



Forward Plan 2018 – 2022



UNIVERSITY OF

LIVERPOOL

Introduction

The Garstang Museum of Archaeology, together with its sister museum the Victoria Gallery & Museum, is one of the major cultural assets of The University of Liverpool, managed by the Libraries, Museums and Galleries Department.

Strategic Context (Key Corporate Objectives)

The University of Liverpool's core priorities and objectives, as stated in its Strategy 2026 are:

1. **Global Knowledge Leadership:** increase the proportion of highly ranked research disciplines and leaders and increase the proportion of research leading to tangible public benefit.
2. **Graduate Prospects:** support social mobility and make our graduates more employable and able to create and leverage social and economic capital.
3. **Educational Experience:** promote a transformative learning and teaching agenda 'for advancement of learning and ennoblement of life'.
4. **Business Excellence:** lead the sector in our approach to managing the University and supporting its activities.
5. **Partnerships:** extend our global reach and performance through national and international developments and collaborations
6. **National and International Profile:** enhance the reputation and brand of our University and the city of Liverpool with key stakeholders through our international presence, increased profile and world-leading activities.

The University of Liverpool's Heritage and Culture Strategy states that in order to meet its vision of *an awareness of heritage and culture, and the benefits they bring – intellectual, psychological and physical – should inform every aspect of University life* by 2022 the University will be:

1. A world-renowned centre of excellence for research and teaching in disciplines related to heritage and culture.
2. Internationally recognised for its inspiring, challenging and stimulating approach to heritage and culture.
3. An anchor institution for the city of Liverpool and the North West, actively and positively participating in the region's cultural life and the understanding of its heritage and, by this means, contributing to the regional economy.
4. Known for recognising how heritage and culture can provide a physical and intellectual environment supportive of our members' wellbeing and success.

Mission, Vision and Values

Our **Mission** for both The Garstang and VGM is to enable people to explore our collections for inspiration, learning, the creation of knowledge and enjoyment in line with the University's founding mission 'for advancement of learning and ennoblement of life'. They are institutions that collect, safeguard and make accessible objects that they hold in trust for society.

Our **Vision** is *to be recognised as the most engaging, inspiring and welcoming University galleries and museums by looking forward through the past, for the advancement of learning and ennoblement of life.*

Our **Values** are:

- To **respect** all our visitors, staff and users and to treat people as individuals
- To develop **relationships** with our visitors and internal and external colleagues and organisations
- To be **supportive** and ask people about their needs and share knowledge and experience
- To be **creative** and try something new
- To strive for **continuous improvement**

Our Key Objectives

During the period 2018 – 2022 we will focus on 6 key objectives, which will be delivered through detailed annual work plans.

- 1. To cement the reputation of The Garstang as a major national and international centre for academic learning and research in the fields of Egyptology, archaeology and history**
 - Further enhance the reputation of The Garstang as a major centre for academic learning and research through participation in major research projects, loans of objects for learning and research and advocacy of the museum
 - Ensure that The Garstang contributes to a distinctive and enriching Liverpool student experience
 - Develop the use of The Garstang as a space for lifelong learning and academic research
 - Facilitate greater use of the collections by researchers
 - Undertake in-house research and publication of the collections, in order to enhance visibility of the museum and its collections to audiences
 - Engage in more collaborative research projects with institutions both nationally and internationally
 - Develop the use of the collections for teaching and learning across the University
 - Participate in regional and national initiatives and develop partnerships with regional, national and international museums
 - Continue to loan out works from The Garstang collection to prestigious regional, national and international venues to help raise its status and profile and build relationships with other museums and academic institutions

- 2. To implement continual improvements to collections care and development to deliver better access to all users**
 - Identify and apply for external funding to conserve and document priority collections
 - Development of a new purpose-built store for the heritage collections
 - Transcription and digitisation of the Garstang archives, to be made accessible for researchers
 - Upgrading of storage boxes and stores to ensure long-term preservation of collections
 - Adoption of a new collections management database
 - Review of insurance figures and re-evaluation of identified collections
 - To make new acquisitions to the collections that will enhance strengths or fill pre-defined gaps in line with the Collections Development Policy

- 3. To develop and implement an exciting, innovative and unique exhibitions and events programme that broadens audiences and increases public profile**
 - Develop engaging exhibitions at the VGM that showcase The Garstang's unique collections and make them accessible to a broad audience
 - Regularly programme exhibitions that give a wider public platform for research and expertise within the University
 - Invest in digital technology to enhance the visitor experience benchmarked against leading practitioners in the museum sector
 - Develop engaging events that link to exhibitions or specific objects in The Garstang collections
 - Develop and expand our successful social media strategy, to engage with new audiences

- 4. To develop and implement an exciting, innovative and unique lifelong learning programme**
 - Implement recommendations from the formal learning vision workshop with staff
 - Continue to develop and improve high quality programmes and resources for formal learning
 - Maximise the use of our collections, displays and expertise in academic teaching, at undergraduate and postgraduate level
 - Recruit and train a team of freelance educators to develop and market the learning offer
 - Continue to offer free events and participate in Light Night and other initiatives
 - Develop more adult participation and community engagement
 - Continue to work closely with the University's Widening Participation team

- 5. To develop the Museums and Galleries team and provide regular opportunities to enhance skills**
 - Continue to support training opportunities for all of the team
 - Ensure the museum provides a healthy and safe environment for all those working in it

- Continue to provide museum-based training and opportunities for university students to add to their employability

6. To contribute to the University's performance in REF and TEF and other quality measures

- Continue to work with academic departments to deliver talks, workshops and other events linked to exhibitions
- Co-produce exhibitions based on academic research to demonstrate impact and engagement
- Continue to develop the use of the collections for teaching and learning across the University
- Produce and facilitate the production of published research based on the Garstang Museum's internationally important Egyptology and archaeology collections.

Ongoing Work

In addition to the 6 key objectives listed above, the following areas of ongoing work are key to The Garstang's success in 2018 – 2022:

- Undertaking documentation of the collections
- Providing a stimulating and varied range of public events aimed at a variety of audiences
- Responding promptly and accurately to enquiries
- Keeping the building secure and well-maintained and minimising risks of all kinds
- Monitoring environmental and storage conditions and making continuous improvements
- Undertaking loans to and from a wide variety of sources
- Acquiring and disposing of material in an ethical manner according to Museum policies and the Museums Association's Code of Ethics
- Maximising opportunities to make the collection accessible to as wide a range of users as possible
- Providing opportunities for engagement through volunteering, student placements, work experience etc
- Maintaining and improving health and safety standards

Measures of Success

How will we measure progress and know if we have achieved our objectives? We will use the following measures of success to monitor progress and help us continually improve:

- Increase in the number of visitors per annum
- Increase in the number of schools engaging in our formal learning programme
- Increase in the number of visitors engaging in our informal learning programme
- Improvement in our Trip Advisor rankings
- Increase in the number of students, academics and researchers engaging with the collections

- Increase in the number of research requests and the reach of the collections (national and international requests)
- Greater engagement on social media for example increased followers on Twitter and shares
- Positive feedback from visitors on exhibitions and events
- Increase in partnership working with museums, community groups and other organisations
- Increase in the number of external loans of objects both regionally, nationally and internationally
- Increase in the number of press reviews and articles
- The creation and implementation of an Audience Development Plan and Marketing Strategy
- Increase in the amount of external funding awarded
- Widen and diversify the visitor profile

Date of Review

Progress on the plan will be reviewed annually. A full review and development of a Forward Plan for 2022 – 2026 will be held in 2021.