

### OXFORD UNIVERSITY MUSEUM OF NATURAL HISTORY

## STRATEGY 2024-2029

"...a museum in the largest sense of the word." The Oxford Museum, Saturday Review of Politics, Literature, Science and Art, London, Vol. 1, Issue 2, 10 November 1855, 31-32

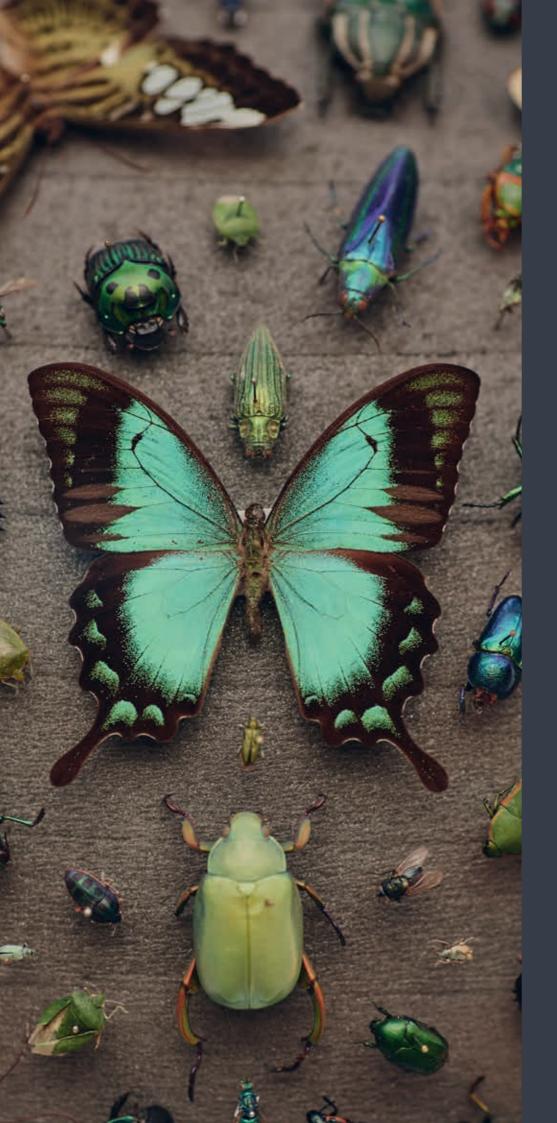


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## MISSION 6

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## VISION

To connect everyone to the science and art of the natural world.



### We will achieve this by:

Connecting the Museum's collections with increasingly diverse audiences - local, national and global – through innovative and creative engagement and programming, both physical and digital.

Enabling everyone to reflect and make decisions on issues relating to the natural world in an informed, evidence-led manner.

Taking a proactive and innovative role to challenge established inequalities in order to inspire and support diverse and scientifically literate generations to come.

Enabling people to have a rich and sustained lifelong relationship with the Museum, its collections and the natural sciences by ensuring a continuum of engagement from early childhood through to mature adulthood.

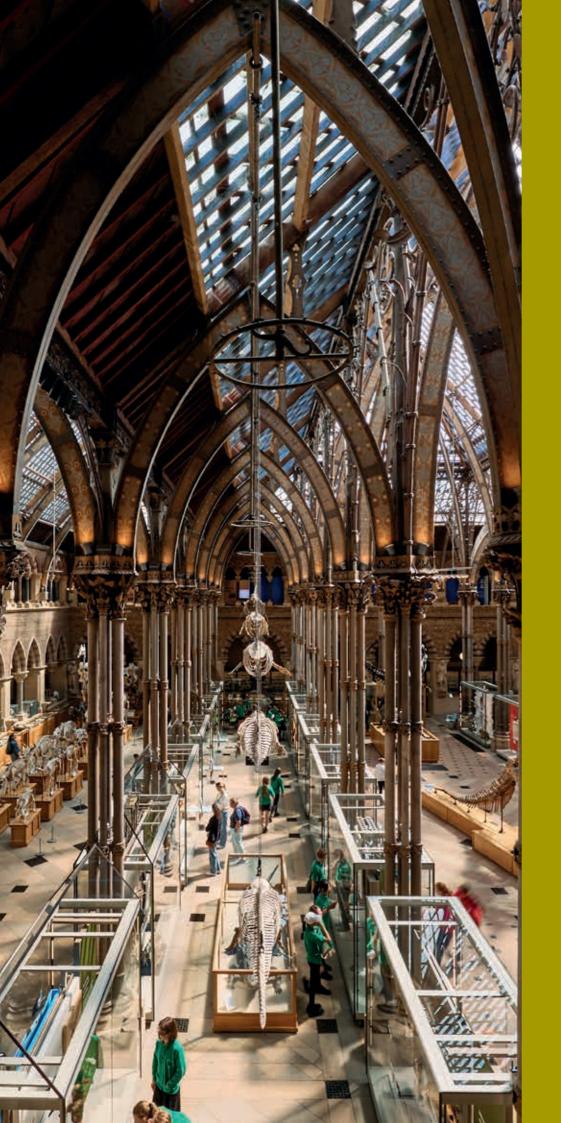
Supporting the mission of the University of Oxford and other higher education institutions in relation to research, objectled learning, and public engagement with research.

Emphasising hope and agency, rather than hopelessness, when addressing difficult issues such as climate change and biodiversity loss.

Exploring the arts/science interface as a means of demystifying science, and sharing the joy and beauty of the natural world.

## MISSION

To awaken and nurture a lifelong interest in nature by preserving and promoting the Museum's collections and advancing and sharing the sciences of the natural environment.



## **STRATEGIC PRIORITIES**



### **COLLECTIONS**

facilities.

Devise and implement robust storage solutions and modern research facilities that open the collections to a new era of investigation, and improve the quality of collection care.

Promote systems of effective preservation for digital collections across GLAM (Gardens, Libraries and Museums).

Develop a programme of targeted contemporary collecting, to support future research questions on climate change and biodiversity loss.

Collaborate across the GLAM museums to complete collection moves to the Collections Teaching & Research Centre (CTRC) and the Swindon Collections Storage Facility (CSF), including the new Spirit Store.

Improve collections discoverability and accessibility through a programme of largescale collections digitisation and partnerships with UK natural science museums and

Take a proactive and collaborative approach to repatriation and decoloniality through an honest and transparent process of exploration of people and place.



Continue to deliver Life, As We Know It, the redisplay masterplan, with high quality, innovative and visually beautiful displays in the main court.

Develop and deliver digital layering to accompany Life, As We Know It and other aspects of the redisplay programme.

Implement a campaign as part of the masterplan to make the art of the public areas more representative and equitable, particularly in relation to women in science.

Continue to develop and deliver Contemporary Science & Society (CSS) exhibitions as interdisciplinary explorations of current science developments and issues.

Increase the proportion of CSS exhibitions that tour to other venues, as a means of enhancing the MNH brand and increasing cost effectiveness.

Create a sustainable funding model for youth programmes.

Programme a rich pathway of informal science learning from under-10s to mature adulthood.

Develop programmes of regular public tours to showcase the Collections Teaching & Research Centre (CTRC) and the Swindon Collections Storage Facility.

Develop and deliver a new Museum website and enhance the digital offer.

Raise the profile of the Museum as a centre of excellence for public engagement within the university.



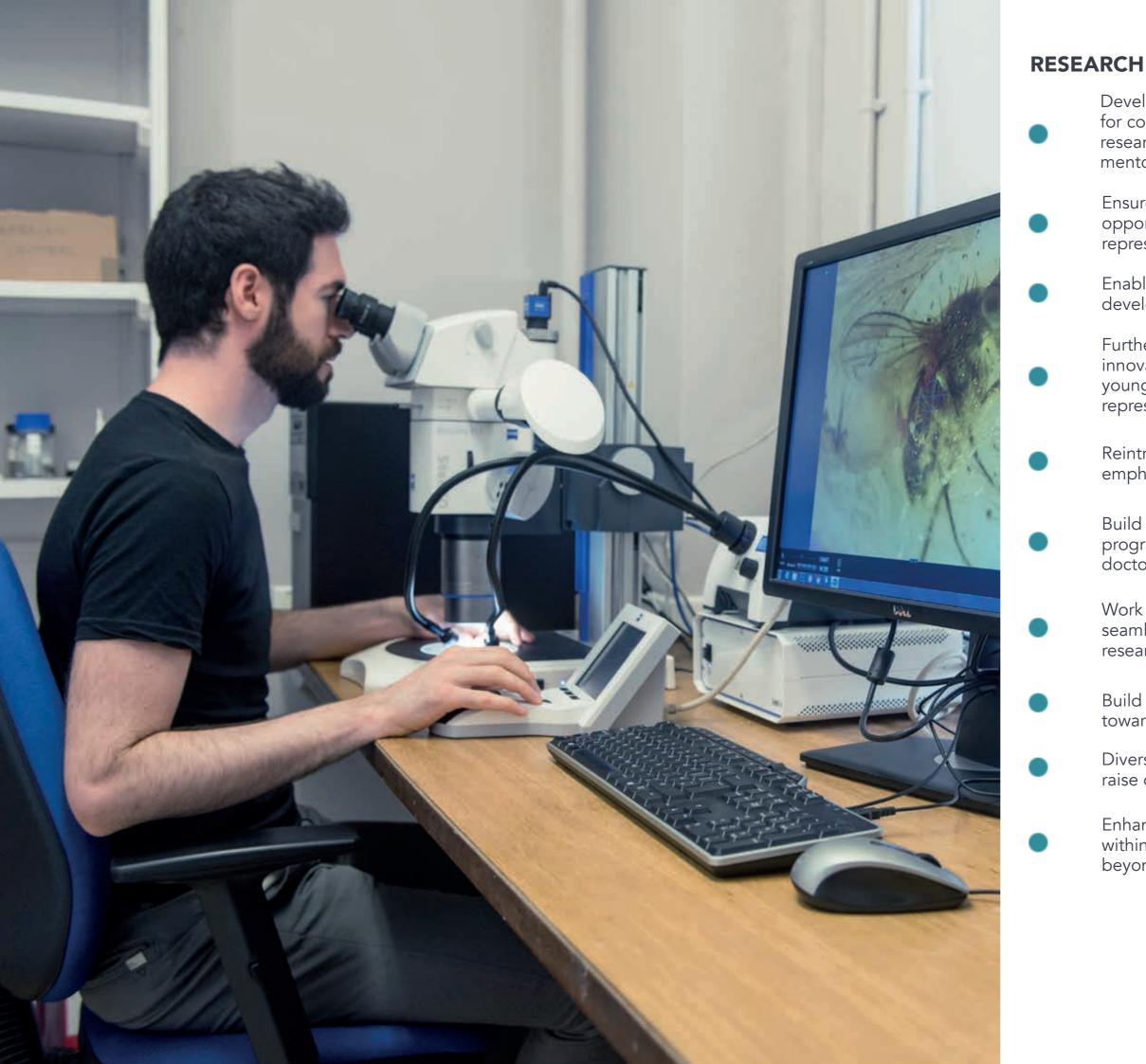
Maintain a focus on the importance of school programming, using data on the demography of visiting schools to inform engagement strategy.

Build and strengthen links with cognate academic departments (including Archaeology, Biology, Earth Sciences and Geography & Environment) to enhance teaching programmes.

Introduce new teaching opportunities focussed on collections, both delivered and facilitated, for Oxford and non-Oxford HEIs.

Work with other GLAM institutions to develop interdisciplinary teaching within the Collections Teaching & Research Centre.

Enhance informal student engagement, including as a space to enhance wellbeing.



Develop the Museum's role as an incubator for collections-focussed early career researchers, and take an active role in mentoring them.

Ensure that early career research opportunities support those from underrepresented backgrounds.

Enable a smooth continuum of career development for researchers.

Further develop and evaluate the Museum's innovative bursary programme to support young scientists from backgrounds underrepresented in natural science research.

Reintroduce the Visiting Fellows programme emphasising equity, diversity and inclusion.

Build humanities and social sciences research programmes, and increase the number of doctoral researchers in these areas.

Work with cognate departments to ensure seamless and bi-directional access to research facilities.

Build the Museum's research strategically towards REF 2029.

Diversify the range of research income and raise overhead levels.

Enhance the visibility of research taking place within the Museum, across the University and beyond.



Ensure the Museum provides a high-quality, positive and fulfilling workplace experience.

Maintain effective personal development as one of the principal enabling factors for the continued success of the Museum.

Develop and enhance cross-GLAM collaborations, working relationships and secondment opportunities.

Enable Museum staff to have a greater external profile within the sector.

Engage in equitable recruitment to encourage staff diversity, including working towards accreditation as a Disability Confident employer

Work to provide a supportive, high-quality experience for volunteers, extending the range of work the Museum is able to undertake.



### **OUR BUILDING**

Develop a masterplan for the repurposing of Museum spaces vacated by collections moves.

Prioritise the implementation of a programme of window repair and refurbishment to enhance environmental sustainability and improve collections caretowards accreditation as a Disability Confident employer.

Enhance the quality of 'behind the scenes' spaces to create a modern and well-equipped facility for natural history study, accessible to both researchers and the public.

Address accessibility and safety for visitors and staff through a programme of historically sensitive repairs and improvements to the Grade 1-listed building.

Partner with the Pitt Rivers Museum to introduce new, more effective signage within and outside the Museum.



### **OUR ENVIRONMENTAL RESPONSIBILITY**

Develop and embark on a carbon reduction programme to achieve net zero in 2035, and a parallel programme of biodiversity enhancement.

Take a proactive role within the University as champions and exemplars in environmental responsibility and sustainability.

Act as a forum, within the University and beyond, for discussion and debate around the impact of climate change, biodiversity and biomass loss, and environmental degradation.

Move towards the use of electric vehicles for the movement of collections between storage sites.

### FINANCE AND FUNDRAISING

Enhance the level of philanthropic income, particularly through endowment fundraising.

Enhance commercial income through the installation of a new café.

Enhance commercial income by refitting the Museum shop, increasing the online offer and developing bespoke product lines including partnerships with other vendors.

Develop effective commercial partnerships and collaborations across GLAM, including enhancing licensing activity.

"If you love museums, this has it all."

TRIP ADVISOR





Approved by the Museum of Natural History Board of Visitors 6 June 2024 Approved by GLAM Board 10 July 2024



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