

Refer to Benefits Realisation Planning blogpost for notes.

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<b>Benefit 2: World class management and preservation of world class collections for future generations</b>							
<b>Detailed description</b>	<b>Measures</b>					<b>What needs to happen for benefits to be realised (including barriers to be overcome)</b>	
	<b>What</b>	<b>How</b>	<b>When</b>	<b>Baseline</b>	<b>Who</b>	<b>What needs to change?</b>	<b>Tasks (date)</b>
<b>Mitigate risk to collections through enhanced control of collections environment (new cabinets, better protective environment, e.g. tight fitting windows, air conditioning, environmental conditions within best practice ranges)</b>	Controlled environmental conditions in best practice range – environmental monitoring (RH, temp)	Data on environment	2-3 years	Data from old Entom building and current Botany	Heads of Collections/ environmental staff	<b>Environmental monitoring system in place</b>	Eltec monitoring equipment installed and up and running (April 09)
	Increase in % of collections in best practice conditions (KPI)	% of collection in the building	1 year	% of collection in old accommodation	Heads of Collections		<b>Collections moved into new steel cabinets</b>
	Reduction in risk of damage to collections from better storage and backlog management <sup>1</sup>	Qualitative information on packing and damage, information on unincorporated/backlog material.	2-3 years	Data on backlog material in Botany	Heads of Collections	<b>Space available for reorganisation of collection</b>	
							Cabinets quality assured by curators (Mar – Oct 09)
							Re-organisation of Botany collection as part of the move (March – Oct 09)
							Move entomological specimens into new sequence (April – Nov 09)
							Lay-out tables installed with power and data (May 09)
							Combine European Herbarium (Nov 09-Nov 10)
• Mitigate risk (low likelihood, high impact) of total loss of collection through fire owing to design	Design of new building to defined standard			Fire risk assessments for old accommodation	Fire Safety Officer	<b>Fire assessment of new building</b>	Fire safety officer to conduct fire assessment (April 09)
• Lower number of pest attacks	Reduction in number of pest attacks on collections – visual inspections Reduction in pests - pest traps	Annual report on environment/pest control (including quarterly updates)	2-3 years	Data from old Entom building and current Botany	IPM co-ordinators	<b>Collections move into the building and IPM routines established</b>	Pest-trap survey (March 09) ✓
							IPM routines in place (April 09)
							Collections move (March – Nov 09)
• Better ergonomics – a more efficient space for using the collections so easier access	New building designed in consultation with users – defined brief for DC2	Qualitative information on working practices in new space: focus group discussion	2-3 years	Old buildings/accommodation – retrospective comparison		<b>Better storage furniture to enable collections to be safely stored</b>	Individual specimen storage cabinets installed in work areas (July - Sept 09)
	Increased access for scientific visitor	Visitor survey		None	JJ	<b>More efficient space</b>	Curation staff move into DC2 (March – August 09)
							Collection spaces complete and ready for use (July – Nov 09)

Benefit 3: Increased public engagement with our science											
Detailed description	Measures					What needs to happen for benefits to be realised (including barriers to be overcome)					
	What	How	When	Baseline	Who	What needs to change?	Dates	Task			
<p><b>Design features/One-off benefits</b></p> <p>The Darwin Centre, and thus the Museum, becomes a more renowned beacon for excellence in the provision of stimulating, thought-provoking and inspiring engagement with science, scientists and the natural world.</p> <p>We become a "must-see" destination. For all of our current and new audiences.</p>	<b>Quantity</b>					<b>More opportunities for visitors to engage with Museum science</b>		Develop cocoon visitor experience (July 09)  Develop David Attenborough Studio public programme <ul style="list-style-type: none"> <li>o Nature Live programme</li> <li>o Science Shows</li> <li>o I-Film (August 09)</li> </ul>			
	An overall increase in visitor numbers to the Museum and particularly to Darwin Centre	Counting systems	monthly	existing data √	IJ						
	An overall increase in unique Visitors to the Website.	Website data	monthly	existing data √	AB						
	Overall increase in participants to face-to-face programmes	Bookings data	monthly	existing data √	HG						
	Increase in repeat visitation	Exit survey	At intervals annually	existing data √	ES						
	Increase number of members.	Membership data	annually	existing data √	TL						
	Increase recommendations	feedback forms exit survey	At intervals annually	Baseline for recommendation of the Museum already established √	ES						
	Number of positive media reviews	Comms data	monthly	existing data √	ES						
	<b>Quality</b>								<b>Better processes for ensuring and maintaining quality of face to face visitor experience</b>		Development of Quality Learning Framework (April 09)  Learning Staff training and induction plan in place (May 09)  Embedding Quality Learning framework (July 09)
	Quality of public offer	Alva evaluation – overall increase in rating Exit survey Evaluation against visitor outcomes	At intervals annually	Exit survey (to be completed end May 09)	ES, HG						
	Innovation in engaging public with science.	evaluation against visitor outcomes research study	To be determined by study	No specific baseline	HG, MS, AB						
	an overall increase in secondary science visits	Booking data	monthly	existing data √ no.s booked, no.s not booked, penetration rate of secondary science visits market – analysis to be completed end of summer term 09	HG						
	high occupation on Explore tour and in DAS (e.g. 70-80% bookings for DAS)	Booking data	monthly	Analysis of existing data on % booked on activities, at each key stage to be completed end of summer term 09	HG	<b>New ways of working across the museum to deliver the visitor offer</b>		Learning Staff training and induction plan in place (May 09)  Wayfinding system in place (Aug 09)  Public Offer Operational Plan further developed (April – Aug 09)  Marketing and promotional plan in place, (August – Dec 09)  Website launched (Sept 09)  Learning activators development (April – Aug 09)			