Forward Plan 2024-2027

Name of museum: Amersham Museum

Name of governing body: Amersham Museum Ltd

Date on which this policy was approved by governing body: 15 April 2024

Plan review procedure:

The Forward Plan will be reviewed at least annually in April 2025 and April 2026.

Date at which this policy is due for review: April 2027

I. Amersham Museum's Charitable Object and Vision

The museum's charitable object is to

'To advance public education in relation to the history of Amersham and the surrounding area, principally by the operation of a museum.'

The museum's vision is:

'Amersham Museum brings local history to life to inspire, surprise and engage people, helping them to explore the significance of the area's past, appreciate the present, and imagine the future.'

2 Key Aims

The museum has the following key aims:

- 2.1 Increase the impact and profile of the museum, locally and nationally
- 2.2 Increase visitor numbers and diversify the visitor profile, whilst also expanding our connections through outreach work
- 2.3 Respond to the needs and issues facing our key audiences, including the increased cost of living, special educational needs and disabilities, mental health issues and the impact of climate change
- 2.4 Develop campaigns and undertake new research to fill gaps in the collection. These include the last fifty years of local history and the stories of under-represented groups
- 2.5 Improve access to the collections, through interpretation and programming that engages and connects with the local community
- 2.6 Improve collections care practice and documentation
- 2.7 Sustain and enrich the existing visitor offer (including our guided walks programme) with a positive welcome, inclusive approach, and engaging interpretation
- 2.8 Guarantee the long-term sustainability of the museum by investing in volunteers, maintaining accreditation and successful fundraising to achieve financial stability
- 2.9 Embrace the potential of digital developments including social media and opportunities to share collections and historical material online.

3 Outcomes

In 2024-27, these aims result in the following outcomes:

| FINANCIAL | OPERATIONAL |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Reduction of our need to draw on our reserves to make up our operational deficit. The delivery of new fundraising activities for the museum, working closely with our Friends organisation and local businesses and organisations. Continued successful funding applications. | Constant improvement in our collections management including sufficient storage for growth. Retaining the size of our volunteer team. Retention of our Accredited status. Increased internal resilience through robust processes, HR, policies and emergency planning. Preservation of the fabric of the buildings |



| ACTIVITY | VISITORS |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Meaningful connections through audience development initiatives, outreach work, and partnership projects, measured quantitatively through number of people reached and qualitatively through positive feedback and evaluation. The delivery of a successful public programme for our key audiences, including regular activities such as Young Curators and reminiscence groups and one-off events linked to our collections, local history and national initiatives. | Following the impact on visitor figures due to the Covid-19 pandemic and cost of living crisis, our aim is to build our visitor figures back to pre-pandemic levels. Our target is 8,000 visitors in 2024, 8,500 in 2025, 9,000 in 2026, and 9,500 in 2027. Positive feedback from visitors measured primarily through an annual visitor survey. |

3. Review of Forward Plan 2020-23

The last Forward Plan ran from 2020-24. It largely focused on consolidating the museum's activities and reach following the development and expansion of the museum into 51 High Street, and operating through the COVID-19 pandemic and its immediate impact.

3.1 SWOT

In December 2023, the Trustees and staff updated the museum's existing SWOT analysis.

Strengths

- Our investments provide security, confidence and insurance for the museum.
- Independent, accredited museum
- High Street location with visible presence and historic building premises
- Strong reputation, highly regarded in the community and beyond with positive feedback from visitors
- Trustees and staff positive and forward thinking with ambition and desire to improve
- Friends of the Museum membership stable
- Active group of 125 volunteers, many with specialist skills who are well supported and valued
- Active programme of events and interpretation, including temporary exhibitions, guided walks, after school art club, reminiscence and singing sessions, and Young Curators group
- Engaging hands-on resources for visitors, especially families
- Outreach with mobile museum and work in care homes/community settings
- Professional and accessible website
- Gaps in collecting policies and research being addressed, particularly through temporary exhibitions and local appeals
- Established community links, particularly with local voluntary groups and museums
- Success with grant funding
- Free parking on the High Street
- Growing social media presence and impact
- Collections, well cared for and strongly linked to local history
- Highly regarded and successful schools programme
- Successful shop operation with a retail presence on the High Street and good income streams
- Effective governance from a strong board of committed trustees
- Income from room hire
- Innovative approach, prepared to embrace change
- Training and development for volunteers and interns

Weaknesses

- Our investments are neither guaranteed nor predictable.
- Our annual income shortfall means that the museum is not financially sustainable in the long-term
- Precarious nature of key core business areas dependent on individual volunteers/trustees eg book-keeping, website, social media
- The museum's collection arguably its unique selling point is not always central to its activities or promotion
- Staff consistently work more than their contracted hours, raising concerns about capacity and their health and wellbeing
- Concerns about Friends' contribution
- Limited capacity which affects the museum's ability:
 - to support and train volunteers in skills, including IT
 - to take a strategic approach to advertising and marketing

- to carry out evaluation of our activities and programming
- to carry out research into the collections and local history, and integrate findings into resources, records and programming
- Messaging about museum (and finance) not visible throughout the museum and wider programme
- Woodcock Room has competing demands on its use
- No designated disabled parking for the museum
- No catering offer
- No formalised way for visitors to share their stories when they visit the museum, join guided walks or attend talks
- The website requires further integration from its previous existence as two separate sites to fully realise its potential
- The perception that the Museum is purely about and for Old Amersham means that potential visitors and opportunities in Amersham-on-the-Hill, Chesham Bois and the surrounding villages are not always taken or made clear
- Limited corporate support
- Historic buildings present challenges, including for accessibility
- Ongoing challenge to recruit and retain sufficient volunteers to staff front of house operations
- Lack of explicit expertise to support visitors with special educational needs and disabilities

Opportunities

- The 'A New View' project offers an excellent opportunity to promote the museum to new audiences, to improve our
 display and storage facilities, and to strengthen our links with existing and new visitors and partners through
 consultation and programming.
- New acquisitions to the collections to tell and reflect new stories, and to fill existing gaps
- Outreach to schools, older people and community groups could be further expanded
- Continually improving our offer to schools, with an emphasis on the bespoke nature of the sessions that we can develop and deliver
- Partnership links could be made more formally than at present with other local history groups, heritage sites and museums, including trustees and volunteers as well as staff
- Interest from young people could be further encourage and harnessed to build strong relationships that support the museum's future and develop this audience area
- The Friends of the Museum can reach out to more people, offering a rich and engaging programme for the museum's supporters
- The museum could ask local businesses for support
- Full membership of the existing 200 Club would significantly increase regular income stream
- Establishment of a patron or ambassador scheme could expand scope, visibility and fundraising
- Growing diversity of the local population
- Diversity of experience in the board of trustees
- The museum has a role to play in promoting sustainability locally
- The skills and links of existing Friends and volunteers could be better understood and employed
- The town council's new emphasis on tourism and marketing can support our promotional efforts
- Our online shop could be expanded to increase our sales.
- Building on our existing links with Sarah Green MP, the county, town and parish councillors
- The develop of Pondwicks and the potential for a bridge from the Museum garden would link us positively to this nature area and its associated supporters and activities
- Continuing to build links with activities and supporters in Amersham-on-the-Hill and Chesham Bois
- A new Chair of Trustees with a new view and connections

Threats

- Inadequate storage space for the growing collections
- With a growing programme of events and workload there is a risk of staffing being spread too thinly
- Technology continually updated, with potential that our systems and resources could become outmoded, including our website
- Maintaining a body of volunteers that enables the museum to operate to its full potential is challenging with many demands on people's time and the raising of retirement age.
- Increasing overheads continue to put our finances under pressure
- Maintaining the fabric of historical buildings
- A catastrophic event, notably related to online security or IT infrastructure
- Pressure on school budgets might threaten support for visits
- Cost of living crisis creates uncertainty regarding visitors' ability to visit paid attractions
- Extreme weather events and lack of flood insurance

4. Local Context

The museum's primary audience is the local community. Understanding the needs and motivations of the local community is essential, in order to plan the most appropriate programming, interpretation and resources.

The museum is committed to providing access to all. Understanding and differentiating between the needs of current users and non-users is an important part of this process. This commitment is underpinned by an access statement and an equality policy.

4.1 Existing Visitors

Between the redevelopment in 2017 and the pandemic restrictions in 2020, the museum attracted 7,500-8,000 visitors a year. This figure includes all activities run in the museum, including a programme for older people, primary school visits and a children's art club. Since the pandemic restrictions were lifted in 2021, figures have been significantly less with 4,700 visitors in 2022. The Museum reached 7,185 people in 2023: including 4,940 as visitors to the building, 1,604 through outreach and 464 on guided walks.

Based on the results of our visitor surveys (which are analysed through Audience Finder), we have a clear picture about who visits the museum:

- Visitors are mostly from the local area and the majority are from the UK
- There are consistently more female than male visitors (57% in 2023)
- The number of visitors aged over 65 is significantly higher than the national average (43% in 2023, national average is 19%)
- Most of our adult visitors come in pairs (rather than on their own or in larger groups)
- The majority are first-time visitors (68% in 2023)
- In 2023 children accounted for 34% of all visitors. 47% of these were children visiting with their families during normal opening times and 60% were children visiting (or receiving a visit) through school.
- In 2023 over 730 children visited the museum as part of a school visit and around 620 children were visited in school.
- Consistently from 2015 to 2023 the most popular reasons for visiting are to learn something and spend time
 with friends and family

4.2 Local Demographic updated using 2021 census data

The population of Amersham and the surrounding area is 25,076 (2021 figure covering Amersham, Amersham-on-the-Hill, Chesham Bois, and Little Chalfont). 20% of those people are over 65 and 21% are under 16. There is virtually no deprivation and few people claiming benefits. The area has become much more ethnically diverse in the last 10 years with 78% of inhabitants being white (in the 2011 census, 96.1% of residents were white).

4.3 Developing our Key Audiences

The vision for Amersham Museum is to continue to focus on the site's local audience, with the continued development of a targeted offer for four key segments:

- I. Adult leisure learners
- 2. Older, isolated people
- 3. Families with primary school aged children;
- 4. Primary school groups.

As a result of consultation carried out for the 'A New View' project, we want to expand our focus to also include:

- a. Local makers, artists and craftspeople
- b. Young people, aged 14 to 30.

and to recognise key sub-sets within our existing core audiences:

- Adult leisure learners with a keen interest in research
- Adults and children with special educational needs and disabilities.

The aim to enhance the site for existing visitors and to encourage new visitors from these segments.

The museum would also like to better represent the 'hidden' stories of particular groups in the community; those who have played an important role in the town's history but whose stories are not represented in the museum. These include women, migratory communities such as the Polish community after WWII, older vulnerable adults, and people living in the surrounding villages.

4.4 Local agendas and priorities

The museum has developed extensive partnerships and links in the local community. These include involvement in the local business networks (both for Bucks and for Amersham), and civic groups.

The museum supports local agendas, notably the priorities for the Community Boards and local initiatives from the Council.

The museum has also worked on successful partnership projects with local museums and archives. Currently we're part of the Cultural Outreach Group, a project run by Discover Bucks (County) Museum and part of the AONB's Chalk, Cherries and Chairs project. We also work within the Bucks Cultural Strategy, and have signed up to its Access and Inclusion Manifesto. We are members of the Fair4All Card scheme.

The museum is a member of the Visit Chilterns network and pays to be part of Visit Bucks promotions and involved with initiatives and training organised by the regional Museum Development Officer. The museum is also a member of the Association of Independent Museums (AIM), and the Museums Association.

5. Consultation

Consultation is embedded throughout the museum's work. The museum regularly consults with volunteers, members of the public and local organisations. The museum also regularly seeks feedback to evaluate new interpretation, resources and the overall visitor experience. Major projects are driven forward by steering groups, which include representatives from the museum's board of trustees, volunteers and the wider community.

Our 'A New View' project has included consultation with a range of existing and potential audiences, the results of which have informed the production of this forward plan.

6. Objectives

The following table contains a set of detailed objectives for how the key aims will be achieved. Each objective is linked back to a key aim and, where relevant, a particular policy and plan.

| Objective | Key Aim Link | Policy Link | Timetable | Lead Person/ Team | Resource | Budget | Evaluation |
|-----------------------------------------------------------------------------------------|--------------------|-------------------------------------|---------------------------------------------------------------------|------------------------------------------------------------------------|---------------------------------------------|------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|
| Governance and Policy | | | | | | | |
| Accreditation Review | 2.8 | All | Likely to be invited for review in 2025 | BH, with trustees | Existing policy, support from SM & ET | N/A | Successful review and retaining accreditation status |
| Ongoing policy review and updates, particularly relating to HR and volunteer management | 2.8 | All | See schedule below | BH, with trustees, ET & SM | | N/A | Relevant and comprehensive set of policies to meet accreditation requirements and support museum's strategy. |
| Take a strategic approach to succession planning and recruitment of new trustees | 2.8 | Forward Plan | Ongoing | Trustees | | N/A | Successful ongoing retention and recruitment of trustees |
| Building and Capital Works | | | | | | | |
| Creation of new outdoor storage space for collection and interpretation materials | 2.6 | Collections care | Autumn 2022 to Spring 2024 | BH /ET with project manager, and project steering group | | Project budget £105,000 (Marie-Louise von Motesiczky Charitable Trust) | New storage completed by Spring 2024 with efficient and effective use of space. |
| Ongoing maintenance and care of the building | 2.6 | Emergency Plan, Collections Care | External support and planning implemented by end 2024, then ongoing | BH/ET with external expert support | | Core budget, grant funding | Building management plan with external expert support in place |
| Continue to consider the environmental sustainability of the | 2.3 2.8 | Sustainability policy | Ongoing | BH with Sustainability Working | Time | Grant funding where possible | Implementation of actions with sustainable impacts. |

| Museum's operation and activities. Including: - Continued links with work being carried out by Sustainable Amersham - Introducing further re-usable elements to exhibitions and activities - Acting on findings of carbon footprint report, September 2023 | | | | Group, and trustees | | (SEMD Going Green grant 2024-25) | |
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| Collections | | | | | | | |
| Complete collections audit | 2.5 2.6 | Collections development policy, Documentation policy and plan/Collections care policy and plan | By end 2026 | ET with clins vols | Time | Grant funding where possible | Completion of project |
| Digitisation of document collection | 2.5, 2.6 2.9 | Documentation policy and plan | Ongoing | ET with cllns vols | Volunteer time, new scanner | £0 | Completion of project |
| Scope digitisation of photo collection: | 2.5 2.6 2.7 2.8 2.9 | Documentation policy and plan/Collections care policy and plan | By end 2024 | ET/BH | Time | £0 | Project plan complete for presentation to potential funders |
| Create digital collecting policy | 2.6 2.9 | Documentation policy and | By end 2024 | ET | Time | £0 | Policy complete for implementation |

| | | plan/Collections | | | | | |
|----------------------------------------------------------------------------------------------------------------------|-------------|--------------------------------------|---------------------------------------------------------------------|--------------------------------------|---------------------------------------------------------------------|--------------------------------------------------------------------------|----------------------------------------------------|
| | | care policy and plan | | | | | |
| Consolidate oral history collections - Accession oral history collection establish oral history sub-group in | 2.5, 2.6 | Documentation policy and plan | Ongoing, to complete accessioning end 2026 To formalise group and | ET with clln vols | Volunteer time | Grant funding for training | Completion of project |
| Research Group - Formalise procedures for identifying interviewees and collecting | | | procedures by end 2024 | | | | |
| recordings - Offer training to new interviewers | | | | | | | |
| Add reference collection to MODES. | 2.5, 2.6 | Documentation policy and plan | Ongoing | ET with clln vols | Volunteer time | £0 | Completion of project |
| Improvement of labelling and location recording of collection. Identification of orphans [see plan for more details] | 2.6 | Documentation policy and plan | Ongoing | ET with vols | Volunteer time | £0 | Completion of project |
| Creation of rationalisation list (items for disposal from the collection) | 2.6 | Documentation policy and plan | Ongoing as part of collections management | ET | Volunteer time | £0 | Completion of project |
| Draw up and implement programme for objects on display, including rotation for long term display items | 2.6 | Collections care policy and plan | 2024 | ET | ET/BH | £0 | Completion of plan, and ongoing implementation |
| Improve and manage all collections housekeeping as laid out in collections care plan | 2.6 | Collections care policy and plan | Ongoing | ET with cllns vols | ET and volunteer time | Core budget | Benchmarks in Collections Care |
| Assess long term storage needs for collection and make recommendations, including consideration of off-site storage | 2.6 2.8 | Collections care policy and plan | 2024 – assessment, once new outdoor store is complete | ET with cllns vols | ET | £0 | Recommendations considered by Trustees |
| Interpretation | | | | | | | |
| Improve access to photo collection, notably our key collections by George Ward and the Du Parc family | 2.5 2.9 | Learning and interpretation strategy | 2024 | Clins vols with BH and ET | Planning time | External funding, including British Portraiture Fellowship 2024 | Online and in-person access to collection in place |
| Create new ways for visitors to leave feedback/memories within the museum and at outreach events | 2.7, 2.5 | Learning and interpretation strategy | 2024 | ВН | | £0 | Use of resource |
| Draw together research projects into new publication, for sale in the shop: Brewery book | 2.5, 2.8 | Learning and interpretation strategy | Research ongoing for brewery with walk and web-based publication in | ET for brewery; BH with Martin | Volunteer support, copy writing, graphic design, publications | Funded through a grant and/or | Publication and positive reception and good sales |

| Tudors | | | summer 2024, Tudor book complete 2025. | Pounce for Tudors | | sponsorship Prices tbc. | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|--------------------------------------|-------------------------------------------|--------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
| Plan for refreshed or new interpretation in 49 High Street as current displays, opened in 2017, require updating | 2.5 2.2 2.7 | Learning and interpretation strategy | By 2027 | ВН | | External funding | Costed plan in place with fundraising identified |
| Ongoing improvements to the website, including improved opportunities for people to share stories, access to the collection and pre and post visit resources for schools | 2.2, 2.4, 2.5, | Learning and interpretation strategy | Ongoing | RH and BH | Existing £ commitments for website and volunteer time | Beyond normal hosting and support fees from Indigo, MLvM Charitable Trust for initial collections-based developments | Google analytics — measuring visitor nos, dwell time and engagements through site. |
| Public Programme | | | | | | | |
| Deliver planned annual programme of activities and events for families | 2.5, 2.7 | Learning and interpretation strategy | Ongoing | SM with volunteers and paid facilitators | Freelancer for art club and volunteer time. Purchase of resources and pay facilitators | Core budget | Increased visits to the museum. Positive visitor feedback. |
| Young Curators: ongoing delivery, with re-launch in autumn 2024 as part of 'A New View' project | 2.8, 2.5 | Learning and interpretation strategy | Ongoing | ВН | Volunteer support | Funding from 'A New View' project for 2024 | Positive feedback from YCs Increased number of participants |
| Deliver planned programme of activities for adults: walks and talks . | 2.5, 2.7 | Learning and interpretation strategy | Ongoing | BH plan talks, SJ/Peter Borrows/Ma rtin Pounce and team for walks, | Volunteer time, marketing | | Full sessions and positive feedback |
| Deliver core programme for schools. Review offer and improve. Review evaluation process. Update and refresh learning promotional material on website. Establish regular teacher panel. | 2.2, 2.5, 2.7 | Learning and interpretation strategy | Ongoing | SM and learning vols | SM and volunteer time | External funding to support new sessions/schools – Rothschild Foundation 2024-27 | Increased use of service. Positive feedback. |

| Work with older vulnerable people Explore social prescribing as linked to our Age Friendly work | 2.1, 2.2. 2.3, 2.5 | Learning and Interpretation Strategy, Access Statement | Ongoing | JaneB, BH | volunteer time, resources for workshops and marketing and travel costs | External funding for any significant developments | Positive feedback from participants and partners, increased visits to and from older people. |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|--------------------------------------------------------------------------------------------|-------------------|--------------------------------|------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|
| Research and deliver programme of linked displays and events | 2.2 2.4 2.5 2.7 | Learning and Interpretation Strategy, Access Statement | | BH/ET/SM | Time, support from Young Curators and research volunteers | £500 pa in core budget 'A New View' grant covers 2024 exhibitions and programming. MLvM Charitable Trust funding supports 2025-27 programme. | Increased visitors/attendees with positive feedback, and additions to collection, website content and research findings. |
| Review use and resources for Mobile Museum events. - Consolidate and extend resources appropriate for variety of audiences/venues - Consolidate retail operation off-site - Improve planning of bookings, volunteer team, drivers and promotion | 2.1 2.2 2.5 | Learning and Interpretation, Income Generation, | Implement in 2024 | PH/SM/BH/v olunteer team | Time, possible support from grants | Seek external funding to extend resources | Positive feedback from audiences Successful planning and administration Increased income from off-site sales |
| Audience Development | | | | | | | |
| Development of improved offer for children and adults with special educational needs and disabilities, in formal groups and as individual visitors | 2.2, 2.3, 2.7 | Learning and interpretation strategy, Access, Bucks Disability Service Access Audit (2023) | Develop 2024 | SM and learning vols | SM time, possible support from grants | Rothschild Foundation funding 2024-27 | More and more diverse visitors Improved feedback Resources to support visitors |
| Develop schools sessions that respond to needs beyond our core KS1/2 audiences and history focus. | 2.2 2.5 2.7 | Learning and interpretation strategy, Access | Pilot in 2024 | SM and learning vols | SM time, possible support from grants | Rothschild Foundation funding 2024-27 | More and more diverse school visits |

| Develop programme that supports local makers and makes links with our collections and local history | 2.1 2.2. 2.4 | Learning and interpretation strategy, Access | Pilot makers' hub in 2024 Seek funding for makers- in-residence scheme | ET/BH | ET/BH time | Rothschild Foundation funding 2024-27 | Wider range of resources and sessions on offer Successful establishment of makers' hub Successful application for |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|-----------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|------------------------------------------------------------------------------------|-----------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|
| , | 2.5 2.7 | J, | | | | - | makers-in-residence scheme |
| Develop supporting resources for amateur and professional researchers, underpinned by collections work. | 2.2 2.4 2.5 2.6 2.7 | Collections Development, Learning and interpretation strategy, Access | Consult and pilot in 2024. | ET and colls/researc h vols | ET time | Rothschild Foundation funding 2024-27 | Provision of suite of resources Increased number of researchers engaged with collection |
| Continue to incorporate focus on Amersham-on-the-Hill into museum activities and approach, including exploration of longer term aim for permanent presence | 2.1 2.2 2.4 2.5 2.7 | Collections Development, Learning and interpretation strategy, Access | Ongoing | All | Time | Seek external funding and partnerships to support this offer | Potential developments responded to as appropriate. |
| Volunteers/Staff | | • | | | | | |
| Embed commitments to access, safeguarding, equal opportunities, customer care and collections care in annual volunteer training | 2.8 | Volunteer policy | Ongoing | BH and Board | Time and costs of attended relevant training that can be shared at annual training | To look for MDO grants | Feedback from volunteers Feedback from visitors about welcome |
| Succession planning and support for volunteer roles that support key core business areas | 2.8 | Forward Plan | Identify key areas eg website, social media, stock control/Zettle and look at appropriate measures | BH and Board | | | Successful retention and recruitment if required |
| Continue to explore effective solutions to maintain/enhance museum's capacity without exploiting staff or volunteer commitment. Explore possibility of permanent administrative officer beyond grant funded position, which runs April 2024 to April 2027 | 2.8 | Forward plan | Establish staff priorities aligned to forward plan, assess existing volunteer teams/roles Explore potential funding opportunities, ongoing | BH and Board | Time | Seek core funding possibilities | Solutions identified and implemented where possible |

| Marketing | | | | | | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-----------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|-----------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|
| Implement marketing and communications strategy with accompanying resources (eg template press release, distribution lists) | 2.1 2.2 2.7 | | Ongoing | BH/MT Marketing WG | Time | Core, plus MLvM Charitable Trust funding supports 2025-27 programme. | More strategic approach to marketing and communication |
| Carry out visitor survey to gather data on existing visitors | 2.7 | Learning and interpretation strategy | Annual target | BH/admin officer/ vols | Time to ask visitors to complete surveys and data to be uploaded to website. | £0 | Gather 200 responses per annum |
| Collect feedback from guided walks (on website for online bookings) and hard copy | 2.7 | Learning and interpretation strategy | | ВН | Time to develop survey, time to gather and analyse data | £0 | Receive 25 responses pa and act on findings |
| To continue to consult about access and inclusion with specialist groups. To use this information to improve access and inclusion, including access to information and physical access. | 2.7, 2.3, 2.2 | Access policy and audit, conservation and collections care policy and plans, volunteer policy | Findings from Bucks Disability Service audit and Together We Build access checklist prioritised with action plan agreed in 2023. Implementation ongoing according to funding | BH/AB/SM | Time and possible cost for inviting groups in for consultation. Costs for implementation of actions | External funding: Community Board and SEMD in 2024 | Feedback from groups on the process. |
| Implement social media strategy | 2.7 2.9 | Marketing strategy | Ongoing | BH/MT/LG | Consultant support | | Increased visitor numbers, key audiences. |
| Fundraising | | | | | | | |
| Develop and implement new Income Generation strategy | 2.8 | | Strategy - 2024 | BH/KM/Jenn yB/Income Generation Working Group | Time | | Increased income and income streams Increased support from stakeholders for income generation |
| Run annual Golf Day & Christmas Fair/Advent Weekend | 2.8 | | July for Golf Day and November for Advent/Fair | Volunteers | Time to prepare and promote and run | £3,800 | £10,000 income and new supporters. |
| 200 Club | 2.8 | | Ongoing | BH/PT | Ongoing commitment to run and promote | | Increased membership, up to 200 by end of 2025 |
| Development of improved programme for Friends | 2.8 | | Ongoing | BH with AHP | Volunteer time | | Stable/increased membership |
| Retail: continued improvement of offer with focus on local makers and | 2.8 2.9 | | Ongoing | BH/PH/Belin da Taylor | Vol time to organise suppliers and stock | | Improved retail sales and improved donations. |

| links to collections and local history | | and pack and post | |
|----------------------------------------|--|-------------------|--|
| themes. Continued improvement of | | online orders. | |
| online shop. | | | |

8 Trustee Policy and Strategy Responsibilities and Renewal Schedule

| Policy | Trustee | Staff | Updated | Next renewal due |
|-------------------------------|----------|-------|--------------------------------------|----------------------------------------|
| Forward Plan | All | ВН | April 2024 | April 2027 (annual review) |
| Emergency Plan | PH | ВН | April 2024 | April 2027 (annual review) |
| Sustainability Policy | JaneB | BH | Updated 2020 | September 2024 |
| Health & Safety | PH | BH | Annual review | January 2024 |
| Security Audit | All | ВН | 2017, 2022 | 2027 |
| Collections | All | ET | Updated 2017 | June 2024 |
| Development | | | | |
| Documentation Policy | NG | ET | Updated 2020 | June 2024 |
| Documentation Manual | NG | ET | Ongoing | N/A |
| Care and Conservation | NG | ET | Audit annual, updated | June 2024 |
| Policy (+Benchmarks audit) | | | 2020 | Benchmarks audit updated February 2024 |
| Accessions Register | N/A | ET | Annual | July 2024 |
| Income generation | KP | ВН | To produce in 2024 | |
| Research – no specific policy | AB | BH/ET | Annual review of approach and ethics | N/A |
| Volunteer Policy | JennyB | вн | January 2023 | January 2025 |
| Safeguarding Policy | JennyB | BH/SM | 2023, annual review required | January 2024 |
| Access and Inclusion | AB | BH/SM | 2023, annual review | 2024 |
| Statement | | | required | |
| Equality Policy | AB | ВН | 2023 | 2025 |
| Learning and | LG/JaneB | BH/SM | 2020 | 2024 |
| Interpretation Strategy | | | | |
| Privacy | GG | ВН | Annual review required | April 2024 |
| Marketing and | MT | ВН | 2023 | Annual review |
| Communications | | | | |