



Congratulations, your museum is Accredited!

Use these Top Tips to capitalise on all your hard work

1 File it
Maintain a file – either hard copy or digital – of all the documents associated with Accreditation, to provide continuity, mitigate against loss of institutional memory and help pull together the information required for the 5-yearly Review with minimal effort.



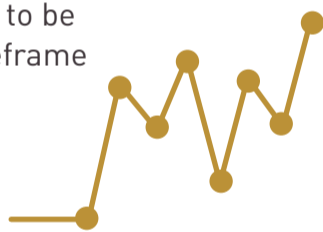
2 Tackle Areas for Development
Don't let them hang about! Plan how you'll address them. If this involves a significant amount of work, add them as Objectives/ Actions in your Forward Plan/Business Plan so that they are included in the overall plan of work for the coming months and don't slip off the radar.



3 Share the knowledge
Make sure staff and volunteers who are responsible for an area of work are familiar with the policies and plans that relate to it and have easy access to a copy of each to refer to if necessary.



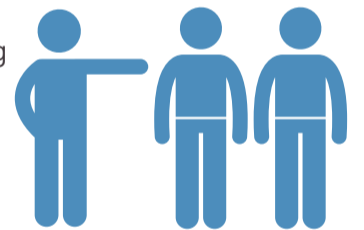
4 Monitor progress
Have the Forward Plan/Business Plan as a standing item on all management/governing body meeting agendas and report progress against each specific objective currently being worked on. This will confirm that everything is on track or highlight slippage at an early stage and enable additional resources to be allocated or the timeframe to be adjusted.



5 Use the Forward Plan/ Business Plan
Forward Plans/Business Plans include longer term aspirations – a Vision and Key Aims – and the shorter term steps and goals that will enable the museum to achieve them – the Action Plan. Three years is the recommended timeframe for a Plan, with Yr 1 worked up in detail, Yr 2 slightly less so and Yr 3 sketchier again. By the fourth quarter of Yr 1, the detail of Yr 2 can be firmed up and so on with Yr 3.



6 Spread the load and delegate
Keep a schedule of all your policies, agreements and expert reviews, noting the date they were signed off and the date for review. Build in time to consult stakeholders, check whether the document works, is still relevant and that it reflects current circumstances. Also, consider delegating responsibility for aspects of the Accreditation standard to others.



7 Keep up the conversation
Knowing who your users and non-users are and what they want is key to running a successful museum. Nurture the links you made and the procedures you developed when applying for Accreditation to gather ideas and evidence to inform your programmes and advocate your cause.



8 Stay in touch with your Accreditation Mentor
This can be by email, phone or in person at the museum. Your mentor is a really useful source of information and support – a cross between a critical friend, an encyclopaedia and a gateway to other sources of help.



9 Stay networked
Learning from others, tackling challenges together and realising you are not alone all help museums thrive. If you are struggling with some aspect of Accreditation, you can guarantee someone has been there before and there's advice out there to help you through.



10 Remember your museum's Statement of Purpose
Whether it is called a Mission Statement or Statement of Purpose, this statement encapsulates why your museum exists, what it does and for whom. It should underpin all of the museum's activities, be familiar to everyone associated with the museum – governing body, staff, volunteers, friends – and figure prominently on the museum website and promotional literature.



This resource was conceived and written by Vicky Dawson, SW Accreditation Technical Adviser 2019

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