



# Accreditation guidance

Resource list

June 2014



## Getting help with your application

Approaching Accreditation can seem daunting, however, advice and support is available to help you complete an application or return. Each assessing organisation provides an advice team covering their particular areas. Details of this support are available from the Arts Council website: [www.artscouncil.org.uk/what-we-do/supporting-museums/accreditation-scheme/where-can-i-get-help/](http://www.artscouncil.org.uk/what-we-do/supporting-museums/accreditation-scheme/where-can-i-get-help/).

Museums benefitting from the support of a Museums Mentor should contact their Mentor when approaching an application or return.

## Other ways in which Accreditation is supported

In England a network of local museum development services exists. This supports the aims of Accreditation by helping museums work together to improve their activities against the three sections of the standard and contribute to Arts Council England's five strategic goals. Please see

<http://www.artscouncil.org.uk/funding/apply-for-funding/renaissance/museum-development/museum-development-network/> for further details.

Advice and support is available in Wales, Scotland and Northern Ireland from staff at the relevant assessing organisations. Their contact details are:

Organisation	Name and contact email
CyMAL	<b>Ann Mansell</b> <a href="mailto:Ann.Mansell@Wales.GSI.Gov.UK">Ann.Mansell@Wales.GSI.Gov.UK</a>
Museums Galleries Scotland	<b>Jenny Youngson</b> <a href="mailto:JenniferY@museumsgalleriesscotland.org.uk">JenniferY@museumsgalleriesscotland.org.uk</a> <b>Victoria Hawkins</b> <a href="mailto:VictoriaH@museumsgalleriesscotland.org.uk">VictoriaH@museumsgalleriesscotland.org.uk</a>
Northern Ireland Museums Council	<b>Elaine Hill</b> <a href="mailto:elaine.hill@nimc.co.uk">elaine.hill@nimc.co.uk</a>

Further support is available from [www.collectionslink.org.uk](http://www.collectionslink.org.uk).

## Assessing organisations

Applications and returns submitted through the online system will be received and processed by Arts Council England. Applications and returns along with any supporting document attached will be sent to the relevant assessing organisation. The assessing organisations for Accreditation are:

- England, Isle of Man and Channel Islands  
Arts Council England, [www.artscouncil.org.uk](http://www.artscouncil.org.uk)
- Wales  
CyMAL: Museums Archives and Libraries Wales (a division of the Welsh Government),  
[www.wales.gov.uk/cymal](http://www.wales.gov.uk/cymal)
- Scotland  
Museums Galleries Scotland, [www.museumsgalleriesscotland.org.uk](http://www.museumsgalleriesscotland.org.uk)
- Northern Ireland  
Northern Ireland Museums Council, [www.nimc.co.uk](http://www.nimc.co.uk)
- National museums  
Arts Council England, [www.artscouncil.org.uk](http://www.artscouncil.org.uk)

These organisations assess each museum's application or return. The assessments are passed to the Accreditation secretariat at Arts Council England, where they are processed, quality assured and scheduled to be presented to an Accreditation panel.

Additional information about Accreditation is available on the website of each assessing organisation.

## Section one – organisational health

### Legal context

For up to date information on all your legal responsibilities including safeguarding, health and safety and equalities go to [www.gov.uk](http://www.gov.uk).

### Constitutions

For guidance on eligible constitutions for museums participating in Accreditation, see Guidance Document: [Constitutions and Governance Arrangements, MLA/Egeria, 2010](#).

For model governing documents for charities go to the [Charity Commission](#) website.

For further information and guidance on voluntary organisations visit [www.gov.uk](http://www.gov.uk) or [The National Council for voluntary organisations](#).

For charities in Scotland visit the [Scottish Council for voluntary organisations](#) website.

For more information for voluntary organisations in a Welsh context: [www.wcva.org.uk](http://www.wcva.org.uk)

The Choices for Change toolkit will help you identify governance models and examine which service delivery options are best for your business. This is primarily aimed at local authorities: [www.choicesforchange.info](http://www.choicesforchange.info)

The office of the Scottish Charity Regulator has relevant information at [www.oscr.org.uk](http://www.oscr.org.uk)

### Effective forward planning

[Association of Independent Museums \(AIM\)](#) offers information on creating and implementing forward plans.

The [risk awareness profiling tool](#) (RAPT) can be used to assess the level of risk awareness in your organisation. It provides a profile that indicates areas where awareness in the organisation is good, and areas where improvement is needed. RAPT also provides guidance to help develop better awareness of risks to your museum through an analysis across the following sections: assets, systems, finance and audience.

A forward planning workflow diagram to support Accreditation is available from [Collections Link](#). The South Western Federation of Museums and Art Galleries toolkit is also available from Collections Link: <http://www.collectionslink.org.uk/programmes/museum-accreditation/1018-swfed-forward-planning-toolkit>

SHARE East have an useful toolkit on how to develop a forward plan: <http://sharemuseumseast.org.uk/resources/leadership-governance-resources/>

Museums Galleries Scotland have [useful guidance](#) on how to write a forward plan.

[www.ictknowledgebase.org.uk](http://www.ictknowledgebase.org.uk) offers numerous articles on ICT strategy and planning.

[PQASSO](#) is a quality mark for third sector organisations. It sets out what organisations need to have in place in order to ensure sound governance practices, financial and risk management procedures and a robust system for measuring their outcomes – and sets out a path to continuous improvement for those starting off.

The [Institute of Fundraisers'](#) website offers resources for fundraising and also features codes of best practice for fundraising and has links to the relevant Charity Commission guidelines. It has a variety of links for resources and training as well.

The [Third Sector website](#) offers guidance on best practice in fundraising, governance, management and finance for charities.

## **Finances**

The Association of Independent Museums (AIM) provides a lot of useful guidance to support self-financing museums:

[AIM](#) offers advice on the Financial Reporting of Heritage Assets FRS30

Economic impact toolkits:

[Economic value of the independent museum sector: toolkit](#) provides AIM members with a straightforward approach to help museums in estimating the impact they might have on their local economy. More information on impact is also available on the [Archives, Libraries and Museums Alliance UK](#) website.

## **Workforce**

[Safeguarding Vulnerable Groups Act 2006](#)

For all current UK legislation for work with children and young people see the [UK Legislation](#) website.

The [NSPCC](#) website has a range of toolkits for anyone working with children and young people.

Advice and guidance on protecting children and vulnerable adults within a charitable organisation can be found on the [charity commission](#) and on Volunteering England's website.

[Internships in the Arts](#) – guidelines to help clarify the legal obligations; see also [Common Best Practice Code for High-quality Internships](#)

[Volunteering England](#)'s booklet has information on how to put together a volunteer policy.

[Investing in Volunteers](#) (IiV) is the UK quality standard for good practice in volunteer management

Museums Galleries Scotland has a lot of support material available about volunteers, their [development](#).

For Scotland's Centre of Excellence in volunteering, see [www.vds.org.uk](http://www.vds.org.uk)

Other guidance produced by practitioners includes:

[www.rammuseum.org.uk/about-ramm/supporting-museums/working-with-volunteers](http://www.rammuseum.org.uk/about-ramm/supporting-museums/working-with-volunteers)  
<http://worcestershiredo.wordpress.com/resources/toolkit-for-developing-volunteer-initiatives/>  
[www.reading.ac.uk/web/FILES/volunteersformuesums/Museum\\_Volunteers\\_Tool\\_Kit.pdf](http://www.reading.ac.uk/web/FILES/volunteersformuesums/Museum_Volunteers_Tool_Kit.pdf)  
<http://craftworkstoolkit.org.uk/routestoacareer/museums/volunteering>

## **Access to professional advice and input to policy development and decision making**

[\*Museum mentor handbook\*](#), Arts Council England, 2011

## **Emergency planning**

Information on emergency planning is available on Collections Link:

[www.collectionslink.org.uk/discover/governance/981-building-an-emergency-plan-a-guide-for-museums-](http://www.collectionslink.org.uk/discover/governance/981-building-an-emergency-plan-a-guide-for-museums-)

[www.collectionslink.org.uk/discover/site-information/720-emergency-planning-and-disaster-recovery-for-archives-libraries-and-museums](http://www.collectionslink.org.uk/discover/site-information/720-emergency-planning-and-disaster-recovery-for-archives-libraries-and-museums)

The [East Midlands Museums Service](#) has a well-developed emergency plan which is available to purchase.

## **Environmental sustainability**

[www.green-business.co.uk](http://www.green-business.co.uk) contains information on the green business scheme.

[The Carbon Trust](#) is a not-for-profit company providing specialist support to help business and public sector cut carbon emissions and save energy.

Other sources of information include:

[www.museumsassociation.org/campaigns/sustainability/helping-museums-go-green](http://www.museumsassociation.org/campaigns/sustainability/helping-museums-go-green)

[www.museumsassociation.org/campaigns/sustainability/sustainability-links](http://www.museumsassociation.org/campaigns/sustainability/sustainability-links)

<http://ruralmuseums.ssndevelopment.org/>

[www.happymuseumproject.org/](http://www.happymuseumproject.org/)

[www.juliesbicycle.com/](http://www.juliesbicycle.com/)

<http://abcOfWorkingwithschools.org.uk/widening-access/museums-for-the-future/>

Resources supporting subjects across Organisational Health can be found at:  
[www.swfed.org.uk/index.php?option=com\\_content&view=article&id=479&Itemid=223](http://www.swfed.org.uk/index.php?option=com_content&view=article&id=479&Itemid=223)

[www.sharemuseumseast.org.uk/](http://www.sharemuseumseast.org.uk/)

## **Section two – collections**

### **General**

Advice sheets are freely available on [Collections Link](#).

Collections Trust practical guides are also available to buy at Collections Link:

Collections and Governance: practical guide

Collections Management: a practical guide

Copyright: a practical guide

Documentation: a practical guide

Pest management: a practical guide

Now in its second edition, the Benchmark checklist which defines basic, good and best practice, can be used to measure levels of collections care and prioritise improvements. *Benchmarks in Collections Care* is available on the [Collections Link](#) website.

SPECTRUM is the industry standard for collections management, defining agreed procedures for: object entry; acquisition; location and movement control; cataloguing; object exit; loans out and loans in: <http://www.collectionslink.org.uk/spectrum>.

[ICON](#), the Institute of Conservation, is the lead voice for the conservation of cultural heritage in the UK. It provides the recognized source for finding professionally qualified conservator-restorers in the UK and Ireland: [Conservation Register](#) at ICON. It also provides useful 'how to care for' fact sheets for different materials and types of objects.

The Museums Association website Collections section  
[www.museumsassociation.org/collections](http://www.museumsassociation.org/collections) .

Resources supporting subjects across the Collections section can be found at:

[www.swfed.org.uk/index.php?option=com\\_content&view=article&id=507:sustainable-collections&catid=60:resources&Itemid=226](http://www.swfed.org.uk/index.php?option=com_content&view=article&id=507:sustainable-collections&catid=60:resources&Itemid=226)

[www.sharemuseumseast.org.uk/](http://www.sharemuseumseast.org.uk/).

Further resources and case studies on the active development and use of collections can be at:

<http://www.collectionslink.org.uk/programmes/revisiting-collections>

<http://www.museumsassociation.org/collections/effective-collections>

## **Bibliography**

[\*Spoliation of Works of Art during the Holocaust and World War II period: Statement of Principles and Proposed Actions\*](#), National Museum Directors' Conference, 1998

*Spoliation of Works of Art during the Nazi, Holocaust and World War II period*, MGC, 1999

[Code of Practice on Archives for Museums and Galleries in the UK \(3rd ed\)](#), 2002,

[Security in Museums, Archives and Libraries: A Practical Guide](#), Resource, 2003,

[Guidance for the care of human remains in museums](#), DCMS, 2005

[Guidelines for the care of human remains in Scottish museum collections](#), Museums Galleries Scotland, 2011

PAS 197: *Code of practice for cultural collections management*, BSI British Standards, 2009

PAS 198: *Specification for managing environmental conditions for cultural collections*, BSI British Standards, 2012

## **Conventions**

[UNESCO 1954 Hague Convention for the Protection of Cultural Property in the Event of Armed Conflict.](#)

UNESCO 1970 [Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property.](#)

[UNIDROIT 1995](#)

Convention on International Trade of Endangered Species of Wild Fauna and Flora:  
[www.cites.org/](http://www.cites.org/)

## **Legislation**

[Dealing in Cultural Objects \(Offences\) Act 2003](#)

[Treasure Act 1996](#)

[Bona vacantia](#) (Scotland)

[Human Tissue Act 2004](#)

[Human Tissue \(Scotland\) Act 2006](#)

[Wildlife and Countryside Act 1981](#)

[Endangered Species \(import and export\) Act 1976](#)

[Protection of Wrecks Act 1973](#)

## Section three - users and their experiences

### Audience development

An equality analysis (EA) is a process tool used to identify areas of inequality. By identifying these areas EAs can help organisations provide effective services and improve all users' experiences. By doing an EA, an organisation can also assess the implications of their decisions on the wider community and establish actions to tackle any inequalities identified. EIAs are only required for publicly funded bodies but they also help other organisations have due regard to eliminating unlawful discrimination, advance equality of opportunity and foster good relations between people from different groups. The Local Government Association website has information on the Equality Framework for Local Government:

[www.local.gov.uk/web/guest/equality-frameworks/-/journal\\_content/56/10171/3476575/ARTICLE-TEMPLATE#performance](http://www.local.gov.uk/web/guest/equality-frameworks/-/journal_content/56/10171/3476575/ARTICLE-TEMPLATE#performance)

The Heritage Lottery Fund's [Thinking about Audience Development](#) also contains useful material.

### Statistical research

The [Active People Survey](#) is a statistical release which presents local area estimates for adults relating to participation in sport and active recreation for all local authorities.

[Scottish Household Survey](#) publications contain information on cultural participation.

### Evaluation

The [Self Evaluation Framework](#) from Arts Council England.

[Inspiring Learning for All](#) (ILfA) is a self-help improvement tool that supports colleagues to assess strengths and plan improvements by providing evidence of the impact of activities through the generic learning and generic social outcomes.

[CyMAL](#) has produced ILfA support tools that can be accessed on their website.

[Providing the best: guidance for artists and arts organisations on assessing the quality of activities provided for children and young people](#) from Arts Council England.

[Evaluation Support Scotland](#) works with voluntary organisations and funders so they can measure the impact of their work. Evaluation Support Scotland provides practical support and access to resources and tools.

[Measuring Social Outcomes](#) – an online learning tool.

[Guide to evaluating community projects, Joseph Rowntree Foundation](#), is based on work with 20 groups and projects across England and Wales.

[Evaluation Toolkit for Museum Practitioners](#) – presents a range of options and guidelines

National Trust [Friendly Evaluation Toolkit](#)

## **Partnership working**

The culture and sport improvement toolkit (CSIT) utilises a peer challenge methodology to build capacity and improve the strategic positioning of local authority museum services in London. Further details and resources are available on the [London Councils](#) website.

[NCVO](#) (National Council of Voluntary Organisations) provide a wide range of accessible and comprehensive publications covering many aspects of collaborative working.

[NESTA](#) (National Endowment for Science, Technology and the Arts) has produced a policy briefing exploring the position of the creative industries in the UK economy. It discusses the links with other business sectors and looks at the role the creative industries can play in regional development.

## **Accredited visitor schemes**

[VAQAS England](#)

[World Host](#)

[VAQAS Cymru](#)

[Visit Scotland](#)

[Institute of Customer Service](#)

[Welcome To Excellence](#)

[Museums Galleries Scotland](#) visitor information

## Access policies and access audits

### [Equality Act 2010](#)

The access audit toolkit published by MLA Council '[Access For All](#)' is available on SHARE and SWFED websites

Inspiring learning for all is a useful improvement framework to help you review and improve performance and access.

<http://www.inspiringlearningforall.gov.uk/>

Useful information is available on the [Equality and Human Rights Commission](#) website, including equality impact assessments, Equality Act 2010 and toolkits and resources to download at [www.equalityhumanrights.com/publications](http://www.equalityhumanrights.com/publications).

Ethical Guidelines 4-Access Museums for All, available from [Museums Association](#) website.

[www.ictknowledgebase.org.uk/ictmanagement](http://www.ictknowledgebase.org.uk/ictmanagement) offers numerous articles on ICT strategy and planning. There are also sections on 'Accessibility and Inclusion' on the web.

For more details on accessible websites visit

<http://www.w3.org/WAI/> .

[Disability Support portfolio](#), CyMAL version.

[Access Statement](#) - examples of best practice and FAQs are available from Visit England.

## Accessibility in print, signage, online

[See it Right](#) is a practical guide and reference to help your organisation make information accessible. The CD rom offers useful resources, examples of best practice and checklists.

[The Royal National Institute of Blind People \(RNIB\)](#).

The [web accessibility initiative](#) (WAI) guidelines are widely regarded as the international standard for web accessibility. WAI works by developing support materials to help understand and implement web accessibility and developing resources, through international collaboration.

*BS 8878: 2010 Web accessibility code of practice*, British Standards Institution.

[Sign Design Guide to Inclusive Signage](#) – available on the Sign Design Society's website.

## Marketing and communication

Facts, figures, tools and tips to help you improve your advocacy and speak up for your museum are available from the [Museums Association](#) website.

The [Thinking Big Essay](#) is available through the AMA website. It explores marketing strategy

and planning with 12 worksheets to guide you through developing a marketing plan for your organisation.

*Boost Your Performance*, *Writing Your Marketing Action Plan* and *Planning a Marketing Campaign* are both available on the Arts Council Wales [website](#).

Chartered Institute of Marketing has a range of [downloadable resources](#) on their website. Although geared specifically to small businesses, they do utilize a number of standard planning tools and approaches.

## Using social media

[Ambition](#) offers a wide range of resources to support the development of digital strategy, including case studies, masterclasses and discussions related to implementing digital developments.

## Interpretation at the museum

Museums Galleries Scotland has an information sheet which is an introduction to Interpretive planning: [Introduction to Interpretive Planning: Planning for Effective Museum Interpretation](#) and [Planning for Effective Museum Interpretation: How to write an interpretive plan](#).

The Museum Association's museum practice [guide to text and labels](#) (only accessible to Museum Association members) includes sections on how to produce clear text, style writing guides, child friendly labels, case study on audience led labels, alternatives to written labels and interactive websites.

## Supporting learning

[Developing Education Policy: a Toolkit for Arts Organisations](#) is a toolkit to support arts organisations in developing an integrated education strategy.

[The Campaign for Learning](#) is a national charity which aims to create a passion for learning that sustains people for life. They support work in family learning, learning in schools and learning in the workplace.

The [Learning Museum Network Project](#) (LEM) is a network of museums and cultural heritage organisations which plays an active role with regard to lifelong learning and raises awareness among decision makers.

## Schools

[Learning Outside of the Classroom](#): the LOfC Quality Badge is a national award combining the essential elements of provision – learning and safety into one easily recognisable accreditation scheme.

[Teaching outside the classroom](#) – for information about organisations which provide placements for trainee teachers in settings other than schools

[Engage](#) promotes access to, and enjoyment and understanding of the visual arts through gallery education. Its projects and programmes help school children and the wider community become confident in their understanding and enjoyment of the visual arts and galleries.

[Group for Education in Museums](#) – for anyone interested in learning through museums and heritage

## **Families**

[Kids in Museums](#) is the voice for family museum visitors across Britain. The [2011 Kids in Museums manifesto](#) includes many new demands, including a special message about the unique opportunities and experiences museums can offer families.

[MLA Family Learning Publication](#), working collaboratively with local partners.

## **Early years**

The [British Association for Early Childhood Education](#) (Early Education) is the leading national voluntary organisation for early years practitioners and parents with members and branches in England, Northern Ireland, Scotland, and Wales. Early Education promotes the right of all children to education of the highest quality. It provides support, advice and information on best practice for everyone concerned with the education and care of young children from birth to eight. It is an established national organisation with the expertise and experience to support the development of the early years workforce.

## **Children and young people**

[National Children's Bureau](#) (NCB) is the leading national charity which supports children, young people, families and those who work with them. Its aim is to improve the wellbeing of children and young people across every aspect of their lives. NCB works with organisations from across the voluntary, statutory and private sectors through its membership scheme, and through the sector-led specialist networks and partnership programmes. They contribute research and funding to community and family-centred solutions which will enable cost-effective, sector-led improvement and development. The site features a number of resources and publications.

[Artswork](#) is the national, independent youth arts development agency, committed to making a difference to the lives of young people at risk aged 12-25, raising standards in youth arts work.

Arts Council England's nine [bridge delivery organisations](#) will provide a direct connection between the work produced by arts organisations and schools and communities.

[Arts Award](#) inspires young people to grow their arts and leadership talents. There is specific guidance available on engaging young people in museums:  
<http://www.artsaward.org.uk/resource/?id=4085>

For information on child safety and working with children visit the [Children in Scotland](#) website.

## **Adult and lifelong learning**

[The National Institute of Adult Continuing Education](#) promotes adult learning and provides support materials.

Resources supporting subjects across Users and their Experiences can be found at:

[www.swfed.org.uk/index.php?option=com\\_content&view=article&id=480](http://www.swfed.org.uk/index.php?option=com_content&view=article&id=480)

[www.sharemuseumseast.org.uk](http://www.sharemuseumseast.org.uk)