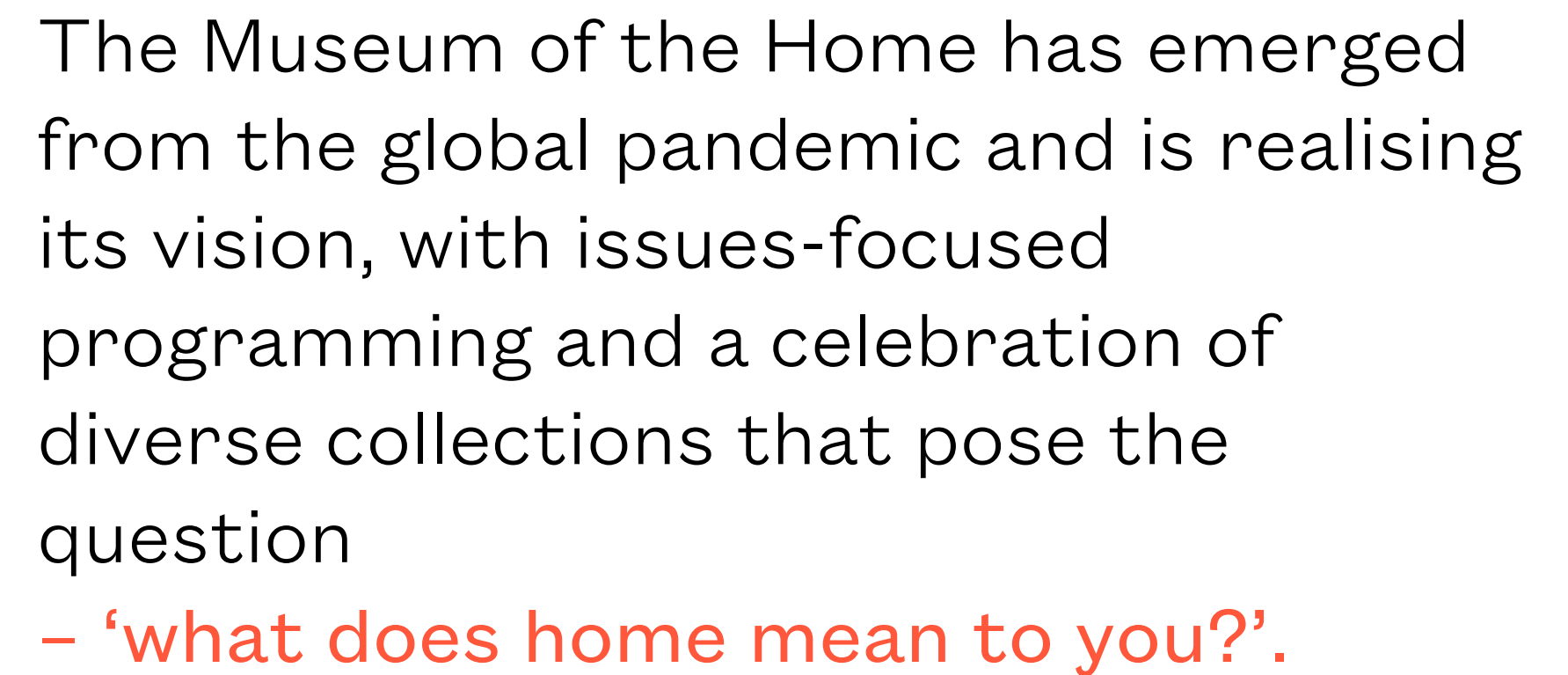


MUSEUM OF
THE HOME

MUSEUM OF THE HOME
VISION IN ACTION

2023/4 to 2027/8



The Museum of the Home has emerged from the global pandemic and is realising its vision, with issues-focused programming and a celebration of diverse collections that pose the question

- ‘what does home mean to you?’.

Visitor numbers, both at the physical Museum site and across our digital platforms, are growing to exceed pre-closure levels and there have been some key areas of engagement, notably with audiences age 21 to 30, families and east and south-east Asian audiences.

Visitors, both new and returning, are responding with enthusiasm to the more inclusive stories of home evident in our galleries, and to the warmth and passion shown by our Visitor Experience Team.

We are committed to bringing established audiences with us as their Museum continues to change and develop in line with expanding notions of home and home life.





BUILDING AUDIENCES AND REACH

Across all of our teams, we are dedicated to building audiences and reach - better understanding our visitors and growing content that is personal, powerful and reflective of the diversity of modern London.

Our Real Rooms Project has embedded community co-production and visitor consultation and will see a complete redisplay of our famous room-sets from the 1860s to the present day. Here we will explore everyday domestic experiences and expand representation of migration and gender identity in the UK home alongside stories of style, taste and design. For the first time we will have a permanent display dedicated to the future home, with a focus on climate change.

Lived experiences of home will be further explored through our flagship festivals and exhibitions - by establishing our annual Winter Festival in the UK cultural calendar, from Diwali to Lunar New Year, and by introducing a family-focused Summer Party in 2023; a chance to come together and celebrate the Museum, its east London location and its communities.



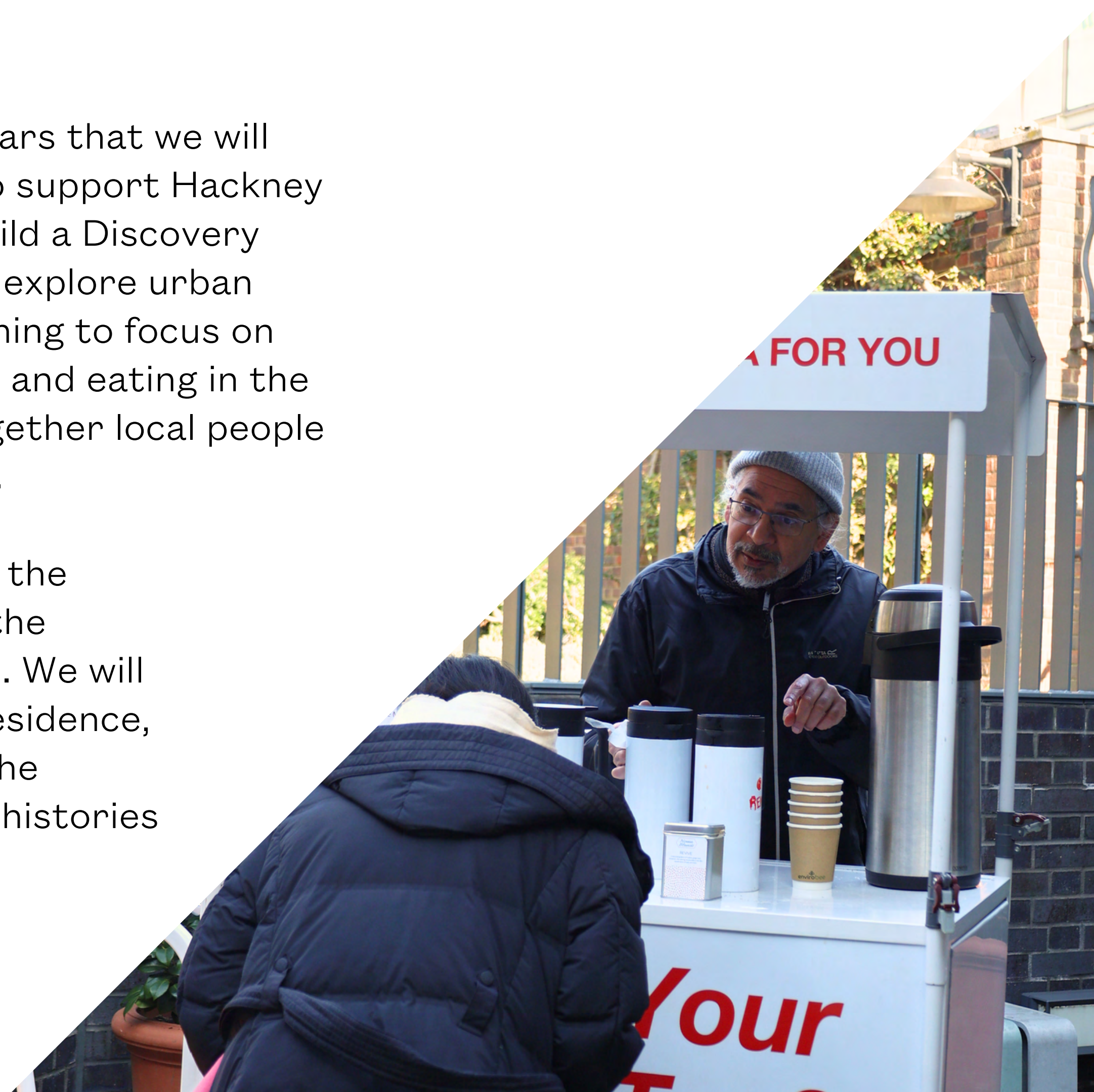


LIVING BETTER TOGETHER

We are delivering on our ambition to live better together. Our pioneering Campaign for Change - working in partnership with front-line charities to make a difference on issues affecting the ways we live – aims to tackle hunger and create belonging.

The Food Equality Campaign has four pillars that we will deliver over the next 5 years: continue to support Hackney Food Bank at the Museum; design and build a Discovery Garden with local schools and families to explore urban planting; build a strand of food programming to focus on community dining and the history of food and eating in the home; host Free Tea Fridays to bring together local people with our own bespoke Museum tea blend.

We are working to heal the rifts between the Museum and its communities caused by the presence of the statue of Robert Geffrye. We will continue to work with Voyage Youth in residence, and with wider stakeholders to plan for the redisplay of the statue and give space to histories of colonialism and the home.



A photograph of a garden with a brick wall, flowers, and a paved path. The garden is filled with various plants, including purple lavender, pink roses, and green foliage. A brick wall is visible in the background, and a paved path leads through the garden. The text "CLIMATE ACTIVE" is overlaid on the top left of the image.

CLIMATE ACTIVE

Climate action is taking a primary role in the Museum's vision. We commit to being carbon neutral by 2040 – getting our own house in order and inspiring audiences to make sustainable choices at home.

In 2023/24 we will launch our first family eco-trail tracking the history of carbon emissions over the centuries alongside practical advice on reducing our domestic carbon footprint, and we will undertake a carbon audit and emissions reduction plan covering Museum procurement, waste, energy and transport. Our gardens will play a central role, as we continue to rethink the past, present and future of urban planting and biodiversity.



FUTURE READY

We're focused on being future ready - streamlining fundraising into clear and engaging programmes and growing our commercial income stands - from hires of our wonderful spaces, indoors and out, to a thriving café and a values-driven retail offer that is both profitable and plays a key role in the visitor experience.

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Across all areas of our work we are looking to disrupt the traditional museum model to create a Museum fit for the twenty-first century and able to respond with agility to all the challenges to come. We are a space uniquely placed to explore the changes to homes and home life that will be necessary for us, as a society, to face the future.

We look forward to welcoming you to Museum of the Home





VISION AND MISSION

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

Visitors experience the Museum as:

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

We work in ways which are:

Bold	Be brave in trying new things, taking action and fighting for change on issues affecting the ways we live.
Kind	Be friendly, generous and considerate in all our actions.
Eco-Active	Embed climate action in all decision-making and encourage visitors to make eco-minded choices at home.
Equitable	Act transparently, ethically, inclusively – and allocate resources, time and care equitably to meet needs.



WHAT DOES HOME MEAN TO YOU?

A manifesto for Museum of the Home

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

Home is universally relevant but 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

We want to know how people experience home. The best way to do this is to ask them: to document their choices, invite them to participate in the creation of our galleries and programmes, discover new stories in what they have left behind.

3. Our famous room-sets spark creativity

Our collections-filled spaces inspire everything from playful storytelling to radical re-imaginings of history. We are a hub where people creatively exploring the meaning of home can come together and be celebrated.

4. Everyone can learn something here

Learning is at the heart of our collections and programming. Whether you want to ‘dip-in’ or ‘dive-in’, we offer levels of connection and enable all our visitors and partners to engage. We specialise in issues-based schools programmes and are a leading academic centre for studies of home.

5. We are committed to climate justice

We understand the role of homes and home-life in both contributing to, and finding a solution to, the climate emergency. We believe that change can begin at home and we empower staff and visitors to make sustainable choices. As an organisation we commit to being carbon neutral by 2040.

6. We campaign for change

We want to leave the world a better place and positively impact the everyday experiences of our communities. We work in partnership with front-line services and social justice campaigners and use our platform confidently to inspire action on the most relevant and challenging issues of our time.

7. All are welcome in our urban gardens

We are proud of our diverse green spaces. They are a place for gathering and an oasis for all to enjoy. In our gardens visitors can explore the seasons and discover the history and future of urban planting in a changing world.

8. We are local, national and international

We are a community-focused museum rooted in east London and acknowledge that many of the issues impacting our visitors are global. We connect to people living and working nearby and - through research, partnerships and digital content - explore the meaning of home nationally and internationally.

9. Our visitors feel at home

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

10. Home is constantly evolving and so are we

We are not afraid to take risks to meet the changing needs of our visitors. We keep up-to-date with issues affecting the ways we live and with progressive museum practice. Our own home – the almshouse building - enables us to confront the legacy of Robert Geffrye and the links between colonialism and home.

OUR OBJECTIVES FOR THE NEXT FIVE YEARS: 2023-24 to 2027-28

1. BUILD AUDIENCES AND REACH

Understand our audiences and better reflect the diversity of modern London. Build the local to power the global.

Key strands

- Onsite and online visitor experience and evaluation
- East London networks

2. LIVE BETTER TOGETHER

Content that's issue-focused, story-led and in partnership

Key strands

- Campaign for Change: Food Equality
- Real Rooms Project to redisplay our famous room sets
- Events Hub – redeveloping the lower Branson Coates wing
- Flagship Festivals and Exhibitions
- Geffrye Statue Project with Voyage Youth - exploring the statue redisplay
- Creative Learning and Communities - Schools and ESEA
- Active Research/ Public Showcase: Collections Library and Centre for Studies of Home Partnership with Queen Mary University of London



OUR OBJECTIVES FOR THE NEXT FIVE YEARS: 2023-24 to 2027-28

3. TAKE CLIMATE ACTION

Carbon neutral by 2040: Supporting Audiences to make sustainable choices at home

Key strands

- Carbon Audit and Emissions Reduction Plan: procurement, waste, energy, transport
- Eco Public Programme

4. BE FUTURE READY

Business planning for the next 5-10 years and responding to the needs of our staff

Key strands

- Fundraising and commercial income
- Collections Care and Storage
- Estates and Infrastructure
- Amazing Place to Work



IN FIVE YEARS' TIME WE WILL HAVE ACHIEVED:

Significant progress towards being carbon neutral by 2040.

Vibrant new room sets and gardens – from the 1600s to the future.

Demonstrable awareness-raising through Campaign for Change: Food Equality

Festival programming established in the UK cultural calendar

Diversity of modern London in staff, programmes and visitors (benchmarked to 2021 census)

230K on-site visitors a year with corresponding increases in online engagement

An issues-based schools programme reaching 8K children a year

A budget which enables investment for the future



Company registration number 2476642
Charity registration number 803052

Photography: Em Fitzgerald, Hayley
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