

Activity Plan Executive Summary

The redeveloped Hereford Museum and Art Gallery will support community engagement and attract visitors into the city, helping to make Hereford a better place for people to live, study, work and invest. Hereford Museum and Art Gallery will be the first museum EnerPHit project in the UK and most ambitious heritage retrofit EnerPHit project of this scale. We are excited to share our learning about this with our community, peers and students. The project will provide a permanent home for the museum's important collections and for the Herefordshire Hoard. It will offer opportunities for working with local, regional and national partners on a vibrant programme of temporary exhibitions, events and activities. The project will also facilitate new relationships with target audiences including those who are disadvantaged or experiencing rural deprivation or isolation.

We will

- Work collaboratively with residents, partners and visitors to develop the museum's content and programmes, strengthening local ownership, inclusion and trust
- Deliver a creative, imaginative and fun visitor experience to engage people with Herefordshire's arts, science and heritage
- Provide facilities to engage the community in the heritage and culture of the county, as well as wider community events and corporate hospitality potential
- Deliver an engaging learning, activities and events programme to engage local schools, communities and tourists
- Build and broaden relationships with our audiences across the county, visitors to the region and partner organisations
- Become a place where everyone is welcome, where participation is encouraged and where diversity is celebrated
- Create new cultural opportunities for local people to encourage the development of skills, volunteering and job creation, and to provide a place of sanctuary through the arts

We have spoken to

- Staff, volunteers, supporters of the museum and council employees
- Schools, colleges and universities
- Existing and potential new audiences
- Organisations who support local isolated and disadvantaged people
- Local arts and heritage organisations and friends of local museums

- Key local stakeholders, including representatives of the business community, arts organisations and community groups

We will deliver

A programme of activities to involve and support our local communities and build new audiences, including:

- Community co-creation strands, working with a broad range of target audiences to create content, make decisions, contribute viewpoints and respond to the collection
- A dynamic, engaging, inclusive and varied repeatable programming offer
- Exciting and involving outreach, during closure and after reopening
- A broad range of opportunities to develop skills, including volunteering, work experience and apprenticeships
- A reinvigorated schools programme, involving a broader range of schools in our collections and stories
- Four new posts to support the delivery of activities in a redeveloped and much larger museum

Our target audiences are

- Primary schools, particularly those outside the city centre
- Higher and further education
- Tourists and day trippers
- Culturally keen adults
- Local families
- Young people, particularly disadvantaged young people
- Older people, particularly disadvantaged older people and people with dementia and their carers

Our strands of activities and cost breakdowns are

Activity strand	Cost
Strand 1 – Creating Together (elements we'll develop with our community during delivery phase to launch on opening)	£52,170

Strand 2 – Building New Audiences (making new community links during museum closure)	£125,300
Strand 3 – Developing New Audiences (maintaining new community links after opening with repeatable programming and outreach)	£270,850
Strand 4 – Skills and Training	£215,500
Strand 5 – New Staff Roles	£377,610
Strand 6 - Other	£35,000
Contingency	£161,465
Total	£1,237,895