

The Type Museum: Planning for 2006 - 2011

TM Strategy area	TM Strategic Aim	TM Current Position	TM Objectives 2006-10
Audiences & Access	To make the museum collection physically accessible for all	The Type Museum opens to the public on the first Wednesday of each month	Provide the public with free access to the museum at least once a month with a view to increasing opening hours from 7hrs/month to 84hrs/month by 2010
		Requests for public visits accommodated as often as possible, providing guided tours with demonstrations.	Provide group tours of the museum as requested from educational and other public groups to promote lifelong learning
		We are aware of health and safety issues which prevent unaccompanied visits. There is no wheelchair access or special provision for those with hearing / visual disabilities	Assess premises for health and safety/access issues which prevent us from opening to the public
		Know why we need to move, high level idea of space required	Seek new premises with improved physical access with a view to relocating within the next five to ten years
	To make language intellectually accessible to the museum audience by harnessing the power of our collections	Provide guided tours which introduce the processes of taking a design from paper to type, hot metal type production and hand printing	Develop education programmes that cater for all levels of capability and varied learning styles for a post-16 education audience
		Visitor feedback collected & statistics produced showing ages groups, ethnic mix etc. Minimal interpretation of collections	Provide multiple access points to the collection and exhibitions relevant to the museum's current audience and potentially diverse public audiences
	To engage with and expand our audiences through a meaningful dialogue	Audience developed through word of mouth Feedback collected and analysed	Collect, develop and analyse visitor feedback for the purposes of audience development
		Education advisory group initiated	Establish collaborative relationships to inform the museum's development
		Minimal interaction with local community	Develop meaningful partnerships with the local community through similar organisations
	Learning & Skills	Promote excellence as a working museum that demonstrates the practical and technological processes of typography and printing	Engineering area, bookbinding, early computer areas have equipment in place but not labelled or useable
Many requests for workshops / hands on experience			Develop and run practical workshops which offer hands-on experience of the collections
Story of language and printing stops as digital printing starts			Research and collect examples of printed material to develop the story of printing and language into relevant everyday situations
Little written interpretation of collections – expert tour guides provide verbal interpretation			Interpretation of the collections to demonstrate the practical stages in producing type and printing
To develop a popular and effective learning programme for HE & FE students		Accommodate as many requests for college group visits as we can, providing guided tours with demonstrations	Continue to develop tours and programming for students from various design courses in HE/FE institutions
		Average of 6 student groups, 15 – 20 students per group visit each month	Increase student visitor numbers by approximately 250% by 2010
		Service is promoted only by word of mouth	Devise a marketing campaign for this audience

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		Around 20 colleges sent groups of students to visit between April 2005 and March 2006, with 3 making multiple visits	Increase the number of HE/FE institutions that use the museum facilities by 200% by 2010 through opportunities for self-directed, informal and formal learning
	To invest in the skills and experience of people by promoting a learning organisation	Learning Policy drafted	Develop and implement a Learning Policy for use across the museum
		Training and initial research into Inspiring Learning for All	Implement the Inspiring Learning for All framework by 2008
		Ad hoc training taken when time pressure allows	Provide ongoing CPD opportunities and support for staff (paid and voluntary) to develop their skills, experience and investment in the organisation
	To inspire designers and creative professionals by providing an invaluable resource for enthusiasts, scholars and interested individuals	Type Museum resources used on ad hoc basis by graphic designers and students	Develop an outreach programme to inform creative professionals about Type Museum by 2007
		Respond to queries and requests received, providing help and guidance where possible	Provide a knowledgeable and responsive service to interested parties. All queries responded to within 1 week.
Collections	To conserve and catalogue our collections in trust for society, particularly those of national and international significance	Collections maintained as much as can be afforded i.e. minimal / what we get done for free	Work towards Designated Collection Status with the Museums, Libraries and Archives Council by 2010
		Stephenson Blake collections partially catalogued by curator (no longer with us).	Develop and implement a cataloguing system to extend the digitisation of the Stephenson Blake collection by 2009
		Portion of collection unpacked but not all viewable	Complete unpacking and re-housing of collections by 2008 and continue to conserve and preserve objects
	To protect and conserve the knowledge and skills, processes and practices held at the museum for future generations	No trainees to learn Monotype skills - or any others	Recruit and train apprentices to pass on the knowledge and skills to operate museum equipment by 2007
		Many skilled volunteers help the museum on ad hoc basis	Safeguard and record the existing skills, work history and experience of Type Museum Ltd. Staff by making more structured use of volunteers skills and time
	To support research and documentation that deepens understanding and knowledge of our collections	Extensive library of specialist books, pattern books and typographic history, including business and other documentation relating Monotype, Stephenson Blake, Caslon	Maintaining, expanding, promoting and digitising our library as a specialist resource
		Website exists and provides information about the Type Museum, visiting etc.	Developing the website as a media platform to encourage, share and showcase innovative research in the field

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	To enhance communication about and understanding of our collections	Minimal interpretation of collections	Development and interpretation of the exhibition space by end 2006
		No loans made	Pursue a loans programme on a local, national and international stage by 2010
	To enhance and broaden our collections in accordance with the museum's acquisitions and learning policies	Basic Acquisitions and Disposal policies in place	Revise and implement our Acquisitions and Disposals policy by 2007
		Artefacts donated on an ad hoc basis	Continue to actively encourage the contribution of appropriate artefacts to the museum
Museum Development	To establish the museum's profile at a local and national level	Links with museum sector, such as ALM London, the NMSI, Museum of London; and creative businesses such as D&AD, Atelier works made	Develop existing links and forge partnerships with in the museums sector and creative industries
		Ad hoc support from creative industry, e.g. article in 'Creative Review' planned for July edition, references in 'Eye' magazine	Seek champions in the creative industry to support and promote the Type Museum as a unique and vital resource
		Contact made with film publicist due to recommend PR person to advise on promotion of the Type Museum	Pursue press and PR opportunities to publicise the Type Museum and assist in securing our future
	To secure the Type Museum's long-term future and sustainability	Draft Business Case for the Type museum and supporting budget prepared and ready for review	Secure operational funding to pay the day to day running costs of the museum and allow work on detailed development plans to continue by autumn 2006
		Small projects (e.g. website development) funded on ad hoc basis	Source project funding to support programming and development of the Type Museum by spring 2007
		Stockwell site though picturesque requires significant investment to repair and improve accessibility	Identify a new location/ property for the museum within next five years
	To establish internal and external strategies for income generation and financial efficiency	Legally compliant reports and accounts prepared and submitted	Provide legally compliant annual financial reports and statements each year
		No marketing activity undertaken	Marketing Plan developed by end 2006 and implemented from 2007
		Visitors asked to make a donation – and generally do	Explore commercial opportunities with Type Museum Ltd to increase income in line with Marketing Plan
		Museum hired out for filming on ad hoc basis. Filming in 2005/06 included 3 BBC TV programmes and a major film production	Promote use of the museum for filming private hire
		Few links with printing and publishing industry	Develop links with five key organisations in the printing and publishing industry by 2008