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Collections  
Trust

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## Paper 1 STATEMENT OF DIGITAL VALUES & PRINCIPLES

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### Introduction

Digital technologies have revolutionised the way people access and use information. This Digital Age demands that suppliers are open, connected and able to deliver high-quality user-focused services. The challenge to libraries, archives, museums, and the wider cultural sector is to ensure that their content and services earn their place in this digital environment, reaching their intended audience and meeting their information, learning and leisure needs.

Collections Trust, Culture24, UKOLN and MLA have come together to develop a Statement of Values and Principles in order to establish priorities for development in libraries, archives and museums over the next 3 years.

The aim of the Statement is to inform the strategic planning of the MLA, its funded partners and the programmes and initiatives that they will jointly deliver. It is important that this Statement and any subsequent Action Plans are developed in discussion with other key government agencies such as Arts Council, English Heritage and Sports Council. These Principles will have succeeded if they lead to measurable improvements in the accessibility, use, quality and sustainability, of digital content produced by cultural institutions, and result in significant capacity-building within the sector.

### Shared Values & Principles

1. Provide strategic leadership and vision in the digital context, across all Programmes and projects;
2. Maximise the delivery of quality digital content and information to users, connecting people to culture, ensuring wherever possible access to content and information is free of charge;
3. Deliver digital services which are fresh, fun and personalised, and which encourage exploration and serendipity;
4. Implement systems and infrastructure which reduce duplication, exploit existing investment and are sustainable;
5. Advocate the adoption of international standards and best practice across all development work;
6. Promote an inclusive and collaborative partnership approach that is cross domain, cross sector and open;
7. Support the development of transferable skills and understanding amongst professionals;
8. Foster an appreciation that new technologies require new ways of thinking, new models for working and a willingness to take risks;
9. Share a commitment to innovation and excellence across all partnership programmes.
10. Adopt the principles and practice of effective knowledge management including the adoption of strategies for content creation and collection description which integrate user generated content and comment with those created by experts or recognised authorities