

HORNIMAN MUSEUM & GARDENS

Planning for success

A summary of our Corporate Plan 2009 -2012

The Horniman Museum and Gardens have been giving people a 'Window on the World' since opening their doors to the public in 1901.

Visitors can explore our exciting music and anthropology collections, aquarium, gardens and natural history galleries completely free of charge – and go away richer than when they arrived.

In the current economic climate, the Museum and Gardens give all our visitors the chance to learn more – without having to worry about the cost.

During these challenging times we will continue to offer unlimited, free entry to our main galleries, the aquarium and a whole series of events for adults, children and community groups.

We want as many people as possible to enjoy the museum and gardens and aim to attract some 575,000 visitors in 2009/10.

Our ongoing research, fieldwork and conservation programme will keep our collections in excellent condition.

Our Corporate Plan for 2009-2012 sets out our commitment to improving services and giving our visitors exciting opportunities to explore the world, its people and its environments.

Over the next three years the Gallery Square and the Balcony will host some captivating exhibitions; in the aquarium, we will be adding new varieties to our fish family and improving their habitats; - and to encourage visitors to explore the natural world on our doorsteps we are introducing an exciting new **Nature Base**, linking it to the nature on view in the Horniman Gardens.

Learning remains a high priority and we are working with schools and further education organisations on a programme that will excite students and fit with the changing curriculum.

Families and adult learners will also have the chance to make their own discoveries through activities linked to our collections.

As well as making a visit to the Horniman a memorable experience, we are committed to giving our community and funders value for money and ensuring we are efficient, effective and sustainable.

We are upgrading our information technology to modernise and enhance services and maximise our presence on the web, including putting more of our collections on the web and using social networking.

We will continue to govern the Horniman well and to work with our strategic partners, the London Museums Hub, the Museums, Libraries and Archives Council London, the Greater London Authority, the British Museum, Lewisham Council and Capel Manor College, to give our work and resources maximum impact.

Our priorities for 2009-2012 reflect those of our core funder, the Department for Culture Media and Sport (DCMS), and the Museums, Libraries and Archives Council - as well as developments in Museums and Gardens locally, regionally, nationally and internationally.

We have constructed our Corporate Plan not only to meet our short-term delivery goals but also with an eye to the longer-term challenges ahead, creating a centre of culture and creativity that the whole community can enjoy for years to come.

Supporting the plan – vision, values and objectives

As the audience for the Horniman Museum and Gardens grows and diversifies and the opportunities for engaging with a world-wide virtual audience increase, our work continues to be guided by our **vision, values** and **3 key objectives**.

Our vision is central to everything we do, whilst our values help shape our work and give the Horniman its unique character.

Our vision

To use our worldwide collections and the Gardens to encourage a wider appreciation of the World, its peoples and their cultures, and its environments.

Our values:

respect for the World's diverse cultures, environments and resources

enrichment through learning and understanding

enjoyment for our visitors

communication of our message and awareness of what we do

excellence in the research, interpretation and care of our collections

stewardship of our historic listed buildings and Gardens

efficiency and effectiveness in the way we conduct our business

partnership with the community and institutions nationally and internationally

relevance to our urban, multi-cultural setting.

Our plan for 2009-2012

ACCESS

We will use the collections and Gardens to stimulate curiosity and wonder, promoting opportunities for people of all ages, abilities and backgrounds to participate in and enjoy exhibitions, educational programmes, activities and events - both face to face and online.

Key priorities for 2009-12

Over the next three years we will improve access by:-

- Investing in Evolution 2010 – our exciting project, extending the museum's exploration of biodiversity and nature and linking the physical environment with learning and thinking across the museum and gardens;
- Creating new learning and leisure activities in the Gardens which bring together the different elements of the museum to give visitors a full and fulfilling experience;
- Welcoming more young people to the Museum and Gardens by involving them in community projects linked to the Cultural Olympiad;
- Making the most of the re-opening of the East London line in 2011/12, to attract new visitors and forge partnerships with other museums, gardens and cultural centres;
- Bringing culture alive through a programme of vibrant exhibitions, events and activities:- our new Nature Base supporting the 'Evolution 2010' project; two major, charging temporary exhibitions (Robot Zoo and Myths and Monsters); textile exhibitions and photographic shows, events and activities celebrating Darwin 200; and a series of music concerts, festivals and events in the Gardens.

COLLECTIONS

We will safeguard and develop the collections so that they can be made as accessible as possible now and in the future.

Key priorities for 2009-2012:

Over the next three years our programme of fieldwork, research and acquisition will focus on :-

- Developing 'the Body Adorned' project – an intriguing insight into the complex and multiple ways that we dress our bodies to mark who we are within the Cosmopolitan city of London - in support of the Cultural Olympiad;
- Supporting the Olympic Legacy Trust theme of Dance in London by exploring the magic of dance through our world-class collection relating to Dance in Bali;
- Embarking on an innovative Music in London research project drawing on our major new holding of the Boosey and Hawkes Collection;
- Developing a classification system for musical instruments, as part of the EU funded Musical Instrument Online Project (MIMO) involving 9 EU member states under the aegis of the European Digital Library;
- Improving future conservation initiatives by researching our important Hart Bird collection and contributing to knowledge of changing habitats and species distribution over time;

- Developing a new medicinal Garden
- Contributing to international marine research and the worldwide conservation of coral by researching environmental triggers that stimulate the sexual reproduction of coral;
- Making our collections more accessible by reducing the backlog of acquisitions awaiting documentation and improving documentation, storage and potential for exhibition of our archival holdings, including visual archives.

ENABLING

We will secure and effectively manage our resources in order to ensure the sustainability of the organisation so that we are able to provide high quality services for the benefit and enjoyment of our visitors, both real and virtual, now and in the future.

Key Priorities 2009-2012:

Over the next three years we will aim to make the Horniman Museum and Gardens sustainable for the future by:-

- Seeking major funding for the 'Evolution 2010' project;
- Investing management, time and money in our Historic buildings to protect and conserve them for the future;
- Engaging more volunteers for the skills and knowledge they bring to the Museum and Gardens;
- Improving internal communications and efficiency through the introduction of a staff intranet and new records management policies.
- Re-qualifying for Investors in People – the award which recognises our effectiveness in developing our staff and the organisation as a whole.

Our detailed Corporate Plan covering 2009-2012 is available on our website www.horniman.ac.uk

The staff and Trustees of the Horniman Public Museum and Public Park Trust will make every effort to achieve these priorities over the next three years.

We are committed to building on the Horniman's reputation as a responsive, well-liked and forward-looking organisation that people want to visit and be involved with, and that staff enjoy working for.

We look forward to welcoming you to the Museum and Gardens and giving you a 'Window on the World'.

Timothy Hornsby
Chair

Janet Vitmayer
Chief executive


