

Scrutiny Bulletin: 19 July 2021

Title of Update: RAMM business plan 2021-22

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1. What is the update about?

The attached document contains RAMM's business plan for the financial year 2021-22. This has been submitted to Arts Council England as a condition of funding.

2. Background

This business plan was written within a pandemic setting and completed with Britain on the cusp of lockdown release. It is a reformulation of the 2018/22 business plan, which formed the basis of the agreement between Exeter City Council and Arts Council England but the principles that shaped it remain the same. Our Vision, Mission & Values and Aims are unchanged and the drivers: quality (content); creative case for diversity; audiences; income and sustainability that guided our work during 20-21 lockdown have continued critical relevance to our 21/22 planning.

3. Current position

Covid's impact has required a thorough review of the outline plans that were already in place for 21/22. Adapting to a changed environment, with new challenges and audience needs, has required our plan to encompass new thinking and initiatives together with other work strands that have run through, been re-scheduled or permanently deferred.

We have also reflected on RAMM's achievements in the past Covid year. Despite the museum's closure and the furloughing of many staff, the remaining team have maintained momentum in key areas, also creating new ways for people to engage with our collections and activities. Our 'digital pivot' has been an important and rapid area of development during lockdown. Going forward, we will capitalise on the learning and growth of the past year. In the future, we are likely to have a hybrid model of digital and physical delivery. Future proofing our digital infrastructure is consequently an important feature of our 21/22 plans. This will equip us to adapt and respond to the new opportunities of a rapidly changing operating environment.

Contributing to the recovery of the community we serve is central to RAMM's plans. Culture's role has never been more important, as collectively and individually, we seek opportunities for connection, renewal and healing. We will begin this by rebuilding our visitor base, deepening their interaction and engagement with the museum at the same time as attracting new and more diverse audiences. We will maintain the quality and ambition of our work by ensuring that it is rich, relevant and offers multiple perspectives and access points for different audience segments.

4. Future position

We are aware that in-year this business plan will need constant review, flex and adaptation to the emerging situation. Agility will need to be our 'watchword' in 2021/22

5. Are there any other options?

n/a

6. Conclusion

Please read the attached plan for conclusion.