**Icon Scotland Strategy and Work Plan for 2023-24**

**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 2023-March 2024.

|  | *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
* Provide support for members during challenging times
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| 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 2023-24** 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.
* Keep abreast of developments with cultural heritage apprenticeships in Scotland.
* Keep abreast of plans for a paper conservation course in Scotland.
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| 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 2023-24** Deliver an event with an environmental sustainability focus, possibly in collaboration with another group or network.
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| 4 | * Factor diversity and inclusion issues into the group’s activities
 | * Consider diversity and inclusion when planning a new project or activity
* Follow the activity of the ‘Museum as Muck’ group

*Specific actions for 2023-24** Review the list of ideas for factoring EDI into events created by the Icon Scotland Events Manager
* Deliver an event with an LGBTQ+ collections focus
* Further establish the offering where feasible of free or discounted event tickets for those facing financial challenges
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| 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 2023-24** Investigate the possibility of delivering an event in partnership with the Glass and Ceramics group
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| 6 | * Promote conservation to communities within Scotland and beyond
 | * Keep abreast of events and activities organised in Scotland with the aim of promoting conservation to communities, and look for ways to publicise this activity
* Use social media to raise awareness of and promote conservation
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| 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
* Keep abreast of interesting conservation activity that’s happening in Scotland, so that this can be used in advocacy work
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| 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 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 2023-24** Meet with Icon’s new CEO and Chair (in person or online)
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