

APPENDIX 2

CULTURE & TOURISM SERVICE – ACCREDITATION ACTIVITY OVERVIEW

The Accreditation Scheme (administered by Arts Council England) is a set of nationally agreed standards to ensure all museums are sustainable, focused and trusted, inspiring the confidence of the public and funding and governing bodies.

It ensures that museums manage their collections properly, engage with visitors and are governed appropriately by encouraging agreed standards in:

- How museums are run
- How they manage their collections
- How they engage with their users

Accreditation covers the entire range of a museum’s activity and governance, with key areas listed below. The assessment requires evidence that all of these areas are adequately addressed and, where necessary, that relevant Plans or Policies are in place, with approvals at the relevant governance level.

Governance and workforce	<ul style="list-style-type: none"> • Mission Statement • Constitution • Effective structure for governance and management • Professional workforce, with relevant training and development • Succession planning • Organisational approach to sustainability • Forward/Business Plan • Financial sustainability
Management of risk	<ul style="list-style-type: none"> • Evidence of secure occupancy of premises • Appropriate and effective security arrangements • Appropriate and workable emergency planning
Collections	<ul style="list-style-type: none"> • Demonstration of ownership • An approved Collections Development Policy • An approved Documentation Plan and Policy, with clear evidence that Spectrum documentation procedures are followed for the management of the collection • An approved Collections Care and Conservation Plan and Policy
Accessibility	<ul style="list-style-type: none"> • Venues must take into account users’ needs, guided by an access statement • Museums must have adequate and accessible facilities, clearly communicated to visitors • Maintain accessible displays and exhibitions • Provision for research and engagement • Access improvement plan
Audiences	<ul style="list-style-type: none"> • Maintain a programme of exhibitions and programmes • Provide stimulating learning and discovery experiences • Effective communication with users and potential users • Evaluation and analysis of information to assess user’s needs • Understand which audiences are users and non-users • Develop strategies to retain and develop new audiences • Culture of customer care