

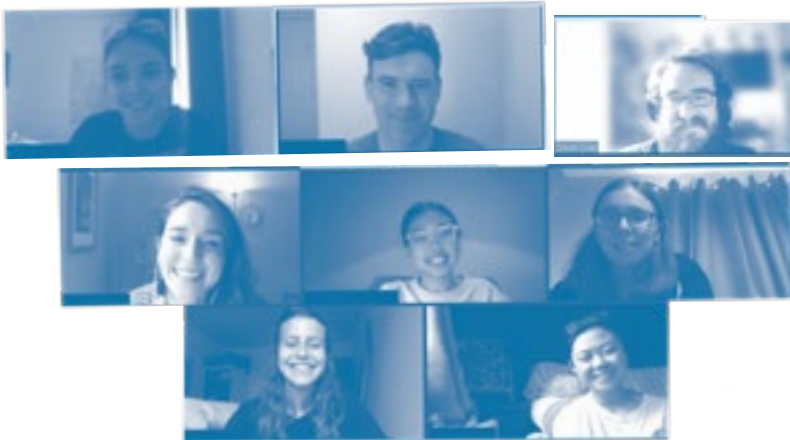
# Making Change

**National Museums  
Scotland  
Youth Collective  
Programme**

# Hello.

The Scotland 365 Meaningful Engagement Youth Engagement Team (YET) have prototyped a conceptual Youth Collective for National Museums Scotland (NMS). The group aims to inspire repeat engagement with NMS for twenty-something “Culture seekers” - young people who identify as being highly motivated to visit museums and engage with heritage learning.

The YET carried out substantial work to identify five key areas which we believe an NMS youth collective should consider. Namely wanting to understand more about how to have reach and accessibility, to develop a welcoming social space, promote career development, create a youth community and finally how to inspire institutional change.



These five pillars were further explored through cultural sector research. The YET, with the support of a commissioned researcher and NMS staff, identified three organisations from across the UK that they felt could be considered as demonstrating best practice in terms of youth engagement within their establishments.

The three organisations identified were the Glasgow Museum of Modern Art (GoMA), the V&A Dundee and the National Museum Wales. The YET met with management and young people to learn more. As it has transpired, this was an opportunity to reaffirm some of the ideas the YET already had about what they felt would work well to engage young people. It also allowed us to hear new ideas and emphasise further the possibilities in this area within the heritage sector to do and promote this type of work. From this research the YET produced a case study of best practice and practical tips for engagement worth considering as part of NMS' potential youth collective.

The YET have used the learning from the case study as a basis for a proposed NMS youth collective. This zine is to showcase new ideas and emphasise further the possibilities in this area. This is a Youth Collective concept produced by young people for young people!

# We're making things happen.

Research undertaken at V&A Dundee, Gallery of Modern Art, National Museum Wales.



**NMG**  
YOUTH  
COLLECTIVE



# Five pillars of meaningful engagement

1

## Reach and Accessibility

We want to consider how young people are recruited, and address practical barriers and access needs (physical, financial, time commitments).

2

## Social Space

The YC must make engagement meaningful and person-centred – find out what young people want to do as individuals as well as a group and help them connect to these opportunities. Don't decide from the outset what the outcome will be and instead promote co-production.



3

## Career Development

We want to explore the importance of skills development and networking to young people; think through follow on opportunities and create diverse pathways for engagement.



4

## Youth Community

Make sure engagement is not tokenistic by letting young people lead on decision-making.

5

## Institutional Change

NMS' Youth Collective should consider integration opportunities for young people interested in museum, culture and curation work that go beyond ideas labs. We want to be valued in the same way as staff.

Institutional change

Youth Community

Social Space Career Development  
Reach & Accessibility

# What we're making happen.



Every other week young people ages 18-25 meetup to discuss how the National Museums of Scotland can be a better resource for the young people of Scotland.

They formed a youth collective, which was more than just a 'youth club', it was beneficial to both the museums and the youth collective- with the collective having access to exhibition space, control to decide themes of exhibitions and collaborated with staff.

Skills like accusing objects, co-curating and engaging with artists meant the collective were exposed to the realities of having an exhibition - with the museum reflecting the collective in making big decisions at the museums.

# Young people need:

- ✂ Their ideas to be taken seriously, and integration at every level from floor to board.
- ✂ Fair voluntary and paid opportunities.
- ✂ A mailing list; creative opportunities across Scotland (specifically for 18-25 year olds) and a NMS Youth Collective newsletter.
- ✂ Barriers to entry broken. E.g. travel paid for and access requirements met - lets meet each other halfway.

To build this youth collective, those who are interested should meet NMS for a chat, rather than any formal interviews, with an emphasis on really finding out what heritage and museum career routes YP are interested in. There are lots more jobs in arts and heritage than people know about!

# Our manifesto for change

Being part of the YC is more than just regular meetings; we want to create a culture! Our YC will also consist of:

Group WhatsApp chat  
Curated Spotify playlists  
Digital space including online forum on social media.  
Flexibility first.  
A comfortable social space where young people can gather, discuss ideas, study and research, collaborate and contribute to museum work.  
Integration opportunities for young people interested in museum, culture and curation work which go beyond ideas labs, valued in the same way as staff.  
Alumni network for those who have been part of the YC.  
Sustained relationships and building communities are some of the best ways to get work opportunities and sustain cultural practice.  
Continued support from the museum as a way of developing YP careers well into the future, to contribute back into Scotland's cultural economy.

Mentorship access to museum staff across a variety of roles.  
Understanding the unique conditions young people face today which can cause barriers to working in museums, arts, culture and heritage.  
Informed by young people's consultations.  
Professional practice resources and workshops, such as CV advice - acknowledging that skills from the arts are transferable.  
Hybrid programming across digital and IRL spaces.  
Presence of young people on the board.  
Being brave and stepping up as an activist institution, an anti-racist institution, committed to change and valuing protected characteristics.

# Call for young people.

Join the youth collective  
today and help us make  
change and get involved  
in making NMS a space  
for young people.  
Open for young people  
18-25yrs to take part  
in our youth collective!  
The youth collective  
meets regularly to  
shape what happens at  
NMS and put their ideas  
into action.

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National  
Museums  
Scotland



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a call out  
and manifesto!