



Hunt Museum STRATEGY 2025

Changing Lives with Culture,
Creativity and Learning



Apollo Genius of the Arts | German | 17th Century AD | Public Domain



Foreword

With the growing ambition of our home city and region, we too must set our sights higher. By 2025 the Hunt Museum will have changed from a regional, somewhat eclectic, hidden treasure, to a place of international standing with creative, educational, research, social and economic benefits. We will have created national and international connections building upon the huge legacy of the Hunt family and on our previous 21 years in one of the most iconic of Limerick's Georgian buildings, the Custom House. In line with this greater ambition, the board commends this strategy of growth and innovation to all of our stakeholders and their friends.

John Moran

Chair of the Hunt Museum



Horse Aquamanile | German | 15th Century AD | Public Domain

Introduction

To realise our strategy we will fully integrate the virtual and physical worlds of the museum to cater to both online and offline visitors. Our collections range from antiquities to fine art, to fashion and ceramics. We want to open up these collections to new audiences and for new uses in schools, universities, creativity and tourism, by making available in the public domain almost everything we hold. We will make cultural heritage a keystone in Digital Strategy regionally and nationally, jump started by the launch of Limerick as Ireland's first digital city¹. Working with our current and future publics we will deliver services that meet their needs, and give wide access to our very rich and significant holdings. We will do this with our network of supporters, the Friends of the Hunt Museum, the volunteer Docents, the public and private funding bodies and the users of the museum. Finally, we will harness the new participatory culture of our visitors and audience who want to learn and to contribute.

Jill Cousins

Director & CEO of the Hunt Museum

¹. <https://www.limerick.ie/council/publications/limerick-digital-strategy-2017-2020>

Impact

The Hunt Museum name has become synonymous with Limerick culture, underpinning the importance of heritage to our city. We want a lasting impact for the coming decades, building on the many achievements of the last 21 years of the Hunt Museum. We expect to make a difference to society's needs, near and wide, with programmes that link the museum collections and activities to improving people's lives. We will also contribute to the economic growth for the region and Ireland, working with tourism organisations and urban regeneration.

By 2025 we will have: helped boost pride in the region's cultural heritage; gained international recognition for our collections; created new technology partnerships; innovated in the sector and for the museum; touched the hearts and minds of local and international audiences; improved people's wellbeing and learning.

We are looking for impact that aligns with five of the UN Sustainable Development Goals²: Quality Education, Good Health & Wellbeing, Decent work and economic growth, Reduced inequality and Sustainable Cities and Communities. More than just an increase in audience reach and numbers we want to demonstrate lasting social, economic and innovation impact.

². <https://www.un.org/sustainabledevelopment/sustainable-development-goals/>

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 **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.

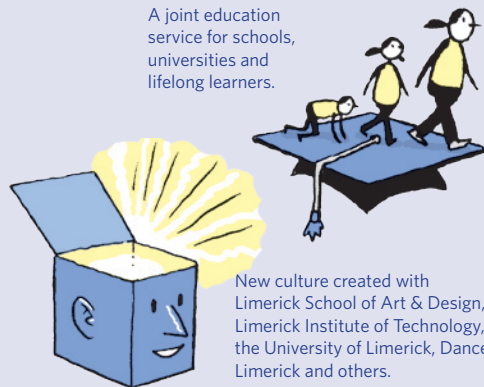


Improved tourism using our Medieval and Georgian heritage.

New urban heritage spaces kept clean and nurtured by locals.

Our **innovation** goals are:

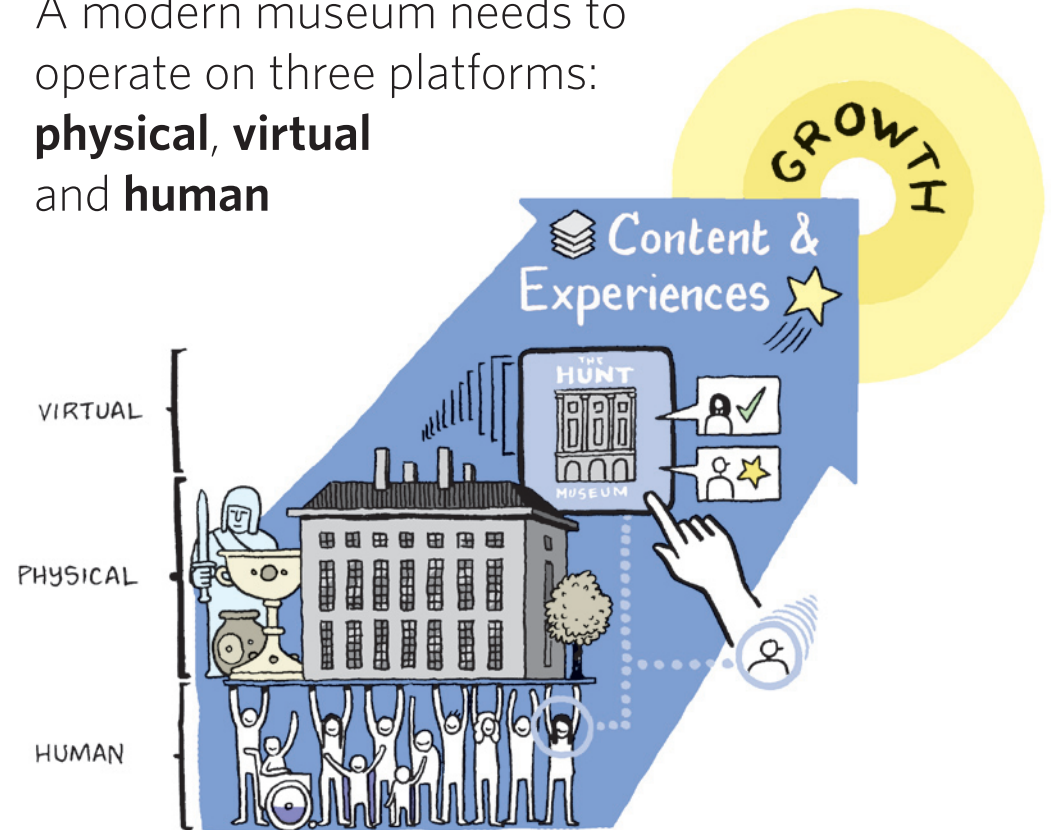
1. Joint services for cultural heritage & galleries have increased capacity.
2. A vibrant, edgy and creative museum for Limerick and the world.



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.

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



For us, this is **our building**, the digital world and **our networks or community**.

Taken together the three platforms can deliver our strategy of growth based on an almost limitless variety of content and experiences.

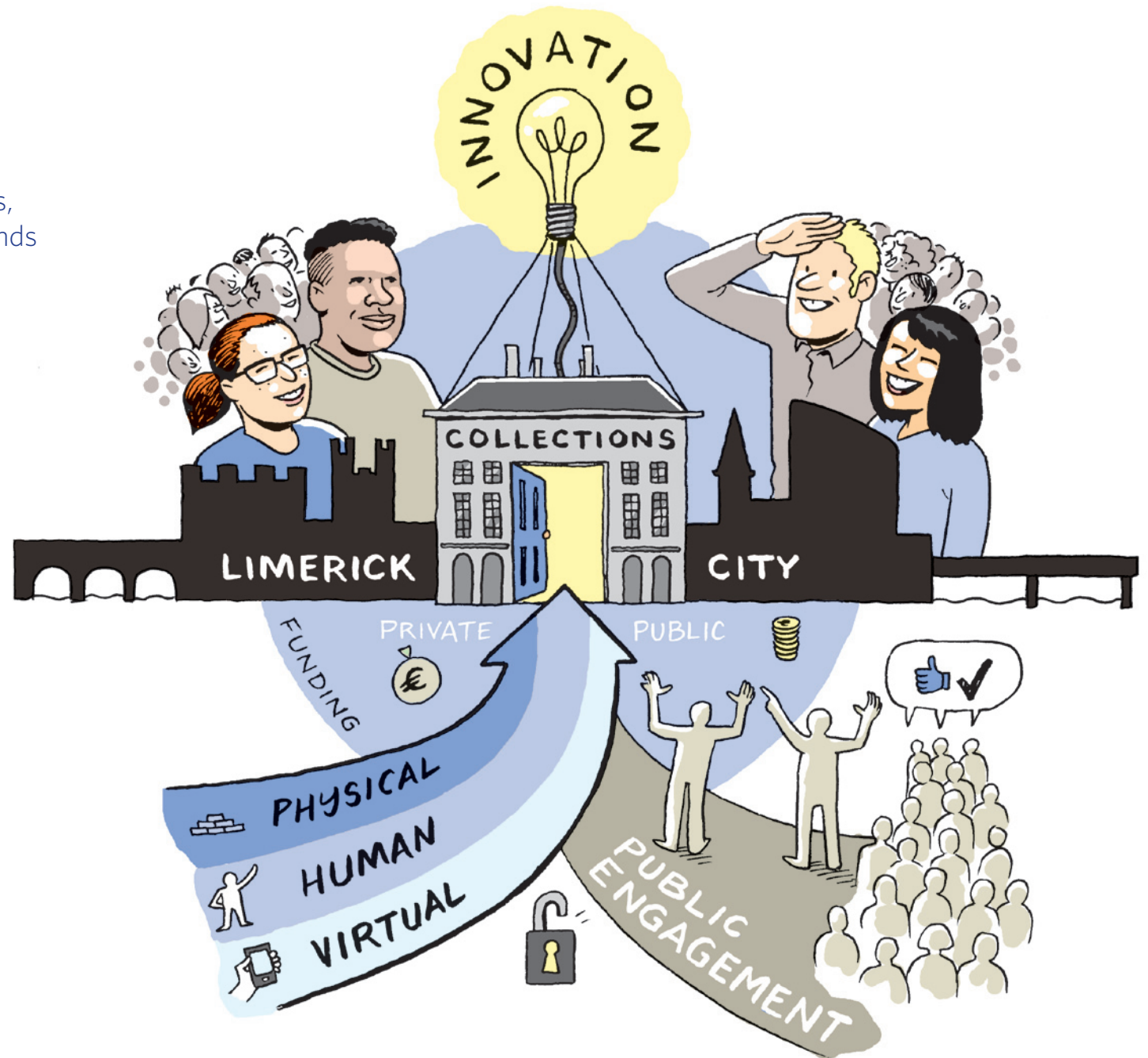
Our Strategy 2025 captures our aspiration and approach for the next 6 years to trigger such an impact.

Our Aspiration

We imagine the Hunt Museum as a centre of learning and civic life — a multi-faceted destination that attracts, educates, and inspires tens of thousands of people over and over again.

Simply put, we will open up access to our **Collections** via all three platforms, increase **Public Engagement** and through **Innovation** broaden our reach and influence. Everything we do will be based on audience and community needs.

We are looking for continuous growth of the museum as Limerick and the mid-West emerge as a forward-looking, thriving city region of Ireland. We want to use our collections, expertise and knowledge to take advantage of new opportunities, add value to a city and region proud of its cultural heritage, and shine on the international stage.



Our Operating Principles

In Collaboration:

We do not believe this is best done alone. We want to explore synergies with other organisations to create new possibilities and efficiencies in the way we operate. Working closely with the broader city and region is essential.

To achieve our priorities we need to collaborate well and actively with many partners and parties. Locally, we will: participate in new development plans for Limerick; support tourism through partnerships with others in the Medieval Quarter and the Georgian sectors; create common services for Education, Conservation and Collection Management; work with others to improve the sense of belonging to the wider community and deliver to the Limerick City and County Integration Plan “Belonging to Limerick”. Nationally, we want to forge relationships with all Cultural Heritage institutions large and small. Internationally, we will work with the major platforms for users from Wikipedia to YouTube and global initiatives such as UNLive Museum³.

Key to our financial sustainability is our collaboration internationally, nationally and regionally. Internationally we should be part of Digital Europe⁴. Nationally we must benefit under Project Ireland 2040⁵ and Culture 2025⁶ and regionally be connected to Limerick 2030⁷. The Limerick Digital Strategy 2017-2020⁸ and local cultural development are also crucial to our ability to grow as we look towards more public and private long term funding. We will look to use the Hunt name more broadly, while ensuring that the quality of objects and the standards of care are maintained, in any extension of use of the brand.

³ <https://www.unlivemuseum.org/>

⁴ Digital Europe http://europa.eu/rapid/press-release_IP-18-4043_en.htm

⁵ Project Ireland 2040 <https://www.gov.ie/en/campaigns/09022006-project-ireland-2040/>

⁶ Culture 2025 <https://www.chg.gov.ie/arts/culture/culture-2025-2/>

⁷ Limerick 2030 <http://limerick2030.ie/>

⁸ <https://www.limerick.ie/council/publications/limerick-digital-strategy-2017-2020>

With the Community

Community is our key platform for participation and organic growth. The Hunt Museum brand attracts a significant and loyal **Friends’** network with a considerable number of people who have been associated with the museum for decades. They carry out work, fundraise and promote the museum and its activities. We also have a thriving **Docent** programme, with expert volunteers informing visitors about our objects, giving tours and working on projects. We work with **local community** initiatives such as mental health groups and traveller people.

Whether in-house Friends and Docents or external to the museum, our community and networks form the bedrock of our support, intellectually, creatively and financially. Through these knowledgeable networks we extend our reach, increase participation and develop our audience. This is the platform upon which we will build products and services to serve the needs of the museum and its networks.



Our Approach

To achieve our aspiration we will:

Preserve and use our world class **collections** to support a greater understanding of our past for the benefit of our futures; catalyse new collaboration and **innovation** and increase **public engagement** in the collections, the museum, its exhibitions and events; and imaginatively combine public and private **funding** to assure delivery.



Our Four Priorities:



1. The Collections

Actively collect, research, conserve, preserve and secure the core Hunt collection of antiquities and fine art, while, at the same time, widening our remit to care for other collections of public interest. Digitise and deliver online to open our collections to a broader public. Better interpretation within the building.

We will aim for wide appeal while maintaining the integrity and excellence of the collections to highest industry standards.

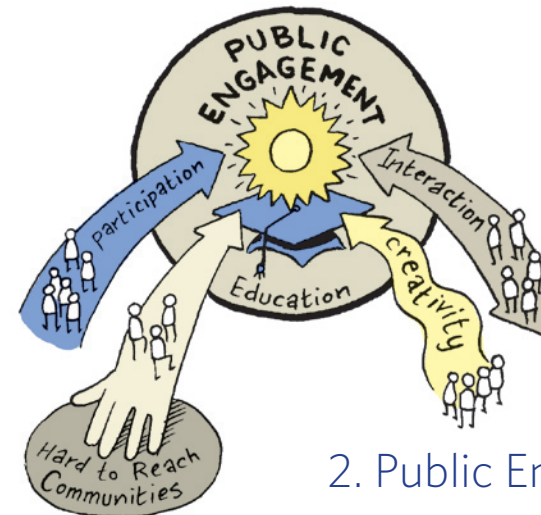
“By 2025 more people worldwide will be using and enjoying the Hunt Museum Collections because of our digitisation and openly licensed collections.”

Patricia Hunt

Hunt Museum Trust Board

“By 2025 more people will learn about history through their cultural heritage because we will have worked with every school in the region and we will have held exhibitions and events that attract visitors to the museum.”

Donncha O'Treasaigh
GC Luimnigh

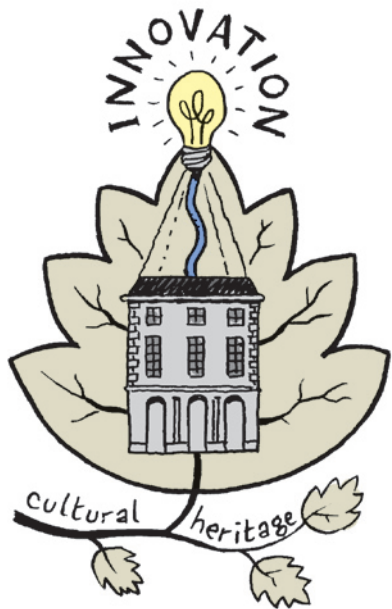


2. Public Engagement

Use a wide range of programmes and activities to increase public **participation**, interaction and creativity. Entice both our constituency and visitors to the region into active understanding of art and history with a strong **education** offering that works for every school in the region and all age groups. Dynamically throw light on the Collections with **exhibitions** that bring the outside world in. Gain loyal followings and an increase of the Friends of the Hunt Museum core membership through regular participatory and interactive events. Work with the harder to reach **local communities** covering issues such as migration or disadvantage, dementia and mental health. Intensify our projects with local, national and international universities and **research organisations** to extend and share our knowledge of the Collections.



View of Kilmallock, County Limerick | John George Mulvany RHA |1766-1838 | Public Domain



3. Innovation

Catalysing cultural heritage to become one of the acknowledged pillars of Limerick's urban renewal and tourism plans.

Innovative thinking will help us uncover new collaborations with Limerick and other Irish museums and cultural organisations to create cohesive services for the sector. Areas for inclusion are: exploring new ways of improving our audience reach; work on an Irish Strategy for Digital Cultural Heritage; the setting up of a joint education service for the sector in Limerick; contributing to urban renewal based on the development of a medieval quarter or direct connection to the Georgian heritage of the city. And last, but not least, the creation of new exhibitions and cultural spaces.

"By 2025 public funding authorities can demonstrate the added value of collaborative working in cultural heritage, creating a different way of doing business and a return on their investment."

Conn Murray

CEO Limerick City and County Council

"By 2025, the Hunt Museum will have a brand reputation that is synonymous with the best in Education and Public Engagement in Cultural Heritage."

Gerry Boland

Hunt Museum Trust Board



4. Funding

Finding and sustaining both public and private funding is a prerequisite of our growth strategy. Without financial backing little of the strategy can be executed. Sustainable financing is therefore a sine qua non. The balance between following the money and maintaining the integrity of our offering needs to be constantly refined. In addition to large grants and sponsorships, the Friends of the Hunt Museum will widen membership to demonstrate to funders the active support and participation we enjoy.

Bold Steps we plan:



We want the museum to become the place to be, a place of real enjoyment. We also want to make use of people's desire to contribute. Equally, it is important that we maintain the high quality academic and educational reputation of the museum. Our plans aim to manage these needs. Being fun will increase our traction and therefore visitor numbers, both online and to the museum.

We have to make some bold steps to achieve our four priorities supported by equally bold steps from our Network, our collaboration with others and exploitation of our beautiful building, the Custom House.

1

Collections

With the Hunt Museum Trust we will:



- **Digitise** our collections and place the majority of them into the public domain for access across the world, new research and participation.



- **Update** and modernise our display within the next three years.

2

Public Engagement



- **Education:** become the lead in cultural heritage education theory and practice for the region.
- **Participation:** visitors co-create descriptions and data of our artefacts.
- **Exhibitions:** one major popular exhibition each year to make the museum somewhere to be visited more than once.
- **Civic:** placing the museum on the streets and in our garden for wide civic enjoyment, using new technologies for 3D scanning and printing.
- **Community:** make people from every community feel part of the museum, actively engaged in our events, social media campaigns and support of the museum.

3

Innovation



- **Partnerships:** a joint Education service from the cultural heritage organisations in Limerick City and the region. Followed by joint services in other areas of need: conservation, collection management, finance, social enterprise, marketing and research.
- **Digital:** use technology for new interpretation and a reshaping of our web presence led by social media.



Olmec Man sculpture | Mesoamerica | 1st millennium BC | Public Domain

4

Funding



- **Membership:** make patronage and public finance support of the museum more attractive by increasing and broadening membership of the Friends of the Hunt Museum.



- **Donor support:** expand our private donor funding to raise €10 million to create an endowment for the running of the museum and capital improvements.

5

Network



- **Volunteers:** make the Hunt Museum *the place to volunteer*, where Docents are supported by an official training programme.



- **Friends of the Hunt Museum:** deliver a threefold increase in membership with an exciting programme of events, activities and social activism.



- **Internationalisation of our Network:** deliver recognition of our brand and use of the collections globally.

6

Collaboration



- **Partner:** working on challenges from digital strategies to joint services; contributing to urban regeneration and tourism including a thriving medieval attraction in Limerick.



- **Coordinate Planning** with other museums and cultural heritage institutions, and the city and regional bodies, to develop a less fragmented public offer.

7

Building



- **Custom House:** exploit the building as a tourist destination and very significant Limerick landmark to raise money to revitalise the building and increase space for new activities, collections and exhibitions.



- **Flip the Museum:** as part of plans to create a world class waterfront in Limerick, we will redesign the museum for the 21st century, connecting the building directly to Custom House Quay and urbanising the riverside with a public space for everyone.

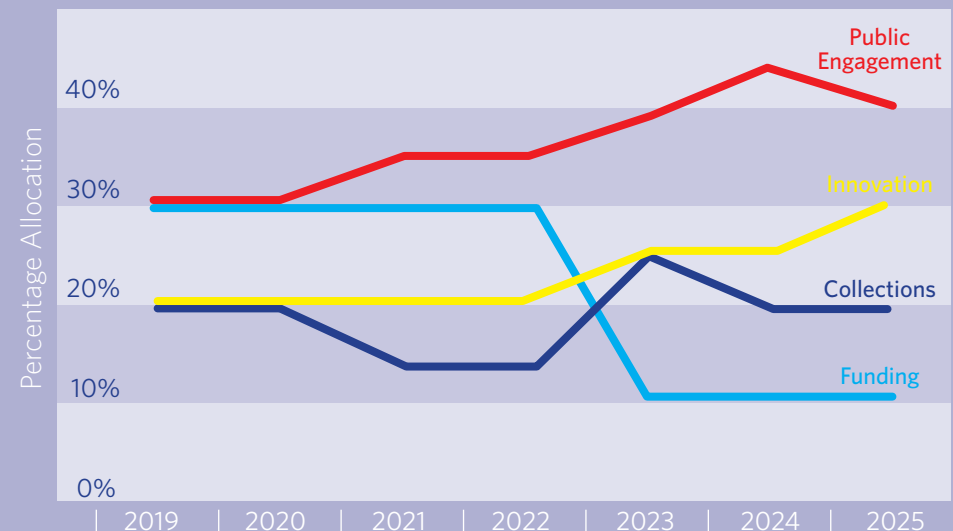
Resources

Budget 2019-2025

	2019	2020	2021	2022	2023	2024	2025
Income (thousands)	850	1000	2000	2000	3000	2500	2000
Expenditure (thousands)							
Operational	800	800	800	850	850	950	950
Museum Upgrade (building, expansion, garden, display)	50	50	200	2000	2000	100	100
Result	0	150	1150	300	450	1900	2850

*museum redevelopment 2019/2020 for museum in a garden, for 2020/2021 for display improvements, 2021/2024 flipping the building, 2025 result goes to endowment fund

Cost Allocation of Resources against Priority





Each of our four priorities have a specific set of actions. These will be incorporated into our yearly business plans to achieve the impact goals we have set ourselves. All the priorities are supported by our enablers, the Network, Collaboration and our Georgian Building housing our Collections.

1. Collections

The Hunt Museum currently houses three collections:

- The core collection of John and Gertrude Hunt
- The Hunt Museum Collection, including Sybil Connolly
- Irish Contemporary Ceramic Collection

Business as usual:

- Continue our work to maintain and present all three Collections within the museum.

New horizons:

- Extend our reach through high quality digitisation, in particular 3D digitisation, and placing of the collections online, under open licenses.
- Create 3D printed versions of our objects for garden and street use.
- Through acquisition or collaboration expand the Collections and remit of the Hunt Museum.
- Improve and upgrade the display of our Collections, with more interpretation and a modernising of the look and feel for the visitor.

- Initiate partnerships and strategic relationships with platforms and tech innovators such as Wikipedia, Europeana, Mozilla and Google to increase understanding of our Collections.

2. Public Engagement

We have four strands of Public Engagement:

- Visitors
- Education
- Community
- Participation

Business as usual:

- A major exhibition every year, and 3 medium-sized exhibitions to entice visitors from far and wide and gain repeat visits to the museum. This includes the, already scheduled, European Investment Bank exhibition in 2020, reflecting the theme of *Belonging*, and connecting to the Limerick Integration Plan.
- Toddlers, preschool, 5-11, 12-18 age groups and lifelong learners continue to benefit from our schools and academic programmes.
- Our community outreach with partners for mental health, dementia, travellers, migrants, refugees, prison families and local communities.
- Nurture our existing Docent programme to safeguard the superior knowledge and volunteer help we enjoy.

New horizons:

- Multiplication of our audiences through exhibitions in other venues and countries and active uploading of our collections online to international digital collections such as Europeana and the DP.LA.
- On the Education front, collaborate and lead the cultural heritage education programme for the region, with every school visiting at least once per year.
- A social media led development of our web presence, where our interactions with our online audiences are vibrant and continuous.
- Expansion of the network of Friends from 500 to 1500 members, creating an engaged, activist organisation benefitting the museum and making it attractive to investors.
- Public participation events to increase our knowledge and improve the description of our Collections on our own websites and in Wikipedia, via Wiki-Editathons etc.
- Use of new technologies to develop artificial intelligence interactions, new applications and games based on the Collections.
- Interactive events such as hackathons, editathons, 3D digitisation and Collection days to give more people the opportunity to contribute to our social and economic impact.

3. Innovation

The Hunt Museum innovates in three areas:

- Partnerships
- Collaborations
- Technology

Business as usual:

- Work with other Limerick and regional attractions to increase awareness and use of the city's heritage to the benefit of inward investment and tourism.
- Collaborations with University of Limerick, Limerick Institute of Technology, Limerick School of Art and Design and Mary Immaculate College.

New horizons:

- A set of joint museum services in areas of need, e.g., education, finance, marketing, research.
- Collaborate with more cultural organisations to deliver new experiences such as Lightmoves Screen Dance or Crinniù na nOg.
- Deliver with other Irish institutions, a Digital Cultural Heritage Strategy for Ireland, driven by impact measurements on society, economy and innovation.
- Expand our connections with international and local research and technical institutes.
- Acquire new collections and innovate change in the sector.

4. Funding

The Hunt Museum has three forms of funding:

- Public
- Private Donations and Sponsorships
- Friends

Business as usual:

All these funding sources will be accessed and nurtured:

- Public funding from the Department of Culture, Heritage and the Gaeltacht supporting museums of regional importance.
- Public funding from grant schemes: Creative Ireland, Heritage Council, Limerick City & County Council, European Commission and others.
- Private funding from grants of private foundations: Ireland Funds, JP McManus.
- Private funding via donations and business.
- Memberships of Friends of the Hunt Museum.

New horizons:

- A new corporate events programme of workshops and tours for company away-days.
- Re-invigorate patronage of the museum, through private events and branding opportunities, working with the Limerick Chamber of Commerce Marketing Collective.
- A Friends driven set of activities to increase support across all age groups.
- Build strong relationships with potential overseas funders.

Our four priorities have three key enablers:

A. Network

- Docents, our brilliant volunteers, who engage the public in the importance of the collections, conduct tours, research and help deliver community projects.
- Friends, our multipliers, who work tirelessly to promote the museum and raise funds.

Business as usual

- Continue to grow and nurture both networks.

New Horizons

- Training programme for Docents - set up and run by Docents, with external expertise.
- Lower the average age of the Friends with the Hunt Museum Society run by students and young activists.

B. Collaboration:

- Partnering:** with local, regional, national, and international institutions to work on challenges and issues ranging from digital strategies to joint services.
- Coordinate Planning:** with other museums and cultural heritage institutions and the city and regional bodies.

Business as usual

- Continue to forge strong partnerships locally with other cultural heritage attractions: St Mary's Cathedral, King John's Castle, Craggaunowen, Lough Gur, Dance Limerick, University Concert Hall, Limerick City Gallery and Limerick City Museum etc.

- Work closely with local and national universities and research organisations.
- Grow our ties with local business, schools, sports and government.

New Horizons

- Create a medieval trail from King John's and St. Mary's Cathedral to the Hunt Museum to aid urban regeneration and tourism. Working with St. Mary's, Limerick Civic Trust, Limerick City & County Council, Shannon Heritage and Fáilte Ireland.
- Broaden our research base by providing public domain access to our collections.
- Actively investigate developing a joint Open Air Museum with Craggaunowen.



C. Building

Our beautiful physical space where we imaginatively maximise its use by local communities for education and for co-creation as well as for our visitors.

Business as usual

- Maintain the building fabric with help from the Department of Culture, Heritage and the Gaeltacht, the Office of Public Works, Limerick City and County Council and the Limerick Chapter of the Irish Georgian Society.
- Constantly improve and modernise the display of our world class collections.

New Horizons

- A Museum in a Garden: extending the museum into the garden with large-scale 3D printed versions of our objects will give 24/7 enjoyment and entertainment. opening the garden space to the river and the public to increase usage and improve security.
- Raise the funds to flip the building, creating new space for the collections and new exhibition possibilities.



Credits

Thanks to the co-creators of this strategic plan:
colleagues at the Hunt Museum, the Boards of the
Hunt Museum and the Hunt Museum Trust, the
Docents and the Friends of the Hunt Museum.

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Leopard head ornament | Benin | 15th - 19th Century | Public Domain