



Open For All Strategy 2022-25

Our Open For All Value And Ambition

The Science Museum Group's mission is to 'inspire futures'. Central to inspiring the next generation of scientists, inventors and engineers is our work towards a society where all people feel that science is for them and have opportunities to access the social and economic benefits it brings.

'Open for All' is our commitment to make the Science Museum Group – and science itself - more accessible and attractive to everyone throughout their lives by identifying and removing barriers to engagement, both from a visitor and employment perspective.

We will take an evidence-based approach to all our Open for All work – drawing upon a range of workforce data as well as our science capital-informed approach. Science capital gives us research-based insights into what influences and shapes people's attitudes, engagement and relationship with science, technology, engineering and maths (STEM). It recognises the significance of what you know about STEM, how you think about it, what you do and who you know, in shaping your identity and relationship with science and maths.

This Strategy is supported by an 'Open for All Action Plan' which sets out specific and measurable actions under each objective and will be monitored through the Open for All Steering Group.

The Open for All Strategy can be referenced in conjunction with the following SMG Strategies and policies, which can be found on the [SMG website](#):

- Inspiring Futures Strategic Priorities 2017–2030: Reissued 2020
- Learning Strategy 2020-2030
- Science Museum Group Collection Development Policy

Our value of being Open for All is supported by four pillars which reflect the holistic approach that SMG aims to adopt. These pillars are interdependent and contain a number of cross-cutting priorities.

The four pillars of SMG's Open for All work are to:

- Create places that are open for everyone
- Engage everyone with science
- Grow a diverse workforce
- Build an inclusive culture

Create places that are open for everyone

We commit to monitoring and improving the accessibility of our spaces, both onsite and online. This not only means removing physical, intellectual and sensory barriers but creating spaces which reflect and culturally connect with diverse audiences.

We acknowledge that not all audiences feel 'at home' in our museums, particularly those from communities that have been historically excluded.

By building a better understanding and recognising the needs and aspirations of audiences, we strive to create inclusive spaces which value their differences and recognise the rich resources and experiences they bring with them.

Commitments:

1. Continue to develop and disseminate internal guidelines for accessible design and inclusive practice which, where possible, go above and beyond the minimum legal standard.
2. Aim to reach best practice and comply with regulations on accessibility for digital platforms.
3. Continue to review the recommendations from our 2021 Access Audits, prioritising key actions within local site Action Plans. Roll out a regular process for auditing sites with internal stakeholders and external consultants. Throughout this process work in partnership with underserved and minoritised stakeholders.
4. Capital projects and gallery redevelopments will consider equity and diversity at all key project phases. This includes the delivery of Technicians: The David Sainsbury Gallery and the East Hall (SM), Power Hall and 1830 Station and Warehouse (SIM), Vision 2025 (NRM and LCM), Sound and Vision (NSMM).
5. Improve the communication of existing inclusive and accessible features both online and onsite and develop new resources, such as Sensory Friendly Maps and pre-visit guides to help audiences feel comfortable and at home in our sites.
6. Review and develop the 'welcome' that visitors receive to ensure that all of our visitors feel comfortable and have a strong sense of belonging at our museums.

Engage everyone with science

We seek to remove barriers to engagement with the SMG collection and participation in the public programme, ensuring the content we share and narratives we present are relevant to diverse audiences. This work is informed by science capital research, which enables us to better understand the reasons some people feel excluded from STEM subjects and feel science is not for them.

Commitments:

1. Deepen the discussion around themes connected to equity and diversity in STEM via our Open for All blog series and online talks programme.
2. Review and expand our accessible activity programme, designed to consider specific access requirements including 'out of hours' events, Dementia Friendly programming, British Sign Language and Audio Described activity.
3. Continue to review our approach to inclusive storytelling through Museum Collections both online and onsite, prioritising the delivery of the Inclusive Displays Action Plan and reviewing problematic terminology within Collections Online.
4. Deliver site-specific community engagement plans to reach and collaborate with underserved audiences most local to our museum.
5. Continue to use a science capital-informed approach to ensure that equity for everyone, including those historically excluded from science, is at the heart of all SMG work. Members of all O4A groups will be active advocates and champions for this.

Grow a diverse workforce

We aim to grow a diverse workforce that reflects our communities, through growing a diverse talent pipeline and ensuring recruitment and selection is as inclusive as possible. We will identify areas of underrepresentation, both at a site and functional level, and will target our action to address these areas.

Commitments:

1. Ensure accountability and transparency throughout our work by adopting a data-informed approach, measuring our baseline and progress, setting targets and reporting on our performance.
2. Use our profile as a national museum group to showcase the sector as a place for everyone through careers education and awareness, developing our employer brand to make our roles attractive to people who have traditionally worked in other sectors.
3. Develop a programme of work-based opportunities to enable a diverse range of people at all levels to gain exposure to working in the sector.
4. Seek to rescope a range of existing resourcing opportunities to create more entry routes into SMG as well as progression routes to grow internal talent, for example using apprenticeship, graduate and career changer programmes.
5. Change our recruitment and selection practices to be more inclusive, and trial new and different ways of recruitment and selection to draw in new audiences and encourage transferable skills.

Build an inclusive culture

We aim to build an inclusive culture that values different perspectives and experiences and embeds this into decision making and culture, to build a sense of belonging.

Commitments:

1. Put 'Open for All' at the core of the entire employment lifecycle, ensuring all our people practices are underpinned by our value to be Open for All, from recruitment and selection to recognition and performance review and leadership.
2. Develop 'inclusive leadership' as a core expectation of all SMG leaders, with accountability for instilling inclusive practice throughout their teams and seeking out different perspectives to enable greater innovation through diversity of thought, both from within and outside the organisation.
3. Build inclusive knowledge, skills and behaviours of all our people through education and awareness programmes including the Inclusion and Diversity Curriculum.
4. Develop a strong sense of community across SMG through initiatives and mechanisms that encourage colleague participation, debate and discussion where everyone can have a voice (such as Big Read, engagement open sessions).
5. Measure SMG's culture in relation to inclusion and belonging, and its relationship with wider people priorities such as wellbeing, engagement and retention.

Workforce Targets

By 2026 we aim to have:

- Increased completion rate of diversity monitoring data to 90% across all areas including socio economic background
- Increased BAME representation to minimum 20%
- Increased disability representation to minimum 12%