

**Museum Forward Plan**  
**Appendix 1 Action plan**  
**Key Aim no.1 To ensure long-term care of collections**

Objectives	Tasks	Timescale/status	Lead officer/Team
<ul style="list-style-type: none"> <li>• <b>Carry out programme of mould clearance in store</b></li> </ul>	<ul style="list-style-type: none"> <li>• Quotations obtained for collection areas</li> <li>• Draw up conservation programme for priority exhibits</li> <li>• Training for non-specialist cleaning</li> <li>• Clean objects repacked, stored</li> <li>• Disposal of damaged objects</li> <li>• Improved heating and humidity control in store</li> <li>• MODES updated for locations</li> </ul>	<p>Completion by Dec 2014</p> <p>Collection works required for exhibition by Dec 2014</p> <p>Completion by April 2015</p> <p>Completion by Dec 2016</p> <p>Completion by Dec 2016</p> <p>Completion by Jan 2016</p> <p>Ongoing throughout project</p>	<p>All curatorial staff</p> <p>Exhibitions Officer and Keeper of Fine and Dec Art</p>

<ul style="list-style-type: none"> <li>• <b>Collections Review</b></li>   <li>• <b>Develop and update relevant policies</b></li>   <li>• <b>Deliver Documentation action plan</b></li> </ul>	<ul style="list-style-type: none"> <li>• Identify and assess condition, potential, documentation of collections</li>   <li>• Acquisitions and Disposal</li> <li>• Documentation Policy</li> <li>• Collections care and Conservation Policy</li> <li>• Loans Policy</li>   <li>• Create inventory of objects in storage that have inadequate documentation</li> <li>• Check and clarify extent of backlog</li> </ul>	<p>Concurrent with store project</p> <p>All policy updates required by Accreditation deadline of Feb 2015, and then to meet individual review dates</p> <p>Completion by Dec 2016</p> <p>Completion by Dec 2016</p>	<p>Curator</p> <p>All curatorial staff</p> <p>Curator</p>
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<ul style="list-style-type: none"> <li>• <b>Apply to Esmee Fairbairn Trust for funding for collections review and conservation of World Art</b></li> <li>• <b>Ensure the accessibility of collections through improved interpretation</b></li> </ul>	<ul style="list-style-type: none"> <li>• Update plan to deal with backlog</li> </ul>	<p>Accreditation requirement by Feb 2105</p> <p>First round by Sept 2014 Second round by Nov 2014</p>	<p>Education Officer and Keeper of World Art</p>
	<ul style="list-style-type: none"> <li>• Gain as much information as possible about objects at 'Object Entry' stage of collection process</li> </ul>	<p>Introduced from Sept 2014</p>	<p>All staff</p>
	<ul style="list-style-type: none"> <li>• Improve interpretation and signage in galleries</li> </ul>	<p>Rolling programme of improvements</p>	<p>All curatorial staff</p>

**Key Aim no. 2 Increase the number and range of the Museum's Service users**

Objectives	Tasks	Timescale/status	Lead Officer/Team
<ul style="list-style-type: none"> <li>• <b>Produce annual programme of displays and exhibitions based upon the Museum's</b></li> </ul>	<ul style="list-style-type: none"> <li>• To continue to work with national and regional institutions and practitioners to develop exciting programme of</li> </ul>	<p>Ongoing</p> <p>Programme for 2015-16 completed by Dec 2014</p>	<p>Exhibitions officer</p>

<p><b>collections and loaned material</b></p> <ul style="list-style-type: none"> <li>• <b>Deliver Museum's 'Hastings Remembers: Local Stories of the First World War' HLF project</b></li> <li>• <b>Deliver a programme of special events and activities</b></li> <li>• <b>Engage with service</b></li> </ul>	<p><b>exhibitions</b></p> <ul style="list-style-type: none"> <li>• Programme to reflect local and national events and celebrations</li> <li>• Plan, coordinate and deliver programme with volunteers</li> <li>• Monitor and report on details and progress of programme delivery</li> <li>• Research and create events and activities programme for delivery at Museum</li> <li>• Investigate ways to</li> </ul>	<p>Programme for 2015-16 completed by Dec 2014</p> <p>Completion by Dec 2018</p> <p>Ongoing Final report March 2019</p> <p>Ongoing. Events leaflet produced 2x per year Dec and May</p> <p>Completion by Sept 2015</p>	<p>Exhibitions officer and keeper of Fine and Dec Art Education Officer and keeper of World Art</p> <p>Education Officer and Keeper of World Art</p> <p>Exhibitions Officer and Keeper of Fine and Dec Art Education officer and Keeper of World Art</p> <p>Keeper of Local History and Archives</p>
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<p><b>users to research collections</b></p> <ul style="list-style-type: none"> <li>• <b>Improve marketing and promotion of the Museum</b></li> <li>• <b>Improve the Museum's website</b></li> </ul>	<p>facilitate individual research using museum collections</p> <ul style="list-style-type: none"> <li>• Promote research opportunities via website</li> <li>• Create annual marketing plan for Museum including key deadlines</li> <li>• Complete updating of design and contents of website</li> <li>• Provide appropriate staff training to enable maintenance and development of website</li> <li>• Increase Museum presence on Social media platforms</li> </ul>	<p>Completion by Sept 2015</p> <p>Annual plan to be completed by March each year</p> <p>Completion by Dec 2014</p> <p>Completion by Dec 2014</p> <p>Ongoing</p>	<p>All curatorial staff</p> <p>All curatorial staff</p> <p>IT services</p> <p>All staff</p>
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<ul style="list-style-type: none"> <li>• <b>Promote the Museum as an educational resource for formal and informal learning</b></li> </ul>	<ul style="list-style-type: none"> <li>• Monitor and develop condition and content of loan boxes, and promote to schools</li> <li>• Continue with community learning through In2Play and BookBugs programme subject to continued external funding</li> <li>• Continue with outreach to local schools</li> </ul>	<p>Ongoing Annual review in July each year</p> <p>Ongoing</p> <p>Ongoing</p>	<p>Education Officer and Keeper of World Art</p> <p>Education Officer and Keeper of World Art</p> <p>Education Officer and Keeper of World Art</p>
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### Key Aim no. 3 Enhance Visitor Experience

Objectives	Tasks	Timescale/status	Lead Officer/Team
<ul style="list-style-type: none"> <li>• <b>Provide Museum staff with appropriate Customer care training</b></li> </ul>	<ul style="list-style-type: none"> <li>• All staff to participate in annual personal appraisal</li> <li>• All FOH staff to participate in programme of</li> </ul>	<p>Ongoing – appraisals scheduled on annual basis</p> <p>Annual schedule of training to be created, informed by individual appraisals</p>	<p>Curator Museum Support Services Co-ordinator</p> <p>Museum Support Services Co-ordinator POD</p>

<ul style="list-style-type: none"> <li>• <b>Ensure all facilities within museums' buildings and grounds maintained</b></li> <li>• <b>Provide opportunities for visitors to comment on the services provided</b></li> </ul>	<p>customer care training</p> <ul style="list-style-type: none"> <li>• All staff to be issued with uniforms</li> <li>• Checklist detailing Museum's daily cleaning regime created</li> <li>• Record repairs, maintenance and service of buildings and equipment</li> <li>• Provide visitors book for comments</li> <li>• Carry out annual visitor questionnaire</li> </ul>	<p>Completion by April 2015</p> <p>All staff to deliver as part of daily duties</p> <p>Ongoing. Annual review of agreements adjusted to reflect requirements of Museum and its resources</p> <p>Ongoing – comments are reviewed regularly and used to improve services</p> <p>Ongoing – comments are reviewed regularly and information used to shape future policies and procedures</p>	<p>Museum Support Services Co-ordinator</p> <p>Museum Support Services Co-ordinator Museum Assistants And external contractors as required</p> <p>Museum Support Services Co-ordinator</p> <p>Museum Support Services Co-ordinator Museum Assistants</p> <p>Museum Support Services Co-ordinator Curator</p>
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#### Key Aim no. 4 Ensure the Sustainability of the Museum through Improved Income Generation

Objectives	Tasks	Timescale/Status	Lead officer/team
<ul style="list-style-type: none"> <li>• <b>Attract external funding for Museum projects</b></li> </ul>	<ul style="list-style-type: none"> <li>• Investigate funding opportunities available through HLF, ACE and similar agencies</li> </ul>	Research to be ongoing	All curatorial staff
<ul style="list-style-type: none"> <li>• <b>Apply through Museums Development Service for micro-consultancy for feasibility study</b></li> </ul>		Completion by April 2015	Curator
<ul style="list-style-type: none"> <li>• <b>Increase income generated by private hire of facilities, including weddings</b></li> </ul>	<ul style="list-style-type: none"> <li>• Investigate potential commercial sponsorship opportunities</li> </ul>	April 2015	
	<ul style="list-style-type: none"> <li>• Create special event at Museum and invite potential sponsors</li> </ul>	Event to be held by Sept 2016	
<ul style="list-style-type: none"> <li>• <b>Explore potential of hiring gallery space</b></li> </ul>	<ul style="list-style-type: none"> <li>• Promote and market wedding and other</li> </ul>		Museum Support Services Co-ordinator



<ul style="list-style-type: none"> <li>• <b>Improve commercial potential of Museum shop</b></li> </ul>	<p>ceremony opportunities</p> <ul style="list-style-type: none"> <li>• Review hire charges.</li> <li>• Promote Museum shop to visitors through general museum marketing</li> <li>• Increase sales by identifying trends and researching new products</li> </ul>	<p>Completion by Dec 2015</p> <p>April 2015</p>	<p>Curator</p> <p>Curator Head of Amenities and Leisure</p> <p>Museum Support Services Co-ordinator</p> <p>Museum Support Services Co-ordinator</p>
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