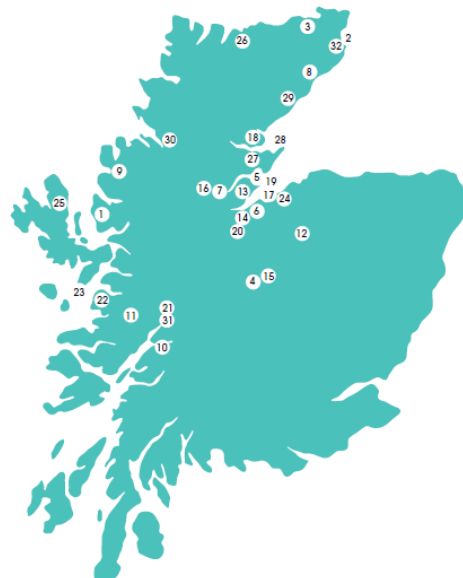




MUSEUMS IN THE HIGHLANDS

TAIGHEAN-TASGAIDH SA GHÀIDHEALTACHD

1. Applecross Heritage Centre, IV54 8ND
2. Caithness Archive Centre, Wick, KW14 5AB
3. Caithness Horizons, Thurso, KW14 8AJ
4. Clan Macpherson Museum, Newtonmore, PH20 1DE
5. Cromarty Courthouse Museum, IV11 8XA
6. Culloden Battlefield and Visitor Centre, IV2 5EU
7. Dingwall Museum, IV15 9RY
8. Dunbeath Heritage Centre, KW6 6ED
9. Gairloch Heritage Museum, IV21 2BP
10. Glencoe Folk Museum, PH49 4HS
11. Glenfinnan Station Museum, PH37 4LT
12. Grantown Museum, PH26 3ES
13. Groom House Museum, Rosemarkie, IV10 8UF
14. Highland Archive Centre, Inverness, IV3 5SS
15. Highland Folk Museum, Newtonmore, PH20 1AY
16. Highland Museum of Childhood, Strathpeffer, IV14 9DH
17. The Highlanders' Museum, Fort George, IV2 7TD
18. Historylinks, Dornoch, IV25 3SF
19. Hugh Miller's Cottage, Cromarty, IV11 8XA
20. Inverness Museum and Art Gallery, IV2 3EB
21. Lochaber Archive Centre, Fort William, PH33 6FF
22. Mallaig Heritage Centre, PH41 4PY
23. Museum of the Isles, Armadale, Isle of Skye, IV45 8RS
24. Naim Museum, IV12 4EE
25. Skye and Lochalsh Archive Centre, Portree, IV51 9EE
26. Strathnaver Museum, Bettyhill, KW14 7SS
27. Tain Through Time, Tain, IV19 1DY
28. Tarbat Discovery Centre, Portmahomack, IV20 1YA
29. Timespan Museum and Arts Centre, Helmsdale, KW8 6JA
30. Ullapool Museum, IV26 2TY
31. West Highland Museum, Fort William, PH33 6AJ
32. Wick Heritage Museum, KW1 5EY



HMF MUSEUMS IN THE HIGHLANDS
TAIGHEAN-TASGAIDH SA GHÀIDHEALTACHD

Working together to sustain, develop and promote
Highland Museums www.museumsinthehighlands.com
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App available. www.hearthighland.org



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BENEFITTING EVERYONE

A' TOIRT BUANNACHD DO GACH NEACH

In everything we do, we aim to reward everyone who engages with our museums. From visitors and tourists, to staff and volunteers, to local residents and businesses, and to the Highlands that we represent, we believe our work brings a wealth of historical, cultural, social, educational and financial benefits.

Volunteers benefit...

"When we did finally move to Helmsdale we were keen to get involved in the village and were not sure how to go about it. Timespan was a godsend. It has been a real lifeline."

Mike and Gerry Wood, Volunteers, Timespan

Children benefit...

"Being a member of Peter's Pals is fantastic. I love bringing my family and friends into the Museum to see my artwork on display on the new Robert Dick panel."

Teagan Williamson, aged 10, one of the members of "Peter's Pals" Children's Museum Club, Caithness Horizons

Local businesses benefit...

"The Highland Museum of Childhood is enabling small businesses like my own to access good quality, affordable space in which to trade."

Green Kite Fair Trade, shop tenant of Highland Museum of Childhood

Visitors benefit...

"It's great to have hands-on activities for the kids. This way they learn much more about Naim's history!"

Visitor, Naim Museum

"Delightful museum, pleasant surprise!
Very helpful and informative staff."

Visitor, Grantown Museum

"Fantasticly informative museum and family history resource centre. The curator was really friendly and helpful."

Visitors, Dunbeath Heritage Centre

The Highlands benefit...

As part of the Highland and Moray Museums and Heritage Partnership, HMF is involved in My Heart's in the Highlands Homecoming 2014, developing a significant coordinated events programme alongside training and marketing.



A CASE FOR SUPPORT

WORKING TOGETHER

to sustain, develop and promote
Highland museums

AG OB AIR COMHLA





BUILDING RELATIONSHIPS A' TOGAIL DHÀIMHEAN

OUR MISSION STATEMENT

The member organisations of the Highland Museums Forum (HMF) work together to sustain, develop and promote museums in the Highlands. We are here for people, objects and Highland communities. Together our Highland museums provide a diverse and high quality service, embedded in our communities, for schools, for tourist visitors and to support our local economy.

Our background

HMF members represent 29 organisations, 19 of which are independent and part funded through Service Level Agreements (SLAs) with the Highland Council. The Highland Archives, the Highland Folk Museum and Inverness Museum and Art Gallery are run by High Life Highland and supported through a SLA with the Highland Council, while the remaining museums are independently supported or run by the National Trust for Scotland.

Those museums funded by the Highland Council contribute to a range of **Working Together for the Highlands** commitments outlined in the 2012-2017 Highland Council Programme, and specifically those relating to **Economy, Children and Young People and Empowering Communities**.

We take great pride in the wonderful collections that we curate, and in the fact that many of our museums are based in beautiful historic and listed buildings. Together these have a local, national and international significance which helps us to deliver our Highland story with relevance and authenticity.

MAKING CONNECTIONS A' DÈANAMH CHEANGALAN

We want to keep our museums alive and relevant – today, tomorrow and for many years to come – by connecting with as wide an audience as possible.

HMF connects local and tourist visitors to the story of the Highlands by caring for objects and involving local communities in our work. We aim to curate our history and the objects that illustrate it to the highest possible standards, bringing them vibrantly to life and making them accessible, interesting and exciting to a wide range of people, in diverse and innovative ways.

At HMF we...

- look after objects and tell their stories
- interpret the history of the Highlands through exhibitions, events, learning and community programmes
- create authentic experiences for our tourist visitors
- offer ancestral tourism, family history resources and supported research
- provide an enquiry service and local history resources and archives
- maintain extensive photographic archives, online and at various venues
- create professional jobs in rural locations
- offer positions, with support and training, to 567 volunteers
- involve older people from the community, as volunteers and in projects
- offer a welcome haven to visitors who, in this part of the world, may experience four seasons in one day
- provide guided walks and an exciting lecture programme throughout the year
- manage cafés and shops which provide a valuable additional income stream
- initiate a range of projects and programmes such as **My Heart's in the Highlands** for Homecoming 2014
- maintain a Skills Development Programme for staff and volunteers to enhance knowledge, build capacity and create networks
- ensure that the Highland story is available to the widest possible audience by providing a digital gateway to the Highlands using a variety of online resources and apps

INVITING INVOLVEMENT A' FIATHACHADH COM-PÀIRTEACHAS

By involving the wider community in our work we believe we can make our visitors' experiences of our museums all the more meaningful and authentic.

Our professional staff are supported by well-trained volunteers who offer local knowledge and a fresh perspective on the stories we tell, allowing us to present and interpret our collections in the most accessible and engaging way. Local residents will often be part of organisations working in partnership with our museums on special projects such as community curation, artists' residencies or reminiscence sessions.

Many of our museum members work with local businesses to promote their location as a tourist destination – encouraging visitors to not only come to the museum, but also visit local shops and cafés and book overnight accommodation. Local artists and craftspeople benefit from using our museum shops as an outlet to exhibit or sell their work.

Our goals

We aim to connect people to the real things which tell the story of the Highlands by:

- offering authentic tourist experiences
- involving our communities in the history of their place
- caring for objects and the buildings which house them
- offering learning experiences to develop an understanding of our past
- preserving and sharing Highland history

Our objectives

We want to inspire, engage and inform people about the Highlands of Scotland by:

- providing a regularly changing programme of exhibitions
- creating a full and exciting events programme
- introducing community programmes which involve local residents and businesses
- developing opportunities for learning that link to The Curriculum for Excellence

MAPPING SUCCESS A' MAPADH SOIRBHEAS

We constantly strive to improve our museums and aim to achieve ever increasing national standards for our collections, visitors and communities.

Staff and volunteers sit at the heart of our member organisations and we aim to develop their knowledge and expertise and create strong networks.

23 museums have achieved Museum Accreditation – a national quality standard

We care for **187,000 objects** ranging from a 19th century infant's tiny amulet to an entire 18th century croft, and from fossil fish and Neolithic stone axes to Mungo the Millennium Bear

We ran **1,768 events** in 2013-14

We delivered **410 school visits** during 2013-14

486,000 individual visits were recorded during 2013-14

We employ **143 staff** and have **567 volunteers**

We secured **£423,000** in external funding in the last 12 months

An Economic Impact Survey of the 19 independent museums, carried out in 2010, calculated a total impact of **£1,006,000** with an estimated tourism contribution to the Highland economy of **£3m***

A 2012 visitor survey** of HMF museums found that:

99% of people said that they would recommend a HMF museum as a place to visit!

96% of respondents said that their overall experience at the HMF museums was **excellent or good**

88% of people said that visiting a museum or heritage centre was **very important or important**

92% of museums have gained a Visit Scotland Star rating of 3 star ★★★ or above, with 5 museums gaining the maximum 5 star ★★★★★ award.

* Impact Analysis of Independent Museums Revenue Funded by the Highland Council, Steve Westbrooke June 2010.

** Visitor Survey carried out between July and September 2012 across 23 museums. Analysis and report by HI-Arts Audience Development.