



MUSEUM
ACCREDITATION

Supporting Guidance for Accreditation
Standard November 2024

Accreditation: Museum Scalability Indicators

November 2024

Accreditation Guidance: museum scalability indicators

Thank you for your interest in Museum Accreditation, the UK Standard for museums and galleries. The Scheme sets out nationally agreed standards of good practice for the sector.

Selecting your museum type and size

Museum Accreditation is a flexible and inclusive Standard. It's used by all types of public museums, from small volunteer run organisations to national institutions.

Our Accreditation Guidance: **How to meet the Standard** document explains how to demonstrate that your museum meets the requirements. It details the evidence you'll need to submit and why it's important. Some evidence applies to all museums; other evidence may be tailored according to museum size and type.

To decide your museum size and type, compare your museum against the characteristics outlined below:

Type 1 Independent Museum Characteristics:

- Run entirely or mostly by volunteers, with support from an Accreditation mentor.
- Trustees or a Management Committee manage the museum.
- The museum's average yearly income is less than £50,000.
- The museum is open seasonally, on weekends, for special events, or by appointment. It is open for at least 20 days each year.
- The museum gets up to 20,000 site visits each year.

Type 2 Independent Museum Characteristics:

- Paid staff and volunteers run the museum. They may have support from an Accreditation mentor.
- Trustees or a Management Committee manage the museum.
- The museum's average yearly income is between £50,000 and £250,000 each year.
- The museum is open all year round or during specific seasons.
- The museum gets between 20,000 and 50,000 site visits each year.

Type 3 Independent Museum Characteristics:

- Paid professional staff run the museum, with support from volunteers.
- A director or museum manager, who reports to trustees or a Management Committee, leads the museum.
- The museum's average yearly income is more than £250,000.
- The museum is open all year round.
- The museum gets more than 50,000 site visits each year.

Type 1 Local Authority Museum Characteristics:

- A paid professional curator or manager runs the museum, with help from volunteers.
 - The museum's yearly budget is less than £100,000.
 - The museum is open all year or during specific seasons.
 - The museum gets up to 30,000 site visits each year.
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Type 2 Local Authority Museum Characteristics:

- Paid professional curator or manager and other staff run the museum, with help from volunteers.
 - The museum's yearly budget is between £100,000 and £250,000.
 - The museum is open all year round or during specific seasons.
 - The museum gets between 30,000 and 100,000 site visits each year.
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Type 3 Local Authority Museum Characteristics:

- Paid professional curator or manager and other staff run the museum, with support from volunteers.
 - The museum's yearly budget is more than £250,000.
 - The museum is open all year round.
 - The museum gets more than 100,000 site visits each year.
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Accreditation Guidance: museum scalability indicators

Type 1 University or Higher Education Museum Characteristics:

- Volunteers entirely or mostly run the museum, with help from an Accreditation Mentor and oversight from a university academic.
 - A university department or Management Committee manages the museum.
 - The museum's yearly income is less than £50,000.
 - The museum is open during university term-time, on weekends, or for special events.
 - The museum gets up to 10,000 site visits each year.
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Type 2 University or Higher Education Museum Characteristics:

- Paid professional staff and volunteers run the museum. They may have support from an Accreditation Mentor and oversight from a university academic.
 - The museum is managed by trustees, a management committee, or a university department.
 - The museum's yearly income is between £50,000 and £250,000.
 - The museum is open during university term-time or all year round.
 - The museum gets between 10,000 and 50,000 site visits each year.
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Type 3 University or Higher Education Museum Characteristics:

- Paid professional staff run the museum, with support from volunteers.
 - A director leads the museum and reports to a Management Committee or university department.
 - The museum's yearly income is more than £250,000
 - The museum is open all year round.
 - The museum gets more than 50,000 site visits each year.
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National Museum characteristics

- A UK National Museum is governed by national legislation. It receives funding directly from central or devolved Government.
 - It has multiple museum professionals on its staff team.
 - A director leads the museum reporting to the Board of Trustees.
 - The museum is open all year round.
 - It has a collection of national and international importance and high-quality visitor facilities.
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Nationally-styled museum characteristics

- Nationally-styled refers to a marketing approach. This is a museum which is marketed with a nationally-styled name as a way of claiming national significance for the museum and its collection.
 - The nationally-styled name is likely to include one of the following words:
 - International, world, national, European, United Kingdom, Great Britain, British, England, English, Wales, Welsh, Cymry, Cymreig, Scotland, Scottish, na h-Alba, Ulster, Northern Ireland and Northern Irish.
 - Nationally-styled museums may be any governance type, e.g. independent, local authority or university.
 - The public have expectations of museums with a nationally-styled name. As they are branded as nationally significant, they should provide comparable facilities, collections and services to National Museums.
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Llywodraeth Cymru
Welsh Government

