



WM museum policy forum

MPF Vision

We will create a strong sense of identity and common purpose for museums in the West Midlands through championing and influencing policy makers and stakeholders

The West Midlands Museum Policy Forum represents the interests of the museums sector in policy and strategy development in the West Midlands. It was established in 2003 as an independent consultative and advisory body to support the work of the MLA Council in the West Midlands. Forum membership includes representation from local authority, independent, national, university and regimental museums and from the Renaissance West Midlands Hub partnership.

<p>Objective 1 To achieve a profile for the museum sector that engenders respect for our contribution to cultural and wider agendas</p>		
<p>Strategy 1 Use advocacy to position the sector regionally and nationally and influence policy formation</p>		
Action	How	Who and When
<p>Establish and enable a regular dialogue with and representation on strategic regional bodies:</p> <p>Libraries Forum Archives Forum</p> <p>DAWM AWM, eg tourism</p> <p>Local Strategic Partnerships</p>	<p>Sharing meeting minutes. Occasional consultation and joint working – find ways to work together</p> <p>Via update from MLA Regional Manager Via member representation on AWM working groups Source training on working with LSPs</p>	<p>MPF Chair and Secretary to act as key contacts</p> <p>MLA Regional Manager at MPF meetings MPF members at MPF meetings</p> <p>Bid to MLA Regional Manager</p>
Action	How	Who and When



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<p>Develop a WMMPF web presence:</p> <p>Page on Midlands Federation website Page on Renaissance West Midlands website Page on Culture 24 website</p>	<p>Information to include: who we are, what we do; policy docs – constitution and strategy tree; advocacy and communication – annual open meeting</p>	<p>MPF Secretary liaison with relevant website controllers</p>
<p>Respond to national and regional policy and strategy consultations:</p> <p>Accreditation Review Renaissance in the Regions Review National Archives Strategy consultation MLA National Action plan</p>	<p>As required to set up a small, time-limited working group to prepare a response for circulation to MPF for approval</p>	<p>MPF members – as required by consultation deadlines</p> <p>MPF Chair or Secretary to send response.</p>
<p>Develop an up to date overview of the museum sector in the region and a portfolio of case studies to use for advocacy:</p> <p>Fast Forward 2008</p> <p>Potential case study themes – developing audiences, education and learning, collection significance, economic impact</p>	<p>Develop summary from FF08 analysis</p> <p>MPF members to source and supply (max 200 words plus images).</p>	<p>By Dec 2009 - MPF member working group By Mar 2010 – MPF members/ MDOs etc</p> <p>MPF Secretary to maintain master set.</p>



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Strategy 2 Identify and create beneficial partnerships		
Action	How	Who and When
Strategic horizon scanning to look for opportunities to create partnerships Areas to consider: Health Socio-economic impact Tourism	Discuss and agree areas to target at next MPF meeting	17 December 2009 - all
Consult with key stakeholders: MLA Regional Manager Renaissance Manager	As above	17 December 2009 - all



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<p>Objective 2 To achieve a coherent sector in the region through advocacy, dialogue and information exchange</p>		
<p>Strategy 3 Achieve effective communication through consultation and information exchange</p>		
Action	How	Who and When
MPF meetings to be more outcome based	Four meetings per year	MPF Secretary to arrange date/venue
<p>Undertake consultation with linked bodies and regional museums – what do they want WMMPF to do?</p> <p>Essential strategic links: MLA West (museum officer), WM Hub and regional policy makers. AIM and MA via regional reps.</p> <p>Main organisational links: Midland Fed, MDO newly formed organisation, Marches' Curator's Group, regional museum fora.</p>	<p>Consider an information distribution methodology – channelled through MLA or Hub as no paid staff on hand to administer this. If necessary seek financial support (MLA/Hub) to allow members to take on these roles in times of uncertain budget.</p> <p>Ensure representation on MPF of relevant officers and spread of organisations</p> <p>Set up a social network for the region to exchange views and ideas – see www.ning.com</p>	<p>At Open Meeting – via evaluation</p> <p>MPF Chair and Secretary</p> <p>MPF Secretary to set up – members to add to</p>



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Strategy 4

Ensure maximum benefit to museums in the region through proactive dialogue and challenge

Action	How	Who and When
Report back from West Midlands MDOs regarding the issues rising in their areas.	Appointed representative from WMMPF liaising with MDOs before each meeting	Implement from 17 December 2009
Report out to West Midlands MDOs of minutes of WMMPF meetings	Exchange minutes Via social network see www.ning.com	MPF Secretary
WMMPF active representation on Renaissance Programme Board	MPF member on Programme Board to report during meetings	MPF member
Hold an Annual Open Meeting with topical speakers to: <ul style="list-style-type: none"> Showcase museum projects/activity from the region and highlight on website? Create question and answer session Encourage themed networks e.g. capital development 	Use a range of venues across the region to enable ease of access. Keep costs to a minimum with MLA West support, or workforce development strand from the Hub. A joint meeting with Mid Fed would be worth considering.	Set up working group in Jan 2010 to organise speakers, venue, catering and logistics.