Contents

200 7V5	eword Rt Hon. Tim Renton, MP, Minister for the Arts	ix
	oduction r Longman, Director, Museums & Galleries Commission	x
I	Assessing your position	
1	The purpose of a forward plan Timothy Ambrose, Director, Scottish Museums Council	2
2	Policy and style Neil Cossons, Director, National Museum of Science & Industry	6
3	A wider view Dawn Austwick, Group Manager, Leisure and Tourism Consultancy, KPMG, Peat Marwick Management Consultants	10
4	Your museum in context John Myerscough, Independent Consultant	16
5	The role of marketing Peter Lewis, Director, North of England Open Air Museum, Beamish	26
II	Writing your plan	
6	What sort of forward plan? Ron French, Director, Heritage Consulting Consortium	32

Contents

7	A step-by-step guide J. Patrick Greene and Robert L. Scott, Director and Deputy Director, Manchester Museum of Science and Industry	42
8	Working with consultants Victor Middleton and Ken Robinson, Director and Managing Director, Ventures Consultancy	52
9	Working on your own with limited resources Adrian Babbidge, Director, East Midlands Area Museums Service	60
Ш	Forward planning in specialist areas	
10	Collections care and its costs Gail Lord, Independent Consultant	66
11	Maintenance Ron Essex, Estate Manager, Natural History Museum	70
12	Developments in financial management Jeffrey Defries, Assistant Director, National Museum of Science & Industry	74
13	Staffing levels Simon Olding, Head of Museum Service, Bournemouth Borough Council	78
14	Documentation John Burnett, Documentation Officer, National Museums of Scotland	82
15	Fundraising Sue Runyard, Marketing and Public Relations Consultant, Museums & Galleries Commission	86
16	Conservation David Leigh, Head of Conservation Unit, Museums & Galleries Commission	90
17	Environmental planning and control May Cassar, Environmental Adviser, Museums & Galleries Commission	96
18	Security requirements Bryan Dovey, Museum Security Adviser, Museums & Galleries Commission	102

Contents

19	Provision for disabled people	106
	Carolyn Keen, Disability Adviser, Museums & Galleries Commission	
20	Policy planning for volunteers	112
	Sue Millar, Head of Education, National Maritime Museum	
21	Training	118
	Simon Roodhouse, Director, Museum Training Institute	
22	Temporary exhibitions	122
	Mark Suggitt, Assistant Director (Curatorial), Yorkshire and Humberside Museums Council	
23	Performance indicators	128
	lan N. Walden, Director, Black Country Museum	
IV	Using your plan	
24	Implementation, assessment and monitoring	134
	Harry MacAuslan, Director, J. Walter Thompson Co. Ltd	
25	Distribution and presentation	138
	Ian Taylor, Director, North West Museum and Art Gallery Service	
V	Samples and extracts from forward plans	
	National Museum of Science & Industry: Synopsis	
	of the corporate plan, 1990-1995	145
	The Royal Scots Regimental Museum, Edinburgh Castle: Development plan 1989	150
VI	Checklist of tasks	165
Equal opportunities: select bibliography		171