

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"> • Carry out programme of mould clearance in store 	<ul style="list-style-type: none"> • Quotations obtained for collection areas • Draw up conservation programme for priority exhibits • Training for non-specialist cleaning • Clean objects repacked, stored • Disposal of damaged objects • Improved heating and humidity control in store • MODES updated for locations 	<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"> • Collections Review • Develop and update relevant policies • Deliver Documentation action plan 	<ul style="list-style-type: none"> • Identify and assess condition, potential, documentation of collections • Acquisitions and Disposal • Documentation Policy • Collections care and Conservation Policy • Loans Policy • Create inventory of objects in storage that have inadequate documentation • Check and clarify extent of backlog 	<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"> • Apply to Esmee Fairbairn Trust for funding for collections review and conservation of World Art • Ensure the accessibility of collections through improved interpretation 	<ul style="list-style-type: none"> • Update plan to deal with backlog 	<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"> • Gain as much information as possible about objects at 'Object Entry' stage of collection process 	<p>Introduced from Sept 2014</p>	<p>All staff</p>
	<ul style="list-style-type: none"> • Improve interpretation and signage in galleries 	<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"> • Produce annual programme of displays and exhibitions based upon the Museum's 	<ul style="list-style-type: none"> • To continue to work with national and regional institutions and practitioners to develop exciting programme of 	<p>Ongoing</p> <p>Programme for 2015-16 completed by Dec 2014</p>	<p>Exhibitions officer</p>

<p>collections and loaned material</p> <ul style="list-style-type: none"> • Deliver Museum's 'Hastings Remembers: Local Stories of the First World War' HLF project • Deliver a programme of special events and activities • Engage with service 	<p>exhibitions</p> <ul style="list-style-type: none"> • Programme to reflect local and national events and celebrations • Plan, coordinate and deliver programme with volunteers • Monitor and report on details and progress of programme delivery • Research and create events and activities programme for delivery at Museum • Investigate ways to 	<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>users to research collections</p> <ul style="list-style-type: none"> • Improve marketing and promotion of the Museum • Improve the Museum's website 	<p>facilitate individual research using museum collections</p> <ul style="list-style-type: none"> • Promote research opportunities via website • Create annual marketing plan for Museum including key deadlines • Complete updating of design and contents of website • Provide appropriate staff training to enable maintenance and development of website • Increase Museum presence on Social media platforms 	<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"> • Promote the Museum as an educational resource for formal and informal learning 	<ul style="list-style-type: none"> • Monitor and develop condition and content of loan boxes, and promote to schools 	Ongoing Annual review in July each year	Education Officer and Keeper of World Art
	<ul style="list-style-type: none"> • Continue with community learning through In2Play and BookBugs programme subject to continued external funding 	Ongoing	Education Officer and Keeper of World Art
	<ul style="list-style-type: none"> • Continue with outreach to local schools 	Ongoing	Education Officer and Keeper of World Art

Key Aim no. 3 Enhance Visitor Experience

Objectives	Tasks	Timescale/status	Lead Officer/Team
<ul style="list-style-type: none"> • Provide Museum staff with appropriate Customer care training 	<ul style="list-style-type: none"> • All staff to participate in annual personal appraisal • All front of house staff to participate in programme of 	<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 Personnel advisor</p>

<ul style="list-style-type: none"> • Ensure all facilities within museums' buildings and grounds maintained • Provide opportunities for visitors to comment on the services provided 	<p>customer care training</p> <ul style="list-style-type: none"> • All staff to be issued with uniforms • Checklist detailing Museum's daily cleaning regime created • Record repairs, maintenance and service of buildings and equipment • Provide visitors book for comments • Carry out annual visitor questionnaire 	<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"> • Attract external funding for Museum projects 	<ul style="list-style-type: none"> • Investigate funding opportunities available through HLF, ACE and similar agencies 	Research to be ongoing	All curatorial staff
<ul style="list-style-type: none"> • Apply through Museums Development Service for micro-consultancy for feasibility study 		Completion by April 2015	Curator
<ul style="list-style-type: none"> • Increase income generated by private hire of facilities, including weddings 	<ul style="list-style-type: none"> • Investigate potential commercial sponsorship opportunities • Create special event at Museum and invite potential sponsors 	April 2015	
<ul style="list-style-type: none"> • Explore potential of hiring gallery space 	<ul style="list-style-type: none"> • Promote and market wedding and other ceremony opportunities 	Event to be held by Sept 2016	Museum Support Services Co-ordinator Curator
		Completion by Dec 2015	

<ul style="list-style-type: none"> • Improve commercial potential of Museum shop 	<ul style="list-style-type: none"> • Review hire charges. • Promote Museum shop to visitors through general museum marketing • Increase sales by identifying trends and researching new products 	<p>April 2015</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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