

STEAM – Museum of the Great Western Railway

Forward Plan Goals and Success Criteria 2016 - 19

<p>Goal 1: To establish a sustainable future for the museum ACE strategic goal: 3 and 1</p>
<p>A. Success Criteria: To have investigated and determined the best governance model by March 2017 ACE strategic goal: 4</p>
<p>B. Success Criteria: To have investigated, developed and secured sustainable funding streams ACE strategic goal: 3</p>
<p>C. Success Criteria: To have continued to develop the commercial elements of the operation to ensure sustainability ACE strategic goal: 3</p>
<p>D. Success Criteria: To have gathered, analysed and collated audience data to engage with users and non-users ACE strategic goal: 2 and 1</p>
<p>E. Success Criteria: To have established a sustainable Collections Development Policy to ensure a sustainable museum collection by 14/10/2016 ACE strategic goal: 1</p>
<p>F. Success Criteria: To have built a programme of visitor engagement to increase general admission visitors ACE strategic goal: 2 and 5</p>
<p>G. Success Criteria: To have maintained the highest standards of provision in the school programme and increased income generated ACE strategic goal: 5 and 3</p>
<p>Goal 2: To continuously review and update the museum infrastructure ACE strategic goal: 1 and 3</p>
<p>A. Success Criteria: To have identified, recorded and supported the standards in delivering the museum infrastructure ACE strategic goal: 1</p>
<p>B. Success Criteria: To have gathered information on how visitors engage with the museum displays ACE strategic goal: 2</p>
<p>C. Success Criteria: To have developed a 5 year display and interpretation strategy ACE strategic goal: 2 and 1</p>
<p>D. Success Criteria: To have developed and changed interpretation in the museum displays ACE strategic goal: 2 and 1</p>

Goal 3: To establish a consistent museum focus to communications, induction and training

ACE strategic goal: 4 and 3

A. Success Criteria: To have developed a two way approach to communications

ACE strategic goal: 4 and 3

B. Success Criteria: To have established a consistent museum focus on communications, induction and training

ACE strategic goal: 4 and 1

Goal 4: To meet and maintain professional standards to deliver a sustainable museum

ACE strategic goal: 1 and 2

A. Success Criteria: To have successfully achieved re-Accreditation for the Museum by 14/10/2016

ACE strategic goal: 1

B. Success Criteria: To have embedded effective, strategic forward planning, review and revision into the museum's culture and operation

ACE strategic goal: 4 and 3

C. Success Criteria: To have maintained existing areas of excellence, and explored and developed others, in order to achieve quality recognition regionally and nationally by funders, other investors and visitors

ACE strategic goal: 1 and 2