

# Summary of case studies of innovation and entrepreneurship in museums and galleries in Scotland

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In response to the Committee's request for evidence of where the culture sector carries out existing innovative and entrepreneurial practise, the below case studies showcase the range of ways museums and galleries in Scotland innovate to increase their resilience.

## Relevant case studies – links through to full published page on Museums Galleries Scotland website

### [Glencoe Folk Museum](#)

Fundraising Consultant Katie Mullen explains how new events, income streams, strategies, and management tools have helped to build the financial resilience of Glencoe Folk Museum. The creation of ethical fundraising policies, and training for staff and volunteers on how to identify new opportunities for income generation. We've introduced new Customer Relationship Management software to keep track of current and potential donors and have identified previously untapped sources of funding from major donors, legacies, community appeals, The Giving Lottery, online raffles, and events.

### [Govan Stones and Fairfield Museum collaboration and joint marketing](#)

In this case study Abigail Morris (Fairfield Heritage) and Frazer Capie (The Govan Stones) discuss the impact and learnings from their joint marketing campaign on the Glasgow Subway. The marketing campaign was a great success and drew more visitors to Govan who, previously were unaware of the heritage offering.

### [Aberdeen Art Gallery Shop at the Top](#)

Matthew Williams, Commercial Development Manager for Aberdeen Archives, Gallery and Museums at Aberdeen City Council, explains how Aberdeen Art Gallery overcame structural challenges in their redesigned building to create a



new museum shop supporting local creative makers. The expanded space is now used for local makers work and for books aimed at visitors and local creatives. The mix of products in different price ranges makes the space profitable as it has options for all visitors.

### **Snorkel Safari at Stromness Museum- paid activity**

Stromness Museum have been running Snorkel safaris out of their local harbour in Orkney with the aim of encouraging more visitors to discover the fantastic natural history on the museum's doorstep. Katy Firth, the museum's Climate Change Exhibitions and Outreach Officer, explains how crucial local partnerships have been in helping to embed this project into the local area, as well as providing a greater understanding of the museum's collections to a much wider audience.

## **Other key case studies (currently not on website)**

### **Glenesk Folk Museum 'flock to sock' project**

Will hopefully be a filmed case study this year). They created a new stream of income by working with a local farmer to produce socks made from spare wool which they now sell in the museum shop and online. A news story was published on this [here](#).

### **University of Stirling/the Stirling Smith Art Gallery and Museum**

University of Stirling had a grant from us to help build staff resilience and had a very successful outcome at the end of it. The appointment of a Public Engagement Officer provided a wide range of public engagement programme which allowed us to demonstrate the importance of the service internally and externally. Once the recruitment freeze period was over the University recognised the importance of this type of role and provided internal funding to continue the role on a full-time basis.

## **Recently funded projects that focus on diversifying income streams**

### **West Highland Museum**

Refurbished the Jacobite Gallery so they were able to loan international items. They were able to charge visitors for the resulting temporary exhibition, opening



up new funding streams.

### **Kinloch Historical Society**

This project will bring a strategic step change to the museum offering, opening new opportunities creating new displays, sustainable growth, and new employment opportunities. The Project has three key elements which have been driven by museum visitor, staff, volunteer, and wider community feedback. These are 1 Creation of a Development Post to work with community volunteers to create new displays and interpretation to contextualise new and existing displays incorporating the oral tradition, bringing new revenue and partnership opportunities. 2 The purchase of a bespoke case 3 Training, coupled with new the displays and activities.

### **Robert Burns Ellisland Trust**

Various things undertaken with different funds – renovating a kitchen so they could provide catering/host events, developing a membership scheme, trialed engagement work with local family communities which opened up additional funding opportunities.

### **City of Edinburgh Council (Museums Galleries Edinburgh)**

Museums Galleries Edinburgh (MGE) Income Generation – undertaking a strategic review of income generation activities, exploring opportunities such as: charging for entry, donations, the value of temporary exhibitions and public programmes including income and expenditure, fundraising and philanthropic giving, sponsorship, retail and catering, venue hire.

### **South Ayrshire Leisure**

Introduced dedicated retail space to Rozelle House and developed new product lines utilising images of their collections.

