

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.



Our economic impact goals for 2025:

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



nurtured by locals.

Limerick and others.

the University of Limerick, Dance

One overarching theme

Climate

Make the Hunt Museum more climate friendly in all our actions and activities Starting by educating ourselves on what to do and how to do it.



Platform priorities

Virtual

Capture more of the public, community and volunteer knowledge related to the museum **Measure:** increase in stories and content available online

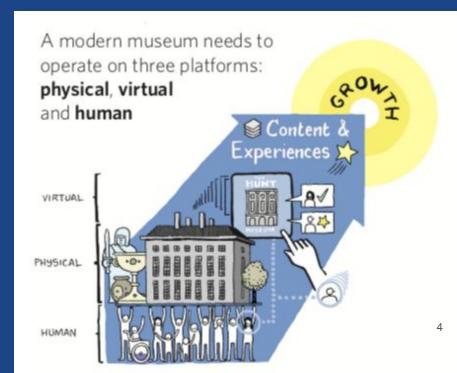
Physical

Develop a climate aware culture within and without the museum

Measure: every decision is made in the light of climate impact

Human

New communities use the museum and garden **Measure:** number of new communities participating in projects, activities and events



KPI's per priority









Priority 1 Collections KPI's



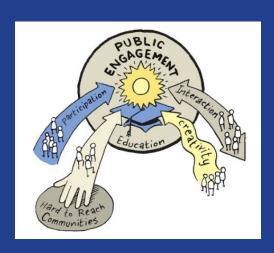
1 Collect the stories of the objects and the museum

- Expert & docent research
- 2D & 3D digitisation
- Staff research
- Visitor & community stories

2. Tell the stories

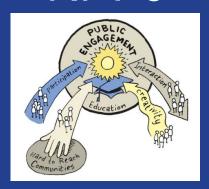
- Labelling & descriptions
- Stories on website
- Stories on virtual platforms
- Incorporate visitor & community stories

Priority 2 Public Engagement: Exhibitions KPI's



- 1. Diversify our exhibition visitor audiences by geography, age and ethnicity
- 2. A three year planning horizon for exhibitions is in place

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.
- Number of referrals by teachers
- 2. A primary school STEAM programme on sustainability is piloted

- Number of partners in the programme
- Number of Pilots with schools
- Teacher Evaluation

Public Engagement: Participation -Community KPI's



1. Communities of Culture digital playbook is in place

Measure:

- Feedback from EDNIP, Teachers & Developers
- Take up by primary schools
- 2. An engaged network of King's Island volunteers and stakeholders to contribute to the museum and Failte Ireland/City Council project.

- 5 Kings Island Groups active
 25 Volunteers from King's Island actively participating
- Level of social impact
- Number of activities/initiatives
- Reduction in level of anti-social behaviour

Public Engagement: Participation -Docents KPI's



1. 4 Docent Projects Delivered

Measure:

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

2. Docent Training

- Docent activity and participation in workshops funded by the Older Persons Grant (The Community Foundation for Ireland) to empower older people.
- Implementation of workshop results
- Hunt / UL Public History MA Module

Public Engagement: Participation -Friends KPI's



1. Act as key ambassadors for the museum Measure:

- Attendance of Friends at events: outings, launches, lunchtime lectures, luncheons
- Friends promotion of Hunt Museum activities

2. Retain and Increase MembershipMeasure:

 Members retained and gained on a monthly basis compared to 2022

3. Increase Funding contribution to Museum

Measure:

Funding goals agreed and achieved

Priority 3 Innovation KPI's



1. A Hunt Museum RECHARGE Living Lab is in place

Measures:

- The number of engaged corporate partners attending workshops
- Number of engaged community participants
- Specific project related metrics
- Corporate stakeholder relationships

2. Improve inclusion for autism groups *Measures:*

- Numbers of autism groups participating
- Choice offered against sensory overload
- Number of triggers
- Availability of ppe e.g ear defenders
- Signage sensory friendly museum
- Autism Friendly Plants in garden

3. New Cultural Partnership in place

A new cultural partnership in place

Priority 4 Funding KPI's



1 Retail sales are optimised: online & in shop

Measure:

• increase of €0.50 per visitor on 2021

2. A new EU project

Measure:

• Existence of a new EU project

3. Local business sponsorship

- First Tuesdays events
- Sponsorships for activities

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

2. Greater use of the green spaces.

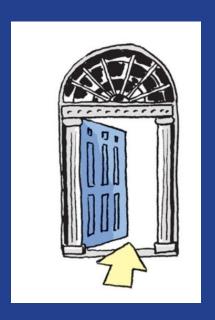
Measure:

- Information panels in the garden and museum in place
- Provide opportunities for Litter recycling, reduced 'landfill' waste, monitored outputs with service provider [Mr.Binman]
- Placement of water dispenser.
- Number of Visitors to the garden

3. Storage is improved

- Better use of available space; less waste and increased recycling.
- Expenditure is monitored, with a reduction in ad hoc purchases, [i.e delivery charges]

Marketing KPI's



A platform to record and share stories.

Measure:

- Traffic to the website
- Social Media Platforms
- A platform is introduced
- Public awareness of the museum's climate action work

Measure:

- #tag relating climate action
- #go green
- Press articles
- A comprehensive comms plan organised thematically for the year

- Plan is in place
- Updates are regular
- Plan is used

Priority 1: Collections: Key Tasks



Above: ICCC collection for redisplay.

Below: Integration of interactive timeline for full collection

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 Docent research on specific collection
T2.3 Public and visitor input into collections informatio
T2.4 Collecting museum and community stories

T3 Collection Interpretation & engagement

T3.1 Collections interpretation and display strategy	Q1-4
T3.2 Object Labelling and description	Q1-4
T3.3 Digital displays & interpretation	Q1-4
T3.4 Exhibition and/or gallery interactions	Q2-3
T3.5 Upgrade of Irish Contemporary Ceramics	Q1-2
T3.6 Second gallery upgrade feasibility	Q3

Priority 1: Collections: Key Tasks

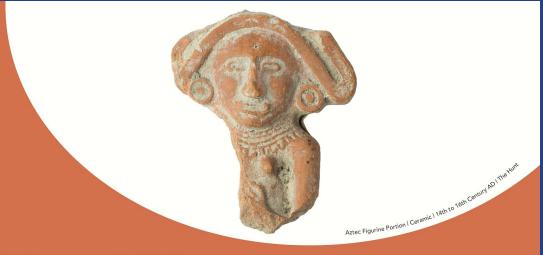


T4 Collections Projects	
T4.1 Sensitivity Audit	Q1-4
T4.2 Digitisation	Q1-4
T4.3 Online platform sharing	Q1-4
T4.4 Scope/feasibility new 'Essential Guide'	Q4
T5 Exhibition in Museum Galleries Curation	
T5.1 Sybil Connolly in the Collection	Q1-3

Above: Sybil in the Collection

Priority 2: Exhibitions : Key Tasks

MASE F EARTH



6 October 2022 - 6 April 2023

Experience Ceramics through the Senses, VR & Games









T1 Made of Earth

T1.1 Exhibition Events & Public Programming T1.2 Exhibition Logistics

Q

Q1 & Q2

Priority 2: Exhibitions : Key Tasks

T2.1 Exhibition Project Brief	M1
T2.2.Exhibition Logistics	M1-M2
T2.3 Exhibition Print Material	M3-M4
T2.4 Virtual Platforms	M1- M3
T2.5 Exhibition Events & Public Programming	M3-M6
T2.6 Invite Artists to Exhibit 2024	M3

T3 Summer Exhibition- The Three C's Q3

T3.1 Exhibition Project Brief	Q1
T3.2 Exhibition Research	Q1-Q2
T3.3 Exhibition Logistics	M1-M2
T3.4 Exhibition Print Material	M3-M4
T3.5 Virtual Platforms	M1- M3
T3.6 Exhibition Events & Public Programming	M3-M6

T4 Shannongrove Gorget 2024

T4.1 Exhibition Management	Q1
T4.2 Shannon Grove Gorget Research	Q2-4
T4.3 Loans	Q1



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







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

Priority 2: Exhibitions: Key Tasks

T5 I	Richard	Harris	2024
T5.1	Exhibition	Manac	gement

Q4

T6 Café 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



Radius, LSAD show 2022, Garden Gallery

T7 Garden Gallery Community Exhibitions

T7.1 Develop Garden Gallery Community Exhibition plan for 2023 M1
T7.2 Exhibition Management Q1-4

T8 Exhibitions programme

T8.1 Update Exhibitions Strategy & Rolling 3 year Programme Q1-4
T8.2 Exhibition Advisory meetings



T9 Curator's Choice

T9.1 Exhibition Management Q1

T10 Printmakers

T10.1 Exhibition Management

Q1

Priority 2: Exhibitions : Key Tasks

T11 Events

- T11.1 Create proposed schedule looking at 2022
- T11.2 'Conversations with Designers' CIFD
- T11.3 Chess tournament
- T11.4 Bastille Weekend
- T11.5 Narwhals round Island Swim
- T11.6 Africa Day
- T11.7 Boules/ Pétanque Tournament
- **T11.8 Culture Night**
- T11.9 Riverfest
- T11.10 Plant a Bulb
- 111.11 Valentines day / 26th Year Anniversary





Plant a bulb 2022



International Christmas in Limerick 2022

Priority 2 Education: Key Tasks



Above: Students from Scoil Íde primary school celebrating the online game; Truffles the Treasure Hunting Piggy! going live at a celebration hosted at The Hunt Museum.

T1 Primary School - ongoing programmes

T1.1 Review/update onsite programme learning resources	8M
T1.2 Digital Learning	Q1-4
T1.3 Promotion of T1 programmes to teachers	M1, M9
T1.4 Docent training in T1 programmes	Q.

T2 Joint Service with Limerick Museum & Limerick City Art GalleryQ1-4T2.1 Management of PartnershipQ1-4T2.2 Clay Through the Ages Remote programme & Digital ResourceQ1-4T2.3 Deliver Art & Identity ProgrammeQ1-4T2.4 Determine focus and potential contributors to 2024 programmeQ3/4

T3 Primary School- special programmes

T3.1 Permanent Collection STEAM based programme with CON	NFIRM Smart
Manufacturing and Limerick Education Centre	Q1-3
T3.2 Made of Earth workshops	M1&2

Priority 2 Education: Key Tasks



T4 Post primary - ongoing programmes

T4.1 Review/update onsite programme learning resources	Q1-2
T4.2 Provide digital learning opportunities	Q1-4
T4.3 Scope Bronze Age Programme for Leaving Cert	Q3
T4.4 Promotion of T4 programmes to teachers	M1, M9
T4. 5 Docent training in T4 programmes	Q1

T5 Post Primary temporary exhibition programme

T5.1 Made of Earth STEAM based programme	M2- 4
T5.2 Ardnacrusha exhibition workshop programme	Q3-4

T6 Post Primary Special Programmes

T6.1 Living Archaeology in the Garden linking with Archaeology Collection

T7 Public Programming Children and Families

T7.1 Creativity, Health and Wellbeing (CHW) pilot programme	
with HSE Mid-West Aries and local occupational therapists	M4
T7.2 Crinniú na nOg	M2-7
T7.3 Limerick Lifelong Learning Festival	
T7.4 Heritage Week WORKSHOPS linked to Summer Exhibition	Wššš
T7.5 Sunday Arts & Crafts (twice monthly)	M1-12

Above: Science week, Made of Earth Steam programme with JFK primary school 3rd class

Priority 2: Participation - Community: Key Tasks



Above: Volunteer in the Garden

T1 Communities of Culture

M1-7

- T1.1 Complete Phase VI, C of C
- T1.2 Deliver Phase VII, C of C
- T1.3 Trial and evaluate digital playbook with EDNIP schools
- T1.4 Dissemination of Cof C playbook into local primary schools
- T1.5 Report and analysis on overall project results

T2 King's Island Community Engagement Programme

M1-12

- T2.1 Facilitated consultation to identify potential projects with Wild Atlantic Way Gateway Group subcommittee
- T2.2 Criteria established for long list project proposals
- T2.3 Long list of tourism project proposals evaluation
- T2.4 Action Plans agreed with Community
- T2.6 Projects (2 or 3)

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

T3.1 Use plants to animate learning on our archaeology collections

T4 Community Outreach - Youth Groups

Q1-4

T4.1 Explore the implementation of youth voice in the Museum, using the Lundy Model, working with LCETB LCYP

Priority 2: Participation - Docents: Key Tasks



Docent group at Christmas Party 2022

T5 Docent Projects

T5.1 Action Plan for Docent Projects 2023	M1
T5.2 Library	Q3-4
T5.3 Exhibition Research	M1-12
T5.4 Dementia Program	M1-12
T5.5 Sensitivity Audit	M1-6
T5.6 Addition of Docent Research to CMS &	M1-12
Explore including Audio/Video collection of	
Docent stories, Hunt Family, Custom House	
T5.7 Public Lecture Series	M1-12
Docent Training Programme	
T6.1 Older person Grant	Q1-3
T6.2 Hunt / UL Public History MA Module	Q3
T6.3 Training by different departments	1-12M

T7 Online and In house Participation - Docents

T6.4 Tours and Guiding Refresher

T8 Docent Recruitment

Priority 2: Participation - Friends: Key Tasks

T14 Friends MarComms

T14.1 Website updates T14.2 Marketing Posters T14.3 Social media campaigns



Above: Silver Handling Event

10 Recruitment	
T10.1 Membership Drive	M1-12
T10.2 Universities & other Historical Groups call out	Q1,Q3
T10.3 Exchange promotions with other Friends group T10.3.1 Establish contact with other Friends Groups	
T10.4 Open Day for Friends	M2
11 Events	
T11.1 Friends Outings	Q2,4
T11.2 Friends Lunchtime talks	M1-12
T11.3 Silver Circle meetings	M1-12
T11.4 Book Club	M1-12
T11.5 Friends Annual Luncheon	M5
T 11.6 Christmas Lunch	M12
12 Fundraising	
T12.1 Fundraising Plan for 2023	M2
T12.1.1 Raffle	M12
T12.1.2 Table Quiz / Open day for Friends	M2
T12.1.3 Silver Handling Event	M11
13 Reporting	
T13.1.1 AGM	
T13.2 Monthly reporting	M5
T13.3 Quarterly reports	M1,4,8,12
T13.4 Quarterly Financial Reports	M1,4,8,12

T14.4 Friends promotion of Hunt Museum activities

M1-12

Priority 3: Innovation: Key Tasks



T1.Hunt Museum Studio & Lab

- T1.1 Develop programme with LSAD-TUS related to placements
- T1.2 Living Lab for Hunt Museum and other Irish museums
- 1.3 Hunt Studio Innovation Award

T2. Story / Interpretative Technology for Collections Gamification

- T2.1 Use 3 screens from Made of Earth in Museum Galleries
- T2.2 Install interactive table (more trails & routes linked to collection)
- T2.3 3D printed touch-points in galleries

T3. Museum in a Garden

- T3.1 Kirkby Engineering
- T3.2 New sculpture with Community
- T3.3 New sculpture with Corporate

T4. Improve inclusion for autism groups

- T4.1 Engage with Autism Groups & Needs
- T4.2 Audit the museum, assess and document potential triggers for sensory over-stimulation.
- T4.3 Review list of potential triggers in collaboration with an Autism Education Body and generate an action plan
- T4.4 Implement Autism action plan

Priority 3: Innovation: Key Tasks



T5. Improve visual Impairment inclusion

T5.1 Museum in a Box

T6. New Cultural Partnership in place (e.g. with Rugby Museum & Castle)

T6.1 Develop a new Cultural Partnership

T7. RECHARGE Project

T7.1 Develop Network

T7.2 Workshops: co-creation with museums, corporates and community

T7.3 Set up Hunt Museum Living Lab

T7.4 RECHARGE Reporting

T7.5 RECHARGE Project Meetings

Ure Museum - Museum in a Box

Priority 4: Funding: Key Tasks



T1 2022 Action Plan

T2.1 Review 2022 M1
T2.2 Write 2023 Action Plan M2

T2. Corporate - Sponsorship and Membership M1-12

T2.1 Exhibitions

T2.2 Collections

T3.3 Education

T3.4 Community - Garden Sponsorship

T3.5 Innovation

T3.6 Hunt SME's/First Tuesday's

T3. Individual: legacy giving/major gifts/crowdfunding M1-12

T3.1 Naomi O'Nolan Accessible Museum Fund for Visual Impairment & Autism T3.2 CFID campaign and event for Sybil

T3.3 Garden crowdfunder

Priority 4: Funding: Key Tasks

M1-12

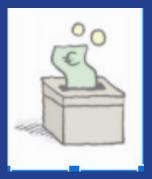
T4.3 Artist in Residence Grants - Arts Council T4.4 LCCC Festivals & Events T4.5 Heritage Council Grants - Autism & Visual Impairment	
T5. European T5.1 Submit European Grants -Erasmus or Horizon Europe grant o	application M1-12
T6 Retail Planning, Purchasing, Analysis T6.1 Retail Action Plan 2023 T6.2 Purchase of stock with local & sustainable focus T6.3 Quarterly Reports and Analysis T6.4 Online Shop T6.5 Stock takes T6.6 Track selling trends through product sales analysis T6.7 Analysis of visitor spend 2023	M1-12 M1 M1-12 M4,M7, M10 M1,12 M1,12 Q1-Q4 M12
T7 Front of House T7.1 Improve automation of systems - EPOS to Accounts T7.2 EPOS and Bank Lodgement T7.3 Review/Update How to Guides for staff T7.4 Exhibition and Museum Training	Q2-3 M1-M12 Q1-Q2 Q1-Q3

14. State and Foundation

T4.2 Dept Grants

T4.1 Research Grants for 2023

T4.2.1 Building & Energy Improvement Grants



Operations: Key Tasks



Above: Hunt Museum

T1.	Building	
	T1.1 Action Plan for 2023	M1
	T1.2 Upgrade plumbing/electrical hardware to sensor	
	based/timer options.	M6
	T1.3 Investigate Energy Sustainability: Solar panels, Wind power	M1
	T1.4 Building Works maintenance	Q1/2/3/4
	T1.5 Storage & Equipment	Q2
	T1.6 Signage in Garden & Museum upgraded.	Q2
	T1.7 Cafe	
T2.	Business Planning	
	T2.1 2023 Business Plan	M1
	T2.2 2023 Reporting	M1-M12
	T2.3 Finance	M1-M12
	T2.4 Board Meetings	Q1/2/3/4
	T2.5 Review of Policies & Governance	M5/M11
T3.	HR	
	T3.1 Personal Development Plans	Q1
	T3.2 Recruitment	M1-12
	T3.3 Contracts	M6
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:	М3
	T4.5 Google & Systems cleanups	M1-12
T5.	Events	
	T5.1 Audit plant/equipment list for events 2023	M1
	T5.2 Creation of new 2023 calendar	M1

Marketing: Key Tasks





Lorcan Walshe - The Artefacts Project

T1 Marketing General	
T1.1 Project Brief for Stories Platform	Q1
T1.2 Annual Report 2022	Q1
T1.3 Quarterly reporting on Audience updates - Social Media and Website Data	M1-1
T1.4 Events Brochures 1/quarter: Apr - Jun / Jul - Sep	M1-1
T1.5 Updated Brand guidelines for consistent design T1.6 Press Releases	M1-1
T1.7 Go Green efforts awareness of the museum (climate	M1-1: M1-1:
action/sustainability)	
T2 Collections:	
T.2.1 Object of the month, linked to quirky fact campaign T2.2 Blog promotion	

12 Collections.	
T.2.1 Object of the month, linked to quirky fact campaign	
T2.2 Blog promotion	
T2.3 TikTok & Reels on the Collection	N 4 4
	M1 M1
T3 Exhibitions	M1
T.3.1. Made of Earth	
T.3.2 Living Artist 2023	
T3.3 Three C's: Climate, Culture, Change	
T.3.4. LSAD 2nd Year Show - Garden Gallery	M1-
T3.5 Curators & Limerick Printmakers Choice	M2-
T3.6 Cafe & Community Exhibitions	M4-
10.0 Garo a Gorning Extilicitions	M1-
	IVI I - M1

Belonging



Belonging



Etruscan Jug (Takumi collab)

Marketing: Key Tasks

T4 Joint Education Service - Three Muses	
T4.1 The Three Muses, joint service with Limerick Museum &	?
Limerick City Art Gallery	
T4.2 Hunt Studios - Clay workshops	M1-1
T5 Participation	N/4 4
T5.1 Docents	M1-1
T5.2 Community	
T5.3 Friends	
T5.4 Heritage Week	Q3
T6 Innovation	
T6.1 Hunt Museum Innovation Competition & Award	?
T6.2 Museum in a Garden Promotion	ç Q2
T6.3 Community Projects	M1-1
T6.4 Visual Impairment	M1-1
T6.5 Autism Awareness	M1-1
T6.7 New Cultural Partnership	
T7. Funding	
T7.1. Friends Membership Drive and funding	
T7.2. Retail Promotion on social media	M1-1 M1-1
T7.3 SME promotion - First Tuesdays	M1-1 M1-1
T7.4 Xmas Packages	Q4
T7.5 CFID Sybil Campaign	M3-5
T7.6 Garden Crowdfunder	M5-9



The Hunt Museum
@HuntMuseum

6,917 Following 12K Followers

Marketing: Key Tasks

T8 Tourism

T8.1 Failte Ireland promotion and collaborations

M1-12

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 Updates & Maintenance

M1-12

T9.2 Website Training

T9.3 Website Editorial Plan for year

(Q1)

T9.4 Website analytics & reports

T9.5 Website SEO & Promotion on website

T9.6 Website Audit & Clean-up

T10. Social Media

T10.1 Analysis of 2022 audience against desired audiences

M1-12

T10.2 Research what social media platforms our target audiences use

T10.3 Update the social media and website data monthly on Data

Capture Report

110.4 TikTok Platform Advancement

110.5 LinkedIn Platform Advancement

T10.7 Mastodon Platform Advancement

T11 European

111.1 RECHARGE project - see Innovation



One of Ireland's greatest collections of art and antiquities, dating from the Neolithic

⊘ linktr.ee/huntmuseum ♀ Born February 14, 1997 ☐ Joined January 2011

to the 20th century, including works by Renoir, Picasso and Yeats!

Entertainment & Recreation (1) O Limerick, Ireland



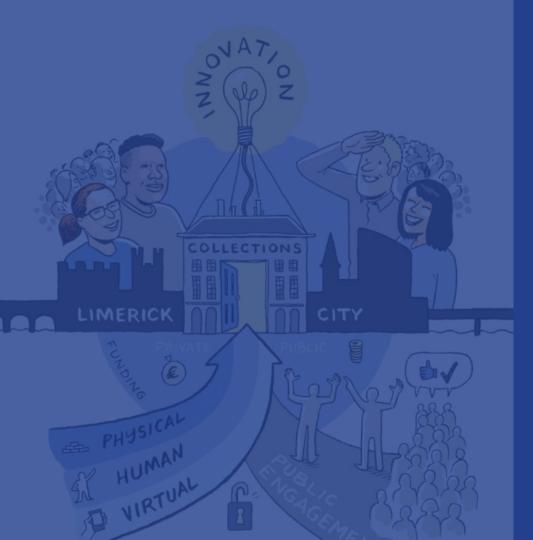
Staff & Training

2023 - 14 FTE, 18 Members of Staff

Training:

Continue embedding AGILE
Collections Care Training
Website Training
Presentation Training
Budget Training
Autism Training
Climate & Sustainability Training

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



Budget 2023

Income: €1,151,800

Expenditure: €1,149,764



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