

SHARE MUSEUMS EAST – STRATEGIC AIMS AND OBJECTIVES 2015-18

GOAL 1: EXCELLENCE

Aim: *To support the region's museums in the development of excellent collections practice in conservation, care, storage, knowledge and access*

Objectives

- To strengthen our long-standing partnership with the University of Cambridge Museums' MPM funded Collections Care and Conservation programme and other stakeholders to further develop opportunities for museums to increase knowledge and skills defined in our Collections Care Syllabus
- To forge stronger and more diverse links with national museums to increase loans and related support to smaller museums
- To support museums to review and rationalise their collections in line with their strategic objectives
- To increase the capacity of existing SHARE collections networks to provide CPD opportunities for both themselves and the wider sector

GOAL 2: FOR EVERYONE

Aim: *To ensure that the region's museums are broadening their audiences, widening access to participation in their work and providing a source of inspiration to as many people as possible*

Objectives

- To strengthen museums' capacity for and use of audience data gathering and analysis and to support the writing and implementation of museum Audience Development Plans
- To support museums in reaching new audiences through the use of digital technology and widening participation in their events and activities
- To extend the reach of existing SHARE audience-focused networks so that development opportunities for collaboration, understanding and partnership are increased both within and beyond the museum sector
- To develop museum practice in community engagement and community co-production activities

GOAL 3: RESILIENCE AND SUSTAINABILITY

***Aim:** To support museums to anticipate and adapt to economic, environmental and social change by seizing opportunities, identifying and mitigating risks, and deploying resources effectively in line with their mission*

Objectives

- To assist museum boards to review and develop their forward plans in consultation with staff, volunteers and stakeholders, and in line with Accreditation requirements
- To support museums in the development of good governance practice
- To improve museums' financial management and increase their capacity to generate income through improvements to their retail and catering offers
- To develop the capacity of museums and their county museum groups to take advantage of local opportunities to create beneficial links with wider agendas such as tourism, health and well-being, local business development and further education
- To reduce the threat posed to museum buildings, collections and staff by improving their approach to security
- To help museums to develop their organisational approach to digital technologies
- To ensure the resilience of SHARE Museums east by creating a long term sustainable offer, not solely reliant on ACE funding
- To ensure the impact of museum development investment is measured and understood

GOAL 4: DIVERSITY AND SKILLS

***Aim:** To equip museum professionals and key volunteers with the ability to perform their role effectively; develop their workforce; establish and maintain positive professional relationships; take advantage of beneficial networking opportunities, and to lead change and innovation initiatives*

Objectives

- To create and run a region wide annual calendar of museum related training and workforce development opportunities across the 5 Arts Council goals, making good use of skills and resource contributions from the sector
- To raise the profile and develop the practice of museum volunteering and volunteer management in the region's museums

- Building on the success of the 'SHARE Innovators' and 'Not Only But Also' programmes to support the personal resilience and innovatory practice of museum professionals and volunteers with the capacity to develop key partnerships and to implement and manage positive change in their organisation
- To provide essential networking opportunities to key representative groups within the museum sector
- To ensure the sector in the East is informed of relevant local, regional and national opportunities and is up to date and engaged in current issues and trends in the museum world
- To enable a regional analysis of the impact of museum development by leading the East of England benchmarking scheme
- Deliver national leadership remit in the areas of skills development and workforce diversity

GOAL 5: CHILDREN AND YOUNG PEOPLE

Aim: *To support the region's museums in the development of excellent provision for Children and Young People and to broaden ways in which they work in partnership with them*

Objectives

- To improve digital provision for Children and Young People and increase opportunities for them to be creative with digital media in museum settings
- To forge strong partnerships with Bridges, Universities and others in order to support informal and formal learning programmes
- To support the professional development of all staff and volunteers who work with CYP in museums by providing them with relevant training, opportunities for self-evaluation and reflective practice and access to debate and information relating to current issues and policy direction
- To promote the development of sustainable learning provision