

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

Phase 2: Financial & Strategic Planning (Months 3–6)

- **Develop business plan**

Action: Include revenue streams, grant targets, and reserves policy.

Timeline: Month 3–6

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

Phase 4: Collection (Months 6–18)

- **Update collections policies and documentation**

Action: Align with Arts Council Accreditation standards.

Timeline: Month 6–12

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

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

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.