

Draft Equality Analysis- Museum and Archives Strategy

Please contact the Corporate Diversity team before completing this form. The form is to be used for both predictive Equality Analysis and any reviews of existing policies and practices that may be carried out.

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| 1. Roles and Responsibilities: please refer to stage 1 of the guidance | |
| <p>Directorate: Environment and Neighbourhood</p> <p>Service Area: Libraries Arts and Heritage</p> | <p>Person Responsible:</p> <p>Name: Aine Ryan</p> <p>Title: Strategy and Service Development Officer</p> <p>Contact No: 020 8937 5633</p> <p>Signed:</p> |
| <p>Name of policy: Museum and Archive Strategy</p> | <p>Date analysis started: 15/01/2014</p> <p>Completion date: 29/11/2014</p> <p>Review date: November 2015</p> |
| <p>Is the policy:</p> <p>New X</p> | <p>Auditing Details:</p> <p>Name: Environment and Neighbourhood DMT</p> <p>Date:</p> <p>Contact No: 020 8937 5622</p> <p>Signed:</p> |
| <p>Signing Off Manager: responsible for review and monitoring</p> <p>Name: Neil Davies</p> <p>Title: Strategy and Service Development Manager</p> <p>Date:</p> <p>Contact No:</p> <p>Signed:</p> | <p>Decision Maker:</p> <p>Name individual /group/meeting/ committee:</p> <p>Brent Council Executive</p> <p>Date: 26 January 2015</p> |

2. Brief description of the policy. Describe the aim and purpose of the policy, what needs or duties is it designed to meet? How does it differ from any existing policy or practice in this area?

Brent Museum and Archives exist to collect, preserve and provide free access to the borough's past, offering enjoyment, learning and inspiration for all. Heritage services face unprecedented challenges but also opportunities to re-evaluate and re-model services for the better. A new cultural centre, The Library@Willesden Green, will open in 2015 with a redesigned museum space and new archives facilities. The Museum and Archive strategy sets out a vision and set of objectives to enable the service to evolve to meet the needs of a wider audience.

The vision of the strategy is 'Brent's museum and archives are here for everyone; a window into the history of Brent, its people and places. We will use these unique resources to create opportunities, improve lives and create stronger communities'. Three objectives have been identified to deliver this vision:

- Ensure that everyone has access to the diverse history of Brent by caring for the collections, telling their stories and making them available to all
- Increase the scope and use of the collections through wider community engagement and working with a broader range of partners
- Provide a financially and environmentally sustainable service which meets the needs of current and future users.

An action plan accompanies the draft strategy and includes the following actions:

- Open the new museum space and archives search room
- Develop a joint collections policy for museum and archives materials
- Produce a digitisation policy and action plan
- Produce a volunteer policy and establish a Friends of Brent Museum and Archives group
- Explore options for alternative governance arrangements
- Develop a schedule of collaborative projects with other authorities

3. Describe how the policy will impact on all of the protected groups:?

The strategy has the potential to positively impact on all groups as the museum and the archives have the scope and the potential to make a stronger contribution to the council's corporate priorities and to heighten people's knowledge and awareness of the borough's heritage. An understanding of Brent's history has an important role to play in giving people a sense of place and increasing their interest and pride in their surroundings. The rich collections of materials in Brent's museum and archives, along with the programmes of exhibitions and events, can promote learning, community cohesion and resilience, and health and wellbeing.

Brent Museum and Archives are committed to engaging with the diverse local community through a varied exhibition and learning programme.

Public interest in history, particularly family and local, continues to grow, demonstrating that there is a large potential audience for archives and local studies. For example, the Who Do You Think You Are show at London Olympia attracted 15,000 visitors in 2013. Websites such as Ancestry and Findmypast continue to expand and membership of the National Trust increases each year.

From supporting children's education to motivating adults to discover more about history, museums and archives can inspire a passion for knowledge and learning. Collections can be used to encourage reflection on contemporary issues, promote human rights, challenge

prejudice and champion equality. Displays can be presented to challenge assumptions and stimulate thought about issues such as discrimination, poverty and climate change.

Brent has a successful track record of working with schools and families. In the past year the school outreach programme has reached over 2,500 children from twenty different schools. At Lyon Park Infant School approximately 400 students took part in Black History month and local history projects as well as other stand-alone taught sessions.

Archive services naturally attract students and researchers but there are areas that can be further developed. For example, classes could be provided on the use of primary sources to give students a clear idea of the resources available to them.

Finally, a new cultural centre, The Library@Willesden Green, is scheduled to open in the summer of 2015 and will house a redesigned museum space and new archives facilities. The previous location of the facilities within the building had a minimising impact on visitor access. Despite the challenges of the current economic climate Brent Council has invested in the opportunity to create a purpose built space and improve the borough's cultural and heritage offer.

The new design will maximise visibility and encourage visitor flow to the integrated museum and archives area on the second floor. This will be a secure and environmentally controlled space for the permanent museum; archives search room; exhibition gallery and education room. Clear signage and a heritage 'object trail' throughout the building will stimulate interest in the collections and exhibitions.

The museum and archives will share a joint collection policy and work together on exhibitions, projects and a range of learning programmes. The proximity to the library space in the centre presents a more cohesive heritage offer to visitors.

The museum will tell the history of the borough and its communities with a collection of objects reflecting its diversity and the contribution of residents past and present in shaping the area. The content will chronologically show the rich social history of the borough: dating from the Iron Age, Roman and Saxon eras, the Industrial Revolution, the Victorian age, the two world wars, youth cultures from the 1950s to the 1970s, politics and protests and Brent today. It will highlight stories and characters that make Brent unique and demonstrate its cultural achievements and scientific innovations. The aim is to inspire and engage visitors with the borough's diverse history through an accessible and enjoyable approach which also aids learning.

The new archives search room and storage facilities will be complemented by a new comprehensive guide to the collections and enhanced access to digitised material. Brent Archives service is the primary local history resource for residents and for researchers from across the country and abroad. The focus for the service will be increasing access for physical and virtual visitors.

In conclusion, the strategy itself will impact positively on all characteristics although there is a need to improve equality monitoring and recording systems as highlighted in section 6.

Please give details of the evidence you have used:

The following are the key findings from the two stage consultation process:

- A more proactive approach can be adopted for the acquisition and display of materials and objects from businesses, schools and community organisations
- Digitisation of Museum and Archives material, including oral history material, and the resulting widening of access to the rest of the UK and abroad should be a priority for

the service. A cross London digitisation project is under way

- Capacity to deliver service improvements can be achieved by strengthening structured collaborative working with schools, local historians and volunteers. For example, volunteers could undertake a floor walking role in the museum
- Consideration should be given to renaming Brent Museum and Archives. For example, renaming the facility Brent Museum and Local History Centre may generate more interest amongst non users of the service, particularly younger people
- Workforce development is a priority for the Heritage sector as a whole in order for authorities to deliver seamless services to a diverse audience
- On the evidence of the Archives survey approximately 70% of visitors are Brent residents, the vast majority of whom live in the south of the borough and who declared their ethnicity as white
- Young people like creative and interactive ways of finding out information e.g. touch screens, arts and craft activities and competitions
- The challenges to the financial future of museum and archive services must be recognised and a sustainable and cost effective approach adopted. The options of devolving services to a trust status or adopting a shared service approach need to be given detailed consideration
- New audiences will engage with Brent Museum and Archives if improvements are made to the marketing of services and content of the online and digital offers
- The management and development of Brent's collections need to be reviewed and revised to make them more easily accessible to a wider range of people.

In order to glean more detailed information particularly from identified target groups of residents a series of focus groups/group interviews was commissioned in September 2014.

Some broad statements can be made about the data supplied by the 48 participants and these include:

- All of the groups were able to understand what a museum is, but the difference between a museum and an archive (and how an archive can help people to research history) needs perhaps more explanation, particularly for those whose first language is not English.
- □ On the whole, the white Europeans in the groups visited museums more than the people from other ethnic groups.
- The minority ethnic groups in the exercise (Indian and Somali) tended to see museums as somewhere they could enjoy their own culture, or demonstrate it to others; the white Europeans (these included the Irish group) in the exercise were more likely to see museums as a chance to view the culture of others
- Location plays a large part in whether people visit museums; there were those who would visit a museum out of curiosity wherever it was.
- Principally, the groups saw museums as a repository for everyday objects that tell stories of the past; a few saw them as places where documents are kept
- What most people in the exercise wanted out of a Brent museum was for it to be a place where cultures within Brent are shared (through the display of everyday objects, documents and stories that explain those cultures), as well as being a place where the history and geography of Brent is displayed and explained
- Although the idea of a permanent exhibition was popular with some of the participants, the most popular form of exhibition was a temporary one, which could be topical, and could travel.
- No-one in any of the groups indicated that they *would not* be willing to donate an object to a museum; the largest barrier to this would seem to be to get people to understand what would be the sort of material a museum might want (i.e. to help people realise the value of what they simply see as

everyday objects or materials). In this context, some sort of publicised 'donation event' might be popular.

Where relevant and appropriate the strategy and action plan have been revised to reflect the comments received, including the wording of the vision and the three objectives.

4. Describe how the policy will impact on the Council's duty to have due regard to the need to:

(a) Eliminate discrimination (including indirect discrimination), harassment and victimisation;

The strategy has the potential to positively impact on all groups as the museum and the archives have the scope and the potential to make a stronger contribution to the council's corporate priorities and to heighten people's knowledge and awareness of the borough's heritage. An understanding of Brent's history has an important role to play in giving people a sense of place and increasing their interest and pride in their surroundings.

The rich collections of materials in Brent's museum and archives, along with the programmes of exhibitions and events, can promote learning, community cohesion and resilience, and health and wellbeing; ultimately fitting in with this objective.

(b) Advance equality of opportunity and (C) Foster good relations

Museums, archives and local history collections belong to everyone and help to define a place by shaping identity and contributing to local distinctiveness. Some people already have a strong sense of ownership of their heritage but the population shifts of recent decades mean that the diversity of local areas is not always fully reflected in core collections. This can be addressed by working with communities to collect and then represent a place's diverse and collective history, thus shaping the future direction of the service.

Heritage services have a key role to play in generating understanding between different cultures by illustrating varied lives, experiences and beliefs; stimulating empathy by helping people to learn about and understand each other.

5. What engagement activity did you carry out as part of your assessment? Please refer to stage 3 of the guidance.

A two stage consultation process was undertaken; a preliminary stage to gather feedback and data to inform the production of the draft strategy, followed by a full public and stakeholder consultation on the draft strategy and action plan.

Stage 1- Preliminary Consultation

- Internal stakeholders - Regeneration and Major Projects, Children and Families, ITU, BACES and Legal and Democratic Services
- Wembley History Society and Willesden Local History Society
- External stakeholder focus group
- Museum of London
- National Archives
- Mount Stewart Junior School and St Mary's Catholic Primary School
- Archives Visitor survey
- Best practice visits to other London boroughs

Stage Two: Formal Consultation

A three-month consultation period on the draft strategy was undertaken through:

- An online questionnaire with paper copies available on request
- Consultation documentation sent to approximately 1500 stakeholders including individuals, The Citizens' Panel¹, volunteers and voluntary organisations and national agencies including the Museum of London and The National Archives
- Two informal drop-in sessions
- Officer attendance at three Brent Connects Forums
- Officer attendance at two stakeholder meetings, one of which was with Brent History Societies

Questionnaire Survey

The survey was available on the Council's Consultation Portal and 34 completed questionnaires were submitted.

- 86% of respondents agreed or strongly agreed with the vision of the draft strategy while agreement for each of the three draft objectives ranged from 82% to 85%.
- 73% and 68% of respondents agreed or strongly agreed that the draft strategy and action plan respectively covered the key issues relating to museum and archives provision in Brent.
- Over half of respondents (59%) had visited Brent Museum during the past year. However, only a third (35%) had visited Brent Archive Services during the past two years whilst 24% had visited the Archives website during the same period
- Over half of respondents (58%) would be interested in being a Friend of Brent Museum and Archives and over a third (38%) would be interested in volunteering.

140 additional individual comments were received from 34 respondents and these included:

Concern about the wording of the draft strategy; the staffing policy; physical access to the museum and library including suggestions for part of the materials to be available elsewhere in the Borough; various aspects of the implementation of the strategy; governance issues; charging policy; the role of volunteers; the relationship of the service to sectors of the community; the needs for on-going user consultation and the similarities between Brent and other areas was as important as highlighting the differences.

Although the programme of consultation on the draft strategy was a comprehensive one, the level of feedback response was lower than anticipated. This can be partly attributed to the fact that the draft strategy broadly reflected the feedback received during the first stage of the consultation.

Focus group consultation

In order to glean more detailed information particularly from identified target groups of residents a series of focus groups/group interviews was commissioned in September 2014.

Four groups were set up with different target sample sectors of the population as follows:

¹ Brent Citizens' Panel started as a partnership between the Council, the police and Brent Health Action Zone. It consists of local residents who reflect Brent's diverse population. The main aim of the panel is to provide a platform through which we can learn residents' views on local services.

| Demographic | Number in the Group |
|--|----------------------------|
| Retired Irish members of the Brent community living in a sheltered housing project (Innisfree) | 14 |
| Somali members of the Brent community | 8 |
| A sub-set of Brent's citizen's panel, containing a mix of demographics (but with a heavy bias to white European) | 9 |
| Indian (primarily Gujarati) members of the Brent community | 17 |

The three areas for exploration in these groups were:

- 1) What will make their communities engage with the museum and archives?
- 2) What kind of subjects would they like to see covered in our exhibition programmes?
- 3) How we can make our collections more relevant and how we can gain the trust of communities so that they will donate material to the collections?

Some broad statements can be made about the data supplied by the 48 participants and these include:

- All of the groups were able to understand what a museum is, but the difference between a museum and an archive (and how an archive can help people to research history) needs perhaps more explanation, particularly for those whose first language is not English.
- On the whole, the white Europeans in the groups visited museums more than the people from other ethnic groups.
- The minority ethnic groups in the exercise (Indian and Somali) tended to see museums as somewhere they could enjoy their own culture, or demonstrate it to others; the white Europeans (these included the Irish group) in the exercise were more likely to see museums as a chance to view the culture of others
- Location plays a large part in whether people visit museums; there were those who would visit a museum out of curiosity wherever it was.
- Principally, the groups saw museums as a repository for everyday objects that tell stories of the past; a few saw them as places where documents are kept
- What most people in the exercise wanted out of a Brent museum was for it to be a place where cultures within Brent are shared (through the display of everyday objects, documents and stories that explain those cultures), as well as being a place where the history and geography of Brent is displayed and explained
- Although the idea of a permanent exhibition was popular with some of the participants, the most popular form of exhibition was a temporary one, which could be topical, and could travel.

- No-one in any of the groups indicated that they *would not* be willing to donate an object to a museum; the largest barrier to this would seem to be to get people to understand what would be the sort of material a museum might want (i.e. to help people realise the value of what they simply see as everyday objects or materials). In this context, some sort of publicised 'donation event' might be popular.

It can be concluded that the findings of the focus groups fits in to the vision and objectives of the strategy.

6. Have you have identified a negative impact on any protected group, or identified any unmet needs/requirements that affect specific protected groups? If so, explain what actions you have undertaken, including consideration of any alternative proposals, to lessen or mitigate against this impact.

While there is no evidence to suggest that the strategy itself will affect some groups of people; recent surveys indicate that approximately 75% of visitors to the museum are Brent residents, while 70% of visitors to the archives are residents. Further analysis showed that a large proportion of visitors live in the Willesden Green area or in the south of the borough, demonstrating that the facilities currently have a localised appeal. There are clear opportunities for increasing engagement amongst current users and attracting new visitors from the wider Brent area and outside the borough.

Current demographic data indicates that the users of the museums are reflective of the borough while the archives profile portrays a different picture with comparatively low representation from all strands of the Black community and an over representation from the White group. In order to tackle these gaps the service has recently undertaken the following projects:

- An exhibition and community project celebrating African culture that resulted in materials being exhibited and added to the collection
- Belonging in Brent; an oral history project which aimed to illustrate the life stories of three communities, namely Jewish people from Europe, Irish and West Indian people who settled in Brent between from the 1930s to the 1950s
- British Empire Exhibition engagement work has examined notions of empire amongst different communities

The focus group research showed that of the 48 participants across the 3 groups:

- All of the groups were able to understand what a museum is, but the difference between a museum and an archive (and how an archive can help people to research history) needs perhaps more explanation, particularly for those whose first language is not English.
- The minority ethnic groups in the exercise (Indian and Somali) tended to see museums as somewhere they could enjoy their own culture, or demonstrate it to others; the white Europeans (these included the Irish group) in the exercise were more likely to see museums as a chance to view the culture of others

The strategy has also incorporated these findings into the action plan under the objectives:

- Ensure that everyone has access to the diverse history of Brent by caring for the collections, telling their stories and making them available to all
- Increase the scope and use of the collections through wider community engagement

and working with a broader range of partners

In order to achieve these objective, it is felt that the equalities monitoring and recording systems need to be improved to ensure that we can accurately target any 'gaps'.

Brent Museum and Archives have a successful track record of working with schools and families. In the past year the school outreach programme reached 22,500 children from twenty different schools. As a result of findings from the stakeholder consultation, a review of the service currently provided will be undertaken to enable the Council to provide a more comprehensive and cost effective outreach programme particularly for secondary schools.

Archive services naturally attract students and researchers but there are areas that can be further developed. For example, classes could be provided on the use of primary sources to give students a clear idea of the resources available to them.

Please give details of the evidence you have used:

Findings from the archives visitor survey and the stakeholder meeting summary notes are listed in Appendix 2 of the strategy document.

7. Analysis summary

Please tick boxes to summarise the findings of your analysis.

| Protected Group | Positive impact | Adverse impact | Neutral |
|--------------------------------|-----------------|----------------|---------|
| Age | X | | |
| Disability | X | | |
| Gender re-assignment | X | | |
| Marriage and civil partnership | X | | |
| Pregnancy and maternity | X | | |
| Race | X | | |
| Religion or belief | X | | |
| Sex | X | | |
| Sexual orientation | X | | |

8. The Findings of your Analysis

Please complete whichever of the following sections is appropriate (one only).

Please refer to stage 4 of the guidance.

Continue with policy

The strategy has the potential to positively impact on all groups as the museum and the archives have the scope and the potential to make a stronger contribution to the council's corporate priorities and to heighten people's knowledge and awareness of the borough's heritage.

9. Monitoring and review

Please provide details of how you intend to monitor the policy in the future.

Please refer to stage 7 of the guidance.

The strategy will be reviewed on an annual basis and equalities monitoring data and the equalities action plan in section 10 will be reviewed as part of this process.

10. Action plan and outcomes

| Action | By when | Lead officer | Desired outcome | Date completed | Actual outcome |
|--|---------------------------------|--------------|---|----------------|----------------|
| Implement systems for monitoring the demography of museum and archive users e.g. age, ethnicity. Review the effectiveness of the monitoring systems. Produce report with recommendations. | March 2015 November 2015 | SSDM | Robust equalities monitoring systems in place and any gaps incorporated into the service planning process. | | |
| Produce a Consultation and Evaluation policy to ensure that users views are incorporated into serviceplanning | September 2015 | HOS | Consultation and evaluation policy in place to inform service planning including the exhibitions and outreach programme | | |
| Produce and implement an action plan to increase participation from a wider audience | April 2015 | AHM | | | |

| Action | By when | Lead officer | Desired outcome | Date completed | Actual outcome |
|--|----------------|--------------|---|----------------|----------------|
| range than currently use the service. This will be informed by robust audience research to confirm best practise which will result in the development of an Audience Development Plan | | | | | |
| Produce an exhibitions and outreach programme in accordance with the Interpretation Policy, to increase access to collections across the borough. The scope will include provision for using alternative venues in the borough for temporary exhibitions and public programming. | September 2015 | AHM | Increased access to collections by under-represented groups | | |

Key to Abbreviations

SSDM- Strategy and Service Development Manager

HOS– Head of Service (Libraries, Arts and Heritage)

AHM – Arts & Heritage Manager