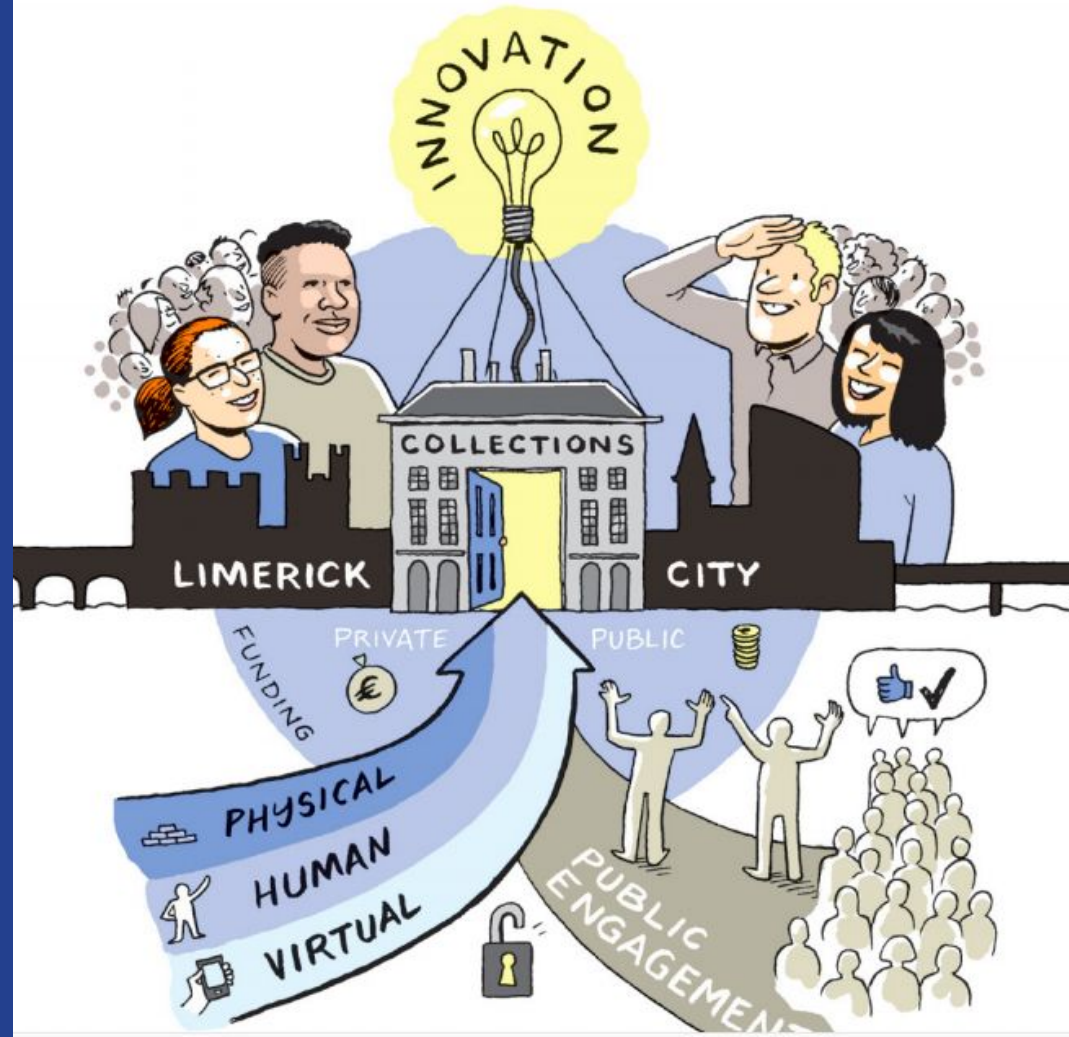# Hunt Museum Business Plan 2022

Increasing Capacity and Community

2022 Overview

Key Theme: Clay & Ceramics

- Three gallery exhibitions:
  - *Belonging* Feb 10-April 24
  - *Stephen Lawlo*r May 1-June 24
  - *Made of Earth* July-December 2022

- Interactive displays in permanent collections & redisplay of jewellery room

- New STEAM resource and Clay through the Ages workshops

- Increased involvement of TY's in Communities of Culture

- An module in the UL MA Public History and Cultural Heritage for Docents & Staff

- Working with Friends to increase interest in the museum

- First annual innovation award related to Hunt Studio

- Improvement of Visually Impaired access to the museum and its objects

- Competition to flip the building.

- Diversification of our Audiences - on and offline.

KPI's

A modern museum needs to operate on three platforms: **physical**, **virtual** and **human**
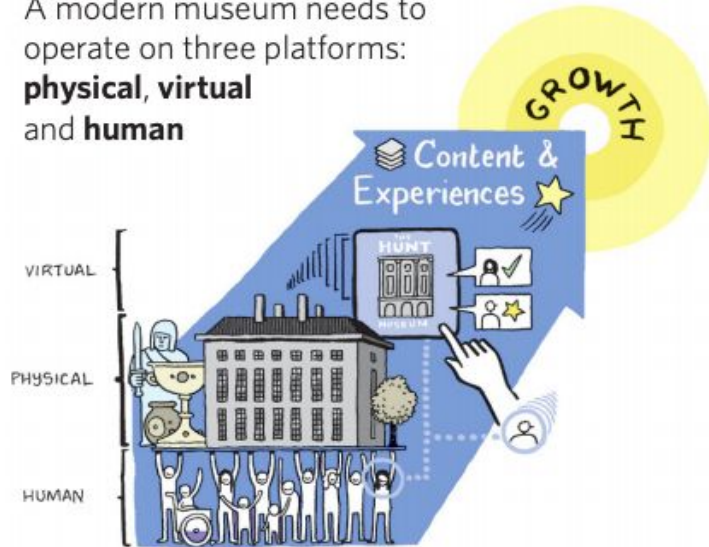
Virtual:
Digital Capacity & Integration is stronger

Measure: All staff can edit website; all new displays/exhibition have digital component

Physical:
More objects have escaped the museum

Measure: + 4 sculptures in the garden

Human:
Community support is broadened

Measure: >25 active volunteers from different ethnic backgrounds

Priority 1 Collections KPI's

1. Increase understanding and interpretation of the collections, on all three platforms

Measure:

- three year improvement strategy for interpretation of the collections is published.
- Major exhibition Clay/Ceramics theme is curated.
- One gallery is modernised.

2. Collection Outreach: increase and diversify interaction with our collections
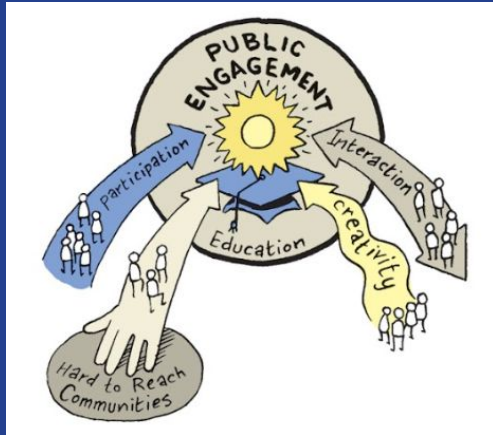
Measure:

- Hunt ceramics and ICCA are digitised as 2D and 150 new 3D digitizations are completed.
- 3+ virtual interactions are in place
- At least one co-curated community exhibition based on permanent collection is created.

3. Collections Management standard maintained

Measure:

- Museum collections management policies are reviewed against MSPI Section B and a report written for the Hunt Trust and Hunt Museum.
- Heritage Council MSPI seminar is hosted.

Priority 2 Public Engagement: Exhibitions KPI's

1. Increase our exhibition visitor audiences by 15%

Measure: Number of visitors (baseline 2019) to the 3 Gallery & 4 Cafe Exhibitions.

4 Cafe Exhibitions

2. Use the exhibitions to diversify audiences - online and physical

Measure:
Increase in diversity of visitors by 10% per exhibition.

Each exhibition will target one or more new communities. e.g number of Romanians attending Belonging,
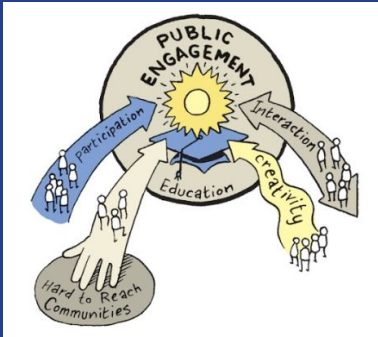
Priority 2 Public Engagement: Education KPI's

1. 35% of schools in Limerick City and County have used resources or participated in programmes

Measure:

Number of:

- schools in the region who have visited, participated, used resources.
- enquiries received/bookings made by schools with no history of attending our education programmes
- opens using read receipts
- contact details for teachers

At least 5 online sessions with new schools

2. STEAM partnership is in place

Development of 1 new programme/learning resource.
Advisory panel of 4 primary school teachers for programme development in place.

3. Joint Education Project has Clay through the Ages programme

1000 engagements with online games.
Teachers digital pack with 4 lesson plans & 4 linked demonstration videos .
< 500 primary school children access or participate in the CTTA workshop programme.

Public Engagement: Participation - Community KPI's
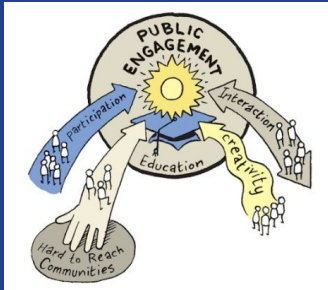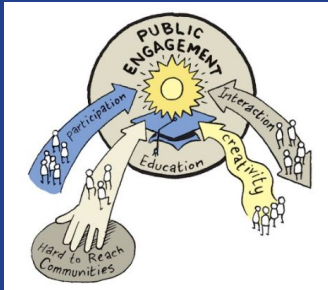

1. **Transition Year CofC Unit Trialled**

   Measure: With 2 schools and up to 30 students Participation

2. **Hunt Community Volunteer Network Established**

   Measure: 25 Volunteers involved in the upkeep, events and running of the museum

Public Engagement: Participation - Docents KPI's
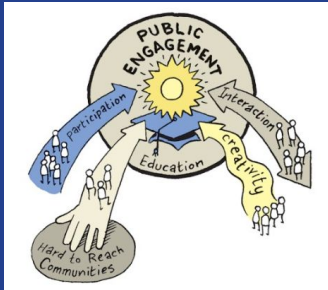

1. **4 Docent Projects Delivered**

   Measure: 1 project is complete each quarter

2. **Hunt/University of Limerick Public History & Cultural Heritage MA Module**

   Measure: A UL MA Module is in place by the end of 2022

Public Engagement: Participation - Friends KPI's

1. Membership Drive

Measure: Friends membership is increased by 20% on 2021 baseline.

Priority 3 Innovation KPI's

1. **The Community is engaged in innovation**

Measures:
- At least 3 community groups have produced an innovative project/event
- First Annual Innovation Award of Hunt Studio is given,
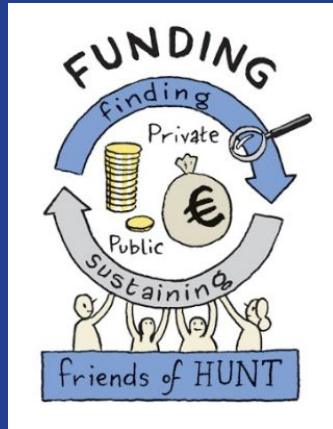
2. **Improve visual Impairment inclusion**

Measures:
- Mobile technology linked to visual enhancing apps is deployed in museum
- Majority of the paintings in the museum and objects used in 2022 Main Exhibition are available as audio or touch experiences
- Survey with NCBI to members re use of website leading to accreditation of website by NCBI (?)

Priority 4 Funding KPI's

1 Retail sales are optimised: online & in shop

Measure: increase of €0.50 per visitor on 2021

2. Capital funding to change/upgrade display and flip the building is available

Measure: Funding is identified or in place to execute plans

3. Corporate Social Responsibility programme is running

Measure: At least 2 CSR related museum projects are running

Operations KPI's

1. An oven ready architecture plan to flip the building.
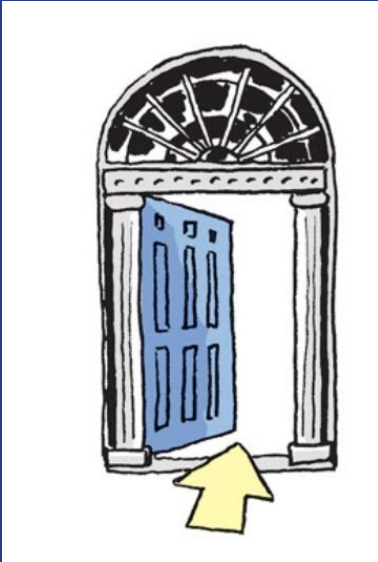
Measure:
Competition has been run and a winning architecture plan is chosen to be commissioned.

2. All identified workflows for data collection and analysis are automated.

Measure:
Data collection produces automated monthly reports for analysis.

Marketing KPI's

1. **Diversify the Audience**

Measure: Audience on social media/website and visiting the museum/exhibitions has diversified by 25%. Based on 2021 analysis of attendance/interaction

2. **Hunt Museum becomes the top destination for tourists to Limerick**

Measure: One in every three tourists visits the Hunt Museum based on overall Tourism Data from LCCC, Failte Ireland and our online booking system

3. **Standardised marketing campaigns and our visual presentation**

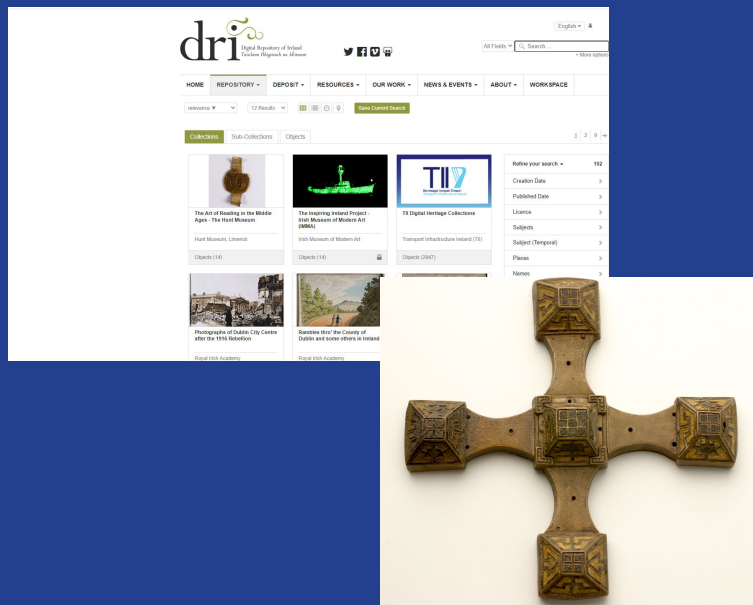Measure:
1. Only 20% of Hunt Museum output is not on standard. Facilitated by:
a template set up & followed per event/exhibition.
2. A Google Drive folder detailing the standards
3.All staff have received training and apply the standards

Priority 1: Collections: Key Tasks

Above: Membership and publication of collection with the Digital Repository of Ireland.

T1 Collections Management

T1.1 Conservation	Q1-4
T1.2 Collection Documentation	Q1-4
T1.3 Museum Standards Programme for Ireland (MSPI)	Q2
T1.4 CMS update & Maintenance	Q1-4
T1.5 Hunt Trust Audit	Q2 ?

T2 Display and Interaction

T2.1 Collections interpretation strategy	Q4
T2.2 Upgrade/redisplay of galleries	Q1-4
T2.3 Temporary displays	Q1
T2.4 Virtual ways of interacting with the collection	Q3
T2.5 Digital displays in galleries	Q1-2

T3 Collection engagement

T3.1 Digitisation Programme	Q1-4
T3.2 Online platform sharing	Q1-4
T3.3 Volunteer/Docent Collections Projects	Q1-4
T3.4 Research to produce academic & blogs, videos, podcasts & interpretation	Q1-4

Priority 1: Collections: Key Tasks
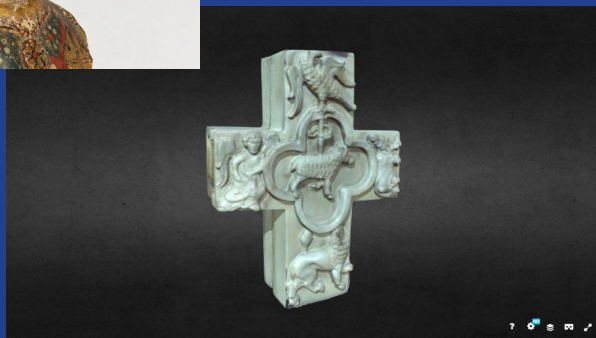
T4 Collections Projects

T4.1 ARMA	Q2
T4.2 Purchase of Irish Contemporary ceramics piece(s) using National Friends funds	?
T4.3 Sensitivity Audit	Q4
T4.4 Host Heritage Council MSPI seminar	Q4

T5 'Made of Earth' Exhibition Curation

T5.1 Exhibition Curation	Q1-3
T5.2 Develop tours of the collection linked to exhibition storylines	Q3

Above: Objects digitised for ARMA in 2020 - 2021.

Priority 2: Exhibitions : Key Tasks

Above: Mircea Suciu

T1 Belonging Feb 10-April 24
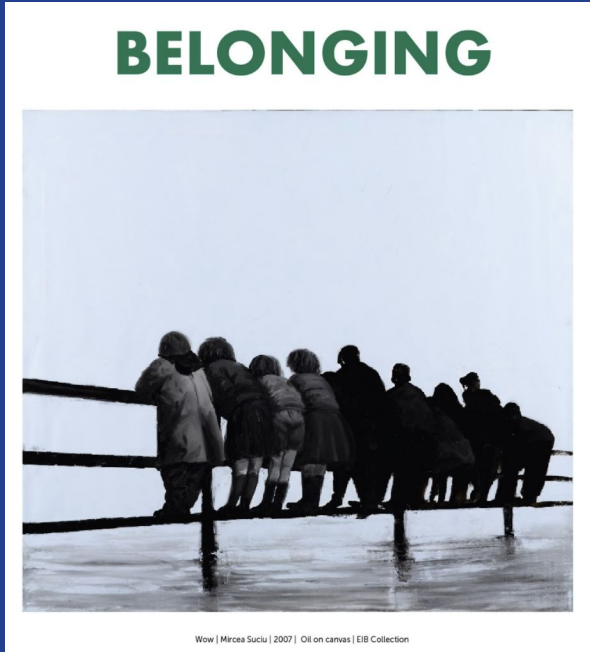
T1.1 Agile Project Management:
Trello/Sprints/Teams   M1

T1.2.Exhibition Logistics (layout, installation,
transport, invigilation etc)   M1-4

T1.3 Exhibition Print Material (docent guide,
brochure/trails, panels etc)   M1-M4

T1.4 Virtual Platforms

T1.5 Exhibition Events & Public Programming

T1.6 Targets for exhibition audiences including baseline

T2 Made of Earth July 21-Dec 31

T2.1 Agile Project Management: Trello/Sprints/Teams   M1

T2.2.Exhibition Logistics   M1-6

T2.3 Exhibition Print Material (docent guide,
catalogue, panels etc)   M3-M6

T2.4 Virtual Platforms   M3-M12

T.2.5 Exhibition Events & Public Programming

T2.6 Targets for exhibition audiences including baseline

Priority 2: Exhibitions : Key Tasks

T3 Stephen Lawlor May 9-June 26
    T3.1 Exhibition Project Brief   M1
    T3.2.Exhibition Logistics   M1-M2
    T3.3 Exhibition Print Material   M3-M4
    T3.4 Virtual Platforms   M1- M3
    T3.5 Exhibition Events & Public Programming   M3-M6

T4 LSAD students show
    T4.1 Working Group   M0
    T4.2 Exhibition Project Brief including target audience   M1
    T4.3.Exhibition Logistics   M2-M3
    T4.4 Exhibition Print Material   M3-M4
    T4.5 Virtual Platforms   M1-4
    T.4.6 Exhibition Events & Public Programming   M4

T5 Cafe Exhibitions
    T5.1 Exhibition Project Briefs, including Schedule for Year   M1
    T5.2.Exhibition Logistics   M1- M2
    T5.3 Exhibition Print Material
    T5.4 Virtual Platforms

Priority 2: Exhibitions : Key Tasks

T6 Curator's Choice & Printmakers
    T6.1 Exhibition Project Brief, including running schedule for the year   M1
    T6.2 Exhibition Logistics

T7 Exhibitions programme for 2023/24
    T7.1 Set-up and Diversify exhibition panel   M1
    T7.2 Schedule meetings with panel   M1
    T7.3 Write outline plan for 2023/2024   Q1

Priority 2 Education: Key Tasks

Above: St John the Baptist Boy's School during an 'Art and Identity' Workshop at The Hunt Museum

T1 Primary School - ongoing programmes
T1.1 Review/update onsite programme learning resources   M8
T1.2 Digital Learning   Q1-4
T1.3 Promotion of T1 programmes to teachers   M1, M9
T1.4 Docent training in T1 programmes   Q1

T2 Joint service with Limerick Museum & Limerick City Art Gallery   Q1-4
T2.1 Management of Partnership   Q1-4
T2.2 Deliver Clay Through the Ages programme   Q1-4
T2.3 ARMA Educational resources   Q1-2
T2.4 Exploring Art & Identity   Q1-2

T3 Primary School- special programmes
T3.1 Belonging exhibition workshop programme   M1-5
T3.2 STEAM Partnership   M2-11

Priority 2 Education: Key Tasks

Above: A 'Ride a Flying Fish' session, with the Bosch VR App and Pico Headset

T4 Post primary - ongoing programmes   **Q1-4**
    T4.1 Review/update onsite programme learning resources   M8-9
    T4.2 Provide digital learning opportunities   Q1-4
    T4.3 Promotion of T1 programmes to teachers   M1, M9
    T4. 4 Docent training in T4 programmes   Q1

T5 Post Primary 'Made of Earth' temporary exhibition programme   M5-12
    T5.1 Research & Design onsite workshops   M5-6
    T5.2 Work with Holo Museum on online 3D exhibition   M6-8
    T5.3 Promote and manage bookings   M5, M9
    T5.4 Deliver Programme   M9

T6 - Post primary special programmes
    STEAM Partnership currently under T3 primary schools might be delivered as a T6 project. TBC once Partner is secured/in place.

T7 Public Programming Children and Families   **M2-7**
    T7.1 Belonging exhibition child led tours for families   M4
    T7.2 Crinniú na nOg/Seize the Clay creative youth programme M2-7

Priority 2 Education: Key Tasks

Priority 2: Participation - Community: Key Tasks

T1 Communities of Culture TY Unit with DEIS schools
    T1.1 Phase V delivery   M1-2
    T1.2 Phase VI delivery   M2-5
    T1.3 Phase VII delivery including digital playbook   M5-12

T2 Community Management Programme
    T2.1 Programme: Volunteer management of Museum   M1-12
    T2.2 Update Volunteer register   M1-12
    T2.3 Recruit Volunteers   M1-12
    T2.4 Retain Volunteers   M1-12

T3 Community outreach - Garden & Activities
    T3.1 Develop horticultural calendar   M1
    T3.2 Yearly event calendar for use of garden   M1-12

Above: Volunteer in the Garden

Priority 2: Participation - Docents: Key Tasks

T4 Docents: Health & Well Being
    T4.1 Mindfulness Calendar/ Program   1-12M

T5 Docent Projects
    T5.1 Library   Q3-4
    T5.2 Collections Tours   3M 6M
    T5.3 Exhibition Tours   1-12M
    T5.4 Lecture Series   Q3
    T5.1 Dementia Program   1-12M

T6 Docent Training Programme
    T6.1 UL MA Module   Q2-3
    T6.2 Training by different departments   1-12M

Above: Front cover of our Wild Geese tour

Priority 2: Participation - Docents: Key Tasks

T7 Docent led Arts & Crafts
    T7.1 Craftactivism   Q2
    T7.2 Art and Craft Kids   1-12M
    T7.3 Art and Crafts Adults   1-12M

T8 Online and In house Participation - Docents
    T8.1 Docent Meeting   1-12M
    T8.2 Docent Poetry   1-12M
    T8.3 Docent Parties   Q2/Q4
    T8.4 Docent Outings   Q2/Q3

T9 Docent Recruitment
    T9.1 January recruitment   Q1
    T9.2 September recruitment   Q3

Above: Image of Our Docent Family

Priority 2: Participation - Friends: Key Tasks

Above: Friends lunchtime lecture.

T10 Recruitment
T10.1 Membership Drive	M1, M9
T10.2 Council Member Volunteers	M1-12
T10.3 Open Day for Friends	M6

T11 Events
T11.1 Friends Outings	M1-12
T11.2 Friends Lunchtime talks	M1-12
T11.3 Friends Annual Luncheon	M6

T12 Fundraising
T12.1 Raffle	M9
T12.2 Postcard Campaign	M2

T13 Reporting
T13.1.1 AGM	M5
T13.2 Quarterly reports	M1,4,8,12
T13.3 Quarterly Financial Reports	M1,4,8,12

Priority 3 : Innovation: Key Tasks
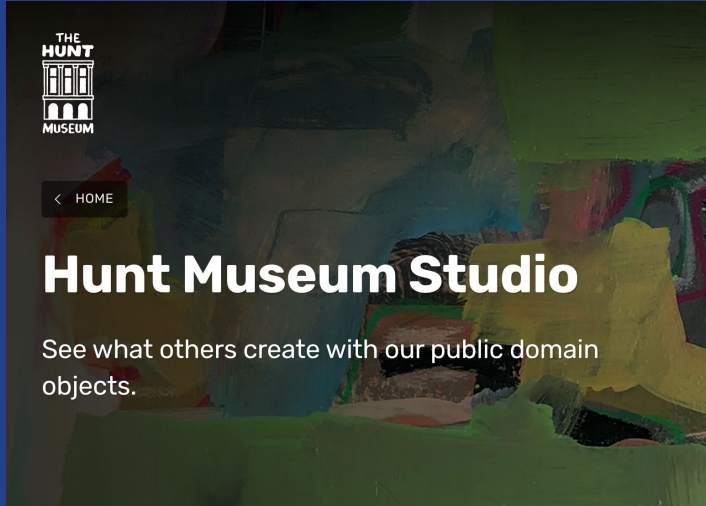
T1.Hunt Museum Studio & Lab

 T1.1 Lab for Hunt Museum and other Irish museums

 T1.2 Joint IIIF Server and digital repository- Ireland

 T1.2.1 Symposium with DRI

 T1.3 Hunt Studio Innovation Award

T2. Story / Interpretative Technology for Collections Gamification

 T2.1 Gamification

 T2.2 AR & VR

 T2.3 Technology for tours & Display

T3. Museum in a Garden

 T3.1 New Sculptures

Priority 3 : Innovation: Key Tasks

T4:Community engaged innovation : third level & creatives
    TT4.1 "Project 1 - Migrants" and Belonging with Gorm
    Media
    T4.2 Project 2 - …..with TUS / UL/MI

T5. Improve visual Impairment inclusion
    T5.1 National Council for the blind of Ireland
         collaboration
    T5.2 Museum in a Box development
    T5.3 Audio tours using pens etc
    T5.4 3D printed touch-points in galleries

Ure Museum - Museum in a Box

Priority 4: Funding: Key Tasks

T1 2022 Action Plan
  T2.1 Review 2021   M1
  T2.2 Write 2022 Action Plan   M2

T2. Corporate - Sponsorship and Membership **M1-12**
  T2.1 Exhibitions
  T2.1.1 Belonging Embassy Sponsorship
  T2.2 Collections
  T3.3 Education
  T3.4 Community - Garden Sponsorship
  T3.5 Innovation
  T3.6 Hunt SME's

T3. Individual: legacy giving/major gifts/crowdfunding M1-12
  T3.1 Naomi O'Nolan Accessible Museum Fund
    for Visual Impairment
  T3.2 Fundit Campaign Sybil

Unglazed earthenware money box |C14th |Hunt Museum |PD

Priority 4: Funding: Key Tasks

T4. State and Foundation
      T4.1 Research Grants for 2022   M1-12

T5. European
T5.1 Submit for European Grants in Culture, Digital   M1-12
      Transformation & Education

T6 Retail Planning, Purchasing, Analysis   **M1-12**
      T6.1 Retail Action Plan 2022   M1
      T6.2 Purchase of stock   M1-12
      T6.3 Quarterly Reports and Analysis   M4,M7, M10

T7 Front of House
      T7.1 Analysis of visitor spend 2021   M1
      T7.2 Improve automation of systems - EPOS to Accounts   M1-6
      T7.3 Stocktakes   M1,12
      T7.4 Track selling trends through product sales analysis M1-12

Operations : Key Tasks

Above: Hunt Museum

T1. Building
T1.1 Action Plan for 2022 — M1
T1.2 Flip The Building Competition — M6

T2. Business Planning
T2.1 2022 Business Plan — M1
T2.1.1 Trello sprints — M1
T2.1.2 Publish BP22 Plan — M2
T2.1.3 Update BP22 half year — M6
T2.2 2022 Reporting — M1-M12
T2.3 Finance — M1-M12

T3. HR
T3.1 Personal Development Plans — M2
T3.2 Employee Handbook Review — M2
T3.3 Induction and Internships
T3.4 Recruitment

T4. Systems
T4.1. Google Drive — M4
T4.2 Xero and Reporting — M1

T5. Events
T5.1 Content for Events Brochure — M3
T5.2 Develop promotional plan for — M4
    events (weddings, corporate, etc.)

Marketing: Key Tasks

T1 Collections: ARMA Marcomms

T2 Exhibitions
       T.2.1. Belonging
       T.2.2. Seize the Clay
       T2.3. Stephen Lawlor
       T.2.4. LSAD 2nd Year Show

T3 Joint Education Service - Three Muses

T4 Participation
       T4.1 Docents
       T4.2 Community
       T4.3 Friends
T5 Innovation
       T5.1 Hunt Museum Innovation Competition & Award

Marketing: Key Tasks

T6. Funding
    T.6.1. Sybil Connolly Fundit Campaign
    T.6.3. Retail Shop on Facebook and Instagram linked to the Hunt Museum Website Shopping

T7. Tourism
    T.7.1 Failte Ireland and IDA promotion: Collaborating with Failte Ireland and other Irish Institutions to extend international reach

Marketing: Key Tasks
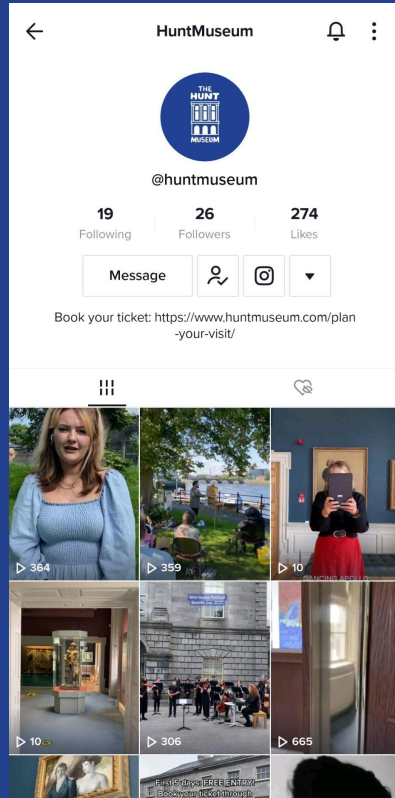
9. Social Media
T9.1 TikTok Platform Development
T9.2. Update the social media and website data monthly on Data Capture Report
T9.4. Analysis of 2021 audience against desired audiences per event / exhibition / visitors
T9.6. Research what social media platforms our target current and new audience are using.
T.9.5. Research new content styles for the audiences we are targeting to reach.

T10 General
T10.1 Annual Report
T10.2. Quarterly reporting on Audience updates - Social Media and Website Data
T10.3 Events Brochures 1/quarter
T10.4: Set up a consistent Design Format across all department

Marketing: Key Tasks

T8 Website

T.8.1. Website Updates & Maintenance
T.8.2. Retail Online Shopping and Promotion
T8.3 Website Training
T8.4 Website Editorial Plan for year
T8.5 Website analytics & reports
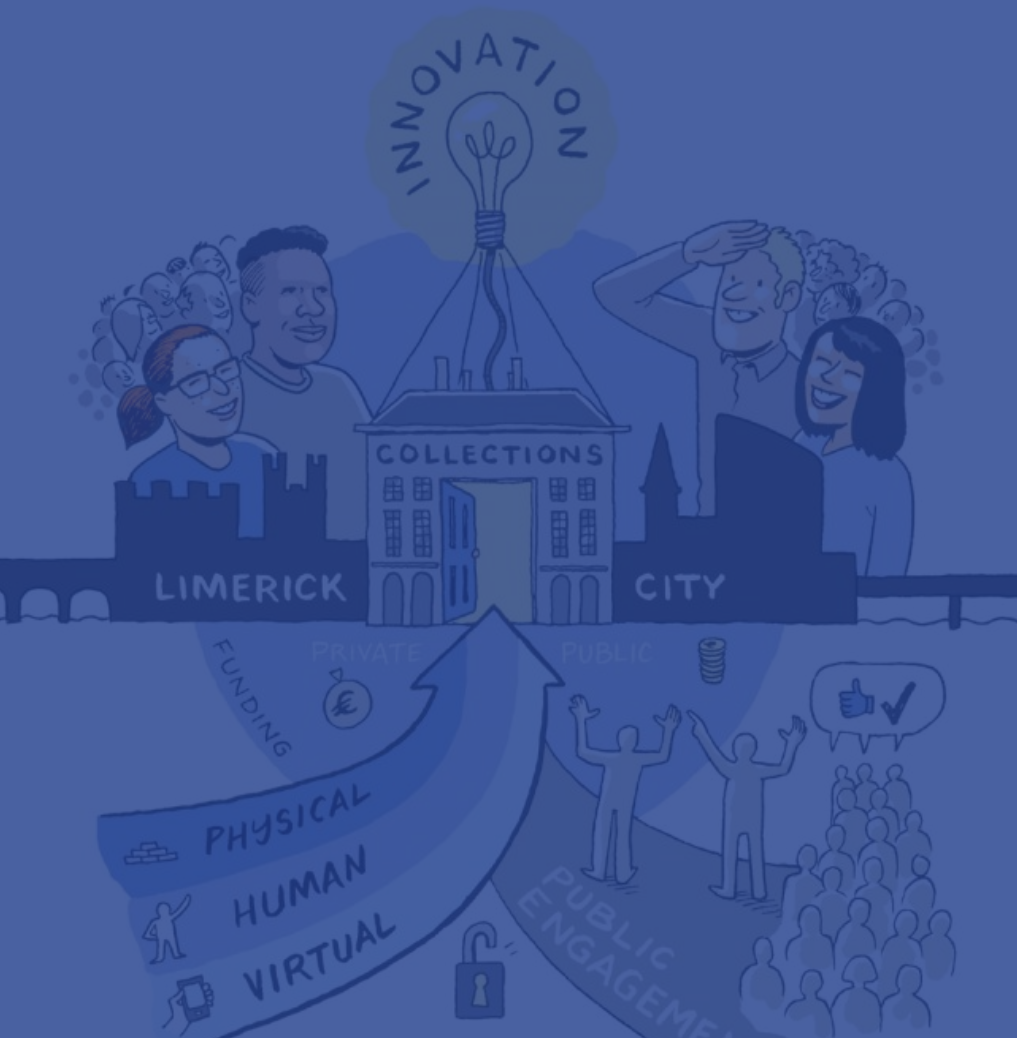T8.6 Website SEO & Promotion

Staff & Training

2022 - 15 FTE, 18 Members of Staff

Training:

     Continue embedding AGILE
     Collections Care Training
     Website Training
     Presentation Training
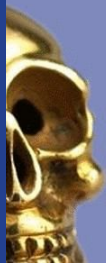   **Budget Training**

Some of the staff…. Others are camera shy:)

Budget 2022

Income: €1,170,000

Expenditure: €1,169,250

THANKYOU