

Aims of Hertford Museum: 2018-2021.

- 1. To preserve, interpret and display the heritage of Hertford and surrounding villages**
 - Maintain the quality of collections and seek to 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
 - Prioritise active collecting of material that reflects increasing diversity and social change within our collecting area.

- 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
 - Consult with our stakeholders and make effective use of social media and marketing tools available to us in order to reach across the community
 - Find new ways to engage volunteer support
 - Respond to the changing needs of our community by diversifying how we deliver our services

- 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