

Appendix 2 – Potential steps for investing in the Museum

This appendix sets out an illustrative example of potential steps associated with Option 2. These steps are indicative only and subject to further development through a detailed business case.

Equivalent delivery programmes are not set out for the other options at this stage.

For context:

Option 1 (Do nothing): No additional programme of work is assumed beyond continuation of the current operating model within existing resources.

Option 3 (Close the Museum): A separate programme would be required to manage closure, including consultation, legal processes, and arrangements for the collection.

The steps outlined do not assume a particular outcome and are intended to illustrate a potential approach only.

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

- **Museum vision and purpose**

This may include defining a museum vision and purpose through stakeholder workshops and community consultation

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

- **Business Planning**

This may include the development of a business plan, incorporating potential revenue streams, funding opportunities, and financial planning assumptions

Phase 3: Infrastructure & Design (Months 6–12)

- **Infrastructure and accessibility improvements**

This may include commissioning design and accessibility improvements to the building and the potential introduction of interactive displays and digital systems, such as QR codes, touchscreen exhibits, or online access tools.

Phase 4: Collection (Months 6–18)

- **Update collections policies and documentation**

This may include reviewing and updating collections policies and documentation, with reference to relevant accreditation standards

Phase 5: Audience Development & Marketing (Months 9–18)

- **Branding and Marketing**

This may include a review or refresh of branding and marketing approaches, such as website development, social media presence and signage.

- **Education and Outreach**

This may include the potential development of education and outreach activities in partnership with schools and community organisations.

Phase 6: Workforce & Volunteer Programme (Months 12–18)

- **Volunteer Development**

This may include recruitment and training of volunteers to support delivery of the service.

- **Staff Development**

This may include development of staff skills in areas such as digital engagement or fundraising.

Phase 7: Launch & Evaluation (Months 18–24)

- **Service Launch**

This may include a phased or 'soft' launch of any changes to the museum offer.

- **Monitoring and Evaluation**

This may include the potential monitoring performance indicators and reviewing progress on a periodic basis.

The scope, sequencing and delivery of these activities would depend on future decisions, available resources and the outcome of detailed business planning.