

Draft -The Novium Museum & TIC Service Forward Plan 2014-2019



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Vision, Mission Statement, Aims & Objectives

“Chichester District: a place where businesses can flourish; where communities are active happy places; where residents and visitors can find good cultural, leisure and sporting activities; and where a good quality of life is open to all.”

Chichester District Council’s Vision- Corporate Plan 2013-16

Mission Statement

The Novium’s mission is to act as the official custodian of Chichester district’s heritage, to preserve and promote it, to provide as many local people and visitors as possible with an inspiring gateway for learning and discovery and to develop innovative heritage resources that will benefit communities of the present and the future.

Aims & Objectives

- **Access:**
To use the collections and facilities to inspire and amaze, promoting opportunities for people of all ages, abilities and backgrounds to participate in and enjoy exhibitions, educational programmes and events both within the museum and through outreach.
- **Collections:**
To safeguard and develop the collections so that they can be made as accessible as possible now and into the future.
- **Enabling:**
To effectively manage our resources so we are able to protect, develop and share our collections for the benefit and enjoyment of our museum audiences now and into the future.
- **Sustainability**
To place our visitors at the heart of everything we do and develop the Novium’s commercial services to ensure that the service is sustainable.

Executive Summary

The intention of this forward plan is to set out the actions to be delivered by the Novium team with the support of Chichester District Council enabling them to work productively together to achieve business growth and development over the next 5 years.

The forward plan outlines the vision, aims and objectives of the Novium as well as its key services, organisational structure, and development opportunities.

The strategy considers the Novium's strengths and weaknesses, opportunities and threats and existing market and audience research.

The strategy presents the current position and options for business growth in each of the Novium's service areas. The accompanying action plans for each service area are working documents which will be updated annually in line with the service action plan.

The strategy includes the:

1. The continuation of the free admissions policy– to increase visitor numbers, repeat visits and secondary spend
2. The introduction of charges for touring exhibitions – to encourage repeat visits and generate income from the exhibition charges and sponsorship
3. Improvements to the entrance/ Shop/ TIP area – to increase secondary spend and dwell time.
4. Improvements to the galleries and visitor experience – to increase visitor numbers
5. The development of formal partnerships
6. The introduction of new income generating activities – to offset the loss of the admission income and reduce total operating costs
7. The expansion of existing services e.g. educational services

Background

The Novium is the District Museum for the Chichester District in West Sussex. The Novium also houses the Chichester Tourist Information Centre and manages the Guildhall in Priory Park. The Collections Discovery Centre at Fishbourne Roman Palace is used as the Novium Museum's archaeological store.

In July 2012, as a result of a Chichester District Council £7 million capital infrastructure investment, The Novium opened its doors to the public for the first time.

The origins of the Chichester Museum

The first museum in Chichester was founded in 1831 in the Royal West Sussex Hospital by Dr John Forbes. The museum society purchased No. 7 North Pallant for £400, and plans were drawn up by a leading architect to provide a museum, lecture room, elegant staircase and ornate lantern dome. The alterations were never carried out as the museum was struggling financially.

Interest in the museum was again stimulated in 1851 by the Great Exhibition in London, and by the decision of the Archaeological Institute of Great Britain and Ireland to hold its annual meeting in Chichester. This inspired local people to excavate the Bronze Age burial mounds on Bow Hill and Monkton Down. There is little information about the next twenty years, but the museum obviously continued to grow, as in 1872 it had 480 members, and 1100 visitors.

A time of decline

By the 1890s the museum was again short of funds. Visitor numbers had dropped to 600. The committee began to sell items from the collection - only duplicates to start with, but collection objects soon followed. In 1914 the army commandeered the museum, and there were complaints of wanton damage to what exhibits were left and by 1924 the museum collection had been completely sold. In 1936 a two-week exhibition was set up in the Guildhall in Priory Park, using items which had been collected and stored in the City Library over the previous three years. The Guildhall became a store for artefacts found over the next quarter of a century, and in 1961 an exhibition entitled "Changing Chichester" was mounted in the Assembly Rooms. The demand stimulated by this exhibition led local architect Stanley Roth to purchase a disused Corn Mill in Little London. He suggested the council should lease it from him for a museum.

The move to Little London

The first exhibition in the museum was in 1962, with a display of paintings by local 18th Century artists. Since then the collections have grown enormously, partly because of the continuous excavations taking place around the city. In 1974 it changed from being the Chichester Museum to the Chichester District Museum with a remit to provide educational and advisory services. The museum remained at Little London until the move to the Novium in 2012.

Current Position

The Novium Museum building also contains the Chichester TIC. This grouping provides the Novium with mutually supportive services that share in Chichester District Council's objective of attracting visitors to the district, increasing opportunities for economic development and ensuring that the council will "make the best use of the District's natural and cultural assets".

The Museum was awarded full accredited status in May 2014 and again in November 2015 by the Arts Council. The Accreditation Scheme sets nationally agreed standards for UK museums. To qualify museums must meet standards on how they are managed, the services they offer and how they care for collections. This was a significant step forward for the Novium as it has enabled the museum team to apply for significant amounts of funding from organisations such as the Esme Fairbairn Foundation, the Arts Council and the Heritage Lottery Fund. The museum building has also won several architectural awards including the CIVIC Trust awards and most recently the RIBA award.

The Novium also manages the Guildhall in Priory Park and leases the Collections Discovery Centre at Fishbourne Roman Palace from Sussex Past as its archaeological store. The Guildhall is a fantastic asset for the Novium. In addition to being part of a rare and impressive medieval Friary that dates from 1269, its central location in Priory Park makes it an ideal venue for promotional and educational activities as well as a desirable venue for events. The Novium was awarded a wedding license for the Guild hall in April 2015 and is attracting much interest and generating significant income for the service.

The Novium is operated as part of the District Council's Commercial Services section. Other services sitting alongside the Museum and TIC are Estates, Parking Services and Economic Development. The Museum and TIC provide a wide range of services to local people and visitors to the area. These are described in the Service Description part of this document. There are currently 37 registered volunteers working at the museum who collectively contributed an estimated 7,200 hours of work during 2015.

Following the introduction of free admission visitor numbers have quadrupled to 50,000 in 2015 establishing the Novium as one of Chichester's leading visitor attractions. In 2015 the museum has secured business sponsorship, grant funding, launched several new exhibitions, received national and global media coverage and launched several new popular exhibitions. A major touring exhibition has been secured from the V&A. This strategy aims to continue to improve visitor numbers and increase income so that the community can obtain the maximum benefit from the Council's investment. The Novium offers a unique range of services in a city centre location and is in strong position to maximise the potential of its services over the coming years to benefit the Chichester District and its economy.

The Way Forward

The Novium is a “stunning” (RIBA) iconic building which will with time undoubtedly become one of Chichester Districts most treasured assets and attractions.

The Novium is perfectly placed to take full advantage of a range of opportunities over the next 5 years which will provide much benefit and enjoyment for the residents of Chichester District and visitors to the area promoting economic development and wellbeing. The TIC location in the Novium alongside is a mutually beneficial one and has been proven to work to great advantage in other venues such as the Beany Museum in Canterbury.

A museum is undoubtedly a great visitor attraction and the joint provision of the Museum and TIC services under one roof provide convenience and opportunities to attract higher numbers of visitor and increased income generation. The full range of opportunities for each service areas are discussed in the next section. A recent consultation and SWOT analysis has been carried out by Novium staff and volunteers to inform this strategy.

The Novium ‘s visitor numbers in 2015 generated an estimated £1.4 million of economic value for the local economy. (Association of Independent Museums Economic Impact Assessment).

In 2014 the top 4 free attractions in the South East with the highest visitor numbers were Museums & Art Galleries. The South East attracts the highest tourism spend for any region outside London. In Chichester District, tourism and leisure generates significant direct expenditure and is the largest private sector employer. According to Visit England data, tourism produces the following in Chichester District:

- 5.2 million day trips each year generating a spend of £144 million
- 405,000 “staying trips” each year, equating to 1.3 million “bed nights”, and generating a spend of £75 million
- 7,500 jobs in tourism and leisure, plus numerous support jobs.

The Novium is taking full advantage of visitor spending by continuously developing its commercial services.

The Novium has to continue to become more innovative and open to new partnerships in order to become economically viable. Progress is being made in all service areas. Improved marketing, new events and activities are increasing income generation as is venue hire of both Novium and the Guildhall.

The museum team have worked tirelessly to gain the support of the local communities in the Chichester District. The Novium is now a place that local people

enjoy coming to on a regular basis. We are providing a museum that is interesting and welcoming enough for local people to visit several times a year. Repeat local visits have ensured local peoples support and affection for the museum; increased secondary spend and will generate higher income in the long term.

The Novium is perfectly placed to become an invaluable asset to Chichester. A continued programme of significant changes over the next 5 years as proposed in this document will however have to take place in order for the Novium to achieve its full potential.

As a result of the free admissions policy, the introduction of a sales and marketing team, and the increase in visitor numbers new opportunities have opened up for the Novium, the most promising of which are:

- **Corporate Sponsorship**
- **University Partnerships**
- **Securing major touring exhibitions from national museums**
- **Growing income through retail/ café/ TIC & learning services**
- **Securing major grant funding**

Service Description - Current Position & Future Growth

This section examines opportunities for future growth and development in more detail.

Collections Management & Academic Research

Over the coming years the Novium aims to:

- Promote and support research, engagement, conservation and access to The Novium's unique collections.
- Ensure the collections are adequately conserved, preserved and securely housed.

A museum is nothing without its collection and the Novium is fortunate to have a fascinating, unique collection of over 500,000 objects under its care. By enabling the move from Little London to the purpose built Novium, Chichester District Council has ensured that the collection will be preserved for many future generations to enjoy.

This year the museum has maintained its Arts Council accredited status, upholding high standards of collections care. The museum has an active Collections Development Policyⁱ. This document is a framework for the responsible and ethical acquisition and disposal of collections and outlines the themes for the museum's future collecting. What should be highlighted is that in order for the museum to continue developing its collection into the future, adequate collections storage space and resources must be addressed.

The museum also facilitates access to our vast collections for researchers and undertakes archiving and deposition work for archaeological finds in the district. In 2015 the museum's collections staff worked with researchers, staff and students from 11 different Universities and higher educational facilities on a range of projects.

University of Bournemouth
University of Southampton
University of Chichester
University of Reading
University College London Institute of Archaeology
University of Leicester
University of Winchester
University of Bradford
University of Portsmouth
University of Cambridge

West Dean College

A total of 17 research visits to both The Novium's Social History and Archaeology stores took place throughout last year. There were an average of 19 collections related enquiries per month ranging from object identifications to archaeological notifications, depositions, image requests, object donation offers, treasure cases and research enquiries. 16 notifications of archaeological fieldwork have been received and a total of 480 boxes of archaeological material deposited at the museum's archaeology store.

Looking forward the museum's collections staff will be focussing on developing avenues for facilitating further access to the collections. The main approach for this will be through the process of continued digitisation of the collections. A small amount of digitisation has already been achieved through the Object of the Month feature on the museum's website. Throughout 2016 however, we will be looking to create and develop an online searchable database, via a web hosting service offered by Modes, who currently provide the museum with its collections management software. Providing digital access to the collections will enable researchers an improved understanding of what may be useful for their topic of study.

A good example of this is the Racton Bronze Age burial archive. No report was produced on the archive when it was excavated in 1989. A project in 2014, which began as a result of a chance meeting between Stuart Needham, a bronze age specialist and James Kenny, district archaeologist for Chichester resulted in a funding application for £1980 from the South Downs National Park Authority to thoroughly research the archive. This study led to the discovery of the fascinating story behind the burial, leading to international media coverage and an archaeological discovery of national importance, proving to be a wonderful resource for use in learning based activities and a popular exhibition amongst museum visitors.

An additional focus for collections management staff will be improving the museum's collections documentation backlog. This is important as it will ensure the museum has a better understanding and knowledge of its own collections, which will in turn lead to improved knowledge of Chichester District History, better usage of the collections, better standards of exhibition and display and an improved educational resource for learning programmes at the museum. Work on the documentation backlog project is ongoing; however this year the museum has been awarded a development grant of £4000 from the South East Museums Development Programme for a project to develop a sustainable partnership with the University of Brighton to provide structured student volunteer opportunities for undergraduates and postgraduates at The Novium. The focus of this volunteer programme will be on the documentation and digitalisation of the Museum's collections.

Learning & Community Outreach

The learning services provided by the museum are very well received with many schools visiting us or using our learning resources year on year. Since November 2014, 59 different schools have used our service, with 1928 pupils taking part in on-site activities. The museum provides an extensive programme of workshops, loans boxes, tours and sleepovers to schools in Hampshire, Surrey and East and West Sussex, which complement the national curriculum and offer a 'hands-on' approach to learning.

The museum is currently undertaking a review of the education offer using user data and feedback to develop an improved offer which will focus on the current strengths of the education programme as well as taking steps to develop an 'all day' education offer which will encourage longer visits to the museum and city area through city walks, sleepovers and working with other cultural organisations. The education offer currently generates a good level of income however increasing this is a central aim of the new programme. The museums new focus on 'all day' activities (as opposed to half day sessions) as well as sleepovers, will allow the museum to benefit from higher income and increased engagement with local schools and organisations.

The marketing of the museums learning programme is in the process of being improved with clearer marketing material, making it easier for teachers to see what is on offer. These will be distributed to schools in Sussex, Hampshire and Surrey along with targeted marketed aimed at schools who do not visit the museum or take advantage of the services we provide. It is also our intention to heavily promote sleepovers to other community organisations such as scouts and brownies as the museum now has the capacity to run more of these events. It is also our intention to recruit a bank of casual learning assistants to ensure that sleepovers, as well as school sessions, can be run as often as required.

In 2015/16, approximately 3800 hours were given to the museum which we hope to build on in the coming years. A core aim is to build the volunteer workforce by reviewing current procedures, in particular the recruitment and training of volunteer staff. Volunteers undertake a range of essential roles in support of staff and ensuring their happiness and wellbeing is paramount to ensure their continued support. Identifying new roles and opportunities and ensuring that volunteers are well equipped to do their job is a priority. As well as permanent volunteers, the museum has a well-established placement programme which welcomes students from local schools and universities and offers the opportunity to use their knowledge and skills in a real world environment and the opportunity to actively contribute to the activities of the museum and gain valuable experience.

Over the last few years, the museum has successfully undertaken extensive outreach projects with the local community. In 2014, leftover funding from the initial development was used in an innovative community project that involved over 50

people from across the district. Over the period of a year, 12 different groups came together to create a patchwork quilt that represented people and places across the district. A wide range of skill sets were present, with some of the groups experienced in quilting, and some who had never sewn before. Each group designed a patch that represented exactly what they believed was exceptional about their area. Over 800 hours of work went into making the quilt, which is currently on display in the museum.

In September 2014 the museum worked with West Sussex Music and local schools on a successful First World War project called the 'Singing Museum'. The project was designed to engage schools through music and enable them to work with us in a creative capacity, not normally associated with museums, and to link it with our First World War exhibition. Initially meant for three schools, we ended up working with five different schools, each doing an interactive session at the Novium, music workshops back at school, and culminated in a sold out performance at St Pauls Theatre.

Autumn 2015 saw the introduction of a writing competition for schools and individuals. More than 300 children entered from 32 schools, 9 of which came from outside both East and West Sussex. Ages ranged from 6 to 12, and the level of work was outstanding.

In the coming years we aim to develop further resources and events to engage with local community groups and organisations. A recent Heritage Lottery Funded project celebrating the life of the former resident and Mayor of Chichester, Admiral Sir George Murray, is still underway. Various outreach projects related to this are scheduled for the coming year. These include a touring exhibition around West Sussex, an associated exhibition of embroidery, craft activity days, creating a story book with the support of University of Arts students, activities at local care homes and educational talks at the Museum using local experts.

The Novium Museum is one of the founding organisations of the Chichester Cultural Learning Partnership (CCLP) along with Pallant House Gallery, Chichester Festival Theatre, Weald and Downland Museum and Fishbourne Roman Palace, although other organisations have since joined. The CCLP is an innovative partnership whereby the learning providers for each organisation have come together to offer a more comprehensive and complimentary educational offer across the district. We are an informative hub, and have been used as an example of innovation for other museums to follow. The organisations work together on national campaigns such as Arts Award, and in 2015 ran our first Dementia Festival, coinciding with Dementia Awareness Week. This festival was hugely popular, and had massive social impact for the well-being of the district. We are now in the final planning stages of the festival for 2016, and hope it will become embedded in the offer Chichester district has.

Improving the learning offer and increasing income by developing a high quality service that offers schools and other organisations a unique and enjoyable experience as well as building up a capable volunteer workforce that will support staff and allow us to expand the museums activities are key.

A grant application has been submitted to the Arts Council Resilience fund in February 2016 for a capital grant to help develop the learning service into a bigger more profitable business model.

Venue Hire & Events

The Novium is a striking and unique building and has huge potential as a venue for hire. There have recently been successful evening events held at the museum which have generated income and publicity and welcomed new audiences. The Novium also hosts a regular series of well received academic lectures.

The Woolstaplers room at the Novium is a popular venue for meetings and talks and will become increasingly busy as it is marketed more widely.

The Guildhall is also a unique and beautiful venue which has in the past been underused. Steps have been taken to address this. It is now being opened regularly at weekends and hired out more frequently for events. Many local residents have been delighted to enter the Guildhall for the first time and have been happy to offer donations. The income from weddings at the Guildhall is a significant part of the strategy to offset the costs of the museum service. There is a shortage of comparable historic venues offering themselves as a wedding venue in the vicinity

These venues are perfectly placed to generate more income than at present. The evening event hire has already proved to be popular and will raise the profile of the venue and attract new business. The introduction of a new sales team in 2015 has already seen results.

Over the next 5 years the Novium will publicise its capacity as a venue and become more flexible in the type of events it holds whilst ensuring the protection of the collection remains a priority. The Novium will continue to expand its range of income generating events starting with Sleepovers and developing Birthday Celebration packages, private dining and private tours, and wedding venue services. We can learn a lot from the success of other heritage venues without losing our unique identity.

The Novium must market its services efficiently, continuously and effectively to achieve maximum income generation. Options for online bookings will be explored to improve efficiency.

Exhibitions & Galleries

The Novium's exhibitions must be attractive and interesting enough to drive up and sustain increased visitor numbers. Over the next 5 years we will carefully consider what exhibitions we choose to deliver and provide a strong case to evidence they will be of greater benefit to the Novium and its audiences as a whole.

The Novium team have implemented extensive changes to the galleries over the last year and this has resulted in much positive feedback. Several popular temporary exhibitions have been installed.

Focus groups are held on a regular basis to ensure that our audiences are at the heart of everything we do. Only then can we assure "Customer Delight" and earn repeat visits generating secondary spend and donations.

From 2018 onwards the museum will deliver a programme of regular touring exhibitions. This will not be possible until 2018 due to construction blocking the rear access road and our loading bay. One of the upper galleries will remain as a local history display whilst the other will host a variety of touring exhibitions generating new audiences and income. Visitors will then enter the museum for free but will be charged if they wanted to view the touring exhibition. This model is used successfully by many other museums. We have secured a major V&A touring exhibition for March-July 2018.

A scheme of continuous improvements is constantly in place to improve the visitor experience and increase visitor dwell time. Over the next 5 years the Novium team will ensure that visitor satisfaction is at the heart of everything we do. The Novium has achieved the Visit England Quality Assurance Award in 2015. The museum galleries are vibrant, changing and welcoming places. The displays continue to involve and inspire our local communities and provide an engaging introduction to Chichester's history for visitors to the area.

Tourist Information Centre/ Novium Shop & Café

Novium TIC

The Chichester TIC is well placed in the Novium for the services to work together in a mutually beneficial way. Tourism generates £144 millionⁱⁱ for the local economy and we must develop our services further to maximise our TIC income and income for the Chichester District.

The Chichester Tourist Information Centre at the Novium must become the first point of call for visitors to the District, continuing to offer a professional and well –informed welcome to the area. In order to achieve this services offered by the TIC must be better advertised and it must improve its links with other local agencies such as the Chichester Visitors Group Chichester Bid team, Chichester CCI and Visit Chichester.

The service has benefited from a thorough evaluation of its services and a new action plan to help it to increase its productivity. We must emulate successful TICs . Staff has been given the opportunity to visit other centres and learn from their experience.

Over the next 5 years the TIC and the museum must improve ways of working in a non-competitive mutually beneficial way. The shop offering will become more integrated and the Front of House welcome to the Novium re-evaluated. There is often a conflict of interest between TIC visitors, phone enquiries, shop customers and museum visitors. Front of house staff often have multiple customer service demands placed upon them. With the placement of a volunteer at the entrance to the Roman Baths area some of this pressure has been reduced.

The main areas of focus for the TIC for the coming year are:

- **Maintaining the highest possible level of customer service**
- **Generating income, with particular focus on accommodation bookings, ticket sales, retail and café.**

Museum Shop

The value of a museum shop is more than purely financial, museum shops are part of the whole visitor experience. At the Novium the shop is at the entrance and exit to the museum and is part of the welcome and farewell visitors receive..

Over the next 5 years we must display goods which complement our exhibitions and plan our retail selection in advance. Customers and visitors will be regularly consulted to evaluate what they would like to purchase in the shop. The shop will become a key source of income for the Novium and a reason in itself for people to visit the building. Above all the shop must become profitable.

Significant improvements have taken place in the shop and retail income has increased month on month for the past 8 months.

Once we have achieved a high level of success in the museum shop we must develop an online retail presence. With the increase in footfall now the admission charge has been removed we can expect the shop to become an extremely important source of income generation.

Museum Café

A Museum Café is not only an integral part of the visitor experience but an essential source of income generation. With visitors spending longer in the museum as improvements/additions are made to the galleries a café facility becomes even more essential.

Over the past year we have successfully trialled a self-service hot drinks facility. Although there are some severe restrictions due to there being no designated café area in the building we are working to make best use of our resources and are have launched a café area with service in March 2016.

Partnerships

Partnerships are becoming increasingly important to the survival of the museum/ heritage attraction sector and can be instrumental in attracting high levels of grant funding.

Over the next 5 years the Novium must be open to exploring all opportunities for partnership working to reach its full potential and offer as excellent a service as possible to its visitors. The museum is already involved in a wide range of successful informal partnerships with a variety of organisations.

The Novium continue to host and expand Chichester District Attractions networking events where all local Chichester District attractions can brainstorm ideas for better partnership working. The Novium hosts the bi-monthly Chichester Visitors group meetings. The Novium will also explore improved ways of working with Visit Chichester over the coming 5 years.

This strategy also proposes exploring partnerships between the Novium and Chichester University, Chichester College, PHG and CFT.

The Novium works with many universities each year and is committed to developing a more formal partnership agreement with the University of Chichester in 2016.

There are also opportunities for partnership working between the Cathedral and the Novium as two major free city centre attractions. The Novium has been working closely with the Cathedral on joint education projects. The Novium is developing closer links with other Sussex museums such as Littlehampton and Worthing as well as with other local attractions such as the Weald & Downland museum and expanding its partnership with Fishbourne Roman Palace.

One way in which the Novium is developing closer ties with other cultural organisations and local businesses is through Chichester Roman Week which is being led by the museum in partnership with the Chichester BID.

Audience Development

Audience development is about ambition. It is a planned and managed process that involves taking proactive steps to develop audiences. It is about taking action to put people centre-stage. It involves making an effort to understand what they want and presenting your museum in a way which is accessible, inviting and meaningful to them. It involves changing people's perceptions of heritage and building on-going relationships to encourage participation and support from as broad a range of people as possible for the long- term. ⁱⁱⁱ

The Novium Museum is committed to reaching new audiences as well as encouraging repeat visits from existing service users. The team is committed to delivering outreach sessions to those who cannot travel to the museum as well as increasing direct access to the Novium, the Guildhall and the Collections Discovery Centre.

In order to understand who its users are the Novium continue to collect visitor feedback and the majority of it is extremely positive.

This strategy proposes building on the feedback collected so far over the coming 5 years by establishing regular focus groups who will be invited to the museum to suggest areas for improvement. We can thereby make better use of our marketing resources by targeting particular market segments in a more coordinated manner.

The museum has recently been actively attracting new audiences with the introduction of sleepovers, events such as the dementia awareness day and evening events such as the "24 Hour Inventive Factory", Kathakali performance, Casino night and Fashion shows.

Over the next 5 years in order to maximise footfall and income generation we will place our audiences at the heart of everything we do.

Funding Strategy

As the Novium Museum has now achieved accredited museum status the museum must become proactive in its pursuit of grant funding from various organisations to deliver larger and more ground breaking projects.

Over the next 5 years the Novium will actively pursue all potential donations, business sponsorship and grant funding.

The Novium must aim to deliver District wide community and educational projects and first rate academic research and requires adequate financial support to do so. Grant funding can also be used to deal with the museum's collection documentation backlog and to fund additional members of the museum team to lead projects on temporary contracts.

The Novium has received funding from the Heritage Lottery Fund, The Arts Council, Culture 24, The South East Museums Development Grant, and the South Downs National Park Authority.

There are currently 2 application submitted to the "Grants for the Arts" and the Arts Council Resilience Fund.

We are working on attracting significant corporate sponsorship from a variety of companies.

Donations have increased and we are exploring all opportunities for philanthropic giving.

References

ⁱ The Novium Collections Development Policy 2014-2019

ⁱⁱ Visit England

ⁱⁱⁱ HLF "Thinking about audience development"