



A Battersea Arts Centre and Gaby Porter partnership

Creative Museums will give six museums a fantastic research and development opportunity to enrich experience for their audiences, regenerate their programmes and venues and develop new business opportunities.

*'In my own professional practice, I know how much Battersea Arts Centre's work is influencing the way heritage organisations approach the challenge of storytelling.'*

Michael Day, CEO, Historic Royal Palaces

# What's Creative Museums?

**Creative Museums** is a time limited programme of experimentation for six museums and a wider cohort of peers. The participating museums will use a process called Scratch to build lively programmes and venues which enrich the experience for visitors, directly and creatively involve their audiences, tackle challenges and generate new business opportunities. Priority will be given to small museums.

Creative Museums offers a unique practical programme of collaborative learning and testing. You will take part in workshops and masterclasses with a range of heritage, performance and arts specialists. You will be partnered with a producer to plan collaborative creative projects in your venue. You will share practice with other museums, producers and artists, exchanging skills, ideas and processes. A producer/ artist will be commissioned to work with you to realise your ideas.

**Creative Museums is run by Battersea Arts Centre in partnership with independent consultant Gaby Porter.**

Battersea Arts Centre has built a reputation in the museums and heritage sector for developing resilience both in its own organisation and in others, by using a creative process called Scratch. Battersea Arts Centre has used Scratch to shape its own architecture at Battersea Town Hall, as well as its performances. It has also used Scratch with partners and people in the education sector, social enterprises and public services. Battersea Arts Centre has recently taken on the Wandsworth Museum.

Gaby Porter brings a wealth of experience in the museums and heritage sector, especially around innovative approaches to interpretation, audience development and organisational learning.

## What's Scratch, why Scratch?

Scratch has been developed and refined over many years and projects at Battersea Arts Centre. Scratch involves practically testing ideas, listening to feedback, evolving the ideas and repeating the process. It's an iterative form of user-testing that quickly puts ideas into practice at relatively low cost, and refines them through public engagement (rather than theoretically planning and developing ideas over a long period of time). It encourages new responses to emerge and be actioned in a rapidly shifting environment. It enables good ideas to mature and creates results that better meet what people actually want.

## How might you benefit from Creative Museums?

- Are you looking to connect more closely with local people and communities?
- Are you keen to develop a programme which is richer, more playful and varied, while also affordable?
- Are you in the early stages of a capital development, and beginning to think about the programmes, spaces and services you might want to create which are fit for the future?
- Are you looking for a chance to think afresh about your 'offer' through a creative dialogue to develop new ideas and enrich audience experience?
- Do you want to encourage and enable people within your organisation to shape and develop ideas quickly and at a low cost?
- Would you like others to use your museum as a venue for performances and imaginative programmes?

***If any of these strikes a chord with you, apply to take part in Creative Museums!***

# Creative Museums - what's involved?

## Introductory sessions and selection (June – September 2015):

- Introductory session in Manchester, Newcastle, Bristol and London in late June/ July.
- Applications and selection of participants.

## Stage 1 (October 2015 - February 2016):

- Framing your own objectives for the programme.
- 2.5-day introduction at Battersea Arts Centre to meet other Creative Museums partners and Battersea Arts Centre producers.
- A practical learning programme to promote the capacity to thrive, working with a bespoke producer at your museum.
- Site visits to other Creative Museums partners to share opportunities and challenges.
- Creating an outline plan for your Scratch experiment.

## Stages 2 and 3 (April - October 2016):

- Creative learning exchanges with a producer and/ or artist to generate new ideas, possibilities and approaches.
- Working with wider partners to test your emerging plan and support your longer term ambition.
- Refining and carrying out your Scratch experiment at your own venue(s).
- Sharing ideas and challenges with the other Creative Museums.
- Presenting/ performing/ sharing findings at national conferences (AIM, MA, UMG).

## Stage 4 (November 2016 - March 2017):

- Completing your Scratch experiment and working with your team - drawing on your learning, exploring what you will take forward and how.
- Sharing your Scratch experiment online with other Creative Museums.
- Co-creating and co-hosting a national conference to share research findings in partnership with others.

*Creative Museums is able to provide some resource to support your organisation's day to day management whilst you take time to participate in the programme. Travel to training, shared learning sessions and accommodation will also be offered.*



## Applying to Creative Museums:

If you are interested in finding out more about Creative Museums, please come to one of our introductory sessions:

23 June	HOME, Manchester	12pm – 3.30pm
24 June	Watershed, Bristol	12pm – 3.30pm
8 July	Battersea Arts Centre, London	12pm – 3.30pm
15 July	SAGE, Gateshead	12pm – 3.30pm

## How do I book a place?

To book, please email [creativemuseums@bac.org.uk](mailto:creativemuseums@bac.org.uk) and include:

- Your name
- The name of the museum where you work
- A link to the museum website
- The number of people working there

Priority will be given to people working in museums with nine members of staff or less.

NB: Numbers at these sessions are limited, so please book a place as soon as you can.

We offer up to two places per museum.

*Unable to attend a session? We'll send you information about the programme and arrange a conversation with you.*

## How do I apply?

A short application form will be given out during our introductory sessions or, if you are unable to attend, we can send the form to you. The deadline to apply to be part of Creative Museums is:

**5pm Friday 4 September 2015**

If you have any immediate questions, please email: [creativemuseums@bac.org.uk](mailto:creativemuseums@bac.org.uk) or phone 020 7326 8264



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