



ROYAL
MUSEUMS
GREENWICH

Stimulating curiosity

Corporate Plan 2014-2018



NATIONAL MARITIME MUSEUM | ROYAL OBSERVATORY GREENWICH | THE QUEEN'S HOUSE | CUTTY SARK

rmg.co.uk

INTRODUCTION



We are committed to providing our visitors with inspiring experiences that transform their understanding of our important subjects and collections. This new Corporate Plan, building on the achievements at Royal Museums Greenwich over the years of the previous plan, describes our aims and strategies and how we will deliver them in the period ahead.

2018 sees the 250th anniversary of the first of Captain James Cook's three great voyages of exploration and scientific discovery in HM bark *Endeavour*. This important international milestone provides us with a great opportunity and a clear focus to make a significant expansion to our public offer and, at the same time, address current inefficiencies and risks which are due to our difficult historical legacy of multiple storage and conservation sites.

Our ambitious **Endeavour Project**, outlined on the page opposite, will motivate and drive our fundraising to increase opportunities for participation, and deliver new visitor-led galleries and displays. The efficiencies derived from the estate element of the project will help us further rebalance our revenue and funding streams and provide long-term stability and security for the collections.

The other vitally important theme is to become ever more self-sufficient. This requires a concerted growth in existing revenue streams and entrepreneurial ideas for new income sources. While we are planning for success, the outcome of the next funding round and our progress with capital fundraising will influence the extent to which we can deliver all of the objectives in the period envisaged.

We are confident that this Corporate Plan will guide us to deliver a stimulating experience for our many visitors, and a dynamic and efficient organisation for our many stakeholders and supporters.

SIR CHARLES DUNSTONE
CHAIRMAN

DR KEVIN FEWSTER, AM
DIRECTOR

OVERVIEW

Overall objective: Stimulate curiosity in all our visitors – the trigger for		
PRIMARY AIMS	1. Put visitors first Create inspiring experiences that transform people's understanding of our subjects and collections	2. Value our heritage Care for and develop our unique collection and world historic sites
STRATEGIES	1.1 Create exhibitions and programmes that draw on our research and expertise and meet the needs of audiences worldwide 1.2 Understand current and potential audiences, their needs and motivations, so that we can deliver an excellent visitor experience 1.3 Build relationships, drive repeat visits and the propensity to recommend	2.1 Safeguard and improve the physical conditions of our collections and estate 2.2 Develop our collections and sites to make them more relevant and accessible, intellectually and physically 2.3 Advance and share knowledge of our collections and subjects
PRIMARY OUTCOMES	People will have a greater understanding of maritime Britain and astronomy and their relevance to the world today 	Collections and buildings will be enhanced, accessible to all and preserved for the future 

discovery and learning

3. Extend our reputation

Maximize reach and impact to local, regional, national and international audiences and stakeholders

3.1 Project unique and authentic experiences that advance the values and personality of Royal Museums Greenwich

3.2 Grow partnerships and deepen our engagement with stakeholders and funders

3.3 Capture audiences through programmes and activities that extend the museum experience beyond our walls

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



4. Strengthen our organisation

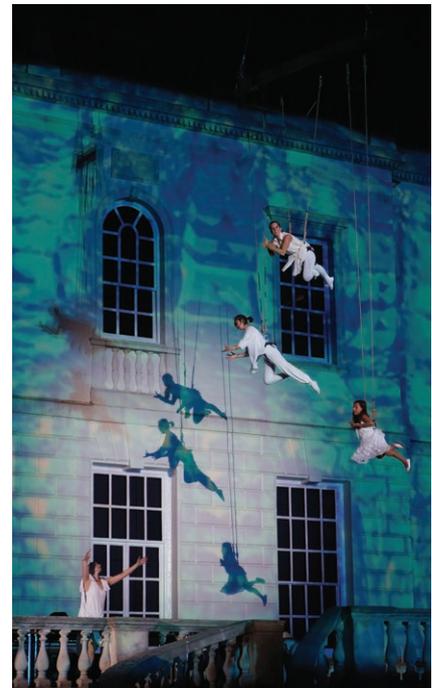
Grow our expertise, increase revenues, control costs and manage risks

4.1 Foster a spirit of inclusive and collaborative working, value expertise, support innovation and encourage volunteering

4.2 Drive income generation, deriving more value from our unique assets and rebalancing our revenue streams

4.3 Identify and deliver efficiencies without compromising excellence

A dynamic and entrepreneurial organisation that is culturally, intellectually and financially successful



THE ENDEAVOUR PROJECT

The Endeavour Project addresses and solves a number of the Museum's long-standing challenges.

COLLECTIONS AND CONSERVATION

We are developing our site in Kidbrooke to meet our collection storage needs and upgrade our conservation studios. This will also create better access to our reserve collection for researchers and our visitors, and open up a window for the public on conservation.

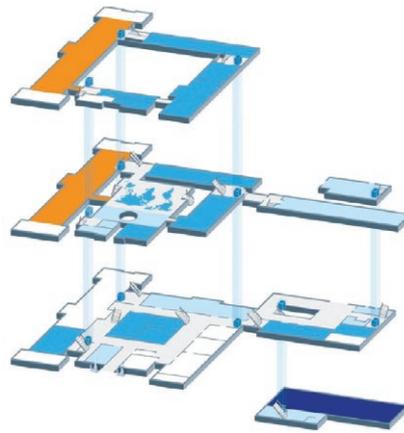


FOUR NEW GALLERIES

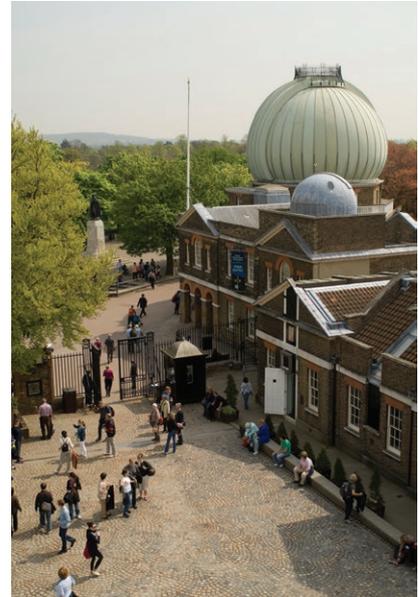
We plan to create four new permanent galleries within the National Maritime Museum:

- *Pacific Exploration*
- *Polar Worlds*
- *Tudor and Stuart Seafarers*
- *Sea Things* collections zone

The new galleries will enable us to bring hundreds of additional collection items on to display and the improved floor layout will provide our visitors with a seamless journey around the Museum.



Additional galleries delivered by the project (orange)



ROYAL OBSERVATORY

The inherent circulation challenges across this complex site and suite of buildings will be clarified and made more visitor-friendly. We hope to renew the exhibition spaces, including revitalising the ever-popular *Time for Navigators* gallery.

*‘To illustrate for everyone the importance of the sea, ships,
time and the stars, and their relationship to people.’*

MISSION OF ROYAL MUSEUMS GREENWICH

ROYAL MUSEUMS GREENWICH

VISIT US

All venues open daily, 10.00–17.00
rmg.co.uk

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