

Appendix 2
THE NOVIUM - ACTION PLAN

A. Reception/retail/tourism area

	Action	Timescale short (1-3 months), medium (3-6 months), long term (6 months+)	Notes
1	Check lighting (lux) levels. Establish if lighting can be increased.	Check - short term Increase lighting levels - medium term	
2	Review layout of area to establish if this can be improved by simply adjusting the space and retail layout.	Short term	
3	Adjust the layout of the reception desk.	Long term	Design input required for the reconfiguration.
4	Review the retail offer and retail opportunity	Medium	Marketing consultant appointed to consider this area

B. Baths area & view through front window

	Action	Timescale short (1-3 months), medium (3-6 months), long term (6 months+)	Notes
1	Art work - Review other possible methods to reduce light levels in the remains and establish if visibility of remains from the outside can be increased.	Medium term	Some window film will be required on the front window to lower the lux levels in the roman bath area. Advice from a specialist has been sought with regards to the algae growth.
2	Review the artwork on the front window and consider if it is possible to change this and have a different design. Refer to the planning condition regarding the installation of public art to ensure we still adhere to this.	Medium term	Consideration been given to use this window to advertise facility more

C. Gallery spaces

	Action	Timescale short (1-3 months), medium (3-6 months), long term (6 months+)	Notes
1	Make better use of the free walls in the galleries. Possibly include more objects on display, interpretation panels, additional showcases.	Medium term	Two demountable showcases have been ordered and awaiting delivery. Interpretation panels currently being written and designed to provide an introduction to the <u>chronology of the District</u> .
2	Consider further interpretation to introduce the District and gallery themes.	Short term	Introductions to the galleries were originally written but removed in design stage by the exhibition designers as it was considered too much text for visitors. Staff to revisit these texts and have them produced on foamex panels. Interpretation panels currently being written and designed to provide an introduction to the <u>chronology of the District</u>
3	Place more interactive materials in the galleries, to include activities, multi-media and sound. Particularly interactives for children.	Activities - short term Multi-media - medium to long term Sound - long term	Many more interactive activities have been purchased and are currently being prepared to be placed in the galleries. The development of QR codes is currently being reviewed. The possibility of audio-guides and sound on the touchscreens are long term aims.

4	Introduce greater use of colour and light into the galleries.	Ongoing	Colour and light will be considered with each new exhibition change and incorporated as part of the exhibition design.
5	Consider changing the stratigraphy case as not all visitors understand how stratigraphy works.	Short term	A new display for this case is currently in progress and will be installed for summer opening.
6	Consider the introduction of some chronological displays (or greater chronological elements to the displays) as not all visitors like a thematic approach. Or consider more specific District focused themes.	Long term	There is a programme for exhibition changes and chronological and specific District themed displays will feature as part of this programme (eg, an anniversary display of the First World War will be produced for early 2014).
7	Develop the 1st floor AV to provide more information	Ongoing	The AV is regularly updated with material and will change in line with any exhibition changes and new displays.
8	Run launch events when new exhibitions are opened	Ongoing	
9	Make greater use of the staircase walls	Medium term	Staff are currently looking at designing banners that can be used in these areas as fire regulations strictly apply to these areas (fire evacuation routes).
10	Consider label colours, positions and text size	Long term	Some labels are currently being reproduced using different colour shades. Such changes will occur in line with the exhibition programme changes.
11	Review how light reflection on the first floor cube case can be reduced	Short term	Backing panels that sit behind the framework inside the case are currently being produced. These should help reduce the issue with reflection from the library lights.
12	Consider producing larger images of small objects or small details on objects eg, coins	Short term	Such objects are currently being photographed and larger images produced. These will be introduced into the displays with the objects.
13	Increase opportunities to sign post visitors to other attractions from the lobby maps and provide more information of different sites.	Medium term	Information has already been produced for the touchscreen interactives and can be installed following some design work. New displays are currently being researched and produced for both bench cases in the lobby area. These new displays each focus on a site displayed on the lobby maps and will be ready for April (summer opening)
14	Consider ways to make the library area more appealing to visitors and to encourage greater use.	Medium term	Notices encouraging visitors to use the library and view the books has been produced and installed. The books have all been catalogued and are currently being labelled. A touchscreen pc has been ordered for the library so visitors can access the library catalogue for themselves.
15	Implement 'wi-fi club' at The Novium so visitors can access the internet and therefore additional online material.	Short term	Wi-fi has been set up in the building and currently waiting for IT to complete the wi-fi club set up so it can be advertised to visitors.
16	Consider lighting levels in the galleries.	Lighting issues - medium term Lighting levels - ongoing	The purchase of additional track lights are currently being reviewed. The lighting levels have to be set so they are suitable for both visitor enjoyment and care of the collections. This needs to be monitored with each change of display.

D. Marketing

	Action	Timescale short (1-3 months), medium (3-6 months), long term (6 months+)	Notes
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1	Review signage around the city and see how this can be improved.	Short term	Street signage has been approved by WSCC and we are currently waiting for these to be installed. We are currently investigating the possibility of producing a long banner to hang on the turret of the building saying 'Museum and Tourist Information' to enable people to see this from West Street and also learn what The Novium is.
2	Consider how the brand and strapline can be used to better effect on publicity.	Ongoing	Strapline currently used on all leaflets, posters, advertisements and social media and websites.
3	Review possibility for more special offers or open days.	Ongoing	
4	Review available grants and funding opportunities that The Novium may be eligible to apply for.	Ongoing	
5	Apply for the Sussex Heritage Trust Awards 2013	Short term	Application being submitted for April 2013.
6	Consider other possible methods for marketing other venues in addition to leaflets and the lobby maps and displays.	Long term	A marketing consultant is to be appointed in April 2013 to undertake a review of The Novium's current marketing strategy to establish how this can be developed further. The consultant will also draw up an action plan for 2013-2015 and will open discussions with other organisations for working on joint promotions. In addition the consultant is due to undertake a review of the retail facility and identify actions to improve this service and make best use of the space and will conduct a feasibility study on the provision of a cafe.
7	Consider promotions to bring visitors back to The Novium, especially for days when the museum is closed	Short term	The Novium already gives out return visit promotions to encourage visitors and users of the tourism services to return. Other options for promotions will be considered.
8	Review admission prices and groups that could be allowed free admission.	Medium term	
9	Consider promotional visit for B&B providers so they can 'sell' The Novium as an attraction to their visitors	Short term	