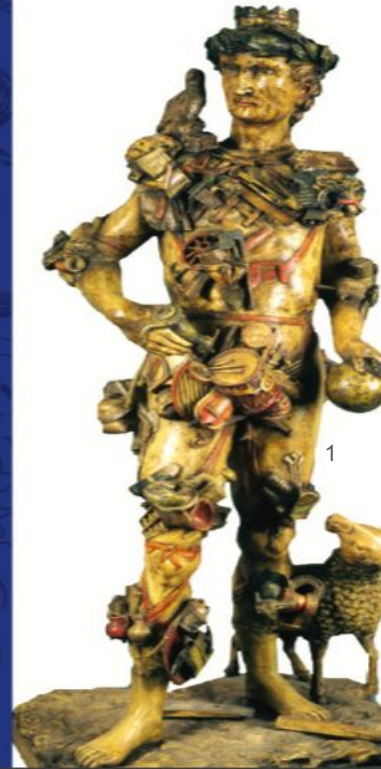


# Hunt Museum Business Plan 2024

Changing Lives with Culture, Creativity and Learning



# Our Strategic Ambitions:

By 2025 the Hunt Museum wants to have Impact in 3 areas:

Our **social impact** goals for 2025:

1. Lives are better and fuller for our disadvantaged, dementia, mental health communities and benefit from our life-long learning opportunities.
2. Society is more cohesive with active participation in cultural heritage overcoming stereotyping by ourselves and others.



Art & Object Conversation with Alzheimer sufferers and carers

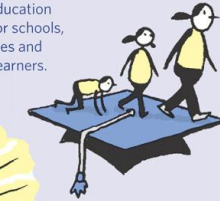
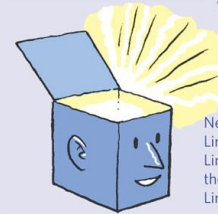


Collection of migration stories, human and object

Our **innovation** goals are:

1. Joint services for cultural heritage & galleries have increased capacity.
2. A vibrant, edgy and creative museum for Limerick and the world.

A joint education service for schools, universities and lifelong learners.



New culture created with Limerick School of Art & Design, Limerick Institute of Technology, the University of Limerick, Dance Limerick and others.

Our **economic impact** goals for 2025:

1. Limerick Region is culturally more attractive for employment and tourism.
2. Pride in cultural heritage has delivered a cleaner and brighter living space.

Improved tourism using our Medieval and Georgian heritage.



New urban heritage spaces kept clean and nurtured by locals.

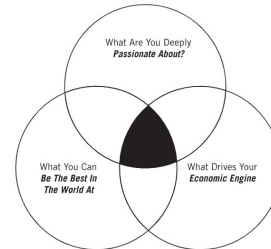
# One overarching theme

## Biodiversity

Inspire creativity to regain knowledge on biodiversity conservation to balance the impact of people



Three Circles of the Hedgehog Concept



# Creating a Limerick Biodiversity Collaboration

1. Biodiversity Officer LCCC
2. Limerick City Ireland Partnership - Irish Black Bee Museum
3. MIC
4. Lough Gur
5. Craggaunowen
6. Living Woodlands
7. Paul Partnership - Limerick Growing Communities
8. St Gobnait's Day - Bees & Beekeeping

## National and European

- National Biodiversity Action Plan
- Pollinators.ie
- Grow It Yourself
- Environment & Sustainability Committee
- Irish Seedsavers





# Platform priorities

## Virtual

Capture more of the public, community and volunteer knowledge related to the museum to learn, to engage and to improve

**Measure:** *increase in stories, guest blogs, object knowledge and content available online*

## Physical

More garden projects to improve knowledge of local flora and fauna.

**Measures:**

*3 community groups involved with garden: local and minorities*

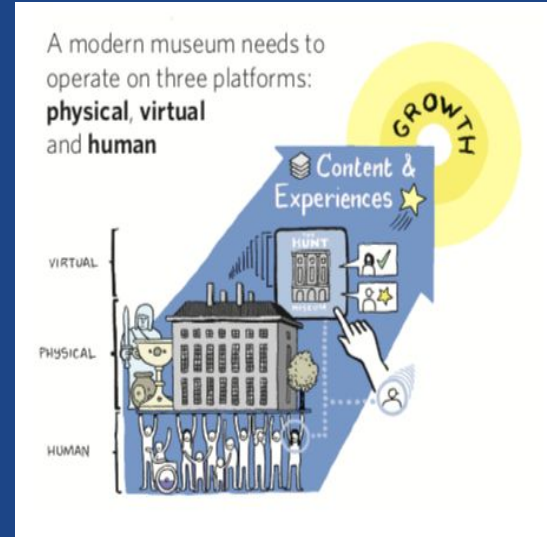
*1 workshop per quarter in the garden: composting, seed saving, plant identification, bulb and seed sowing..*

*10% Increase in number of volunteers from 2023*

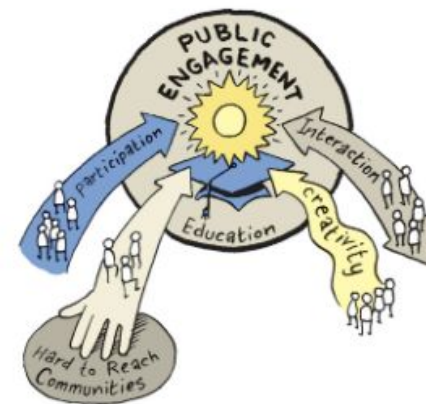
## Human

The building has become more sustainable

**Measure:** *A capital grant towards reduction of heat loss and improved lighting is in place*



# KPI's per priority



Complete:

[https://docs.google.com/document/d/1PNYd\\_X34rCYtayJAlruitxKbWw444eFk8Ls7H2J3ZH8/edit#heading=h.2y3j1ci6lkti](https://docs.google.com/document/d/1PNYd_X34rCYtayJAlruitxKbWw444eFk8Ls7H2J3ZH8/edit#heading=h.2y3j1ci6lkti)

# Priority 1

# Collections

# KPI's



*Deliver the brief for the design and funding to refresh our displays by end of Q1*

## Measures

- Development of concepts and themes
- Training
- Website development to incorporate theme and subthemes.
- new labelling and interpretation within galleries

*Make the museum galleries more child friendly*

## Measures

- Online games in Galleries that highlight collection objects
- Activity spaces in galleries
- Children's "mini exhibitions" in the galleries

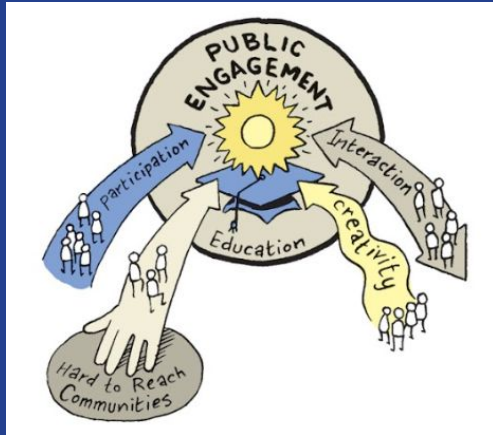
*Showcase objects to support the Biodiversity theme.*

## Measures

- Use museum objects or collection to create learning opportunities on the topic of biodiversity
- Creation of in gallery and virtual exhibitions on biodiversity
- Exhibits presented online and virtually that tell the story of biodiversity

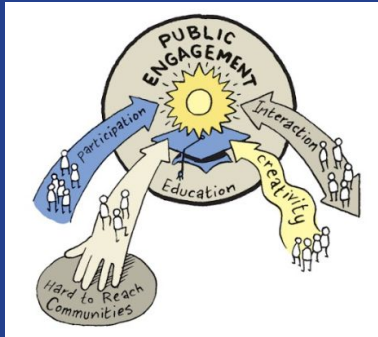
# Priority 2 Public Engagement: Exhibitions

## KPI's



1. Develop a community series of exhibitions for the garden gallery  
  
Measure : An increase our exhibition visitor audiences by 15%  
  
Use the exhibitions to diversify audiences - online and physical
2. Biodiversity Exhibition

# Priority 2 Public Engagement: Education KPI's



- 1. 35% of schools in Limerick City and County have accessed Hunt Museum programmes and resources**

Measure:

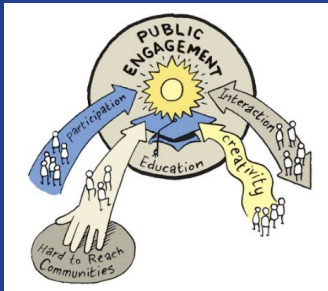
- Number of returning schools
- Number of new schools
- Number of schools who have used our physical and digital resources.

- 2. A primary school STEAM programme on biodiversity is piloted**

Measure:

- Number of schools who express interest in the programme (evidencing need)
- Number of partners who support programme development and piloting
- Impact HoloMuseum has on pupil learning
- Number of Pilots with schools
- Teacher and pupil evaluation

# Public Engagement: Participation - Community KPI's



## 1. **Communities of Culture** **Kings Island** **Storytelling is commercialised**

Measure:

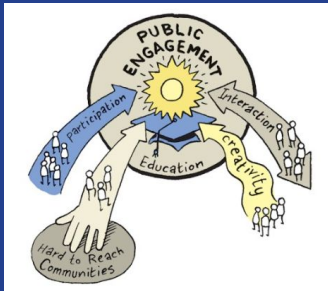
- Number of Storytelling Events per Annum
- Number of Storytellers receiving payment
- Paid Audience Numbers/Revenue generated

## 2. **An engaged network of King's Island** **volunteers and stakeholders** **work on** **museum biodiversity conservation** **projects**

Measure:

- Number of engaged participants
- Number of sustainable programmes
- Current bench-marking and increase in local biodiversity.

# Public Engagement: Participation – Docents KPI's



## 1. 4 Docent Projects Delivered

Measure:

- Docents taking leadership roles
- The number of docents active
- The number of projects are delivered

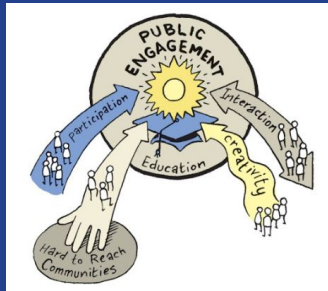
## 2. Docent Collections Training is in place

Measure:

- The Mentoring scheme
- Sign ups and completions of the UL microcredit



# Public Engagement: Participation -Friends KPI's



## 1. Act as key ambassadors for the museum

Measure: Number of external events that Friends attend to promote museum activities.

- 

## 2. Retain and Increase Membership

Measure: JointIt( membership platform)

- 

## 3. Increase Funding contribution to Museum

Measure: JointIt (membership platform) and monthly finance reports.

# Priority 3 Innovation KPI's



## 1. Hunt Museum **successfully mentors 2 RECHARGE Living Labs**

Measures:

- *Number of engaged participants in new living labs*
- *Use of Participatory Business Model Canvas*
- *Use of RECHARGE Living Lab methodology as per Playbook and Work-flow chart*

## 2. **Accessibility is more inclusive**

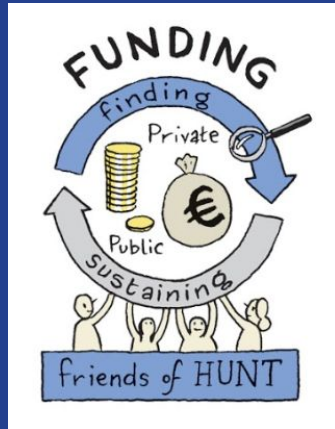
Measures:

- *Training sessions and workshops for visually impaired and neural divergent the full digitisation process between January & July 2024*
- *Training sessions and workshops for visually impaired and neural divergent in audio storytelling*
- *Working Group for Accessibility is set up*
- *Working Group have agreed an action plan for improved accessibility*
- *A person with disability is employed*
- *More groups from disability backgrounds are visiting the museum*

## 3. **New biodiversity Cultural Partnership in place**

- *Approaches made to potential partners*
- *SLA is written and approved*
- *Funding is found*

# Priority 4 Funding KPI's



**1 Retail:** Source products and supplies that support the sustainability and climate awareness objectives.

*Measure:*

- Set up a Biodiversity Corner in the giftshop to support the sustainability and climate awareness objectives.
- Reduction in costs for the visitor guide printing.
- Reduction in number of paper bags used
- Reduction in air miles on the shop stock

**2. €150,000 additional grant or sponsorship funding**

*Measure:*

- Number of new projects
- Number of sponsorships

# Operations KPI's



## 1. Reduction in our energy usage,

Measure:

- Reduction in energy/water consumption
- Greater team awareness & buy in
- Energy usage; no red light policy, more efficient doors: no drafts, annual reporting
- Boiler upgrade; reduce gas used; bio fuel

## 2. A new display/exhibition area is created

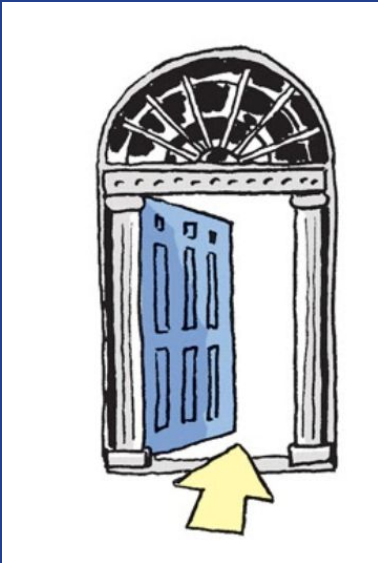
Measure:

Improvement of lighting.

Scope options for refurbishment of one gallery space.

Sustainable options for display cases

# Marketing KPI's



## 1. Public awareness of the museum's **biodiversity** work

Measure:

- # tag relating to biodiversity
- Number of people attending biodiversity exhibitions
- Public interaction with social media
- Recording each department's contribution to biodiversity efforts.

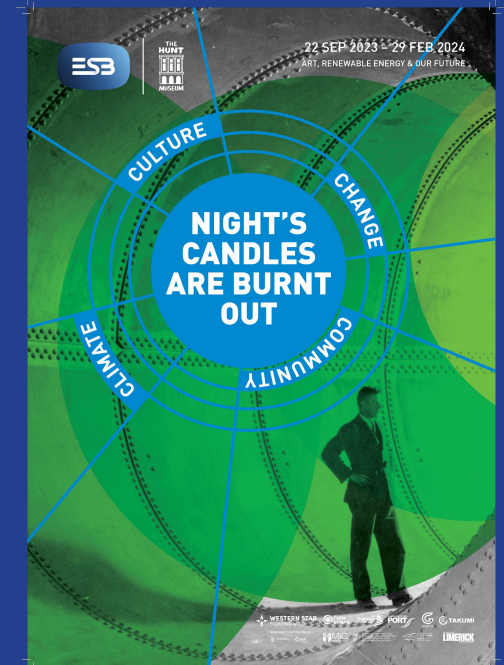
## 2. Increase family interest in the museum.

Measure:

- Record number of families visiting exhibitions
- Measuring social media analytics targeting families
- Track family participation with workshops and events

# Exhibitions Scheduled 2024/25

- T1 Night's Candles are burnt out  
22 September - 29 February 2024
- T2 Living Artist 2024 - Wood Turning  
14th March 2024 - 15 May 2024
- T3 ShannonGrove Gorget V & A loan with other Irish jewellery  
1 June 2024 - 31 May 2025
- T4 The Archaeology of Biodiversity  
1 July 2024-15 November 2024
- T5 Kwaidan -DFA with Stephen Lawlor and Irish & Japanese Artists  
1 December 2024 - 22 February 2025
- T6 Living Artist  
February 2025 - April 2025
- T7 Richard Harris - Harris Family and Archive in UCC  
May 2025 - October 2025



# Exhibition - The Archaeology of Biodiversity

1 July 2024-15 November 2024

Collection objects will be used to tell the full story of Biodiversity, giving context to the biodiversity crisis.

These objects can tell the story of:  
biodiversity loss,  
some of the causes,  
Recognise the importance of diversity  
indicate ways that biodiversity can be  
expanded/helped.

In main gallery and the Hunt Museum in a Garden







Director and CEO  
Jill Cousins  
jill@huntmuseum.com



Head of Collections &  
Interpretation  
Karen Wilson  
karen@huntmuseum.com



Collections Project Manager  
Sian McInerney  
sian@huntmuseum.com



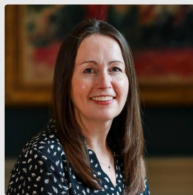
Curator of Education and  
Outreach  
Maria Cagney  
maria@huntmuseum.com



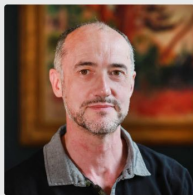
Education Coordinator  
Emma King  
emma@huntmuseum.com



Events & Exhibitions Manager  
Sinéad Hutchison



Retail Supervisor & Finance  
Coordinator



Front of House  
Declan



Front of House & Retail Buyer  
Jacqueline Kenny



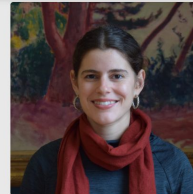
REcharge Project Manager  
Una Hussey



Communities of Culture  
Coordinator & REcharge  
Network Coordinator  
Simon Thompson  
simon@huntmuseum.com



Facilities & Administrative  
Coordinator  
Matthew Ring  
matthew@huntmuseum.com



Exhibitions Assistant  
Adriana de la Morena



Marketing Assistant  
Siobhan Martyn  
siobhan@huntmuseum.com

# Staff & Training

2024 - 14 FTE, 18 Members of Staff

## Training:

Continue embedding AGILE  
Collections Care Training  
Website Training  
Grant submission training  
Biodiversity Training

Some of the staff are shy.... Ciara, Dave, Rachel

# Priority 1: Collections: Key Tasks



## **T1 Collections Management**

T1.1 Documentation processes

Q1-4

T1.2 Collections Care

Q1-4

T1.3 CMS update & Maintenance

Q1-4

T1.5 Hunt Trust Audit

Q2 ?

## **T2 Collection Research**

T2.1 Staff and professional research on collections

T2.2 Expert consultation

T2.3 Public and visitor input into collections information

## **T3 Collection Interpretation & engagement**

T3.1 Collections interpretation and display strategy

Q1-4

T3.2 Implement Interpretation strategy

T3.3 Collection Stories

T3.4 Trails & Gallery interpretation e.g.: flora & fauna  
anthropocene

T3.5 Improve website use of collections (Links to Explore,  
blogs, use of stories etc)

T3.6 Full labelling of all displays

Q3

Above: Redisplay of the jewellery collection.

# Priority 1: Collections: Key Tasks



Above: Sybil in the Collection

## **T4 Collections Projects**

T4.1 Sensitivity Audit (next steps)

T4.2 Gallery Changes

T4.2.1 Upgrading/redesign Jewellery Gallery

T4.2.2 Creating Sybil gallery from Store Room

T4.2.3 Meanwhile project: Make Galleries more child friendly

T4.3 Digitisation

T4.4 Virtual / Website / Explore Collections

T4.5 New museum publication (Stage 1)

## **T5 Exhibition in Museum Galleries Curation**

T5.1 Shannongrove/Design in gallery exhibition

Q1-3

# Priority 2: Exhibitions : Key Tasks

## T1 Night's Candles are burnt out 'Climate, Culture, Change & Community'

T1.1 Exhibition Events & Public Programming

M1-M2

T1.1.1 Kite Power Festival

T1.1.2 Climate Seminars and Conference

T1.1.3 Shoot the Breeze

T1.2 Exhibition Logistics

Q1

## T2 Irish Woodturners Guild 40th Anniversary Exhibition (Turning Turns 40)

T2.1 Exhibition Management

M2-M6

T2.2. Exhibition Logistics

T2.3 Exhibition Print Material

T2.4 Virtual Platforms

T2.5 Exhibition Events & Public Programming

T2.6 Invite Artists to Exhibit 2025

## T3 Biodiversity Exhibition

T3.1 Exhibition Management Project Brief & Budget

T3.2 Exhibition Research

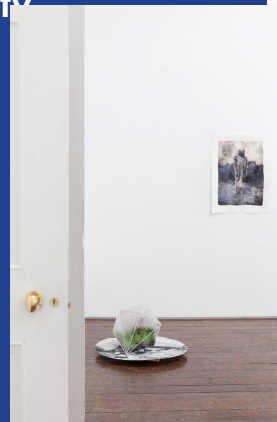
T3.3 Exhibition Logistics

T3.4 Exhibition Print Material

T3.5 Virtual Platforms

T3.6 Exhibition Events & Public Programming

Q1-Q4



Sarah O'Flaherty, Fiona Kelly, Debbie Godsell, Installation  
Shots of Visions of an unSettled Earth, Sirius Arts Center © Brian Mac Domhnaill



Ardnacrusha Power Plant CC  
BY-SA 3.0



The Shannongrove Gorget,  
800 BC-700BC, Gold, Ireland,  
©Victoria & Albert Museum,  
London

# Priority 2: Exhibitions : Key Tasks

**T4 Kwaidan**

**T5 Richard Harris 2025**

**T6 Main Exhibition 2026**

**T7 Café Exhibitions**

T7.1 Call out for Exhibitions

T7.2 Café exhibition Calendar

T7.3 Cafe Exhibition Management

T7.4 Virtual Platforms

**T8 Garden Gallery Community Exhibitions/ Collections**

T8.1 Develop Garden Gallery Community Exhibition plan

T8.2 Community Exhibitions



Sarah O'Flaherty, Fiona Kelly,  
Debbie Godsell, Installation  
Shots of Visions of an unSettled  
Earth, Sirius Arts Center © Brian  
Mac Domhnaill



Ardnacrusha Power Plant CC  
BY-SA 3.0



The Shannongrove Gorget,  
800 BC-700BC, Gold, Ireland,  
©Victoria & Albert Museum,  
London



# Priority 2: Exhibitions : Key Tasks

## **T9 Exhibitions programme**

T8.1 Update Exhibitions Strategy & Rolling 3 year Programme

Q1-4

T8.2 Exhibition Advisory meetings

## **T10 Curator's Choice**

T9.1 Exhibition Management

Q1

## **T11 Printmakers**

T10.1 Exhibition Management and Project brief

Q1

## **T12 Events**

T12.1 Chess Tournament

T12.2 Bastille WeekendBoules/ Pétanque Tournament

T12.3 Riverfest

T12.4 Culture Night

T12.5 CIFD for ShannonGrove Gorget



Radius, LSAD show 2022, Garden Gallery



Stephen Lawlor exhibition launch in the Main exhibition space

# Priority 2 Education: Key Tasks



Above: Pupils from Scoil Íde primary school participated in our Night's Candles are Burnt Out STEAM Education Workshop

## **T1 Primary School - ongoing programmes**

- T1.1 Review/update onsite programme learning resources
- T1.2 Digital Learning
- T1.3 Promotion of T1 programmes to teachers
- T1.4 Docent training in T1 programmes

M8  
Q1-4  
M1, M9  
Q1

## **T2 Joint Service with Limerick Museum**

- T2.1 Investigate joint programme with Limerick Museum on biodiversity

**Q1-4**

## **T3 Primary School- special programmes**

- T3. 1 Night's Candles are Burnt Out STEAM workshops until end of Feb
- T3.2 Locate and work with new Science Partner & LEC
- T3.3 Biodiversity programme
- T3.4 Science Week
- T3.5 Shannon Grove Gorget to be built into existing Life in the Bronze Age programme

Q1 M1-2  
Q1  
Q2 M3-5  
Q4  
Q4



# Priority 2 Education: Key Tasks



## **T4 Post primary - ongoing programmes**

- T4.1 Georgian Architecture programme for L.C Vis Art
- T4.2 Update Layout & Design workshop in line with new curriculum
- T4.4 Promotion of T4 programmes to teachers
- T4.5 Docent Training
- T4.6 Review 800 years of Fashion script and other resources

Q3  
Q1 &2  
M1 & 9  
Ongoing  
Q1

## **T5 Post Primary temporary exhibition programme**

- T5.1 Shannongrove Gorget exhibition

Q3-4

## **T7 Public Programming Children and Families**

- T7.1 Creativity, Health and Wellbeing (CHW) pilot programme with HSE Mid-West Aries and local occupational therapists
- T7.2 Crinniú na nOg
- T7.3 Limerick Lifelong Learning Festival
- T7.4 Heritage Week WORKSHOPS on biodiversity theme
- T7.5 National Drawing Day

Ongoing  
  
Q2  
Q2  
Q3  
Q2

Above: Creativity and wellbeing workshop

# Priority 2: Participation - Community: Key Tasks



Storytelling on Kings Island



Community Gardening

## **T1 Communities of Culture**

**M1-7**

T1.1 Phase VIII, Kings Island Storytelling.

T2.0 Expand the pilot programme into a working business model for developing a tourism offering and subsequent employment.

## **T2 Kings Island Community Engagement Programme**

T2.1 Expand the storytelling project beyond Kings Island King's Island Community Engagement Programme

**M1-12**

## **T3 Community outreach - Living Archaeology in the Garden (LAG) M1-11**

T3.1 Develop a biodiversity plan for community activities,

T3.2 Planting and cultivating of Native, Heritage and Ancient varieties in raised beds and greenhouse for transfer to allotments.

T3.3 Expand community garden network beyond Kings Island through collaboration e.g.: Paul Partnership, Grow it Yourself

T3.4 Plant living willow sculptures in City and County Council owned green areas in association with Active Travel,

## **T4 Community Outreach - Youth Groups**

**Q1-4**

T4.1 Establish a Youth Council.

# Priority 2: Participation - Docents: Key Tasks



Docent group at Christmas Party 2022

## **T5 Docent Projects**

- T5.1 Project 1 - sensitivity audit
- T5.2 Project 2 - object and exhibition research
- T5.3 Project 3 - housekeeping
- T5.4 Project 4 - library
- T5.1 Action Plan for Docent Projects 2023

## **T6 Docent Training Programme**

- T6.1 Training by different departments
- T6.2 Hunt / UL Public History MA Module

## **T7 Online and In house Participation - Docents**

- T7.1 Docent Meeting
- T7.2 Docent Poetry
- T7.3 Docent Parties
- T7.4 Docent Outings
- T7.5 Docent Newsletter

## **T8 Docent Recruitment**

- T8.1 January recruitment
- T8.2 September recruitment

# Priority 2: Participation - Friends: Key Tasks

## T9 Recruitment

- T9.1 Membership Drive- Student Friends
- T9.2 Establish contact with University societies and departments
- T9.3 Establish Young Friends
- T9.4 Exchange promotions with other Friends and Historical groups

## T10 Events

- |   |       |
|---|-------|
| T10.1 Friends Outings                     | Q2,4  |
| T10.2 Friends Council meeting and minutes |       |
| T10.3 Friends Lunchtime talks             | M1-12 |
| T10.4 Silver Circle meetings              | M1-12 |
| T10.5 Book Club                           | M1-12 |
| T10.6 Friends Annual Luncheon             | M5    |
| T 10.7 Christmas Lunch                    | M12   |

## T11 Fundraising

- |   |     |
|---|-----|
| T11.1 Fundraising Plan for 2023           | M2  |
| T11.1.1 Raffle                            | M12 |
| T11.1.2 Table Quiz / Open day for Friends | M2  |

## T12 Reporting

- |                                   |           |
|-----------------------------------|-----------|
| T12.1.1 AGM                       |           |
| T12.2 Monthly reporting           | M5        |
| T13.3 Quarterly reports           | M1,4,8,12 |
| T13.4 Quarterly Financial Reports | M1,4,8,12 |

## T13 Friends MarComms

- |   |       |
|---|-------|
| T14.1 Website updates                             | M1-12 |
| T14.2 Marketing Posters                           |       |
| T14.3 Social media campaigns                      |       |
| T14.4 Friends promotion of Hunt Museum activities |       |



Above: Silver Handling Event

# Priority 3 : Innovation: Key Tasks

## **T1.Hunt Museum Studio & Lab**

T1.1 Set up LSAD Programme with LSAD placement students Q1

## **T2. Story / Interpretative Technology for Collections Gamification**

T2.1 Jewellery exhibition digital interpretation

T2.2 Use 2 NCABO touch screens for interactives in Museum Galleries

## **T3. Museum in a Garden**

T3.1 New sculpture with Community

T3.2 New sculpture with Corporate

## **T4. RETHINK Inclusive Museum**

T4.1 Run joint Working Group (W.G) composed of stakeholders from autism and visually impaired strands

T4.2 Programme training with W.G stakeholders

T4.3 Devise programme of evaluation measuring social impact

T4.4 Deliver above training with WG stakeholders, roll out evaluation

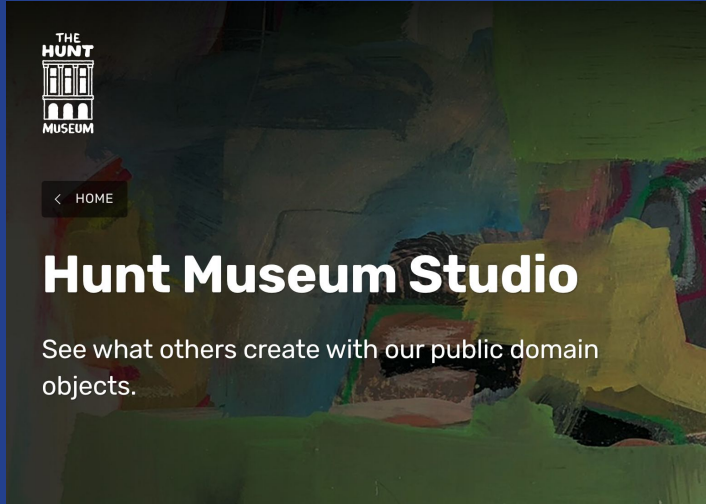
T4.5 Audit website to increase accessibility

T4.6 Review and finalise NaviLens

T4.7 Building audit with visually impaired W.G members

T4.8 Implementation of actions for Autism accessibility

T4.9 Marcomms Plan





# Priority 3 : Innovation: Key Tasks



Vegetables grown in the Community Greenhouse



RECHARGE- St Gabriel's school willow sculpture Aug 2023

## **T5. New Biodiversity Cultural Partnership in place**

- T5.1 Biodiversity Collective Cross City Partnerships for a shared Biodiversity Culture Action plan
- T5.2 New project plan for Weaving Willow in 2024
- T5.3 Work with ECO-UNESCO - pods, youth group, workshops

## **T6. RECHARGE Project**

- T6.1 Managing the Tender process with EMM
- T6.2 Mentor two European CHIs cultural heritage Living Labs
- T6.3 RECHARGE Periodic reporting
- T6.4 Consortium/ RECHARGE project meetings
- T6.5 RECHARGE Synergy between Work Packages
- T6.6 Dissemination/Presentations/Workshops/Events

# Priority 4: Funding: Key Tasks



Dekadrachm of Syracuse | One of the thirty pieces of silver | Metal, Silver, (frame) Metal, Gold | 5th century AD (coin); Middle ages (frame) | The Hunt Collection | PD

## T1 2022 Action Plan

- T2.1 Review 2023
- T2.2 2024 Action Plan

M1  
M2

## T2. Corporate - Sponsorship and Membership

- T2.1 Renew Corporate Sponsorships
- T2.2 Develop CSR plan incl. Willow Weaving, Gap analysis, children's play area

M1-12

## T3. Individual: legacy giving/major gifts/crowdfunding

- T3.1 Crowdfunding campaign for Jewellery Gallery
- T3.2 CIFD Fundraiser for Jewellery Gallery
- T3.3 Funding for Seeing without Sight

M1-12

## T4. State and Foundation

- T4.0 Research Grants for 2024
- T4.1 Heritage Council
- T4.2 DTACGMS Regional Museums
- T4.3 LCCC Festivals & Events
- T4.4 BHIS
- T4.5 Failte Ireland - Digital that Delivers
- T4.6 Creative Ireland
- T4.7 Disability Ireland Grant
- T4.8 Sustainability/Biodiversity
- T4.9 Capital Grant DTACGMS

M1-12



# Priority 4: Funding: Key Tasks

## T5. European

- T5.1 Erasmus+
- T5.2 EIT Culture & Creativity
- T5.3 3D Horizon europe grants
- T5.4 EDS Grants
- T5.5 CREA EU Tree project with migrant children

M1-12

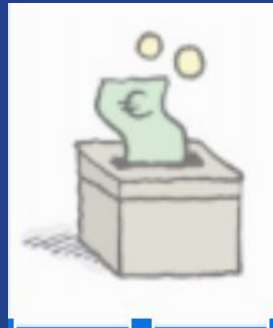
## T6 Retail Planning, Purchasing, Analysis

- T6.1 Retail Action Plan 2024
- T6.2 Purchase of stock with local & sustainable focus, Biodiversity promoting products, showing product origin
- T6.3 Quarterly Reports and Analysis
- T6.4 Online Shop, regular updates and weekly promotion via social media channels
- T6.5 Stock Takes, July and December, year end stock report to accountants.
- T6.6 Track selling trends through product sales analysis
- T6.7 Analysis of visitor spend 2024

M1-12

## T7 Front of House

- T7.1 Digital that Delivers programme
- T7.2 EPOS reconciliation and Bank Lodgements
- T7.3 Review/Revise How to Guide for Staff
- T7.4 Exhibition and Museum Training
- T7.5 Promote sustainability measures, use of the digital visitor guide, reusable bags



# Operations : Key Tasks



Above: Hunt Museum

## T1. Building

- T1.1 Publish Building Action Plan 2024, with budget
- T1.2 Improvements to water consumption
- T1.3 Carbon Footprint Reduction
- T1.4 Storage and equipment
- T1.5. Preventive maintenance
- T1.6 Gallery Upgrades

## T2. Business Planning

- T2.1 2025 Business Plans
- T2.2 2024 Reporting Board, Dept, Failte Ireland, Data Capture
- T2.3 Finance Budgets, Annual Report 2023, Management accounts
- T2.4 Board Meetings -5
- T2.5 Review of Policies & Governance
- T2.6 Legal agreements & contracts
- T2.7 Strategy 2030

## T3. HR

- T3.1 Personal Development Plans Q1
- T3.2 Recruitment M1-12
- T3.3 Contracts M6
- T3.4 Leave
- T4.6 Garden Planning and maintenance
- T4.7 Lease and Rental Agreements
- T4.8 Data Capture

## T4. Systems

- T4.1 Review and update interdepartmental calendar M1
- T4.2 Create/review departmental equipment list. M2
- T4.3 Review & update current storage plan M2
- T4.4 Review all contracts: M3
- T4.5 Google & Systems cleanups M1-12

## T5. Events

# Operations : Key Tasks



Devotional diptych panel | Ivory | 14th century  
AD | The Hunt Collection | PD

## T3. HR

- T3.1 Personal Development Plans
- T3.2 Recruitment
- T3.3 Contracts
- T3.4 Leave
- T4.6 Garden Planning and maintenance
- T4.7 Lease and Rental Agreements
- T4.8 Data Capture

Q1  
M1-12  
M6

## T4. Systems

- T4.1 Review and update interdepartmental calendar
- T4.2 Create/review departmental equipment list.
- T4.3 Review & update current storage plan
- T4.4 Review all contracts:
- T4.5 Google & Systems cleanups

M1  
M2  
M2  
M3  
M1-12

# Marketing: Key Tasks



NewsTalk for Night's Candles Are Burnt Out

## T1 Marketing General

- T1.1 Thematic comms plan for the year
- T1.2 Data analytics monthly report
- T1.3 Press releases
- T1.4 Advertising
- T1.5 Annual Report 2023
- T1.6 Weekly What's On Newsletter
- T1.7 Three Events Brochures
- T1.8 Social Media weekly plan

Q1

Q1

## T2 Collections:

- T2.1 Blog creation and promotion
- T2.2 Promotion of collections on Pinterest

## T3 Exhibitions

- T3.1 NCABO Marcomms to increase ticket sales
  - T3.1.1 Kite Power Festival
  - T3.1.2 Shoot the Breeze
  - T3.1.2 Culture & Climate Action
- T3.2 40th year wood-turning anniversary exhibition
- T3.3 Kwaidan- Collection of Irish & Japanese Artists
- T3.4 Biodiversity Exhibition
- T3.5 Shannon Grove Gorget with City Museum
- T3.6 Cafe and Community exhibitions
- T3.7 LSAD 2nd Year Painting Show

Q1

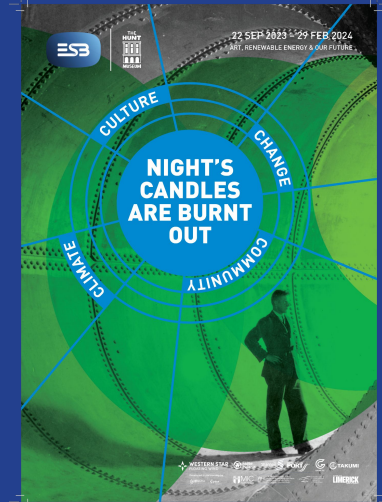
Q2

Q4

Q2-3

M1-12

Q3



Night's Candles Are Burnt Out

# Marketing: Key Tasks



Friends trip to Mt. Levers Court



Weaving Willow for Heritage Week

## T4 Education

- T4.1 Crinnù na nOg
- T4.2 Lifelong Learning
- T4.3 Heritage Week
- T4.4 Science Week promotion

Q3

Q4

## T5 Participation

- T5.1 Friends
- T5.2 Community

## T6 Innovation

- T6.1 HOLO Museum promotion
- T6.2 Museum garden & City biodiversity projects
- T6.3 Rethink: Visual impairment & Autism awareness

## T7. Funding

- T7.1 Friends Membership Drive and funding
- T7.2 Fund a cobble campaign
- T7.3 Retail Promotion on social media

Q1



# Marketing: Key Tasks

## T8 Tourism

- T8.1 Failte Ireland promotion and collaborations
- T8.2 Hotel and B&B promotion
- T8.3 Shannon Estuary Way promotion
- T8.4 Tourism Ireland promotion & Collaboration
- T8.5 Coach Tour companies FAM visits

## T9 Website

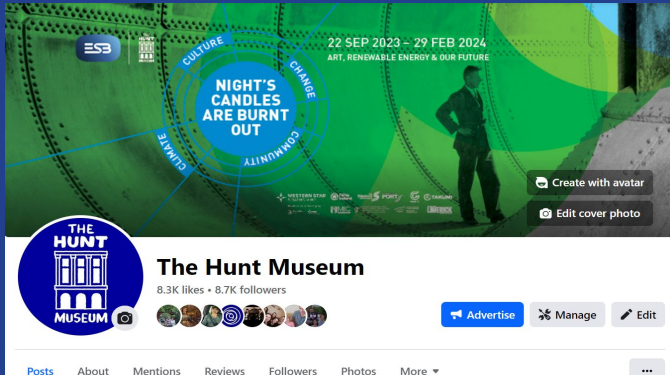
- T9.1 Website audit
- T9.2 Website analytics and reports
- T9.3 Failte Ireland Upgrading Website
- T9.4 Website SEO and promotion

Q1

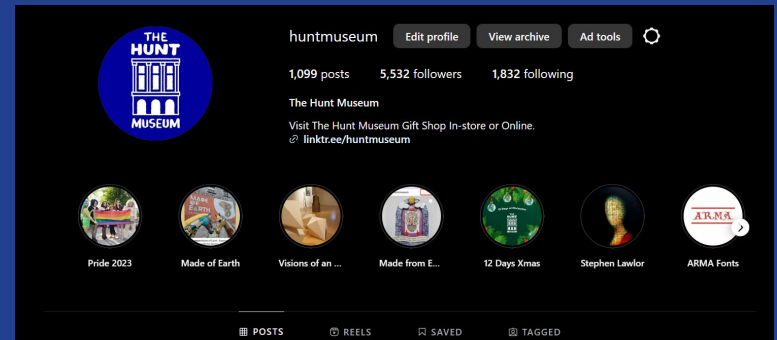
Q1-2



Twitter December 2023

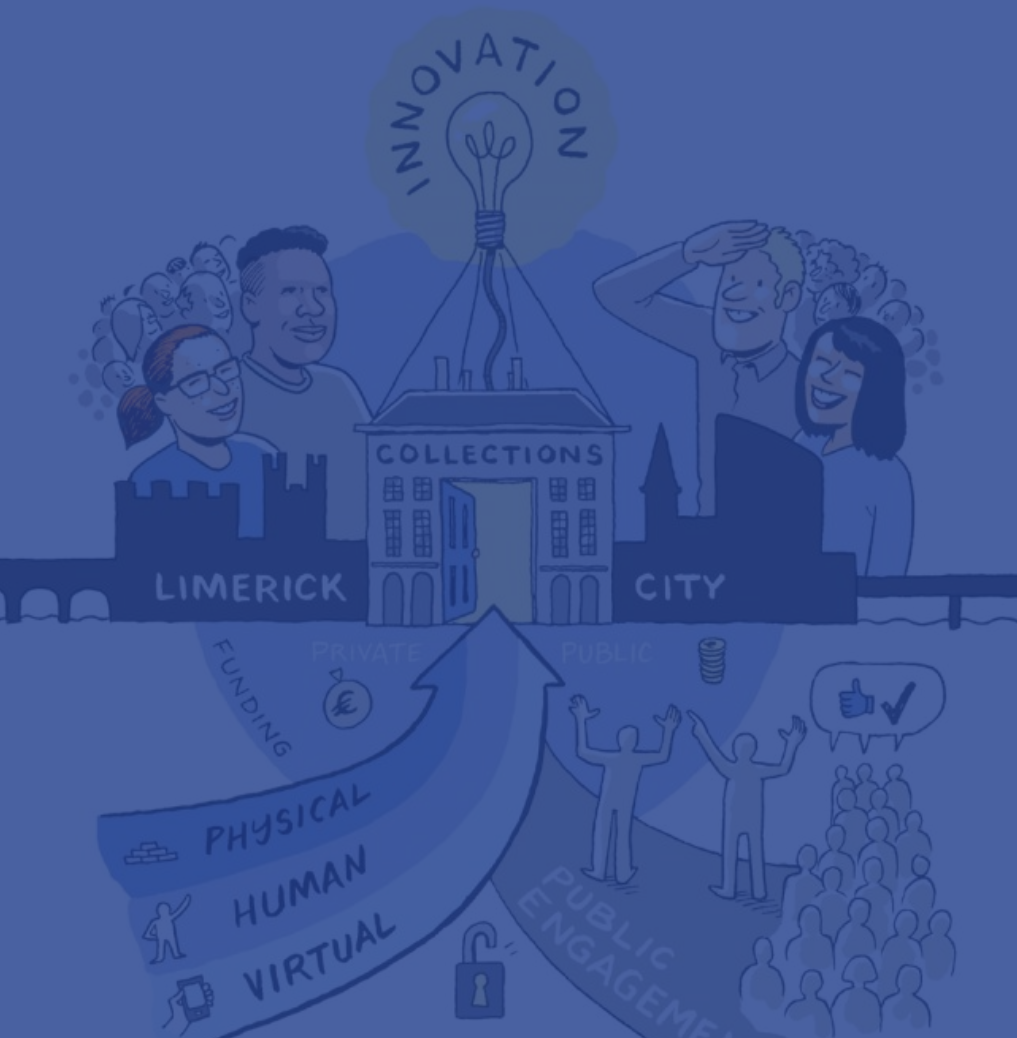


Facebook December 2023



Instagram December 2023





# Budget 2024

**Income: €1,378,795**

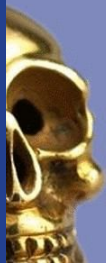
**Expenditure: €1,373,700**



# Hunt Museum December 2023



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Memento Mori |  
Gold Plated |1679 |  
Hunt Museum |PD