

Arts Council England Funding 2018-22

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The National Portfolio 2018-22

831 organisations across England

844 funding agreements

530	Band 1 - £40-250K per year
190	Band 2 - £250-£1M per year
66	Band 3 - £1M+ per year
58	Sector Support Organisations

The National Portfolio 2018-22

£1.633 billion investment in arts and culture

£146.4 million investment in England's museums

£6,557,808 investment in Norfolk Museums Service

NMS achieved 2 separate grants:

- National Portfolio Organisation
- Sector Support Organisation

The Arts Council 10 Year Strategy

Great Art & Culture for Everyone

5 Strategic Goals

- 1 – Excellence
- 2 – Audiences
- 3 – Resilience
- 4 – Leadership and Diversity
- 5 – Children and Young People

National Portfolio Organisation (NPO)

- Band 3 (top level)
- **£4,812,680** for 2018-22
- **£1,203,170** per year
- 72 Museum NPOs in England
- Only 11 Band 3 museums

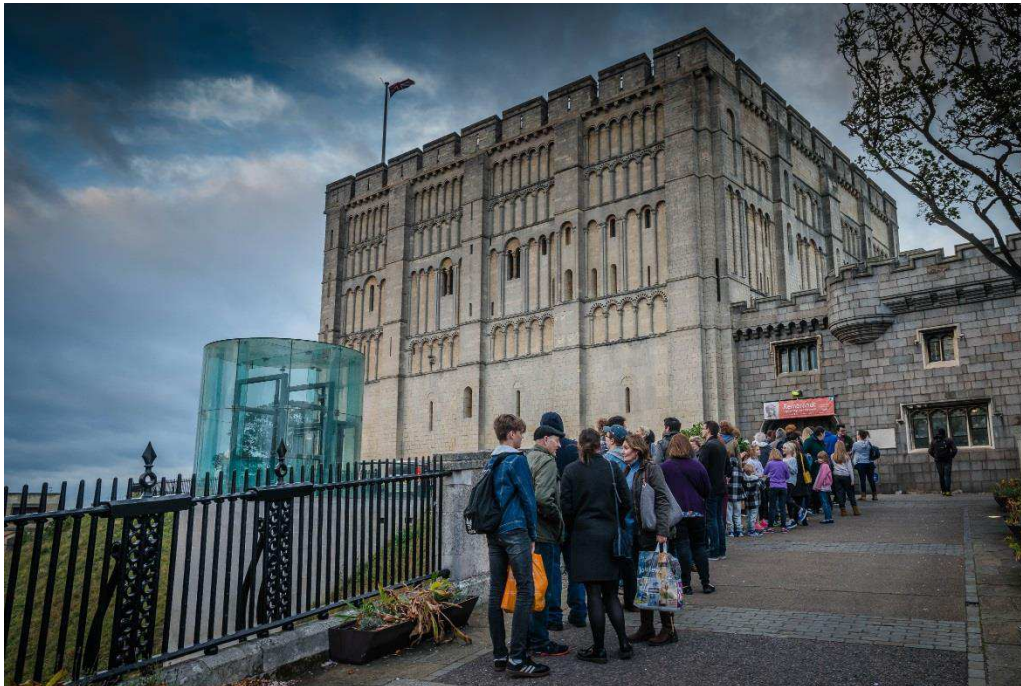
Goal 1 – Excellence

- Excellence of collections, displays and interpretation
- Temporary Exhibitions programme
- Curatorial expertise
- Display Team capacity



Norwich Castle

Gateway to Medieval England



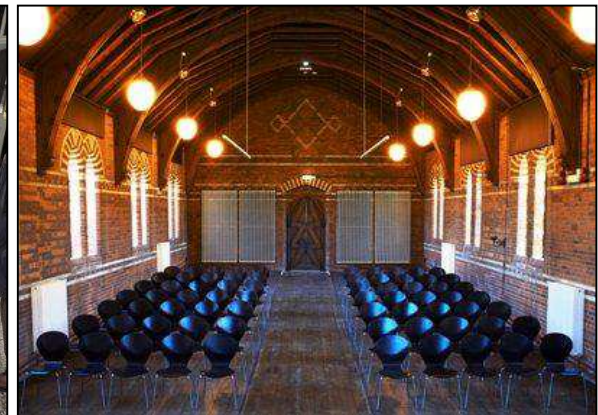
Goal 2 – Audiences

- Achieve 500,000 visitors p.a. by 2020
- Outreach activities
- Increase digital engagement
- Commemorate the WW1 Centenary



Goal 3 – Resilience

- Deliver Gateway to Medieval England Project
- Develop new income streams to increase earned income
- Effective partnerships to promote the cultural tourism offer of Norfolk



Goal 4 – Leadership & Diversity

- Nationally recognised Teaching Museum scheme
- Number and diversity of volunteers
- Skills development of staff and volunteers



The Teaching Museum



Goal 5 – Children and Young People

- All children to visit at least one of the 10 NMS sites by the time they leave school.
- Tailored services for vulnerable young people
- New opportunities and progression routes for young people through *Norfolk Journeys Project*



“Norfolk Museums Service is a fantastic collection of museums with a wonderful breadth of collections and venues and we’re very pleased to include them to the 2018-22 National Portfolio, both for its work supporting museum development across the East of England and for the important work that each of its museums does year-round.”

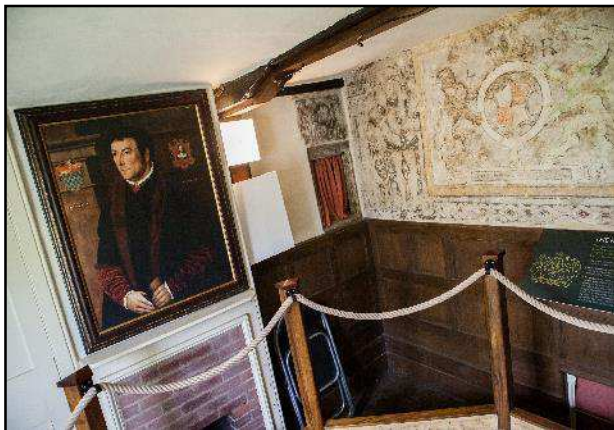
Hedley Swain, former Director of Museums, ACE

Funding Agreement Requirements

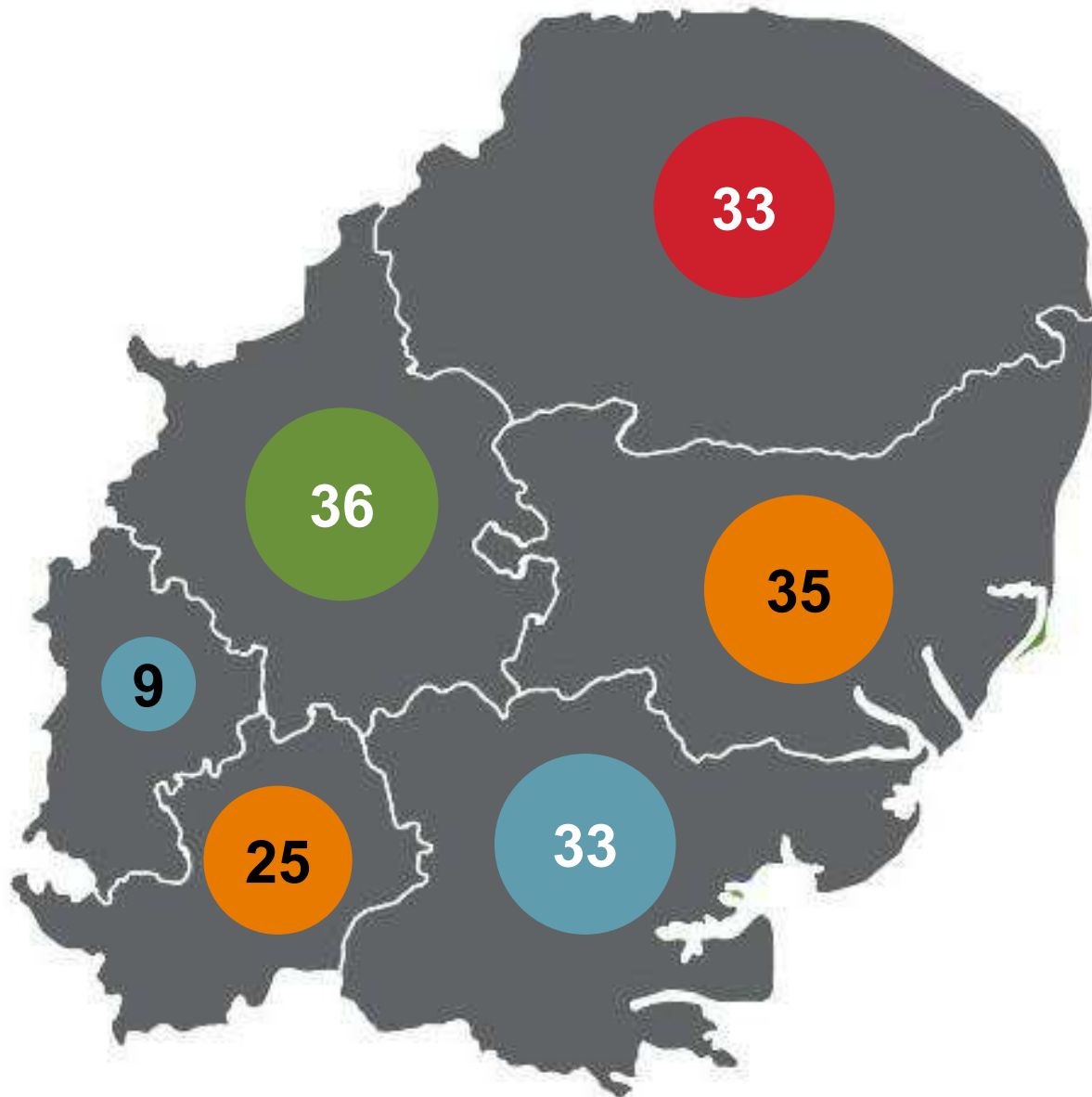
- 5 Year Organisational Business Plan
- Audience and Engagement Plan
- Equalities Action Plan
- Digital Strategy
- Organisational Budget 2018-22
- Environmental Policy and Action Plan
- Project Risk Register

Museum Development

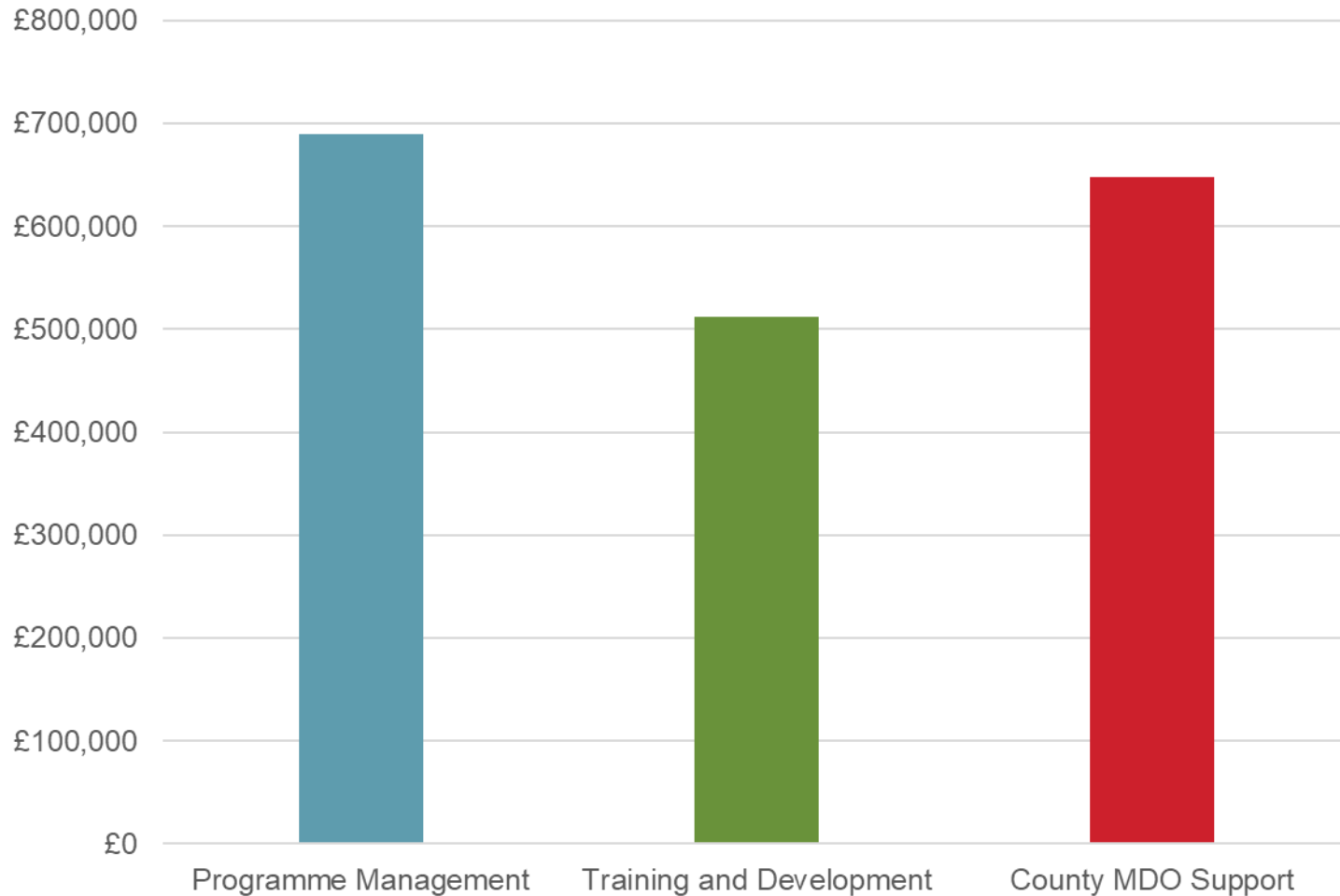
- Continue to lead SHARE Museums East
- One of 9 regional providers in England
- 6 Counties across East of England
- Leadership role supporting 174+ museums
- £436,000 per year for 2018-22 (4.7% increase)



Accredited Museums

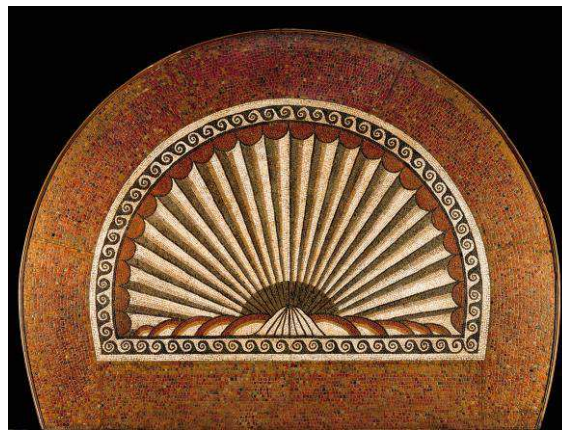


SHARE – Expenditure



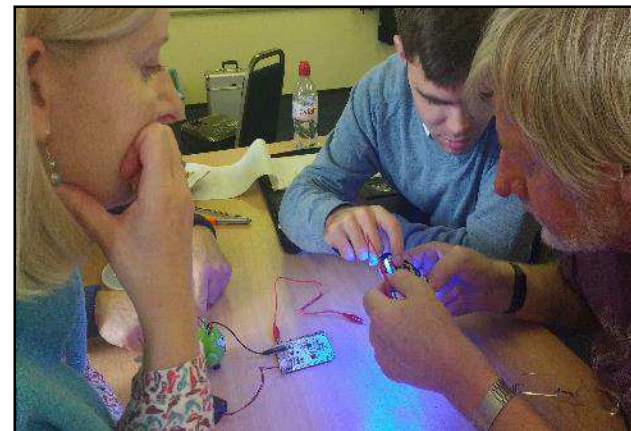
SHARE – Excellence

- Collections care training
- Review and rationalisation
- Unlocking collections
- ‘Hidden Histories’ – stories from the stores
- Support for regional collections networks



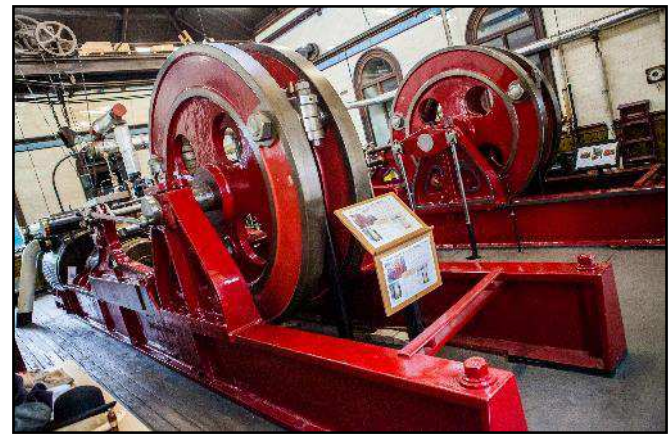
SHARE – Audiences

- Using audience data to reach new audiences
- Reducing barriers to engagement
- Improving the visitor offer - Mystery Shopper Scheme
- Developing best practice in visitor services
- Developing digital technologies in museums



SHARE – Resilience

- ‘Think Like a Business’ - business-like ways of working
- Converting museums to incorporated trusts
- Fundraising training
- Sustainable and ‘green’ technologies
- Accreditation advice (174+ museums)



SHARE – Diversity & Skills

- SHARE Training Calendar – reaching 80% of museums
- Trustee skills development
- Volunteer recruitment and development
- SHARE Annual Conference
- Annual data survey - £80m of economic impacts
- Supporting MDOs in 6 counties



SHARE – Children & Young People

- Family-friendly museums
- Improving formal and informal learning offers
- CYP Conference
- National leadership role for MD provision
- Developing young volunteers



Support for Norfolk museums

- 22 non-NPO Accredited museums
- County MD budget increases to £26,000 (+ 63%)
- Reinstatement of Museum Development Officer
- Close working with Museums Norfolk Group
- Advice and project delivery



Arts Council Assessment

- A strong programme of activity with a continued emphasis on excellent collaborative working
- Plans to support regional museums to challenge traditional ways of thinking and develop new and innovative ways of working with collections, interpretation and programming are strong, with a well-structured approach responding to sector needs