



Appendix 3- Draft Museum and Archives Strategy Action Plan

It should be noted that for the purposes of this document all actions have been kept concise. The action plan will be delivered within existing revenue budgets. Actions requiring investment will be progressed as and when funding is available.

The following work has been undertaken in preparation for the implementation of the strategy. These actions were identified through a self - assessment process and funding from the Museum of London.

	Action	Lead	Partner(s)	Date
	Carry out an audit of the archives collections and produce: <ul style="list-style-type: none"> • an overall guide for customers • a digitisation plan • a cataloguing plan 	HOS	MOL	July 2014
	Develop a strong heritage team with a ownership of a clear vision for the service through a team building and workforce development programme	AHM	MOL	July 2014

Objective 1: Ensure that everyone has access to the diverse history of Brent by improving the management and development of the heritage collections.

	Action	Key Progress Milestones	Lead	Partner(s)	Target Date
1.1	In order to meet the professional standards outlined by the National Archives and the Museums Association and to give the service a clear focus, redevelop and implement the museum and archives collections policy (covering the acquisition, loan and disposal of materials)	Liaison meetings with professional bodies to incorporate developments within the sector by 30 April 2015	HCM	TNA MA ACE	December 2015

	Action	Key Progress Milestones	Lead	Partner(s)	Target Date
1.2	Produce an exhibitions and outreach programme in accordance with the Interpretation Policy, to increase access to collections across the borough. The scope will include provision for using alternative venues in the borough for temporary exhibitions and public programming.	Establish network of possible venues by 30 June 2015 Liaison meetings with professional bodies to ensure best practise compliance by 31 August 2015	AHM	MA	September 2015
1.3	Re-design the heritage webpages to enhance the ease of locating information about what is held in the collections and encourage further learning. The layout and content of existing pages will be revised, and an online payments system will be put in place for publications and digital image requests. There will be a significant overhaul of the entry page to the museum and archive catalogue which will provide advice on searching, give a richer overview on the collections held and be easier to use.	Meetings with database provider to explore options Seek designer to create the new homepage by 31 March 2015 User testing to be completed by 31 July 2015	HCM	ITU Axiell	July 2015
1.4	Participate in the London Archives Project and ensure that Brent is part of the shared service approaches to: <ul style="list-style-type: none"> • Digital Images (Borough photos) • A shared London catalogue (AIM 25 is a major project to provide electronic access to collection level descriptions of the archives of over one hundred higher education institutions, learned societies, cultural organisations and boroughs within the greater London area). • Joint programming (e.g. London and the Great War: LMA/London Boroughs project) 	Quarterly meetings with LAPB Quarterly cataloguing progress meetings Preparation of digital images by 31 December 2015 Completed Great War project by 31 December 2017	HOS	LAPB KCL LMA	April 2018

	Action	Key Progress Milestones	Lead	Partner(s)	Target Date
1.5	Produce a Consultation and Evaluation action plan to ensure that users views are incorporated into our planning	Action plan in place by 30 September 2015	HOS		September 2015
1.6	Implement systems for monitoring the demography of museum and archive users e.g. age, ethnicity. Review the effectiveness of the monitoring systems. Produce report with recommendations	Report produced by 28 February 2015 Monitoring system in place by 31 March 2015	SSDM	BCET	March 2015 November 2015
1.7	Open the new museum space and archives search room at The Library @ Willesden Green	Fortnightly project meetings Temporary exhibition to be received and installed by 30 June 2015	HCM		July 2015

Objective 2: Increase participation through wider community engagement and working with a broader range of partners

	Action	Key Progress Milestones	Lead	Partners(s)	Target Date
2.1	Produce and implement an action plan to increase participation from a wider audience range than currently use the service. This will be informed by robust audience research to confirm best practise which will result in the development of an Audience Development Plan	Liaison with other Borough archives by 30 April 2015 Establish an audience panel by 31 July 2015 Monthly progress meetings	AHM	MA	December 2015

	Action	Key Progress Milestones	Lead	Partners(s)	Target Date
2.2	Improve the marketing of services including exploring options for maximising the use of social media	<p>Monthly progress meetings</p> <p>Analysis of current social media output by Brent and by other Local Authority archives by 30 April 2015</p> <p>Draw up actions to expand reach by 30 June 2015</p>	MO		April 2015
2.3	Identify core subject areas in order to offer new workshops, loan boxes and resources to schools to meet the needs of the 2014 curriculum through liaison with local schools and the Department of Education. 2014-15 will act as a pilot year to allow us to amend sessions and ensure that they are fit for purpose.	<p>Liaison with schools to identify and meet their needs by April 2015</p> <p>Replenish and add to existing loans boxes to reflect any changes by 30 June 2015</p>	LO	Local schools	December 2015
2.4	Build closer relationships with local colleges and universities by broadening the reach of our collections.	<p>Establish a group of partners by 31 July 2015</p> <p>Quarterly meetings</p> <p>Create a robust offer for local colleges/universities by 30 December 2015</p>	HCM	Local colleges and universities	April 2016
2.5	Develop a robust heritage volunteer policy and launch the heritage volunteer programme.	<p>Volunteers Policy to be completed by 30 April 2015</p> <p>Recruitment of volunteers to begin in 31 May 2015</p>	HCM	TNA ACE Libraries	July 2015

	Action	Key Progress Milestones	Lead	Partners(s)	Target Date
2.6	Establish a Friends of Brent Museum and Archives group to fundraise and act as advocates for the service.	Research best practise for establishing Friends Groups by 30 April 2015 Quarterly meetings Market and recruit interested parties by 31 December 2015	AHM	TNA MA London Borough Archives	April 2016

Objective 3: Provide a financially and environmentally sustainable service which meets the needs of current and future users

	Action	Key Progress Milestones	Lead	Partner(s)	Target Date
3.1	Produce an options paper that explores options for alternative governance arrangements under guidance of TNA and ACE together with input and research by the whole Arts & Heritage team	Seek advice from professional bodies and other Local Authority archives by 28 February 2015	LAH	TNA ACE	April 2015
3.2	Review income generation opportunities within the service. Produce and implement an action plan	Review exiting opportunities by 31 March 2015	AHM		September 2015
3.3	Assess the viability of introducing a professional research service for individuals who are not able to visit the archive in person	Prepare a paper on available options and current examples in other Local Authority archives by 30 April 2015 Depending on the outcomes of the research, develop a bank of interested freelancers by 31 December 2015	HCM	Freelance researchers and genealogists	April 2016

	Action	Key Progress Milestones	Lead	Partner(s)	Target Date
3.4	Develop a heritage publications programme including a review of stock (books, pamphlets, postcards, reproduction items) and how it is marketed.	Review current stock by 31 March 2015 Re-print/commission postcard stock by 31 July 2015 Purchase new stock where gaps exist by 31 July 2015	HCM	Comms Libraries History Societies	August 2015
3.5	Produce an options paper for collaborative working with other authorities	Liaison meetings with Local Authority archives by 30 March 2015	AHM	LAPB TNA	April 2015
3.6	Develop a Policy Statement regarding our approach to the environmental sustainability of the new museum	Liaison with ACE and MA regarding updated developments in the sector by 30 June 2015 Work closely with the Sustainable Exhibitions for Museums Group to ensure best practise and receive advise by 31 July 2015 Establish an action plan to implement necessary changes by 30 November 2015	HCM	ACE MA	December 2015
3.7	Achieve and maintain Museum Accreditation	Quarterly meetings with ACE/MA Submit completed collections policy by 31 December 2015 Submit completed environmental sustainability	AHM	ACE	April 2016

	Action	Key Progress Milestones	Lead	Partner(s)	Target Date
		policy by 31 December 2015			
3.8	Achieve and maintain Archives Accreditation.	Quarterly meetings with TNA Re-configure and improve storage conditions in the archive strong-room to meet environmental standards by 31 December 2017	AHM	TNA	April 2018

Key to Abbreviations

MOL- Museum of London

HOS– Head of Service (Libraries, Arts and Heritage)

AHM – Arts & Heritage Manager

HCM- Heritage Collections Manager

MO– Marketing Officer (Libraries, Arts and Heritage)

LO – Learning Officer

BCET- Brent Council Equality Team

SSDM – Strategy and Service Development Manager

ACE- Arts Council England

TNA- The National Archives

ITU- Information Technology Unit

LAPB- London Archives Project Board

AIM – Association of Independent Museums

KCL – King’s College London Archives

LMA – London Metropolitan Archive

Axiell – Collections database software company