

## National Museums NA

# Scrowe o the Corporat Strategie 2025-30

**Ulster Museum**  
**Ulster Fowk Museum**  
**Ulster Transport Museum**  
**Ulster American Fowk Pairk**

National Museums NA is the custodian o a rich an sinderie collect at tells the storie o this airt, its fowk an our place in the world.

Our roel is wirkan wi the public for tae leuk ower an shaer stories anent real objects in ilkane o our museums as helps us aa wi winnan tae new knawledge an forstaundin.

Our museums is maist kent lyk a mukkil luvved veisitar attractions for thaim as bes for enjyeen tym out wi faimlie an freins or learnan aucht new – biddan walcum tae baith thaim as bieds heir an tourists as peys veisits. Houaniver, the impact o our wark gaes weel ayont that. This Strategie will gie a focus tae the differ we can mak an helpan wi forstaundan an dealan wi the challenges we cumns up agin in thedeys societie, an biggan a better futur thegither.

An our museums haean a langstaundan reputation for giean lair an recreation, for tae hauld relevance an impactin a quak-chyngearn world, we maun gae on evolvean our approach.

The day, museums is a mukkil mair nor spaces for the display o objects – thay ar heid playars an takkan on the pressan maiters o our tym. The International Council o Museums (ICOM) gien a new definition o the museums roel in 2022, pittan foer at museums bes “staundan institutions an sairan societie” as bigs diversitie, uphold an incluseivitie an biddan learnin, reflection an enjyement. This shift follaes on far the grawan ken at museums can be pourfu forces for chygne, pairteicular an takkan on societal challenges.

Thon is pairteicular importan in the context o National Museums NAs roel bean an Airms Lenth Bodie (ALB) o the Depairtment o Commonties. It isna juist our meision, but our responsibeilitie, tae mak siccar at our museums beirs the gree for strang public vailylie an haean a mukkil inpit til heid depairtmental strategies an braider govrenment ploys an poleicies.

**We will gae on daean this, an bean commeitit tae three heid principils as will be the founds o our strategic approach an wirk intae aathing we daes:**

## Makkan siccar museums bes for aa

An our museums giean a walcum tae aa, we kens at barriers exeists yet for monie – an pheisical, cultural or attitudinal.

For tae owercum sic barriers, we ar commeitit tae the forder o coequalitie o access an pairttakkin, biggan spaces as shaws up the diversitie o Norlin Airlans population. **Inclusion bisna juist a ettil; hit bes at the founds o wha we ar an whit we dae.**

We will wirk for tae mak siccar at sindert vyces bes heirt an a mukkil perspectives bes shawed in our exhibeitions, progammin an wark. We ar ettilt at makkan our museums places whaur fowk bes feelan claucht tae the stories thay see, for tae find relevance in our heirship an cultur.

An biggan pairtneries wi local commonties an unnerrepresentit vyces, we will gae on biggin museums as bes aucht aabodie.

## Connectan our collections wi fowk

Our collections is mair nor static displays. Thay bes aye oncumman repositors o leived experiences, diverse culturs an complex histories as can help us wi wirkan our wey throu thedays warld an our forstaundin o challenges baith at haem an ithergaits – frae identitie an conflict tae environmental uphauld.

**This will be needan an ongan shift til participant practice:** wirkan wi commonties, researchars an creative pairtners for tae gie shaep tae our wey o bringan in, interpretan an shaeran sic stories.

Fowk soudna juist pey veisits tae museums, thay soud be a pairt o thaim – helpan wi wittins for research, co-creaetan exheibits an haean an inpit tae the narratives we creaets. Sicna approach will pit furth fresh, relevant perspectives an maks siccar thar resonance wi audiences thenou. Wi international wirkin thegither an haemlie pairtneries, we will big up our impact wi connectan our ain heirship wi worldwied narratives.

## Winnan tae a futur-focust, effective museums Sairin

At a tym o leimitit public sector households, we ar commeitit tae winnan tae the maist public vailylie, an makkan siccar our museums bes baith financial uphelt an shairp focust.

**For tae beir the gree for this, we maun aye find innovative weys for tae big up sairins, an winnan tae the maist effeiciencie wi the graith appen tae us.**

We will leuk essential investment in the heirship graith we manages forby, makkan siccarr thay ar presairt for futur generations wi preventative uphold, consairin, oncum an adaptive approaches for tae cum tae the chyngae needs o our audiences.

Wirkin thegither will gae on bean creitical anaa. Biggan new pairtneries will lea us shaer ken, pit thegither graith an win tae braider audiences.

## Our Meision

**We ar on a meison for tae amplifee the impact on our museums an collections, makkan uiss o thaim for tae spairk colloques, pit foer action an deal wi thedeys foermaist challenges.**

At our mids, we sees our museums bean no juist hauldars o historie, but catalysts for positive chyng. We ar thinkan thay ar at thair best, an makkan uiss o thair knowledge o the past for tae pit quaistens anent the nou an help gie shaep tae a better futur.

In a world wi a character o quak chyng an complexitie, our museums can gie out a pourfu mindar o our shaert humanitie an our responsibilities tae ilkaither an the planet. Leifer nor haean a passive roel, we ar wantan our museums tae gae on bean dynamic forums for colleague an new ideas, whaur veisitars bes encouraged tae leuk ower, quaisten an win tae a fresh forstaundin anent the world aroun thaim.

Our Corporat Strategie 2020-25 his sat solid founds for this meision. We hiv brocht on new programmes as deals wi a braid spectrum societal mairters an braider inlets for engagein wi new pairtneries, mair volunteerin an reimagineit programmes o lair.

Wi our new Strategie, we ar for makkan braider this impact ein farder, bean a bauld vyce for positive chyng, action an colleague at dryvs progress.

**We ar for haean the maist impact in fouwer heid airts, in lien wi the meisions athin the Programme for Govrenment.**

## Programme for Govrenment meison:

### FOWK

#### Our work gies uphold tae:

- Social inclusion
- Mental halth & weelbein
- Commontie cohesion

**The foerhaund ettil o our impact will be: Identitie**  
We will be a champion for diverse an aye-chyngae identities, creaetan spaces whaur differan culturs bes veisibil an gien respect.

## PACE

### Our wark gies uphauld tae:

- Guid relations
- Commontie cohesion
- Coequalitie

### The foerhaund ettil o our impact will be: Pace Biggin

We are for encouragean bauld colloque at gies uphauld tae the ongan journey frae conflict tae staundan pace.

## PLANET

### Our wark gies uphauld tae:

- Climat action
- Environmental lair

### The foerhaund ettil o our impact will be: Environment

We will get our museums an collects muivean for tae pit foer environmental action an protect our shaert planet.

## PROSPERITIE

### Our wark gies uphauld tae:

- Skeils oncum
- Employabeilitie
- Regional balance wi tourism

### The foerhaund ettil o our impact will be: Innovation

We are for bean a learnin platform for tae gie graith tae a new generation o innovaetars an entrepreneurs wi skeils, confidence an creativitie.

## Identitie:

We will be a champion for diverse an aye-chyngear identities, creaetan spaces whaur culturs bes veisibl an respectit.

### Hou this bes important

The concept o identitie bes complex. Our societie bes cumman aye mair diverse, but we bieds in a place whaur tradetion maiters. Athin this wab o diversite, aabodie soud be feelan vailiyed an hae a strang sense o belangin.

For a wheen fowk, identitie haes ruits in cultur and historie narratives past doun throu generations, an ither defienan thairsels in a mair globalised an chyngear world.

Norlin Airlans political laundscaep gaes on pittan foer the significance o identitie. Fraemworks the lyk o *New Decade, New Approach (2020)* an the *Identity and Language (NI) Act 2022* pits emphasis anent reconciliation, tolerance an respect.

**Thae chynges isna juist around langage an seimbols; thay ar a-dae wi biggan a inclusive societie whaur aa fowk, o Onie bakgrund or belief, is feelan respectit.**

## Our wey o makkan an impact

An Norlin Airlan gan throu this period chyngé, we ar thinkan our museums bes mair importan nor aye.

**In a place whaur identitie bes gey aefauld but o poleitical significance, museums bigs cleeks atween the past an the nou, giean out glimpses o a shaert futur.**

An faceilitaetan mair forstaundin o the complex an chyngéan naitur o identitie, we ar makkan uiiss o our spaces an collects for tae big inlets for reflectin, colloque an creative engagement.

We ar for haean an inpit tae a futur whaur mutual respect thrives an help wi biggan a mair inclusive an empathetic societie.

## Our Impact in Action:

### Inclusive Global Histories

Wi our approach tae *Inclusive Global Histories* we hiv begoud the oncum o a mair inclusive, collaborative road tae the forstaundin o culturs, at haem an ithergaits.

We hiv caurfu pruiwed ower collects throu the lens o coequalitie an diversite, giean a vyce tae marginalised commonties an unnerrepresentit histories.

We ar gan agin staundart narratives an bringan tae the foer stories o imperialism, migration an the legacies o colonialism.

We hiv put foer the experience o fowk fræ differan culturs an commonties in contemporar societie. Veisitars bes encouraged tae forstaund no alane the challenges thay hiv been agin, an gaes on bean agin, but the positive inpit we can aa mak tae our societie anaa.

### Leids o Ulster

Our Leids o Ulster programme delves intae our linguistic diversite, celebratean the rich tapestrie o our indigenous leids – the Airis, the Ulster Scots an the Hiberno-Inglis.

An settan furth the roel langage haes in identitie, cultur an heirship, this initiative his shawed the wey our museums – foremaist the Ulster Fowk Museum – can deal wi sic maiters in a accessabil an engagean wey, bringan foer new colloque an debaet.

Wi interpretative waaks, warkshops an byordinar events, we hiv encouraged colloque anent the roel o langage in glean shaep tae our sense o sel an commontie.

### Our wey o amplifeean our impact

Our foerhaund ettil, an creaetan inlets tae shaer experiences an tae heir tae an learn fræ ilkaither.

**We will gae on leukan ower the intersections o culture, identitie an historie; tae bring foer colloque, gie a challenge tae assumptions an celebraet diversitie.**

We ar ettilt at haean a active role an giean shaep tae a mair inclusive forstaundin o comtemporar identities for aabodie.

As a pairt o our strategic approach in the neist fyv yeir, we ar for:

- forderan a positive collogue aroun identitie.
- pittan foer diversite an inclusion in aa we daes.
- wirkan active for tae decolonise our museums an collects.
- uphauldan baulder colloques anent our shaert futur.

## Pacebiggin:

**We ar for encouragean bauld colloques as uphaulds the ongan journey frae conflict tae staundan pace.**

### Hou this bes importan

Ower twintie-fyv yeir is past syn the Belfast/Guid Frydey Greeance, an themair a mukkil progress bes efter a-makkan, pacebiggin an reconciliation bieds a foerhaund ettil nou an intae the futur.

“The Troubles” is a complex storie wi monie perspectives as gaes agin ilkaither. The legacie o the conflict gaes on haean an effect on aefauld bodies, faimlies an commonties, ilkane wi thair ain memories an intepretations.

**An the Greeance bringan pace, it didna tak awa the diveisions or the emotional, psychological an societal effects o the conflict.**

This historie is shuirlie leivean yit thedey, haean a impact on aathing frae politics tae commontie relations, lair an identitie.

## Our wey o makkan a impact

‘The Troubles’ is mebbes a chapter in our historie, but its legacie bieds on. Our roel is makkan siccarr this storie bes telt in its fou complexitie, wi respect for the diverse experiences as defiens it. Hit is needan a ongan owerleuk an research.

At the heid of this will be our abeilitie tae gaither oral histories an connect thaim tae our collect wi new approaches tae interpretation.

**In a societie defient yit wi ginstaundan allegiances, our museums can create inlets for collogue, forder shaert forstaundin an encourage veisitars tae gie creitical thocht tae the legacie o this tym.**

Wi the pour o storietellin, we ar helping wi biggan empathie an forstaundin athort divieds.

## Our Impact in Action: The Troubles an Ayont

**The Troubles an Ayont exhibeition at the Ulster Museum wis sat furth in 2018 for tae gie a comprehensive owerleuk o this complex tym in our historie.**

Bean a dynamic gallerie, hit gaes ayont the conflict itsel, dealan wi the braider social, economic an cultur chynges in Norlin Airlan frae the laet 1960s tae thenou. Hit comprehends diverse objects as appens up the monie experiences o aefauld fowk an commonties in

this tym. An wabban new research insights wi fowks memories, hit capturs the wey ordinar lief gaed on in the mids o poleitical unrest.

The collect gaes on chyngean, gien shaep frae public feedbak an engagement, makkan siccar bit bieds a relevant an reflective resource for aa veisitars. Its heid ettil is the forder o forstaundin, healin an reconciliation in Norlin Airlan, an settan out a pad frae conflict tae pace.

## **Conflict Legacie Interpretive Network**

**The Conflict Legacie Interpretive Network wis sat up frae National Museums NA, the Museum o Free Derrie/Bluidie Sundey Truist an Healin Throu Rememberin.**

Hit is ettilt at leukan at the organ impact o the conflict in an aroun Norlin Airlan, an fosteran wirkin thegither atween organisations commeitit tae presairan an interpretan histories relaet tae the conflict.

National Museums NA haes a roel at the mids o this initiative wi biggan on our ken an curatean sensitive narratives.

Wi this network, museums an organisations wirks thegither for tae bid lair programmes, exhibeitions an public colloque, giean out spaces for reflection an healin.

An biggan this pairtnerie, National Museums NA maks siccar at the legacie o 'The Troubles' is tentfu an responsaibil past on tae futur generations, an forderan forstaundin an reconciliation.

## **Our wey o amplifeean our impact**

Our wark on conflict an its legacie an commitment tae pace will bied at the mids o our meision.

An embracean our roel bean facilitaetars o forstaundin an reconciliation, we can help wi giean shaep tae a Norlin Airlan at haes mynd o its past but leuks foreairt til a pacfuer an inclusiver futur.

Bean a pairt o our strategic approach in the neist fyv yeir, we are for:

- bean confident an bauld wi our wark an the approaches we hiv brocht on.
- giean respect tae aabodie haean the truith o thair ain leived experience.
- makkan deeper our haemlie engagement an braider our international engagement.
- makkan siccar mair vyses bes for a-heiran wi respect an empathie.

## **Environment**

**We will get our museums an collects muivean for tae pit foer environmental action an protect our shaert planet.**

**Hou this bes importan**

The environmental crisis bes ane o the urgentmaist challenges o our tym. Hit isna juist a political or scienteific maiter – hit is a threat tae the lief on the aird.

**The impact o environmental degradation bes a-feelan  
worldwied, but hit haes direct follae-ons for Norlin Airlans  
laundscaeps, wildlief an commonties anaa.**

The effects o climat chynge bes ay a-seean in chyngear weither patters, rysan sea leivels an mair an mair extreem weither events. Mairatower, the loass o plaut an beist species, the spreid o invasive species an the upbig o pollutants bes bringan mukkil risks tae our haemlie environment.

An thir challenges gey big, we bieds in a place o naitural beautie, rich biodiversitie an vailyeabil ecoseistems forby. Frae our coastlines tae our forests, frae our burns tae our rowean hills, the naitural world haes a mukkil roel in giean a shaep tae our identitie an giean uphold tae weillbein.

Protectan an upholdan this naitural heirship bisna juist a environmental responsibeltie - it is a cultural ane.

**Our wey o makkan a impact**

The environmental crisis caas for urgent action an our museums bes a pairt o the solution.

**An makkan uiss o our collects, steids an scientific ken an  
engagean commonties, our museums can be catalysts for  
environmental action.**

We engage veisitars o aa ages in haundlins an collegues anent the environment an whit they can dae for tae protect it.

We are pittan at the foer bait the threits tae the planet an the innovative solutions a-bringan on for tae deal wi thaim.

**We are wirkan thegither wi environmental organisations, schuils  
and commonties for tae create programmes as forders  
sustainabil leivein an gie fowk a challenge tae mak positive  
chynges in thair ain liefs.**

**Our Impact in Action:**

**Environmental Volunteerin**

**The Ulster Fowk Museum his brocht in a environmental  
volunteerin programme at connects the commontie wi the  
naitural world in a pairtnerie wi The Conservation Volunteers.**

Fowl o aa ages can nou volunteer tae tak pairt in haunds-on projects the lyk o heck-layin, tradetional gairdenin an habitat createin athort the museums expansive steid.

Thae efforts bes ettilt at bringan bak biodiversitie an protectan haemlie wildlief, biggan up the museums laundscaep for futur generations. Forby winnan tae practical consairin skeils, volunteers haes a heid roel an upholdan the museums authenteicitie an presairan historical practices wi sustainabil leivein.

**DiSSCo UK**

**The Distribuet Seistem o Scienteific Collections UK (DiSSCo UK) bes wirkan for tae harness the fou potential o the Uks naitural science collects, an makkan thaim appen pheisical an deigital, accessaabil an uiseabil for aa forms o research an innovation.**

A £155 millye investment frae UK Research & Innovation (UKRI) in the programme will be a-uisean for tae gie uphauld tae the deigitisation athort the UKs mukkil natural science collects, comprehendan thaim as bes helt frae National Museums NA.

Our Naitural Sciences collect bes a no-vailyeaibil resource at sairs lyk a windae intae the fauna an flora an it gan on in the past an til the nou, takkan a record o the kenspekkil diversitie o species an ecoseistems. This comprehends geological an palaeontological collects, shawan deep tym chynges in the historie o the Aird. We are wirkan for tae appen up the mukkil potential o this collect an harness the associaet wittins, shawan the historic species diversitie fund amang our specimens. This haes an inpit tae the forstaundin o environmental chyne an forders a deeper gra for the biodiversitie.

Wirkan wi the UK collects commontie, DiSSCo UK will appen up an catalyse the fou scienteific, research an economic vailye of naitural science collects. The UKs collects bes amang the warlds maist geographic, historical an taxonomical important, an the uisses an vailyes o collects the lyk o thir haes nae parallel; frae follaean the biodiversitie loass tae giean wittins tae policie an findan cuers tae disaises.

## **Our wey o amplifeean our impact**

Protectan the naitural warld is sae importan as presairan our cultur heirship. We will muive quakker wi our efforts for tae pit foer the historie o the naitural warld an the impact o humanlie acteivitie on ecoseistems. We can help veisitars wi forstaundan the scael o the crisis an the urgencie o protectan our planet.

**Wi wittins fræ our heid research an pairtneries wi environmental organisations, we will be ettilt at bringan on awaur an dryvan positive chyne.**

Bean a pairt o our strategic approach in the neist fyv yeir, we are for:

- bringan in sustainaibil practice athort the organisations activeivities an the management o our graith.
- pittan foer a sustainaibiler wey o the leivein an wirkin.
- bringan in mair sustainaibil collects management.
- biggan up biodiversitie in our green spaces.

## **Innovation:**

**We ar for bean a learnan platform for tae gie graith tae a new generation o innovaetars an entrepreneurs wi skeils, confidence an createivitie.**

## **Hou this bes important**

Innovation is the engin at dryvs societal progress an economic poustie. Hit bids solutions tae complex global challenges, frae climat chyne tae public halth crises. In thedeys quak-chynegean warld,

mairkit frae the deigital revolution an technological avaunces, the aibeilitie tae think creative, solve problems an adapt tae new realities is creiticaler nor aye.

Innovation disna juist gie shaep tae the futur o industries, but deals wi societal want o coequalitie anaa, an impruvean the qualitie o lief an makk an sustainabil oncum siccar.

An bringan on skeils in the science, technologie, engineerin, airts an mathematics (STEAM), aefauld bodies haes better graith for tae hae an inpit tae the economic growth an adapt tae the demaunds o modren wirkars.

**Museums haes an aefauld roel an bringan foer this speirit o innovation. They can be pourfu catalysts for the lair, skeils oncum, lieflang learnin an creative thinkin – biggan confidence an appenan up potential in aefauld bodies forby commonties.**

An giean haunds-in learnin experiences, veisitars can mak connections atween the innovations o the past an the challenges o thedey.

### **Our wey o makk an a impact**

Our museums bes places as can bring out curiositie an createivitie an big gey importan skeils. Our schuils programmes, brocht on wirkan thegither wi lair pairtners, bring the historie, science an airt tae lief.

**Thir experiences encourages yung fowk tae think creitical, wirk thegither an leuk ower new career pads in heirship, technologie an the creative industries.**

We bid apprenticeships, internships an wark placements as gies vailylieabil real-wrld experience an helps big a brig ower the gap atween the lair an the wark.

Mairatower, our volunteerin programmes engages fowk o aa ages, biddan thaim hae the chaunce o bringan on new skeils, winnan confidence an haean in inpit tae thair commonties. An pittan out sic sinderie learnin inlets, our museums cums engins o innovation an skeil-biggan.

### **Our Impact in Action:**

#### **Museum o Innovation**

**The Museum o Innovation is a gallerie experience locaet at the Ulster Transport Museum at celebrates our rich legacie o innovation in the industrie an technologie.**

This interactive space leuks ower the regions wrld-heidan inpit tae sectors the lyk o aerospace, transport an engineerin, bringan foer the createivitie an ingenuitie o our fowk.

Frae the birth o aviation wi the Short Britthers tae cuttan-eck technologies brocht on frae haemlie companies thedey, the gallerie pits foer pivotal innovations as his chynged the wrld.

The gallerie is ettilt at inspirian the neist generation o inventars an engineers, parteicular wi forderan STEAM lair. Hit leuks tae mak veisitars proud o our industrial heirship, an giean thaim graith wi the ken an skeils for tae gie shaep tae the futur.

## **STEAM Studio**

The STEAM Studio at the Ulster Museum, sat furth in pairtnerie wi Liberty IT, bids a gey guid new space dedicaet tae the nurtur o createivitie an creitical thinkin in yung fowk wi interactive warkshops an acteivities.

Sat out for tae spairk curiositie an bring foer problem-solvean skeils, thaim pairttakkan can engage wi active learnin experiences, the lyk o robotics, coedin an deigital desien, an leukan ower thair airteistic createivitie.

The wark thegither wi Liberty IT pits foer the STEAM Studios reinge wi giean ken in cuttan-eck technologie an softwaur oncom. Thegither, we ar etilt at giean the neist generation the graith throu the skeils an confidence nott for tae thryv in a quak-chyngear knowledge-foundit economie. An breakan doun barriers atween the airts an sciences, the studio shaws the wey interdisciplinar thinkin can dryv better innovation.

## **Our wey o amplifeean our impact**

We will pit foer makkan braider an deeper our roel, an dryvan economic an social poustie wi innovation lair. We will big on our exeistan programmes wi createan ein mair inlets for lieflang learnin an skeils oncum.

Pairtneries will be gey important an we ar for wirkan thegither wi schuils, varsities, businesses an haemlie commonties for tae pit out programmes as gaes wi the needs o learnars forby employars.

An giean access tae real-worlde applications o STEAM subjects, we can spairk the imaginations o yung learnars an help wi biggan up wirkars wi the graith for dealan wi the challenges o a quak-chyngear worlde.

Bean a pairt o our strategic approach in the neist fyv yeir, we ar for:

- biggan up our focus tae innovation wi curaetan an interpretan collects as pits furth achievements in STEAM fields, celebraetan innovations frae the past, the nou, an intae the futur.
- makkan braider volunteerin, apprenticeships an wark placement programmes for tae encourage skeils oncum inlets as empouers thaim pairttakkan an gies pads tae the wark.
- bringan foerairt our formal lair bids wi makkan deeper an braider programmes gan wi STEAM subjects, inspirian learnars o aa ages an giean uphold tae thair career readiness.

## **Strategic enaibilars:**

**Our fowk**

**Our infrastructur**

**Financial reseilience**

**Govrenance**

For tae mak siccar our museums gaes on evolvean an haean a impact, we maun mak a foerhaund ettil o the biggin on a reseilient an

agil organisation, aibil for adaptan tae the challenges an inlets o the futur.

**Our Strategy will be sat on the upbiggin o internal founds, empoueran our fowk an makkan the maist on our wark wi uphauldan lang-term growth an public vailyie.**

## Our fowk

Our fowk bes the dryvan force ahint our success. Their ken, passion an commitment gies shaep tae the wark we daes ilka dey.

**We ar for defienan a cultur o wirkan thegither, createivitie anappeness tae new ideas as encourages the awnin o projects an pushes bounds.**

Bringan on leadership skeils athort aa leivels will be a heid pynt in the founds o a cultur o empouerin an excellence, an biggan reselient teams as can wirk throu chynege an dryv progress.

Diversitie an inclusion will be at the mids o thon – makkan siccar our wirkars reflects the communities they sair, an at a braid reinge perspectives gies wittins tae our deceision-makkin. Mairatower, this will mak us aibil for winnan tae mair relevant, innovative an impactful sairins.

**We will big up foerairt-leukan wirkars, aibil for winnan tae our vesion wi confidence an purpose.**

## Our infrastructur

Our museum sairin gaes ower fyv steids, comprehendan fouer museums, our collects stoers an a reinge ancillar biggins. Thegither they comprehend a braid, complex estate o mair nor 100 biggins. Uphauldan an upbiggan this infrastructur bes gey importan, an it the founds o aa we daes.

**We will gae on makkan the case for investment in our infrastructur, baith for ongan importan uphauld an for the strategic, transformational oncum o new faceilities as maks siccar our museums bieds relevant an sustainabil for futur generations.**

Deigital innovation bes a heid pynt o the futur-pruifin o our infrastructur anaa. We will gae on identifeean heich-impact inlets for deigital investment, frae upbiggan access tae collects an impruvean veistar experiences tae streamlien an internal wark.

## Financial reseilience

Financial reseilience bes creitical tae the success o our lang-term strategie.

In a tym o nether public sector siller, it is gey importan for us tae leuk ower new incum streams an mak the maist o the commercial potential o our museums.

**Thae efforts is for a-balancean wi a commitment tae financial transparencie an sound management o graith, makkan siccar ilka pund bes spent effective for tae gie the maist public vailyie.**

An biggan robust financial founds, we are for makkan siccar our organisation bes gien guid graith for tae invest in the futur an gae on pittan out sairins as bes guid for commonties for yeirs tae cum.

## **Govrenance**

Guid govrenance is the cornerstaen o organisation success. We will gae on wi biggan on our reputation for strang govrenance an ethical leadership, makkan siccar at our deceision-makkin bes transparent, accountaibil an lient up wi public sector staundarts.

**We will graw a cultur o shaert responsibeilitie, whaur aabodie at ilka leivel feels pouert tae hae an inpit tae the organisations success.**

An settan clear goals an uphauldan rigorous owersicht, we will mak siccar at we bieds a truistit, heich-perfoman public bodie at beirs the gree for meisuraibil outcums for the commonties we sairs.

**Ulster Museum**

**Ulster Fowk Museum**

**Ulster Transport Museum**

**Ulster American Fowk Pairk**

