
Overview

This standard is about devising a strategy for interpretation and learning in a creative or cultural organisation. Interpretation and learning strategies may involve identifying single or multiple events such as exhibitions, displays, performances, outreach activities, co-productions and use of multi-media systems or print materials. Events may be accessed in venues, outside spaces or online.

It includes reviewing current strategies, plans or approaches, determining objectives, identifying, and assessing viable possibilities for interpretation or learning, agreeing and recording strategies and evaluating them.

This standard is for anyone who is responsible for devising an interpretation and learning strategy in a creative or cultural organisation.

Performance criteria

You must be able to:

1. review relevant information about the success of the organisation's current or past interpretation and learning strategies and those of competitor organisations
2. determine new, or revise current, objectives when required to develop or improve strategies, ensuring they are in line with relevant external policies
3. explore key themes or ideas relating to your area of work and identify viable possibilities for interpretation that will meet the needs and learning styles of the organisation's target audience
4. assess the potential benefit for audiences, customers or visitors against the organisation's policies and objectives
5. make sure strategies are inclusive of all audiences, customers, or visitors in line with organisational diversity and inclusion policies
6. use reliable information to identify the physical, intellectual, and economic obstacles to, and the risks of strategies to the organisation
7. use reliable information to identify the benefits of the strategies to the organisation and the opportunities for meeting customer, audience, or visitor requirements
8. identify and consult with relevant people when developing ideas and evaluating strategies, ensuring they contribute when required
9. agree strategies with all relevant people at appropriate times
10. record and disseminate strategies in line with organisational processes
11. evaluate the organisation's ability to implement strategies within resource, staff time and budget constraints

Knowledge and understanding

You need to know and understand:

1. the organisation's current strategy for interpretation, policies and objectives that impact on interpretation
2. sources of information about whether past objectives have been met
3. the possibilities for interpretation and learning, different approaches, types of activities and the reasons for mixing them
4. current national debates and external policy requirements and the latest developments in interpretation and learning thinking and practice and how to research them
5. the challenges encountered by users with mobility, hearing and sight impairment, neurodivergent conditions and from disenfranchised communities and the different strategies available to enable them to access interpretation and learning
6. how the cultural context can affect the interpretation and learning strategy
7. different learning needs and what they mean for interpretation and learning strategies
8. how to assess information about, and identify the needs of, current and potential audiences, customers or visitors and their educational, leisure and study requirements
9. who needs to be consulted with and involved with development to ensure strategies are embedded including internal and external co-design partners and stakeholders, potential learners, core communities, those responsible for delivery and other colleagues
10. the likely obstacles to the strategy and how to overcome them
11. the risks, benefits and opportunities that need to be assessed
12. how to gather, assess and evaluate information about requirements against resource, staff time and budget
13. how to identify existing resources and the resources required
14. how to set objectives and timescales and define actions
15. when you should use different types of evaluation

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Devise a strategy for interpretation and learning in a creative or cultural organisation



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