

Report of: Business Unit Manger, Leisure and Cultural Services

To: Executive Board

Date: 19 June 2006

Item No:

Title of Report : Approval of Museum of Oxford Business Plan 2006-9 for the Museum Accreditation Scheme



Summary and Recommendations



Purpose of report: The Museum of Oxford requests approval of the Museum's Business Plan by the Museum's governing body, as a requirement of the Museum's application to the Museums, Libraries and Archives Council Accreditation Scheme for Museums in the United Kingdom in June 2006

Key decision: No

Portfolio Holder: Cllr Alan Armitage, Healthier Environment

Deputy Responsibility: N/A

Ward(s) affected: N/A

Report Approved by:

Alan Armitage, Portfolio Holder, Healthier Environment

Sharon Cosgrove, Strategic Director, Physical Environment

Garet Mernagh, Business Unit Manager, Leisure and Cultural Services

Jeremy Thomas, Legal and Democratic Services

Emma Burson & David King, Financial and Asset Management

Policy Framework: None

Recommendation(s):

1. That the Museum of Oxford Business Plan 2006- 2009 be approved for the Museum Accreditation Scheme.



Introduction to the Museum Accreditation Scheme

1. In June 2006 the Museum of Oxford is applying to the Museum, Libraries and Archives Council (MLA) Museum Accreditation Scheme.
2. MLA's Museum Accreditation Scheme sets nationally agreed standards for UK museums. To qualify, museums must meet clear basic requirements on how they care for and document their collections, how they are governed and managed, and on the information and services they offer to their users.
3. A requirement of the Museum Accreditation application is the submission of a Business / Forward Plan for the Museum of Oxford. Signed and dated approval by the governing body must be submitted as part of the Accreditation application.

The Museum of Oxford Business Plan 2006-2009

4. The Museum of Oxford's Business Plan is a document that provides direction for and sets out the overall objectives of the Museum of Oxford. It identifies methods to achieve the museum's aims to increase users, increase income, reduce costs, provide greater community involvement, raise profile and develop partnerships.
5. The Business Plan summarises the nature of the service and quantitative and qualitative performance targets are reviewed and set.
6. The Business Plan identifies the museum's seven priority aims and how these support the council's priorities. These priority aims create shared ownership and values for the museum team and stakeholders.
7. A detailed action plan sets out the museum's key objectives. Targets, measures and goals are identified, creating a framework for planning work programmes, staff roles and for assessing performance.
8. The Plan summarises draft budgets for the service over the next 3 years and finally summarises key improvement activities for 2006-2009.

The Museum's of Oxford's Priority Aims

9. The Museum of Oxford has seven priority aims that provide direction for delivering and improving the museum service for its users. These are informed by and contribute to a wide range of corporate objectives, as summarised below.

<i>Priority Aim 1</i>	<i>Aim</i>
Service Review and Development	The Museum Service will review and make progress with developing the Museum's valuable

Planning	role in delivering local objectives and providing a unique cultural resource for interpreting the city's history and communities.
This objective supports: The Council's Priorities to reduce social exclusion, improve the quality of our environment, ensure more efficient and improved services and be an open, intelligent and responsive organisation	
The Community Strategy Themes for a better living environment, opportunities for life and active and healthy communities	
The Cultural Strategy Themes to maintain and increase the public and private resources needed to develop Oxford's cultural assets, ensure the long-term future of cultural organisations and develop civic pride through celebration of Oxford's talent	
The Leisure Strategy aims to enhance the vibrancy of the Oxford brand, advance lifelong learning and enable the expression of community spirit	
Priority Aim 2	Aim
Audience Development	The Museum Service will develop integrated strategies to communicate with, be informed by and increase the relevance of services to maximise users
This objective supports: The Council's priorities to reduce social exclusion, ensure more efficient and improved services and be an open, intelligent and responsive organisation	
The Community Strategy Themes of Opportunities for Life and Active and Healthy Communities	
The Cultural Strategy Themes to improve the co-ordination and promotion of cultural activities	
The Leisure Strategy aims to encourage healthier lifestyles and target traditional non-users	
Priority Aim 3	Aim
Income Generation and Resource Management	The Museum Service will develop strategies to increase income, implement efficiencies and savings and seek external project funding
This objective supports: The Council's Priorities to tackle environmental resource management and ensure more efficient and improved services	
The Community Strategy Theme for a vibrant and inclusive economy	
The Cultural Strategy Theme to reduce negative environmental impact and ensure the long-term future of cultural organisations	
The Leisure Strategy aims to manage the environmental impacts of our own activities	
Priority Aim 4	Aim
Partnerships and Cross-Sector Working	The Museum Service will provide a focus for and develop partnerships to inform planning, provide support and maximise potential.

This objective supports:	
The Council's Priorities to ensure more efficient and improved services and be an open, intelligent and responsive organisation	
The Community Strategy Theme for a vibrant and inclusive economy	
The Cultural Strategy Themes to improve the co-ordination and promotion of cultural activities, to prioritise and fill gaps in culture facilities and to achieve more and better partnerships	
The Leisure Strategy aim to promote sustainable tourism	
Priority Aim 5	Aim
Community Involvement and Social Inclusion	The Museum Service will develop strategies and outreach services to increase and be informed by community involvement, create a sense of identity, place and civic pride, and provide a focus for and services to develop social inclusion
This objective supports:	
The Council's Priority to reduce social exclusion	
The Community Strategy Themes for a vibrant and inclusive economy, and active and healthy communities	
The Cultural Strategy Themes to remove barriers which prevent anyone watching and participating in cultural activities and to develop pride through celebration of Oxford's talent	
The Leisure Strategy aims for Community engagement; Nurture community well being and enable expression of community spirit; enhance vibrancy of Oxford brand	
Priority Aim 6	Aim
Access and Life-Long Learning	The Museum service will maximise physical and intellectual access to the museum, its collections, information and services and develop life-long learning opportunities for all
This objective supports:	
The Council's Priority to reduce social exclusion	
The Community Strategy Themes for a better living environment and opportunities for life	
The Cultural Strategy Themes to improve engagement with and access to formal and informal education and continuing professional development, to remove barriers which prevent anyone watching and participating in cultural activities and to protect and enhance the built and natural environment and to improve opportunities for children and young people	
The Leisure Strategy aims enhance life-long learning and ensure equity of access and diversity of provision	
Priority Aim 7	Aim
Professional Standards and Service Operational Improvements	The Museum Service will improve professional standards, deliver safe and efficient services and invest in staff to deliver improved customer services.
This objective supports:	
The Council's Priorities to ensure more efficient and improved services and be an open, intelligent and responsive organisation	
The Community Strategy Theme for a vibrant and inclusive economy	

The Cultural Strategy Themes to improve the co-ordination and promotion of cultural activities

Recommendations

10. That the Museum of Oxford Business Plan 2006- 2009 be approved for the Museum Accreditation Scheme.

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Background Papers:

Museum of Oxford Business Plan 2006-2009

