

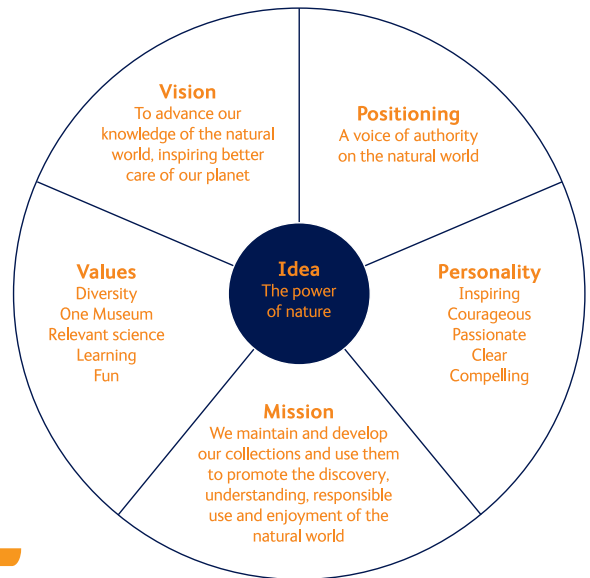


**NATURAL
HISTORY
MUSEUM**

Corporate Plan 2008/09

This is an update of the Corporate Plan 2007/8 – 2011/12, which explains the corporate planning process and details the corporate priorities for 2008/9. The Corporate Plan 2007/8 – 2011/12 outlines the work of the Museum for the next five years and explains how we will realise our vision **to advance our knowledge of the natural world, inspiring better care of our planet.**

Our mission is **to maintain and develop our collections, and use them to promote the discovery, understanding, responsible use and enjoyment of the natural world.**



Our vision

Our vision provides us with our goal, our mission-guided seven strands of work and themes deliver this goal and our brand gives us the decision-making framework, which is all articulated in our corporate planning. We want to be recognised as a voice of authority on the natural world by all our visitors and stakeholders, and start to inform policy on the Earth's diversity and the processes generating this diversity. To do this, we need to be more proactive and state our view on science and society issues. We must use our expertise and be prepared to speak out about topical issues. We have the authority and must be more proactive in exercising it. We use our science and engagement with society to have an impact, it is essential that we all understand where we are going as an organisation and why.

The Corporate Plan 2007/8 – 2011/12 articulates our vision and how we are going to achieve it. In order to advance our knowledge of the natural world, inspiring better care of our planet we aim to:

1. Be a research organisation of international significance, exploring Earth's diversity and the processes generating this diversity.
2. Build and maintain the collections we look after, as a comprehensive summary of the diversity of the natural world accessible to international communities.
3. Be a leading resource in the UK, Europe and globally for information on the natural world.
4. Enable development of knowledge and understanding about the natural world.
5. Increase the number and diversity of people visiting us, our website and touring exhibitions.
6. Structure our public offer to provide knowledge, enable critical examination and empower people to act on their understanding.
7. Ignite a love for the natural world in young people and provide multiple opportunities throughout their lives to build and grow that passion.
8. Develop a high-performing, engaged, empowered, creative and diverse workforce.
9. Maximise funding, build commercial opportunities and spend money wisely and well in delivering our Corporate Plan.
10. Manage our estate within a strategic and tactical framework that enables us to deliver our science, public offer, access, environmental and commercial objectives.

These are the goals for our seven areas of work and the cross-cutting themes.

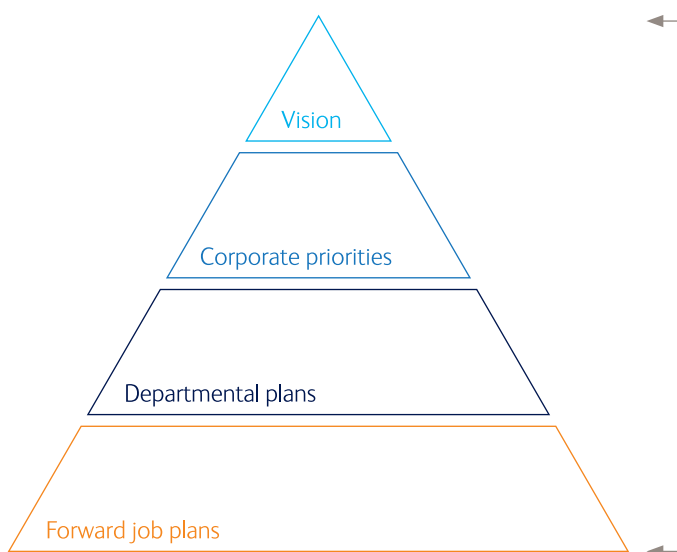
To achieve this vision, we must change some of the things we do and some of the ways we do them. This will involve a change in other people's perception of the Museum and lead us towards our desired brand positioning **as a voice of authority on the natural world**. The completion of Darwin Centre Phase Two in 2009 represents an early, substantial opportunity to make this brand shift happen, by providing our visitors with the chance to see the collections and our scientists at work. This will help them better understand our scientific work and its relevance. At the same time, changes to our work practices will redefine our relationship with various audiences and scientific peers. Our intentions in delivering this shift in perception is defined in our brand, represented in the diagram above.

Corporate planning

We identified the need for more effective corporate planning which will help us allocate resources more efficiently. This will help ensure we achieve our vision and better demonstrate our value. In 2007, Teresa Wild was appointed Director of Policy and Planning and now leads on the Museum's planning process and cycle.

The Corporate Plan 2007/8 – 2011/12, published in 2007, was accompanied by a comprehensive workplan. This sets out our five-year goals for the life of the Corporate Plan, which we must reach to achieve our vision. It also maps specific objectives for 2007/8 against these aims, outlining how departments across the Museum can assist in reaching these goals. The overall goals of the updated Corporate Plan for 2008/9 are unchanged from the 2007/8 plan.

New documentation will take the form of this update, which highlights our corporate priorities for 2008/9, and a detailed workplan for the delivery of these priorities. This is a change from the previous workplan which attempted to cover the majority of the Museum's main objectives. These other important areas of the Museum's business will now be detailed in departmental plans, which combine our individual forward job plans. Our seven strands of work and the cross-cutting themes transcend the corporate planning process and enable us all to see how our individual roles fit into the Corporate Plan.



Seven strands of work

- generating new knowledge
- maintaining a major science infrastructure
- providing access to existing information
- delivering learning opportunities
- engaging with a larger, diverse audience
- creating engaged and scientifically literate citizens
- inspiring a life-long commitment to the natural world

Three main themes underpin and guide our work:

- our people
- financial resources
- master-planning

Corporate priorities 2008/9



We face a number of significant challenges in the future and our brand provides us with our strategic direction, which shapes our corporate plans to ensure we realise our vision. We have identified the following corporate priorities for 2008/9, which will make the most significant impact on realising our vision. These priorities do not encompass everything we do, but we must all work towards delivering them:

1. To deliver Darwin Centre Phase Two ready for opening in 2009 and ensure that the anticipated benefits are realisable.

Why? Darwin Centre Phase Two is a major opportunity to change perceptions of the Museum and therefore deliver our brand shift. As such, it represents the way forwards for the entire Museum.

The key measurement criteria for this priority are:

- complete the building on time and on budget
- accept responsibility for the building from the contractors
- complete the benefits realisation plan
- finish planning and start implementation of the science fit-out
- finish planning and start implementation of the public offer fit-out
- deliver a comprehensive plan for public opening

2. To ensure the long-term future of the Museum by:

- **delivering more explicitly our public value through a stakeholder-centred approach to all our work.**
- **completing a plan for more effective use of our estate that optimises collections storage spaces and a programme of gallery improvements.**

Why? We have to be able to demonstrate that investment of public funds in the NHM is better spent with us than elsewhere and that we deliver excellent value for money.

The key measurement criteria for this priority are:

- develop an advocacy plan for the next government spending review (SR09)
- establish milestones for demonstration of public value in all areas of Museum activity
- define the milestones for measuring our brand shift
- complete the Masterplan Development Framework

3. To increase the impact of our virtual environment for scientists, visitors and learners.

Why? Technology such as online resources allows us to expand our reach and increase access to our collections and scientific data. This will increase the audience for our public offer and strengthen our collaboration with scientific peers. In effect, our website is the virtual manifestation of our brand.

The key measurement criteria for this priority are:

- develop the infrastructure to increase online peer to peer science communication
- continue development of our website to reinforce our public value messaging
- develop web content to increase the number of people that use it

4. To use our voice of authority to promote better integration of science with society.

Why? This is the ultimate manifestation of our brand vision – we want our work to influence the behaviour of visitors, peers and other key stakeholders.

The key measurement criteria for this priority are:

- finish the mapping of our strategic and intellectual territory
- create and implement a range of corporate agendas, including Communications, International, Regional and Sustainability

A workplan that goes into more detail about the corporate priorities is on the Intranet on the Resources page.

Thank you for your continued hard work and efforts.

By working closer together, we can achieve our vision and ensure the Museum is recognised as a voice of authority on the natural world. In a time when we are facing massive environmental challenges, such as climate change, the Natural History Museum has an even more important role to play in assisting the generation of and distribution of vital knowledge.