



### Happy Museum Affiliate Scheme Members as at February 2017

Organisati on	Description	What we wish to give and gain	Contact
<b>Leeds Museums and Galleries</b>	Major Partner Museum with over one million visitors a year across nine sites in Leeds	<p>Museums are about stories. Stories can be comfortable bedtime tales or challenging moral fables. Stories are social, and they are better shared. We want to be openly active in our communities ad build stories together.</p> <p>As the largest local authority museum service in the country, we welcome over a million visitors a year through the doors of our nine museums and galleries, or on outreach in the local community. What would happen if we made all those individuals and families a little more resilient because of their visit? A little more playful? Or encouraged them to be a little more experimental? How would we do that? How could we measure that? We believe that being an affiliate of Happy Museum will help us to develop as a service, share and grow stories, by using the framework as a reflection and planning tool. We believe that working within a local authority gives us more power and influence to change the city as a whole by working alongside Housing, Health and Social Care, Regeneration, Children’s Services and Environments and Neighbourhoods            John Roles, Head of Service</p>	Kate Fellows Lifelong Learning Manager kate.fellows@leeds.g ov.uk

<p><b>Design Museum, London</b></p>	<p>Independent museum in London with xxx visitors a year.</p>	<p>The Design Museum re-opened in Kensington in November 2016. Its vision is to inspire everyone to understand the value of design. As part of the museum's 10 year development journey, the museum consulted extensively with audiences ('users' in design speak) about their wants, needs and dreams for the new museum. Placing visitors at the core was essential in building a museum programme that actively responds to user need – a fundamental design principle. The museum's Learning and Research teams began to re-imagine activity around Happy Museum principles as part of the inaugural Museum Association Transformers programme. The resultant 'Design and Wellbeing' Community Engagement programme comprises strands of activity for local visitors framed loosely by the NEF 'Five Ways to Wellbeing'. Understanding the benefit of peer exchange and the value of professional reciprocity underpins the wish to affiliate with the Happy Museum in order to inform the programme as well as to share insights garnered over the life of the project.</p>	<p>Helen Charman Director, Learning and Research <a href="mailto:helen.charman@designmuseum.org">helen.charman@designmuseum.org</a></p>
<p><b>Reading Museum</b></p>	<p>Local authority museum service in the SE with xxx visitors a year.</p>	<p>Our strategy towards the environment and well-being has developed as a direct result of the Happy Museum project and represents our commitment to be a museum that places these concerns at the centre of everything we do, but we cannot achieve this in isolation; we want to keep the momentum going. We recognise that such reflective practice will need continuing support and input from the Happy Museum community and we will value the peer support and challenge that affiliation would bring.</p> <p>I think of it as an allotment, the town of Reading is my Museum's patch, and by going back to the communities we have built relationships with, we will be double digging, deepening the dialogue, putting good things back into the top soil and nourishing the grass roots. The Happy Museum affiliate scheme will be like having fellow gardeners around, we can share tips on how to get things growing.</p>	<p>Brendan Carr Community Engagement Curator <a href="mailto:brendan.carr@reading.gov.uk">brendan.carr@reading.gov.uk</a></p>

<p><b>Mental Health Museum, Wakefield</b></p>	<p>NHS Foundation Trust museum in West Yorkshire open Wed – Fri. Engagement numbers of approximately 12,000 per year.</p> <p>(The museum is governed by South West Yorkshire Partnership NHS Foundation Trust.)</p>	<p>At the Mental Health Museum (MHM) we believe that access to real, powerful and tangible human experiences inspires change; from the privately personal, to a collective revolution. Our extraordinary collection aims to support the empowerment of people; joining people together to combat mental health stigma and prejudice. The MHM building is situated at Fieldhead Hospital; home of the Yorkshire Centre for Forensic Psychiatry along with a diverse range of both inpatient and outpatient mental health services.</p> <p>Our location, alongside our collection, is inextricably linked to the West Riding Pauper Lunatic Asylum (later known as Stanley Royd Hospital); its histories, lived experiences and activities. The natural environment played a significant therapeutic and practical role at the hospital, and there have been both lessons learned and success forgotten. We want to utilise our collection and knowledge of the past to engage and encourage our communities to explore, learn and re-imagine our grounds as an important part of a sustainable and wellbeing focused environment today, and for the future.</p> <p>The MHM seeks to respond to the urgent challenges that climate change and social inequality present to society today, and continue to collect objects and human experiences that reflect the social, personal and physical landscape of mental health. By joining the Happy Museum Affiliate Scheme we hope to develop a practical framework of action and forge meaningful relationships with organisations across the country. We seek to harness the Happy Museum principles and values to drive meaningful change at cultural, social and clinical/specialist levels within NHS services and health care networks</p>	<p>Ruth Quinn, Museum Assistant  <a href="mailto:Ruth.quinn@swyt.nhs.uk">Ruth.quinn@swyt.nhs.uk</a>          Cara Sutherland, Curator  <a href="mailto:Cara.sutherland@swyt.nhs.uk">Cara.sutherland@swyt.nhs.uk</a>          01924 328 654</p>
<p><b>Toynbee Hall, London</b></p>	<p>A community organisation in the East End of London working on the front line in the struggle against poverty.</p>	<p>A new HLF supported restoration and regeneration project at Toynbee hall is enabling us to pioneer new solutions to social problems, to become increasingly creative in how we develop ideas, and to engage with the community and inspire and empower them to help find new solutions to chronic problems. Much of this work will be inspired by our archives and history to show the community what was achieved in the past and how they can help change the future. As a Heritage team working outside of a cultural institution, we hope the Affiliate</p>	<p>Eleanor Sier          Heritage Learning and Participation Manager  <a href="mailto:Eleanor.Sier@toynbeehall.org.uk">Eleanor.Sier@toynbeehall.org.uk</a></p>

		programme will connect us with heritage and museum professionals interested in the areas of wellbeing, sustainability and social action for shared learning and encouragement.	
<b>Culture24</b>	UK wide digital agency working with museums and other heritage organisations on ways to better engage audiences	<p>Becoming a Happy Museum Affiliate Partner allows us to help museums better understand how to embrace digital technologies to meet the principles advocated for by The Happy Museum.</p> <p>We want to learn how to build the values of Happy Museum into all our work and thinking, and ultimately advocate them to the museum sector. Key ideas such as participation, co-creation, playfulness and experimentation are guided and informed by digital culture and we wish to encourage museums to take on these ideas within their 'digital work' so that they can connect more meaningfully with audiences of today, and also embrace digital in their strategic thinking as a force for positive social change.</p>	<p>Jane Finnis CEO Jane <a href="mailto:jane@culture24.org.uk">@culture24.org.uk</a></p>
<b>Encounters Arts - Museum of Now</b>	Encounters specialise in The Art of Invitation, creating spaces and processes for people from all walks of life to explore their relationship with themselves, each other, where they live and the wider world. Based in South Devon.	<p>In the midst of ecologically challenging times it feels vital to be amongst organisations with a shared ethos and principles. In a recent partnership with Torbay Museum we created the Museum of Now which revealed unique insights into human life in South Devon through performance, exhibitions, gatherings and craft. Six artefacts were created that reflected local contemporary concerns and Torquay Museum has accessioned four of these artefacts as objects of 'social historical importance'. Through recent Elevate funding from ACE we are developing Museum of Now as a model for working with other museums. Affiliation with the Happy Museum will offer us insights into the concept of Stewardship which is a growing focus of our overall work - what can be gained by looking back at how we lived to look forwards at how we might live in the future - and how we can expand our understanding and practice, especially at bioregional levels.</p>	<p>Shelley Castle Co-creative Director <a href="mailto:admin@encounters-arts.org.uk">admin@encounters-arts.org.uk</a></p>

<p><b>Seven Stories - the National Centre for Children's Books</b></p>	<p>Independent museum in Newcastle with 200,000 visitors per year (75,000 at our museum and 125,000 to our touring exhibitions).</p>	<p>Seven Stories is an accredited museum with National styling, dedicated to British children's literature in the UK. Children's books and our collection holdings are at the heart of all our activity, enabling us to work with young audiences to originate exhibitions and programming. Looking forward, we are revising our learning &amp; participation policy to advance our goal of empowering children and young people to explore ideas of self identity, empowerment and citizenship with innovative interpretations and opportunities for new work or creative responses to be made. A strategic partnership with Newcastle University is helping us to think in new ways about the societal issues that face us all and to evaluate our work, helping to measure how our programmes are making demonstrable impact on defined outcomes. Our biggest challenge is to consolidate our activity onto one site, as we do not yet have a permanent home for our growing Collection. We are in the early stages of envisioning a new capital project, with stakeholders from Newcastle University and the City Council. Consultation with the Happy Museum Network would help us to test ideas and develop a sustainable model with people and collections at its heart. Opportunities for peer learning provided through the Happy Museums Network would help to support and inform current work to develop our practice and to re-image Seven Stories.</p>	<p>Kate Edwards Chief Executive <a href="mailto:amanda.beckham@sevenstories.org.uk">amanda.beckham@sevenstories.org.uk</a></p>
<p><b>The Atkinson, Southport</b></p>	<p>A local authority-run museum and arts complex in the NW, with around 500,000 visits a year</p>	<p>We bring together a unique range of activities in one building – theatre, music, dance, cinema, exhibitions, museum displays, retail and catering; as well as literacy development, People's Network and Job Club. We want to rethink how we use our collections and programmes to connect with people's lives and impact more fully on wellbeing. We also want to think differently about the conversations and the interactions we have with our visitors, users and customers. The opportunity to become an Affiliate of the Happy Museum programme could not have come at a better time. It will be a 'safe space' where we can test new ways of engaging people; making collections and activities relevant; be challenged and supported to create a cultural environment that makes people feel valued.</p>	<p>Emma Anderson Director <a href="mailto:emma.anderson@sefton.gov.uk">emma.anderson@sefton.gov.uk</a></p>

<b>Oxford University Museums Partnership</b>	Four university museums with 2 million visitors a year across all sites	Our work and approach in the Oxford University Museums (Ashmolean, Pitt Rivers Museum, Oxford University Museum of Natural History, Museum of the History of Science) chimes closely with values expressed by the Happy Museum. Universities are at the centre of debate, discussion and research and as University Museums we are well placed to be actively involved in engaging people around some of the big issues and current research and to develop connections with relevant thinkers in diverse fields from classics to mathematics, and including economics, ecology and psychology. Joining the Happy Museum as an Affiliate will help us experiment with ways that museums can be places to experiment, innovate, reflect, connect and play.	Jo Rice Head of Education, Ashmolean jo.rice@ashmus.ox.ac.uk
<b>National Trust Midlands</b>	National Trust, Midlands with 40 properties in the region	Through five themed innovation groups involving forty diverse properties we are developing more innovative practice in how we interpret our stories and places. Themes include; personal engagement, outdoor interpretation, resonance and relevance, renew and refresh and treasure houses. We are exploring how to embed human centred design process through Scratch (supported by Battersea Arts Centre) and rethinking our personal engagement with visitors, inspired by immersive theatre, performance, and new approaches to tours led by Museum Hack. Our ambition is to be more innovative and creative in how we share our stories, to connect with visitors on a deeper level, to work collaboratively with audiences and gauge their emotional response – ambitions which chime with the Happy Museum project. A particular focus for us will be exploring what play means in a historic environment, what are the challenges and opportunities and how we can make our places more playful for all audiences. We hope the Happy Museum Affiliate Scheme will enable us to work much more closely with the wider heritage sector and through its networking and peer support, enable us to learn and share current practice.	Nicky Boden Visitor Experience Nicky.Boden@nationaltrust.org.uk

<b>People's History Museum, Manchester</b>	Independent museum in the NW with xxx visitors a year	Our manifesto, created as part of the FutureProof museums project, helps us to re-iterate our deep commitment to fostering a sense of community around the museum, to being authentic and brave, working toward a sustainable future for all. To the Affiliate Scheme we will bring an open mind, a sharing attitude, a generosity of spirit and a bag full of tools that we have used to create the museum we are today. We have experience of engaging responsively and directly with political events. We can share 'warts and all' learning from experimental participatory projects. We believe in the power of co-operation to create a better world. We want to learn from others doing similar (and completely different!) work. We want to develop our team, help them learn from best practice and foster a culture of innovation. We want our visitors and communities to benefit. We want to work collaboratively to help tackle the big issues that affect society, to meet like-minded forward thinkers who can develop how museums are best placed to do this within a turbulent and unpredictable world.	Janneke Green Acting Director janneke.geene@phm.org.uk
<b>Abergavenny Museum - Monmouthshire Museum Service</b>	Museum service in Wales	Our 2013 Weaving Well Being project, inspired by the Happy Museum Principles, led us to embrace the need for change within our organisation and gave us a strong taste of what a Happy Museum could be like. The project helped us to extend our responsibilities of stewardship to include the natural environment and begin to explore different ways of that active participation in collections could generate wellbeing. . During our weaving wellbeing project we became aware of the wellbeing benefits of "flow" that allowed some of the young carers participating in the scheme to experience the sensation of feeling relaxed for the first time when they were using their hands to weave a scarf. We want to explore this further.. Through the Affiliate Scheme we hope to learn from peers across the museum sector and share Happy Museum Principles with our colleagues within Monmouthshire County Council.	Megan De Silva Objects Conservator MeganDeSilva@monmouthshire.gov.uk

<b>Chester Zoo</b>	Zoo in the NW with xxx visitors annually.	Involvement in a Happy Museum commission facilitated Charlotte's move from IWM to the zoo sector, where the drive to change things for the better is perhaps more explicit Chester Zoo's mission is to be a major force in conserving the natural world. In addition to our field work, conservation breeding and scientific work, we focus on how we can engage people with some of the major issues our planet faces and on encouraging a connection with nature, fostering active citizenship and behaviour change. Concern for the environment is threaded through our decision making – we aim to 'walk the walk' as well as 'talk the talk'. This focus on the environment and sustainability is well developed in many zoos and this is something we could share with the wider cultural sector through the Affiliate Scheme.	Charlotte Smith c.smith@chesterzoo.org
<b>Museum of Homelessness</b>	In development	The Museum of Homelessness (MoH) is the first of its kind in the UK and is being developed by people from all walks of life, including those who have been homeless. Our community explores the art, history and culture of homelessness to make a difference for homeless people today. We make the invisible visible through collecting, research, events and exhibitions. We do not yet have a building, so we are working with partners to produce our public programme. We look forward to sharing our expertise, practice and research with the wider group both formally and informally. We would love to run a Happy Museum affiliated event at the One Homeless Festival of arts, directed by MoH core group member and artist David Tovey in August. The event would connect other affiliates with the wider arts and homelessness sector. We can host affiliates at our social enterprise Hub in Victoria as well as connect affiliates with other social enterprises that we are in contact with including organisations such as One Family Matters, Peer Power, AY Group and our landlord Clear Village.	Matt Turtle Co-Founder matt@museumofhomelessness.org

The Affiliates will join our existing peer learning network established in June 2015 as an in-depth **5 YEAR STUDY** with a small group of museums, investigating the impact of wellbeing and sustainability on individual, organisational and community resilience. The museums are brought together in a dynamic programme of action research and supported peer learning, underpinned by an



evaluation and research programme using the LIFE methodology (research focused on Learning, Interaction, Feelings and Environmental care). Participating museums are:

**The Beaney House of Art and Knowledge** Being part of the Happy Museum has acted as a catalyst for new ways of thinking at the Beaney, placing sustainability and wellbeing at the core of their organization. Through participating in this study the Beaney will be able to focus on sustainability as they continue to develop the £7 million HLF project that has refreshed and revitalised the museum.

**The Lightbox** The Lightbox is striving to be a museum and gallery that don't just record social developments, as might a supposedly impartial historian, but rather want to be pro-active in seeking solutions to the challenges we face today. The Lightbox see Happy Museum principles as a key part of strengthening valuable two way dialogues with local communities. Through participating in the study they hope to become a leading resource for sustainability and wellbeing and gain a clearer grasp of how to measure the impact of their work, whilst to learning from other organisations on the programme.

**Derby Museums** Derby Museums was previously awarded Happy Museum funding for their Re:Make the Museum project, an innovative project that put the regeneration of the Silk Mill in the hands of the local community. Following on from this project, co-production has been embedded as a core ethos at Derby. Broadening participation with the public has benefited the displays in the museum and the well being of participants. Derby Museums cause is to expand the perception of what a museum is and can be. Derby has over 300 years of Industrial Heritage and innovation is central to the narrative of the city. The collections at Derby enable a unique critical discourse around the context of scientific discovery, the 'taming' natural world and dependence on fossil fuels.

**Manchester Museum** This project comes at an important time for the Manchester Museum as they reposition themselves as a campaigner for a more sustainable world. Manchester Museum will build on the active citizenship of previous projects such as the Happy Museum funded Playful Museum, the Museum Allotment and new Living World Galleries. By participating in the study, the Manchester Museum will be able to learn and reflect on the ongoing process of reshaping their vision and campaigning for change. As a university museum they have an important responsibility to experiment and engage with complex 'big ideas', therefore by being part of the Happy Museum community of practice Manchester Museum can share and test bold ideas over the next five years and take time to evaluate, whilst drawing the wider museum and academic community into the mix.

**Woodhorn Charitable Trust** The Trust adopted a new mission and vision 3 years ago which reframed the role of the trust in relation to its communities and place. Over the last three years we have taken opportunities to embed this new thinking through a series of externally funded projects and in our public programming. This work has created a number of exemplars in how the Trust can, through working with other organisations and partners play a much fuller role in the life of the community and support resilience, well-being and confidence and creating a much greater relevance and understanding of the role that heritage, arts and culture can play. We are now keen to see how we can continue to embed these principles in more of our core activity and right across our organisation.

**Ceredigion Museum, Aberystwyth** Ceredigion's participation in the 5-year Study is supported by HLF through it's funding for a New Approaches Project, creating a new street level entrance for the museum, a state of the art Tourist Information Centre, a n improved shop with a wider range of products from local suppliers and a café franchise for a local business offering locally produced food. The focus and evaluation of this project will be on Happy Museum Principles with the aim that local pride, ownership, belonging and a sense of place are generated through the museum collections generating participation in and dialogue about local, regional, national and global life. The Museum seeks to protect the cultural and natural heritage of Mid Wales and through our collection, to foster people's sense of interconnection through the universally relevant, human stories contained within.