

## **STROUD DISTRICT (COWLE) MUSEUM SERVICE**

Information Sheet to accompany verbal update at Committee on 21<sup>st</sup> March 2019.

The Museum's Manifesto is to provide a museum service that encourages everyone who works, lives or visits the Stroud District to be proud of its past, present and future.

The Museum's Forward Plan 2018-2023, approved by the Governing Body, contains the following strategic aims:

### **Museum Aim**

1. Provide a user focussed museum service that encourages engagement, ensuring the Museum in the Park is an important community focal point
2. To ensure we have a resilient and sustainable museum service
3. Manage, advocate and share the potential of the Collections for the benefit of our communities.

### **Link to SDC Priorities**

Delivery  
Health & Wellbeing  
Economy  
Delivery  
Environment  
Delivery  
Health & Wellbeing

We were successful in being part of the South West Museum Development Business Diagnostic pilot. This is a peer review of our Forward Plan to help ensure it is sustainable and resilient for the future.

By 22<sup>nd</sup> February visits in person has exceeded the total for all of 17/18. This will be the highest ever for the Museum in the Park.

A new website has been launched, same address [www.museuminthepark.org.uk](http://www.museuminthepark.org.uk)

The Museum retained Accreditation. The Scheme is the UK industry standard for museums and galleries (administered by Arts Council England).

To end of February over 4,300hrs have been contributed by volunteers (the equivalent of 2.4 full time posts).

By mid-February gross earned income has exceeded the total for all of 17/18. The investment from external grants in the café and shop is making a big difference, as is our approach.

Contributed income (from donations) has also increased and goes towards collections development and programming of events and activities.

The Museum's established reputation for engaging in health and wellbeing programmes with partners continues. Examples will be given.

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