

### Introduction

Our mission is to enrich people's understanding of the sea, the exploration of space, and Britain's role in world history. This new Corporate Plan builds on our achievements over the previous four years and charts our aims and strategies, and how we will deliver them, in the period ahead.

The next four years will see the Trustees and Executive focus in particular on two of our internationally acclaimed sites: *Cutty Sark*, which celebrates its 150th anniversary in 2019, and the Royal Observatory which will have its 350th anniversary in 2025.

The third vitally important element in this Plan is the drive to increase our self-generated income through the concerted efforts of everyone across the Museum to grow existing revenue streams, foster entrepreneurial ideas and the implementation of new income



streams. We have made great strides in these areas over recent years but likely economic and financial pressures in the period ahead require us to redouble our efforts. We need to build on our previous success to ensure a sustainable and resilient future – indeed our progress with fundraising and income generation will materially influence the extent to which we can deliver our planned objectives.

Sir Charles Dunstone, CVO Chairman

Paddy Rodgers Director



# Our three priority elements

#### **Cutty Sark**

Our vision is that, by 2023, *Cutty Sark* will be the UK's most visited historic ship, offering an award-winning visitor experience.

#### **Royal Observatory 350**

2025 will mark the 350th anniversary of the foundation of the Royal Observatory at Greenwich. We hope to celebrate this milestone by enhancing the Observatory's facilities and activities to inspire visitors of all ages and from all backgrounds with compelling stories of navigation, exploration, space and time – the where and when of our lives and the universe itself.

#### Resilience and growth

Our plan is to initiate an ambitious programme of growth in our self-engendered income. It is the responsibility of all of us to work together to achieve these financial targets in order for our museums to realise their full potential.

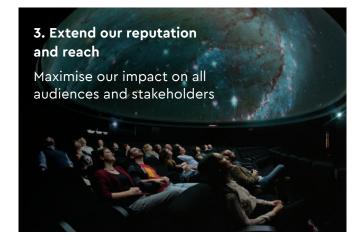
#### Overview

### Mission: To enrich people's understanding of the sea, the exploration of space, and Britain's role in world history.

## Primary aims









#### **Strategies**

- 1. Strategically grow audiences ensuring we meet the motivations of existing audiences and the needs of new visitors
- 2. Use insight into audiences' needs to shape the most compelling offer
- 3. Ensure the visitor experience is excellent and engaging

- 1. Build on our strategy for storage, collection care and access
- 2. Meet our commitments to care for our World Heritage Site
- 3. Honour our heritage, by understanding how our stories resonate and delivering with impact and integrity

- 1. Ensure our brand values, personality and principles are reflected in everything we do
- 2. Grow our visitor numbers, reputation and reach through our marketing and communication campaigns
- 3. Grow partnerships and deepen our engagement with our stakeholders

- 1. Foster a collaborative, inclusive, and supportive workplace culture
- 2. Drive financial sustainability, ensure a greater internal understanding of our financial needs and develop entrepreneurial approaches
- 3. Drive incremental improvements on revenue performance and ensure this is a museum-wide activity
- 4. Build on our environmental sustainability strategy to ensure it is part of everything that we do

## Primary outcomes

A museum that inspires the curiosity of a diverse range of audiences

Collections and sites that are enhanced, accessible to all, and preserved for the future

An outward-looking museum which rewards public trust with a worldwide reputation for quality, accessibility and originality

A dynamic, entrepreneurial museum that is culturally, intellectually and financially successful and sustainable

