

Key Purpose of the Moray Council Museums Service

To collect; record; care for; promote understanding and appreciation of; and support the history, culture and heritage of Moray for the benefit of local communities, schools, and visitors to the area.

Background and scope of Service

1. The appropriate Moray Council Corporate and Departmental Plans govern the Service at a strategic level.
2. The Service develops, delivers and supports a range of Museum* and Cultural Heritage services throughout Moray. These include direct delivery through the Council's own museums; and support, through appropriate partnerships, to a range of community and independent museums and heritage organisations.
3. The service is a repository for the collective memory and artefacts of the area, under the terms of its agreed Collecting and Disposal policies.
4. The Service records and cares for those collections to agreed standards.
5. It interprets, and makes accessible, the artefacts and information associated with the history and cultural heritage of the area.
6. It works in partnership with other local heritage and tourism organisations to provide a range of services, activities and educational resources. These reflect the needs of Moray communities, and contribute to their economic prosperity.

Key Aims of the Moray Council Museums Service

1. **To provide a focus for cultural heritage Services in Moray**
The Service will:
 - develop and maintain an appropriate range of Council museums and interpretive centres
 - maintain and develop partnerships with other heritage organisations and groups within Moray
 - enter into appropriate support arrangements to assist independent museums and heritage organisations within Moray
 - develop, maintain and implement appropriate standards and performance measurement
2. **To add to the collections of objects and information, record their details, and care for them.**
The Service will:
 - develop its role as Moray's repository for heritage artefacts in partnership with other local museums and heritage organisations, in line with its Acquisitions and Disposal Policy.
 - seek appropriate donations of artefacts from within the local communities
 - maintain and care for a range of resources to develop exhibitions, loans, and educational support
3. **To provide, co-ordinate and promote a range of services, interpretation and events which create educational, lifelong learning and community opportunities.**
The Service will achieve this by working closely with partner organisations, local schools, community organisations, Friends organisations, and Moray Heritage Connections to provide:
 - permanent and temporary exhibitions and displays, including multimedia and ICT-based interpretations
 - educational services, loans and other resources

The Service will aim to attract a range of visitors and other users by:

 - ensuring that services are based on sound market research and stakeholder needs
 - providing an appropriate range of media, services and user interfaces

4. To develop community partnership and involvement through a range of services and activities.

The Service will:

- seek to maintain and co-ordinate links between local heritage organisations through Moray Heritage Connections
- encourage and promote the sharing of resources and information
- participate in community events
- promote participation in events and use of museums within the community
- contribute to the economic prosperity of Moray communities

*United Kingdom Definition of a Museum (Museums Association, September 1998)

“Museums enable people to explore collections for inspiration, learning and enjoyment. They are institutions that collect, safeguard and make accessible artefacts and specimens, which they hold in trust for society.”

The Moray Council. August 2012