

SEMDP Consultation **SHOWCASE 31/10/2016**

On Monday 31st October 2016, museums who attended the SHOWCASE conference were asked to contribute to a consultation exercise.

The delegates were split into 9 groups of 3-5 people and given 16 statements of where they would like to be by 2022 and asked to choose their top 3, and to note down any ideas on how Museum Development can support them in achieving this.

The groups chose the following nine statements below as their top priorities for where they want to be by 2022.

- =1 Effective business plan in place, with more diverse income streams
- =1 Improved visitor experience
- 2 Reaching new audiences
- 3 Fully meeting the Accreditation Standard
- = 4 Strong board and good governance in place
- = 4 Collections digitised and our museum will be active in digital engagement and social media
- = 5 Improved financial performance
- = 5 Improved volunteer recruitment and management
- = 5 In partnership with universities and colleges

Details of how MD can support them in achieving these statements are listed below:

Effective business plan in place, with more diverse income streams (6)

- IT procurement and support
- Business planning
- Access to databases of funders
- Building consortium for funding bids
- Mentors for business planning re process and consulting to develop
- Training in business aspects (finance, planning etc)
- Help with business planning
- Knowledge of different income streams including grants
- Benchmarking, eg. Retail, catering
- Case studies showing range of different projects designed to improve income streams
- Ability to talk to people who have worked on projects in area
- Business planning resources

Improved visitor experience (6)

- Data about audiences and non-visitors

- Getting the visitor into your museum and engaging with them and their interests in a sector that is becoming more competitive in marketing
- Peer learning, networking to learn from others
- Improving accessibility
- Training in customer service and access awareness
- Themed cohorts/networks
- Peer review/mystery shopper, critical friend from a museum
- Facilitating learning from other museums
- Help with surveys of non visitors
- Grants
- Case studies

Reaching new audiences (5)

- IT development and support advice, guidance and digitisation
- Helping develop relationships with other organisations/partners (match making service)
- Online directory
- Best practice sharing
- Assistance with meeting local arts organisations
- Online/digital engagement especially with teenagers and young people

Fully meeting the Accreditation Standard (3)

- Collections care and knowledge
- 1-1s, talk through the process beyond the tick-box mentality

Strong board and good governance in place (2)

- Training for trustees automatically
- Dating agency – bringing together potential trustees and museums

Collections digitised and our museum will be active in digital engagement and social media (2)

- How do you monetize digital collections?
- Be clear what you want from social media
- Research for baseline
- Then identify training and support needs and deliver

The following statements were all chosen only once:

Improved financial performance (1)

- Expert consultants
- Case Studies – how are others making money?
- Make case studies easier to find on website
- Small grants to test new ideas

Improved volunteer recruitment and management (1)

- Demand for more skills in volunteer teams

In partnership with universities and colleges (1)

- Shared professional resources
- Loaning displays