

REPORT TO:		Cabinet	
DATE:		12 th February 2020	
PORTFOLIO:		Councillor Munsif Dad BEM JP – Education, Leisure & Arts	
REPORT AUTHOR:		Gillian Berry – Deputy Manager and Curator	
TITLE OF REPORT:		Haworth Art Gallery's Application for Arts Council England Museum Accreditation	
EXEMPT REPORT (Local Government Act 1972, Schedule 12A)	Options	Not applicable	
KEY DECISION:	Yes	If yes, date of publication:	

1. **Purpose of Report**

- 1.1 To present Haworth Art Gallery's proposed policies and plans which form the Council's Museum Accreditation submission to Arts Council England.
- 1.2 To seek Cabinet approval for the Council's application for Arts Council England Museum Accreditation for Haworth Art Gallery.
- 1.3 The application is very lengthy and therefore it is not appended to the report but the full draft application can be viewed via the following link:

<https://www.hyndburnbc.gov.uk/download-package/cabinet-members-downloads/>

2. **Recommendations**

I recommend that Cabinet:

- 2.1 Consider and approve the draft application for Arts Council England Museum Accreditation for Haworth Art Gallery as proposed in this report

3. **Reasons for Recommendations and Background**

- 3.1 The Museum Accreditation Scheme is the UK industry standard for museums and galleries and sets out nationally-agreed standards which promote and inspire confidence with the public and funding bodies. Accreditation does this by making sure museums manage their collections properly, engage with visitors and ensure that they are governed appropriately. The Haworth needs to renew its Arts Council England Museum Accreditation and a draft submission has been prepared for Cabinet to consider which can be viewed via the following link:

<https://www.hyndburnbc.gov.uk/download-package/cabinet-members-downloads/>

- 3.2 Accreditation is required by all Museums and Art Galleries to be eligible for funding by Arts Council England or National Lottery Heritage Fund and is renewed every 5 years. Having accreditation has allowed Haworth Art Gallery to access funding for the successful Stables and Motor House Artists' Studios. As a result the project has been used as a model for best practise with the National Lottery Heritage Fund (NHLF).
- 3.3 The application includes a number of sections, including a series of plans and policies which are summarised as follows.
- 3.4 For the Governance and Management section of Accreditation, an approved Forward or Business Plan is required which covers the current and subsequent planning year will be written in accordance to the Arts Council of England guidelines for Museum and Art Gallery Accreditation. The section is required to include appropriate governance and management standards including a clear statement of purpose, an appropriate constitution and a satisfactory structure for governance and management. It is also required to cover a set period and include the key aims Haworth Art Gallery wants to achieve and an explanation of how we will achieve these aims in terms of staff and volunteers, equipment and budgets. Budgets for the current year and subsequent planning year are required. The section must include a review date.
- 3.5 Under the Managing Collections section of Accreditation three policies are required. They are a policy for Developing Collections and include acquisition and disposal. An approved Documentation Policy which details the management of collections ensuring all objects are properly accounted for and useable. Lastly an approved Collections Care and Conservation Policy setting out details of ethical commitments and legal requirements to improve the way objects are cared for and conserved for future generations. The policies must include review dates.
- 3.6 In order to be accessible to the public an approved Access Policy is required. This section will cover how people can see, use and reference Haworth Art Gallery's collections, gain access to museum buildings and site, and how we share information about the collection with people. This should include using a variety of interpretive methods to exhibit the collections, enabling public access to the collections, buildings and sites, and associated information and the date the policy will be reviewed.
- 3.7 Subject to Cabinet approval the aim is to submit Haworth Art Gallery's Accreditation return to the Arts Council England portal Grantium by 29th February 2020.

4. Alternative Options considered and Reasons for Rejection

- 4.1 The Haworth Art Gallery does not have to apply for Accreditation, however, it would make the gallery un-able to apply for external funding from Arts Council England, National Lottery Heritage Fund and various other funding bodies.

5. Consultations

- 5.1 Consultations have been made with Haworth Art Gallery management team, the Head of Regeneration and Housing, Hyndburn Borough Council's Management Team, Munsif Dad

Portfolio Holder for Education, Leisure and Arts, Arts Council England and Museums Development North West.

5.2 Additional consultation has been made with Haworth Art Gallery's user and non-user community groups.

6. Implications

Financial implications (including any future financial commitments for the Council)	There are no direct financial implications, however, if we do not receive full Accreditation and therefore unable to apply to ACE, NLHF or similar bodies for project funding, this would prevent further development projects going ahead.
Legal and human rights implications	There are no Legal implications in this document.
Assessment of risk	There are no significant risks arising from this report other than losing Arts Council England accreditation status should a submission not be made.
Equality and diversity implications <i>A Customer First Analysis should be completed in relation to policy decisions and should be attached as an appendix to the report.</i>	The Council is subject to the public sector equality duty introduced by the Equality Act 2010. When making a decision in respect of the recommendations in this report Cabinet must have regard to the need to: <ul style="list-style-type: none"> • Eliminate unlawful discrimination, harassment and victimisation and • Advance equality of opportunity between those who share a relevant protected characteristic and those who don't and • Foster good relations between those who share a relevant protected characteristic and those who don't. For these purposes the relevant protected characteristic are: age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex and sexual orientation. To assist the Cabinet in this regard a Customer First Analysis has been carried out as part of the review process and is attached to this report. Cabinet is advised to consider the Customer First Analysis and its obligations in respect of the public sector equality duty when making a decision in respect of the recommendations contained in this report.

7. Local Government (Access to Information) Act 1985: List of Background Papers

7.1 *A copy of the draft submission can be viewed via the following link:*

<https://www.hyndburnbc.gov.uk/download-package/cabinet-members-downloads/>

8 Freedom of Information

- 8.1 The report does not contain exempt information under the Local Government Act 1972, Schedule 12A and all information can be disclosed under the Freedom of Information Act 2000.

1. Customer First Analysis

Purpose

- 1.1 To raise awareness that Haworth Art Gallery's Accreditation Return to Arts Council England (ACE) which includes policies, plans and procedures to ensure the Gallery meets professional standards is due for renewal in February 2020 and will need approval from Cabinet.
- 1.2 Arts Council England define and manage the Accreditation Scheme for museums and galleries
- 1.3 Achieving Accreditation benefits Haworth Art Gallery's professional status and allows staff to apply for funding from ACE and National Lottery Heritage Fund (NLHF). Accreditation also informs all of the work that is done in the gallery including forward plans, management of collections and the access policy. Hyndburn Borough Council benefits from Haworth Art Gallery's recognition as an accredited museum through the tourism it generates for the borough and any funding used to develop the gallery. Residents of the borough benefit from a free world class art gallery which has its community at the heart of its policies.
- 1.4 If accreditation is not achieved, Haworth Art Gallery will not be able to apply for funding from ACE and NLHF. Other museums and galleries will not work with Haworth Art Gallery for example they will stop loaning artworks and end skill sharing or development work. Bodies such as Museums Development North West who are funded by ACE will not offer CPD to Haworth Art Gallery.
- 1.5 Haworth Art Gallery have developed a Friends of Haworth Art Gallery group, Haworth Artists Network and a group of work experience students to help contribute to the policies, procedures and plans we develop in the gallery. Important work has been undertaken to inform Haworth Art Gallery's mission statement, core purpose and values through meetings, workshops and social media.

Evidence

2.1 All new policies and plans are required to have set SMART objectives which need to be specific, measurable, achievable, realistic and timely. Forward plans need to contain PESTEL analysis, SWOT analysis and SMART objectives and need to include a statement of purpose, the period a plan covers, key aims we want to achieve, how these aims will be achieved, what is needed to achieve these aims (people, equipment, money etc.), budgets for the current and subsequent planning year and a review date for the plan. These factors will make the policies and plans measurable allowing staff to review intended outcomes and benefits. Procedures will allow staff to complete tasks accurately. Having SMART objectives will allow not only gallery staff but HBC and ACE to measure the work that is done at Haworth Art Gallery.

2.2 Visitors and event participants are invited to give verbal and written feedback through comments books, evaluation sheets and social media (Facebook and Trip Advisor). This data is used to develop policy and provides continuous feedback for annual reviews of policies.

2.3 There are comments books, evaluation sheets, social media reviews, Trip Advisor certificates with excellent ratings for the last 4 years, an engagement area profile report, results of public consultations and a significant evaluation report from the Haworth Stables and Motor House project which serve as data on the people who use the service and the wider population.

2.4 It would be useful to be a member of the Audience Agency, a charity which specialises in audience development, so we can access their national data to increase our relevance, reach and resilience.

2.5 Yes we break down data by equality groups.

2.6 We use a mixture of partners (eg MDNW, ACE, and NLHF), stakeholders are both internal and external to the business and councillors to get information and feedback.

Impact

3. Our largest audience includes people in the over 45 age bracket and as a result we need to appeal to a younger age group. One of the main ways to attract younger people is to have an education officer who attracts schools into the gallery. The children then encourage repeat visits with their families. As the children grow older they start to bring in their families. Unfortunately as a result of austerity measures we lost the education officer post in 2014. Accreditation will allow the team to work out ways of how we may address this problem.

Actions

4.1-9 As required by ACE Accreditation Scheme and HBC, the policies, procedures and plans we will bring up to date will not intend to discriminate in any way. Haworth Art Gallery is a fully accessible venue.