

The Museum of Design in Plastics Strategic Forward Plan

1 January 2016 - 30 September 2019

Headings in capitals are an Accreditation¹ requirement.

1. INTRODUCTION

1.1 The Museum of Design in Plastics (MoDiP) is the only accredited museum in the UK with a focus on plastics. It is a specialist research resource within the Arts University Bournemouth (AUB) situated within the Centre for Creative Learning.

2. MISSION AND PURPOSE

2.1 MoDiP's mission is to increase understanding and appreciation of the use and significance of plastics in design. Thus it demonstrates the career potential within these industries in support of the AUB's mission to be the leading university dedicated to turning creativity into careers.

2.2 MoDiP's purpose is to collect, research, interpret and present artefacts made of, or including components of, plastics, and thus add unique value to the AUB as a learning resource, a resource for collaborative, experimental and interdisciplinary research, and as a gateway to the AUB's wider environment.

3. REVIEW OF PREVIOUS STRATEGIC PLAN

3.1 The previous strategic plan was scheduled to run until the end of 2016. It related directly to that of the AUB which, following restructuring, revised its strategic plan ahead of schedule. MoDiP has therefore followed suit. Nonetheless targets set have been met, with one exception.

3.2 Highlights were:

- Award of Inspire Mark by London 2012 for *Plastics for gold* exhibition.
- Organisation of the HEA funded learning and teaching event: Object Power.
- 10 Most Wanted, a Digital Research and Development Fund for the Arts' project to develop an online game to engage the public in the documentation of cultural artefacts.
- Exhibition at the Department of Business, Innovation and Skills, London, in collaboration with the British Plastics Federation.
- Development of two Arts Council Funded Plastics Subject Specialist Network resources: *Identifying Plastics Toolkit* and *Confronting Plastics Preservation*.
- Introduction of the annual MoDiP Student Creative award.
- Hosting of an Arts Council England funded artist's residency leading to the

¹ The Accreditation Scheme sets nationally agreed standards for museums in the UK. - See more at: <http://www.artscouncil.org.uk/supporting-museums/accreditation-scheme-0>.

Plastic Vanitas touring exhibition.

- Organisation of the international conference, Provocative Plastics: design in plastics from the practical to the philosophical.
- Participation in the annual #MuseumWeek on Twitter since it was conceived in 2014, reaching international audiences and growing followers.

3.3 The target 'One pilot reminiscence event ' is ongoing. An expression of interest has been made to the Heritage Lottery Fund and a full application is in progress.

4. THE ENVIRONMENT IN WHICH WE OPERATE

4.1 Values

MoDiP, as a resource of the AUB, shares its values to be innovative, collaborative and to connect.

4.2 Stakeholders

MoDiP's stakeholders are those of the AUB: students, staff and partners.

4.2.1 We support student expectations by:

- Providing an inspirational student experience informed by staff who are highly qualified/experienced museum curators and by treating students as innovative makers.
- Contributing to a curriculum that pushes boundaries and connections relevant to peers in the academy and industry in meeting career aspirations enhancing and extending the profile of learners.
- Providing a high quality facility and contributing physical and digital resources appropriate to students' needs and those of the arts university.

4.2.2 We support staff expectations by:

- Ensuring MoDiP staff has a clear understanding of their role and how it supports the strategy and success of AUB.
- Working in a collaborative and collegiate environment that recognises the power of teamwork in achieving the aims of AUB and the connections between partners and students.
- Ensuring MoDiP staff is kept informed about matters of importance to its role and AUB generally.

4.2.3 We support partner expectations by:

- Being a responsive and pioneering museum that meets their needs efficiently and effectively.
- Being expert within MoDiP's subject area and museum practice.

- Being open to connectivity and business development and entrepreneurial outcomes.
- Furthering connection with the wider university environment, its network and its relationship to the local, regional, national and international agendas.

4.3 Enablers

4.3.1 We also share AUB's enablers:

1. Valuing and developing staff.
2. Financial sustainability.
3. Improved effectiveness.

4.3.2 We contribute to valuing and developing staff by:

- Attracting and retaining staff to create a highly effective MoDiP team.
- Supporting MoDiP staff in their personal and professional development.
- Effectively managing MoDiP staff performance.

4.3.3 We contribute to AUB financial sustainability by:

- Keeping within MoDiP's budget.
- Aligning MoDiP investment to the Arts University's strategic priorities.
- Ensuring MoDiP provides value for money.

4.3.4 We contribute to improving effectiveness by:

- Ensuring MoDiP is a high quality facility.
- Creating time for the development of MoDiP staff.
- Ensuring MoDiP's core processes and performance in professional areas are modern and as good as can be.

5. CONSULTATION

5.1 MoDiP's Strategic Forward Plan takes its direction from that of the AUB and shares the themes of its objectives.

5.2 It has been drawn up following discussion with MoDiP Staff and the Dean of Creative Learning. It has taken into account strengths and weaknesses in past performance, evaluations undertaken by internal and external audiences of particular projects and exhibitions, and of comments in the visitors' book. It has been approved by the MoDiP Steering Group and by the Governors of the AUB.

5.3 Areas highlighted for development are the contribution MoDiP makes to research, professional practice and knowledge exchange amongst our users within and beyond the university. The development of knowledge exchange with practitioners in industry is especially relevant to our location within a specialist art, design, media and performance university and will be key to MoDiP's future success.

6. KEY AIMS

6.1 MoDiP's key aims are to support the AUB's aims to be:

1. The leading professional arts university.
2. Dedicated to creative innovation.
3. A distinctive university with high profile and high reputation .

7. SPECIFIC OBJECTIVES

7.1 The specific objectives relating to each aim are:

1. National recognition of MoDiP as a centre for object-based learning.
2. International recognition of MoDiP as a leading resource for research in design in plastics
3. Designation of the MoDiP collection.

8. HOW THE OBJECTIVES WILL BE ACHIEVED

8.1 MoDiP will achieve national recognition as a centre for object-based learning by:

- Developing MoDiP related curricula and learning resources linked to the creative industries.
- Contributing to the physically and digitally connected campus.
- Developing MoDiP 's capability in support of scholarship.

8.2 MoDiP will achieve international recognition as a leading resource for research in design in plastics by:

- Strengthening and enhancing MoDiP's research environment and capability to inform teaching and knowledge transfer.
- Developing a plastics research group.
- Exploring innovative approaches to museum practice.
- Strengthening MoDiP's professional links with the design and plastics industries.
- Responding with an entrepreneurial and innovative attitude in all that MoDiP does.

8.3 The MoDiP collection will prepare for applying for 'designation' by

- Exploiting MoDiP's academic leadership in its subject area.
- Fulfilling requirements for museum 'accreditation' with an eye to 'Designation'².
- Managing the Plastics SSN³.

² A nationally significant, coherent assemblage of items; held in trust in the long-term for public benefit. A Designated collection is an essential research resource for its subject. See more at: <http://www.artscouncil.org.uk/supporting-collections-and-archives/designation-scheme>.

- Fostering an understanding of the uniqueness of the collection.

8.4 Staff works to a detailed action plan with individual responsibilities and deadlines specified. The action plan is up-dated and extended annually as part of the staff performance procedure.

9. RESOURCE PLAN

9.1 MoDiP has 2.7 FTE staff: a head (0.2), a Collections Manager (0.7), an Assistant Curator (1.0) and an administrator (0.6). The Head of the Museum reports to the Dean of Creative Learning who reports to the Deputy Vice Chancellor who chairs the MoDiP Steering Group. The MoDiP Steering Group includes three external members representing Museum Practice, Industry and Knowledge Transfer and meets twice a year.

9.2 Although MoDiP is a university museum it receives no direct funding from HEFCE but rather is funded directly by the AUB. The restructuring of Higher Education funding and the prevailing economic climate mean that the University's revenue source has become less secure. Nevertheless the AUB is committed to maintaining the funding of MoDiP at the present level.

9.3 In reality, however, what MoDiP can achieve is also influenced by the funding opportunities that arise, which are in turn driven by the priorities of the funding bodies and the success and failure of funding applications. Competition is getting tougher but we will, nevertheless, continue to compete for project funding ensuring applications are for projects in line with agreed objectives.

10. REVIEW DATE

10.1 Achievement against the plan, any impact on the plan of opportunities that arise, and reprioritisation suggested by our evaluation programme will be reviewed annually every July as part of the Staff Performance Review with changes made to the plan by the end of September. A new plan will be written for implementation on 1 January 2020.

³ Subject Specialist Networks are the focus for the expertise and knowledge of museum professionals throughout the UK supported by Arts Council England.