

Aldeburgh Museum

Activity Action Plan

This Activity Plan, Action Plan is complemented by a summary of Activity Plan targets and the detailed evaluation plan.

	Activity	Audience and benefits for people	Resources	Targets and timetable	Total engagements targets	Total budget	Costs per year			Evaluation and measures of success
							yr1	yr2	yr3	
1. Volunteering										
<p>To support volunteering, the actions identified are designed to build capacity and provide meaningful and enjoyable opportunities for engagement. The <i>Project</i> will facilitate the development of the volunteering infrastructure to support an extended programme of volunteering opportunities and associated training. Volunteers will be supported and encouraged to participate in all levels of activity, including governance. Details of roles, recruitment, management, and deployment of volunteers are provided in the Volunteer Plan and accompanying costed volunteer training plan presented in Appendix 4. A volunteer travel and expenses budget is available to support volunteer engagement and to overcome barriers. This work will be supported by the Volunteer and Activities Development Officer in collaboration with the Museum Trustees.</p> <p>In summary, the complementary elements to this work are:</p> <p>1a) Volunteer skills audit: building on work undertaken during the Development Phase, undertake a full review of the current volunteer cohort and associated skills audit to assess what each current volunteer would like to contribute now and in the future.</p> <p>1b) Recruitment and deployment of volunteers. Further review and identification of a menu of volunteering roles and activities, production of role descriptions and likely requirements in terms of frequency and duration. This will build on the work undertaken during the Development Phase and which has informed the Activity Plan and the Volunteer Plan. Such roles will include: governance; management, maintenance and recording of the collections; cataloguing and digitising collections, library and archive materials; researching and producing interpretative material; welcoming, greeting and interacting with visitors; leading specialist tours; providing talks; supporting learning activities; supporting reminiscence and oral history work; facilitating events; general promotional activity, including social media and web content. Task based-volunteering opportunities will be scoped and offered. This work will be supported by a process of matching the skills and competences of current volunteers and identification of areas for enhancement and development. The role descriptions will be used to recruit and train volunteers.</p> <p>In addition, six volunteer mentors and a minimum of eight members of the Museum Users Group will be recruited.</p> <p>1c) Volunteer training. Training will be delivered to ensure that new and existing volunteers have relevant skills and competences to meet requirements, consolidate existing and develop new skills and knowledge, share their expertise and enthusiasm to support the enjoyment of a wide range of visitors, and enable people to carry out their volunteering with confidence. Where appropriate, the museum will work with other volunteer-led organisations in and around Aldeburgh, volunteer bureaux, the Association for Suffolk Museums and other agencies.</p>										

1d) Volunteer Task Group. A Volunteer Task Group of the Museum will be established to maintain a continuing and purposeful engagement with volunteers, assess training needs, and recruit and train new volunteers on a continuous and sustainable basis. The Task Group will aim to empower volunteers to be actively involved.

1e) Volunteer Mentors. Identification and induction of mentors to 'buddy' new or inexperienced volunteers.

1f) Museum User Group. Establishment of a user group to support the museum's development and provide user feedback on activities and services.

	Activity	Audience and benefits for people	Resources	Actions and timetable	Summary targets	Total budget	Costs per year			Evaluation and measures of success
							yr1	yr2	yr3	
1a	Volunteer skills audit	Current volunteers Volunteers will be able to document their skills, clarify training needs, and identify future volunteer roles in which they are interested.	VADO, supported by Trustees. Travel costs included elsewhere.	Reviews with all current Volunteers Clarity of interests and availability to support effective deployment Clarity of current/future training needs Completed December 2018.	195 Target comprised of Year 1: 60 volunteers; Year 2: 65 volunteers; Year 3: 70 volunteers.					Volunteers report 90% satisfaction with the process.
	Outcomes	People will have volunteered time People will have developed skills The organisation will be more resilient.								
1b	Recruitment and deployment of volunteers	Current volunteers; local people; young people. More and a wider range of people will be able to engage in clearly specified and tailored volunteer	VADO in collaboration with existing volunteers. Promotional materials and other recruitment costs included in marketing and promotional budget.	A total of 70 museum volunteers in place in Year 3. All new and existing volunteers linked to roles with clear identification of purpose Undertaken from November 2018.	Target for museum volunteers included in 1a.					All volunteer targets met Volunteer surveys report 90% satisfaction with their roles.

		opportunities.								
	Outcomes	People will have volunteered time People will have had an enjoyable experience More people and a wider range of people will have engaged with heritage The organisation will be more resilient.								
1c	Volunteer training	Current and new volunteers and Volunteer Mentors Volunteers will be confident in their role Visitors will have a good experience.	VADO to deliver training Training budget available.	70 Existing and new volunteers will be trained 6 Volunteer Mentors will be trained Training will commence November 2018 and continue during the project.	76	£1,200	£600	£300	£300	Feedback from training reports 90% participant satisfaction. Visitor surveys report 90% satisfaction with their visit
	Outcomes	People will have developed skills People will have had an enjoyable experience People will have volunteered time More people and a wider range of people will have engaged with heritage The organisation will be more resilient.								
1d	Volunteer Task Group	Volunteers Volunteers will be empowered to actively manage their contribution.	VADO to support the establishment and running of the group Travel costs included elsewhere.	6 volunteer Task Group members recruited from the pool of museum volunteers by December 2018 Task Group to meet 6 times annually.	Target included in 1a					Targets met Volunteer surveys report 90% satisfaction with the group's role.
	Outcomes	People will have developed skills People will have volunteered time The organisation will be more resilient								

1e	Volunteer Mentors	Volunteers People will be supported in their volunteering Mentors will develop skills.	VADO to support the identification and training of mentors Training costs included in training budget.	6 volunteer mentors. Volunteer Mentors recruitment completed December 2018	18 Target comprised of 6 mentors available in each of the 3 years of the <i>Project</i> .					Targets met Volunteer surveys report 90% satisfaction with mentoring.
	Outcomes	People will have developed skills People will have volunteered time The organisation will be more resilient.								
1f	Museum User Group	Museum users Museum users will be involved in contributing to the Museum's success The Museum's interpretation and events will meet the needs of visitors.	Trustees and VADO to set up the Group and support its work Group facilitation budget available.	8 User Group members recruited Spring 2019 Group to meet 3 times annually throughout the <i>Project</i>	24 Target comprised of 8 members available in each of the 3 years of the <i>Project</i> .	£300	£100	£100	£100	Targets met Feedback from the Group reports 90% satisfaction with their role. Demonstrable impact on Museum activities
	Outcomes	People will have developed skills People will have volunteered time Heritage will be better interpreted and explained The organisation will be more resilient								
	TOTALS				313	£1,500	£700	£400	£400	

	Activity	Audience and benefits for people	Resources	Actions and timetable	Summary targets	Total budget	Costs per year			Evaluation and measures of success
							yr1	yr2	yr3	
2. Museum opening and guided tours										
<p>The <i>Project</i> will extend current opening hours to provide access across the year and enhance the visitor offer to include museum guided tours, enhanced tours for people with sensory impairments, and tours for groups. Extended opening will enable the Museum to meet the requirements of additional audiences. A model of revised opening is presented in Section 2.3.2.1 of the Activity Plan. Any associated requirement to increase the volunteer base to service this requirement is identified as part of volunteer development. Extended opening will be piloted to evaluate take up and practice amended if required based on evidence. Providing a weekly guided tour will enable visitors to have an enhanced visit experience and opportunity to interact with volunteers. Group guided tours will enable the Museum to package an offer designed for groups and societies, reaching a wider audience.</p> <p>In summary:</p> <p>2a) Extended opening to include access all year. This will provide standardised opening across the April-October period and 1-day x 3-hour session per week during the November – March period, with additional opening in December in line with consultation outcomes.</p> <p>2b) Guided tours. One guided tour weekly. An enhanced tour for those with sensory impairments will be offered on an occasional basis as part of the weekly offer. Each tour facilitated by a volunteer. 1-hour duration. Included in admission charge.</p> <p>2c) Pre-booked Group Guided tours. These will be promoted to special interest and community groups and organisations. Tours will last for up to 2 hours. A charge will be made. Plans to increase group tours from the current 2 to 6 per annum.</p>										
2a	Extended opening to include access all year	Local people, Visitors, heritage appreciators Increased access to the Museum will enable more and a wider range of people to visit.	Volunteers Associated costs covered in other budget heads.	New opening arrangements to be introduced and piloted once the Museum reopens in May 2019.	18,000 Target comprises increased visitor numbers: 2019 - 5,500 2020 - 6,000 2021 - 6,500					Targets met 90% satisfaction recorded in visitor surveys.
	Outcomes	People will have learned about heritage More people and a wider range of people will have engaged with heritage People will have had an enjoyable experience.								

2b	Guided tours	Local people, visitors, heritage appreciators Visitors and volunteers will enjoy being able to interact, share learning, and develop deeper understanding of the Museum and its collections.	Volunteers Associated costs covered in other budget heads.	1 x guided tour offered weekly. Average 8 people on each tour Guided tours to commence once Museum reopens in May 2019.	Numbers included in 2a.					Visitor and volunteer surveys report 90% satisfaction with this offer.
	Outcomes	Heritage will be better interpreted and explained People will have developed skills People will have learned about heritage People will have had an enjoyable experience.								
2c	Group Guided tours	Local people, visitors, heritage appreciators, specialist interest groups, clubs and societies More and a wider range of people will have had an in-depth opportunity to learn about the history of Aldeburgh.	Volunteers Associated costs covered in other budget heads.	6 group guided tours to be delivered each year. Average of 15 people per group. 90 people each year x 3 = 270 Guided tours to be promoted from January 2019 and offered from Museum opening in May 2019	270					Visitor and volunteer surveys report 90% satisfaction with this offer.
	Outcomes	Heritage will be better interpreted and explained People will have developed skills People will have learned about heritage People will have had an enjoyable experience The organisation will be more resilient.								
	TOTALS				18,270					

	Activity	Audience and benefits for people	Resources	Action and timetable	Summary targets	Total budget	Costs per year			Evaluation and measures of success
							yr1	yr2	yr3	
3. Talks and trails										
<p>A menu of talks and trails will be created, some in partnership with local organisations. Talks and trails will form a key element of the outreach work of the <i>Project</i> whilst offering new and exciting volunteering and research opportunities. Themes will link to the interpretation focus of the Museum and broaden and extend these. Themes identified include: the Thurlow painting, carrying out research into the background of those depicted; Civic Aldeburgh, including its history as a 'rotten borough', Elizabeth Garrett Anderson as the UK's first female mayor; Aldeburgh at War, to include gathering additional oral histories.</p> <p>3a) Special interest talks. Talks will highlight items from the Museum collections. A talk will be delivered each month with a maximum duration of one hour to include a question and answer session. Talks will be delivered by Museum volunteers, subject specialists from other organisations, and as part of the Aldeburgh Young Curators' programme. Attendees will be encouraged to make a voluntary donation.</p> <p>3b) Outreach talks to community groups. A menu of talks on various topics linked to the collections will be created during Year 1 of the <i>Project</i> and subsequently promoted to community and other groups. The talks will be researched by volunteers resulting in a re-usable free-standing talk package for delivery at venues outside the Museum. This will include the identification of handling objects, and audio and visual resources where appropriate. Audiences will include: the Women's Institute, Rotary Clubs, Local History Societies, and Friends of Museums Groups. A charge will be made for these talks. Frequency: 6 per year. Duration 1 hour.</p> <p>3c) Museum trails. Two self-guided trails to be developed - one for children and one for adults. These will build on existing Museum practice. Trails will be interactive, fun and encourage enquiry and be available on demand. Development of the trail materials will be led by the VADO supported by volunteers. Trails will be available on-line, in printed form or by using tablets in the museum. The children's activity trail will include use of an activity bag and provision of a sticker on completion. Costs of trails will be included in the admission charge and volunteer stewards will be available to promote their use and provide support.</p> <p>3d) External trails. A series of self-directed external trails will be produced linked to the stories and artefacts in the collections to encourage exploration and deeper learning and understanding of Aldeburgh and further afield. Examples include: Saxon Trail; Garretts trail; Moot Hall and Civic Aldeburgh; Aldeburgh and the Arts. Development of trail materials will be led by the VADO and supported by volunteers, building on existing resources produced by the Aldeburgh Business Association and the Aldeburgh Society. Further consultation will be undertaken during Year 1 of the <i>Project</i> to determine which trails will be of most interest to visitors. The <i>Project</i> will deliver three published trails by the end of Year 2 of the <i>Project</i>. These will be available to purchase at the Museum and elsewhere.</p>										
3a	Special Interest Talks	Local people, visitors Volunteers and participants will develop deeper understanding of the Museum's collections.	Volunteers to research and develop talks materials, power point presentation, handouts etc.	Average of 12 talks per year attracting 20 people to each talk. Total of 480 people attending Talks to be developed in Year 1 and delivered from beginning of Year 2 (Autumn 2019).	480	£1,100	£800	£200	£100	Feedback from each talk reports 90% satisfaction Volunteer surveys report 90% satisfaction with their involvement.

	Outcomes	People will have learned about heritage People will have had an enjoyable experience More people and a wider range of people will have engaged with heritage Local area will be a better place to live work and visit People will have volunteered time.								
3b	Outreach talks to community groups Groups will develop deeper understanding of the Museum's collections.	Community and special interest groups Volunteers to research and develop talks and associated materials, power point presentation, handouts etc.	6 talks per year. Average of 15 people attending each talk. Total of 180 people attending Talks to be developed during Year 1 and delivered from the beginning of Year 2 (Autumn 2019).	180	£1,200	£800	£200	£200	Feedback from each talk reports 90% satisfaction Volunteer surveys report 90% satisfaction with their involvement.	
	Outcomes	People will have learned about heritage People will have had an enjoyable experience More people and a wider range of people will have engaged with heritage Local area will be a better place to live work and visit People will have volunteered time.								
3c	Museum trails Visitors will be supported in exploring the Museum and developing their understanding of Aldeburgh's heritage Families will be engaged and have fun exploring the Museum and its collections.	Volunteers to research and develop trails Printing and publication costs, production of children's activity bag and reward stickers.	1 x adult and 1 x children trail and children's activity bag to be developed in Year 1 and available in Years 2 and 3.	Targets included in 2a.	£3,000	£2,000	£500	£500	Adult trail to be used by 75% of Museum visitors Children's trail to be used by 50% of under 12-year old Museum visitors 90% satisfaction of those using the trails reported in visitor surveys.	

	Outcomes	People will have learned about heritage People will have had an enjoyable experience More people and a wider range of people will have engaged with heritage Local area will be a better place to live work and visit People will have volunteered time.								
3d	External trails	Local people, visitors, heritage appreciators People will be supported in self-directed exploration of local heritage sites enabling deeper understanding of Museum themes.	VADO and volunteers Research and development of trails, printing and publication costs.	3 trails to be developed. 1 to be available in Year 1 and all 3 available in Year 2	1,000 copies sold by <i>Project</i> completion Comprising: Year 1, 300; Year 2, 350; Year 3, 350.	£2,000	£1,200	£600	£200	Sales targets met. 90% satisfaction of those using the trails reported through social media and visitor surveys.
	Outcomes	People will have learned about heritage People will have had an enjoyable experience More people and a wider range of people will have engaged with heritage Local area will be a better place to live work and visit People will have volunteered time								
	TOTALS				1,660	£7,300	£4,800	£1,500	£1,000	

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							yr1	yr2	yr3	
4.Events										
<p>A range of one-off and regular events will be offered as part of the <i>Project</i>. These will be evaluated and form the basis of a sustainable programme of events post-project. Events will be offered during the capital works to raise awareness, encourage local and wider engagement and facilitate an understanding of, and enthusiasm about, the museum, the Moot Hall and heritage buildings and conservation more generally. Events will include:</p> <p>4a) Behind the Scenes events. These events will be aimed at historic building enthusiasts, residents and heritage appreciators. The events will be led by the Project Manager, Trustees and contractors. In addition, photographs and film will be taken of the capital works and interpretative materials will be produced showing 'before' and 'after' images and showcasing the heritage skills involved in the work. There will be opportunities to work with young people's organisations to support film and photography and with organisations such as Society for Protection of Ancient Buildings (SPAB) to develop an understanding of historic building construction.</p> <p>4b) Celebratory opening event. A community event celebrating the re-opening of the Museum aimed at raising awareness and supporting the volunteer programme. This event will be held in a suitably large venue in Aldeburgh with an accompanying rolling programme of volunteer-led bookable tours around the Museum.</p> <p>4c) Events linked to other prominent activities. The Museum will actively engage in Aldeburgh town events run by other organisations, for example the Carnival, Food Festival, the Aldeburgh Cinema Documentary Film Festival, and provide a prominent offer during the nationally significant Heritage Open Days. A minimum of three events will be targeted each year. The Museum's contribution will offer high visibility activities linked to interpretative themes and will include: costumed interpretation, an external Museum presence on Crag Path and other relevant locations.</p> <p>4d) Christmas and New Year themed events December-January. The Museum will deliver a focused set of small scale festive events exploring various themes such as: Christmas in Aldeburgh; Aldeburgh in winter; a Victorian Christmas including making decorations; the winter solstice. The events will offer hands-on craft making, music and poetry. Opportunities to link these to the offer in local hotels during the period will be actively explored.</p> <p>4e) 'Family Summer afternoon's. A school summer holiday, six-week programme of two-hour workshops held July – August outside the Museum on the grass area. Events will be weather dependent. Each weekly event will offer a different art-themed, interactive, hands-on workshop. A small charge will be made to cover materials costs. Opportunities will be made available for participants to showcase and celebrate their achievements. The programme will be developed in collaboration with a Museum User Group established to support and advise on design and delivery. The Group will be formed through an open invitation during Year 1 of the <i>Project</i>. The Group will meet regularly to plan, review progress and support evaluation.</p>										
4a	Behind the Scenes events	Local people, volunteers, heritage appreciators People will have learned about	Project Manager, Trustees, Contractors, and specialist input, e.g. SPAB and young people's organisations.	2 x events to be delivered during the project's capital works programme enabling people to see the Moot Hall 'laid bare' and re-imagined. Each	40	£400	£400	0	0	Targets met 90% satisfaction of those attending reported through event

		historic buildings and the regeneration project.		event attended by up to 20 people. Events to be offered in Spring 2018.						feedback surveys.
	Outcomes	People will have learnt about heritage People will have developed skills People will have had an enjoyable experience More people and a wider range of people will have engaged with heritage								
4b	Celebratory Opening event	Local people, volunteers.	Led by Museum Trustees, Project Manager, VADO and volunteers.	1 event attracting 200 people to an eternal venue with tours of the Museum Delivered May 2019.	200	£2,000	£2,000	0	0	Targets met 90% satisfaction of those attending reported through event feedback surveys and social media.
	Outcomes	People will have learnt about heritage People will have had an enjoyable experience More people and a wider range of people will have engaged with heritage Local area will be a better place to live work and visit.								
4c	Linked Events	Local people, visitors More and a wider range of people will have engaged had fun and learned about heritage.	VADO, volunteers, and events facilitators including costumed Interpreters Promotional materials. Average budget cost of £600 per event (£400 for facilitators and £200 for materials). Total Staffing costs of	3 events each year Each event to attract an average of 200 people Total of 600 each year. To commence in 2019.	1800	£1,800	£600	£600	£600	Targets met Positive feedback from partner event organisers on the Museum's contribution Joint event audience surveys report 90% satisfaction from participants.

			£1,200 p.a. x 3 years = £3,600 shown in staffing budget line							
	Outcomes	Heritage will be better interpreted and explained People will have learnt about heritage People will have had an enjoyable experience More people and a wider range of people will have engaged with heritage People will have volunteered time The local area will be a better place to live work and visit.								
4d	Christmas and New Year themed events	Local people, visitors More and a wider range of people will have visited the Moot Hall, had fun and learned about heritage.	VADO, volunteers and specialist presenters Research and development of events, printing and publication costs. Average budget cost of £166 per event (£60 for facilitators and £106 for materials). Total Staffing costs of £360 p.a. x 2 years = £720 shown in staffing budget line.	A programme of festive events held in the Museum to focus on Aldeburgh in the winter Events to be developed in Year 1. 6 events annually during Years 2 and 3. Each event attended by 20 people, a total of 120 each year.	240	£3,280	£2,000	£640	£640	Targets met 90% satisfaction of those attending reported through event feedback surveys and social media.
	Outcomes	Heritage will be better interpreted and explained People will have learnt about heritage People will have had an enjoyable experience More people and a wider range of people will have engaged with heritage People will have volunteered time.								

4e	Family Summer afternoons	Children and families Families will have had fun, developed skills and learned about the history of Aldeburgh.	VADO, Volunteers, Museum User Group, partner organisations, professional specialist input. Promotional and delivery materials. Average budget cost of £375 per event (£240 for facilitators and £135 for materials). Total Staffing costs of £960 p.a. x 3 years = £2,880 shown in staffing budget line	6 weeks programme each year of 1 x 2hour session per week. Each session attended by 20 people. Assume two sessions each year are cancelled due to inclement weather. 3 years x 4 sessions x 20 attendees = 240. Sessions to commence in Summer 2019 Museum User Group to be recruited in Summer 2019 and continue during the <i>Project</i> with regular meetings.	240	£1,620	£540	£540	£540	Targets met 90% satisfaction of those attending reported through event feedback surveys and social media Feedback from the Museum User Group report 90% satisfaction with their role and impact on provision.
	Outcomes	People will have learnt about heritage People will have had an enjoyable experience More people and a wider range of people will have engaged with heritage People will have volunteered time.								
	TOTALS				2,520	£9,100	£5,540	£1,780	£1,780	

	Activity	Audience and benefits for people	Resources	Actions and timetable	Summary targets	Total budget	Costs per year			Evaluation and measures of success
							yr1	yr2	yr3	
5. Schools and Young People's Programme										
<p>A programme of activities will be developed in collaboration with local Primary and Secondary Schools and organisations that work with young people, to enable children, young people and staff of those organisations to engage with the Museum and its collections. The programme will provide a range of new opportunities as follows:</p> <p>5a) Teacher Advisory Group. A Teacher Advisory Group will be established from local school teachers to work with the VADO and volunteers to develop learning resources, workshops and visits which are contemporary, relevant and meet learners' needs. The Teacher Advisory Group will comprise a minimum of four teachers from a range of subject areas and school settings. The Group will meet a minimum of three times in Year 1 to develop the learning programme. The Group will have a minimum of two meetings in Years 2 and 3 to monitor, review and evaluate the programme.</p> <p>5b) Schools programme. A programme will be developed with the Teacher Advisory Group, supported by the VADO and relevant volunteers. The detailed content of the programme will be developed in Year 1, but is likely to include a 'loan box' containing a range of relevant handling objects, copies of original archives and photographs which tell the story of Aldeburgh. These resources will be developed to link to specific Key Stages and curriculum areas, and to support teacher-led sessions. The loan box will be supported by Museum visits focused on linked activities such as hands-on arts practice, 'build a Moot Hall' STEM work, 'mini-mayors' SMSC/British Values sessions, local history study projects and geography workshops. The programme will also facilitate secondary school students studying media studies or art and design to be involved in photography and video activities and to undertake work experience at the Museum.</p> <p>In addition, an Aldeburgh Young Curators' programme will be established to enable primary level children to select objects which reflect their interests resulting in temporary exhibitions which engage young people.</p> <p>Targets for the schools' programme are based on an estimate of 25 children per class. Project Year 1 = development. Year 2 = 3 schools (150 children); Year 3 = 5 schools (375 children) to be engaged.</p> <p>5c) Young People's activities. The <i>Project</i> will establish a menu of opportunities to enable young people's groups to achieve their aims. For example: enabling Rainbows, Brownies, Guides, Beavers, Cubs and Scouts groups to achieve heritage activity badges; Woodcraft Folk to achieve awards; Duke of Edinburgh groups to achieve their volunteering element. Targets: based on 12 young people per group. Project Year 1 = development. Year 2 = 2 groups (24 young people); Year 3 = 3 groups (36 young people).</p>										
5a	Teacher Advisory Group	Primary and Secondary school teachers Teachers will be able to access Museum collections to co-create relevant	VADO and volunteers with an interest in learning Budget allocation to facilitate meetings and research.	Minimum of 4 teachers engaged to represent a range of settings and curricula. 3 meetings in Year 1, 2 in subsequent years to monitor, review and evaluate the school programme. To	12 Target comprised of 4 Group members available in each of the 3 years of the <i>Project</i> .	£700	£300	£200	£200	Targets met. Feedback from the Teachers Advisory Group report 90% satisfaction.

		learning visits and resources to meet their and their pupils' needs.		commence in Autumn 2018						
	Outcomes	People will have learnt about heritage People will have volunteered time.								
5b	School Programme	Primary and Secondary school children, parents and teachers Inspiring and relevant Museum visits and resources will enable pupils, teachers and parents to engage with their heritage and have memorable experiences.	VADO and volunteers Research and development of loan boxes, printing and publication costs, production of learning materials.	Based on estimate of 25 children per class Developed in Project Year 1. Delivered in Year 2 = 3 schools (75 children); Year 3 = 5 schools (125 children).	200	£4,000	£2,000	£1,000	£1,000	Targets met Feedback from the teachers, parents and pupils report 90% satisfaction with the experience Positive feedback from Teacher Advisory Group.
	Outcomes	People will have learnt about heritage People will have had an enjoyable experience People will have volunteered time.								
5c	Young People's activities	Young people, staff and volunteers involved in youth groups Groups will be supported in achieving their aims	VADO and volunteers with an interest in learning Budget allocation to facilitate meetings and research.	Based on 12 young people per group. Year 1 = development of a structured programme of support to facilitate the achievement of relevant awards. Year 2 = 2 groups, average 12 per group =	60	£600	£400	£100	£100	Targets met Feedback from the Group Leaders and Young People report 90% satisfaction with the experience.

		Young people will have engaged with and learned about heritage.		24 young people. Year 3 = 3 groups = 36 young people							
	Outcomes	People will have learnt about heritage People will have developed skills People will have had an enjoyable experience More people and a wider range of people will have engaged with heritage.									
	TOTALS				272	£5,300	£2,700	£1,300	£1,300		

	Activity	Audience and benefits for people	Resources	Actions and timescales	Summary targets	Total budget	Costs per year			Evaluation and measures of success
							yr1	yr2	yr3	
6. Reminiscence and history and heritage of Aldeburgh										
<p>The <i>Project</i> will undertake learning and outreach work with elders in elder care settings and develop its existing collection of oral histories. This work will support further development of temporary exhibitions and enhance museum interpretation.</p> <p>6a) Reminiscence sessions. The <i>Project</i> will work with eldercare settings to create a reminiscence box and volunteer facilitated session about the history and heritage of Aldeburgh. This work will be piloted in Year 1 with the ambition to roll out to three eldercare settings in Year 3. The reminiscence box will be available for hire at a charge.</p> <p>6b) Oral Histories. The <i>Project</i> will develop a tactical, planned approach to gathering oral histories which enable it to tell stories about the history and heritage of Aldeburgh. Working in partnership with the Aldeburgh and District Local History Society, and the Museum of East Anglian Life, the <i>Project</i> will undertake a review of existing oral histories - editing, ordering, identifying gaps – and produce a plan to collect new stories as necessary to fill gaps. All oral histories collected will be integrated with the collection held by the Aldeburgh and District Local History Society.</p>										
6a	Reminiscence sessions	<p>Elders, staff and volunteers in eldercare settings</p> <p>Older people will engage with Museum collections, share their memories and have fun</p> <p>Eldercare staff and volunteers will learn new skills and engage with heritage.</p>	<p>VADO, volunteers with an interest in reminiscence</p> <p>Research and development of reminiscence box and session plan/text</p> <p>Professional support to facilitate working with elders.</p>	<p>Development of a reminiscence box and planned session in project Year 1. Year 2 = 2 hires (sessions) average audience 12 per session =24. Year 3 = 3 hires (sessions) = 36.</p>	60	£2,000	£1,000	£500	£500	<p>Targets met</p> <p>Feedback from eldercare staff, volunteers and participants report 90% satisfaction with the experience.</p>

	Outcomes	People will have learnt about heritage People will have developed skills People will have had an enjoyable experience More people and a wider range of people will have engaged with heritage.								
6b	Oral Histories	Local people People will be able to share their memories of Aldeburgh and engage with the Museum and its collections.	VADO, volunteers with an interest in reminiscence and partner organisations Research and oral histories collection equipment and materials.	Minimum of 6 oral histories collected, edited and made available by Year 3 following review of current collection in Years 1 and 2.	6	£1,200	0	£800	£400	Targets met Feedback from the partners and participants report 90% satisfaction with the experience.
	Outcomes	People will have learnt about heritage People will have developed skills People will have had an enjoyable experience More people and a wider range of people will have engaged with heritage.								
	TOTALS				66	£3,200	£1,000	£1,300	£900	

	Activity	Audience and benefits for people	Resources	Actions and timescales	Summary targets	Total budget	Costs per year			Evaluation and measures of success
							yr1	yr2	yr3	
7. Marketing and Promotion										
<p>A range of materials and tools will be used to promote the new offer and ensure that audiences have access to high quality resources, available in relevant formats and languages to meet their needs.</p> <p>7a) Website Development. The Museum website will be further developed to ensure it is: visitor-focused; meets the needs of new audiences, for example by ensuring the site is smart phone and tablet friendly; attractive and engaging; supports social media and downloads.</p> <p>7b) Social media development. This development to include active engagement with relevant social media outlets which relate to audience interests. This is likely to include Facebook and Twitter as well as TripAdvisor and other relevant social media outlets which attract new audiences to engage with the Museum offer.</p> <p>7c) New publicity and promotional materials. Promotional and publicity materials will be produced to support new activities including a new Museum promotional leaflet, and promotional banners.</p>										
7a	Website development	Local people, visitors, heritage appreciators People will be able to access information about the Museum, its collections, events and services on line to support their pre-visit planning, visit enjoyment and post-visit research.	VADO, volunteers, and specialist web-design consultants Development of new content, technical design and presentation.	Development work to be carried out in Autumn 2018 Additional website visits and downloads of 1,000 in Year 1, 2,000 in Year 2 and 3,000 in Year 3.	6,000	£5,000	£2,000	£2,000	£1,000	Targets met Feedback from partners and visitors report 90% satisfaction with the experience Positive reviews on social media Website analysis demonstrates increased and improved usage.

	Outcomes	Heritage will be better interpreted and explained People will have learnt about heritage More people and a wider range of people will have engaged with heritage The organisation will be more resilient.								
7b	Development of social media presence	Local people, visitors, families, young people, volunteers People will be able to use social media platforms to engage with the Museum and share their experiences. People will be able to access information through a range of media.	VADO, volunteers. Training for volunteers included in the volunteer training budget line.	Regular social media contributions to promote events, showcase collections and celebrate visitor engagement Additional online engagements through posts, tweets, followers and 'likes' Year 1: 200 engagements Year 2: 250 engagements Year 3: 300 engagements.	750	£600	£200	£200	£200	Achievement of targets Visitor surveys, website and social media analysis 90% satisfaction reported through visitor surveys.
	Outcomes	Heritage will be better interpreted and explained People will have learnt about heritage More people and a wider range of people will have engaged with heritage The organisation will be more resilient.								
7c	New publicity and promotional materials	Visitors and local people People will be able to access information about the Museum, its collections, events and services through a range	VADO and volunteers Content and design to be produced in house.	5,000 annual Museum promotional leaflets £700 per year x 3 = £2,100 £600 design costs in Year 1 and £600 to refresh design in Year 3. Total cost £3,300 Promotional posters, handbills and large-	Targets reflected elsewhere in this action plan.	£6,000	£2,600	£1,400	£2,000	Achievement of targets Visitor surveys, website and social media analysis 90% satisfaction reported through visitor surveys.

		of promotional tools.		scale banners to support temporary exhibitions and events = £2,100. Design costs in Year 1 £600. Total cost £2,700						
	Outcomes	Heritage will be better interpreted and explained People will have learnt about heritage More people and a wider range of people will have engaged with heritage The organisation will be more resilient.								
	TOTALS				6,750	£11,600	£4,800	£3,600	£3,200	

	Activity	Audience and benefits for people	Resources	Actions and timescales	Summary targets	Total budget	Costs per year			Evaluation and measures of success
							yr1	yr2	yr3	
8. Evaluation										
8a	External evaluation		evaluation consultancy			£8,300	£3,000	£2,000	£3,300	

Summary Activity Action Plan Spend		Costs
1	Volunteering	£1,500
2	Museum opening and guided tours	0
3	Talks and trails	£7,300
4	Events	£9,100
5	Schools and Young People Programme	£5,300
6	Reminiscence and history and heritage of Aldeburgh	£3,200
7	Marketing and Promotion	£11,600
8	Evaluation	£8,300

