential and ensuring that there are meaningful opportunities for people from all sections of society.

We will continue to deliver targeted programmes such as Playful Museums and the Dementia Friendly programme, building on successes and taking the opportunity to expand the offer



so that more people can enjoy and participate in targeted programmes. We will identify and develop projects to reach new audiences and make museums relevant to everyone.

We will partner with National Museums Northern Ireland, working in collaboration with African, Caribbean and other marginalised communities and support the use of the World Culture collections among local museums.

We will collaborate with the Irish Museums Association to deliver a Learning and Outreach Forum and continue to develop forums to promote inspirational use of collections and as a way of sharing innovation and excellence in educational practice.

We will bring forward programmes to support well-being ensuring that museums have the capacity and training to realise their potential to improve and sustain quality of life.



Playful Museums workshop at F. E McWilliam Gallery. Photography Peter O Hara.

Museums Drive Transformation to Make Us More Sustainable, Inclusive and Innovative

Museums can be active forces influencing change. They are uniquely placed to communicate through their collections and stories, provide a safe and trusted environment to challenge perceptions, and empower their audiences to shape change within their communities and beyond.

WHAT WE HAVE DONE

NI Museums Council has been actively engaging with contemporary issues such as climate change and equality, diversity and inclusion. We are joining with partner organisations to build awareness and to bring these issues into debates with the wider museum sector through our communications.

Museum Challenge: Climate Change Grants have been made available through support from both the Department for Communities and the National Lottery Heritage Fund. This is a ground-breaking fund enabling museums to address issues of sustainability, biodiversity and climate change and to raise awareness of these issues within their communities and visitors. The NI Museums Council participates with partners to foster

good practice in workforce development to ensure that the museum workforce is reflective of all parts of society. Removing barriers and supporting access to museums is a key priority. NI Museums Council has undertaken a programme of Access Audits in museums so that museums can make necessary changes. We have also delivered Department for Communities funding to make infrastructure improvements to museums so that they are open and accessible to all.

The pandemic has driven a transformation in the use of digital technologies and NI Museums Council has transitioned many of our services to digital platforms in order to connect with members and to continue to deliver our projects with audiences and participants. We have also been working on understanding digital use in museums through our own (Digital Doorways) and the DASH survey (National Lottery Heritage Fund) to understand the needs of museums. Training for digitising collections has been enabled through the Reimaging Remake Replay project and through lockdown we have added funding streams supporting members to expand digitisation of collections and to deliver their services on-line.

Volunteers at Cultivating Change, Museums Challenge Climate Change project at Arthur Cottage. Photograph courtesy of Mid Antrim Museum



Climate Change



What are the implications of Climate Change?

Climate change is affecting everyone and everywhere on earth including Northern Ireland. Extreme weather events are already more intense and frequent, threatening lives and livelihoods.

Some areas will become too hot - they will be uninhabitable, and farmland will turn to desert. In other regions, the opposite will happen, extreme rainfall and sea level rise will cause flooding.

People in poorer countries will suffer the most as they do not have the resources to adapt to climate change.



Our natural world is also under threat. Species and habitats on land and in the seas are being damaged. In a warmer world, animals will find it harder to find the food and water they need to live. For example, polar bears could die out as the ice they rely on melts away, and elephants will struggle to find the water that they need. Scientists believe that at least 550 species could be lost this century if action is not taken.



Wildfires are becoming more common as climate change increases the risk of hot, dry weather, and as frozen ground melts in places like Siberia, greenhouse gases trapped for centuries will be released into the atmosphere, worsening climate change.

Climate change has different effects in different areas of the world. Some places will warm more than others, some will receive more rainfall and others will face more droughts.

If temperature rise cannot be kept within 1.5°C:



- The UK and Europe will be vulnerable to flooding caused by extreme rainfall
- Countries in the Middle East will experience extreme heatwaves and farmland could turn to desert
- Island nations in the Pacific region could disappear under rising seas
- Many African nations are likely to suffer droughts and food shortages
- Drought conditions are likely in the western US, while other areas will see more intense storms
- Australia is likely to suffer extremes of heat and drought



Launch of North Climate Change and You: Look backward to Move Forward with NIMC Chair Nora Douds. Photography courtesy of North Down Museum

To support this NI Museums Council will deliver:

- **Programmes that encourage sustainability**
- **Programmes that support equality, diversity and inclusion**
- **Programmes that foster innovation and the use of digital technologies**

WHAT WE WILL DO

NI Museums Council will continue to provide leadership and to empower museums so that they can be forces for good within their communities. We will enable and encourage museums to provide safe, welcoming and trusted spaces, to facilitate conversations on a wide range of issues and to contribute to transformation to create a better future.



We will do this through seeking support for programmes such as Museums Challenge: Climate Change and providing both training and support for museums to reduce their own environmental impact. We will support energy audits and we will take part in forums and exchanges that raise awareness and support good practice in responding to the Climate Emergency.

We will maintain an advocacy and guidance role for museums on diversification of the workforce and support inclusion through ensuring museums are accessible to a wide spectrum of people. We will continue to seek funding for infrastructure improvements that make museums accessible places.

We will build on the advances in digital connectivity made as a result of the pandemic and continue to develop our own digital capacity and processes in engagement and grant management. We will continue to advocate for imaginative use of digital technologies in our museums and support this through confidence building and sharing of good practice.

We will explore programmes to foster innovation and seek funds to support museums to use and develop digital technologies in creative ways.



Reimagine, Remake Replay team members keeping up with digital engagement. Photograph courtesy of Reimagine, Remake, Replay.

Museums Contribute to Economic and Social Recovery

Museums have an extremely positive effect on society, they contribute to social cohesion, community empowerment, and can create a positive image and local identity that drives regeneration. They have the potential to contribute strongly to economic and social well-being as a driver for personal and cultural development which supports the creative and knowledge economies. They also act as a vital draw for domestic and international tourism and provide a gateway to other local cultural and heritage services.

WHAT WE HAVE DONE

NI Museums Council has taken a leadership role in profiling and supporting museums as vibrant parts of society and the economy. Through our social media and the NIMC Newsletter, we share and profile the wealth of activities going on in our local museums. Our website has also offered a platform for providing information about museum activities and events.

We have participated in campaigns to raise awareness of museums as tourist destinations through promotion of Museums Week, International Museums Day and European Heritage Open Days. In 2021 we also partnered with the Irish



Siobhan Stevenson Director of NIMC and Audrey Whitty Chair of Irish Museums Association at the launch of Museums Now.

Museums Association in Museums Now, a celebration of museums across Ireland.

Through our skills development programme we have supported both museum-sector professionals and volunteers to build specialist and transferable skills to support personal development and enhance employability. We have partnered in projects such as Steps to Sustainability which offered selected museums an opportunity to build a culture of enterprise and aims to make the heritage sector more sustainable and resilient.

We have also focused training activity on the participation of volunteers in museums and many of our local accredited museums are fully or partially volunteer run. The full range of NI Museums Council assistance is available to these museums through advice, training, accreditation and support.

NI Museums Council have been building closer links between museums and third-level education and have provided a route through which local museums can engage with these institutions. The initiative has supported workplace learning and research through a range of placements and collaborations. We also host our own annual programme of student placements to help build workplace skills and boost employability.



Volunteers maintaining and restoring railway heritage at Whitehead Railway Museum. Photograph courtesy of Railway Preservation Society of Ireland.

To support this NI Museums Council will deliver:

- **Programmes that develop entrepreneurial museums**
- **Programmes that enrich the tourism ecosystem**
- **Programmes that build skills and employability**

WHAT WE WILL DO

NI Museums Council will continue to deliver a broad range of programmes focusing on social and economic renewal. In the light of the recovery from the Covid 19 pandemic we will continue to work with the Ulster University to deliver the findings from the Museums Crisis Covid research and to work with stakeholders to understand the economic and social impact of museums.

The Late Shift: Maguires House Party at Enniskillen Castle Museum. Photography by Ronan McGrade.

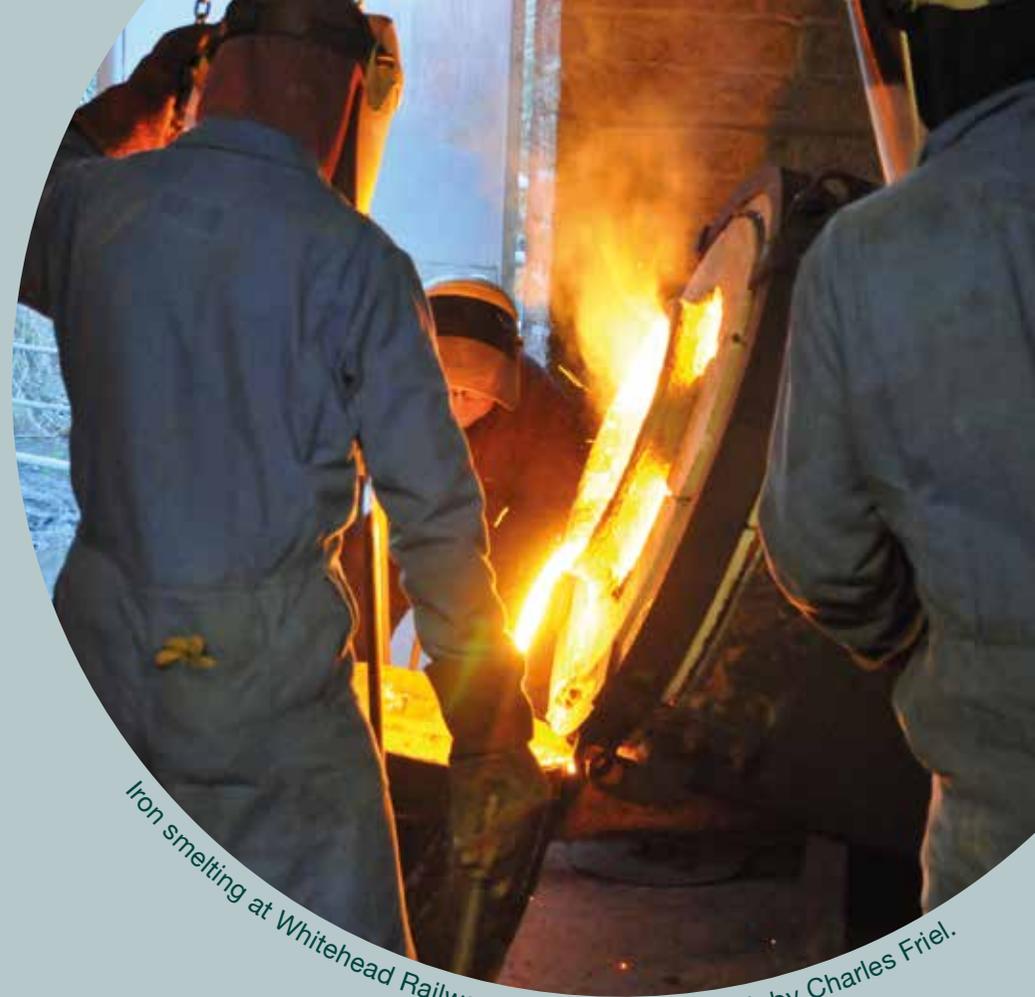


We will work with museums to deliver training, mentoring and learning opportunities that support sustainability in the museum sector. We will look for opportunities to support museums to develop improved self-generated income streams and promote learning from the Steps to Sustainability programme.

We will work with partner organisations, such as Irish Museums Association and Tourism NI, to promote museums as a tourism offer and to improve the product for visitors to Northern Ireland. We will continue to support initiatives such as Museums Week, International Museums Day and European Heritage Open Days that promote the offer of museums. We will build awareness of these initiatives within the museum sector.

We will support employability by continuing to develop greater collaboration with third-level education organisations to deliver workplace-based learning opportunities within the local-museum sector and we will host work placements within NI Museums Council.

We will look at our membership profile and extend our support for individuals who provide services to the museum sector. We will foster leadership, support local talent and strengthen local service provision through targeted skills development.



Iron smelting at Whitehead Railway Museum. Photograph by Charles Friel.

Museums Develop, Protect and Promote Their Collections and Collections Knowledge for the Benefit of Their Audiences

Museums are treasure houses of collections that they hold in trust for society. They share a collective responsibility towards current and future generations for safeguarding this valuable part of our cultural heritage and for developing and promoting collections as vibrant, meaningful and relevant.

WHAT WE HAVE DONE

NI Museums Council is a partner in the Museum Accreditation Scheme which is the baseline quality standard for museums. NI Museums Council administered and promoted the scheme for local museums in Northern Ireland offering guidance, advice and support for accreditation. This ensures that museums manage their collections properly, engage with visitors, and are governed appropriately to be the best they can be, for current and future users.

Financial support for accredited museums is distributed through a range of NI Museums Council grant schemes. We have funded collections development through an acquisition grant fund with funding from the Esme Mitchell Trust and we

help to maintain collections through a programme of grants for collections care and management.

A training programme is run annually to ensure that museum professionals have the range of skills and knowledge to support effective museum practice. During the pandemic our programme has been delivering on-line training to an even greater number of participants and has been made available for free to our members.

NI Museums Council also launched a new monthly on-line Let's Talk event, as an opportunity to share news and ideas, promote best practice, and facilitate discussion.

We also continue to offer our annual programme of networking and exchange including the Museum Forum, Museum Meet Up and the Spilling the Beans event which encourages sharing of good practice and develops awareness of new and emerging developments and issues for museums.

The programme has been supplemented during the pandemic with bespoke training run in conjunction with the Association of Independent Museums which focused on good governance and fund raising. We also continued to keep members updated of activities, opportunities, and support through our Museum Beat and a new Support and Opportunities bulletin designed to raise awareness and promote resilience in the sector.

Armagh Robinson Library launching an online exhibition of architectural drawings and collections relating to Thomas Cooley as part of the 250th anniversary



Rethatching of the monks cell at North Down Museum.
Photograph courtesy of North Down Museum.

To support this NI Museums Council will deliver:

- **Programmes to maintain museum standards**
- **Programmes to improve collections care, management and development**
- **Programmes to nurture good practice**
- **Programmes to promote resilience**

WHAT WE WILL DO

NI Museums Council will continue to progress museums development through a variety of initiatives to support and strengthen the sector and to promote excellence.

We will continue to champion high standards through Museum Accreditation, and we will encourage more museums to work towards and attain accreditation.

We will continue to support museums to develop and look after their collections through grant funding for acquisition, collections care and management and through high-quality training to develop and update skills in key collection areas.

We will provide a range of forums for networking, shared learning and building good practice. These will include formal learning events including the Spilling the Beans and Museum Forum as well as informal opportunities for discussion and exchange such as the LET'S TALK programme of on-line discussion forums.

We will continue to distribute our Museums Beat and develop the Support and Opportunities bulletin to keep our membership informed of NI Museums Council activities and to raise awareness of ways to increase resilience.

We will continue to offer a guidance and support service focused on our members and will increase the range of resources available to museums which develop and maintain high standards of practice.

We will expand our focus on volunteering in museums to support good practice. We will investigate and seek funding focused on supporting volunteering and volunteer-led museums, and we will provide training and resources for good governance and to support effective Boards.

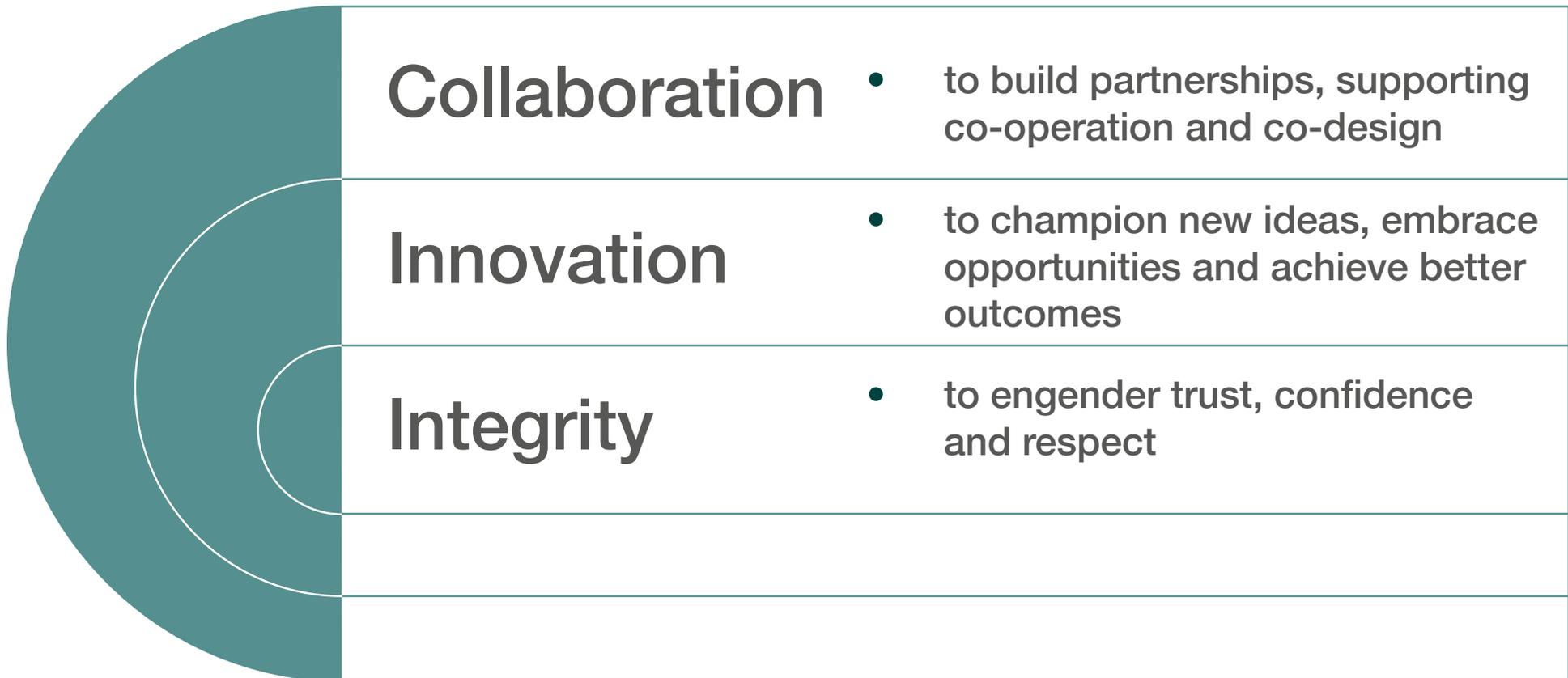
Carrickfergus Museum activities as part of the Playful Museums programme.
Photograph by Peter O'Hara.



Environmental monitoring at Springhill a National Trust Museum.
Photograph courtesy of the National Trust.

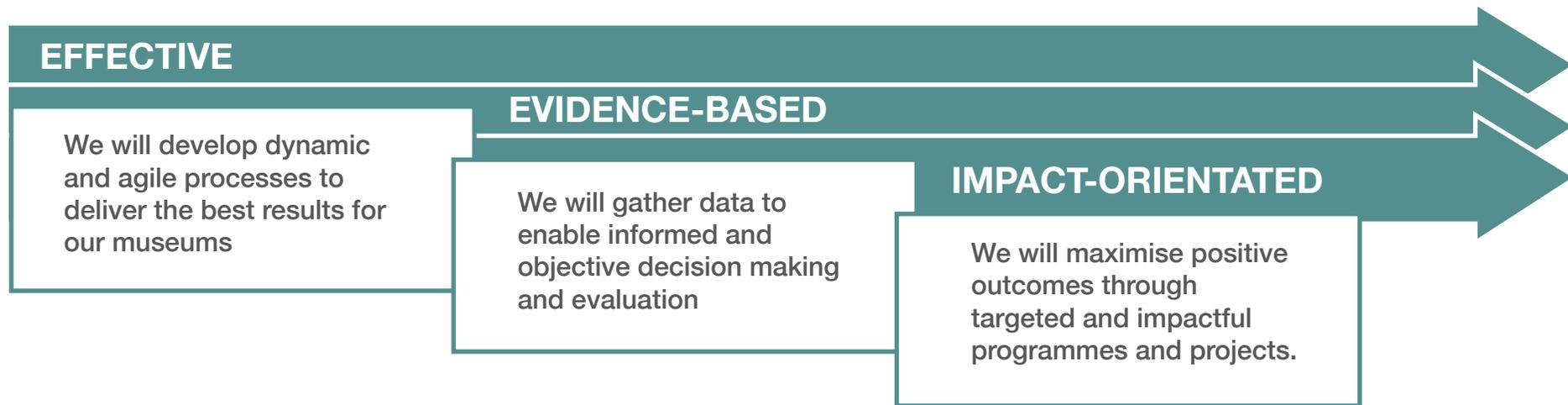
VALUES

Our core values will inform every aspect of our work and the way we do it:



Collaboration	<ul style="list-style-type: none">• to build partnerships, supporting co-operation and co-design
Innovation	<ul style="list-style-type: none">• to champion new ideas, embrace opportunities and achieve better outcomes
Integrity	<ul style="list-style-type: none">• to engender trust, confidence and respect

DELIVERY PRINCIPLES



EFFECTIVE

NI Museum Council will ensure that it operates in an efficient and effective way. That we closely align our resources to achieve our strategic priorities, that we enhance and capitalise on the energy and commitment of our people and that our policies, procedures and processes adhere to best practice.

EVIDENCE BASED

NI Museums Council will make use of the best information we have to underpin our decision making and practice. We will work with other organisations to undertake research and gather intelligence which will contribute to knowledge about museums and museum practice. We will utilise this evidence to inform our continued development.

IMPACT-ORIENTED

NI Museums Council will develop and implement an evaluation framework so that we can review our work, understand the impact of our programmes, and ensure the effectiveness of our services and support for the museum sector.

RESOURCING, NETWORKS, AND PARTNERSHIP

This is an ambitious strategy for NI Museum Council, and it is reliant on the continued support of Department for Communities to enable us to enhance our programmes and to develop the potential of the museums sector in Northern Ireland.

We will also look to attract external funding that will both supplement the support to museums in the form of grants and enable us to deliver an enhanced programme of work. Key priorities such as volunteer practice, digital collections and sectoral research present good prospects for external support.

NI Museums Council is a well-connected organisation, and we will continue to develop and maintain a network of relationships with organisations at a local and national level. These relationships are valuable to inform, encourage and inspire the work of the NI Museums Council, as well as providing support to our activities.

Collaboration is one of our core values and it is through effective partnership working that we will maximise our reach and impact. We will partner with key organisations which are closely aligned to our strategic direction to deliver many of our programmes and will build new relationships with stakeholders where our goals are aligned or where there are synergies for mutually beneficial outcomes.

The Late Shift: Maguires House Party at Enniskillen Castle Museum. Photography by Ronan McGrade.



Clodagh Lavelle, NIMC Digital Museum Co ordinator and Niamh Kelly Youth Ambassador loving life at the National Gallery Tour of Jan van Huysum's Flowers in a Terracotta Vase. Photograph courtesy of the Reimagine, Remake, Replay project.

APPENDIX A ALIGNMENT WITH GOVERNMENT

Alignment with DfC - Building Inclusive Communities

	Museums are connected to their communities and cultivate a shared sense of place	Museums enrich people's lives and create opportunities for enjoyment, learning and fulfilment	Museums drive transformation to make us more sustainable, inclusive, and innovative	Museums contribute to economic and social recovery	Museums develop, protect and promote their collections and collections knowledge for the benefit of their audiences
Wellbeing & Inclusion	Build cultural confidence Encourage participation Promote access and inclusion	Support wellbeing	Support equality, diversity, and inclusion	Skills building	Connect audiences with collections
Sustainability & Inclusive Growth	Connect museums with their communities Develop sense of place	Create positive experiences	Sustainability and climate change	Financial sustainability and entrepreneurial museums	Protect and promote collections and community assets Improve performance
Agility & Innovation	Promote co-design Community focus	Collaboration and partnership	Support innovation Embrace digital	Develop new models for delivery	Promote good practice Strengthening governance
Anti-Poverty	Empowering communities and creating safe spaces	Inspiration and aspiration for marginalised communities	Transforming opportunities	Skills and employability Volunteering opportunities Supporting tourism	Expanding understanding for working with vulnerable communities

Alignment with Programme for Government

Draft Outcomes Framework

Outcomes (draft)		
Our Children and Young People have the best start in life	Museums enrich people's lives and create opportunities for enjoyment, learning and fulfilment	Programmes that support education and outreach
	Museums are connected to their communities and cultivate a shared sense of place	Programmes that engage and involve young people
We live and work sustainably	Museums drive transformation to make us more sustainable	Programmes that support sustainability
We have an equal and inclusive society where everyone is valued and treated with respect	Museums drive transformation to make us more inclusive	Programmes that support equality, diversity and inclusion
We all enjoy long, health, active lives	Museums enrich people's lives and create opportunities for enjoyment, learning and fulfilment	Programmes that support health and well-being
Everyone can reach their full potential	Museums enrich people's lives and create opportunities for enjoyment, learning and fulfilment	Programmes that work with target groups to help them live their best lives
	Museums develop, protect, and promote their collections and collections knowledge for the benefit of their audiences	Programmes to improve collections and nurture good practice

<p>Our economy is globally competitive, regionally balanced and carbon neutral</p>	<p>Museums contribute to economic and social recovery</p>	<p>Programmes that develop entrepreneurial museums</p> <p>Programmes that enrich the tourism ecosystem</p> <p>Programmes that build skills and employability</p>
<p>Everyone feels safe – we all respect the law and each other</p>	<p>Museums are connected to their communities and cultivate a shared sense of place</p>	<p>Programmes to connect museums with their communities</p>
<p>We have a caring society that supports people throughout their lives</p>	<p>Museums are connected to their communities and cultivate a shared sense of place</p>	<p>Programmes to connect museums with their communities</p>
<p>We are a shared, welcoming and confident society that respects diversity</p>	<p>Museums drive transformation to make us more inclusive</p>	<p>Programmes that support equality, diversity and inclusion</p>
<p>People want to live, work and visit here</p>	<p>Museums are connected to their communities and cultivate a shared sense of place</p>	<p>Programmes that make museums accessible, cherished, and inspiring places</p>



Late Shift: Into the Mystic, Armagh County Museum. Photography by Jahn Baucher.

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