

Appendix 1

Portsmouth Museums Plan on a Page 2018/19

Activity	Lead	Timescale	Funded by
Build the profile and reputation of the Great Waterfront City by showcasing the national and international heritage of the city, and delivering excellent customer care.			
Continue Transforming the D-Day Museum project: <ul style="list-style-type: none"> • Formal opening, first full year of operation, delivery of Activity Plan • Planning for D-Day 75 in 2019 • Support the PDDM Trust with fundraising • Review, rationalise and document D-Day collections and continue to make available online • Relocate Anti-aircraft gun and Pickett-Hamilton Fort 	JM FW AW JD AM JF KB	March 2019 Project runs until 2020/21	HLF PCC (TDDM project budget) £5M Capital Programme
Support development phase of LCT7074 project: <ul style="list-style-type: none"> • Lead on Activity and Business Planning • Support other project strands 	JM FW	Submit R2 bid June 2018	HLF (NMRN)
Provide inspirational opportunities for people to enjoy and learn from the collections.			
Implement 'Wild about Portsmouth' project (subject to funding) <ul style="list-style-type: none"> • Appoint Curator of Natural History Scale subject to HLF support, deliver collection assessment, events, activities to involve the community in shaping plans for the collection and provide opportunities for volunteers (and evaluate)	JM new NH post TT	Project runs until 2020	HLF / new revenue funding
Deliver series of exhibitions and events at Portsmouth Museum, including: <ul style="list-style-type: none"> • Conan Doyle exhibition • Sir Alec Rose anniversary (in No Place Like Pompey) • Capturing the Spirit (Prints & Drawing Room) • RA Artists (Picture Gallery) • Pursue the potential loan of D-Day Veteran's portraits from Royal Collection (for D-Day 75) • Prepare for a major loans exhibition featuring paintings of Portsmouth held in national and other collections (to be shown in 2019) • Upgrade lighting in galleries 	SW KB TG NT TT	April 2018	£8K Museum budgets (except Doyle)
Review vehicle collection and obtain condition	KB	March 2019	£tbc

report for the beam engines at Eastney (subject to funding)			Museum
Support Art UK to photograph the city's sculpture collection.	SW		
Reflect the diversity of the city's culture and communities in our visitors and offer			
Support delivery of Paulsgrove's <i>Capturing the Spirit</i> project	P&W Trust KB SW	September 2018	HLF P&W Trust
Facilitate contribution of the disability advisory forum and young people and the 3 paid interns into TDDM project	FW	ongoing	TDDM
<p>Improve marketing and research to achieve visitor numbers and work towards match with city's demographic:</p> <ul style="list-style-type: none"> • Contribute postcode data to Audience Agency review to better understand visitor demographic (CH and PM) • Use Audience Finder surveys at DDS to measure visitor satisfaction, analyse visitor data/behaviour and inform future activity • Deliver marketing plan focussing on web and printed collateral + press and PR, radio, trade shows, E Newletters to groups etc 	JS ME	March 2019	£10,000 Museum budget
Ensure sustainability and resilience through an entrepreneurial approach to income generation and partnerships			
Interpret the Tudor heritage of Southsea Castle in partnership with the Mary Rose Trust	JS	Tbc	Museum budget £1,000
Work with HIOW Wildlife Trust Secrets of the Solent on CH based plastics project (subject to funding)	TT	April 2020	HLF HIW WT
Appoint Manager to help ensure the investment in the D-Day Story generates anticipated returns in visitor numbers and income	JM	April 2018	Museum budget
Generate £18K cash donations	JS	March 2019	NA
Create a learning culture across the service to develop and empower staff			
Empower and train FOH staff and volunteers to support aspirations for the new D-Day Museum	new DDS post	March 2018	TDDM budget
Develop new audiences using digital technology			
Add Overlord Embroidery interpretation to new D-Day website as planned	JF	July 2018	TDDM budget
<p>Develop the websites for remaining museum sites:</p> <ul style="list-style-type: none"> • Explore approach and costs 	JM	July 2018	Museum budget Cost tbc
Increase social media activity by 10%	KB FW AW SW	March 2019	NA