

MUSEUM OF THE HOME

COVID-19
VACCINATION
POP UP THIS WAY
→
at your friends and family

MUSEUM OF THE HOME
WELCOME
HOME

MUSEUM OF THE HOME
WHAT DOES
HOME MEAN
TO YOU?

MUSEUM OF THE HOME
HOW
OPEN

MUSEUM OF THE HOME

VISION IN ACTION

1

A NEW MUSEUM

In June 2021 the reimagined Museum of the Home reopened with a **doubling of public space including:**

- New Home Galleries
- Refreshed *Rooms Through Time*
- Improved Gardens *Through Time* open all year round
- New Collections Library
- New informal Reading Lounge
- New Café with street access
- New entrance hub and visitor journey
- New interpretation of the almshouse story and the history of Robert Geffrye
- Revitalised shop offer, more commercially located
- New Studio space for hires and events
- New Learning Pavilion for groups and hires
- New families / school lunch room
- Refurbished lecture room and kitchen
- New website

All new spaces are wheelchair accessible and throughout the building, care has been taken in detailing and provision to ensure ease of use for those with hearing and visual impairments.

Since reopening, visitors have responded with enthusiasm - to the more diverse stories of home evident in our new displays and to the warmth and passion shown by our dedicated **Visitor Experience Team**. We aim to continue this warm welcome by being **Visitor First** - better understanding our audiences and growing content that is both personal, powerful and reflective of the diversity of modern London.

This greater understanding of our audiences will inform our **Masterplanning** – further development and rationalisation of the site and our collections to increase public engagement and ensure **we're an amazing place to work.**



2

LIVING BETTER TOGETHER

Crucially, the redevelopment has inspired a new vision, mission and brand which is more diverse, socially driven and eco-aware, with partnership working at its heart. Since reopening, the vision has had room to grow - with its focus on 'living better together' gaining momentum.

At the forefront of this new way of working is our **Campaign for Change: Behind the Door**. The Museum is working with the London Homeless Collective (LHC), a group of 25 homelessness charities, to raise awareness and shift perceptions of women and families experiencing homelessness. This is a unique partnership, representing a ground-breaking opportunity for the Museum to take an active stance on an important issue in the community and beyond and to bring about practical change. The theme of hidden homelessness has been woven into much of our future programming, from public talks, exhibitions and installations to our annual **Festival of Home**, and, crucially we donate 30% of our income raised and generated for the Campaign directly to our charity partners.

Our aims to put the community at the centre of curatorial practice is the driving force behind the Museum's future planning. The **Rooms Through Time** redevelopment project will reevaluate the role of the room set in the twenty-first century Museum - thinking creatively about how we can tell a more inclusive story of home, past, present and future. We have already started laying the groundwork for this project, recruiting a cohort of paid **community authors** to steer towards the missing stories and voices in the galleries.

Art Fund New Collecting Awards funding will enable a radical rethink of our **collecting practices** - based around migratory experience, working in partnership with our communities. Alongside this we are reassessing our **collections management** as a whole - how objects are stored, catalogued, acquired and disposed of, to facilitate future growth and development.



3

REFLECTING MODERN LONDON

We are working to heal the rifts between the Museum and its communities caused by the presence of the **statue of Robert Geffrye**. In 2022/23 we will begin work with a local youth group, working ‘in residence’ to plan for the redisplay of the statue. Projects such as ‘What’s your cup of tea?’ is taking the Museum into our local communities, building trust and engagement.

Reopening has provided the opportunity to deliver on our commitment to become a truly diverse organisation. With the new **Artistic Strategy**, we have rebooted our programme to better reflect the diversity of modern London and better involve and serve our communities. We have overhauled our recruitment processes, including Board level recruitment, and are prioritising staff empowerment to drive change through active forums that focus on diversity, wellbeing, eco-awareness, pay and conditions. **See the Reflecting Modern London action plan.**

4

POST-COVID WORLD

With hope that the worst of the global pandemic is over, we're looking ahead to how we can be part of a better post-Covid world. The impact of Covid has necessitated a reassessment of the business plan and a greater focus than ever before on **commercial income** in line with our core values.

As visitors return tentatively to public spaces, 2022/23 will be the **year of the garden**, where we will better promote our beautiful outdoor spaces and programming, including the new **Discovery Garden** project for schools and families.

For the next two years at least – 2022/23 to 2023/24 – we will be concentrating on streamlining our creative programmes with **festival flagships** in Spring and Winter that will achieve our ambition to be better known as the Museum of the Home - with an ambition to expand activity in line with economic recovery. We are now confident in programming a blended model of digital and 'in real life', able to flex with the latest Covid guidance and visitor confidence. This way of working will also enable us to grow visitors **nationally and internationally** over the next four years.

5



ACE/NPO

As a National Portfolio Organisation for 2022/23 the ACE Investment Principles: Ambition and Quality, Dynamism, Environmental Responsibility, Inclusivity & Relevance are embedded throughout our objectives and are helping to transform our offer.

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OUR MISSION AND VISION

We exist to:

Reveal and rethink the ways we live in order to live better together

We are:

A place to explore and debate the meaning of home – past, present and future.

Using collections, content and programming to spark ideas and conversation. Working in partnership to be a force for change on issues affecting the ways we live.

We aim to be experienced by our audiences as a Vital, Universal, Surprising place for Conversation:

- **Vital.** Useful; important; actively challenging
- **Universal.** Welcoming; human; resonant; storytelling
- **Surprising.** Loads of fun; risk-taking; sparking ideas
- **Conversation.** Collaborative; accessible; platforming opinion

We will work in ways which are:

- **Collaborative.** We engage with many partners to make the Museum a welcoming and dynamic space for everyone
- **Agile.** We are flexible in the way we work, quick to adapt to change
- **Risk-taking.** We are a supportive environment where it's ok to try new things and fail
- **Eco-Active.** Constantly looking for ways to be more environmentally sustainable and encouraging visitors to make eco-minded choices at home
- **Diverse.** We believe that a happy and diverse workforce encourages a happy and diverse audience

Our work is driven by the principles set out in our **MANIFESTO** which underpins everything we do and has shaped this plan. Our **MANIFESTO CHECKLIST** (see Audience Development Plan) is one of our key tools for assessing and evaluating the work that we do.



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WHAT DOES HOME MEAN TO YOU?

A Manifesto for the
Museum of the Home



1. Everyone has an idea of what home means to them

Home is universally relevant but also deeply personal. Our role is to engage people with the multiple meanings of home – past, present and future. We believe that our histories are critical to understanding how we live today and imagining the home of tomorrow.

2. Personal stories are our lifeblood

Without personal stories we cannot exist. We want to know how people live. The best way to do this is to ask them: to document their homes, invite them to participate in the creation of our galleries and programmes, discover their stories in what they have left behind.

3. Design is important, but it has to be lived

We want to know how that armchair makes you feel, not just how it was made. Informing all our work is the question: ‘What does this tell us about how people experience home?’

4. We are a home for creativity

We are an active space for conversation, music, performance, storytelling, learning, play and

socialising. We are also a hub where people designing, crafting and artistically exploring the home can come together, be discovered, showcased and celebrated.

5. Everyone can learn something here

Learning is at the heart of our collections and programming and we are a leading centre for studies of home. Whether someone wants to ‘dip-in’ or ‘dive-in’, we offer levels of connection and empower all our audiences and collaborators to engage.

6. Our visitors feel at home

We offer a warm welcome to both our physical and digital spaces. We create experiences that are easy to navigate, and that enable our visitors to feel at ease and take control.

7. We open up the conversation

We tap in to issues affecting the ways we live. We have a voice and use our expertise confidently. We inspire, provoke, encourage and challenge different meanings of home. We use our collections, both physically and digitally, to open research and discussion on the most relevant and difficult issues of our time.

8. Our gardens and almshouse buildings are part of who we are

We are proud of our beautiful green spaces. They are an oasis for all to enjoy, and inspire understanding of the relationship between home and garden. Our buildings have their own stories to tell. As historic charitable housing they provide a domestic context for our vision but also enable us to confront the legacy of Robert Geffrye.

9. Our East London location inspires us

We have national and international reach but are rooted in East London. We connect to our local communities living and working nearby, and create vibrant and mutually rewarding networks.

10. Home is constantly evolving and so are we

We are not afraid to have fun with our collections and programmes, to question ourselves and occasionally break our own rules. We predict the trends that will interest our audiences and are forward-thinking in the way we work.

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OUR OBJECTIVES

For the next four years:
2022-23 to 2025-26

Over the next four years we will realise our vision and **ACE NPO GOALS (via Let's Create and the Investment Principles)** through the following three **OBJECTIVES**:

1. Known as the Museum of the Home

Building audiences and reach with spaces that welcome. **See Audience Development Plan and Reflecting Modern London Action Plan**

Key strands:

- **Build a strong identity.** Review branding; focus on promoting flagship programmes; badging our existing offer with year of the Garden; progress plans to relocate the statue of Robert Geffrye
- **Audience first (more, different, deeper, wider).** Grow audiences with better audience data, analysis and evaluation. Deep understanding of visitor experience and expectations embedded across all Museum functions
- **Think digital.** Stand-alone digital content reflecting on-site programming, be known for our unique online shop; review layers of engagement and interpretation on-site

2. Live Better Together

Content that's issues-focussed, story-led, cross-platform, in partnership and reflects the diversity of modern London. See **Artistic Strategy and Reflecting Modern London Action Plan**

Key strands:

- **Campaign for Change: Behind the Door.** Working in partnership. Shifting perceptions of what homelessness means for women and families
- **Homes Through Time.** Rethinking and co-curating the historic room sets, the garden displays and the collecting that supports them
- **Public Programme.** Dip-in/dive-in content that asks 'what does home mean to you?' – including the flagship Festival of Home and Winter Festival
- **Creative Learning.** Long term relationship building with associate schools and young people; bookable schools workshops; Discovery Garden project for schools and families
- **Our Communities.** Working with local audiences to create content – East and South-east Asian programmes (Lien Viet); Communi-tea project; youth group 'in residence'
- **Active research / public showcase.** Centre for Studies of Home 10th anniversary; grow engagement with the Collections Library – especially through collaborations with artists and community leaders



3. Future Ready

Staff, money, collections management, buildings, the planet. Reflecting the diversity of modern London by 2025. See **Eco-manifesto and Reflecting Modern London Action Plan**

Key strands:

- **Covid recovery.** Rebuilding commercial income and reserves; be a covid-safe environment as we emerge from the pandemic
- **Enterprising, resilient, sustainable.** Better data across KPIs; explore matrix management; embed ACE principles for 2022/23 and transition to DCMS funding; grow venue hire revenue; support the café to grow; maintaining and enhancing our buildings, gardens and collections; Masterplanning for future growth
- **Amazing place to work.** A diverse and engaged workforce for a diverse and engaged audience
- **Eco-active.** Constantly looking for ways to be more environmentally sustainable and encouraging visitors to make eco-minded choices at home

