



Inclusive Heritage Training

Diversifying audiences through partnership working and co-creation

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Caretaking

- Be aware we will be recording the session
- Remain on mute
- Make use of chat and raise your hand to speak
- Take a break whenever you need
- Only share what you feel comfortable sharing
- Don't make assumptions
- Prejudice of any kind is not welcome
- Be mindful of how discussing experiences can impact others
- Be respectful of other people's experiences
- Be mindful of quieter voices and give space to others

Overview

- Check-in
- Talking about diversity and inclusion
- Mapping possible partners
- Break
- Co-creating with community groups
- Discussion



Learning goals

01

Reflect on
current audiences
and partners

02

Identify potential
partners

03

Consider how to
connect with new
partners

04

Share your own
successes and
challenges during
discussion

05

Feel better
equipped to
design inclusive
interventions

How confident are
you that the work
you deliver is
inclusive?

Menti.com

Code 3687 4498



Talking about diversity and inclusion

Diversity: people of different genders, ethnicities, races, ages, religions, socio-economic classes, disabilities, and sexual orientations, as well as people with differences in education, experiences, income and perspectives.

Inclusion: creating a welcoming, open experience intended for all people, for example by removing barriers to participation like physical access, language, costs, etc.

Talking about diversity



Review the glossary in our toolkit



Ask people what terms they prefer



You only know your own experience



Listen to feedback



Continuous learning

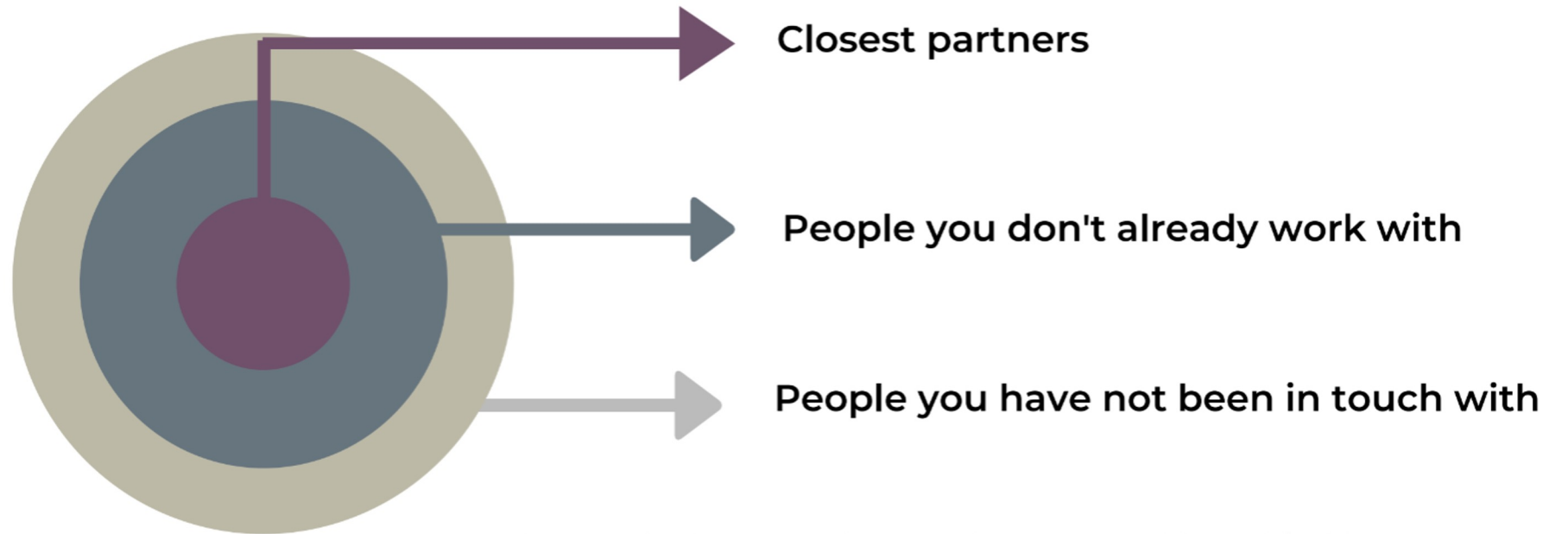


Why do we want to diversify audiences?

- Make our work meaningful and relevant to more people
- Ensure that our heritage is looked after in the future
- Ensure that the heritage stories we tell reflect all of us
- Empower people and strengthen communities through engagement with heritage
- Diversity will look different for each of our neighbourhoods and organisations

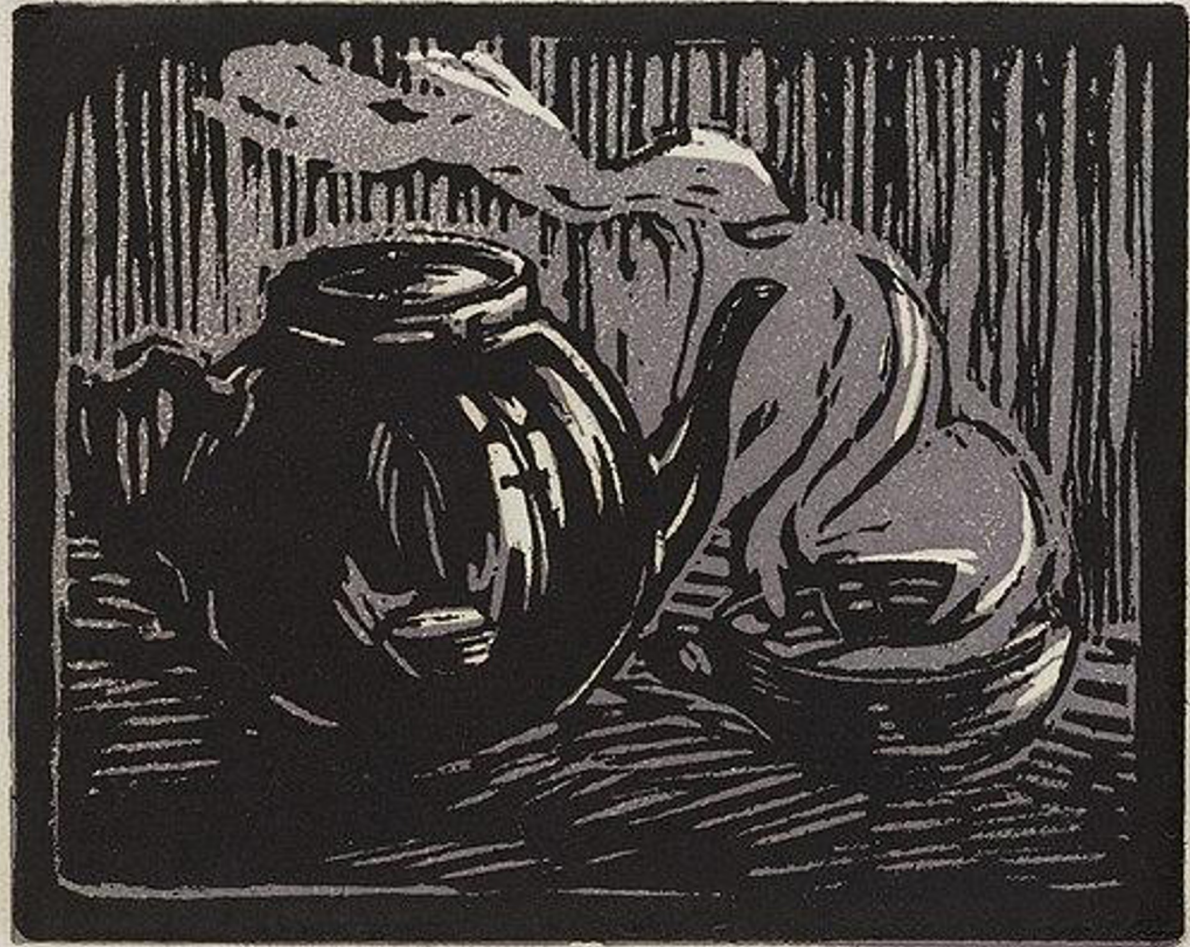
Exercise: mapping possible partners

- Discuss each circle
- Share one group you want to engage with



This tool was inspired by 'Mapping Your Allies' by [Andrew Willis Garcés/Training for Change](#).

Break



7/15

Gabriel Belot



Finding potential partners

Identify

- Who reaches your target audience already?
- Internet research
- Word of mouth
- Public, community places

Network

- Email
- Phone
- Connect through an umbrella organisation
- Meet at larger events

Connect

- Attend one of their events
- Meet for a face-to-face meeting

Case study: African and Caribbean Elders in Scotland

- Met through WSREC Conversation Cafe
- Key takeaways:
 - Plan time for relationship building
 - Ask about needs and listen



Partnership working top tips

- Build trust by working with a trusted partner
- Introduce yourself
- Don't assume they know your work
- Have a clear offer

Co-design

Why

- Engage new audiences
- Represent a wider range of stories and experiences

With whom

- Local community groups
- Other charities

How

- Be clear on budget, timescales, remits
- Outline benefits to your organization and theirs
- Work together to set aims and manage expectations
- Have an open conversation about barriers and enablers

Case study: Queering the Map

- LGBT Health & Wellbeing's Edinburgh BPOC network
- Key takeaways:
 - Bridging knowledge and experience gaps
 - Innovative approach and outputs guided by participants



In your dream event, what
would you
Do? Learn? Talk about?

What time?

What would the
space be like?

What would make
it comfortable?

Any barriers to
making it happen ?

Which heritage activities
do you enjoy

Which types of
heritage are
most important
to you ?

Why is heritage
important to you?

What do you want
to do and see
more of ?



Co-design top tips

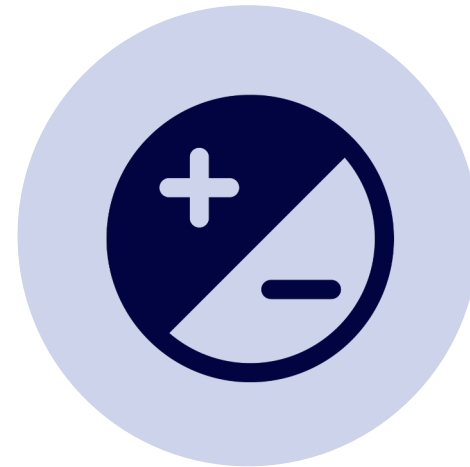
- Learn directly from your target audience
- Invite people to engage on their own terms



Discussion



Is co-creation something your organisation can accommodate? What are the barriers and possibilities?



Can you share any good or bad experiences of co-design?

Thank you!

Keep in touch!

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Please give us feedback!

<https://forms.gle/HPcFjg3dG9BBNoHx7>

