



## Briefing Pack

### About South West Museum Development

**Our mission:** *To effectively deliver the regional museum development programme and maximise the impact of this funding for museums across the region.*

The Arts Council England Museum Development programme was launched in 2012 to support all Accredited museums, and those formally working towards Accreditation across England. The programme supports the museum sector to meet and exceed national standards, raise ambition, drive excellence and strengthen resilience. It is delivered by nine providers, the South West Museum Development programme being responsible for supporting museums in the South West ONS region.

For the period April 2018-March 2022 the Arts Council has awarded the South West Museum Development Programme (SWMD) £2,126,020 as a National Portfolio Sector Support Organisation to deliver Museum Development Services for the 216 Accredited museums in the South West.

The Programme also holds funded Memorandums of Agreement with 19 local authorities across the region contributing additional public investment of approximately £120,000 per annum in the local museum development officer network at county or sub regional level.

The South West Museum Development programme is hosted by Bristol Culture, Bristol City Council.

Further information on the South West Museum Development Programme can be found here:

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

Read our latest Annual Review here:

<https://southwestmuseums.org.uk/what-we-do/sector-research/our-annual-review/>

### National Museum Development Structure

The Museum Development Network (MDN) is a constituted network of the nine regional Arts Council England funded Museum Development Providers and representatives of the Welsh Government, Scottish and Northern Ireland Museums Development providers. MDN is responsible for collective national advocacy and representation of Museum Development. Each Arts Council England Museum Development Provider holds an individual grant-in-aid funding agreement with Arts Council England and therefore the legal and financial responsibilities for South West Museum Development reside with Bristol City Council's Culture Division.



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**



## History of the Strategic Advisory Group

The Strategic Advisory Group has been established following a review of the SWMD Partnership board. It replaces the South West Museum Development Partnership Board which was made up of nominated representatives across Major Partner Museums, key regional cultural organisations including the Real Ideas Organisation, Arts and Health South West and the South Western Federation of Museums and Art Galleries alongside representation from the Independent museum sector and the SW Local Authority Cultural Officers Forum.

## The Role of the Strategic Advisory Group

South West Museum Development is governed by a Strategic Advisory Group which comprises of between 6 and 8 members. Bristol City Council provides one officer and there are up to 7 independent advisory members including the Chair.

The purpose of the Strategic Advisory Group is to:

- Develop a strategic focus to drive quality of the programme;
- Provide scrutiny and leadership, democratic accountability, and enterprise support and challenge to SWMD and its programme team;
- Oversee the overall governance and strategic leadership of SWMD in accordance with SWMD’s missions and objectives;
- Ensure SWMD’s continuing financial viability and long term sustainability including supporting SWMD to take advantage of new opportunities;
- Ensure SWMD is making effective use of its assets, services and resources to support museums and heritage organisations in the region,
- Ensure SWMD is meeting the needs of its users and communities.

It is the responsibility of the Strategic Advisory Group members to ensure that these requirements are effectively delivered.

Members of the Strategic Advisory Group must act within the Nolan Principles which underpin public life:

<b>Selflessness</b>	take decisions solely based on the mission, strategic objectives and values of SWMD
<b>Integrity</b>	not to be compromised by individuals or outside organisations
<b>Objectivity</b>	remain impartial and ensure choices are made on merit alone
<b>Accountability</b>	be responsible for their decisions and actions

<b>Openness</b>	give reasons for their decisions and actions
<b>Honesty</b>	declare any private interests
<b>Leadership</b>	promote and support these principles by leadership and example

**Representatives of the Strategic Advisory Group**

The Strategic Advisory Group will be made up of an independent chair, a representative of Bristol Council and six independent representatives, responsible for leading on key themes including:

1. Collections
2. Evaluation and research
3. Finance and business development
4. Learning and skills
5. Partnerships and networks
6. Volunteering