

THE HERITAGE COUNCIL MUSEUM STANDARDS PROGRAMME OF IRELAND

Galway City Museum

1 year Implementation Plan 2019

From

Strategic Management Plan 2016 – 2020

Strategic Aim 1

To Extend and develop a sustainable Galway City Museum so as to realise its full community, cultural, social and economic potential

Objective 1. Develop and expand museum site to include Comerford House, the associated Sea Gate site and the courtyard.

Tasks	Who	Target	Who Else	Critical Success	Resources	Review
1 Work with Haley Sharpe Exhibition Designers on the VEP and IS and work with Howley Hayes Architects on the new museum building designs	EV + Museum Team + M O'D	All of 2019	Fáilte Ireland + Bane Mullarkey	Progression through VEP and IS actions and onto detailed design phase of architectural plans	FI + GCC	Dec 2019
2 Begin consultation process with neighbours, stakeholders and public on the new exhibitions/plans for the museum	EV + Museum Team	April – Sept 2019	All staff	Getting buy-in for public etc	Museum Op funds	Dec 2019

Objective 2. Develop new long-term exhibitions in the existing museum and the extended site as part of the Museum extension scheme.

Tasks	Who	Target	Who Else	Critical Success	Resources	Review
1 Workshop, plan and agree new long-term exhibitions for the re-ordered museum site and agree new long-term	Museum Team + HSD + FI	All 2019	All Staff	Regular planning meetings supported by research	Museum Staff + Design Company/Team	December 2019

exhibitions for Comerford House + Seagate building						
2 Plan and Install new Gaelic Ireland Exhibition	Museum Team + Ext Contractors	Sept 2019	Arch Dept NUIG + Heritage Officer	New Exhibition Gaelic Ireland opens Sept 2019 –	Museum Own Funds + NUIG	Dec 2019

Objective 4. Develop and enhance the Public Realm in the vicinity of the museum

Tasks	Who	Target	Who Else	Critical Success	Resources	Review
1 Workshop, plan and agree the improvements to be made to the public realm in Cultural District	EV + Architects + Project Manager +	Sept 2019	Planners + Recreation and Amenity Dept	Regular planning meetings supported by research	Planners + Architectural Design Team	December 2019

Objective 5. Carry out international research to establish Galway artefacts that may be borrowed once GCM achieves appropriate environmental controls

Tasks	Who	Target	Who Else	Critical Success	Resources	Review
1 Agree a list of objects/material that could be borrowed from various institutions	HB + Museum Team	December 2019	NMI + Heritage Officer + CNCI + RIA + BL	Regular planning meetings supported by research	Museum staff time + Prof Liz Fitzpatrick	December 2019

Objective 6. Continue to provide visitors with a varied, dynamic short-term exhibition programme consisting of in-house, collaborative and touring exhibitions.

Tasks	Who	Target	Who Else	Critical Success	Resources	Review
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1 Develop new Sea Science Gallery in collaboration with the Marine Institute and the Martin Ryan Institute NUIG.	EV + Museum Team + MI	December 2019	C.Boquel+ S Heaney + M Prendergast NUIG	Funding from Museum + MI	Museum own funds; MI	Dec 2019
2 Plan temporary exhibitions for foyer (not more than 4) for the year	Museum Exhib. Team	Spring 2019	In House exhibitions plus institutions with touring exhibits	Research of exhibitions available	Museum Op funds	Dec 2019

Objective 7. Every 4 -5 years, participate in EU funded programmes and projects such as the proposed MONUMENT exhibition project for ECOC 2020.

Tasks	Who	Target	Who Else	Critical Success	Resources	Review
1 Scope & Plan MONUMENT work plan for 2019	EV + MONUMENT TEAM	Spring 2019	ECOC 2020 team + EU partners	Regular planning meetings supported by research	ECOC 2020+ EU + Museum	December 2019

Strategic Aim 2

Manage and develop an effective communications platform to engage with all stakeholders, participants and audiences

Objective 1. Continue to deliver two, 6-monthly events programmes annually

Tasks	Who	Target	Who Else	Critical Success	Resources	Review
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1 Research and implement each four monthly programmes	BMcG + DD	Jan + April+ August 2019	EV, RE,	Budget for facilitators. Marketing and promotion of events.	General Budget (Education)	December 2019
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Objective 2. Develop connections with local communities, local businesses, local stakeholders, local schools including new communities through outreach/reach in projects

Tasks	Who	Target	Who Else	Critical Success	Resources	Review
1 Develop a 'connections schedule' and timeframe to set up meetings, consultations & events	BMcG DD	January 2019	EV + RE,	Identify, contact and meet relevant stakeholders	General Budget (Education)	December 2019

Objective 6. Develop networks and partnerships with other museums and educational organisations to promote best practice

Tasks	Who	Target	Who Else	Critical Success	Resources	Review
1 Attend meetings, conferences and seminars organised by relevant bodies & partners	All staff	IMA Conference (February/March 2018). Education Forum (July 2018) plus Heritage Council and other events	All Staff	Attend IMA Conference & Education Forum plus other events. Invite museum/gallery personnel to Galway City Museum	General Budget (Education)	December 2019

Objective 7. Develop an accessible education/learning platform including digital, 2/3-D, aural, visual, multimedia including multi-lingual guides for exhibitions

Tasks	Who	Target	Who Else	Critical Success	Resources	Review
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1. Collate & upload previous exhibitions (PDFs & Photos) online 2. Collate & upload previous education projects online (oral history, podcasts, vodcasts, etc.)	BMcG, & RE + DD	End of 2019	All staff	Time allocated to research and write for online content. Response from callout to general public for contributions of articles, photos, etc.	General Budget (Education).	December 2019
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Objective 9. Develop an effective Marketing Platform using refreshed corporate branding, a new website, social media, online communities and print media to communicate Museum activities and events

Tasks	Who	Target	Who Else	Critical Success	Resources	Review
1 Design ongoing marketing strategy for the museum	RE	June 2019	Marketing advisors	Research	Museum	October 2019
2 Commission new museum brand and investigate refreshing brand identity	Museum Team + FI	April 2019	Staff + focus group	Research + brief	Museum + FI	December 2019

10. Engage with tour operators, tourism agencies(local, national and international)& businesses to develop a more attractive 'package' and to promote GCM tour, retail and corporate services and opportunities

Tasks	Who	Target	Who Else	Critical Success	Resources	Review
1 Research tour operators, FAM trips etc & design package to promote GCM	RE + EV	All 2019	Fáilte Ireland, Tourism Ireland, Tour operators etc	Regular planning meetings supported by research	Museum + Tourism agencies	December 2019

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Strategic Aim 3

Plan, manage and maintain a safe, healthy and secure museum environment for its staff, visitors and collections

Objective 1. Provide, maintain and monitor the necessary equipment and measures to control the museum environment.

Tasks	Who	Target	Who Else	Critical Success	Resources	Review
1 Implement the Tasks listed in the Care Of Collections Strategy for 2019 and Improve (plan and Implement)Museum Environment through Museum Environmental Upgrade Project	JR	Throughout 2019	Tony O Malley + HB + DD + conservation + Mec & Elec consultants	Capital funding from DAHRRGA + GCC	Capital funding from DAHRRGA + GCC	December 2019

Objective 3. Redesign the museum and storage area at Sandy Road relating to structure, mechanical systems, and building management system in order to achieve a stable environment in line with accepted international standards.

Tasks	Who	Target	Who Else	Critical Success	Resources	Review
1 Implement the Tasks listed in the Care Of Collections Strategy for 2019 and continue collection of carved stone in one place	JR	Throughout 2019	GCC	GCC	GCC	December 2019

[Type text]

Objective 4. Strive to be in full compliance of all health and safety regulations and legislation.

Tasks	Who	Target	Who Else	Critical Success	Resources	Review
1 Attend all SCC meetings taking advice from H & S Officer and executing outstanding actions	DD + EV	Throughout 2019	SCC Team	Executing agreed H & S actions	Museum Op funds	December 2019

Objective 5. Maintain a comprehensive annual maintenance and facilities management service for the museum including all services, equipment and buildings

Tasks	Who	Target	Who Else	Critical Success	Resources	Review
1 Hold monthly meeting with Facilities Manager	JR + EV	Throughout 2019	Service providers + specialists	Continued Employment of Facilities Manager	Museum Op funds	December 2019

Objective 6. Document the permanent collection to MSPI standards.

Tasks	Who	Target	Who Else	Critical Success	Resources	Review
1 Documentation of collections to MSPI standard –	HB + JR	Objects accessioned and documented on Adlib	Volunteer/Intern	Allocation of time to collections work, co-operation of IT Dept, Galway City Council	Museum Op Funds	December 2019

7. Use the De-accessioning Policy as a tool to evaluate tenuous material within the museum collections and consider disposal where appropriate

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Tasks	Who	Target	Who Else	Critical Success	Resources	Review
Review collections to determine status and current relevance and make recommendations re their future use	HB &JR	Decision taken on Collections to be de-accessioned by December 2019	Galway City Council	Sourcing alternative museums to accept potential de-accessioned material	Museum Op funds	December 2019

Strategic Aim 4

Manage and develop a robust, sustainable, financial and resource framework

Objective 1. Implement in full Phase 1 staffing plan

Tasks	Who	Target	Who Else	Critical Success	Resources	Review
1 Ensure that all agreed posts for the museum are recruited asap	EV +	January 2019	SEO + HR Dept	Priority Scheduling by HR Dept	Museum Op funds	Dec 2019

Objective 4. Participate fully in the Museum Standards Programme of Ireland by firstly attaining accreditation and by monitoring and maintaining standards thereafter.

Tasks	Who	Target	Who Else	Critical Success	Resources	Review
1 Continue to implement and monitor standards throughout the year	All Staff	December 2019	Heritage Council	Regular monitoring	Museum Op funds	December 2019

Objective 5. Develop revenue streams to meet the additional operational costs incurred by extension to the museum (entrance fees to Comerford House, retail, café, corporate entertainment, tours, talks)

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Tasks	Who	Target	Who Else	Critical Success	Resources	Review
1 Re-tender contract for café and research the feasibility of a retail unit in the museum	EV	December 2019	Ext commercial advisors	New contract with café and plan for retail unit	Museum Op funds	December 2019