

SHARED Vision

In response to Arts Council England's strategic framework *Let's Create*, and to current policies and thinking around museums' responsibilities and influence in their communities and the wider world, we have drawn up **SHARED Vision** – a set of guiding principles that underpin our work. We invite museums in the East of England to adopt these too.

Adoption of the SHARED Vision principles will be a pre-requisite to receiving SHARE grants and museums are encouraged to reference these aspirations in any grant applications to SHARE.

Our Vision

Museums in the East of England provide people and communities with creative opportunities and cultural experiences. They are a vital part of the creativity and cultural engagement of our region.

Inclusivity & Relevance

The East of England's diversity is reflected in its museums. They strive to be more relevant and more important to more people.

- Museums will work actively with their local communities, especially with under-served groups, and consult widely to inform their work.
- Museums' workforce, leadership and governance (paid and voluntary) should increasingly reflect the communities they serve.
- Museums will be safe workplaces with inclusive organisational cultures.
- Museums will make their collections, displays, exhibitions and activities more relevant and more widely accessible, in line with Arts Council's *Creative Case for Diversity*.

Dynamism

Museums are dynamic and able to respond to the challenges of the next decade. They make use of SHARE resources, training and advice to develop and improve the services they offer.

- Museums are willing and able to adapt to their changing environment and needs of their communities with an agile business model and mission.
- Museums use appropriate technology and develop the digital skills of their workforce as well as digital access for their audiences.
- Museums support the development and wellbeing of their paid, unpaid and freelance workforce.

Ambition & Quality

Museums are ambitious and committed to maintaining and improving their quality of their work. They consult with their users and workforce to evolve and develop the quality of their offer.

- Museums have a Forward or Business Plan with goals and the means to measure progress.
- Museums consult and gather feedback on all aspects of their work from a wide variety of sources and act on the results

Environmental Responsibility

Museums acknowledge their environmental impact and work to reduce it. They support learning and engagement about environmental issues.

- Museums measure their environmental impact, create action plans and track their progress in making ongoing environmental improvements, and update their plans to drive further progress.
- Museums use collections and events to facilitate society's environmental debate and learning.