

# The Scottish Crannog Centre

Vision Plan





# What we're going to talk about today

- Setting out the current position
- Dalerb – an introduction
- Dalerb – what we want to do
- Dalerb – how we want to do it
- Endorsement
- Next Steps



# Connecting communities 2,500 years apart

The Museum has operated as a visitor centre for twenty years, **but we are now a museum** with all the responsibilities that brings, a responsibility to engage communities near and far today, responsibility to the communities of the future to look after the collections buildings and landscapes under our guardianship and arguably the biggest responsibility of all to tell the stories of those amazing Crannog Dwellers who 2500 years ago built these fantastic structures and left us these amazing objects.

We want to be a **sector leading museum**, a museum fit to tell our stories, a museum that is democratic, engages diverse folk both those that work alongside each other and those that visit, a place of activism where leadership runs right through the organisation.

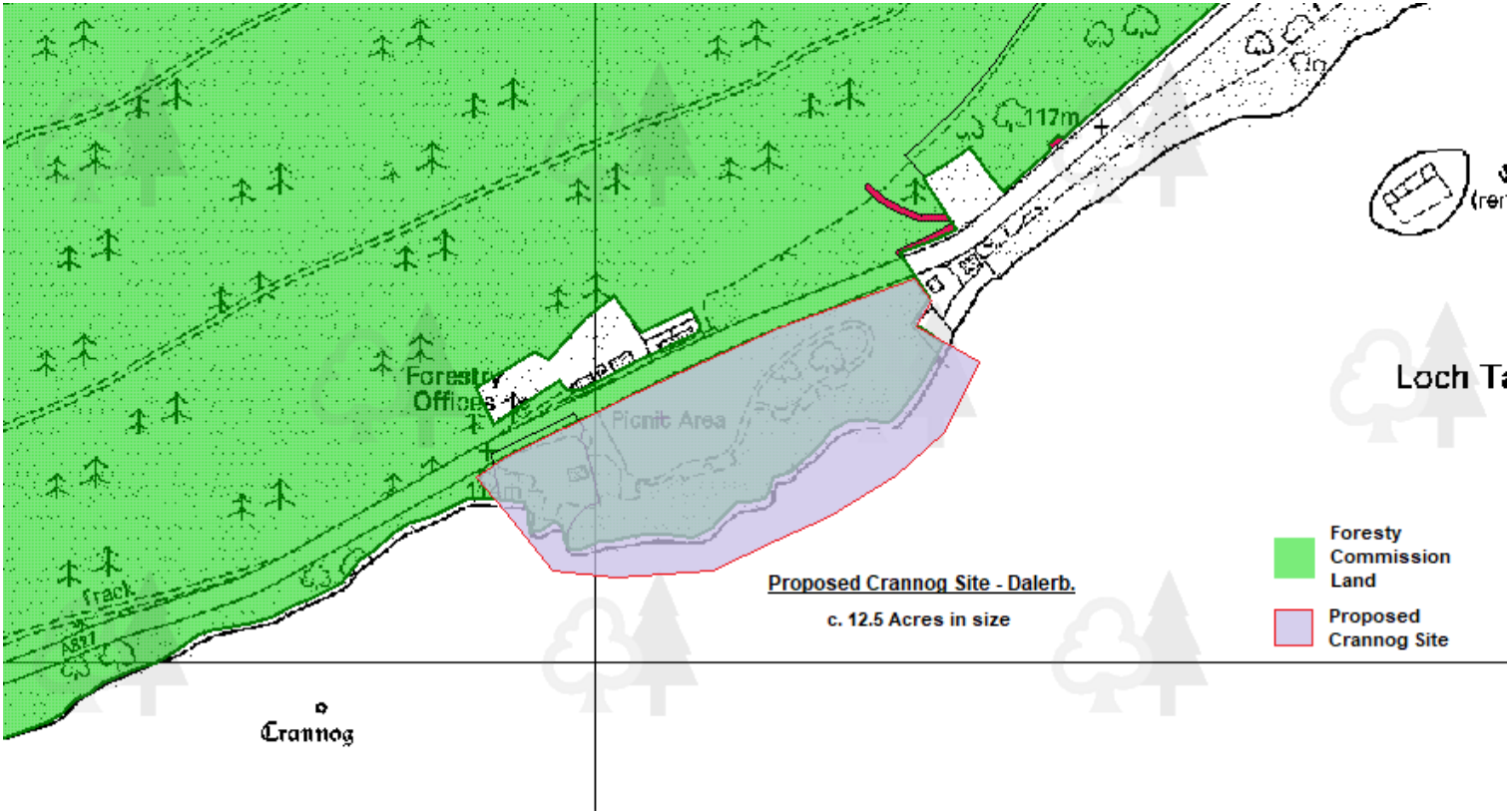
We have articulated our vision, agreed values that will shape how we are and set a path to being a special place that is respected, loved and admired, **a national treasure** that more than anything matters to the publics we are here to serve.



# The old and the new



# The new...



# Vision and how we will deliver this –

Our Vision –

**“To be a national treasure loved by all, with social justice at its heart”**

Our Mission –

**“As a community to care for, and make accessible, the finds of Scottish crannog excavations and to interpret the lives of crannog dwellers for the benefit, enjoyment, education and inspiration of people of all ages.”**



# Our Values

- **Aspirational** – having/showing a desire to achieve a high level of success
- **Listening** – hear with thoughtful attention
- **Sharing** – to talk about ones feelings, thoughts or experiences with others
- **Work** – to produce a desired effect
- **Collaboration** – to work jointly with others especially in intellectual endeavour
- **Ability To Dream** – a strongly desired goal or purpose



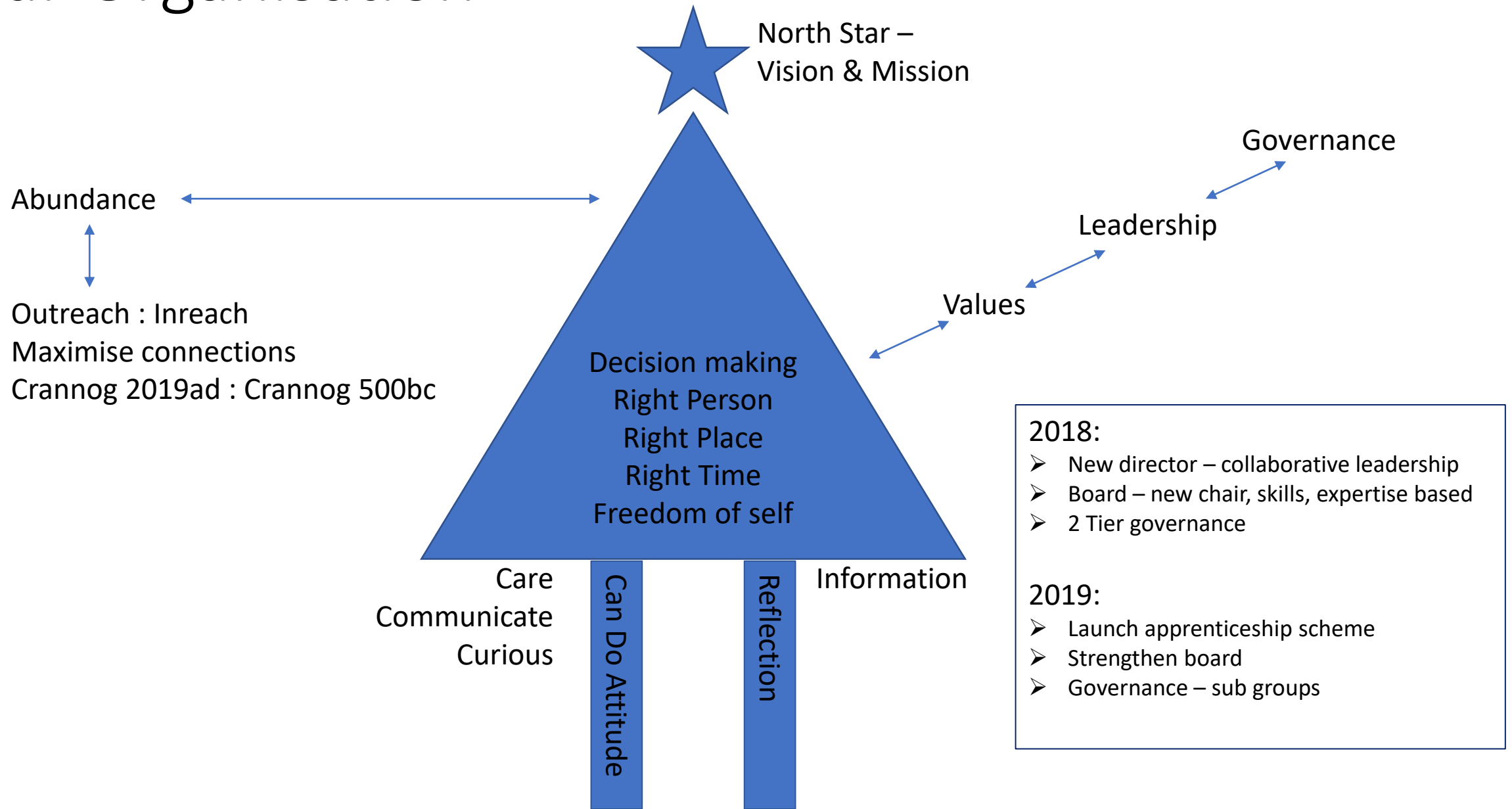


# Strategy for heritage and culture – Our aims

- As a community, care for/interpret/research our collection using academic rigour, immersive engagement and best practice
- Be an organisation with lived values, strong governance, democratic decision making – be diverse, reflective and have “can-do” attitudes
- Grow and nourish the Crannog Community through meaningful relationships/ Co production/ skills exchange
- Through our work and the way we work be an organisation that people want to support and an organisation with HEFT – built on resilience and trust
- Become the vision through the Dalerb project



# Our Organisation



# Key Performance Indicators

	2014	2015	2016	2017	2018
Visitor Numbers	19,759	18,892	20,403	21,003	21,212
Volunteer Hours	Data not captured				4,600
Admission	116,000	123,000	127,000	139,000	170,000
Shop Revenue	42,000	49,500	55,000	61,500	58,500
Café Revenue	3,500	3,500	3,400	5,000	7,000
Donations	2,500	3,000	4,600	4,600	9,500



# Funding in 2018

Funding Body	Amount	Project
Museums Galleries Scotland	£600	Computers for organisation
Museums Galleries Scotland	£20,000	Staff training to implement SQA apprenticeship scheme
Museums Galleries Scotland	£25,438	75% for “Open The Box” exhibition project
Museums Galleries Scotland	£15,000	Skills for Success Trainee for 1 year placement
Heritage Lottery Fund	£34,100	“Bridging The Gap” music project
SSE	£22,000	Community Archaeologist



# Dalerb

## An Introduction



# Issues with current site

- Current museum building not fit for purpose – Environment/space/security/sense of place/engagement
- No potential to expand due to surrounding land
- Condemned storage unit that holds collections
- Limited access for differently abled visitors – lack of space for expansion opportunities
- Change in surrounding businesses - crannog now surrounded by distractions
- Lease restrictions – unable to fulfil income potential due to contract with landowners



# Dalerb - a year round special place

- A building built to modern museum standards – its design capturing the DNA of our story with the same ambition at our end of the Tay as the V and A but with the added intent to offer broader and deeper engagement and social impact- foot print ( depth of social impact) valued as much as footfall
- A building with the space to tell our story - be capable of meeting national indemnity standards so we can loan treasures from other institutions as part of a series of ‘blockbuster’ themed traveling/temporary exhibitions e.g. a European music project
- A building with performance space - a nationally important space of Celtic culture- a community hub/ cafe
- Operationally a building capable of attracting +50k visitors p.a. employing 50 people – no way to increase footfall with current building size due to capacity restrictions plus a museum store future proofed to hold a growing collection



# Dalerb - a year round *very* special place

- Multiple Crannogs - community built with a sense of something important; showing different styles/theories based on evidence and having different potential uses/stories to tell
- Woodman's Yard- Purpose built area for construction and maintenance of Crannogs/ Iron age village- training area for traditional skills/coppicing etc
- Create an Iron age village - expanded with evidence based buildings showcasing the day to day lives of the crannog folk
- Artist/Creatives studio space- inspired by our stories play a key role in unleashing the power of our collections
- Small business/Incubator units for creatives
- Office/creative working environment





# Dalerb - a year round *incredibly* special place

- Explore possibility for simple social accommodation- we are serious about creating today's crannog community in where we are, therefore explore potential for accommodation for young workers/creatives that in particular is almost impossible to get locally
- A thousand fingerprints and a thousand voices involved in all we do- a national treasure rooted in its community capable of going through the gears of being locally, regionally, nationally and internationally significant

**Once we have this in place we can then aspire to create a research/field centre in years to come - in the meantime with a genuine spirit of collaboration we can work along side, support and be the public face of ongoing crannog research.**





# Dalerb

What we want to do



# What we want to achieve

**5\* Visitor Attraction**



**Museum**



**Museum that matters**



**National Treasure**



**We are here**



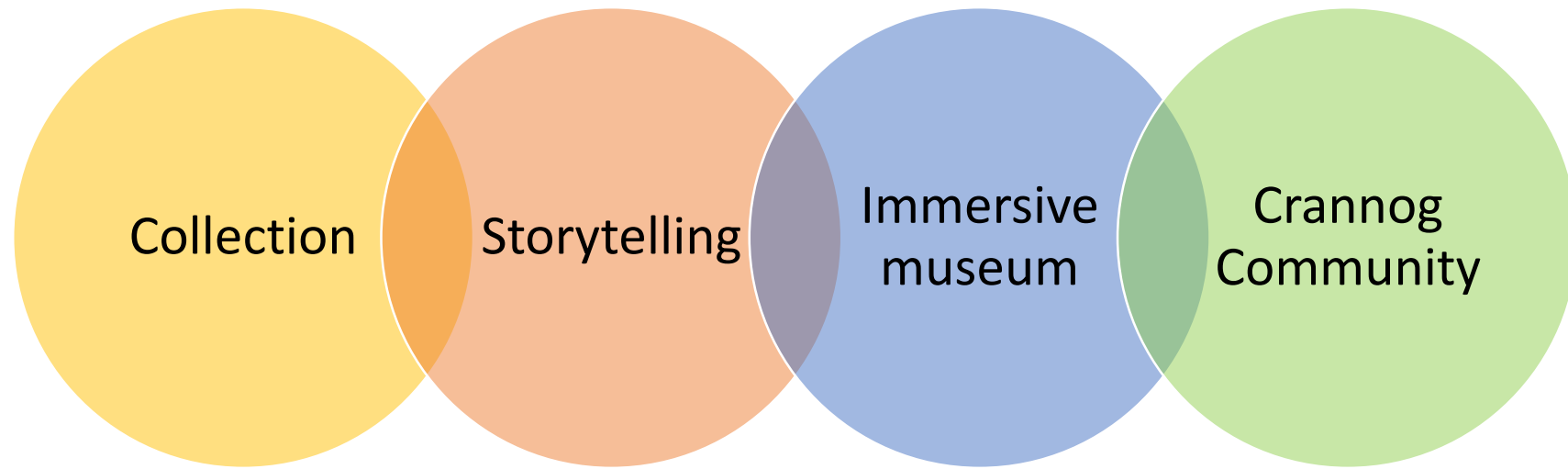
# Highlights of our Collection

- Top – broken knife piece
- Middle – whistle
- Bottom – bridge from musical lyre

These artefacts represent some of the most significant finds in our collection – the lyre holds internationally significance – the notion of a seven stringed musical instrument being played in a crannog 2500 years ago here on Loch Tay is just gorgeous



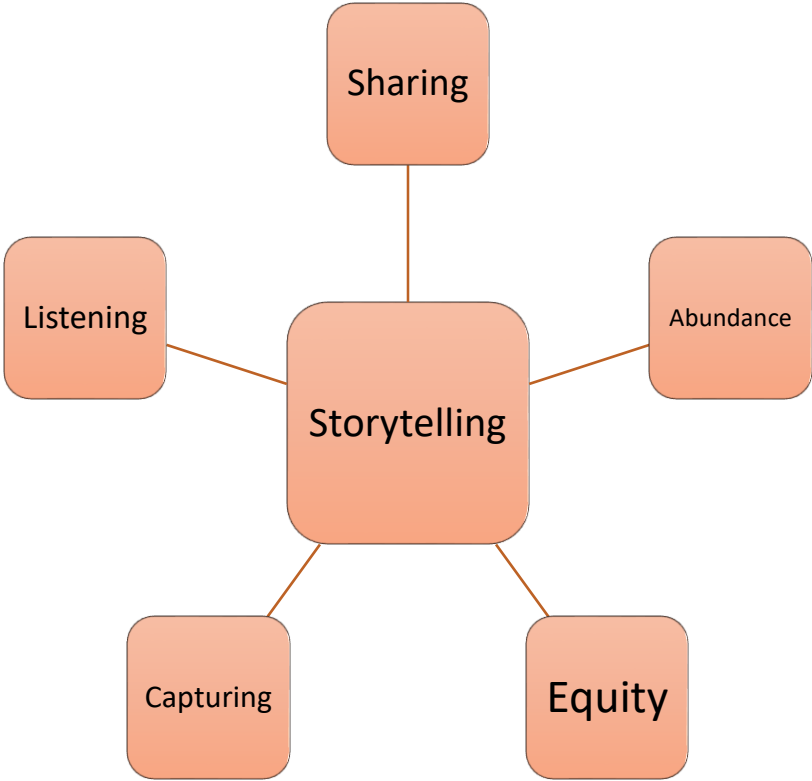
# Delivery of Mission



# The Mission – Collection

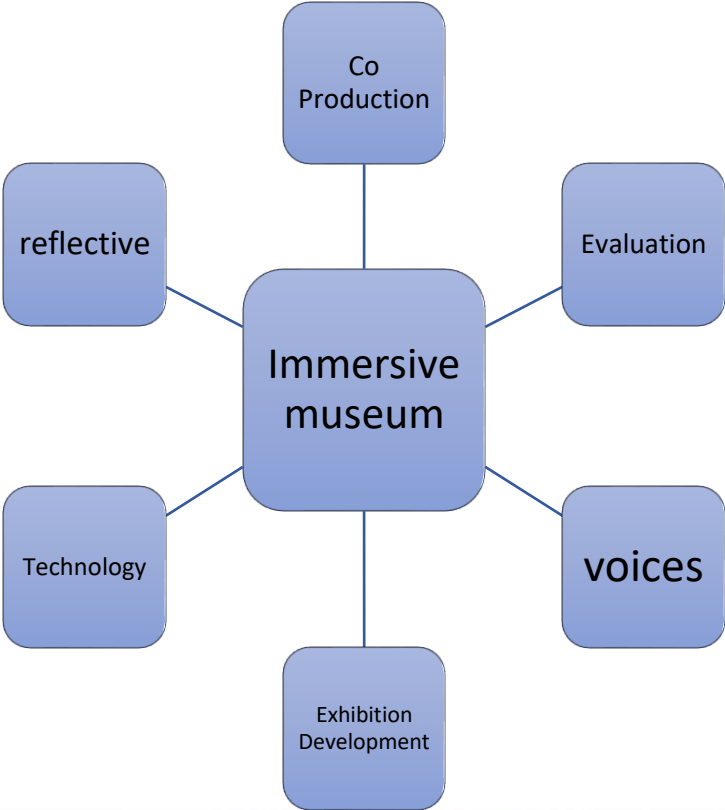


# The Mission – Storytelling





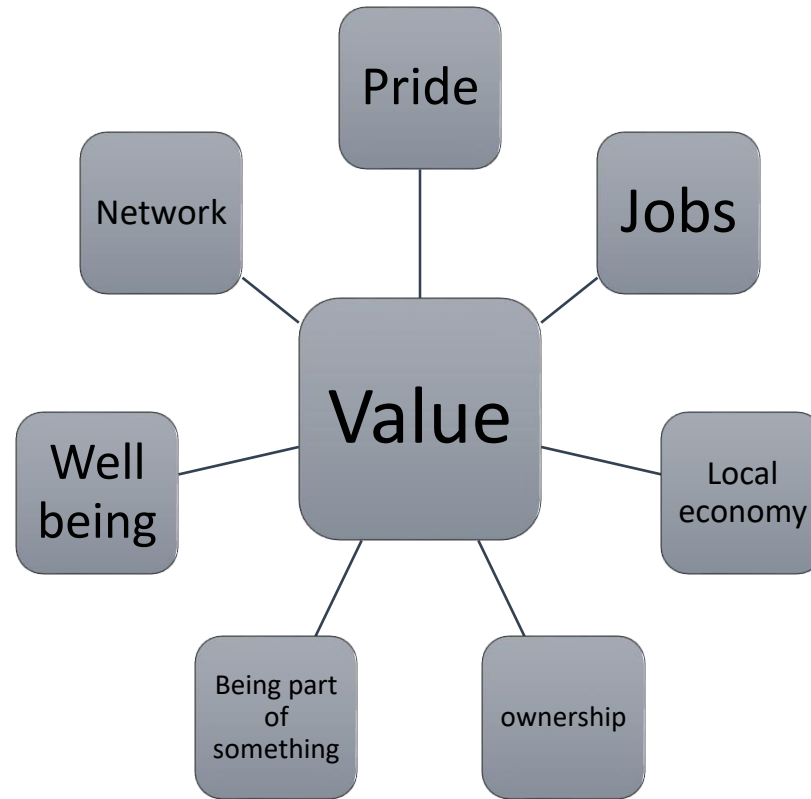
# The Mission – Immersive Museum



# The Mission – Growing the Crannog Community



# Value to the community through investment



# Dalerb

how we want to do it





# Testing our ways of work

- New Governance model two tier membership- democratic processes- Collaborative leadership
- Understanding only as a community ( Crannog Community 2019 ) sharing skills, expertise, knowledge and passion will we best connect to the crannog community 500B.C.
- Co Produced refresh of museum- pop up curator workshops- Artist in residence- Research
- Interpretation/Engagement with collection for the first time- Vastly improved programming - events
- Increased Footprint of 'village' by 50% - Increased outside interpretation by 100% ( cooking/textiles manned every day ) leading to increase in dwell time from 75 minutes to four hours Increased picnic areas and encouraged dogs -Increased opening previously closed October to April- now to first weekend in December and opening 1<sup>st</sup> February



# Diversifying the workforce

- 64% of staff are female
- Inclusive work environment regardless of race, gender, sexuality, different abilities etc.
- Diverse backgrounds – university graduates, vocational workers, arts background, local workforce
- 2 community archaeologists – one funded through SSE Project
- SQA apprenticeship scheme – promoting further education through vocational learning
- Volunteers – all ages and backgrounds, value added from diversity of knowledge and skillsets
- Board of trustees – new board reflects gender equality



# How will we measure our success?

- Increased footfall and revenue- Equally measure depth of footprint (social impact)
- Apprenticeship scheme running successfully
- Increased engagement with local community – schools, businesses, crafters
- Collaborative volunteer programme
- Increased collaboration with peers
- Achieve National Recognition of collection
- Achieve Dalerb





# Building support- key meetings

- April- Informal meeting with chief planning officer facilitated by Cllr John Duff
- April- Informal meeting with SEPA officer
- April- Setting the tone meeting with Gannochy Trust CEO and Chair
- April – Political support follow up meeting with Cllr Mike Williamson, MSP John Swinney, MP Pete Wishart
- April – Meeting with FES re CAT of full site
- May-Summit Meeting- Facilitated by HES involving MGS-PKC-PKHT- SCC- Securing current operation- looking to enable support for Dalerb



# Risk

- Unable to buy the land
- We cannot go fast enough – keeping current team together- current site not sustainable long term
- Unable to turn genuine affection for the Crannog Centre into tangible support-funding



# Outcomes

- Volunteering- social isolation – skills - well being – 10,000 hours
- Supporting FES mission- celebrating their work- telling their story- FES engagement activity
- Look after car park/toilets/picnic area
- Targeted Apprenticeship Scheme – creating opportunities for young people who might not normally get the chance - young people through the care system - young offenders - young people not flourishing in school environment - Social accommodation
- Creating new jobs - 35
- Looking after, researching and interpreting the collection for the benefit of our communities



# Endorsement



# Feedback from the community

*"I wanted to write a few words to support the amazing work all at the Crannog centre have done and continue to do for my son William. William is 17 and registered blind..*

*Will struggles day to day with feeling accepted by his peers but at the Crannog this is not an issue. He is valued for who he is and all he can offer. The team are involving him in writing a poem for their new display, something which Will is proud to be part of. The team recognised Will's birthday and presented him with a very special bone spoon and a swan pin has also been given to him. Both are items he treasures.*

*We can not thank Rich and all at the Crannog enough for what they are doing to help build Will's confidence back up and further his knowledge in the field."* – **Laura Kent, William's mother**



# Feedback from the community

## **Agreement between Breadalbane Academy and Scottish Crannog Centre**

### **Purpose of Partnership**

The Partnership was set up in order to ensure best practice for the development of opportunities for young people to increase employability skills with a focus on the DYW strategy. It is intended to ensure both Breadalbane Academy and The Scottish Crannog Centre are clear on their roles and responsibilities and to ensure the outcomes set out in the timeline are achieved.



# Feedback from the community

*Perhaps the most significant find from the Oakbank crannog excavations is a notched wooden object of unidentified function. The object is broken off at one end, is small (67mm long, 5-6mm in width, 16mm in height) and delicately made. In 2014-15 it was examined by Dr. Graeme Lawson and Dr. John Purser, when it was imaged using optical microscopy. They concluded that the object is most probably a substantial fragment of a “bridge” or string bearer for a plucked string instrument. In terms of music archaeology, this is a find of major and international significance. In terms of our understanding of social life in Scotland, it suggests that there were social structures supporting craftspeople and musicians making and playing high status works of art, with a wide geographical spread, from a period (c.500BC) for which such compelling evidence was previously lacking.*

**Dr John Purser**



# Feedback from the community

*“In the past year, the Scottish Crannog Centre has shown a positive attitude toward change and is making giant steps in its renovation, re-designing itself as a modern immersive experience and living museum... the Scottish Crannog Centre staff were a pleasure to work with and the UWS team looks forward to continuing the collaboration and to help them to become a National Treasure and a model for modern living museums.” –*  
**Dr Marco Gilardi, University of the West of Scotland**





# Feedback from the community

*“As a representative of the Crannog Centre Rich Hiden has been extremely accommodating and has helped the Edinburgh Archaeology Outreach Project (EAOP) with two of our large events, our Family Fun Day at Castlevie Primary School on the November 17<sup>th</sup>, 2018, and our own Family Fun Day at the Grassmarket Community Project on March 3<sup>rd</sup>, 2019. On both occasions he brought with him fun and engaging Iron Age related activities, such as jewellery making and board games. His activities have always been a huge hit and enjoyed by everyone, from children to adults. A big part of the success of the activities is Rich’s incredibly positive attitude and clear passion for what he does. EAOP would not hesitate to invite Rich back for our future events.” –*

**Edinburgh Archaeological Outreach Programme**



# Feedback from the community

*“Rich came and had lunch with residents and was chatting along with them at the lunch table; explaining the reason why he was in Dalweem, Rich said he enjoyed having lunch with residents. We supported residents over the front hall area where Rich had set up his video and was also using a Flip chart to explain how Crannogs came about by illustrations and explained Crannogs and their archaeology with a lot of enthusiasm. Rich gave good information about the Crannogs with giving dates and times when they were discovered in this area, he was very clear and well-spoken and took on board that some of our residents may not understand him well due to hearing issues. Rich went on to explain about the Crannog that is open to the public just outside Kenmore and would love to support residents to come along at any time. Rich took the right amount of time to keep residents’ interest and took time to listen to their questions and tried to answer them for all residents. We would love to have Rich back at any time to talk about the Crannog or his Archaeology do to his knowledge of this area.” – Dalweem Residential Home*



# Feedback from the community

*“As a trader and Craftsman, I love coming to work with the Crannog. It is the staff and the dedication to the history and archaeology which makes it such an incredibly inviting atmosphere. I have the best experience working and plying my craft at the Crannog Centre compared to any of the other museums and trade fairs which I attend. It is an absolute pleasure to be a part of.”* – **Hamish Lamely, internationally requested leatherworker**



# Feedback from the community

*“In 2018-2019 The Scottish Crannog Centre has worked with Culture Perth and Kinross (Breadalbane Community Library) on several different occasions: offering a hands-on ancient craft activity session at a library community day; and a guest speaker at two of the monthly reminiscence group meetings. At all of these events staff from the Scottish Crannog Centre have been professional, passionate and approachable, building support both with event participants and library staff. These events have marked a successful start to what I hope will be a long-term partnership between the Scottish Crannog Centre and Breadalbane Community Library that promotes local history and learning in the local community.” – Karen Young, Breadalbane Community Library*



# Feedback from the community

*“We are delighted to note that you actually opened on 1<sup>st</sup> February this year and also that you stayed open until early December last year. The dearth of tourist attractions in winter time in the Breadalbane area is a real issue for us accommodation providers and it is most encouraging to see that the Scottish Crannog Centre has committed to a longer season. We hope that it worked out well for you and that you will have a highly successful “regular” season too.” – Ken and Catherine, Morenish Mews*



# Feedback from the community

*“Loch Tay Young Archaeology Club has been a fantastic venture for my daughter, Caitlin, to be part of. It is a fantastic club and helped Caitlin in many ways. We have enjoyed days out, days at the Crannog and lots of fresh air working on the ongoing project. Caitlin has presented at the an archaeology conference and I am incredibly proud of her confidence and ease at which she did this.” – Louise, YAC member’s mother*



# Feedback from the community

*“ I love archaeology because it teaches me all about the history of the Crannogs and the area where I live. YAC has inspired me to either be a scientist or an archaeologist. In Perth, me, Connor and Rich did a speech all about our project at Kenmore graveyard and church. It really boosted my confidence! That is why I love Young Archaeology Club!!” Caitlin YAC Member*



# Next Steps

- Secure current operation- keep on doing what we are doing as an ever growing community- deliver our mission day in day out, keep living our values and as a community keep aspiring to our vision
- Masterplan- working alongside our communities build a masterplan that we all believe in and can enable support for a development our story, way of work and critically the Crannog dwellers 500 B.C deserve
- Working alongside our partners deliver the plan

