

## CASE STUDY – Museum

### why we're an Arts Award Supporter

'At University of Cambridge Museums, we run a lot of events, activities and workshops for young people and their families. Being a Supporter encourages young people to validate their experience by contributing towards their Arts Award. We have a very successful schools programme and this gives schools another reason to work with us, as they know our programme can count as Arts Award activity.

For the museum group, it enables us to work together as a team to find creative ways of inviting in audiences who wouldn't normally engage with us.'

Marie Kennedy, Children and Young People's Widening Participation Officer (UCM)



University of Cambridge Museums

## OUR PROGRAMME

University of Cambridge Museums (UCM) is a consortium of eight University Museums, which works in partnership with the Cambridge University Botanic Garden and other Cambridge University collections.

The university's collections are a world-class resource for researchers, students and members of the public representing the country's highest concentration of

internationally important collections, all within walking distance of the city centre.

UCM is one of 16 Major Partner Museums in England. They are currently running an ambitious three-year Connecting Collections programme, which aims to unlock the university's collections to a larger and more diverse audience.

### OUR SUPPORTER OFFER

Each of the individual museums has its own education programme, focusing on schools, young people and the community. For example, the Fitzwilliam Museum hosts a wide range of sessions focusing on its collections. Young people engage with the objects or paintings through discussion and questioning; they are taught to critically analyse individual works and then respond to what they have seen. The sessions can include a practical creative element with an artist at the school's request.

The museums within the UCM group also tailor workshops for those who are unable to visit the museum. This can be done through outreach sessions or facilitating the needs of individual groups who may require additional support. The aim of the outreach work is to provide access to new and targeted audiences enabling more people to engage with the collections of UCM.

All activities can be tailored to specific requirements, making them highly suitable for a group working towards Arts Award.

As well as working with schools, there are family days at each museum, encouraging parents, carers and children to work alongside each other. These workshops are suitable for Discover, Explore, Bronze and Silver levels of Arts Award.

The UCM are committed to developing the future museum workforce through a pioneering programme of volunteering, work experience, internships and apprenticeships. The Arts Award programme has been linked into this with two Creative Apprentices undertaking their Gold Arts Award.

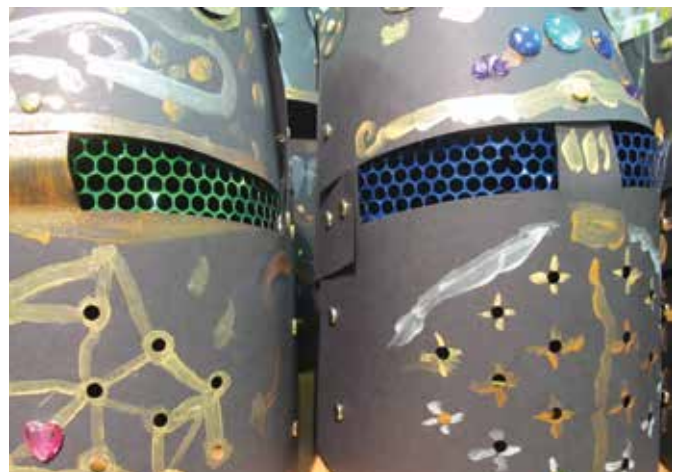
### HOW DO WE PROMOTE IT?

The UCM promotes its Supporter offer through its main website and each museum's own website as well as using social media, e-bulletins and print leaflets to spread the message. Within the Cambridge area there is significant advertising, especially of the school holiday programmes, to ensure they reach as wide an audience as possible.

### a user's view

**'Doing the Arts Award has been a great chance to boost my CV and gain some more experience on top of my work training. The Arts Award has made me look at the industry I'm going into a little differently and think more about the arts as a whole. It's helped me to become a more balanced member of the arts community.'**

Tom Balderstone,  
Gold participant and Creative Apprentice



### BENEFITS for the organisation

- ▶ Validates children and young people's experience by helping them to work towards an award
- ▶ Offers a manageable framework for those who may struggle with mainstream education
- ▶ Strengthens UCM's widening participation programme with young people from diverse backgrounds
- ▶ Provides a creative way for all museums within the group to work together

**Check the link – [www.cam.ac.uk/museums-and-collections](http://www.cam.ac.uk/museums-and-collections)**