



Conservation professionals work in a variety of disciplines. Many are conservators, but Icon's membership also embraces heritage scientists, craftspeople, architects, archivists and others.

Professionalism means:

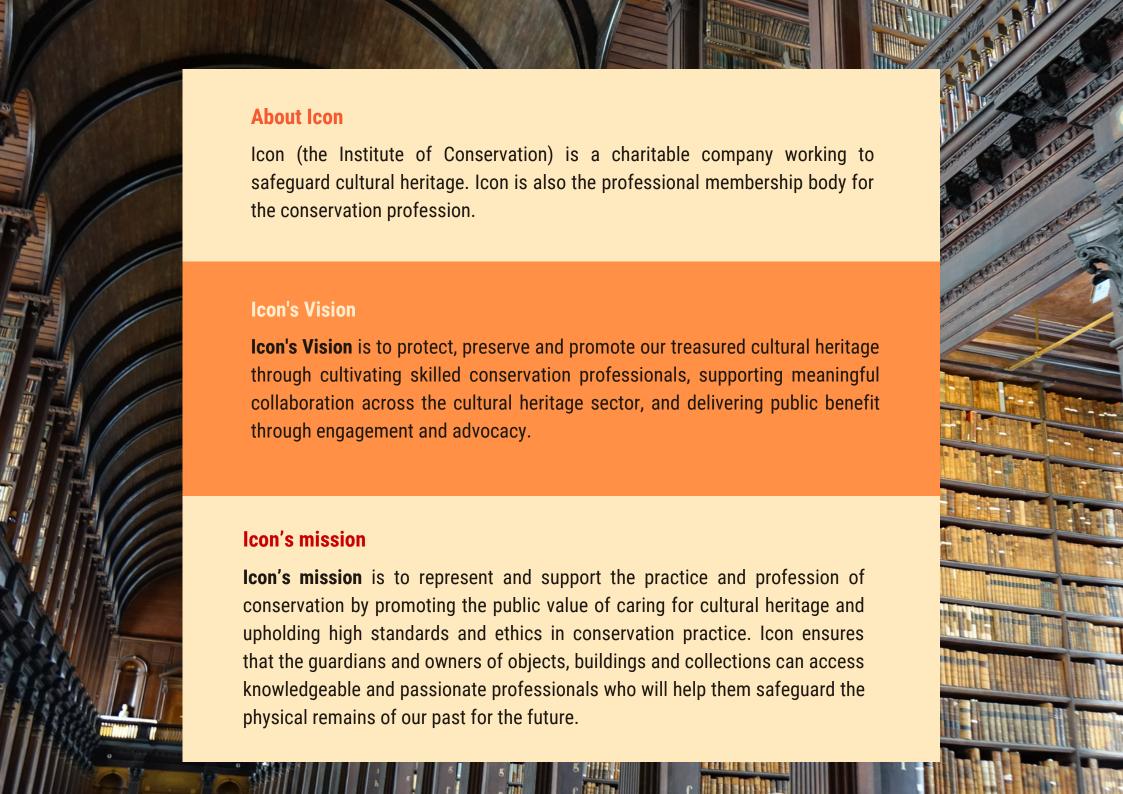
- Practising with skill
- Maintaining competence
- Being accountable
- Acting ethically
- Acting in the interests of society

The conservation of objects and collections protects the things people value. It enables the care and safeguarding of our tangible cultural heritage, from cherished family heirlooms to national treasures.

Conservation professionals value and understand the physical artefacts that embody our collective history and culture; skilfully safeguarding it against decay and neglect to ensure that everyone's stories survive for the inspiration of present and future generations.

The practice of conservation encompasses artworks, books and archives, textiles, architecture and archaeology, as well as industrial, natural and social history collections whether they are held by museums, heritage organisations, private collectors or public bodies.





OUR CHARITABLE OBJECTS ARE

- To advance the education of the public by research into and the promotion of the conservation of items and collections of items of cultural, aesthetic, historic and scientific value
- To preserve and conserve items and collections of items of cultural, aesthetic, historic and scientific value.





THE FOLLOWING VALUES UNDERPIN OUR ACTIVITIES:

- Work with integrity: we are open and honest and do what we believe is best for our shared cultural heritage, the public and our members.
- Be **inclusive**: we value diversity and ensure that opportunities are open to all those who want to care for our heritage.
- Be forward and outward-looking: we keep our eyes on the horizon and on the world around us.
- Be ambitious advocates: both for our organisation and the things we believe in.
- Be **collaborative and generous**: we work with our members and partners to achieve the best results together.
- **Uphold high standards**: we value, support and promote the expertise and professionalism of our members and partners.

OUR STRATEGIC FOCUS

Conservation helps us understand ourselves and our future by preserving our past and ensuring that it is accessible for current and future generations to learn from and enjoy.

However, much of this work is hidden from public view because it takes place in private workshops or conservation studios in museums. The impact of the important work carried out by conservation professionals is largely invisible unless attention is drawn to specific outcomes through interpretation and engagement. This means that the benefits that conservation brings to society are not recognised and are therefore not valued.





Conservation brings benefits to society in six key areas:

- Custodianship of cultural heritage
- Skills, learning and education
- Economy, business and innovation
- Environmental sustainability
- Communities and wellbeing
- Equality and inclusion

OUR VISION

This Strategy sets out Icon's aim to achieve wider recognition of the value that conservation brings to society. We will also seek to ensure that the work of conservation professionals is recognised and respected.

Over the coming years, we will build on the work of our <u>Values of Conservation</u> project and will demonstrate and share the many ways in which conservation brings benefits to people and society through the holistic care of objects, buildings and collections.

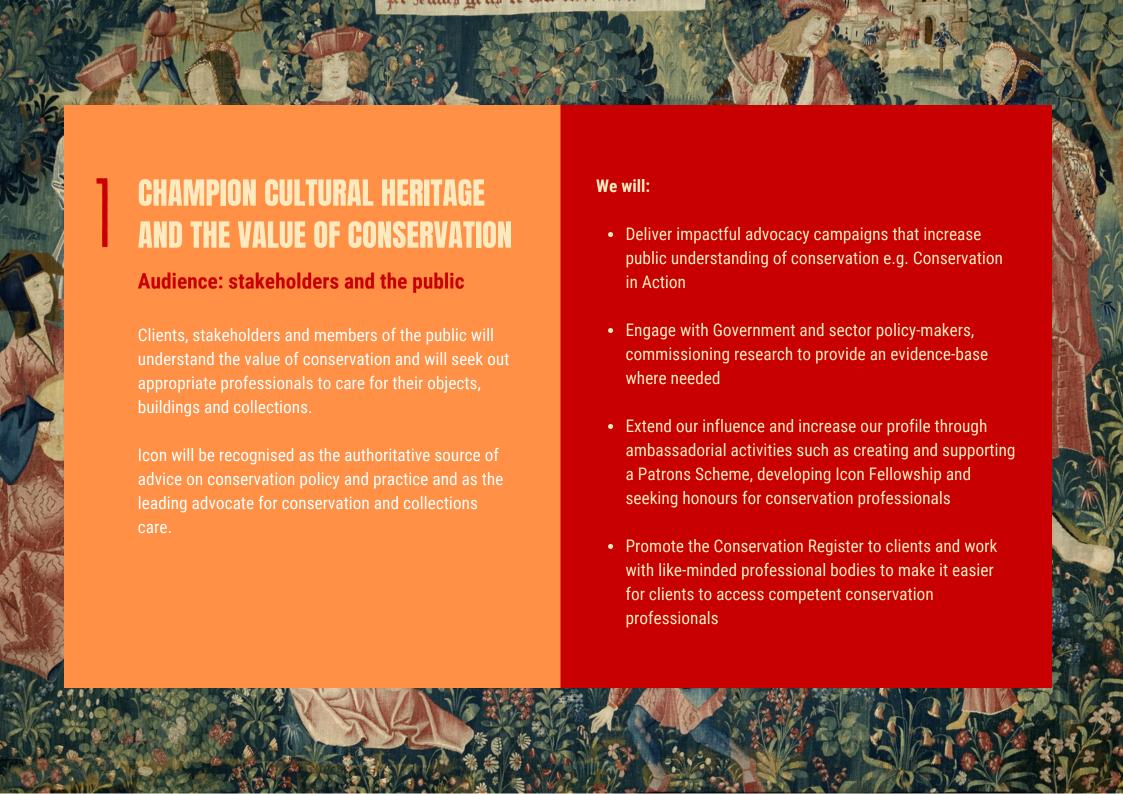
We will focus our energy on demonstrating the positive impact of conservation, increasing understanding of the profession, and raising its public profile.

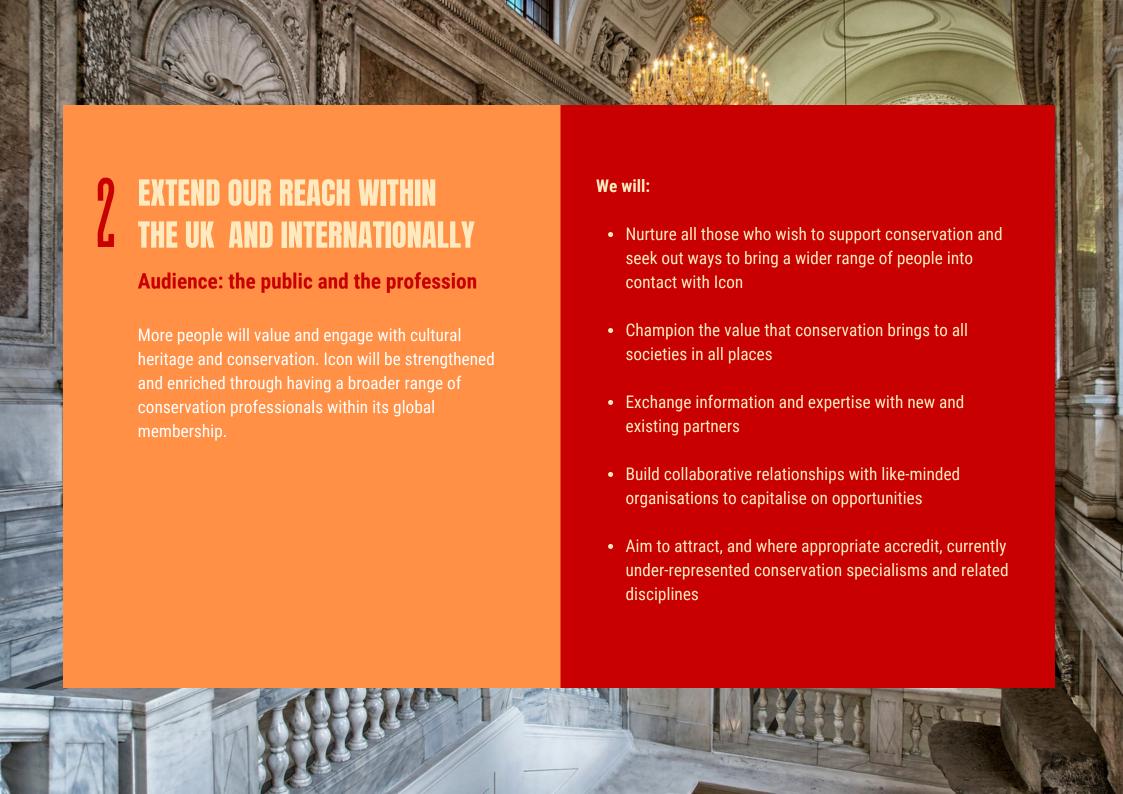
This will lead to greater respect for conservators, heritage scientists and related conservation professionals. A more visible conservation profession will also have greater influence in the major debates that impact on the care of our shared cultural heritage.

How are we going to do this?

To deliver our ambition and to ensure that our work makes a positive difference for our members and for society we have identified a set of high-level priorities and the outcomes that we will seek to achieve.







MAINTAIN HIGH STANDARDS IN CONSERVATION PRACTICE

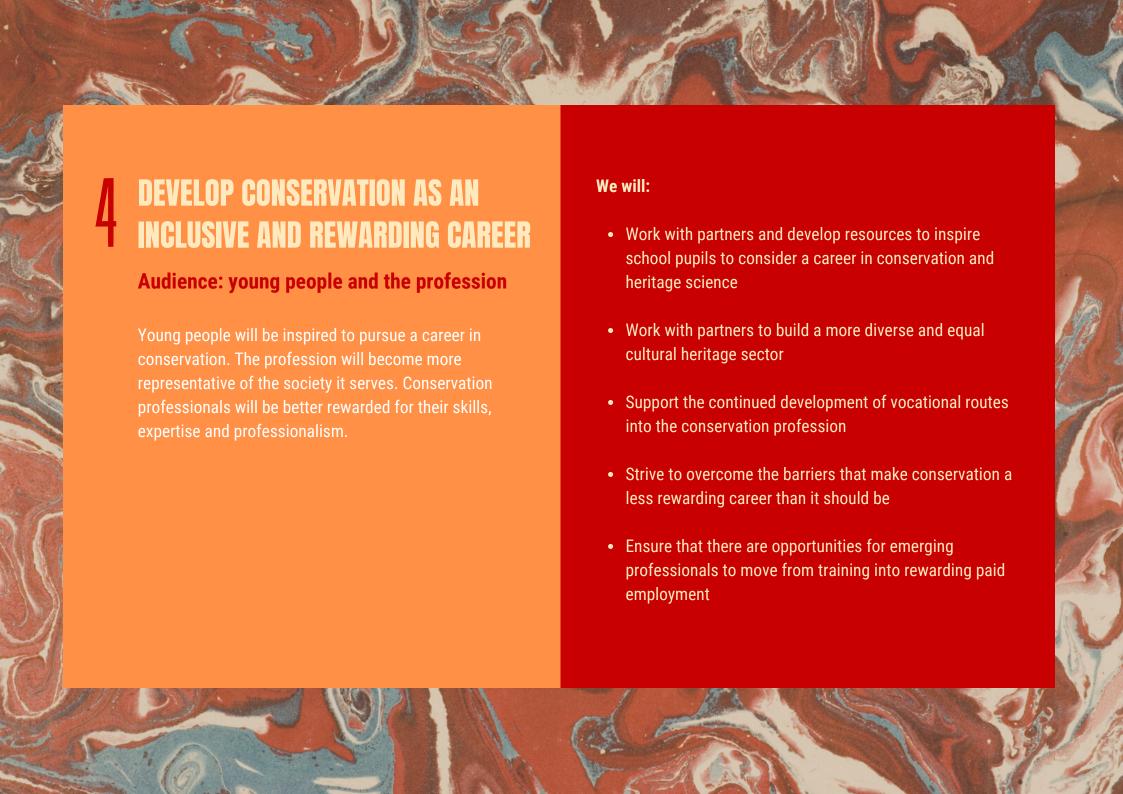
Audience: the profession and the public

Conservation professionals will have the skills, knowledge and judgement to care for objects, buildings and collections consistently and thoughtfully.

Clients, stakeholders and members of the public will understand the value of accreditation and the importance of professional standards and ethics.

We will:

- Work with education providers to ensure that training courses meet the needs of employers in the cultural heritage sector
- Provide high quality opportunities for ongoing professional development
- Nurture the exchange of knowledge and ideas through our Groups and Networks
- Continue to develop and promote Icon Accreditation, making it more accessible to members and more attractive to clients, commissioners and employers
- Investigate the potential for chartership



We will also: STRENGTHEN OUR INSTITUTE **Audience: the profession** • Prioritise membership growth by providing a compelling membership offer and ensuring that Icon is a welcoming place for all conservators, heritage scientists and the Icon will strengthen its operational capacity and will create many others who play a role in conservation, regardless a solid foundation from which to grow. Long-term of their specialism or their working environment sustainability in the business will arise from: • Enhance our operational effectiveness by welcoming • Financial resilience – developing a stable and feedback from members and stakeholders and by effective business, which is robustly governed and embracing a culture of continuous improvement within able to support growth through increasing our reserves the organisation • Environmental responsibility – reducing our Foster a greater sense of collective responsibility and organisational footprint and offering leadership and ownership in our Institute by encouraging more members guidance to the profession to get involved in our work - at every level - and fully recognising the valuable contribution that members • Social responsibility – diversifying the profession and make to the profession. working to create a greater feeling of inclusion and belonging within the membership



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Contact us

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