



STRATEGIC PLAN

2019 - 2030



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01. OUR STORY

National Museums Liverpool is an exceptional group of seven world-leading museums and galleries, located across Liverpool City Region.

We were established more than 170 years ago as a complement and counterbalance to the museums in London and brought together in 1986 as a nationally-funded group. This was in recognition of the global importance of our collections but also as a symbol of hope and regeneration for the city.

Our museums and galleries are wonderful and host an encyclopaedic collection of more than four million objects, ranging from some of the world's best Pre-Raphaelite artworks to an awe-inspiring Ancient Egypt collection, and more recently the UK's only museum modern slavery collection.

We hold an unrivalled position to use our venues and collections to educate, to let unheard perspectives be voiced and to support social change as well as inspire and entertain millions of people in-person and online each year.

Sharing stories is how we connect people, objects and place, and it is more important than ever that we tell stories that represent the breadth of our communities and their experiences, challenging us all to see the world differently.

National Museums Liverpool is internationally known but locally loved and respected. We're **Curious & Imaginative, Brave, Approachable, Responsible** and **Essential**. As an organisation we pride ourselves on being **Welcoming, Honest** and **Educational**, and as a team we are **Trustworthy, Respectful** and **Inclusive**.

No matter how audiences engage with National Museums Liverpool, we aim to always be inspirational, ensure our encyclopaedic collections are accessible and that we offer the very best visitor experience - pushing the boundaries of high-quality storytelling. We're simply **Never Dull**.

By 2030 we want to be the best museum 'league' in the world. Like the Champions League, the NFL and the Premiership, our league will be recognised as the best of the best. Our museums and galleries will be places that everyone wants to see and that all stakeholders want to be associated with.

Visiting a venue, our website or engaging with us through any of our exceptional schools, community or public programmes will make everyone feel welcome, and you'll be sure to discover the unexpected.

'Off the pitch' our internationally important collections and dedicated colleagues will be supported to be their best and given great facilities.

We embrace the fact that each 'team' in our league is unique, with its own fan base and individual stars, but together want to be a league that all other museums will aspire to be part of, and which is recognised across the world as being the ultimate champion.

02.

OUR MISSION

CREATING MEMORABLE EXPERIENCES FOR EVERYONE - CHALLENGING EXPECTATIONS.

03.

OUR VISION

We've got our sights firmly on the future, and by 2030...

- we will have the most representative audience and colleague profiles in the UK's museums sector.
- we will engage with more than ten million people each year, welcoming more than four million visitors to our museums and galleries and a further six million through digital engagement, touring exhibitions and outreach.
- we will be a place where people want to work, are happy to work and proud to work.
- together we will generate more than £50,000 a day - more than half of our turnover - through commercial business, grants, individual giving and gifts.
- we will provide great sustainable facilities for the care of our valuable collections and colleagues, with accommodation fit for the next 30 years.
- ensure all schools in Liverpool City Region visit at least one of our museums and galleries each year.
- our museums and galleries will celebrate their unique identities and collections, play to their strengths, delight their different audiences and continue to make us proud.
- people will recognise us as a valued leader of cultural and economic growth for Liverpool, the city region and the north of England, and as one of the world's finest museum groups.

04.

OUR AIMS

To realise our vision we will focus on six strategic aims.

01. BE MORE REPRESENTATIVE

National Museums Liverpool prides itself on being for everyone, but for this to be true our colleagues, audiences and displays need to be representative of the communities we are here to serve.

02. BE MORE SELF-SUFFICIENT

We will transform our business model and embrace digital opportunities to ensure we generate more income and offer the best value for money of any national museum in the UK. We will focus on our commercial business, grants and gifts to ethically generate more income which can be invested in our public offer.

03. BE MORE SUSTAINABLE

We recognise the threat of the climate and ecological emergency and commit to reducing our own impact on the environment and becoming more sustainable. We will take action to reduce our impact through far-reaching interventions across the organisation as well as engage with our audiences, funders, partners, and stakeholders to inspire change in their own lives and businesses. We understand that as an organisation which represents education, curiosity and wonder for our surroundings, we have an important role in 'being the change'.

04. PROVIDE MEMORABLE EXPERIENCES

Our collections are hugely diverse, and whether in a venue or online each offers different stories and meaning to different audiences. We will ensure each of our

museums and galleries offers the highest standards to our audiences, whether that's wonderful exhibitions and displays, top-quality cafés and shops, engaging community programmes, lively public spaces or top-notch facilities for our collections and colleagues. By allowing our exceptional museums, galleries and collections to shine, National Museums Liverpool becomes unbeatable as a day out, an educator, a partner and a custodian of our shared heritage.

05. PARTNER AND INFLUENCE

We have the potential to positively impact on our region, nation and the wider world. We will work with a range of partners to maximise that influence and will contribute to our city region's growing visitor economy, place-making and impact on education, health and social care. We will continue to use our collections for social impact and consequently will be the partner of choice for businesses. We will represent the best of the UK museum sector around the world.

06. ENGAGE AND EMPOWER

People remain at the heart of our organisation, and we will build an organisational culture which embeds trust, respect, and inclusion. Supported by our THRIVE programme, people will be engaged and empowered to drive and enable National Museums Liverpool to continually change and evolve.

Each year we will develop action plans and KPIs based around these aims, working to achieve the overall vision by 2030.

05.

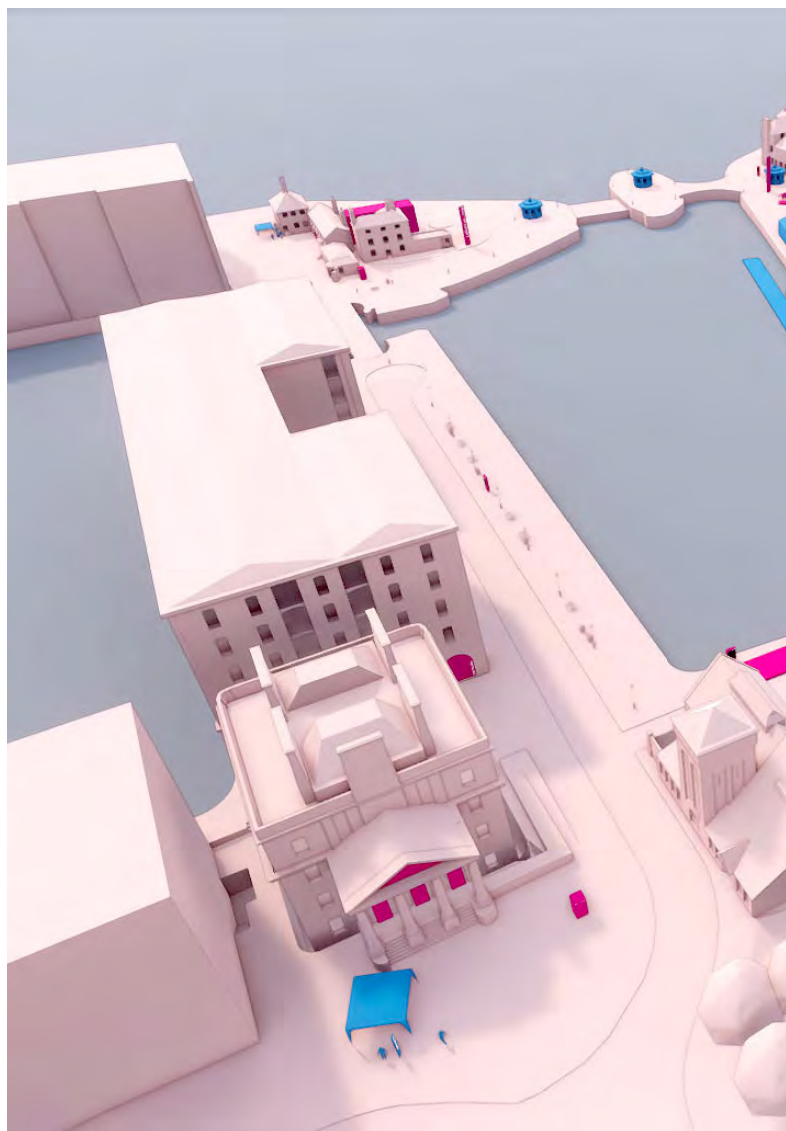
OUR THREE PILLARS OF PHYSICAL TRANSFORMATION

National Museums Liverpool is changing. We know that we must become sustainable across all of our activities and so have devised an ambitious 10-year masterplan to achieve just that. This plan will help us to transform our venues, ensuring that all of our facilities are contributing to that sustainability goal, and will allow us to revitalise our public offer. Our vision will bring a vibrant and exciting new dimension to our already popular and highly successful museums and galleries.

WATERFRONT TRANSFORMATION

Liverpool's iconic waterfront is home to three National Museums Liverpool venues and welcomes millions of visitors. We are working with strategic partners on an ambitious 10-year plan to create vibrant, welcoming and relevant public spaces for everyone to share, enjoy and explore Liverpool's rich heritage. We will link storytelling, history, community, connectivity, and commercial income to create a cohesive visitor experience and catalyst for social and environmental improvements in the area.

Our landmark project will be the transformation of the area between the Royal Albert Dock and Mann Island, as well as the revitalisation of all of our waterfront facilities. Central to this will be the expansion of our International Slavery Museum into the iconic Dr Martin Luther King Jr Building and the revamp and reconfiguration of the adjoining Maritime Museum. Together they will present a bold, confident welcome to visitors to the waterfront area, and embody our plans to reveal the hidden stories of our collections and historic surroundings.





CITY CENTRE TRANSFORMATION

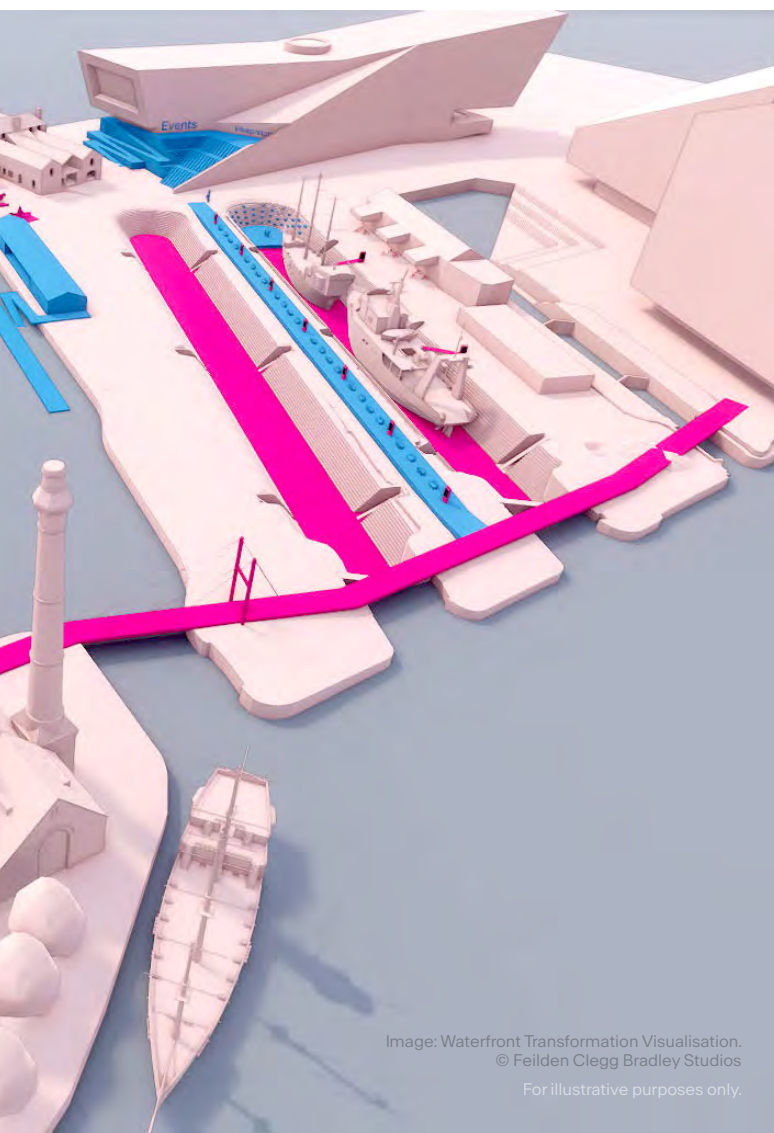
Our staff are vital to our success, whether they work with our visitors or behind-the-scenes. We want them to be happy in their work and to look forward to coming to work each day. This means providing them with engaging spaces and facilities in which to work, develop and grow. These spaces need to be adaptive to enable our new hybrid way of working. To this end we are creating new staff facilities in our city centre locations. We will also look at ways to utilise buildings and assets that are currently underused through commercial partnerships and redevelopment.

COLLECTIONS STORE

Our long-term aim is to transform collections care and storage by creating a new collections facility in or close to our city centre museums.

This will be in addition to a publicly accessible large object store for our transport collections in collaboration with local partners.

These new facilities will keep our precious objects in optimal environmental conditions, while allowing our staff, research partners and the public to have far greater access to our amazing objects.





PEN PORTRAIT

MUSEUM OF LIVERPOOL

By 2030 Museum of
Liverpool will attract
900,000 visitors annually.

Museum of Liverpool is a leading city history museum. It explores how local, national and international events have shaped Liverpool, and how in turn the city has shaped the world. This is a museum for the people and about the people.

MUSEUM OF LIVERPOOL TODAY

Museum of Liverpool is about the people of Liverpool – those lucky enough to be born here, those who have made this great city their home, and those who were just passing through. Our purpose-built galleries explore more than 10,000 years of our fascinating past, including our early history, culture, working lives, transport, port and politics. The stories and objects on display are local and resonate with visitors from the city. There is also national and international significance to Liverpool's story which reaches out to national and international visitors.

Liverpool has welcomed and absorbed many diverse communities. The museum works hard to represent them and their stories, especially under-represented groups. We achieve this through our fascinating collections, engrossing displays, targeted education and events, fruitful long-term partnerships and community outreach.

Local people have a strong emotional attachment to our museum and its collections. Our visitors may recognise an object they have donated or unearthed during a community archaeology project,

hear their own words in an oral testimony, or recognise their own family's story in that of the city itself and feel represented within the galleries. Liverpoolians are proud of their city and proud of their museum.

Families love visiting our museum. There is so much aimed at our younger visitors, whether that is getting hands-on in the fantastical world of Little Liverpool, spotting objects in History Detectives or in the 'When I Was Little...' museum trail. Older children and young adults enjoy our lively events programme, showcasing the city's vibrant music and performance scenes.

Memories – both those provided by our contributors and those stirred during visits – are central to the success of Museum of Liverpool. It one of the reasons National Museums Liverpool's internationally-recognised reminiscence programme for older people, House of Memories, is based here.

Museum of Liverpool is also an unmissable destination for tourists to the city. Sitting on Liverpool's iconic waterfront, and close to the cruise terminal, we are the first stop for visitors who looking to immerse themselves in the city they are visiting. They discover Liverpool's rich history - enhancing their depth of understanding of the richness of Liverpool culture and the impact its had on the world.

Just as the city evolves, so does Museum of Liverpool. Our displays, activities and collections must continue to reflect contemporary culture, living memory and shared histories. However, some things do not change. We will continue to entertain and inspire our visitors. We will work hard to remain a trusted source of information. We will always challenge inequality.

We continue to be grateful to everyone that contributes to Museum of Liverpool whether donating an object, sharing their stories with us, participating in our programme of events and activities or making a donation to support our work as well as enjoying our café and shop.

The Museum of Liverpool also makes a unique venue for corporate and private events, and is a great source of income for the museum.

Along with an exciting and varied temporary exhibitions programme, public contributions, public and private events, donations and memberships these all help us to deliver memorable experiences for all, and for many years to come.

OUR VISION

Museum of Liverpool must change to stay up-to-date and relevant. Over the coming years we will deliver a bold programme of improvements which will achieve exactly that, while expanding our collections and updating our galleries.

We have a strong track record of working with Liverpool's many diverse communities, and that work will remain integral to our remit. However, we recognise that we can do even better. We will do more to foster relationships with under-represented groups and neighbourhoods, through outreach programmes delivered by our team, community archaeology, co-creation of content and contemporary collecting. We will continue to assess and evaluate our endeavours and constantly strive for improvement.

Our enviable position on the River Mersey, close to the city's cruise terminal, and being adjacent to the Canning Graving Docks that are an enormous opportunity for us. National Museums Liverpool's Waterfront Transformation Plan seeks to create vibrant, welcoming and relevant public spaces so that everyone can share, enjoy and explore Liverpool's rich heritage. Museum of Liverpool is central to that long-term vision.

OUR SHORT TO MEDIUM-TERM AIMS

Our local communities and their stories are central to the success of Museum of Liverpool. It is vital that we continue to respond to and work with our audiences to represent the diversity of Liverpool. To this end we will continue to refresh key galleries throughout Museum of Liverpool, with particular emphasis on the transformation of Museum of Liverpool theatre. On our ground floor we will create an impressive new temporary exhibition space. This will help us attract new and returning audiences to the museum and give us greater income generation opportunities.

Throughout the museum there will be improvements in visitor facilities, interpretation and spaces for corporate and private event hire. Visitors will particularly notice new interpretation and animation for our outdoor steps and terraces.

New technologies are integral to this plan. We will use them creatively to foster community collaboration and engagement, and to interpret and present under-represented histories, especially where there is an absence of material culture. We will also use new technologies to interpret archaeological sites and content relating to the region. This regular cycle of change will give us the opportunity to work with communities for contemporary collecting and pioneering co-production.

For many years our land transport collection was a big draw for visitors. We will work with Wirral Metropolitan Borough Council on plans to re-imagine this much-loved collection to the public.

OUR LONGER-TERM AIMS

Our city and its communities are changing, and our contemporary collecting programmes need to reflect that evolution. Our new acquisitions will examine the impact of political, societal and economic change on the city.

Those collections, and the stories behind them, need to be widely shared. We will explore the possibilities of a community

loan programme, giving maximum access to those objects and building enduring links with our local communities.

The next phases of the Waterfront Transformation Plan will be delivered. These will involve the rejuvenation of the dock areas and smaller buildings around Museum of Liverpool, specifically Canning Graving Docks, the Great Western Railway building and the Cooperage. This historic area will be redeveloped, creating vibrant new public spaces, learning experiences and improved accessibility with new pedestrian links. This will all be illuminated by our public art and lighting strategy.

The Museum of Liverpool's location on the banks of the River Mersey has been key in attracting tourists to the city. National Museums Liverpool's waterfront transformation project presents an exciting opportunity to further enhance the Museum as an unmissable destination for visitors.

The area between the International Slavery Museum, Maritime Museum and Museum of Liverpool on Mann Island, includes historic quaysides and the Canning Graving Docks which have in recent years been overlooked and underused. Through engagement with the site through Museum of Liverpool's community archaeology activity it has demonstrated a huge interest in the waterfront's heritage, and we will continue to drive engagement in local places through community archaeology and co-curation.

With investment from the Liverpool City Region and UK government the potential of enabling a connected approach to narrative storytelling across the waterfront will be realised. It will also help us achieved increased engagement with visitors as well as enhancing their experience.

OUR AUDIENCE

Our top performing visitor profiles are:

- Visitors from the UK
- Visitors from Liverpool City Region
- Visitors from overseas
- Visitors aged 64 - 74 years
- Primary school pupils – Key Stages 1 & 2 (5 - 11 years)

Our audience development and growth priorities are:

- New/first time visitors from Liverpool City Region
- Black and minority ethnic visitors
- Visitors aged 16 - 24 years
- New/first time visiting primary school pupils – Key Stages 1 & 2 (5 - 11 years) from Liverpool City Region



/museumofliverpool



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liverpoolmuseums.org.uk/mol



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liverpool

NEVER
DULL

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Ancient
Egypt
Permanent
Display

World
Museum

liverpoolmuseums.org.uk/ancientegypt

PEN PORTRAIT

WORLD MUSEUM

By 2030 World Museum
will attract **900,000**
visitors annually.

World Museum is one of the UK's most spectacular and engaging museum. From the seas to the stars, we use our collections to explore the relationship between humans and the natural world.

WORLD MUSEUM TODAY

World Museum is where generations of visitors have come to connect with and learn about the world around them. Since 1853, when Liverpool's first museum opened, audiences of all ages have been inspired, delighted and challenged by our vast array of objects and displays, and in turn have brought their children and grandchildren to be similarly amazed. Our collections explore the worlds around us - from the depth of the seas to high above us amongst the stars, and everywhere in between, with a strong focus on natural history and world cultures. Our Planetarium and Aquarium have brought wonder to the lives of so many people, along with our Bug House and a host of other interactive attractions.

Our displays are both challenging and fascinating – just like the world around us. Our changing exhibitions thrill and stimulate visitors. Our museum is a melting pot of ideas.

We are constantly exploring ways to make our encyclopaedic collections relevant in an ever-changing world through dynamic storytelling, exciting design and innovative technology. As you explore our building you will discover more about pioneering people - related objects and their impact on society and the world around us throughout

history through to today. Broad, cross-cutting themes and ideas are introduced, but we also provide space and support for those who want to engage more deeply.

Some of those stories are challenging. For example, we are open about the ways in which our older collections were acquired and seek to engage and work with source and diaspora communities across the world. We know that through respectful participation and dialogue many different perspectives and voices can be heard.

Partnerships are important to us. We work with many organisations to explore and deliver a range of issue-based programmes. We use our collections to engage all parts of our community through outreach, targeted programmes, digital, partnerships and co-curation projects.

Our partners help us ensure that our facilities are accessible to all and that the most appropriate technologies are used to enhance our visitors' experience.

Research underpins everything we do – we want to learn and to enable others to do the same. We are part of local, national and international research communities and specialist subject networks, collaborating with partners and providing access to our collections and archives. We especially encourage and support community members and groups. We also seek to be innovative, to learn from best practice elsewhere in the museum and creative sectors, and to actively develop new approaches to presenting our collections.

World Museum is home to what is probably the city's most beautiful café, with its ornate fireplaces, stunning murals and grand ceilings. It also makes a unique venue for corporate and private events, and together with our fantastic gift shop is a great source

of income for the museum. Along with an exciting and varied temporary exhibitions programme, donations and memberships these sales will help us to deliver memorable experiences for all for many years to come.

OUR VISION

For more than 170 years, Liverpool's museum has innovated, created and moved with the times. In the coming years we will continue to evolve, inspire, and engage with visitors of all ages. We will embark on a programme of improvements to bring all parts of World Museum up to a standard expected of a major visitor attraction with thousands of expectant visitors every year.

Learning for all will, as ever, remain a central part of our remit. We already have a brilliant programme of activities for families and schoolchildren alike but will be building on these. By engaging with our visitors, we challenge and are challenged; we educate and are educated; we inspire and in turn are inspired.

Inevitably, humans' impact on the world around us features strongly in World Museum and we are uniquely placed to further explore those relationships. Our historic collections map these changes, providing valuable scientific information on humans' impact on the natural environment. We are also committed to reducing the impact of our operation, working towards sustainability in everything we do, from our displays and programmes to our energy consumption.

OUR SHORT TO MEDIUM-TERM AIMS

World Museum is about our planet and its inhabitants. We want our visitors to get a much richer sense of those stories and relationships, and to this end will better engage with our audiences and help them get the most from their visit.

Our popular World Cultures gallery will be re-imagined by engaging with our communities, learners and other stakeholders.

We want to encourage them to use the space, to explore the objects and stories

there, and to have conversations about repatriation, cultural identity, inequality, diversity and belonging. The gallery, like our understanding of the collections within it, will continue to evolve, welcoming new ideas and asking challenging questions about our objects and our understanding of them.

Our ever-popular Planetarium will continue to wow and inspire visitors of all ages. Our events and shows will be creative and challenging, while our recently improved facilities will foster greater income generation.

The challenges facing our planet are at the forefront of our thoughts. We are keen that our building and the displays and facilities within reflect our commitment to tackling climate change. We will also provide more opportunities for our audiences to actively participate in conversations about climate change, repatriation, cultural identity and other contemporary issues.

From the moment the visitor steps through the museum entrance they feel welcomed, with our friendly staff central to that reception.

OUR LONGER-TERM AIMS

We have big plans for schools and other visiting groups, with the creation of a designated entrance and suite of learning rooms to the rear of our building.

We will begin to realise our venue masterplan which will improve visitor flow throughout the museum and ensure we make best use of our available space throughout. As part of this work our top two floors will undergo major changes, with new displays throughout and an architectural solution to capitalise on the stunning panoramic views of Liverpool.

Exhibitions will remain a major draw for new and returning visitors alike and we will invest in a flexible, large-scale exhibitions suite capable of hosting cutting-edge presentations.

Dynamic, easily adapted spaces will become more important throughout the museum. We will create interactive pod spaces which

will allow us to respond to the day's issues quickly and flexibly. We will also create programmes where our visitors will have the opportunity to participate in debates. Flexible visitor social spaces will also be used to present programmes and activities for a range of visitors.

Our younger visitors feature heavily in our plans. We will create more safe spaces for our family visitors to learn and interact. The family-favourite Bug House will be revamped with changes including more opportunities to see our residents up close.

Our ever-popular Treasure House Theatre will be given a new lease of life with a major overhaul. Not only will updated technologies give visitors a much more immersive and interactive experience, but improved access will make the space more welcoming for all. A similarly bold approach will be taken throughout the museum, where innovative technology and jaw-dropping content will really bring the wow factor to any visit.

A large proportion of World Museum's collections are not on display or accessible to visitors. We want to address that with the creation of a new purpose-built collections store. Staff, researchers and the public will have far greater access to the amazing objects from across the National Museums Liverpool estate, via new facilities for scientific and comparative studies.

OUR AUDIENCE

Our top performing visitor profiles are:

- Visitors from Liverpool
- Visitors aged under 16 years
- Visitors from the UK
- Visitors from the North West
- Primary school pupils – Key Stages 1 & 2 (5 - 11 years)

Our audience development and growth priorities are:

- Visitors from overseas
- Black and minority ethnic visitors
- New/first time visiting primary school pupils - Key Stages 1 & 2 (5 - 11 years) - from Liverpool City Region
- New/first time visiting parents with very young children, focusing on wellbeing and access
- Liverpool-based refugee groups
- New/first time visiting residents from Liverpool City Region



/worldmuseum



@world_museum



@worldmuseum_

liverpoolmuseums.org.uk/worldmuseum

They will remember that we were sold, but not that we
were strong. They will remember that we were bought,
but not that we were brave.

William Prescott, former slave, 1937

We **will** remember

International Slavery

PEN PORTRAIT

INTERNATIONAL SLAVERY MUSEUM

By 2030 International
Slavery Museum will attract
500,000 visitors annually.

The International Slavery Museum tells the brutal story of Transatlantic Slavery and its legacies – events that continue to shape who we are today. It also holds the world's first modern slavery collection which is used to education and campaign against this malevolent trade.

'We remember, we act' is the museum's powerful call-to-action in its fight against racism and for racial equality.

INTERNATIONAL SLAVERY MUSEUM TODAY

The International Slavery Museum (ISM) is a unique place with an important purpose. It is a museum unapologetic in its quest to engage, research and explore the impact and legacies of historic slavery.

Each year we welcome hundreds of thousands of visitors to our fascinating and evocative galleries. Here we tell the stories of the millions of Africans who were enslaved and transported across the Atlantic Ocean between 1500 and 1865. We also explore the rich West African cultures that they were forced to leave behind. Without a strong understanding of transatlantic slavery we believe it is impossible to have a complete understanding of British history and society today.

ISM also strives to educate, campaign, collaborate and change the world for the better. We achieve this in several ways: by

co-producing and promoting challenging new content which raises awareness about the impacts of both transatlantic and modern slavery as well as welcoming conversations about the key role in which Liverpool and Britain played; by campaigning against racism, discrimination and hate crimes; and by welcoming and empowering survivors of enslavement. Together these strands of ISM's work act as a rallying cry for action.

We are proud to deliver sector-leading education programmes under the banner of the Anthony Walker Education Centre. Here we offer an extensive programme of accessible, national curriculum-linked workshops and activities for all schools, educational and community groups. Contemporary forms of slavery continue to impact our society, so we also raise awareness through training for teachers, professionals and businesses.

Our powerful popular programme of exhibitions and displays fosters our visitors' understanding around the issues and legacies of historic and contemporary forms of slavery and strengthens engagement with those directly affected. Research is a vital aspect of this process and is at the heart of all of our activity, as are our extensive collections and archives.

We are continuously grateful that our supporters fund our vital work by purchasing memberships, making generous donations and by shopping in our café and gift shop. Together we are creating memorable experiences for all while challenging society's injustices.

OUR VISION

ISM will continue to be an active agent of change in the fight against racism and inequality. We will continue to foster understanding, raise awareness, and elevate the voices of enslaved people everywhere.

Working closely with our partners, we will become the recognised northern hub for ground-breaking awareness raising and campaigning against modern slavery through training for teachers, professionals and businesses.

We seek to inspire, empower and support communities. We also want to diversify our ISM community by diversifying our workforce and championing the need to address the under-representation of Black and ethnic minority professionals, both at National Museums Liverpool and throughout the cultural sector.

This will all be underpinned by the expansion of our unique collections and archives, a challenging yet inspiring programme of major exhibitions, and the ground-breaking redevelopment of the Dr Martin Luther King Jr Building (MLK).

Our ultimate legacy will be in how we shape society's view of racism and contribute to its lasting eradication.

OUR SHORT TO MEDIUM-TERM AIMS

Communities are at the heart of ISM's work, and our building is an important part of that message. MLK is an ideal space in which to champion programmes and campaigns to promote diversity and inclusion, and so we are grateful that The National Lottery Heritage Fund is supporting a two-year Development Phase for the transformation of ISM. This chapter in the museum's evolution (running 2022-23) will see the creation of a series of pop-up exhibitions in MLK, exploring the many profound and far-reaching stories of the transatlantic slave trade and its impact on contemporary life.

Working closely with the National Lottery Heritage Fund, DCMS, Liverpool City Region Combined Authority and other funders, we intend to realise the vast potential of this unique museum.

We envisage work beginning on site in 2024, with completion in 2026. Visitors to ISM will then be welcomed to ISM through MLK, providing a bold new entrance and

an exciting space in which to host artists' commissions and digital content. MLK will also offer creative spaces for collaboration, co-production and learning by our community and NGO partners, will host the world-renowned Centre for the Study of International Slavery, and will act as an anchor for the Transatlantic Legacies in Museums Forum.

Our model of co-production will not only continue to inform ISM's work but will shape the use and look of the revamped museum.

Our current plans include redeveloped display galleries to best present our extensive collections and the people and stories behind them, and a new temporary exhibition gallery, shared with the adjacent Maritime Museum. However, ISM's co-production approach is not limited to the physical transformation of one museum. It is also an innovative pilot which we intend to roll out across National Museums Liverpool's venues, transforming the way we work and connecting the often hidden transatlantic slavery-related narratives across our collections and museums.

We are very excited about these plans for ISM, and for the wider National Museums Liverpool family. Not only will they help us take our important messages to more people, both in the UK and abroad, and contribute to our wider Waterfront Transformation vision, but will help us ensure that this is a resource for and by the people it serves.

OUR LONGER-TERM AIMS

ISM will expand its already comprehensive collection of transatlantic slavery objects. We will increase our curatorial specialisms and lead the way in new fields, such as modern slavery.

We also aim to reach the level of recognition achieved by the main modern slavery research centres, such as the Wilberforce Institute in Hull and the Rights Lab in Nottingham. Policy-based research and training is essential if we are to achieve lasting change and will be based at our

Centre for the Study of International Slavery facility (a partnership with the University of Liverpool).

Such research-led activities will allow us to develop a financial model of public and private sector collaborations, alongside our public museum. Together, these changes will pave the way for National Museums Liverpool, and the heritage sector as a whole, to re-evaluate our interpretation of transatlantic slavery and to analyse the collective memories and legacies of this pernicious trade.

This is a complex and nuanced subject, but one on which ISM is well-positioned to advise. We are keen to help address the ongoing whitewashing of our shared history and to cement our unique position as a campaigner, educator and champion for justice.

OUR AUDIENCE

Our top performing visitor profiles are:

- Black and minority ethnic visitors
- Visitors from the UK
- Visitors from Liverpool
- Visitors from the North West
- Visitors from overseas
- Secondary school pupils – Key Stages 3 & 4 (11 - 16 years)

Our audience development and growth priorities are:

- Young People (16 - 24 years)
- Liverpool City Region (Adults)
- Primary school pupils - Key Stages 1 & 2 (5 - 11 years)



/internationalslaverymuseum



@slaverymuseum



@internationalslaverymuseum

liverpoolmuseums.org.uk/ism



PEN PORTRAIT

MARITIME MUSEUM

By 2030 Maritime Museum
will attract **900,000**
visitors annually.

Located on Liverpool's historic waterfront, Maritime Museum explores how the sea, seafarers and their fascinating stories have shaped the fortunes of the city and beyond. The museum explores Liverpool's significant history of global migration and trade.

MARITIME MUSEUM TODAY

Meet the fascinating seafarers, passengers, emigrants and pioneers behind the emergence and success of the great port of Liverpool. Maritime Museum uses their stories and the city's heritage to chart its rise as a global powerhouse.

Our galleries tell epic maritime tales including Titanic, Lusitania, transatlantic migration, the merchant trades and two World Wars. Our Archives Centre provides valuable research access to our extensive collections of maritime and slavery records. We explore Liverpool as a city of the sea, telling the stories of its ships, merchants and seafarers and the enormous impact they have had, not just on the UK but on the world.

Maritime Museum's displays, collections and archives reflect the lives and experiences of Liverpool's diverse maritime communities including the merchants who drove the city's prosperity, the countless thousands who left the port for a new life abroad, and the seafarers themselves. Their stories of danger, joy, hope and community create a vibrant sense of past glories and future opportunities.

Sitting at the heart of the Royal Albert Dock Liverpool, and surrounded by historic quaysides and warehouses, Maritime Museum is ideally situated. We are not only a great family day out, but also an ideal stopping-off point for refreshments, a spot of shopping or that special occasion. Together with our visitors' donations and purchased memberships such commercial activities enable us to deliver memorable maritime experiences for all.

OUR VISION

Maritime Museum sits in the heart of Liverpool's historic waterfront. It is a natural destination for anyone visiting the area, especially those keen to learn about the city's pivotal role in global trade and as an international migration hub.

National Museums Liverpool's (NML) Waterfront Transformation Plan seeks to transform its three waterfront museums and their connecting quayside spaces. We will create vibrant, welcoming and relevant public spaces so that everyone can share, enjoy and explore Liverpool's rich heritage. Maritime Museum is integral to that long-term vision.

Over the coming years, and working with the families of seafarers, Liverpool's maritime communities and the people of the city, we will develop new galleries, transform visitor facilities and open up historic landmarks. Our teams will develop a learning and public events programme and with it a vibrant and engaging environment. We will tell a story which will seamlessly link the dockside spaces and reveal Liverpool's transatlantic slavery story.

OUR SHORT TO MEDIUM-TERM AIMS

Inside Maritime Museum we will soon be seeing some big changes, with an internal restructuring of major galleries and new

content. An expansive new temporary exhibition space, shared with International Slavery Museum (ISM), will allow us to host an exciting and ever-changing exhibition programme. Galleries will spotlight on the networks of maritime business, trade and labour organisations that were central to Liverpool's maritime success, and tell the stories of the people who journeyed from Liverpool and Europe to North America. This reconfiguration will help the museum work better for visitors and with the adjacent ISM. Our high numbers of overseas visitors will soon have a better understanding of these collections and galleries with the launch of new digital language support. And when they have finished perusing our revamped galleries there will be a new improved shop, café and restaurant to visit.

The Maritime Museum itself, our family of buildings around Mermaid Courtyard and Canning Graving Dock will soon provide a range of settings and facilities for holding unique events. There will be new refreshment options outside at the Cooperage and Mermaid House – no doubt they will be welcomed by the many more visitors we anticipate to our improved quayside offer.

New attractions will be centred around the historically-significant Canning Graving Dock. Once used for fitting out, cleaning and repairing ships - including those used in the transatlantic slave trade – this historic space will be redeveloped, creating exciting new learning experiences and improved accessibility with new pedestrian links. This will all be illuminated by our public art and lighting strategy.

OUR LONGER-TERM AIMS

As outlined, Maritime Museum is an integral part of NML's Waterfront Transformation Plan and will see some big changes in the coming years.

Maritime Museum, our collections and archives have an international reputation, but that reputation can be enhanced. Our targeted collecting plan will create collections that are more representative of

the port's communities, including Black and ethnic minority and LGBTQ+ seafarers and passengers.

We will also nurture national and international partnerships with relevant museums and will be a visible and valued contributor to regional, national and international maritime heritage networks.

OUR AUDIENCE

Our top performing visitor profiles are:

- Visitors from Liverpool City Region
- Visitors from the UK
- Visitors from overseas
- Primary school pupils – Key Stages 1 & 2 (5 - 11 years)

Our audience development and growth priorities are:

- Visitors aged 16–24 years
- Black and minority ethnic visitors
- Non-visiting primary school pupils - Key Stages 1 & 2 (5 - 11 years) - from Liverpool City Region



/maritimemuseumliverpool



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PEN PORTRAIT

WALKER ART GALLERY

Walker Art Gallery is one of the UK's premier venues. We are home to world-class paintings, sculpture, and decorative arts from the 13th century to the present day as well as contemporary photography and video.

WALKER ART GALLERY TODAY

Walker Art Gallery is home to one of the most important art collections in the country. We feature household names including Rubens, Rembrandt, Turner, Stubbs, Rossetti, Millais, Monet, Riley, Hockney and Himid. We also showcase remarkable work by artists you are possibly less familiar with.

Whatever your artistic taste, you will find something to stimulate and engage you. On the ground floor visitors are greeted by classically displayed figures in the sculpture gallery. In the adjoining space the craft and design gallery is a blaze of colours, shapes, textures and styles. On the floor above displayed in beautiful spaces are paintings, drawings, prints, sculptures and decorative arts, giving a snapshot of western art history from the medieval period to today.

As you wander through the galleries stories are revealed - local connections, interesting techniques, conservation challenges and under-represented histories, including the legacies of slavery, LGBTQ+ and womens' histories.

Our outstanding temporary exhibition programme ranges from income-generating

blockbusters to innovative, issue-based contemporary work. The John Moores Painting Prize exhibition is a biennial landmark on the UK's contemporary painting scene.

Learning for all is a major focus at Walker Art Gallery. This includes Big Art for Little Artists - a fun, creative, inspirational children's gallery, where youngsters can learn about and make their own art. Children will also find lots to engage them through our pioneering learning and participation offer.

The café and shop are great sources of income for us, as are the donations, memberships and bequests made by our visitors. They know that their contributions enable us to create memorable experiences for everyone.

OUR VISION

Art does not stand still and nor does Walker Art Gallery. Our vision for the coming years involves expansion, refurbishments, new partnerships and access for all. We also pledge to make more of our vast collections available through exhibitions, displays and an expanded online offer.

Caring for the fabric of our Grade II* listed home is an ongoing priority, as is maintaining and upgrading environmental conditions for the comfort of our visitors and the protection of our collections and archives.

OUR SHORT TO MEDIUM-TERM AIMS

Gallery refurbishment is a major focus in the short to medium term, allowing us to show off our world-class collections to their best advantage.

We are redisplaying the 13th to 17th-century galleries, creating a new space for our outstanding works on paper collection, improving Big Art for Little Artists, and

making improvements to our sculpture gallery. Our roof is also undergoing substantial improvement – a massive project made possible by support from the Department for Digital, Culture, Media and Sport. This will be followed by repairs to our external stonework.

Our reception area has welcomed countless visitors over the years. However, we think a refurbishment is now required. This will give us more space to display collections, more seating for our popular café, and create a welcome befitting a national gallery.

Walker Art Gallery is an inspiring space for all, fostering creativity, art, ideas and well-being. We will make space throughout its galleries for visitors of all ages, sexual orientations, ethnicities and abilities to reflect, explore and be represented through sharing ideas and artwork.

We are committed to decolonising Walker Art Gallery and addressing the relationship to empire and its legacies. Active research into the collection and new interpretation is beginning to make these histories more visible. Co-production and consultation are central to our curatorial approach.

Our events programme currently has diversity and inclusion at its heart hosting talks, workshops and lectures from major speakers, with strong Global Ethnic Majority, LGBTQ+ and community representation.

Making art relevant and meaningful to all of our visitors is important to us, and the introduction of multi-lingual interpretation will help make us a magnet for international tourists. We will also be reviewing access and interpretation across all our displays.

Commercial income generation is very important to Walker Art Gallery. In the coming years we will create a new, improved shop and develop County Sessions House and its lecture theatre for commercial hires.

OUR LONGER-TERM AIMS

Walker Art Gallery has substantial collections which are not currently on display. We also

want to make the collections we do have on display more accessible, and so our long-term plans will focus on access with more of the collection being made digitally accessible.

Possibly our most ambitious aim for the coming years is to create a purpose-built collections store to enable staff, researchers and the public to have far greater access to the amazing objects from across the National Museums Liverpool estate. We also want to create a substantially larger and more impressive space in which to engage with our audiences and capitalise on commercial opportunities. Making better use of the adjacent County Sessions House would allow us to do just that.

OUR AUDIENCE

Our top performing visitor profiles are:

- Visitors from the UK
- Visitors from Liverpool
- Visitors from the North West
- Visitors aged 64 - 74 years
- Early Years & Foundation Stage children (0 - 5 years)

Our audience development and growth priorities are:

- Visitors aged 16-24 years
- Visitors from overseas
- Primary school children – Key Stages 1 & 2 (5 - 11 years)



/walkerartgallery



@walkergallery



@walkerartgallery

liverpoolmuseums.org.uk/walker



PEN PORTRAIT

SUDLEY HOUSE

By 2030 Sudley House
will attract **67,000** visitors
annually.

**A visit to Sudley House
is a journey back in time.
Experience the unique
home of the Holts, a
Liverpool merchant family,
and their fascinating
art collection, all set in
beautiful parkland.**

SUDLEY HOUSE TODAY

Sudley House was home to the Holts; a family of Victorian merchants who lived in the south Liverpool mansion from 1884 until it was bequeathed to the people of the city in 1944. George Holt (1825-96) was an avid art collector and began amassing his collections from the 1860s onwards. His outstanding collection of 18th and 19th-century works includes masterpieces by Gainsborough, Reynolds, Turner and the Pre-Raphaelites. Today, Sudley House is unique for being the UK's only surviving Victorian merchant's art collection still in its original location.

To walk around Sudley House is to take a trip back in time. Our collection of internationally-important artworks is displayed in richly-decorated period rooms. They give a real sense of the Holt family's life in Sudley House.

On the ground floor you can explore the elegant dining room, morning room, library and drawing room. It is easy to imagine George, his wife, Elizabeth, and their adult daughter, Emma, entertaining their guests, conducting business and relaxing here.

Sudley House was a family home, and children are still welcome today. Upstairs are two rooms dedicated to entertaining and informing children and families, with

displays of period toys and dolls and hands-on art, craft and reading-related activities. Throughout the house visitors can engage with our lively programme of events and activities for family members of all ages.

The family wealth, which paid for the art collection, came mainly from their shipping line, which transported foodstuffs from around the world to the UK. However, some wealth came from the suffering of enslaved Africans - George Holt's father had been a cotton broker in Liverpool during the early 19th century, when the family business relied upon slave-grown, imported cotton. We are committed to exploring and telling the full story of the family and their wealth.

Sudley House is fortunate to have a committed group of supporters, both people living locally and visitors to the area. They support Sudley House in different ways; some by giving their time to support activities, some by hiring the house for special events, and many via purchases from our café, charitable donations and memberships. They know that their contributions enable us to deliver memorable experiences for all.

OUR VISION

A trip to Sudley House is already a fascinating and highly evocative visit. However, in future visitors will be treated to a fuller experience with improved facilities, and more for our younger visitors to enjoy. We will continue to develop the upstairs rooms with the family's bedrooms and bathroom being recreated, giving a more intimate glimpse of the Holts' lifestyle.

Research is at the heart of all our activity and will continue to inform the development and presentation of the house, ensuring that Sudley House is as authentically Victorian as possible.

Partnerships with our existing supporters, such as Liverpool City Council, Growing Sudley Community Interest Company and Friends of Sudley Estate, will continue to be vital to our success. We are committed to taking a joined-up approach to improving the estate as a whole for the benefit of the local community.

OUR SHORT TO MEDIUM-TERM AIMS

Inside the house we have big plans. The current Costume Room and Temporary Exhibition spaces will be converted into beautiful period bedrooms and a bathroom, giving visitors a richer sense of how the Holt family lived in the house during the late 19th and early 20th centuries.

Our smart phone-accessible audio-guide will be extended throughout the house, bringing to life the Holt family story. For those unable to visit, a virtual tour of Sudley House will be created, with fascinating stories about the house, highlights from the collection and details about the period interiors.

Our existing programme of annual events around the house and estate is set to be expanded, and outside younger children are going to love the new woodland-style play area.

Visitor and hire facilities are also due to be upgraded, including an improved café taking in the terrace and conservatory.

OUR LONGER-TERM AIMS

Sudley House is popular, especially with local people, but with better facilities and more activities on offer can become a destination for visitors from outside the area. To this end, we will work with Liverpool City Council and the Sudley Stakeholder group to develop the estate and its buildings.

The current café and staffroom will be transformed into a period kitchen, scullery and housekeeper's room, to give visitors a vibrant sense of life 'below stairs' for the Holt family's servants.

The Walled Garden, Rose Garden and other green spaces will be transformed into

therapeutic health and wellbeing spaces – the perfect settings for a range of community activities and events. A new café with outside terrace will be created, along with flexible spaces for educational sessions and other activities for schools, young people and local community groups.

All of this will be complemented by a long-term programme of events for visitors of all ages, including craft fairs, community-themed days, theatrical performances and farmers' markets.

OUR AUDIENCE

Our top performing visitor profiles are:

- Visitors from Liverpool
- Visitors aged 55 - 74 years
- Visitors aged under 16 years

Our audience development and growth priorities are:

- Visitors from overseas
- Black and minority ethnic visitors



/sudleyhouse



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THE LADY LEVER ART GALLERY

WELCOME
Entrance this way
←
MW
Lady Lever
Art Gallery
www.lady-lever-art-gallery.org.uk

Abstract painting by Mark Gertzel
MW
www.museumwales.org.uk

Entrance to
Lady Lever
Art Gallery

Information
Lady Lever
Art Gallery

PEN PORTRAIT

LADY LEVER ART GALLERY

Image: © Peter Carr

By 2030 Lady Lever
Art Gallery will attract
300,000 visitors annually.

Situated in the beautiful village of Port Sunlight, Lady Lever Art Gallery holds the internationally-important art collection of its founder, William Hesketh Lever. The gallery follows Lever's inclusive vision that 'Art can be to everyone an inspiration'.

LADY LEVER ART GALLERY TODAY

Lady Lever Art Gallery is home to a fascinating and varied collection of fine and decorative arts – from beautiful Pre-Raphaelite paintings to the world's finest collection of Wedgwood jasperware. This internationally-important collection was amassed by the gallery's founder, William Hesketh Lever (1851-1925), who saw art as inspiring and "a stimulating influence". It's an ethos we still live by today.

The gallery itself is an elegant, purpose-built, Grade II-listed building in the heart of the picturesque Port Sunlight village. Inside you will find recently refurbished displays that showcase Lever's collections. They tell the fascinating stories behind the paintings, sculpture, ceramics, furniture and tapestries he amassed. We know that our visitors love to engage with our collections – to relate to and interact with the objects and their stories. We use new technologies to really bring our collections to life, while our ever-helpful and knowledgeable staff are on hand to ensure that visitors receive a very warm welcome and get the most from their visits.

As well as our permanent displays, you will also find our special exhibition space where

we host shows of art and culture of national and international significance. These newly-improved galleries are central to our efforts to welcome and engage with new and existing audiences. Alongside established artists and themed exhibitions we feature community displays, including schools' exhibitions and interventions by students, providing an important 'launchpad' for young local talent.

Our creative programme of workshops, talks, events and activities is also designed to foster visits and an appreciation and understanding of fine and decorative art. People of all ages are welcomed, and we are particularly popular with families during holiday periods. Research, engagement and partnership are central to all of our activities, and we are proud to have developed these relationships with our community.

We also cater for those looking for a special space in which to host functions large and small, such as weddings and corporate events. Together with our gallery shop and café, selling exhibitions, visitor donations and memberships, these events make a real difference to our ability to create memorable experiences for everyone.

OUR VISION

Over the coming years we will build on Lady Lever Art Gallery's reputation for artistic excellence and visitor-focused engagement with a comprehensive plan of physical improvements and an exciting programme of events and activities.

Together these will turn an already excellent gallery into an internationally-outstanding gallery, showcasing one of the most important collections of fine and decorative arts in Europe and with an enviable reputation for quality, accessibility and diversity.

OUR SHORT TO MEDIUM-TERM AIMS

Our visitors' experience of Lady Lever Art Gallery is set to undergo a marked improvement. Our already excellent exhibitions programme will be further enhanced, with an emphasis on accessibility and quality to attract a larger and more diverse audience.

No visit to the gallery will be complete without taking part in one of our engaging events or self-led activities. We will continue to develop these resources, especially for families and schools, along with an expanded multilingual offer. These facilities, together with an improved welcome area, café and shop, will attract more younger visitors and cruise and coach tours. Research will remain central to our activities. In the coming years this will involve research and development work to improve our North End galleries, a survey and storage review of our archives, and a condition assessment of our furniture collection.

We recognise that Lever's business practices abroad have their own legacies. Stories of colonialism and other under-represented histories are addressed with openness and sensitivity on the gallery, but we can improve. We will conduct an audit of our collections to identify links to the slave trade and colonialism. We will also open dialogues with partners and the community which, while possibly revealing some painful truths, will lead to a transparent and deeper understanding of Lever and his business empire.

Ensuring the integrity of our Grade II-listed building and its environment are of ongoing and paramount importance. Together these will improve our energy efficiency and protect our precious collections.

We work best when we work in partnership and so will continue to build relationships with neighbouring bodies including Wirral Council, Unilever and Port Sunlight Village Trust, as well as with higher and further education, multi-cultural groups and our local communities.

OUR LONGER-TERM AIMS

We already know what a special place Lady Lever Art Gallery is and are keen that the rest of the world finds out too. Our gallery will become one of the North West's most sought-after places for corporate and private functions, and a first-choice for TV and film production companies looking for that perfect backdrop.

Lady Lever Art Gallery will become a vibrant evening destination at the heart of the Wirral, where a range of entertaining activities and events will sit alongside our main displays and exhibitions.

Our on-going refurbishment plan will bring the North End galleries and the Main Hall up to the superior standard of our other gallery spaces. We will also explore the creative use of outdoor spaces, and the possibility of an extension for our temporary exhibition space.

OUR AUDIENCE

Our top performing visitor profiles are:

- Visitors from Liverpool
- Visitors from the UK
- Visitors aged 54 -74 years
- Primary school pupils – Key Stages 1 & 2 (5 - 11 years)

Our audience development and growth priorities are:

- Black and minority ethnic visitors
- Visitors from overseas
- Young people (16 - 24 years)



/ladyleverartgallery



@leverartgallery



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PEN PORTRAIT

HOUSE OF MEMORIES

By 2030 House of Memories
will reach more than
500,000 beneficiaries.

House of Memories is recognised around the world as the leading museum programme supporting people living with dementia. It provides pioneering memory activities, digital resources and training to promote wellbeing and to reduce social isolation.

HOUSE OF MEMORIES TODAY

House of Memories is the international leader for museum-based research and development into living and ageing well with dementia. It is a ground-breaking programme, delivered in partnership with the global dementia community, cross-government departments, the private and public health/social care sectors, and the UK and international museum sector.

Huge strides have been made in understanding dementia, but at the moment there are no cures available. The general population knows more about the condition but there is still a need to educate people about the best way to support those living with dementia and their caregivers. This is where House of Memories excels.

Museums are experts at recording and caring for people's memories. House of Memories uses our experience in reminiscence work and access to museum objects to provide innovative training and resources that carers of people living with dementia can use to share memories with

their loved ones. We offer training, access to resources, and museum-based activities to enable carers to provide person-centred care.

In Liverpool, House of Memories supports elder care provision, focusing on ageing well to address loneliness and social isolation, promote wellbeing and prevent decline in older people. The programme aims to be the local conduit for social prescribing, providing much-needed resources for the sandwich generation who are juggling work, family and caring for elderly relatives.

Our annual programme of memory activities and digital interventions for people living with dementia is a landmark on the calendar of Liverpool City Region's care sector.

In the wider UK, House of Memories is delivered by external providers, with strong links back to National Museums Liverpool. The programme also has an important role in academic research into dementia and provides accredited training for the UK's growing social care sector.

House of Memories has been highly successful in the UK. Evaluations have shown that the programme makes a real difference to the lives of people living with dementia and their carers, and we have achieved accreditation and endorsement from leading clinical research academics and health and social care providers. Consequently, the programme has caught the attention of other countries, eager to effect change in their own elderly populations, and is now being successfully exported around the world. The international programme is delivered in collaboration with the British Council, which helps us to strategically target international audiences.

OUR VISION

A society-wide change is emerging across a range of public sector services - a national conversation around loneliness, awareness of its impacts, and tackling associated stigmas. It is this community of care that House of Memories will continue to support by delivering digital museum resources that make a measurable difference to ageing well for people with dementia, their families and care providers.

OUR SHORT TO MEDIUM-TERM AIMS

People from many different backgrounds and cultures are living with dementia, and the resources provided by House of Memories need to reflect that diversity. We will launch extended app packages which represent the UK's diverse communities, and by 2030 will have established dual language digital programmes for use across the world.

Research and training will become of increased importance to the programme and its recipients with the launch of a research hub for training exchange and impact evaluation. This will be a partnership with education partners and universities delivering courses in Museum Studies, Elder Care programmes, Museum artefacts, Health Sciences, and Ageing Issues within Ageing Environments.

Post-graduate students will be encouraged to use the research and work collaboratively with the research hub, while it is hoped that UK Clinical Commissioning Groups and health workers will take the research into practice.

We will also expand our training provision via programmes developed for care professionals, agencies and corporate bodies, helping them to cater for the growing elderly demographic.

An immersive museum community resource 'House of Memories On The Road' will reflect local and global communities, enabling access to memorable experiences, the sharing of culture and creative ageing opportunities.

OUR LONGER-TERM AIMS

Securing our long-term financial security is a core objective for House of Memories.

We aim to become entirely self-sustaining, through a blended funding approach that encompasses income from higher education institutions, foundations and strategic national partners. For example, we will seek to secure commissions for Continued Professional Development and curricular learning via the UK Department for Skills & Employment's technical qualifications for health and social care. The programme will also attract and benefit from cross-government support via the departments of Education, Skills & Employment, Health, and Digital, Culture, Media & Sport. Together we will connect, influence and effect change in the elderly care sector.

Not only will this secured funding guarantee the continuation of our vital work, but it will also signal the value attached to House of Memories by central government, with National Museums Liverpool being recognised as an exemplar of national museum leadership and innovation.

OUR AUDIENCE

We currently work with:

- People of 40 years and over living with dementia in the UK
- Professional carer providers
- Acute care hospital trusts
- Housing associations
- Data and energy providers
- Voluntary sector dementia networks
- Family carers
- International museum and health care providers (USA and Asia)

Our audience development and growth priorities are:

- Business-to-business health sector collaborations
- Inter-generational families
- Universities, Colleges & Schools
- Government integrated healthcare providers and researchers
- International museum and health care providers (Europe)



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