

	OVERALL AIM: To maximise the capacity of racialised communities to reveal, celebrate and preserve their identity and cultural heritage																	
	OVERARCHING GOAL: To establish liberatory spaces and structures within which identity and cultural heritage assets can flourish, be 'sparked' and be shared																	
LOGIC MODEL																		
DOMAIN	NEEDS / ISSUES	EVIDENCE OF NEED	OBJECTIVES	INPUTS	OUTPUTS	Project OUTCOMES	SH	PE	IAP	OS	OUTCOME REF.	TARGET SAMPLE	LOCUS	OUTCOME INDICATORS	MEASURE OF SUCCESS (Threshold)	TIMELINE	ASSESSMENT TOOLS	
SPACES (where UnMuseum happens)	No or very few safe spaces in which people can connect; existing spaces do harm or distort narratives; they lead to greater disconnect and dissonance	Comments shared at consultation events; BSWN filmed events and the feeling in the room as well as the testimonies given	AA. Establish decentralised ownership and stewardship model underpinning the UnMuseum initiative	Co-produced 'founding' code of ownership, development and practice underpinning the UnMuseum	Regional UnMuseum Steering group	1A. More Black & Minoritised individuals have capacity to trust UnMuseum and conceptualisation of cultural heritage	X		X	X	1A	500	pan region	# of people reporting positive level of trust toward UnMuseum	75% of respondents to survey	By end of year 2	Survey	
						1B. More Black & Minoritised individuals report sense of experiential safety in UnMuseum spaces and cultural heritage programming	X		X	X	1B	500	per locality	# of letters / comments of support	100 per locality	By end of year 2	Page count / online submissions / survey	
			AB. Establish codes or principles of 'safe experience' underpinning the UnMuseum initiative	Co-produced 'founding' code of 'safe curatorial practice/ experiences' underpinning the UnMuseum		A: More Black & Minoritised individuals and communities have space(s) in which to connect and feel connected with cultural heritage that resonates with their identity (close to home where possible)	X		X		A	1	per locality	# of new dedicated community owned/ or hosted UnMuseum Spaces open across South West	Qualifying criteria - an UnMuseum space provides a range of cultural heritage programming accessible to local target audiences with a minimum of 6 accessible events welcoming audiences per year	By end of year 1	Registry of UnMuseums	
						B: More Black & Minoritised Change agents have meaningful access to support to create spaces and assets (close to home where possible)	X		X		A	500	pan region	# of people attending BSWN UnMuseum event or space reporting feeling connected to cultural heritage that resonates with their sense of identity	75% of respondents to user or visitor survey	By end of year 1	Survey	
			1. Maximise opportunities for safe and positive access to and/or (co)ownership of cultural heritage spaces (built assets/centres) across South West	Place-based convenors; Capacity builders to provide direct support to change agents, organisations, creatives and individuals working to create space for diverse, plurality rich cultural heritage;		C: Assets and spaces created 'resonate' with the communities they serve as 'for them'	X		X	X	A	500	pan region	# of people reporting positive experience / impression of physical space as one that resonates with them: key words and dynamics 'trust', 'belonging', 'joy', 'beautiful', 'taking space', 'matters to me'	75% of respondents to user or visitor survey	By end of year 2	Survey / Feedback Forms	
						X		X	X	B	100	per locality	Increase in number of cultural producers, curators, change agents affiliated with UnMuseum compared to baseline	50 per region	By end of year 2	Completed affiliate / membership registrations		
			2. (Re)Model / design spaces that delight and engage underserved Black and minoritised communities; spaces that catalyse retelling and redefinition of cultural heritage	Co-produced programme of Space Design + Partners + Investment in networks of Change	Space 'Design' Sessions / Collaborative Place-based Design with Partners	X		X	X	C1	500	pan region	# of Change agents, curators, producers reporting increased opportunities to share and showcase their work / positive benefit to their work as a result of engagement with UnMuseum	50 per region	By end of year 2	Completed affiliate / membership registrations		
						X		X	X	C2	1000	online audience	# of people reporting UnMuseum more fully addresses their diverse needs with regard to cultural heritage than other settings	75% of respondents to user or visitor survey	By end of year 2	Survey / Feedback Forms		
			Existing spaces are fragile or do not engage sufficiently; do not serve community effectively or in an enduring way - come and go	Comments shared in recorded UnMuseum engagement events. Fears of 'extractive' nature of the design of mainstream provision and spaces and activity; perceptions of a lack of authenticity; lack of ownership; sense of perpetuated colonialism/ coloniality; lack of permanence	D: People who are unfamiliar with and/or curious about Cultural Heritage have more opportunities to discover, share and celebrate cultural heritage on their own terms	X		X	X	C3	500	per locality	Proportion of UnMuseum digital space users identifying as from B & Min Communities is high compared to non UnMuseum data	50% of respondents identify as B&Minoritised or other self-identification	By end of year 2	Digital Platform User Survey		
						X		X	X	C4	1000	pan region	Reported Likelihood of repeated engagement or footfall in UnMuseum physical spaces is high	75% or more of respondents report highly likely to re-engage / revisit UnMuseum	By end of year 2	Survey / Feedback Forms / Outcomes Star Case Studies		
			2. (Re)Model / design spaces that delight and engage underserved Black and minoritised communities; spaces that catalyse retelling and redefinition of cultural heritage	Co-produced programme of Space Design + Partners + Investment in networks of Change	Space 'Design' Sessions / Collaborative Place-based Design with Partners	D: People who are unfamiliar with and/or curious about Cultural Heritage have more opportunities to discover, share and celebrate cultural heritage on their own terms	X		X		D1	1000	pan region	# of people reporting increased freedom to define cultural heritage and/or fulfillment of otherwise unmet need for celebration/ sharing of cultural heritage	75% of directly engaged people	Annually	Survey / Feedback Forms / Outcomes Star Case Studies	
						E: More Black and minoritised communities experience freedom of definition, language and expression of cultural heritage through the UnMuseum	X		X	X	D2	1000	pan region	# of people receiving support via connectors to develop celebration, sharing, preservation of cultural heritage	75% of directly supported people	Unique/Direct participants Increases year on year	Case Studies / Exemplars	
						F: Communities have a greater, richer sense of the 'topography' and 'typology' the look and feel of the UnMuseum, how it reflects their	X		X	X	E1	100	pan region	Increase in the range of curated manifestations of UnMuseum derived from the freedom to define	Increases year on year compared to baseline	By end of year 2	Rich Picture	
						X		X	X	E2	100	pan region	Increase in the total number of documented forms of cultural heritage within the UnMuseum unified collection	Increases year on year compared to baseline	By end of year 2	Rich Picture / Unified Collection		

							needs and identities and the spaces in which it can be found	F	100	per locality	Level of satisfaction with or praise for the UnMuseum 'unified collections'; spaces and events	75% of users report demonstrable positive impact on them or observed in others	By end of year 2	Survey / Feedback Forms / Digital Platform User Survey			
							G: The number of access points and pathways through which people can navigate UnMuseum has grown	X	X	X	G	100	per locality	# of people reporting accessing UnMuseum for the first time	75% of users report demonstrable positive impact on them or observed in others	By end of year 2	Survey / Feedback Forms / Digital Platform User Survey
							I: Increase in 'new' literacy				I/J	50	pan region	# of programming sessions supporting UnMuseum learning, discovery; # of advocates / influencers providing positive messaging and encouragement to advocate for learning and new literacy	75% of more of participants report highly likely to re-engage / share with wider community; 75% of participants from wider sector GLAM / HE sector commit to support / host UnMuseum Curators, Cultural producers, Collections	By end of year 1	Survey / Feedback Forms / Digital Platform User Survey
							J: Increase in shared / collective meaning making				K	100	pan region	# of new community owned assets held and preserved for black and minoritised groups to explore and enjoy	75% or more of users of collection / archive report high level of satisfaction / high likelihood to use resource again	By end of year 3	Survey / Feedback Forms / Digital Platform User Survey
							K: Increase resonance and celebration of cultural heritage				L/M	20	pan region	# of new groups reporting experiencing support, enhanced capacity and sense of connectedness	50% of users report demonstrable positive impact on them or observed in others	By end of year 2	Focus Group Discussion / Case Study / Feedback Forms
							L: Improved wellbeing										
							M: Greater sense of identity / collective identity										
							N: Greater awareness and mainstreaming of concepts of Cultural heritage as defined by Black and Minoritised communities;				N	50	pan region	# of UnMuseum collections showcasing hosted newly preserved cultural heritage	10 new collections; 75% of users/visitors report enjoyment and raised awareness of UnMuseum collections	Annually	Register of UnMuseum affiliated 'collections'
							O: More Black and minoritised cultural heritage is documented and preserved				O	50	per region	# of new artefacts / audio / visual forms of cultural heritage preserved as part of UnMuseum or UnMuseum digital	Increases year on year compared to baseline	Annually	Data log / Register of newly preserved / created cultural heritage as defined by Black and minoritised groups
							P: Individuals who are less well served by physical spaces have access to digital resources that enable them to learn about, share, celebrate and preserve heritage		X	X	P	500	pan region / global	# of unique registered UnMuseum Digital users identifying as Black or minoritised	75% of registered UnMuseum digital users identify as Black or Minoritised	By end of year 3	Data log / cache / registry of Digital architecture
							Q: Black and minoritised communities have more spaces in which to preserve 'physical' heritage digitally				Q	400	pan region / global	# of physical forms of cultural heritage documented and preserved via UnMuseum digital platform	200 unique digital cultural heritage assets with UnMuseum Identifier/reference recorded	By end of year 2	Data log / cache / registry of Digital architecture
							R: People have access to a digitally 'mapped' network of cultural and heritage				R/S	1000	pan region / global	# of unique views of newly preserved forms of cultural heritage	ratio of user identity (identifying as Black or Minoritised) to unique views is 3:1	By end of year 2	Data log / cache / registry of Digital architecture
							S: Black and minoritised communities less served by mainstream archives have more digital spaces and networks through				S	1000	pan region / global	# of users of UnMuseum digital platform reporting increased sense of belonging and that the collections / forms of digitised heritage resonate with their identity	75% of users reporting increased sense of belonging, pride, celebration of identity from engagement with the UnMuseum platform	By end of year 2	UnMuseum Digital Collection 'retiring' or 'exit' feedback survey
							T: More cultural heritage among racialised groups is captured, preserved for present and future generations		X	X	T	500	pan region	# of people reporting positive experience of the UnMuseum infrastructure as one that inspires sufficient 'trust' to preserve cultural heritage within it	75% of users reporting trust in the UnMuseum platform	By the end of year 2	Survey / Feedback Forms / Digital Platform User Survey
							U: More individuals and communities enjoy improved wellbeing / social capital / capacity to thrive				U / V	500	pan region	# of people reporting improved wellbeing and/or positive reconnection with cultural heritage as a result of engaging with UnMuseum platforms or preserving their cultural heritage within it	75% of users reporting improved wellbeing / reconnection with cultural heritage	By the end of year 2	Survey / Feedback Forms / Digital Platform User Survey
							V: More individuals experience reconnection with heritage otherwise lost and report feeling revitalised, refreshed, more resilient now that it is preserved				W	100	per locality	# of people reporting new knowledge and awareness of the UnMuseum as a result of engaging / participating in UnMuseum close to home for the first time	75% of users reporting new knowledge / raised awareness / access to knowledge networks	By the end of year 1	Locality Community Survey / Poll
							W: Increased level of knowledge and awareness in community of community led/defined cultural heritage										

