

Vision

- Mission Statement - “Learning to Live, Living to Learn”
- Aims - “Inspire, Include and Improve”

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 tourists.

1. The appropriate Moray Council Corporate and Departmental Plans govern the Service at a strategic level.
2. The Service is Fully Accredited under the MLA Accreditation Scheme.
3. 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.
4. The service is a repository for the collective memory and artefacts of the area, under the terms of its agreed Collecting and Disposal policies.
5. The Service records and cares for those collections to agreed standards.
6. It interprets, makes accessible, and promotes understanding of the artefacts and information associated with the history and cultural heritage of the area.
7. It works in partnership with and supports other local heritage and tourism organisations to provide a range of services, information, activities and educational resources. These reflect the needs of Moray communities and visitors to Moray, and contribute to Moray’s economic prosperity.

Key Aims of The Moray Council Museums Service

1. **To provide a focus for cultural heritage services in Moray, in line with the MLA Accreditation Standard.**

The Service will:

- develop and maintain an appropriate range of Council museums and interpretive centres
- develop and support partnerships with independent museums, other heritage organisations and groups within Moray
- develop, maintain and implement appropriate standards and performance measurement

2. **To add to, record and care for the collections of museum objects and information.**

The Service will:

- develop its role as Moray’s repository for heritage artefacts in partnership with other local museums and heritage organisations
- seek appropriate donations of artefacts from within the local communities
- maintain and care for a range of resources to develop and deliver exhibitions, loans, community outreach and educational support

3. **To provide, co-ordinate and promote a range of services, interpretation and activities which create learning, outreach and community opportunities.**

The Service will achieve this by working closely with partner organisations, local schools, community organisations, Friends organisations, and the Moray Museums and Heritage Forum to provide:

- permanent and temporary exhibitions and displays, including multimedia and ICT-based interpretations
- educational services, loans and other learning resources
- outreach and community engagement events and activities

The Service will aim to attract and increase the range and number of visitors and other users by:

- ensuring that services are based on sound market research, and promoted accordingly
- supporting and facilitating the securing of external funding for museums and cultural heritage in Moray

4. To form partnerships and promote community involvement and economic prosperity through a range of services and activities.

The Service will:

- promote and co-ordinate links between local heritage and other community organisations through Community Planning
- encourage and promote the sharing of resources, services and information
- promote and participate in museum and heritage events in Moray communities
- contribute to the development and promotion of tourism in Moray

*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.”