Aims of Hertford Museum: 2018-2021

1. To preserve, interpret and display the history of the local area
   - Maintain the quality of collections and improve storage and conservation arrangements
   - Present a minimum of four exhibitions per annum
   - Seek funding to enhance acquisitions and collections
   - Develop relationships with surrounding parishes

2. To provide a quality service that engages with a full cross-section of the local and wider community
   - Deliver learning programme that responds to the needs of different ages and learning styles
   - Engage with under-represented and diverse audiences
   - Invest in publicity, consultations and effective use of social media in order to reach across the community
   - Find new ways to engage volunteer support

3. To be fully involved in the on-going development of Hertford and in its growth as a cultural centre
   - Seek ways to ensure the Museum benefits from Town Centre development
   - Attend local meetings that promote Hertford’s cultural life
   - Work with external partners to deliver community events that promote Hertford’s cultural life

4. To ensure governance is of the highest standard and reflects the interests of all stakeholders
   - Identify and recruit trustees according to the future needs of the board
   - Establish clear policies and documentation that support effective management
   - Maintain Arts Council accredited status

5. To work towards greater financial sustainability
   - Develop and implement a fundraising strategy
   - Demonstrate value for money to all stakeholders
   - Manage property and maintenance issues in a planned and pro-active way