

**THE HERITAGE COUNCIL
MUSEUM STANDARDS PROGRAMME
FOR IRELAND (MSPI)**

GUIDELINES TO THE STANDARDS

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THE
HERITAGE
COUNCIL

Explanatory Note on the Guidelines to the Standards

- There are thirty-four agreed minimum standards for the Museum Standards Programme. Twenty-five of these are required to meet interim accreditation, and the remaining nine standards are full accreditation standards.
- Eligible Participants will normally apply for assessment of the interim standards within three years of starting the Programme. Participants will normally have up to five years to achieve all the standards.
- The guidelines to the standards explain in more detail the requirements to be met.
- The format of this guidelines document outlines the requirements and guidelines for each minimum standard. The requirements specify what museums must do to meet a standard. The guidelines give more detailed information on how to attain the standard.
- For ease of use, the number of this guidelines document follows the numbering used in the accreditation application form. Please note that some of the standards relate to more than one question.

The Guidelines were developed during The Heritage Council's pilot study to develop a standards and accreditation scheme for the Irish Museum Sector. Grateful acknowledgement is made to the following museum professionals who drafted the Guidelines to the Minimum Standards in different categories. The process was a lengthy one involving consultation with participants, reviewing drafts and meetings with the pilot study Co-coordinator, Louise Ryan. Members of the Panel of Assessors to the pilot study also made recommendations on the final draft of the Guidelines in October 2003. Special thanks are also due to all the participants who tested the guidelines in 'real-time' and provided feedback.

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- Emmeline Leary – Constitution, Formal Management Agreement
- Nessa O'Connor – Collection Policy, Disposal Policy, Loan Policy
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AGREED MINIMUM STANDARDS IN ALL CATEGORIES

Constitution and Policies

- Mission Statement (Interim)
- Collection Policy (Interim)
- Disposal Policy (Interim)
- Loan Policy (Full)

Museum Management

- Building Ownership and/or Lease Agreements (Interim)
- Formal Written Agreement if the Collection is owned and managed by two Organisations (Interim)
- Strategic Management Plan & 1-Yr Implementation Plan (Interim)
- Financial Plan/Procedures & Estimates (Interim)
- Audited Accounts/Certified Statement of Accounts (Interim)

Caring for the Collection

- Evidence of Monitoring and Controlling the Museum Environment (Interim)
- Safeguarding the Condition of the Collection (Interim)
- Training in Care of Collections (Interim)
- Disaster Response Procedures (Interim)
- Disaster Plan (Full)
- Care of Collections Strategy (Full)

Documenting the Collection

- Entry Record System (Interim)
- Exit Records (Interim)
- Object Location and Movement Control (Interim)
- Accessions Register and Secure Copy (Interim)
- Plan for Documentation Backlog (Full)
- Loan Agreements and Records (Full)
- Catalogue (Full)

Exhibition (Long Term & Temporary)

- Consistent Approach to Labelling (Interim)
- Budget for Exhibitions (Interim)
- Maintenance Schedule (Interim)
- Visitor Survey and Evaluation of Exhibitions (Full)
- Exhibition Policy (Full)

Education

- Outline of Education Activities/Programmes (Interim)
- Education Policy (Full)

Visitor Care and Access

- Receipting System if Admission Charged (Interim)
- Clear External Signage with opening hours displayed (Interim)
- Telephone with Answering Service (Interim)
- Toilet (Interim)
- Visitor Statistics (Interim)

A. MANAGEMENT

1. CONSTITUTION and POLICIES

1.1 Minimum Standard: MISSION STATEMENT (Interim)

Requirements

1. Applicants must submit the mission statement of the museum.
2. Applicants must submit evidence to show that the governing body has formally approved the mission statement. A signed and dated minute from the governing body will fulfil this requirement. It should clearly indicate the formal adoption of the mission statement by the governing body.

Guidelines

1. A comprehensive mission statement should contain a clear statement of purpose on which all agree.
2. It should present the museum and its work.
3. It should state the museum's purpose, values, goals, functions and stakeholders.
4. The aims and objectives of the museum should flow from the mission statement.

1.5 Minimum Standard: COLLECTION POLICY (Interim)

Requirements

1. Applicants must submit a Collection Policy for the museum.
2. Applicants must submit evidence to show that the governing body has formally approved the Collection Policy. A signed and dated minute from the governing body will fulfil this requirement. It should clearly indicate the formal adoption of the Collection Policy by the governing body.
3. The Collection Policy must be discussed annually by the governing body, with a detailed review of the Policy conducted every five years.

Guidelines

Collection Policies vary for individual museums. It is recommended that applicants follow the proposed structure below, including all mandatory sections. The considerations listed as 'Optional' are variable factors and should be included in the Policy where relevant to the Museum in question.

1. The Collection Policy must include Sections A - D:

A. Museum Background, History and Current Collection Policy and Practice
Mandatory:

- i) Document the current situation, identifying the strengths and weaknesses of the existing policy.
- ii) If there is no written policy, document the Museum's collecting history.

B. Statement of Type and Quantity of Collections; Statement of Acquisition Policy
Mandatory:

- i) Document the nature of the present collections, including any substantial loans.
- ii) Quantify the collections within defined categories. State whether the collections are of local, national and/or international importance as a whole or on an individual or category basis as necessary.
- iii) State the ownership status of the collections and the proportion of objects on loan.

State the museum's Acquisition Policy. Include the following mandatory elements and the relevant optional areas:

Mandatory:

- iv) State the essential nature of material to be collected e.g. modern art, transport.

State current collecting priorities.

- v) Document the geographical extent of the collecting area. State relationship with other collecting institutions and any agreements, actual

or proposed, in relation to collecting briefs and the avoidance of competition or conflict.

- vi) State whether the acquisition policy is active or passive and the reasons for this. If passive or inactive, limitations of resources will generally need to be stated and explained in detail. State any other reasons if applicable.
- vii) State policy on the acquisition and upkeep of archival and supporting documentation.
- viii) Provide details of any agreed modifications to the acquisition brief and the envisaged timescales for their introduction and implementation.
- ix) Policy in relation to objects reported or offered but not acquired.
- x) If the policy is selective, define the criteria, e.g. scientific, qualitative, specialised or geographic grounds. Provide details of any spare parts, contemporary or otherwise, that it may be necessary to collect in order to maintain particular elements of the collection.
- xi) State whether a purchase or specimens grant is available or whether there is any possibility of obtaining such a grant. Elaborate and state priorities for its usage.
- xii) State who is responsible for collections and acquisition policy within the museum's management structure, e.g., curator only, management Board and curator, management committee etc. State mechanism for decision making e.g., monthly management meetings, signed documents
- xiii) State whether objects are normally accepted on loan or accepted only in limited or particular circumstances. Provide details.

C. Limitations - the Factors which Limit or Confine the Nature of Collections and Acquisition Policy

Document the factors which limit the museum's collecting brief. Include the following mandatory elements and the relevant optional areas:

Mandatory:

- i) Legal constraints, both national and international.
- ii) Date limitations on collection where applicable.
- iii) Avoidance of duplication with other museums in the same geographical collecting area.
- iv) Space and storage limitations
- v) The collecting areas and types of materials that are excluded from the museum's Collection Policy.

Optional

- vi) Specialised character of museum brief and status in museum constitution.
- vii) Defined geographical collecting area agreed by the Governing Body.
- viii) Available resources to deal with the demands of the collections.
- ix) Staff numbers and their expertise or lack of.
- x) Competition from other museums and or the commercial market place.
- xi) The need for resources to be employed in non-collection related areas.
- xii) Lack of information regarding available material or lack of availability of specific objects within museum's collection scope.

D. Obligations – Commitments and Responsibilities in respect of Collections.

A range of support facilities to ensure the proper care of the collection is as important as the act of collecting. There is a need to operate an ethical approach to acquisition and collection management.

Consider the needs of the collections under the following headings:

- i) Documentation and archiving
- ii) Conservation
- iii) Security – risk management and disaster planning
- iv) Access to public and researchers
- v) Interpretation and display
- vi) Research and publication

1.6 Minimum Standard: DISPOSAL POLICY (Interim)

Requirements

1. Applicants must submit a Disposal Policy for the museum.
2. Applicants must submit evidence to show that the governing body has formally approved the Disposal Policy. A signed and dated minute from the governing body will fulfil this requirement. It should clearly indicate the formal adoption of the Disposal Policy by the governing body.
3. Applicants must ensure that actions pertaining to the disposal of objects are fully documented. Object records for disposal of items and/or de-accessioned items must be maintained.

Guidelines

Disposal Policies vary for individual museums. It is recommended that applicants follow the proposed structure below, including all sections relevant to their institution.

1. De-accessioning is the formal removal of an acquired object from the Museum's Register. Decisions to de-accession must be made exceptionally. Disposal may arise in instances when objects have never been accessioned. This may arise when an object is offered to a museum and found to be of little or no interest or value. In this instance de-accessioning does not arise. Objects may also be disposed to another accredited museum in instances when the objects may or may not have been already accessioned. Donors should be made aware of a museum's decision to de-accession or dispose of objects which they have donated to the museum's collections.
2. Disposal and de-accessioning should be considered in limited circumstances only. A minimal statement might be considered to the effect that disposal is only undertaken in exceptional circumstances. These circumstances should be outlined in the Policy.

3. The potential reasons for disposal and de-accessioning could be as follows:
 - i) Lack of title or other legal reasons including Government decision to repatriate objects acquired illegally.
 - ii) More appropriate to another museum and transferred accordingly.
 - iii) Condition. Lack of facilities or resources to carry out necessary level of remedial work. Responsible provision needs to be made for an object's transfer to some other public institution in such circumstances.
 - iv) Condition: damaged or deteriorated beyond use.
 - v) New scientific information which lessens or negates the importance of a given object.
 - vi) Transfer to other section within museum or organisation because of new scientific information or requirements.
4. All records of de-accessioning and/or disposal should be kept.
 - i) The accessions register, original accession information and catalogue should be annotated to record the disposal.
 - ii) The record of disposal should indicate:
 - Reason for disposal
 - That the object has been disposed
 - Method of disposal and new location of object, if relevant
 - Date of disposal
 - Signature of staff responsible
 - iii) A photographic record of the disposed and/or de-accessioned object/s should be kept.
5. Procedures in relation to the de-accessioning or disposal of any object must be formally discussed and approved by the museum's Governing Body. Individual curatorial decisions in this area should normally be approved in this way, except for minor instances involving, for example, non-artifactual material.

1.7 Minimum Standard: LOAN POLICY (Full)

Requirements

1. Applicants must submit a Loan Policy for the museum. This Policy must include the terms of both grant and receipt of loans.
2. Applicants must submit evidence to show that the governing body has formally approved the Loan Policy. A signed and dated minute from the governing body will fulfil this requirement. It should clearly indicate the formal adoption of the Loan Policy by the governing body.
3. The Loan Policy must be discussed annually by the governing body, with a detailed review of the Policy conducted every five years.

Guidelines

1. Decide whether the Museum is currently in a position to service loans, either in or out. The safeguarding of all loan collections should be the highest priority. The Policy should state that any loans will be accompanied by appropriate documentation and loan agreements. Loans granted should be justifiable in terms of their value to the recipient, the facilities required to service them and should not place a disproportionate burden on either the borrower or the lender.
2. Prioritise the development of a policy in relation to loans from the museum's collections to other institutions. The content of this policy should be based on recognised standards and as such it should mirror the conditions required by other lending institutions.
3. The policy on 'loans out' should be concerned with pragmatic issues and should include the following:
 - i) Appropriate loan agreements and contracts.
 - ii) A requirement for venue inspection and facility reporting.
 - iii) Provision of insurance on a 'nail to nail' basis from time of departure from the lending museum until its return there.
 - iv) Insurance valuation should be at a level set by the lending institution using appropriate criteria.
 - v) Loan records – photographic and written condition reports should be completed and signed by the parties to the loan at points of exit and entry.
 - vi) The lending museum must be allowed to nominate a staff member to personally courier the loan to the receiving institution and at the borrower's expense.
 - vii) The lending museum should never be at a financial loss as a result of loaning an object. Costs should be specified in advance. It should be stated that the borrowing museum must meet all reasonable costs of the loan. This may vary somewhat where a museum has a resourcing or networking responsibility to other institutions e.g. this might apply to County Museums and National Institutions.
 - viii) Regulations regarding the packing, transport and installation and handling of loan material during the loan period. This is usually restricted to personnel of the lending museum except in cases of emergency.
 - ix) A minimum standard of security in the borrowing museum should be specified. This should include detail concerning building access, case security, fire protection and the provision of appropriate alarms.
 - x) Copyright, intellectual property, photographic, filming rights and publication rights should be addressed. Copyright can be an important entitlement attaching to objects and collections. Copyright ownership frequently needs to be both protected and exploited.
 - xi) Appropriate rights forms and documents need to be used where necessary.
 - xii) Correct environmental conditions and case design allowing for adequate lighting, humidity, temperature and security control should be documented.
 - xiii) A Loans database and/or Loans Register should be established and maintained.

4. Loans-in
Loans-in from sister institutions with similar standards are likely to be broadly similar to the points specified in (3) but museums should expect to be required to meet the specific loan conditions of the lending institution which may vary depending on the nature of the loan.

A specific policy should be developed in relation to long-term loans to the collections from sources other than sister institutions. When dealing with the prospect of loans from private individuals, it is far preferable to acquire full title instead. It may be desirable to place a limitation on the acceptance of such loan arrangements but allowing some discretion to the curator or Board of Management to provide for exceptional circumstances.

Designation

5. The issue of designation under the terms of the National Cultural Institutions Act 1997 is at present relevant only to those museums and their curators that are empowered to acquire archaeological objects on behalf of the State and that are in the ownership and control of local authorities. If this status applies to a Museum, then a statement in relation to a Museum's designated status should be included.

2. MUSEUM MANAGEMENT

2.1 Minimum Standard: BUILDING OWNERSHIP AND/OR LEASE AGREEMENTS (Interim)

Requirements

1. Applicants must give details of building ownership or submit lease agreements, if applicable.
2. Any off-site storage facilities must be covered by separate leasing agreements.
3. Lease agreements must be in writing, and if the term is less than one year, the museum must demonstrate plans for the following year.

2.2 Minimum Standard: FORMAL WRITTEN AGREEMENT IF COLLECTION IS OWNED AND MANAGED BY TWO SEPARATE ORGANISATIONS (Interim)

Requirements

1. If the museum collection is owned and managed by two separate organisations, applicants must submit a copy of the formal written management agreement between both bodies.
2. Applicants must submit evidence to show that the governing body has formally approved the Agreement. A signed and dated minute from the governing body will fulfil this requirement. It should clearly indicate the formal adoption of the Agreement by the governing body.
3. Applicants must submit a copy of the Constitution/Terms of Reference for both organisations.

Guidelines

1. The Formal Written Management Agreement should be signed and dated by both parties.
2. It must include provisions for reporting, review and termination of the agreement.
3. It should contain clear statements of responsibility for collecting, stating who collects and who acquires title for additions to the collections.

4. The Agreement must show authority of the owners to hold collections, to divest themselves of collections and to lend collections.

The Agreement should be accompanied by:

- i) Copy of Constitution or Terms of Reference of the Managing body
- ii) Copies of Constitution or Terms of Reference of the Owners, detailing remit, composition, powers.

2.3 Minimum Standard: STRATEGIC MANAGEMENT PLAN and 1-YEAR IMPLEMENTATION PLAN (Interim)

Requirements

1. Applicants must submit a Strategic Management Plan and a 1-Year Implementation Plan for the museum.
2. Applicants must submit evidence to show that the governing body has formally approved the Strategic Management Plan and 1-Year Implementation Plan. A signed and dated minute from the governing body will fulfil this requirement. It should clearly indicate the formal adoption of the Strategic Management Plan and 1-Year Implementation Plan by the governing body.

Guidelines

1. A Strategic Management Plan (SMP) is a medium to long-term plan and usually covers a three to five year period. These Plans focus on the museum as a whole, not individual sections within it. The Plan also considers external factors that may influence any proposals.
2. A SMP provides clear purpose for the work of the museum and for recording achievement. Led by managers, all plans are best developed through an internal process of discussion and review. In a small museum with no more than 10 staff, this process should be completed within 2-3 months. Larger museums will require longer to allow for the development of individual departmental contributions. One should also build in the time required to consult externally, with stakeholders such as the education sector.
3. **Components of a Strategic Management Plan (SMP).**
A SMP consists of an introductory narrative followed by a series of tables. Although presentation and terminology will differ, a Plan typically includes the following:
 - i) Mission Statement
 - ii) Overview
 - iii) Situation Review
 - iv) Strategic Aims (or Goals)
 - v) Objectives
 - vi) Performance measures
 - vii) Review mechanism

4. A 1-Year Implementation Plan should be submitted with the SMP.
5. Realistic performance indicators should be assigned to the Goals in the SMP.

A factsheet is available giving details on the process and content of the SMP and Implementation Plan.

2.6 Minimum Standard: FINANCIAL PLAN and/or PROCEDURES and ESTIMATES (Interim)

Requirements

1. Applicants must submit a copy of the museum's Financial Plan and/or Procedures and Estimates.
2. Applicants must submit evidence to show that the governing body has formally approved the Financial Plan and/or Estimates. A signed and dated minute from the governing body will fulfil this requirement. It should clearly indicate the formal adoption of the Financial Plan and/or Estimates by the governing body.

Guidelines

The Financial Plan should include:

1. Projections for income and expenditure for 2 years, including the current year.
2. Disaggregated figures required, at least in summary form, if the museum's figures are usually presented as part of a larger corporate financial report.

The Financial Procedures and Estimates should include:

1. An outline of financial procedures and details on the current year's budget.
2. Proposals for Estimates for the following year, if available.

2.7 Minimum Standard: AUDITED ACCOUNTS (Interim)

Requirements

1. Applicants must submit a copy of the audited accounts or certified statement of accounts from the most recent 2-year period.

Guidelines

1. The annual accounts of the museum will meet this requirement but they must be independently certified or approved.
2. If the accounts are audited, please submit accounts for the two previous years.
3. If the accounts are certified, please submit statement of accounts for the previous two years that have been certified by an accountant.
4. Large corporate bodies, such as Local Authorities or departments of government may submit two year's accounts that have been signed by Accounting Officers or Finance Officers.

B. COLLECTIONS MANAGEMENT

3. CARING FOR THE COLLECTION

3.1 Minimum Standard: EVIDENCE OF MONITORING AND CONTROLLING THE MUSEUM ENVIRONMENT (Interim)

[Question 3.2 also relates to this Minimum Standard]

TEMPERATURE

Requirements

1. Applicants must be able to measure and record temperature regularly.
2. Applicants must keep consistent records and submit a sample of the records.
3. Applicants must submit evidence that efforts are made to maintain a stable environment. Extremes of temperature must be avoided.

Guidelines

This minimum standard focuses on basic practice which is essentially a good housekeeping routine. A regular walkabout (weekly) of all areas, especially storage (on-site and offsite) and display areas should be undertaken and anything amiss noted. It is not essential to have elaborate equipment to measure environmental conditions. What is required is that there is an understanding of the environmental conditions and their impact on the collection, and evidence that in so far as funds are available, measures are in hand to ameliorate any conditions that might be impinging unfavourably on the collection. Applicants should include the following information in the application form:

1. Type of heating system in the museum.
2. Equipment used to measure temperature.
3. Details of records kept and how this information is used.
4. Details on how fluctuations in temperature and RH are minimised.
5. Details of frequency of readings. Frequency will be dictated by the funding available to the museum. The options are: inexpensive equipment which does not record temperature and humidity on a continuous basis, expensive equipment that records continuously and may be capable of sending signals back to a remote data-logger or thermohygrographs that record continuously using a weekly or monthly chart. In the absence of instruments that record continuously, it is recommended that readings should be taken every day if possible or at least once weekly.

RELATIVE HUMIDITY

Requirements

1. Applicants must be able to measure and record the level of Relative Humidity regularly.
2. Applicants must keep consistent records and submit a sample of the records.
3. Applicants must submit evidence that efforts are made to maintain a stable environment. Large fluctuations in Relative Humidity should be avoided.

Guidelines

Applicants should include the following information in the application form:

1. Equipment used to measure Relative Humidity.
2. Details of records kept and how this information is used.
3. Details of frequency of readings. See Guideline 5 'Temperature'.
4. Details of equipment used to control Relative Humidity.

LIGHT

Requirements

1. Applicants must be able to measure and record the light levels. (Access to a light meter is required).
2. Ultraviolet radiation must be minimised or eliminated.
3. Every effort should be made to minimise the exposure of the artifacts on display and in storage to light.
4. Applicants must submit a sample of the records.

Guidelines

Applicants should include the following information in the application form:

1. Details of how light levels in the museum are measured and recorded.
2. Details of the amount of light and the length of time to which objects are exposed.
3. Details of steps taken to exclude ultraviolet light.

POLLUTANTS

Requirements

1. Sources of dust, dirt and gaseous pollutants should be minimised.

Guidelines

Applicants should include the following information in the application form:

1. Details of the regimen in place for the regular vacuuming and dusting of the museum.
2. Details of steps taken to keep dust out.
3. Details of steps taken to protect objects from gaseous pollutants.

3.2 PESTS

Requirements

Applicants must take the necessary steps to minimise the risk of pest infestation.

Guidelines

Applicants should include the following information in the application form:

1. Details of frequency of checks for pest infestations.
2. Details of insect traps and how often they are checked.
3. Details of how newly acquired material is 'quarantined' for infestation (mould or insect) before adding to the collection.

3.4 Minimum Standard: SAFEGUARDING THE CONDITION OF THE COLLECTION (Interim)

[Questions 3.7, 3.8, 3.10 and 3.11 also relate to this Minimum Standard]

3.4 BUILDING ASSESSMENT

Requirements

1. Applicants must check the exterior and interior of the museum building/s and any storage facilities (on-site and off-site) once a year. A log book must be kept listing all services, names and addresses of maintenance firms, details (dates and names) of service and repairs carried out.
2. Applicants must submit a written building maintenance schedule. This should record the person who checks the building, date, and type of maintenance carried out.

Guidelines

Applicants should include the following information in the application form:

1. Details on whether the museum is purpose built or converted from previous use? How old is the building?
2. Details on who is responsible for building maintenance. If two organizations are involved, the person responsible for Collections Care should liaise with the owners of the building regarding its maintenance.

3.7 THE COLLECTION: CONDITION AND ASSESSMENT OF OBJECTS

Requirements

1. Applicants must have a basic knowledge of the condition of the collection(s), both on display and in storage.
2. Applicants must take reasonable steps to preserve and protect the collection(s).

Guidelines

1. What is required is that someone in the museum is familiar with the collection, assesses the collection as best as he/she can and records the condition. A watchful eye should be kept to ensure that the condition of the collection is not changing or deteriorating due to damp, infestation, the materials in which they are housed, poor handling or unsuitable storage.
2. The condition of an object is not easily defined. Within the accreditation scheme, it is recommended that the condition may be considered an

evaluation of the ability of the object to function within the collection and that this can be rated in terms of Good condition, Fair condition and Poor condition.

By function is meant the ability to display/exhibit, consult and loan. This in turn may be measured against the importance of the object to the collection, its value and uniqueness.

Good condition: that the object is structurally sound, that the materials from which it is made are not actively deteriorating, that the object is clean, looks well, that the object can go on display, loan and be handled with due consideration.

Fair condition: that the object may be damaged, has previous repairs and that they may be injurious to it, that the object is dirty but handled carefully and with remedial care may be made available for display and consultation.

Poor condition: that the physical and/or chemical integrity of the object is seriously compromised, that the object may be actively deteriorating. Its very condition may render the object susceptible to further damage. The object cannot be displayed or made available for consultation.

3. A basic knowledge of the condition of the collection includes the following:
 - i) Knowing the most important pieces in the collection and taking adequate steps to protect them.
 - ii) Knowing the condition of an object before it can be safely displayed, handled, consulted or loaned. For example:
 - Are textiles fading and/or fraying?
 - Are prints and drawings 'foxing', i.e., developing brown spots?
 - Is there mould growth?
 - Is there wood-worm or other signs of infestation?
 - Is paint flaking from oil paintings or manuscripts?
 - Are metal objects corroding?
 - Are documents, photographs or works of art on paper becoming brittle and faded or discoloured?
 - iii) Recognising material that is actively deteriorating and taking steps to prevent contamination with other material. This entails being able to distinguish between the different types of materials and knowing what materials are most environmentally sensitive.
 - iv) Being committed to the preservation of the collection through preventive conservation measures, e.g. using correct archival storage materials, etc.
 - v) Getting access to preservation/conservation advice. This refers to either trained in-house staff members and/or outside consultants.
 - vi) Recording the condition of the collection. This can be recorded in written form and/or visually with a camera or video and voice-over.

A sample template of a Condition Assessment Form is available.

3.8/3.10 STORAGE

Requirements

1. Applicants must have a routine in place which offers adequate protection to the objects in storage.

Guidelines

It is recommended that:

1. All photocopying and laser equipment be accommodated appropriately.
2. All newly purchased storage materials are of archival quality.
3. All non-archival storage materials are being replaced on a phased basis.

Applicants should include the following information in the application form:

1. Details on the store plan and how artifacts are organised. Include details on how large objects, frames, small objects, are stored.
2. Details on any objects stored in offices.
3. Details on variations in environmental conditions between the exhibition spaces and the storerooms/storage areas.

3.11 DISPLAY

Requirements

1. Applicants must have a routine in place which offers adequate protection to the objects on display.

Guidelines

1. Include the following:
prevention of vandalism and theft,
over-exposure to light,
unstable environment,
poor material,
mishandling,
poor display cases,
inadequate support.
2. Highly sensitive objects on display should be rotated. Consideration should be given to the amount of light an object should be exposed to annually, other environmental considerations and/or security costs.

3.13 Minimum Standard: TRAINING IN CARE OF COLLECTIONS

[Questions 3.14 and 3.15 also relate to this Minimum Standard.] (Interim)

Requirements

A museum must fulfill **one** of the following:

1. The museum has a conservator as a member of staff.
2. The museum has a conservation technician as a member of staff.
3. The museum has assigned a staff member with responsibility for collections care. The museum has access to professional conservation/preservation advice on a regular basis or when a problem is identified.

Guidelines

Note: Given the shortage of dedicated Collections Care Training Courses in Ireland, it is difficult to quantify this standard. The standard aims to ensure that a staff person or volunteer in the museum has the knowledge and expertise to implement all the standards in the Caring for Collection category or to access external professional expertise if required.

1. Give details and dates of all Collections Care courses attended.
2. The conservator, conservation technician or member of staff responsible for Collections Care, assesses the Collections Care requirements in the museum and identifies any areas in which they lack the in-house skills to effectively implement the Care of Collections Strategy. The training needs are discussed with the Museum Director/Curator and relevant accredited courses are attended by the conservator, conservation technician or other staff where relevant. If that is not possible, external professional expertise is sought.
3. A series of courses in 'Caring for the Collection' will be organised in conjunction with the Accreditation Scheme. Accreditation is a phased process and when a museum meets Full Accreditation, applicants will be expected to have undertaken training in all relevant matters relating to collections care, where required.

3.18 Minimum Standard: DISASTER RESPONSE PROCEDURES (Interim)

Requirements

1. Applicants must submit a copy of the Disaster Response Procedures.

2. Applicants must seek the advice of the local fire brigade chief and the local Gardaí.
3. Applicants must identify alternative storage locations in the event of a disaster, and if possible, arrange transport thereto.

Guidelines

1. The Disaster Response Measures should include a list with names in order of priority, contact numbers and a note of each person's role in an emergency.

3.19 Minimum Standard: DISASTER PLAN (Full)

Requirements

1. Applicants must submit a Disaster Plan for the museum.
2. The Plan must be reviewed every three years. In the event of a disaster or emergency, or any structural alteration, applicants must review the Plan and procedures and revise if necessary.
3. Applicants must submit evidence that the Disaster Plan has been formally approved by the governing body. A signed and dated minute approval should be obtained after each review. It should clearly indicate the formal adoption of the Disaster Plan by the governing body.

Guidelines

1. Prior to drafting the Disaster Plan, museums should conduct a risk assessment. This includes:
 - i) **Maintenance:** Ensure that the building is well maintained to reduce the possibility of a disaster occurring.
 - ii) Ensure that all systems such as alarm systems, emergency lighting, generators, fire detectors, fire extinguishers, 'hot' phone lines, security cameras are checked regularly. Record the dates when they are checked and when a malfunction was repaired.
 - iii) **Security:** Consult the Gardaí (crime prevention section). Follow their recommendations.
 - iv) **Fire:** Consult the Fire Service. Follow recommendations.
 - v) **Flood:** Try to avoid storing artifacts in the basement. If this is unavoidable, try to store them a few inches above the floor.
2. **The Disaster Plan:**
 - i) List the phone numbers of the key holder(s), emergency services, including medical services. Update regularly.
 - ii) List the most valuable artefacts in the collection and try to have them photographed. Keep a copy off-site. Ensure security of lists.
 - iii) Appoint someone with overall responsibility for responding to an emergency. Appoint a deputy. Form a 'disaster team'.

- iv) Select alternative accommodation. Arrange for transportation thereto. Select freeze-drying facilities. Prepare a list of conservators.
 - v) Draw up a set of emergency procedures. In consultation with the Fire Service, select an assembly point away from the building.
 - vi) A Fire Safety Manual should be attached to the Disaster Plan.
3. **Actions:** As a follow-on from drafting the plan, museums should:
- i) Carry out regular evacuation drills.
 - ii) Stock a disaster bin/bins.
4. A factsheet is available giving more detail on the different sections of the Disaster Plan.

3.20 Minimum Standard: CARE OF COLLECTIONS STRATEGY (Full)

Requirements

1. Applicants must submit a Care of Collections Strategy for the museum.
2. Applicants must submit evidence that the Care of Collections Strategy has been formally approved by the governing body. A signed and dated minute from the governing body will fulfil this requirement. It should clearly indicate the formal adoption of the Care of Collections Strategy by the governing body.

Guidelines

1. The Care of Collections Strategy is a plan of action which has been prompted by an evaluation of the museum's activities in each of the following areas:
 - i) Exterior and interior condition of the building and maintenance schedule
 - ii) Environmental conditions
 - iii) Environmental monitoring
 - iv) Objects
 - v) Handling and Access
 - vi) Storage
 - vii) Display
 - viii) Disaster Planning
 - ix) Training
2. Applicants are advised to read carefully the requirements and guidelines for the minimum standards in Caring for the Collection prior to their assessment of the current situation in their museums.
3. The Care of Collections Strategy may be compiled by museum staff. A template document is available. This template follows the book: *Caring for Collections: A Manual of Preventive Conservation*. Page references are given. Museums may use this template, or if a different format is used, all the areas in the template document should be included.
4. The 'Strategy' section of each area should contain a list of actions and an associated timescale and costings for each action.

5. The actions identified within the Care of Collections Strategy should be included in the museum's 1-Year Implementation Plan and should be linked to the overall objectives in the Strategic Management Plan.

4. DOCUMENTING THE COLLECTION

4.1 Minimum Standard: ENTRY RECORD SYSTEM (Interim)

Requirements

The Entry Record System is a system to record the entry of all objects into the museum except loans.

1. Applicants must have an object entry system and procedures defining that system.
2. Applicants must have an entry record for all objects deposited in its care after implementation of the entry record system.
3. Each entry record must have an entry unique number assigned to the object or group of objects.

Guidelines

1. The entry record should:
 - i) Establish an audit trail for the object/s for accountability purposes.
 - ii) Enable relevant information to be associated with the object/s (e.g. transfer of title documentation)
 - iii) Establish ownership and legal title to the object/s
 - iv) Establish the terms and conditions of the museum for the acceptance of the object/s
 - v) Establish the extent of the museum's liability
 - vi) Establish the purpose and method of the object/s deposit
 - vii) Establish a timescale for review of the object (e.g. date of return of the object to owner)
 - viii) Record a brief description of the object/s
 - ix) Record the number of objects
 - x) Record non-intrinsic information relevant to the object (e.g. history of object)
 - xi) Enable return of object/s to owner/depositor
 - xii) Provide a receipt for the owner/depositor
 - xiii) Be signed and dated by both depositor/owner and museum representative
2. The entry record number is not, nor should it become, the Accession Number.
3. Loan of objects to the museum should be dealt with under separate procedures.
4. This may be a convenient time to get title transferred.

4.2 Minimum Standard: EXIT RECORDS (Interim)

Requirements

1. Applicants must be able to account for the exit of each object from the Museum premises for whatever reason and whether or not the object belongs to the permanent collections.
2. Applicants must ensure that an audit trail is maintained for an object leaving the custody of the Museum.
3. Location information for accessioned objects must be updated on exit.

Guidelines

1. Entry documentation may include provision for signature on return of the object to the owner/depositor.
2. Receipts should be prepared for all objects from the permanent collections exiting the Museum (e.g. on loan, conservation etc.).
3. Short term exits where objects are in the care of a member of staff (e.g. lectures) should be recorded.

4.3 Minimum Standard: OBJECT LOCATION AND MOVEMENT CONTROL (Interim)

[Question 4.4 also relates to this Minimum Standard.]

Requirements

Object location and movement control provides an audit trail for all objects in the collection.

1. Applicants must have an object location and movement record system and procedures defining that system.
2. Applicants must have a location record for all objects.
3. Applicants must have up to date records of all object movements.

Guidelines

1. Each object should have a record detailing the normal location.
2. Location information should be accessible by object number and by location name.
3. Location records should be kept in a secure place.

4. Movement of objects to temporary locations should be recorded at the time of movement.
5. The movement record should include:-
 - i) accession number of the object
 - ii) previous location
 - iii) new location
 - iv) person moving the object
 - v) date of the move
 - vi) signature of the mover
6. When manually recorded movement records are transferred to computerized systems the manual record should be annotated at time of update and updates should be regular.

4.5 Minimum Standard: ACCESSIONS REGISTER AND SECURE COPY

[Questions 4.6 and 4.7 also relate to this Minimum Standard.] **(Interim)**

Requirements

The Accessions Register is the permanent record of all the objects in the collection, past or present.

1. Applicants must have a procedure to accession acquisitions (whether by gift, purchase or bequest) to the permanent collection.
2. Applicants must have a system in place for marking objects. Each object must be assigned a unique identifier and this identifier should be attached to or marked on the object.
3. Applicants must have a permanently bound Accessions Register/s.
4. Applicants must ensure that title has been transferred for all objects prior to accessioning.
5. Applicants must define the accessioning authority. This authority must ensure the integrity of the accession records.
6. The applicant must ensure security of both the original register/s and copies. These must be kept securely in separate locations.

Guidelines

1. For accountability purposes, the applicant should define the authority required for the accessioning of objects to the permanent collection. This may be the Governing Authority or authority may be delegated.
2. Accessions Registers may be hand-written or created from a computerized database.
3. When Accessions Registers are created from a computerized system they must be printed on archival quality paper with a durable print medium and signed and dated by the accessioning authority.
4. Accessions Registers should be compiled on a yearly basis.
5. It is preferable that the Accessions Register(s) should be securely kept, preferably in a fire-proof safe.
6. The copy of the Accessions Register(s) should be securely kept, preferably off-site.
7. A minimum Accessions Record should include:
 - i) Accession number, unique identifier for each object
 - ii) Brief description of object/s
 - iii) Number of objects
 - iv) Reference to acquisition documentation (e.g. entry form number and transfer of title)
 - v) Method of acquisition
 - vi) Source
 - vii) Date of entry to accessions register
 - viii) Signature of accessioning authority

4.9 Minimum Standard: DOCUMENTATION BACKLOG (Full)

Requirements

1. Applicants must have a plan to deal with any documentation backlog e.g. object entry, accessioning, unmarked objects or cataloguing.
2. Applicants must state the timescale to deal with the backlog.

Guidelines

1. An assessment should be made of the documentation backlog including:
 - i) Size of the backlog
 - ii) Current state of documentation
 - iii) Sources of information
 - iv) Quality of information

2. A plan to deal with the backlog should be written including a:-
 - i) Statement of the current documentation situation
 - ii) Estimate of the backlog in terms of object numbers or records to be processed
 - iii) Statement of retrospective documentation to be carried out (e.g. inventory record, catalogue record and/or accession record for each object)
 - iv) Estimate of the timescale to deal with each object
 - v) Estimate of resources needed to complete the elimination of the backlog
3. Implementation of object entry, accessioning and catalogue procedures will ensure that backlogs do not occur in the future.
4. A plan for unmarked objects should be included in the plan for the documentation backlog.

4.10 Minimum Standard: LOANS (Full)

[Questions 4.11 and 4.12 also relate to this Minimum Standard.]

Requirements

1. Applicants must have procedures for borrowing (loans in) and lending (loans out) objects.
2. All objects on loan must be recorded. Recording can be in the Master database or Loans Register. Files for loans should be created to contain all relevant information, e.g., relevant correspondence, loan agreements, receipts etc.
3. Applicants must designate the authority for all loans.
4. All loans must be for a fixed period. Long term loans may be renewed on a regular basis. This allows for regular checks on condition etc. and enables the museum to keep details of the lenders and borrowers up to date.
5. Loans must be formalised with a loan agreement between both parties. The purpose of a loan should be recorded on the loan agreement. Applicants must submit a generic loan agreement for different types of loans e.g. loans to the museum's collection, temporary loans for exhibitions.

Guidelines

1. Applicants should give details on the methods of recording different types of loans.

Loans In

2. The loans in procedure should include:
 - i) Assigning a loan number
 - ii) Purpose of loan, e.g. display, research, etc.
 - iii) Loan authorization responsibilities
 - iv) Statement of condition of loan
 - v) Statement of standard of care provided
 - vi) Statement of information (e.g. facilities report)
 - vii) Negotiation of conditions of loan (including any special environmental, security, handling or display requirements)
 - viii) Loan maintenance requirements (e.g. loan checks, application for renewal of long-term loans)

3. Each loan should have a permanent record of information including:-
 - i) Loan agreement(s)
 - ii) Ownership
 - iii) Identification of the object
 - iv) Dates of the loan
 - v) Valuation
 - vi) Insurance/indemnity details
 - vii) Authorization
 - viii) Cost and responsibilities
 - ix) Reproduction and copyright
 - x) Specific requirements for scientific or research loans (e.g. where destructive analysis may be required)
 - xi) Receipts (acceptance and return)
 - xii) Location of loan
 - xiii) Condition report (beginning and end of loan)
 - xiv) Acknowledgements

Loans Out

4. The loans out procedure should include:-
 - i) Assigning a loan number
 - ii) Reason for loan request (display, research etc.)
 - iii) Loan authorization responsibilities
 - iv) Statement of conditions of loan
 - v) Statement of standards of care required
 - vi) Exchange of information e.g. facilities report
 - vii) Negotiation of costs, couriers, transport, packing etc
 - viii) Loan maintenance requirements (e.g. loan checks, application for renewal of long-term loans)

5. Each loan should have a permanent record of information including:-
 - i) Loan agreement(s)
 - ii) Borrower
 - iii) Identification of the object including Accession Number
 - iv) Dates of the loan
 - v) Valuation
 - vi) Insurance/indemnity details
 - vii) Authorization

- viii) Costs and responsibilities
- ix) Reproduction and copyright
- x) Specific requirements for scientific or research loans (e.g. where destructive analysis may be required)
- xi) Receipts (acceptance and return)
- xii) Condition report (beginning and end of loan)

4.13 Minimum Standard: CATALOGUE (Full)

Requirements

The catalogue contains information relating to each object in the collection. It is a comprehensive record of all information on an object or group of objects.

1. Applicants must have a system for recording the primary information relating to each object or group of objects. Museums are not required to have this level of information for all objects, but should have a system in place which can be developed and added to.
2. Applicants must define a data standard to ensure continuity and consistency detailing how and what data should be recorded and have a procedure supporting that standard.

Guidelines

1. The minimum catalogue record should include
 - i) Accession number
 - ii) All previous numbers
 - iii) Object name
 - iv) Title (where appropriate)
 - v) Number of items
 - vi) Brief description
 - vii) Attribution
 - viii) Source/place information
 - ix) Provenance
 - x) Acquisition method
 - xi) Acquisition source information (e.g. donor etc.)
 - xii) Acquisition date
 - xiii) Price (if applicable)
 - xiv) Location
2. The catalogue record may include:
 - i) A cross-reference to primary documentation using the accession number, entry record and any previous numbers
 - ii) A basic description to allow identification of the object or group of objects.
 - iii) An historical archive for the object
 - iv) Access to collections management information concerning the object (e.g. loans, condition, conservation, valuation)
 - v) References to secondary information sources (bibliographic references).

3. Catalogues may be manual or computerized e.g. catalogue cards, history files, computer records etc.
4. Useful indexes to aid access to catalogue information include:-
 - i) Object name
 - ii) Artist/maker/manufacture
 - iii) Subject
 - iv) Source of acquisition
 - v) Place information

C. PUBLIC SERVICES

5. EXHIBITION (Long-term and Temporary)

Exhibition refers to both 'Long-term Displays from the Museum's Collection and Temporary Exhibitions'.

5.1 Minimum Standard: CONSISTENT APPROACH TO LABELLING (Interim)

Requirements

1. Applicants must develop a consistent housestyle with a labelling system that works on two levels: interpretation and presentation.
2. If Labels are not used, alternative methods of interpretation are acceptable. Applicants must give details of any other methods used, e.g., guidebooks, floor plans.

Guidelines

The museum should develop a basic labelling system that serves as its housestyle.

Interpretation

1. Labels should be accurate.
2. Labels should be legible. A minimum font size of 14 point is recommended.
3. It is recommended that museum have a clear, consistent policy on using the Irish language.

Presentation

4. The type should be large enough to read without difficulty.
5. Text in all capitals should be used sparingly.
6. Headlines should be in larger type. In ID labels, the names of objects are presented in bold.
7. Labels should be placed close to the objects they relate to.
8. Labels should be well-lit.

5.2 Minimum Standard: BUDGET FOR EXHIBITIONS (Interim)

Requirements

1. Applicants must include a budget for exhibitions in their annual museum budget. For Voluntary Museums, Benefit-in-Kind is acceptable in lieu of an Exhibition Budget.

Guidelines

1. The budget for exhibitions will depend on the overall resources available to individual museums. The amount allocated may be small for museums with limited resources.
2. The budget for exhibitions should indicate the sums available for long-term exhibitions or temporary exhibitions.

5.3 Minimum Standard: MAINTENANCE SCHEDULE FOR EXHIBITIONS (Interim)

Requirements

1. Applicants must demonstrate that there is a regular, written maintenance schedule in operation, including details of the person responsible, the frequency of its operation, and information about seasonal closure where applicable.
2. Applicants must submit a copy of the written maintenance schedule.

Guidelines

1. Museums should demonstrate that there is a cleaning schedule for the exhibition space, to include dusting down and cleaning of exterior surfaces of display cases, etc.
2. Scheduled inspection and cleaning of interiors of display areas and objects for dust, insects, deterioration should be carried out.
3. Display cases and mounts should be checked to insure that they are in good working and decorative order.
4. With regard to 'long-term' exhibitions, some evidence of an object rotation regime should be in place for purposes of variety and/or conservation.
5. All electrical and audio-visual elements in the exhibition should be in working order. Spare supplies (e.g. bulbs) should be kept in stock. A service contract or arrangements for prompt repair of audio-visual equipment should be in place.

5.4 Minimum Standard: VISITOR SURVEY AND EVALUATION OF EXHIBITIONS (Full)

Requirements

1. Applicants must have methods (e.g. surveys) to record visitors' responses to the exhibitions and the museum in general.
2. Applicants must conduct regular analysis of visitors' responses to the exhibitions and any surveys conducted.

Guidelines

1. A visitor survey may be used for both temporary and long-term exhibitions.
2. A survey of the exhibitions should be conducted at least once in the five year accreditation cycle.
3. Surveys should collect data on what worked best in the exhibition, what did not work, what was learnt from the exhibition and suggestions for improvement.
4. The results of the survey should be assessed and used to influence decisions made about the future development of exhibitions.
5. A template survey document is available. Museums may use this or customize their own survey.

5.5 Minimum Standard: EXHIBITION POLICY (Full)

Requirements

1. Applicants must submit a copy of the museum's Exhibition Policy.
2. Applicants must submit evidence that the Exhibition Policy has been formally approved by the governing body. A signed and dated minute from the governing body will fulfil this requirement.

Guidelines

1. The Exhibition Policy should outline the museum's position on long-term and temporary exhibitions. For example, is there a planned programme for changing exhibitions (long-term and temporary) and their contents?
2. The Policy should include an emphasis on active exhibition management, e.g. rotation of objects from the museum's collection.

6. EDUCATION

6.1 Minimum Standard: OUTLINE OF EDUCATION ACTIVITIES/ PROGRAMMES (Interim)

Requirements

1. Applicants must provide details of the education activities/programmes provided by the museum.
2. Applicants must indicate how frequently the activities take place.
3. Applicants must submit any pre-printed programmes of events and/or a list of education activities over the previous two year period (smaller museums may wish to extend this to five years).

6.6 Minimum Standard: EDUCATION POLICY (Full)

Requirements

1. Applicants must submit a copy of the museum's Education Policy.
2. Applicants must submit evidence that the Education Policy has been formally approved by the governing body. A signed and dated minute from the governing body will fulfill this requirement.

Guidelines

1. The Education Policy should contain the following information:
 - i) Introduction and Context - Brief History of Education Provision in Museum
 - ii) Education Mission Statement
 - iii) Aims and Objectives
 - iv) Identification of Target Audiences
 - v) Type of Provision
 - vi) One-year Action Plan including details on Staffing and Resources
 - vii) Performance Indicators
 - viii) Periodic review of the Education Policy
2. A factsheet is available giving more detail on the process of writing an Education Policy.

Guidelines

1. 'Education Activities' refers to a wide range of events and/or programmes that take place in museums. It is recognised within the accreditation scheme that the scope and frequency of such activities are determined by the nature and size of the museum, and the staff and resources available. 'Education Activities' include, in particular, focused projects aimed at specific target groups, e.g. school-children, adults, teenagers, older people.

2. **Education Activities**

The following list represents the different types of activities/events that take place in museums. Please select from this list where appropriate and include any additional activities that are not listed.

Guided Tours (on-site)	Music events
Guided Tours (off-site)	Literary Events
Seminars	Interactives
Lectures/Talks	Performance Art
Practical workshops	Slide Shows
Handling sessions	Artist in Residence
Outreach activities	Meetings
Holiday activities	Openings
Touring Exhibitions	Multicultural Events
Temporary Exhibitions	Events linked to Festivals
Activity worksheets	Portfolio or Drawing Classes
Publications	Open/Family Days
Teacher Training	
Study Days	

3. **Target Audiences**

The following list is a representative sample of the type of audiences that may be relevant to the provision of the education service in your museum.

Pre school children	Adults
Organised groups	Artists/Specialists
Families	Young people
Tourists	People with disabilities
School groups	Volunteers
Community groups	Teachers
Senior Citizens	Ethnic Minorities
Third Level Students	

4. **Frequency**

Please indicate as accurately as possible the frequency of different types of activity. Use phrases such as 'daily', 'once a week', 'once a month', 'occasionally', 'once-off' rather than 'year round'.

7. VISITOR CARE AND ACCESS

7.2 Minimum Standard: RECEIPTING SYSTEM IF MUSEUM HAS ADMISSION CHARGE (Interim)

Requirements

1. Applicants must have a receipting system if there is an admission charge payable.
2. Applicants must submit a sample of the receipting system.

Guidelines

1. Admission charges should be clearly displayed.
2. Receipts or tickets may be designed to act as a souvenir of the visit.
3. Front-of-house staff should deal courteously with visitors when issuing their tickets.
4. If there are large numbers of visitors, a queuing system should be in operation and visitors should be informed of when they will be able to proceed.

7.3 Minimum Standard: CLEAR EXTERNAL SIGNAGE WITH OPENING HOURS DISPLAYED (Interim)

Requirements

1. Applicants must have clear external signs with opening hours displayed.

Guidelines

1. Opening hours should be strictly adhered to.
2. Staff should be in earlier than the opening time and ensure everything is in order prior to opening.
3. The museum should remain open until closing time even if there are no visitors.

7.4 Minimum Standard: TELEPHONE WITH ANSWERING SERVICE (Interim)

Requirements

1. Applicants must have a telephone system with an answering service.

Guidelines

1. All messages and queries should be replied to as soon as possible.
2. When taking group bookings, a system should be in place to allocate a time to visit and ensure that visitors have enough time to visit.
3. All bookings should be confirmed in writing.

7.4 Minimum Standard: TOILET (Interim)

Requirements

1. Applicants must have a toilet on the museum premises.

Guidelines

1. All toilets should be maintained to the highest standards.
2. Baby changing areas should be clean and properly equipped.

7.7 Minimum Standard: VISITOR STATISTICS (Interim)

[Question 7.8 also relates to this Minimum Standard.]

Requirements

1. Applicants must have a system to record the number of visitors to the museum. Visitor numbers and other basic data should be collected regularly.
2. Results of the visitor survey must be analysed monthly and annually and the most recent analysis submitted.

Guidelines

A template Visitor Survey Form is available.

1. The Visitor Survey is designed to capture the following information about the visitors:
 - i) Date of visit
 - ii) Number of visitors
 - iii) Length of visit – time of arrival and time of departure.
 - iv) Nationality
 - v) How they heard about the museum
2. Visitor Survey may be carried out by the museum or in the case of larger institutions, may be conducted by external companies. Museums may use the template Visitor Survey Form or if they have their own, all the information above must be included.
3. Some museums may have ticketing systems that will give certain information on their visitors.