

Appendix 1
Heritage Strategy : Outcome Improvement and Action Plan 2007-2008

	Heritage area	Objective	Date	Resource	Outcome PI
1.	Museum Management	* required for accreditation			
1.1	Heritage Strategy	*Create approved strategy	07/07	CDM/HDO	For Accrediation 2008
1.2	Forward Plan	*Create forward plan	08/07	CDM/HDO	
1.3	Professional Priorities List	*Agree updated priorities list with Reading Museum Service	03/07	CDM/HDO/ Senior Curator	
1.4	Partnerships	Schools, Learning and Care, Arts Centres, Civic Collection, Heritage providers	10/07	CDM/HDO	
1.5	Monitoring	Review Reading Museum SLA	12/07	CDM	
		BV170a, BV170b, BV170c			Increased targets
		Visits to/usage of museums per 1000 Visits to museums in person per 1000 Visits by pupils in organised groups			
2.	Collections				
2.1	acquisitions	*annual disposals list/policy	07/07	HDO	Improved Collections Management
		*Liaison with Library local studies –protocol	10/07	CDM/HDO	
2.2	documentation	Camera purchase for object recording	04/07	HDO	
2.3	storage	*Improve conditions and storage humidifier, heat control at Tinkers Lane	05/07	CDM/HDO	
2.4	conservation	Identify items in need	03/08	HDO/VOLS	
2.5	security	Liaise with Civic Collection following audit	03/08	CDM/HDO	
		*Create emergency plan	08/07	HDO	
		*IT disaster recovery plan	08/07	HDO	
3.	Audiences				
3.1	Display	*Community Library displays	Quarterly	HDO	Improved accessibility
		*Windsor Library –20 Century	06/07	HDO	
		Plans for Windsor Library	08/07	CDM/HDO	
3.2	Events	*Big draw	10/07	CDM/HDO	
		*Open day	11/07	CDM/HDO	
		*Holiday activities easter/summer	07/07	HDO/VOLS	
3.3	Schools	*New Loans box	12/07	HDO	
		* Liaison with schools/ web resources	10/07	CDM/HDO	

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3.4	exhibitions	*Connections exhibition	08/07	HDO	
		*Vile Victorians	09/07	CDM/HDO/VOLS	
3.5	Web	*RBWM web up to date	Quarterly	HDO/VOLS	
		*Public Catalogue Foundation	04/07	HDO	
		*Project to create digital sample for web	08/07	CDM/HDO/	
3.9	oral history	Liaise with Tick Tock project	05/07	CDM/HDO/VOLS	Improved community participation
4.	Staffing				
4.1	paid staff	*support CPD		CDM	For Accrediation 2008
		Starter pack/training for volunteers	09/07	CDM/HDO/VOLS	Improved community participation
4.2	volunteers	*Increase numbers of volunteers	03/08	CDM/HDO	Improved community participation
4.3	Friends	*work on funding principles	10/07	CDM/HDO	Improved community participation
5.	Buildings/Premises				
5.1		Work towards long term goal for appropriate storage location and visitor venue	03/08	CDM/HDO	Improved accessibility Improved Collections Management
6.	Funding /income				
6.1	accreditation	*Monitor forward plan quarterly	Quarterly	CDM/HDO	For Accrediation 2008
		*Support Friends funding aims		CDM/HDO	Improved community participation
		*funding strategy	12/07	CDM/HDO	Improved spending plan
6.2	bids	BOB, Awards for All, HLF		CDM/HDO	
6.3	Commerce	Investigate products; IPR, publications, heritage walks	03/08	CDM/HDO/VOLS	
7.	Promotion				
	Advertising	Advertise on Library bag	10/07	CDM/HDO	Improved accessibility
	Leaflets	*	04/07	HDO	
	Signage	*	09/07	HDO	
	Media Coverage		03/08	HDO	
	Resources	Community and Development Manager (CDM) Heritage Development Officer (HDO) Volunteers (VOLS)			