

# Hunt Museum Business Plan 2021

## Online | Volunteer | Visit



# 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

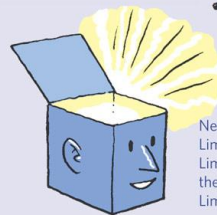


Collection of migration stories, human and object

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.

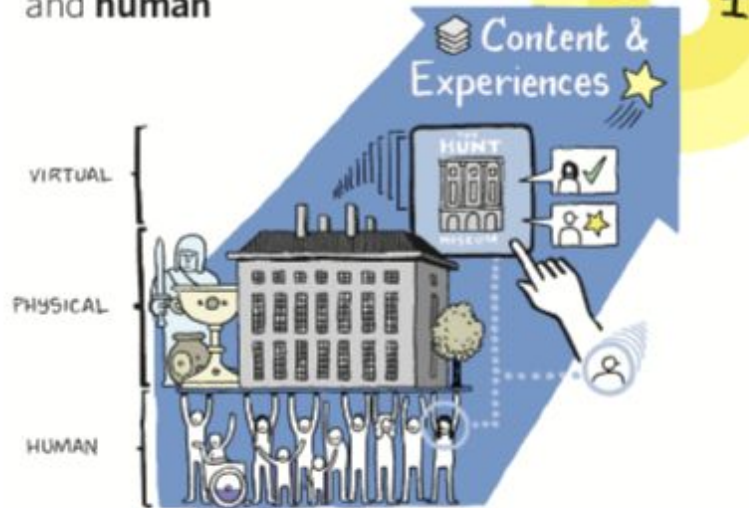
Improved tourism using our Medieval and Georgian heritage.



New urban heritage spaces kept clean and nurtured by locals.

# Our three platforms - KPI's

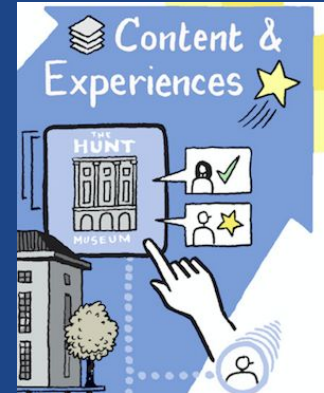
A modern museum needs to operate on three platforms:  
**physical, virtual**  
and **human**



# Virtual

**2021**

Online first: turn our thinking inside out so we start with the virtual



# Virtual - KPI

**What:** Online first: turn our thinking inside out so we start with the virtual

**Measured by:**

- All Project & Event Briefs to start with the virtual delivery of the product, exhibition or event.
- Prioritise the digitisation of the collections for specific online uses e.g. ARMA or Three Muses Ceramics.
- All our data on Axiell.
- All our collections on WikiCommons.
- Brand new website.
- Doubling of social media.

**Strategy:** fully integrated virtual, physical and human platforms

# Human

2021

Harness more of the generous, energetic, supportive networks of our Docents and Friends and Collaborators by making the Hunt Museum the place to volunteer.



# Human KPI

**What:** Harness more of the generous, energetic, supportive networks of our Docents and Friends and Collaborators by making the Hunt Museum the place to volunteer.

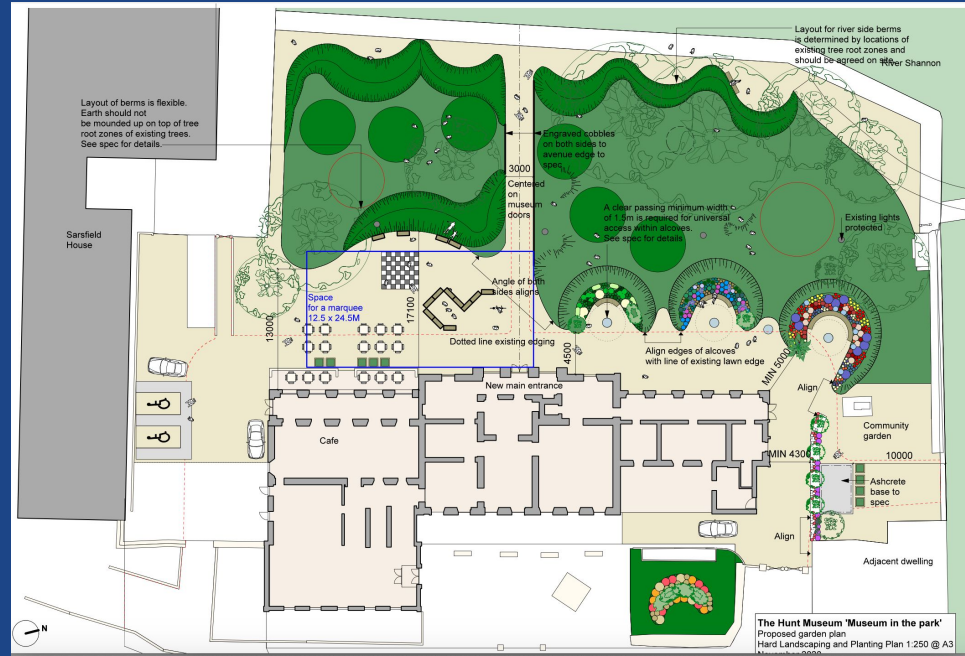
## **Measured by:**

- delivery of an official training programme for Docents,
- Increase in the number of online activities, thereby increasing inclusion
- development of a Hunt Interns Club, and more participation by younger generation
- increase in joint activities between Friends & LMHA members,
- participation in national and international conferences to broaden our network and knowledge
- Increase in the number of Friends

**Link to Strategy:** Bold Step 5 Volunteers, Friends & Internationalisation

# The building

Museum in a Garden has made the Hunt Museum the place to be in Limerick, a place of fun, exchange, knowledge and learning.





# The building KPI

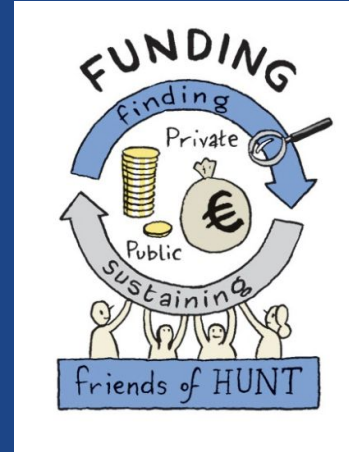
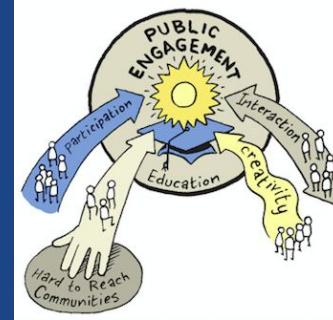
**What:** Museum in a Garden has made the Hunt Museum the place to be in Limerick, a place of fun, exchange, knowledge and learning.

## **Measured by:**

- Delivery of Museum in a Garden,
- Use of the garden to showcase the museum (sculptures, chess set, workshops, community, participation).

**Strategy:** generated a new audience for the Hunt Museum Exploit the building as a tourist destination and very significant Limerick landmark

# Four Priority : KPI's



# Priority 1. Collections

Priority for 2021	How it will be measured
1.A third of the Collection is digitised as high quality 2 or 3D images.	<ul style="list-style-type: none"><li>• 300 new objects rendered as 2D &amp; 3D</li></ul>
2.Collection Outreach: increase and diversify interaction with our collections	<ul style="list-style-type: none"><li>• 300 new objects made available on wikicommons &amp; other platforms,</li><li>• Delivery of 3 + novel ways of interacting with objects.</li></ul>
3. Collection Management System contains all Collections, meeting tier 3/4 of the Europeana Data Model, and incorporates linked vocabularies.	<ul style="list-style-type: none"><li>• 500 objects updated on CMS, meeting 3/4 tier EDM, object files compatible with new website, information gathered / google</li><li>• A branch of the CMS is in place for the Hunt Trust</li><li>• The targets of the ARMA project are met</li></ul>

## Priority 2: Public Engagement - Exhibitions

Priority for 2021	How it will be measured
Deliver a successful and diverse exhibition programme	One major exhibition 1 digital based exhibition 1 - 3 smaller exhibitions exploring social issues and responding to collection, 1 Artist exhibition Maintain visitors at the 2019 levels for both online and offline exhibitions
Reach a global audience with at least 3 virtual exhibitions	3-4 virtual exhibitions: 2 independent of physical exhibition, 1 exhibition to complement the major exhibition.

## Priority 2: Public Engagment - Education

Priority for 2021	How it will be measured
1. 25% of primary and post-primary schools in Limerick City and County have used Hunt Museum resources or participated in our programmes (online and physical)	<ul style="list-style-type: none"><li>• Data collection: Recording of number, diversity, age groups, geographic spread of school and schoolchildren</li><li>• Teacher surveys on satisfaction and improvements</li></ul>
2. Deliver two partnership learning resources with Lough Gur and ESB (Ardnacrusha)	<ul style="list-style-type: none"><li>• ESB - A curricula linked mini-site drawing on community archive, art, science, engineering content &amp; learning section is developed</li><li>• A programme of activity is in place connected to Ardnacrusha Museum and the Community developed under Ardnacrusha Memories</li><li>• Lough Gur - delivery of joint curricula linked set of web pages and online resources</li></ul>
3. Continue to develop the Joint Education Project	<ul style="list-style-type: none"><li>• Delivery of ARMA Educational Resource with Limerick Museum</li><li>• Delivery of new Ceramics based curricula resource with LCGA and LM</li></ul>

# Priority 2: Public Engagement: Participation

## Community

Priority for 2021	How it will be measured
1. Community outreach consolidated	<ul style="list-style-type: none"><li>• Register of volunteers</li><li>• Community involvement in the museum by Men's Sheds, Prison Families, LMHA &amp; other groups - no of activities &amp; participants,</li></ul>

## Docents

Priority for 2021	How it will be measured
1. 5 Docent Projects Delivered -	<ul style="list-style-type: none"><li>• Docent participation at minimum 4 per project</li><li>• Projects are fulfilled to a high standard</li></ul>
2. Official Hunt Docent Training Programme	<ul style="list-style-type: none"><li>• Internal certificates issued to at least 50% of Docents.</li></ul>

# Priority 3: Innovation

Priority for 2021	How it will be measured
1. Deliver a Hunt Lab	<ul style="list-style-type: none"><li>• A Lab is up and running used by LSAD/LIT/UL</li><li>• The lab is part of a European Network of Labs</li><li>• A competition for the creative reuse of our collection is launched.</li><li>• It is considered successful enough to continue in 2022</li></ul>
2. Collide physical and virtual display in the museum	<ul style="list-style-type: none"><li>• Research/chosen (e.g. Viking/Bronze Age complementing Education activities)to be used as a pilot for testing interaction elements.</li><li>• Qualitative data collected on how visitors interact with new elements.</li></ul>
3. Increase Digital Collaboration with Communities	<ul style="list-style-type: none"><li>• Handover of social media channels against a programme to various groups.</li><li>• Recorded increase in interactions from communities resulting from handover</li><li>• Deliver at least one gamification of the museum using Minecraft or similar</li></ul>

# Priority 4: Funding

Priority for 2021	How it will be measured
1. A Legacy giving programme is in place. - Endowment fund doubled	<ul style="list-style-type: none"><li>• A programme is established</li><li>• A new Endowment Fund is set up</li><li>• 3 Donors are committed.</li></ul>
2. Funding of 50K for health and well being and schools programmes is achieved	<ul style="list-style-type: none"><li>• Set of packages are created - e.g. with Paul Partnership, Education charities</li><li>• Target funding is achieved</li></ul>

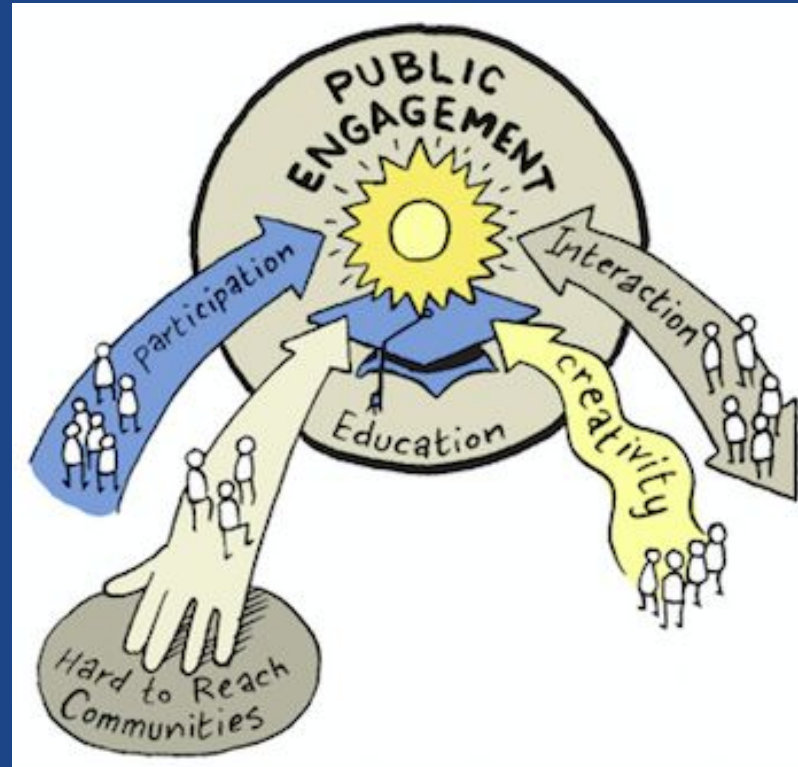


# 1. Collections Tasks



2021	Task	Completion
T1 Conservation	T1.1 Conservation work on 7 Sybil Connolly garments - <i>funding dependent</i> T1.2 Survey of Art Collection	Q3 Q4
T2 Core Collection Display	T2.1 Digital Display	Q2
T3 2D & 3D Digitisation Programme	T3.1 Create Digitisation Plan T3.2. Digital Archive	Q1 Q1
T4 Collection Management	T4.1 Collection Management Plan to upload full collection onto Axiell T4.2 Ongoing training on Axiell T4.3 Create Hunt Trust Collection Branch T4.4 Sensitivity Audit T4.5 Renew Collection Loans T4.6 Sybil Connolly Archive T4.7 Hunt Family Loans & Archives	Q1 Q1- Q2 Q2  Q1
T5 Spot Hunt Trust Audit	T5.1 Assist auditor in conducting audit T5.2 Report to Trust on finding in audit	Q2 Q2
T6 Research	T6.1 Docent Research, T6.2 Staff Research - articles/blogs/journals etc	Q2/3 Q3-Q4
T7 Art of Reading in the Middle Ages (ARMA)	T7.1 Project Management T7.2 Engagement Plan T7.3 Data enrichment T7.4 Educational Activities	Q1-4 Q1-Q2 Q3 Q1-2
T8 Sharing Digital Collections	T8.1 Set up database of shared collections (linked to T3.2) T8.2 Uploading digitised collections to online platforms: Wikimedia, Europeana T8.3 Sybil Connolly centenary celebration - Collection Related	Q1 Q1-4 Q1-4

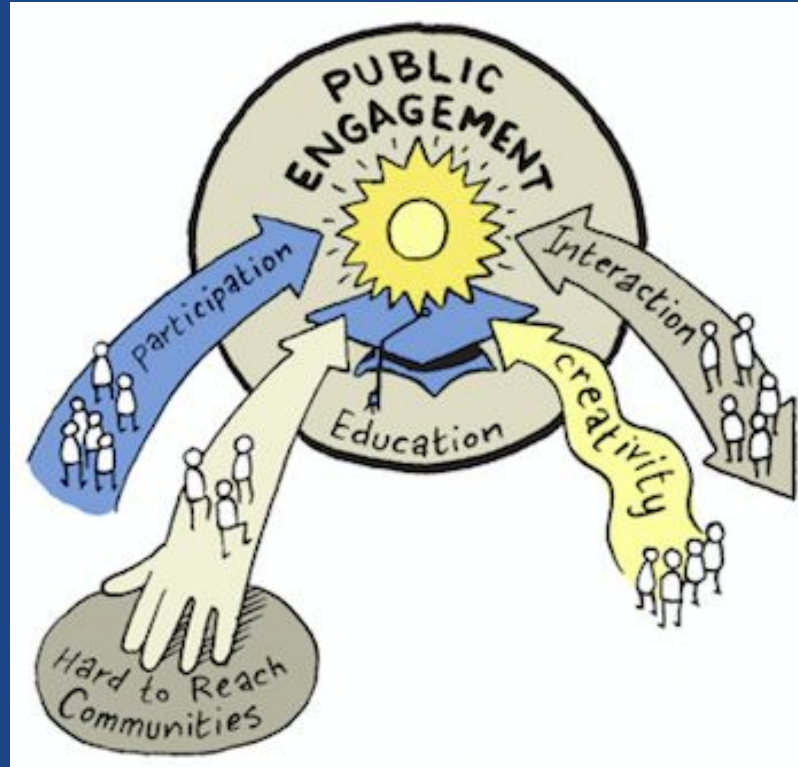
## 2. Public Engagement - Exhibitions,



2021	Tasks	Completion
T1 New Small Work: Harper Hogg Shinnors	T1.1 Continue selling works to Feb 28, 2021 T1.2 Implement Plan for sales and private views	Q1 M1
T2 Hieronymus Bosch VR	T2.1 Project Brief T2.2 Exhibition Build & Installation	M1 M2-3 M2
T3 Virtual / Online Exhibitions	T3.1 Review Online Exhibitions and create strategy	M3
T4 LSAD students show	T4.1 Scope project with tutor and team T4.2 Exhibition Brief T4.3 Curate/Install LSAD Show	M1 M1 M1 Q2
T5 Wild Atlantic Ways Exhibition	T5.1 Project Brief T5.2 Research artists & works T5.3 Check availability of works & Secure loans T5.4 Facilities and Security Reports T5.5 Arrange Photography/copyright T5.6 Production of Catalogue T5.7 Transport & Installation & Insurance	Q1 Q1 Q1 Q2 Q1/2 Q2 Q3

2021	Tasks	Completion
T6 Stephen Lawlor exhibition and book launch	T6.1 Exhibition Project Brief T6.2 Install Exhibition	Q3
T7 Cafe Exhibition, Curator's Choice & Printmakers	T7.1 Research exhibitions - local artists - cafe & Curator's choice T7.2 Write brief for 3 cafe exhibitions T7.3 Printmakers Choice List	Q1/2
T8 Exhibitions programme for 2022	T8.1 Agree programme with exhibition committee T8.2 Research for one open call exhibition (social issues)	Q3

## 2. Public Engagement - Education

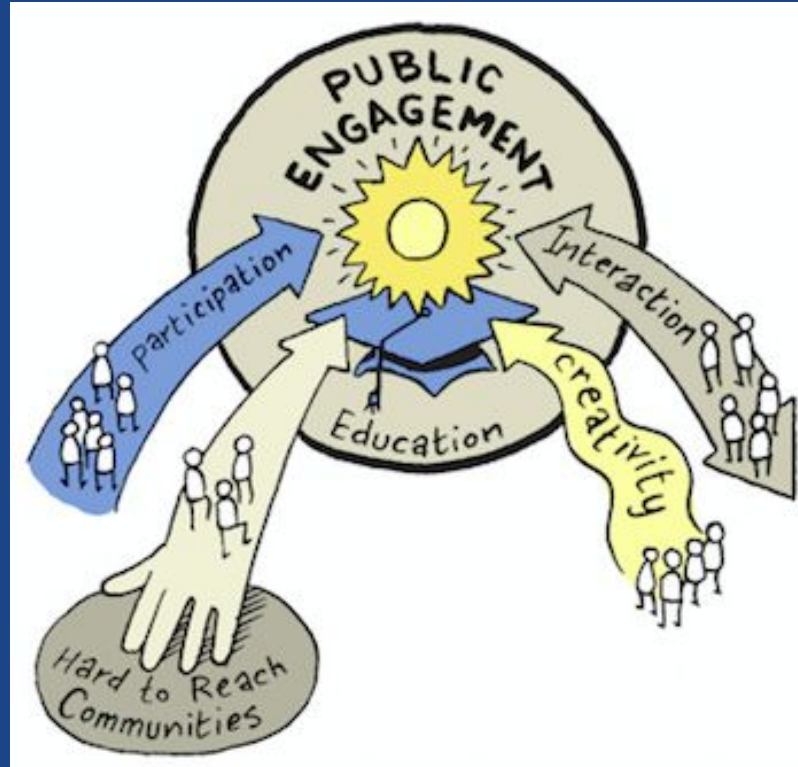


2021	Tasks	Completion
T1 Primary School - on going programmes	T1. 1 Further development of archaeology resource with Lough Gur T1.2 Review and update workshop resources ( Scripts, activity sheets etc) T1.2.1 Vikings loan box T1.2.2 Life in the Bronze Age T1.2.3 Animal Hunt T1.2.4 All About the Hunt T1.2.5 Clay Through the Ages T1.3 Recruit and train new Docents in T1.2.1 to T1.2.5 T1.4 Develop & deliver newsletters for T1 programmes T1.5 Collate all booking information and evaluation data for all T1 programmes ( re 25% Limerick schools KPI)	Q1-Q3 Q1 M3          Q2 M4   Q1-4
T2 Joint service with Limerick Museum & Limerick City Art Gallery	T2.1 Management of Partnership T2.2 Review, update, deliver Three Muses online resources workshops T2.3 Develop 'Clay Through the Ages' a new ceramics educational offering T2.4 Educational resources for ARMA (primary & post primary) T2.5 Collect data and feedback for evaluation and monitoring	Q1-Q4 Q1 & 2 Q2 Q1 -Q4 Q1-Q4
T3 - Primary School - special programme -teacher Consultation	T3.1 Deliver Science Week as part of MIC's Science Week Festival Limerick	M1-11
T4 Post primary - ongoing programmes	T4.1 Deliver 3 part virtual Exhibition Layout & Design package for Senior Cycle students T4.2 Review and update existing workshop resources for: T4.2.1 Ancient Ireland T4.2.2 800 Years of Fashion T4.2.3 Vikings T4.2.4 Exhibition Layout & Design T4.2.5 Ways of Seeing (20th Century Irish & European Art) T4.3 Trial video based newsletter for T1 programmes T4.4 800 Years of Fashion dry cleaning ( from 2020 BP)	Q1 M1 (end)  Q1 M2  Q1 M2 Q1 M2  Q1 M3   Q2 M4 Q3 M8/9

2021	Tasks	Completion
T5 Post primary temporary exhibition programmes	T5.1 - Wild Atlantic Way workshop programme for Junior Cycle students T5.2 Hieronymus Bosch VR ( Ways of Seeing)	Q2 M5 Mid Mar to mid June
T6 - Post primary special programmes (including CPDs, STEAM/Ardnacrusha, Articulation, Migration project, teacher consultation)	T6.1 - Ardnacrusha STEAM resource ( to be integrated into new website)	Q1-4
T7 Public programming Children and Families (Heritage week) ( camps) ( oneoff art workshops)(Monthly Kids Arts and Crafts Club)	T7.1 Heritage Week exploring Apollo T7.2 - Science Week for Kids/families T7.3 Wild Atlantic Way exhibition family workshops T7.4 Investigate feasibility Wild Atlantic Way Plein Air event T7.5 Monthly Kids Club Arts & Crafts themed on Sybil	M8 Q4 Q2 M6 M2
T8 Public Programming Adults ( Talks and Lectures)	T8.1 Hieronymus Bosch Online Lecture Series T8.2 Wild Atlantic Way - Podcasts with young Artists & day long adult landscape painting class T8. 3 Illustrated talk by Rachel Phelan conserving Sybil Connolly T8.4 Saturday afternoons Adults	M2-6 M5 Q3, M1-

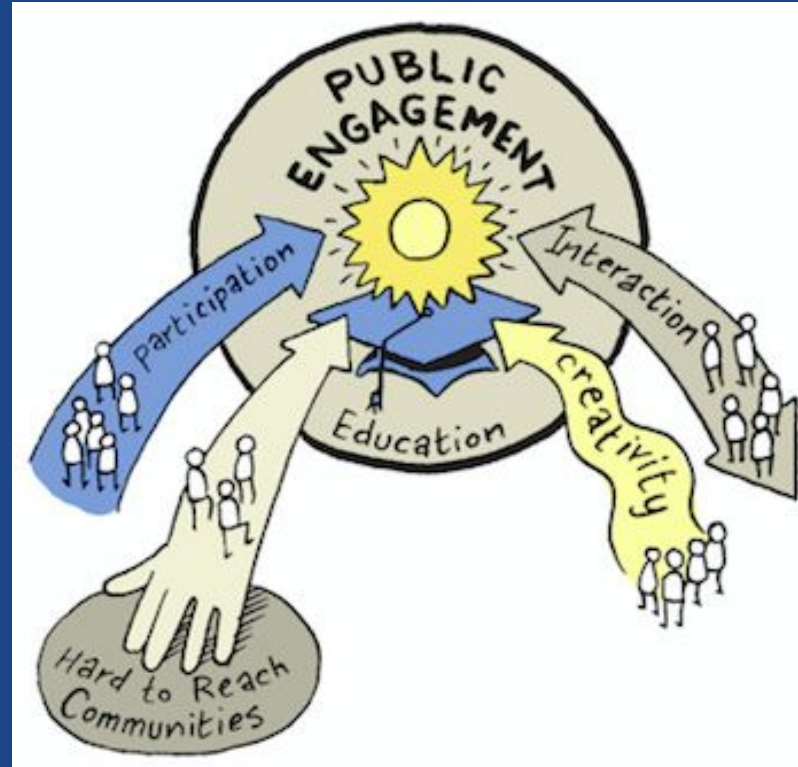


## 2. Public Engagement - Participation - Community



2021	Tasks	Completion
<b>Community</b>		
T1 Communities of Culture Phase IV-V	<b>T1.1 Phase IV</b> Plan and deliver radio show content with LCCC <b>T1.2 Phase V</b> TY Unit working with local post-primary schools <b>T1.3 Phase VI</b> Submit SIF funding application for Phase VI	Q1 M1 to 3 Q2 M5 Q3 M9 M1 2021
T2 Community outreach consolidated	T2.1 Set up a Register of volunteers T2.2 Create overall plan for Community involvement in the museum by Men's Sheds, LMHA & other groups	M2 M2
T3 One Million Stars	T3.1 Plan programme in conjunction with ADAPT and CWELL and Mental Health Ireland T3.2 Create event brief T3.3 Produce marketing materials to encourage public participation T3.4 Recruit local groups and TY students T3.5 Source and prepare star weaving packs to be circulated through Council's 'Keeping Well' Programme T3.6 Run a series of online Star Weaving meetups T3.7 Run physical star meeting sessions once Museum reopens	Q1 M1 Q1 M1 Q1 M1 Q1 M2 Q1 M2 Q1 M2/3 Q2 M4/5/6

## 2. Public Engagement - Participation - Docents



Docents		
T4 Docents: Health & Well Being	T4.1 Mental Health Collaboration T4.2 Mindfulness	M2 M1
T5 Docents: Docent Outreach	T5.1 Trial House of Memories app at Riverdale and Bruff Nursing Homes <a href="https://www.liverpoolmuseums.org.uk/house-of-memories/my-house-of-memories-app">https://www.liverpoolmuseums.org.uk/house-of-memories/my-house-of-memories-app</a> T5.2 Memory Archive	Q3  Q2
T6 Docent Projects	T6.1 Wild Geese Tour - French tour - Weekend of 9th-11th July	Q1-3
T7. Official Hunt Docent Training Programme	T7.1 Create & Deliver Programme	Q1-4
T8 Docent led Arts & Crafts -	T8.3 Wednesday afternoons for Docents - Skill Share	M1
T10 Online Participation - Docents	T9.1 Set up programme for 2021	M1

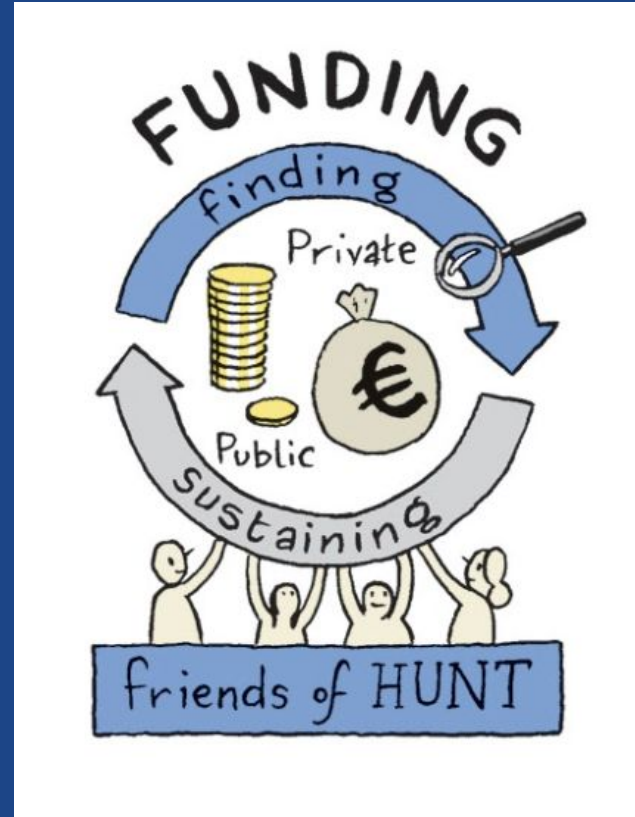
### 3. Innovation : Partnerships, Collaborations & Technology



2021	Tasks	Completion
T1. Create a Hunt Museum Lab	T1.1 Create Museum Lab with other Irish museums T1.2 Hunt Studio competition T1.3 Open Museum Lab across Europe (if funded)	Q1 M1 Q3
T2. Social Media handover to other museums, schools, celebrities/influencers, swop with another museum, students, community	T2.1 Contact IMA to set up Social Media cross over with Irish Museums T2.2 Create Project Brief for IMA Cross Over T2.3 Contact Schools re TY Programme of social media takeover	M1  M2  M2
T3. Story / Interpretative Technology for Collections Gamification	T3.1 Gamification - Minecraft T3.2 AR - UL partnership T3.3 Technology for tours & Display e.g Smartify	Q1 Q1/2 Q1
T4 Museum in a Garden	T4.1 Update Project Brief T4.2 Commence Landscaping T4.3 Project Brief for ESB Olmec Man Sculpture T4.4 Open Gates walkway at back of garden	M1 M2 M1 Q2
T5: Community Collection -	T5.1 Europeana seasons (placeholder)	

## 4. Funding

Status against Strategic Plan 2025



2021	Tasks	Completion
T1. Review Strategic Funding Plan	T1.1 Review Strategy	M1
T2. 2021 Action plan	T2.1 Write 2021 Action Plan T2.2 Funding Action Plan Task: Exhibitions T2.3 Funding Action Plan Task: Collections T2.4 Funding Action Plan Task: Conservation T2.5 Funding Action Plan Task: Education T2.6 Funding Action Plan Task: Community T2.7 Funding Action Plan Task: Innovation	M1
T3. Corporate - Sponsorship and Membership	T3.1 Exhibitions HH&W T3.2 Collections - Prospect tech companies for Core Collection Display T3.3 Conservation - Sybill Connolly Sponsor T3.4 Education - Limerick Museum & Limerick City Art Gallery T3.5 Community - Garden Sponsorship T3.6 Memberships	M1 Q1/2 M2 M1 M3 Q1
T4. Individual - legacy giving, major gifts etc	T4. 1 Create legacy giving strategy	M2-M3
T5. State and Foundation	T5.1 Research all open grants and upcoming deadlines - State & Foundation T5.2 Apply for Heritage Sector Support Fund	Q1 M1
T6. European	T6.1 Submit for European Grants in Culture, Digital Transformation & Education	M1
T7. Grant Application Review	T7.1 Review and learn from past applications	Q2
T8 Retail Planning	T8.1 Create a Strategic Retail Plan T8.2 Action Plan for 2021	Q1 M1
T9 Retail/Admissions/Front of House	T9.1 Improve automation of systems - EPOS to Accounts T9.2 Stocktake 2020 T9.3 Stocktake 2021	M2-4 M1 M12
T10. Events	T10.1 Develop promotional plan for events (weddings, corporate etc)	M1



## 5. Operations



2021	Tasks	Completion
T1. Building	T1.1 Five Year Plan T1.2 Action Plan for 2021 T2.1 Competition to get architects plans to flip the building	M1 M1 Q4
T2. Business Planning	T2.1 2021 Business Plan T2.2 2021 Reporting: Board, Trust, Dept T2.3 Finance T2.3.1 Budget 2021/22 T2.3.1 Set up processes for 2021 - Workflow, Reporting T2.3.3 Annual Report 2020 T2.3.4 Monthly Management Accounts	M1 M1- M1 M10 M1 M2, M5... M4, M7, M10
T3. HR	T3.1 Personal Development Plans T3.2 Employee Handbook Review	M1 M2
T4 Systems	T4.1. Google Drive Clean up	M1

## 6. Marketing



2021	Tasks	Completion
T1 Collections	T1.1 Sybil Connolly Centenary Campaign T1.2 ARMA	M1-M12 Q2-
T2 Exhibitions	T2.1 New Small Work T2.2 Hieronymus Bosch T2.3 LSAD 2nd year show T2.4 Wild Atlantic Ways T2.5 Steven Lawlor	M1-2 M3-6 M3-4 M6-10 M10
T3 Education	T3.1 Joint service with Limerick Museum & Limerick City Art Gallery T3.2 Heritage Week exploring Apollo T3.3 Science Week for Kids/families T3.4 Family activities Wild Atlantic Ways T3.5 Monthly Kids Clubs - Sybil T3.6 Adults Saturday afternoons	Q1 M8 M11 Q3 M1-12 M1-12
T4 Participation	T4.1 One Million Stars T4.2 Wild Geese Tour	Q1-4 Q3
T5 Innovation	T5.1 Hunt Museum Studio T5.2 Social Media handover to other museums, schools, celebrities/influencers, swap with another museum, students, community T5.3 Museum in a Garden	Q4 Q2  Q2
T6 Tourism	T6.1 Tourism Marketing Plan - Domestic emphasis	M2
T7 Website	T7.1 Create new website	M1-5
T9 Social Media	T8.1 Management Tools	Q1

## 7. Operations



2021	Tasks	Completion
T1. Building	T1.1 Five Year Plan T1.2 Action Plan for 2021 T1.2.1 Gutters and Drains T1.2.1 Replastering of Education Wing T2.1 Competition to get architects plans to flip the building	M1 M1 M2 M12 Q2
T2. Business Planning	T2.1 2021 Business Plan T2.1.1 Set up of Trello sprints T2.1.2 Completion of BP 2021 : marketing, events, operations T2.1.3 BP21 Plan approval at Board Meeting T2.1.4 Publish BP21 Plan on Website T2.2 2021 Reporting T2.2.1 Q4 2020 final year reporting for Board T2.2.2 Q4 2020 final year reporting for Dept T2.2.3 Period reporting to Hunt Trust x 6 T2.2.4 Quarterly reports for Dept x 3 T2.3 Finance T2.3.1 Budget 2021/22 T2.3.1 Set up processes for 2021 - Workflow, Reporting T2.3.3 Annual Report 2020 T2.3.4 Monthly Management Accounts	M1 M1 M1 M1 M2  M1 M1 M2, M5... M4, M7, M10  M1, M10 M1/2
T3. HR	T3.1 Personal Development Plans T3.1.1 Complete PDP's for 2020 T3.1.2 Set up PDP's for 2021 T3.2 Employee Handbook Review	M1 M2 M2
T4 Systems	T4.1. Google Drive Clean up T4.1.1 Tutorial on File Structure and Management T4.1.2 Clean up Hack	M1 M1 M2

# Changing Lives with Culture, Creativity & Learning

# Staff Responsibility & Resource

## Priorities:

Collections - A. Naomi R. Sian

Public Engagement:

Visitors/Exhibitions - A. Naomi R. Naomi + Kerri + intern(s)

Education - A Maria, R. Adam, Hannah, Sinead, + intern(s)

Participation -

Docents - A. Joni, R. Joni & Sinead

Community - A. Maria R: Linda + Joni

Innovation - A. Jill R. Jill

Funding - A. Jill R. Rosemarie & Joni

## Enablers

Network: Friends - A. Jill, R. Sian

Collaboration: Partnering & Planning -A. Jill, R. Jill (and Priority Responsibles)

Building: New projects: A. Naomi, R. Naomi

: Maintenance A. Naomi, R. Kerri, Abdullah

Administration & Events: A. Jill, R. Kerri

Finance: A. Jill, R. Jill - *outsourced*: Willie & Monica 6 d/m

Marketing - A. Jill R. Alisson + intern + Justin

Front of house - A. Joni. R. Joni + Jackie, Declan & Sinead

Responsible  
Accountable  
Consulted  
Informed