

# MUSEUM OF THE HOME

**VISION IN ACTION  
2021/22 to 2024/2025**

## 1. A New Museum

In Spring/Summer 2021 the reimagined Museum of the Home will reopen 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 contested 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.

The increased space and flexibility have boosted opportunities for both reengaging existing audiences and engaging new and different audiences.

## 2. A New Vision

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. We are programme-focused with an ambition to provide both dip-in and dive-in content across our physical and digital platforms. This evolution has inspired the Museum to radically rethink its **Audience Development Plan** and **Artistic Strategy** and instigate a way of working that is both agile and responsive – with a more robust model for monitoring and growing audiences and income over a longer period. As a National Portfolio Organisation, we support **Arts Council England**'s mission – **Let's Create**. The ACE Investment Principles: Ambition and Quality, Dynamism, Environmental Responsibility, Inclusivity & Relevance are embedded throughout our objectives and are helping to transform our offer.

## 3. Reflecting Modern London

2020 saw major controversy over the statue of Robert Geffrye and the Museum's progress on diversity across the organisation. Reopening provides the opportunity to deliver on our commitment to becoming 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. Covid-19**

The impact of Covid-19 has necessitated a reassessment of the business plan. For the next two years at least – 2021/22 to 2022/23 – we will be concentrating on doing things differently with an ambition to expand activity in line with economic recovery. More activities will be designed as a blended model of digital and ‘in real life’, able to flex with the latest Covid-19 guidance. We will be working in an agile way to monitor and adjust to visitor volume, Covid-19 safety measures for staff and visitors, and changing income projections.

## OUR NEW 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.

## **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.

## OUR OBJECTIVES FOR THE NEXT FOUR YEARS: 2021-22 to 2024-25

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. Reopen and be 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:

- **Open our doors.** Complete the capital project; new systems ready; staff trained and ready; Covid-safe site; communications plan rolled out; evaluation completed
- **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, permanent displays and key themes; active ambassadors; online retail; supporting fundraising

### 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:

- **Public Programme.** Dip-in/dive-in content that asks 'what does home mean to you?' through exhibitions, events and contemporary commissions
- **Homes Through Time.** Rethinking the historic room sets, the garden displays and the collecting that supports them
- **Charity Partner Project: Behind the Door.** Shifting perceptions of what homelessness means for women and families
- **Creative Learning.** Long term relationship building with associate schools and young people
- **Our Communities.** Working with local audiences to create content that's relevant
- **Active research / public showcase.** Growing the Centre for Studies of Home and Collections Library

### 3. Future Ready

Staff, money, 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, investing to generate income
- **Enterprising, resilient, sustainable.** Maximising income across all that we do; maintaining and enhancing buildings, gardens and collections
- **Amazing place to work.** Diverse and engaged workforce for 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.