

Mission

The NWFED is an independent membership body, bringing museum people together across the North West region.

The NWFED supports professionals, volunteers and people who aspire to work in the sector to develop their skills, forge relationships, build partnerships, and create active networks.

Vision

By 2018, the NWFED will be recognised as an organisation that:

- Supports a stronger, more confident and resilient museum sector through delivering personal development and networking opportunities for North West museum people on an individual and collective basis.
- Has developed a larger, active and dynamic network of members who are eager to be involved in the organisation's activities.
- Has a reputation for being, transparent, responsive and adaptive in supporting a healthy museum ecosystem in the North West.
- Is built around a hub of inspiring and dynamic members who support each other and share relevant skills, talents and experiences in the North West that contributes to the continued development of individuals, organisations and the sector as a whole.

Objectives

The NWFED will deliver its vision through four work streams:

1. Representing and Connecting with members focusing on consultation and representation
2. Delivering an effective programme of events focusing on networking, skills and knowledge
3. Promoting and communicating the work of NWFED, of members and the wider sector focusing on expanding reach and sharing content.
4. Strengthening the NWFED as a membership body focusing on growing membership and building its resilience

Theme 1	Objectives	By April 2016 we will have:	By April 2017 we will have:	By April 2018 we will have:
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	<p>With Year One support from MDNW (£2,000) we will have:</p> <p>Delivered a NWFED membership survey seeking 40 responses</p> <p>Spoken to 10 institutional members to assess development needs of their staff</p> <p>Delivered a programme of sector consultation focusing on volunteers with</p> <ul style="list-style-type: none"> • Online / email questionnaire • Site visits and meetings • Phone calls • And other methods 	<p>Continued to gather feedback from members and volunteers in the region through attendance at events and other channels</p> <p>Evaluated the 2016/17 programme and relaunched for 2017/18</p>	<p>Continued to gather feedback from members and volunteers in the region through attendance at events and other channels</p> <p>Evaluated the 2017/18 programme and relaunched for 2018/19</p>
	Through the consultation process, map the profile, needs and demands of the membership to ensure the NWFED programme is shaped by the membership	<p>Catalogued membership needs by profile, skill &/or interest area based on evaluation (using volunteer / freelance support for analysis)</p> <p>Designed the new programme for 206/17 using feedback received and in consultation with MDNW</p>		

Theme 2	Objectives	By April 2016 we will have:	By April 2017 we will have:	By April 2018 we will have:
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	Linked the NWFED events programme with the MDNW SOS programme to avoid duplication and deliver quality events for attendees – type and number of events to be decided by the start of 2016/17	Expanded the NWFED programme in line with the MDNW SOS programme with a long term plan for the future – type and number of events to be decided as programme develops
	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	Linked the NWFED events programme with the MDNW SOS programme to avoid duplication and deliver quality events for attendees – type and number of events to be decided by the start of 2016/17	Expanded the NWFED programme in line with the MDNW SOS programme with a long term plan for the future – type and number of events to be decided as programme develops
	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)	Linked the NWFED events programme with the MDNW SOS programme to avoid duplication and deliver quality events for attendees – type and number of events to be decided by the start of 2016/17	Expanded the NWFED programme in line with the MDNW SOS programme with a long term plan for the future – type and number of events to be decided as programme develops
	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	Linked the NWFED events programme with the MDNW SOS programme to avoid duplication and deliver quality events for attendees – type and number of events to be decided by the start of 2016/17	Expanded the NWFED programme in line with the MDNW SOS programme with a long term plan for the future – type and number of events to be decided as programme develops

	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	Plan, develop and deliver the SOS programme with MDNW support (£12,000) focusing on working with volunteers in the region Review the 2016/17 programme to feed into the development of the 2017/18 programme	Plan, develop and deliver the SOS programme with MDNW support (£12,000) focusing on working with volunteers in the region Review the 2017/18 programme and think about long term legacy
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Theme 3	Objectives	By April 2016 we will have:	By April 2017 we will have:	By April 2018 we will have:
Promoting and communicating the work of NWFED	Develop the NWFED's digital communication capacity	<p>Implement short term updates to the website to improve usability (using volunteer / freelance support)</p> <p>Use consultation period in 2015/16 to evaluate member and others requirements for the website</p> <p>Encourage 4 website / newsletter articles per year by members sharing skills / knowledge</p>	<p>Website look and feel refreshed (and linked to delivery of all other areas of plan – events information, policy information, networking opportunities and skills share) – pending investment/funding</p> <p>Social media accounts revamped with communications plan (Twitter and Facebook) (using volunteer / freelance support)</p> <p>6 website / newsletter articles per year by members sharing skills / knowledge</p>	<p>Website established as core way for NWFED to communicate and advocate its work building on 2016/17, using user feedback and developing to offer a long term hub of information and resources for the NW museum sector – pending investment/funding</p> <p>12 website / newsletter articles per year by members sharing skills / knowledge?</p>

	Cement the NWFED as an advocate for the sector, and the profession in the NW	Meetings held with funding bodies / sector partners in 2015/16 as developing plans for coming two years MDNW – quarterly meetings Annual FED meeting at MA Conference	Meetings held with funding bodies / sector partners to share NWFED plans and progress: MDNW National FED network AIM MA Arts Council Represented FED members at 2 events in the year / Spoken on behalf of the FED at 2 events in the year?	Meetings held with funding bodies / sector partners to share NWFED plans and progress: MDNW National FED network AIM MA Arts Council Represented FED members at 4 events in the year / Spoken on behalf of the FED at 4 events in the year?
	Ensure that the NWFED has high brand awareness and a visible profile (including the profile of Trustees)	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)	2 positive article per year in specialist NW and national press about museum professionals / NWFED events	4 positive article per years in NW regional press about museum professionals / NWFED events?

Theme 4	Objectives	By April 2016 we will have:	By April 2017 we will have:	By April 2018 we will have:
Strengthening the NWFED	Place a priority on the recruitment and retention of members	Reviewed membership costs, benefits and value for money (and compare with other FEDs) to decide on fees	Increased individual membership – target to be set in 2015/16 through financial planning Increased institutional	Increased individual membership – target to be set in 2015/16 through financial planning Increased institutional

		<p>Created a financial plan for 2015-18 to set membership targets for coming years</p> <p>Encouraged university students to join as members (linked to networking events)</p> <p>Work with MDNW to encourage individuals and institutions in NW to join as members</p>	<p>membership – target to be set in 2015/16 through financial planning</p>	<p>membership – target to be set in 2015/16 through financial planning</p>
<p>Ensure that the Board has the skills, knowledge, experience and capacity to effectively lead the NWFED</p>	<p>Created clear roles and responsibilities for the collective Board and individual Trustees</p> <p>Identified board training needs and created a plan to deliver</p> <p>Created a board development plan and succession plan</p> <p>Recruited a Trustee with Finance expertise and responsibility</p> <p>Recruited two new Trustees to strengthen and increase capacity on Board</p> <p>Utilised freelance and</p>	<p>Have individual / groups of Trustees working on key areas of: Events Communications Finance Membership With action plans and targets for each area</p> <p>Ensured capacity is in place to deliver MDNW SOS programme – utilising funding for freelance / staff support as required</p> <p>Have additional volunteer support for NWFED work in the sub-regions – one volunteer co-ordinator per region working with the Board</p>	<p>Have individual / groups of Trustees working on key areas of: Events Communications Finance Membership With action plans and targets for each area</p> <p>Ensured capacity is in place to deliver MDNW SOS programme – utilising funding for freelance / staff support as required</p> <p>Have additional volunteer support for NWFED work in the sub-regions – one volunteer co-ordinator per region working with the Board</p>	

	volunteer support to increase capacity for events and communications		
Build effective partnerships with other FEDs and museum sector groups and organisations	Met with 1 other FED to share best practice / pool resources / joint events (potentially starting with the Yorkshire FED) Met quarterly with MDNW to discuss progress and plan next steps	Continued discussions with other FEDs in the UK for potential collaboration and partnerships Met quarterly with MDNW to discuss progress and plan next steps	Continued discussions with other FEDs in the UK for potential collaboration and partnerships Met quarterly with MDNW to discuss progress and plan next steps
Put in place a process to measure the impact of the NWFED and its activities	Identified key impact measures meaningful to members, Board & funders Agreed baseline impact measures Collected quotes from members as part of evaluation and attendance at events to feed into impact reports	Produced first impact report on 2015/16 activity – considering creative ways of presenting impact (film, quotes, presentations) Collected quotes from members as part of evaluation and attendance at events to feed into impact reports	Produced second impact report on 2016/17 activity - considering creative ways of presenting impact (film, quotes, presentations) Collected quotes from members as part of evaluation and attendance at events to feed into impact reports