

Appendix One – Wirral Museums Service Business Plan 2011-2012 Action Plan

Underpinning objectives:

1. Restructure the staffing of the Museums Service to maximise the use of the skills and talents within the Service:
2. Develop strategic partnerships with schools local to the sites to provide cross-curricular support and encourage frequent visits:
3. Working with the Arts and Museums Service Communications Team to develop and implement bespoke marketing campaigns for the two sites:
4. Work with Higher Education Institutions to develop a programme of student placements that support the work of the Service whilst providing valuable, 'real' work experience for the students.
5. Identify potential partners in the local area with whom to develop relationships and projects that encourage non-traditional users into the gallery.
6. Develop the retail offer at Williamson Art Gallery so that it gains a reputation for selling good quality local arts and crafts. Working with a collection of local artists we will develop a range of local artists' and craft-workers' work combined with work commissioned specifically for the Museums Service.
7. Develop informal learning opportunities across both sites, building on initiatives already taken. These to include a range of activities from children's worksheets which can be picked up on casual visits, to an events programme with focused historical, collection and exhibition talks linking directly to the Museums.
8. Purchase MODES documentation software, install and train staff to operate, and clear documentation backlog.
9. Complete retrospective documentation using software, so that complete collection is recorded in the same way.
10. Update valuation of Museum collection, with especial reference to the Fine Art collection, in the light of recent documentation.
11. Develop exhibition in collaboration with NML and other partners of the 19th century Liverpool School of Artists.

Obj	Action	Lead	Timescale	Support/Partners	Milestones
1	Agree and implement new staffing structure	R Smith	ASAP	JM/JL/	Approval JDs agreed Consultation Recruitment Implementation with new work programmes

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1	Submit grant applications for Engagement Programmes	J McGuire	06.11	PR/SH	Outline proposal finalised JDs graded Submission Full application
2	Recruit and agree work programmes for Learning Officers	J McGuire	06.11	RAT	See staffing structure
3	Develop new website	C Simpson	12.11	PH/JM	Development Testing Going Live
3	Develop marketing strategy	A Armit	04.11	CS	Consultation Research Finalise document
4	Build on links with Liverpool Hope to work with other subject areas	J McGuire	On-going	CS/Learning Officers	PGCE placement in summer 2011 PGCE placement in summer 2012
4	Re-establish links with LJMU and develop placement opportunities	J McGuire	09.11		Visitor survey programme implemented by students Repeated
5	Identify potential partners and establish links	J McGuire	On-going	Wirral Christian Centre Local nurseries Social Housing associations	Joint projects implemented

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6	Establish partnership with local artists and craft workers and source bespoke/original merchandise	C Simpson P Ramsden	04.12	LM	Agree 'contractual' relationship Selling local work in the Gallery
7	Work with partners and staff to develop the family learning offer	J McGuire	On-going	PR/JW/Learning Officers	The finalising of the future EYFS curriculum
8	Purchase documentation software & clear backlog of cataloguing	C Simpson	04.12	KH/temporary staff	Software purchase agreed Software purchased Staff training completed
9	Complete retrospective documentation using new system	C Simpson	04.16	KH/temporary staff	Temporary staff recruited Backlog accessioning completed Old records converted
10	Revalue Fine Art collection	C Simpson	04.12		Value agreed and provided to insurance section
11	Develop Liverpool School exhibition with NML partnership	C Simpson	04.16	KH	Loans agreed Exhibition agreed

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