

**Committee:** COMMUNITY

**Agenda Item**

**Date:** 8 June 2006

**7**

**Title:** MUSEUM SERVICE FORWARD PLAN 2006 - 12

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Item for decision

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### Summary

A Forward Plan is required for the government's Accreditation scheme for museums and for future application to the Heritage Lottery Fund. The Forward Plan outlines the present position and future development of the Museum Service within sustainable limits, and identifies projects for further appraisal. Approval of this Plan does not commit the Council to any specific scheme or expenditure at this stage.

### Recommendations

To approve the Museum Service Forward Plan as the basis for further investigation and improvement of the Service.

### Background Papers

- Feasibility Study 1995 by Val Bott
- Museum Service Strategic Plan 2001-04
- Audience Development Plan by ABL Cultural Consulting 2005
- Feasibility Study for Income Generation by PHT Consulting 2006
- Accreditation standard fro UK museums

### Impact

Communication/Consultation	Audience Development study completed for Stage I (Heritage Quest centre). Community consultation for Stage II (Museum) needed.
Community Safety	Stage II improvements to access to Museum site will require consultation with Highways
Equalities	Improving access to Service and to wider range of users (remote users as well as Museum visitors)
Finance	None for approval of this document. Individual elements will be further investigated, costed and brought to Committee for decision as

	Forward Plan is implemented
Human Rights	None
Legal implications	Statutory consents for Stage II (listed building & ancient monument) and planning permission
Ward-specific impacts	All (Stage I – Heritage Quest Centre) Saffron Walden (Stage II – Museum site)
Workforce/Workplace	Museum Service

### Situation

- 1 The Forward Plan summarises the Museum Service’s aims, current position and strategic direction. Two main stages of improvement are proposed as summed up by the diagram below

Enable realisation of greater potential of :	In order to increase range of:	So that we can improve and extend:	Stage of Forward Plan
Collections	Service Users	<ul style="list-style-type: none"> <li>• Storage and Access for Collections</li> <li>• IT and Website use</li> <li>• Cultural &amp; Learning Opportunities</li> <li>• Appreciation of Character of District</li> </ul>	<b>Stage I</b> <i>Heritage Quest Centre 3-yr project 2007-10</i>
Museum site	Museum Visitors	<ul style="list-style-type: none"> <li>• Quality of Visit</li> <li>• Community Use of Site</li> <li>• Tourism Visits</li> <li>• Opportunities for Support and Income Generation</li> </ul>	<b>Stage II</b> <i>Museum building and Castle site 2010-12</i>

- 2 A Summary of the Forward Plan is provided on page 2 of the Plan
- 3 Individual projects within the plan will be developed, costed and reported to the Council for decision as the Plan is developed. Approval of the Plan at this stage does not commit the Council to expenditure or any specific course of action.

### Risk Analysis

<b>Risk</b>	<b>Likelihood</b>	<b>Impact</b>	<b>Mitigating actions</b>
Unable to gain Accredited status or access HLF funding because unable to demonstrate forward planning for Service	High	High	Adoption of Forward Plan, required for submission for Accreditation by end of September
Service suffers from lack of direction, vision, focus and opportunity for improvement	High	High	Adoption of Forward Plan
Plan becomes out-of-date or overtaken by events	Medium	High	Rolling Plan format requiring annual review will keep it on track
Service fails to meet users' needs effectively	Medium	High	Forward Plan incorporates community consultation and aims to improve Service
Developments are not sustainable	Low	High	Each element to be costed and approved as Plan is developed. Plan seeks to maximise funding from external sources, using Museum Society's charitable status, and Stage II aims to improve income generation and efficiency savings at Museum site.