Hastings Museum & Art Gallery & Old Town Hall Museum Access & Learning Policy 2013-2018

1.0 Mission Statement:

We are committed to offering a stimulating and creative programme to excite and inspire learners of all ages, backgrounds and abilities.

2.0 Policy Statement:

Hastings Museum & Art Gallery and Old Town Hall Museum's vision for learning is based on objectives set out in the Mission Statement & Key Aims of 1998 and the '*Future Vision for the Museums Service*' of 2000. These reflect the original purposes for which the museum was set up, as defined in the transfer deed of 1905. The museums also work to achieve targets set by the Council's Cultural Regeneration Strategy (2010), Sustainable Community Strategy (2009) and Corporate Plan (2011).

3.0 Aims & Objectives:

3.1 To encourage more schools to use the museum to enhance and support their teaching and learning

We will meet this aim by:

3.1.1   Creating 1 new loan boxes with supporting interpretation in each academic year
3.1.2   Producing 1 education resource packs in appropriate format in each academic year
3.1.3   Identifying key champion for museum learning in each primary & secondary school in the borough
3.1.4   Providing regular schools newsletters
3.1.5   Redesigning the Learning section of the museum website
3.1.6   Training museum staff to provide appropriate support for school parties

3.2 To attract more families to participate in a range of opportunities, encouraging repeat visits

We will meet this aim by:

3.2.1   Developing active partnerships with other agencies to increase the range and number of family activities
3.2.2   Introducing more hands-on exhibits to the displays
3.2.3   Encouraging staff development to ensure museum visits provide 'family-friendly' experiences

3.3 To promote the museum as a centre of lifelong learning for all local communities

We will meet this aim by:

3.3.1   Providing a varied programme of exhibitions that will develop
         new audiences and encourage new and repeat visits
3.3.2   Developing the museum website as an independent research tool
         with online museum catalogue issued in stages according to key
         themes
3.3.3   Providing supporting events and activities aimed at adult
         learners
3.3.4   Developing greater use of the museum during opening hours for
         lifelong learning events and activities
3.3.5   Ensuring museum displays are physically and intellectually
         accessible for all visitors, including the application of new
         technologies

4.0 Performance Indicators:

We will use a range of evaluation techniques, appropriate to specific
projects, research areas and audience groups, monitoring both quantitative
and qualitative indicators, as follows:

4.1 General visitor numbers in age ranges
4.2 Numbers of individuals/families attending events and activities
4.3 Number and type of school visits
4.4 Number of loan boxes borrowed
4.5 Number of events and activities held
4.6 Number of leaflets and other publications produced
4.7 General visitor satisfaction surveys
4.8 Informal feedback, for example through comments books, graffiti
     walls, project diaries
4.9 Develop use of new technologies and interactive approaches, such as
     blogs and web surveys

5.0 Review

This policy will be reviewed in December 2016.