**Icon Scotland Strategy and Work Plan for 2022-23**

**Vision**

The Icon Scotland group aims to deliver Icon’s vision for cultural heritage to be valued and accessible and for its future to be enhanced and safeguarded by excellence in conservation, in Scotland and beyond.

**Time period of strategy and work plan**

This strategy and work plan will run from April 2022-March 2023.

|  | *Strategic Objective* | *Activities* |
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| 1 | * Support the professional development and wellbeing of our members and other conservation and cultural heritage professionals, in Scotland and beyond | * Provide physical and online training * Provide opportunities for networking and socialising * Encourage the sharing and publishing of knowledge, including through the Icon Scotland blog * Use social media to share information about conservation activity in Scotland * Promote professional standards, including Icon’s professional accreditation scheme   *Specific actions for 2022-23*   * Provide support for members during the ongoing covid-19 pandemic and subsequent recovery period |
| 2 | * Support early career conservation and cultural heritage professionals in Scotland and beyond | * Provide training and networking opportunities specifically for early career professionals * Ensure that students from conservation courses in Scotland are represented on the Icon Scotland committee * Contribute to any plans to develop new conservation training opportunities in Scotland, e.g. university courses, internships, apprenticeships etc. * Help to connect interns and placement students who are based in different organisations   *Specific actions for 2022-23*   * Deliver a training and networking event specifically for early career professionals. * Investigate the possibility of an event to allow recent conservation graduates to disseminate their research. * Participate in discussions about introducing cultural heritage trailblazer apprenticeships into Scotland. |
| 3 | * Factor environmental sustainability into the group’s activities | * Consider environmental sustainability when planning a new project or activity * Engage with the activities of the Icon Environmental Sustainability Network * Ensure that committee meetings always offer an online joining option * Minimise the use of paper-based information at physical events * Follow the Veg UK policy for physical events   *Specific actions for 2022-23*   * Deliver an event with an environmental sustainability focus, possibly in collaboration with another group or network. |
| 4 | * Factor diversity and inclusion issues into the group’s activities | * Consider diversity and inclusion when planning a new project or activity   *Specific actions for 2022-23*   * Review the actions agreed by Icon’s Diversity Task and Finish Group and use them to identify related actions for the Icon Scotland Group * Deliver an event with an LGBTQ+ collections focus * Trial the introduction of free or discounted tickets to events for those facing financial challenges * When recruiting new committee members, look for ways of attracting harder to reach demographics * Look for ways of collaborating with the ‘Museum as Muck’ group * Look into making pre-recorded talks available with subtitles |
| 5 | * Work collaboratively with other heritage organisations | * Participate in stakeholder meetings of BEFS and Museums Galleries Scotland * Seek out opportunities to organise collaborative events with other heritage organisations   *Specific actions for 2022-23*   * Strengthen the group’s relationship with the Kelvin centre in Glasgow, possibly by holding an away day there * Deliver an event in collaboration with the Edinburgh Collections Response Network |
| 6 | * Promote conservation to communities within Scotland and beyond | * Organise and participate in events with the primary aim of promoting conservation to communities within Scotland and beyond * Use social media to raise awareness of and promote conservation   *Specific actions for 2022-23*   * Revisit ideas for a public-focussed conservation event, possibly at the Engine Shed or possibly online |
| 7 | * Advocate for and raise the profile of cultural heritage and the conservation profession in Scotland to bodies including the Scottish government | * Proactively seek advocacy and consultation opportunities and collaborate with Icon Central to agree how a response will be given and provide content as necessary * Use social media to advocate for conservation   *Specific actions for 2022-23*   * Contribute to the development of the next National Strategy by Museums Galleries Scotland |
| 8 | Contribute to delivering Icon’s strategy | * Keep abreast of Icon’s work, particularly through briefings from the Icon Trustee for Scotland * Promote membership of Icon at appropriate events * Promote Icon’s accreditation scheme to conservators in Scotland, for example through the Icon Scotland accreditation grant * Promote Icon’s services and resources to conservation and other cultural heritage professionals in Scotland   *Specific actions for 2022-23*   * Review Icon’s new strategy when it is published and use it to inform future strategies and plans for the Icon Scotland Group * Draft text promoting Icon membership to include in event feedback forms |