

Forward Planning Toolkit

What's in your forward plan?

KNOWLEDGE

- What is the current situation?
- What are your strengths, opportunities, threats?
- What feedback have you received from visitors, stakeholders, staff/volunteers?

DIRECTION

- Where do you want to be in +/- 3-5 years?
- How does this fit with your governing document's purpose?
- How will you communicate your direction?
- Does this respond to feedback?

PLANNING

- How are you going to break down your direction into objectives for this planning cycle?
- Have you considered collections, visitors, buildings, access, marketing, staff/volunteers, digital, audience, learning?
- Which of the above are relevant for this plan?
- How will you measure progress?

RESOURCES

- What will you need financially? Will you require funding?
- Who can deliver your objectives? Will they need support?
- Can you join up with another museum/organisation to deliver the plan?
- Which of the above are relevant for this plan?
- How will you measure progress?

Know your Forward Plan

Make it **ACTIVE**: used by all levels of staff/volunteers, supported by governing bodies

Make it **SIMPLE**: easy to understand and deliver

Make it **FLEXIBLE**: easy to update and review

Make it **REALISTIC**: works with your time and resources

Make it **COMPATIBLE**: with the Accreditation criteria