



Supporting arts and cultural  
organisations to strengthen  
values and purpose

**COMMON CAUSE**  
FOUNDATION

**the happy  
museum**

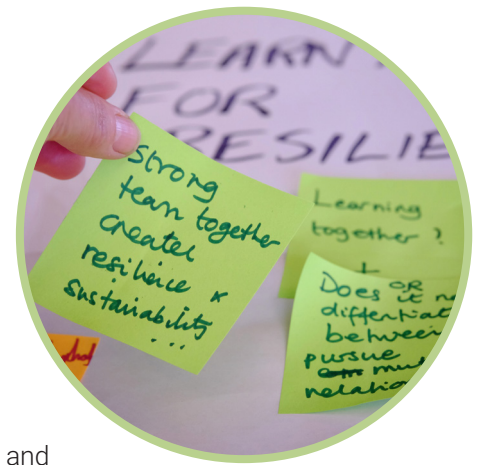
### Happy Museum and Common Cause Foundation are working together to support arts and cultural organisations to:

- Understand values, to build connections with the communities that these organisations serve
- Help build community cohesion and heal divisions
- Foster a deeper sense of place, and strengthen civic participation
- Nurture and amplify public concern - and build public agency - around issues such as climate change, species extinction, or social inequality
- And, by working in these ways, strengthen wellbeing across diverse demographics

We have a proven track-record in supporting organisations by opening up conversations; sharing good practice; and supporting tangible changes in the relationship between arts or cultural organisations and the communities in which they are embedded.

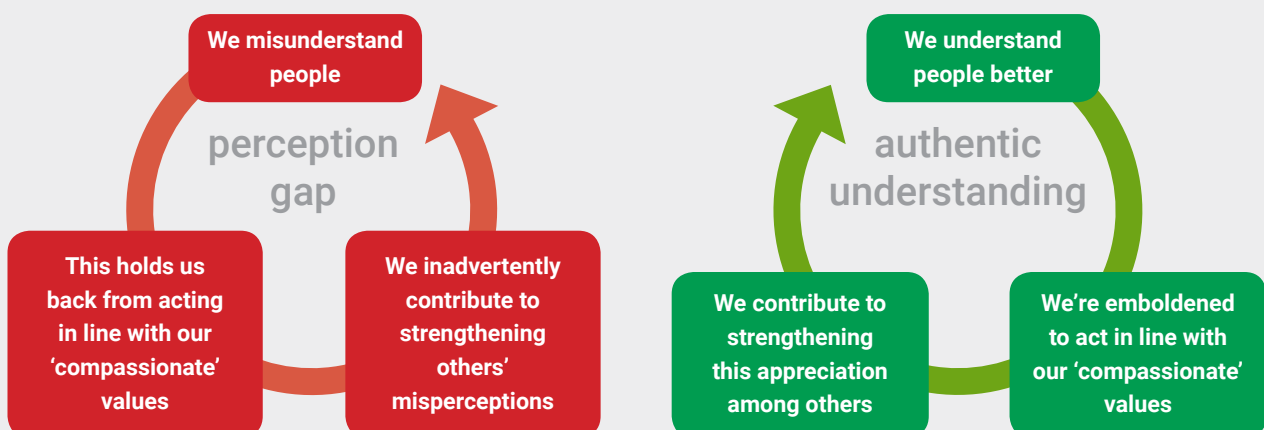
Our collaboration brings together two crucial areas of expertise:

- **Common Cause Foundation brings** a decade working with the social psychology of values in order to bring people together, uncover common ground, inspire civic participation, deepen public expressions of concern about issues of social and environmental concern, and enhance wellbeing.
- **Happy Museum** draws on long-standing experience supporting organisations to rethink their purpose in relation to people, place and planet. Through academic research, thought leadership, peer networking, advocacy, training and action research, Happy Museum has worked directly with over 70 UK museums and impacted many more through events and an online presence which stretches globally.



### Values for cohesive, self-confident and outward-looking communities

Research across diverse UK demographics and regions shows most of us care deeply about one another and the world around us, valuing things like equality, compassion and kindness. However, tragically, a large majority of us underestimate the importance that our fellow citizens place on these values - and this 'Perception Gap' can hold us back. Conveying a more authentic understanding of what people typically value can be transformative. People who hold truer perspectives of others' values report deeper connection to their communities, show greater motivation to become civically engaged, are more likely to support action on social or environmental challenges, and have higher wellbeing.





*"We have an opportunity to convey to people the simple truth that most citizens care deeply for other people and the places that we live – much more than we currently imagine. Cultural organisations can show the way in beginning to communicate this truth [...] this is a good-news story that can and must be told..."*

**Dr Nick Merriman, Director of Horniman Museum, former Director of Manchester Museum**

## Supporting you in values-led change

Through pioneering work in Greater Manchester, we have developed a range of tools and approaches, to help organisations explore and evolve their purpose, while forging deeper connection with the people and places that they serve. Many of these resources are freely available on our websites, including the seminal toolkit: **Discover and Share - ways to promote positive values in arts and cultural settings.**

*"Greater Mancunians are compassionate and naturally generous, so it's no surprise to see this reflected in the survey... However, while it's clear that these are values we all share, our perceptions of each other are very different. We need to explore ways to bridge that gap, challenge these perceptions and believe in each other, so together we can build an even greater society."*

**Andy Burnham, Mayor of Greater Manchester**

We are working with a diverse range of arts and cultural organisations to seize the potential of this work through customised training, coaching and consulting. Working with you we could provide:

- **Seminars and workshops** introducing the social psychology of values to organisational teams, framing deeper questions and inspiring new practices. These range from short introductions on 'values literacy' to deeper explorations of the opportunities for projects, organisations, or departments.
- **Convening and supporting communities of practice** facilitating groups within organisations and communities to apply and embed this thinking.
- **Mentoring and peer-partnering** to build personal agency and shared learning within and between organisations.
- **Quantitative and qualitative evaluation**, developed with leading social psychologists, establishing baseline data, and tracking progress (adaptable to the needs of different organisations and funding bodies).

**Get in touch to find out more or for an exploratory conversation.**

*"I really appreciated the risk which this workshop took in subject matter, expertise and format. The risk was really worth taking"*



*"It was really thought provoking and so useful for my next project. We try always to challenge our assumptions, to empathise and not judge - but this ramped it up"*

*"Common Cause gives us a completely different perspective on how we think, and a framework within which we can actively curate and communicate to promote the shared 'compassionate' values of our visitors and volunteers - and their fellow citizens. This is crucial in ensuring we remain true to our purpose".*

*"A really enlightening and helpful session, giving a strong support basis for pushing for greater application of altruistic, universalist values in our organisation"*

View our short video: [Compassionate Values, Transformative Action](#)



Happy Museum and Common Cause Foundation are non-profit organisations.

## COMMON CAUSE FOUNDATION

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