Digital Policy

The South East Museum Development Programme (SEMDP) is governed by a consortium of four leading museum organisations in the south east through the SE Museum Development Coordination Group (MDCG). The lead body for the SEMDP is the Royal Pavilion & Museums, Brighton & Hove City Council, and the membership of this group comprises the senior representatives from: Royal Pavilion and Museums (Brighton and Hove City Council); Hampshire Cultural Trust, Oxfordshire County Museums Service (Oxfordshire County Council), Chatham Historic Dockyard Trust, and the Arts Council England.

The mission of the SEMDP is to be a leading source of professional support enabling the region's museums to evolve and flourish. We want to achieve this by raising ambition across the sector, driving excellence, and building resilience. This Policy reflects the need to do this using diverse digital platforms and channels to provide rich content for museum clients and stakeholders.

Overview
Digital media technologies underpin every aspect of our society, economy and culture and we must ensure that museums have the confidence to respond to its opportunities and challenges. Through the development of a holistic digital approach, embracing digital activity and skills across the programme we aim to embed an expectation of 'digital by default' not only in our work but to set this expectation in the museum community. We will draw on the region's beacon museums to provide a community of support and inspiration, raising standards and increasing confidence.

Core Priorities
'Digital' is part of every element of our work programme, including management tools such as:
- web-based SEMDP database (CiviCRM) for customer relationship management*
- reporting mechanisms
- communication via the website, e-newsletter and social media

Fundamental to museums' 'digital' needs are the development of:
- basic technology (hardware and software) knowledge and understanding
- collection cataloguing systems and processes
- internal and external offers

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- ongoing training
- content creation and improved online promotion
- engagement with the public (whether this is simple 'viewing' interaction, or active sharing of museum-created content)
- digital confidence

Strategy

Our strategy involves 7 key areas of focus, these are:

- Ethos
- Knowledge
- Technology
- Communication & Advocacy
- Reporting & Evaluation
- Preservation
- Creativity & Engagement

Service Delivery

The SEMDP will apply this policy to its services by delivering training, and related opportunities through workshops and partnerships with Culture 24 during its 2018-2022 programme. We will also look to signpost museums to opportunities around digital skills offered by other providers, or through national bodies.

Monitoring and Review Arrangements

The SEMDP Team will regularly monitor the effectiveness of this policy as part of its risk management process, reporting to the MDCG. The digital actions will be reviewed quarterly by the MDCG in line with established review and reporting procedures, and the policy and plan will be updated when required. Remedial action will be identified where needed and delegated to the appropriate member(s) to implement.

*SEMDP database - CiviCRM (customer relationship management)

This database holds basic non-data protected information about the museums we interact with, such as generic contact details and location, collection overview, network memberships, and Accreditation status. It also captures when and how we interact with museums, for example, whether museum staff and volunteers have attended a SEMDP-run training day, and the bursaries, grants and projects we have supported them with.

The database is a key tool for producing quarterly monitoring reports for the programme for MDCG and Arts Council England. We can also create bespoke reports based on museum type, district, collections, etc, as required. Not only this, but it is a key mechanism for the SEMDP team to understand the ongoing support and need it provides to museums on an individual basis.