

# Appendix 2 – Potential steps for investing in the Museum

## Phase 1: Vision & Governance (Months 1–3)

- **Define museum vision and purpose**  
*Action:* Conduct stakeholder workshops and community consultations.  
*Timeline:* Month 1–3
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## Phase 2: Financial & Strategic Planning (Months 3–6)

- **Develop business plan**  
*Action:* Include revenue streams, grant targets, and reserves policy.  
*Timeline:* Month 3–6
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## Phase 3: Infrastructure & Design (Months 6–12)

- **Commission building design and accessibility improvements**  
*Action:* Appoint architects and designers; integrate flexible layouts and digital features.  
*Timeline:* Month 6–9
  - **Install interactive displays and digital systems**  
*Action:* Implement QR codes, touchscreen exhibits, and online ticketing.  
*Timeline:* Month 9–12
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## Phase 4: Collection (Months 6–18)

- **Update collections policies and documentation**  
*Action:* Align with Arts Council Accreditation standards.  
*Timeline:* Month 6–12
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## Phase 5: Audience Development & Marketing (Months 9–18)

- **Launch brand refresh and marketing campaign**  
*Action:* New website, social media strategy, and signage.  
*Timeline:* Month 9–12

- **Develop education and outreach programmes**  
*Action:* Partner with schools and community groups.  
*Timeline:* Month 12–18
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#### **Phase 6: Workforce & Volunteer Programme (Months 12–18)**

- **Recruit and train volunteers**  
*Action:* Create inclusive volunteer roles and training plans.  
*Timeline:* Month 12–15
  - **Upskill staff in digital engagement and fundraising**  
*Timeline:* Month 15–18
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#### **Phase 7: Launch & Evaluation (Months 18–24)**

- **Soft launch of redesigned museum**  
*Action:* Host community preview events.  
*Timeline:* Month 18–20
- **Monitor KPIs and review progress**  
*Action:* Quarterly reporting on audience, financials, and impact.