

NWFED Action Plan 2015/16

The focus for 2015/16 is on carrying out consultation with NWFED members and non-members (especially volunteers to feed into the MDNW funded SOS programme in subsequent years) – while maintaining a level of communications, events and membership which will sustain NWFED in the short term and keep people in the region engaged with our work.

Theme 1	Objectives	2015/16 Objectives	ACTION PLAN	WHO	WHEN
Representing and connecting with members	Ensure that a creative programme of consultation is in place to ensure that the Board is aware of what members think, want and are interested in	With Year One support from MDNW (£2,000) we will have:	July – December 2015 Shape the research and outline what we want to know from NWFED members for future development (membership, events, communications, website etc) – using past surveys as starting point	Heather (Lead Trustee)	July / August
		Delivered a NWFED membership survey seeking 40 responses	Create a brief for freelance support with this work and circulate to secure at least three proposals	Freelance support (tasks to be agreed)	July / August
		Spoken to 10 institutional members to assess development needs of their staff	Design an online / email survey for NWFED members	All Trustees to help deliver activity in their sub-regions / local areas	July / August
		Delivered a programme of sector consultation focusing on volunteers with <ul style="list-style-type: none"> • Online / email questionnaire • Site visits and meetings • Phone calls • Focus groups • And other methods 	Design an online / email survey for volunteers in NW museums		Sep – Dec
			Use NWFED membership list to send out survey to members (individual and institutional)		Sep – Dec
		Work with MDNW to create mailing list to get survey to as many volunteers as possible		Sep - Dec	
		Follow up surveys with phone conversations / meetings / visits – each Trustee commits to 5 conversations – use		Sep - Dec	

			of freelance support to supplement and deliver £2,000 from MDNW to cover freelance support, travel costs, expenses, workshops, room hire, catering etc		
	Through the consultation process, map the profile, needs and demands of the membership to ensure the NWFED programme is shaped by the membership	Catalogued membership needs by profile, skill &/or interest area based on evaluation (using volunteer / freelance support for analysis) Designed the new programme for 206/17 using feedback received and in consultation with MDNW	January 2015 Collate and analyse all feedback from consultation phase with freelance support to write up report (TBC) January – March 2016 Meet with MDNW to report back on feedback and to work on design for 2016/17 programme based on feedback (NB. £12,000 in 2016/17 budget for delivery of programme aimed at volunteers and which NWFED members are able to access as well)	Freelance support Whole Board	January Date TBC

Theme 2	Objectives	2015/16 Objectives	ACTION PLAN	WHO	WHEN
Delivering an effective programme of events	Ensure that training sessions are focussed on the development of current and appropriate practical skills for the sector	Delivered / planned 1 training event with a focus on practical skills	Rachel Knight to help co-ordinate / arrange an object handling event with science and technology collections at MOSI	Chrissy (Lead Trustee)	TBC
	Create opportunities for museum people (including volunteers and students) to build effective networks of contacts	Planned and delivered 1 networking event with a focus on bringing museum professionals and volunteers together with students in the region	Networking event for students to meet with museum staff and volunteers to be organised in partnership with either Manchester or Liverpool universities	Support from Emma Sumner with events	Autumn 2015

	Take a proactive role, in partnership with MDNW and others, to discuss and shape museum policy and strategy in the region	Planned and delivered 1 event with a focus on policy developments (potentially linked to learning and curriculum changes)	Potential learning event focused around changes to the curriculum to be planned and organised – pending policy change and organisations who want to collaborate		TBC
	Co-ordinate events which enable members to show and tell others about their own work, ideas and projects	Planned and delivered 1 show and tell event (potentially around innovative museum displays and interpretation) – encouraging NWFED members to generate content for this strand of the programme	Emma Sumner working on idea of an Innovation in Museum Displays event (in collaboration with Nottingham Trent University)		TBC
	Deliver the MDNW SOS programme as a key partner in their 2015-18 programme (see MDNW delivery plan)	Met quarterly with MDNW team to discuss feedback and information from consultation and how this is shaping the SOS programme for 2016/17	January – March 2016 Meet with MDNW to report back on feedback and to work on design for 2016/17 programme based on feedback (NB. £12,000 in 2016/17 budget for delivery of programme aimed at volunteers and which NWFED members are able to access as well)	Whole Board	Date TBC

Theme 3	Objectives	2015/16 Objectives	ACTION PLAN	WHO	WHEN
Promoting and communicating the work of NWFED	Develop the NWFED's digital communication capacity	Implement short term updates to the website to improve usability (using volunteer / freelance support) Use consultation period in 2015/16 to evaluate member and others requirements for the	Write a short Communications Plan for NWFED for 2015/16 – key messages / schedule for communications / methodology Write a short set of house rules / hints and tips for Board Members Review and confirm list of immediate changes that can be made to content (and	Katy (Lead Trustee) Chrissy (website) Support from Emma Sumner	July / August July / August July – Sep

		<p>website</p> <p>Encourage 4 website / newsletter articles per year by members sharing skills / knowledge</p>	<p>layout?) of website using freelance / voluntary support</p> <p>Look at improving quality of layout of e-newsletter</p> <p>As part of evaluation period ask members and others about current and future use of website, e-newsletter and social media</p> <p>Continue to distribute e-newsletter with news and stories from Trustees and members – Trustees to rotate responsibility for collating content for each newsletter with freelance support to input and distribute</p>		<p>Ongoing</p> <p>Sep – Dec</p> <p>Ongoing</p>
	Cement the NWFED as an advocate for the sector, and the profession in the NW	<p>Meetings held with funding bodies / sector partners in 2015/16 as developing plans for coming two years</p> <p>MDNW – quarterly meetings</p> <p>Annual FED meeting at MA Conference</p>	<p>Set dates with Alex Bird for quarterly update meetings</p> <p>Find out if there is going to be another FED networking meeting at the MA Conference – contact the SWFED to find out</p>	Katy	<p>Dates TBC</p> <p>Nov</p>
	Ensure that the NWFED has high brand awareness and a visible profile (including the profile of Trustees)	<p>Use events programme and evaluation work in 2015/16 to continue to promote NWFED brand and raise profile with members and non-members (especially with volunteers through MDNW work and institutions)</p>	<p>Distribute NWFED leaflets and information at all events etc</p> <p>Use NWFED pull-up at events as appropriate</p> <p>Make sure evaluation online survey and other communications include NWFED branding and look professional</p>	Whole Board	Ongoing

Theme 4	Objectives	2015/16 Objectives	ACTION PLAN	WHO	WHEN
Strengthening the NWFED	Place a priority on the recruitment and retention of members	Continue to encourage individuals and institutions to join the NWFED in 2015/16	All Board Members to help recruit new members throughout the year – at events, conferences etc – through local networks – etc	Whole Board	Ongoing
		Encouraged university students to join as members (linked to networking events)	Write short piece about membership for students – all Trustees to send information about NWFED membership to all museum / heritage / arts undergraduate and postgraduate courses at NW universities	Emma Sumner	Oct
		Work with MDNW to encourage individuals and institutions in NW to join as members	Write news story for MDNW to share about the partnership work and a call to action to join the NWFED	Katy	Sep
	Ensure that the Board has the skills, knowledge, experience and capacity to effectively lead the NWFED	Created clear roles and responsibilities for the collective Board and individual Trustees	Work with Phil Benton on 22 June to clarify how we are going to define and agree roles and responsibilities for each Trustee (based on skills and experience)	Whole Board	
		Identified board training needs and created a plan to deliver	Brainstorm a list of collective and individual training needs for the NWFED Board		TBC
		Created a board development plan and succession plan	Turn the training development needs into a development plan over the next 12 months with an Away Day (?) and other development activities agreed		TBC
		Recruited a Trustee with Finance expertise and responsibility	Create a list of potential new and future Trustees to help with succession planning	Michael to prepare something for Board to discuss	Sep Board Meeting
		Recruited two new Trustees	Re-advertise the role of Trustee with finance expertise – asking MDNW to		Sep

	<p>to strengthen and increase capacity on Board</p> <p>Utilised freelance and volunteer support to increase capacity for events and communications</p>	<p>distribute the advert</p> <p>Advertise for two additional Trustees to join the board – or speak to any recommended new Trustees from the current Board</p> <p>Agree arrangement with Emma Sumner at Board Meeting on 22 June and provide Emma with clear direction on which parts of the Action Plan she can help deliver</p>	<p>on gaps on the Board</p> <p>Chrissy and Katy to agree with Emma</p>	<p>Oct</p> <p>July</p>
Build effective partnerships with other FEDs and museum sector groups and organisations	<p>Met with 1 other FED to share best practice / pool resources / joint events (potentially starting with the Yorkshire FED)</p> <p>Met quarterly with MDNW to discuss progress and plan next steps</p>	<p>Invite Yorkshire FED Chair to attend future meeting – either just with Katy or with whole Board</p> <p>Set dates with Alex Bird for quarterly update meetings</p>	<p>Katy</p> <p>Katy</p>	<p>Sep</p> <p>TBC</p>
Put in place a process to measure the impact of the NWFED and its activities	<p>Identified key impact measures meaningful to members, Board & funders</p> <p>Agreed baseline impact measures</p> <p>Collected quotes from members as part of evaluation and attendance at events to feed into impact reports</p>	<p>June / July 2015</p> <p>Outline the impact measures that NWFED would like to use – and share and agree with MDNW as current main funder / partner</p> <p>Use to inform evaluation phase and make sure information is being collected from the start of the process</p>	<p>Michael to prepare something for Board to discuss based on ACE self evaluation</p>	<p>January</p>