

Museum Development and delivery of Accreditation advice function

briefing note 2018/23 (updated November 2019 and refreshed August 2021)

Arts Council goals	<p>Goal 3: resilience and sustainability</p> <p>The arts, museums and libraries are resilient and environmentally sustainable</p>
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Summary

Since April 2015 Accreditation technical advice in England has been delivered as an integrated model with Museum Development providers receiving funding from Arts Council to take on the advice and support for Accreditation, in a manner that best suits the needs of museums in each area. This streamlines support for museums, linking the Accreditation advice alongside Museum Development programmes which provide broader strategic interventions.

From 2018-23 Museum Development providers will continue to be funded to deliver Accreditation technical advice. Organisations which apply to deliver Museum Development programmes will need to demonstrate how they plan to provide a high-quality technical advice service to all Accredited museums in their areas, as well as those working towards Accreditation and seeking eligibility.

For more information about the Accreditation Scheme see:

www.artscouncil.org.uk/accreditation

What is Accreditation technical advice?

A key strand in the delivery of Accreditation in England is the provision of effective technical advice to enable museums to achieve and maintain Accreditation. This includes support for all museums in England apart from national museums. Technical advice will be based on a thorough knowledge and understanding of the eligibility stage and Accreditation Standard, the processes that underpin and support it and its applicability to museums of different sizes and scales. This ensures specific Accreditation advice is available to organisations at eligibility stage

as well as those approaching an initial Accreditation application and museums preparing for a regular compliance return.

The advice also includes delivering training and/or awareness workshops through Museum Development programmes and in partnership with other sector bodies which help to promote and support the requirements of the Accreditation Standard. The advice role also includes supporting, but not leading, coordination of the Museum Mentor scheme. It does not include technical advice in relation to using the Grantium system, which will be referred to Arts Council England's Customer Services Team. Advice and assessment of the national museums and services e.g. National Trust is undertaken by the Manager, Accreditation.

Delivery model 2018-23

Accreditation technical advice will continue to be integrated as part of Museum Development provision in England. This can be delivered regionally or by developing partnerships with other regions to develop an area consortium approach. Organisations applying for Museum Development programmes are able to select the delivery mechanism best suited for their regions or wider areas.

The common activities that MD providers must undertake are:

- delivering training and/or awareness workshops through Museum Development programmes which support Accreditation requirements (e.g. in partnership with other bodies and other activities)
- provision of advice in their area of activity, based on the content of the Accreditation guidance documents, including signposting to relevant guidance and support materials to:
 - organisations wishing to complete an eligibility questionnaire
 - new applicants and returning participants
 - provisionally Accredited museums
 - museums which may require a significant change review
 - museums which have requested removal from the Scheme
- reviewing eligibility questionnaires, completing eligibility review forms, sending these to Arts Council England with recommendations on whether museums are eligible to apply for Accreditation, keeping records and liaising with the central Accreditation team.
- advising museums regarding interpretation of the Standard to their size and scale (see Accreditation scalability)
- maintaining a watching brief on Accredited museums and those working towards Accreditation, highlighting to the central Accreditation team any circumstances of significant change

- encouraging participating museums to provide returns in a timely manner as outlined in the ACE returns schedule which otherwise risk being removed from the Scheme
- liaising with museums which may require a period of deferral or extension and supporting the central Accreditation team in managing these requests effectively
- promotion, advocacy and signposting of opportunities to undertake the Museum Mentor role to relevant museum professionals and to facilitate conversations between potential Mentors and Museums in seeking a Mentor
- collecting requests for changes and improvement to the guidance and contributing to reviews of Accreditation guidance documents and support resources
- keeping information about Accreditation up to date on Museum Development websites
- support and advice on the operational use of the online application and returns form and signposting to the ACE enquiries team where appropriate.

General approaches to delivering Accreditation advice:

- to work in partnership with other MD providers delivering Accreditation advice as appropriate
- to champion and be an advocate for Accreditation at relevant local, regional and national meetings
- to work in partnership with the central Accreditation team at ACE and other bodies delivering Accreditation training and advice

What will the key outcomes be?

- consistent overall numbers of participants in the Scheme. This is regularly recorded and published as an Official Statistic at:
www.artscouncil.org.uk/what-we-do/supporting-museums/accreditation-scheme/accreditation-statistics/
- high quality complete applications and returns based on feedback from Accreditation Assessors
- numbers of Provisionally Accredited museums offered targeted support
- at least one annual training and/or networking opportunity targeting non-Accredited museums and heritage organisations to find out about the Scheme

- numbers of museums supported to submit an eligibility questionnaire for the Scheme
- numbers of Working Towards Accreditation museums offered targeted support
- at least one annual mentoring skills development, training and/or networking opportunity for new and existing Museum Mentors
- support of the identification and recruitment of new Museum Mentors and report numbers of new mentors annually

What budget is available to support this activity for 2018-23?

Currently the budget available is £155,844 annually. . This will be split using the same formula as for Museum Development programmes within the larger SSO funding. This financial modelling is based as previously on four criteria: the number of museums requiring a mentor, the latest population data statistics per region, geographic area and numbers of Accredited museums by region.

What are the MD providers not being asked to undertake?

- Final decisions and notifications on eligibility
- Delivery of national Museum Mentor Scheme coordination and national advocacy
- Delivery of externally contracted training as centrally developed discrete national Accreditation training and/or awareness workshops
- All technical queries relating to the online platform which should be directed to the Arts Council's Customer Services
- Iterative policy and planning development with individual Accredited museums or approving policy and planning documents as 'Standard compliant'
- Advice and assessment for national museums and services

What support will be available from the Arts Council to MD providers delivering Accreditation advice?

National lead and co-ordination of the Accreditation scheme and the returns programme, including management of deferrals and extensions.

National support around eligible museum constitutions, final decisions on eligibility based on Museum Development recommendations, notification from Arts Council to organisations which have submitted an eligibility questionnaire, allocation of unique number for museums reviewed as being eligible to apply for Accreditation.

National lead and co-ordination of and advocacy for the Museum Mentors scheme.

Support relating to the operation of the online application and returns system by the Arts Council's Customer Services team.

Approval of deferrals and extension requests by the central Accreditation team in liaison with museums and with support from Museum Development providers.

Provision of at least one annual national Accreditation training or workshop opportunity for Museum Development representatives based on identified need to help support effective delivery of the Accreditation advice function eg providing Scheme updates.

Collection and sharing trends analysis with Museum Development providers as an overview of Accreditation Required Actions and Areas of Improvement on an annual basis to help understand area Accreditation training and development needs.

Current guidance documents in support of the Accreditation Standard which will be regularly updated.

Provision of resources promoting the benefits of Accreditation.

How will the allocated funding be paid?

The allocated funding is inclusive within the larger SSO funding for Museum Development programmes linked to the delivery criteria and outcomes outlined above.

How will monitoring work?

This will be via the relevant Relationship Managers with appropriate support from the Manager of the Accreditation scheme. National consistency and measurements will be confirmed and agreed by the Accreditation Manager and the Senior Manager, Museums (Development).s.

Contact

If you have any questions about matters contained in this paper please get in touch with the Senior Manager, Museums (Development):

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