Museum of Dartmoor Life

The gateway to exploring Dartmoor's heritage

ENSURING A SUSTAINABLE MUSEUM FOR FUTURE GENERATIONS:

MUSEUM OF DARTMOOR LIFE'S STRATEGY

Our Purpose

The Museum of Dartmoor Life exists to provide opportunities for visitors, volunteers and members of the local community to learn about and enjoy the cultural and natural heritage of Dartmoor and the surrounding area.

Our Vision

To be the primary gateway to exploring Dartmoor, its history and people.

Our Mission

To collect, conserve and interpret artefacts and stories relating to Dartmoor, its history and people, and to engage with visitors and the local community to inspire diverse audiences and future generations to love and protect the Moor and its heritage.

Our Values

Inclusive

We believe that diversity, equity, accessibility and inclusion matter. That means we will work to ensure fairness in our policies and practices, to enable diverse people to effectively work and engage with us.

Respectful

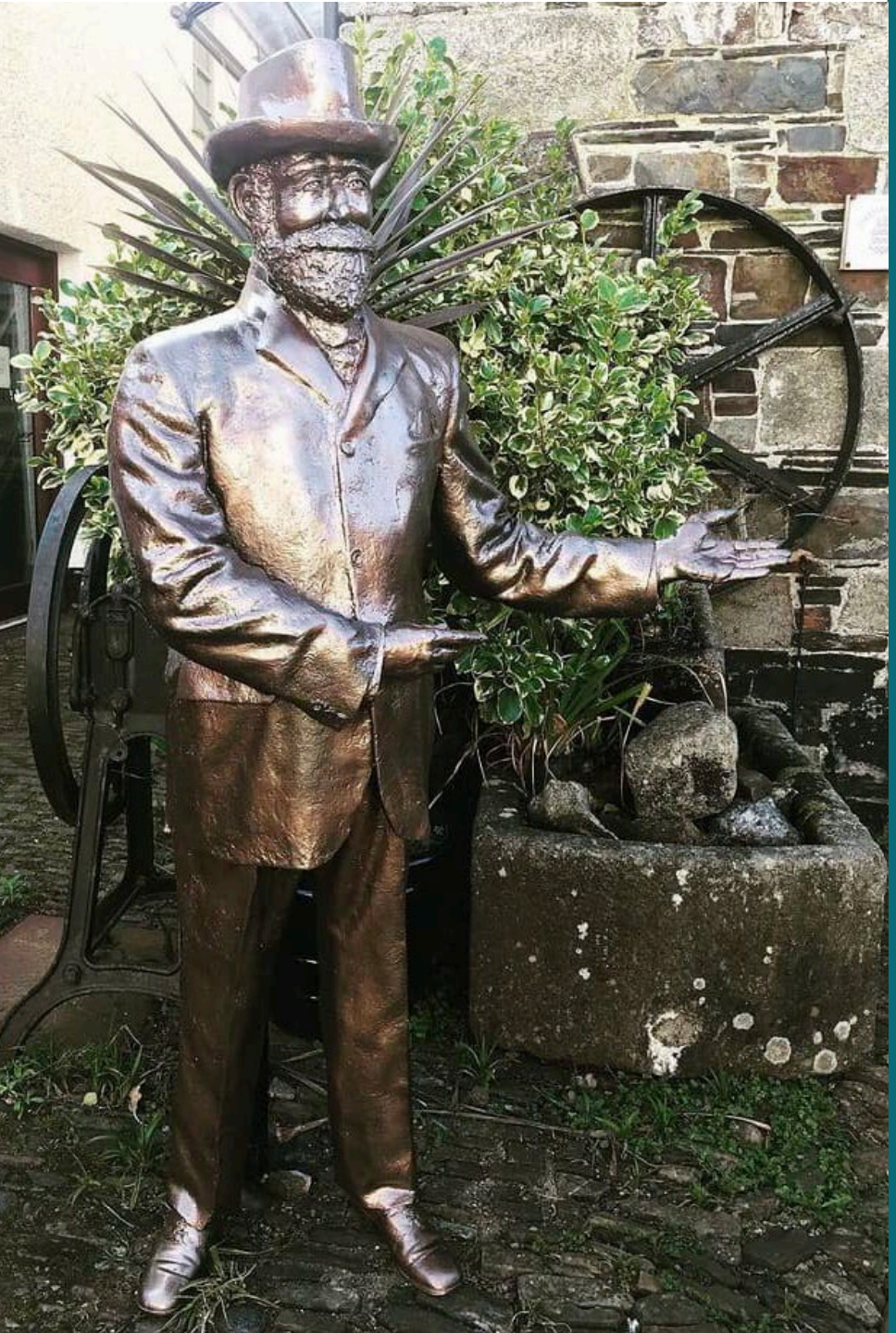
We respect ourselves as much as we respect others and the environment around us. We respect the past, conserving and interpreting artefacts and stories of Dartmoor; acting as custodians for future generations.

Collaborative

On our own, we are few, however, with our passionate and inspirational approach, we collaborate with others, sharing common objectives, to care for Dartmoor, its history, people, and heritage. We will take time to take our partners on a journey with us, ensuring we take all views into account and never seeking to isolate anyone from enjoying the heritage of Dartmoor.

Inspirational

We want to inspire, inform and educate people to learn, love and care about Dartmoor's heritage, past, present and future. We will lead from the front, pushing boundaries and challenging convention to further our aims in the pursuit of our objectives.



A sustainable approach

The focus of the museum in the last few years has been on increasing visitor footfall, organised visits from schools and the community and outreach events to widen audience reach. A series of events, exhibitions and workshops has provided a good level of new content and new ways to engage with visitors. Although small improvements have been made to the collection and interpretation over the years, it has not significantly changed since the renovation in 2004 and existing technology is dated. The building is also in need of extensive maintenance, and poor environmental conditions are deteriorating the collection. The museum, supported by the Town Council and diversification of income from tenancies, has taken a policy of financial caution and has therefore been able to operate a small surplus for the last few years. The Government grants during the pandemic have helped maintain this position. However the rise in energy cost and the increased cost of living potentially reducing visitor numbers puts further pressure on the financial sustainability of the museum.

The new MoDL Strategy covers the period 2022 – 2027 and focuses on how we can ensure future sustainability and resilience of the museum, reach a wider more diverse audience and partner with others to deliver a joined up visitor experience for Dartmoor.

Our vision and mission is underpinned by three strategic themes that provide us with clear direction:

- Sustainability – ensuring a resilient organisation for future generations
- Engagement – reaching a more diverse and inclusive audience
- Recognition – raising our profile as a visitor experience

To achieve this, we will aim to grow the number and diversity of visitors to the museum and also develop new ways to reach wider audiences beyond the physical walls of the museum. We will also recruit additional skills to the board of trustees to enable us to achieve our goals. We will develop Action Plans in 2022 to deliver each of the strategic themes.

Our Strategic Themes

Sustainability

We will be a truly sustainable and resilient organisation, covering every aspect of our work, notably, our collection, the environment it is preserved within and the financial means to maintain it for future generations

This will mean that we:

- Will be financially independent and secure
- Are environmentally sustainable
- Have a robust recruitment and succession plan for volunteers
- Have a proactive artefact acquisition and conservation plan
- Undertake evaluation and audience research to optimise social impact
- Will maintain a good governance framework

Recognition

We will raise the profile of Dartmoor life - its people, heritage and history - for our team and our community to be proud of our collective success

This will mean that we:

- Will be internationally recognised as a Heritage Experience to visit in Devon
- Are a resource used by people from around the world seeking to learn more about Dartmoor's heritage
- Become a valued partner with other organisations sharing our knowledge, resources and expertise
- Win awards for our work in promoting Dartmoor's history and heritage.
- Will develop a recognisable brand
- Will continue to be an Accredited Museum

Engagement

We will engage with visitors, locally, nationally and internationally building and nurturing diverse and inclusive relationships

This will mean that we:

- Will actively seek interactions with the local community and schools
- Engage a wide range of people across the Dartmoor landscape
- Will build new audiences through a targeted programme of activities.
- Develop a visitor experience that engages a wider range of people
- Engage a diverse audience in inclusive ways

Museum of Dartmoor Life

Museum of Dartmoor Life
Registered Charity No. 1173111
3 West Street, Okehampton, Devon. EX20 1HQ
www.dartmoorlife.org.uk
enquiries@dartmoorlife.org.uk
01837 52295