

# NATIONAL FOOTBALL MUSEUM

## OUR FUTURE STORY

## OUR VISION:

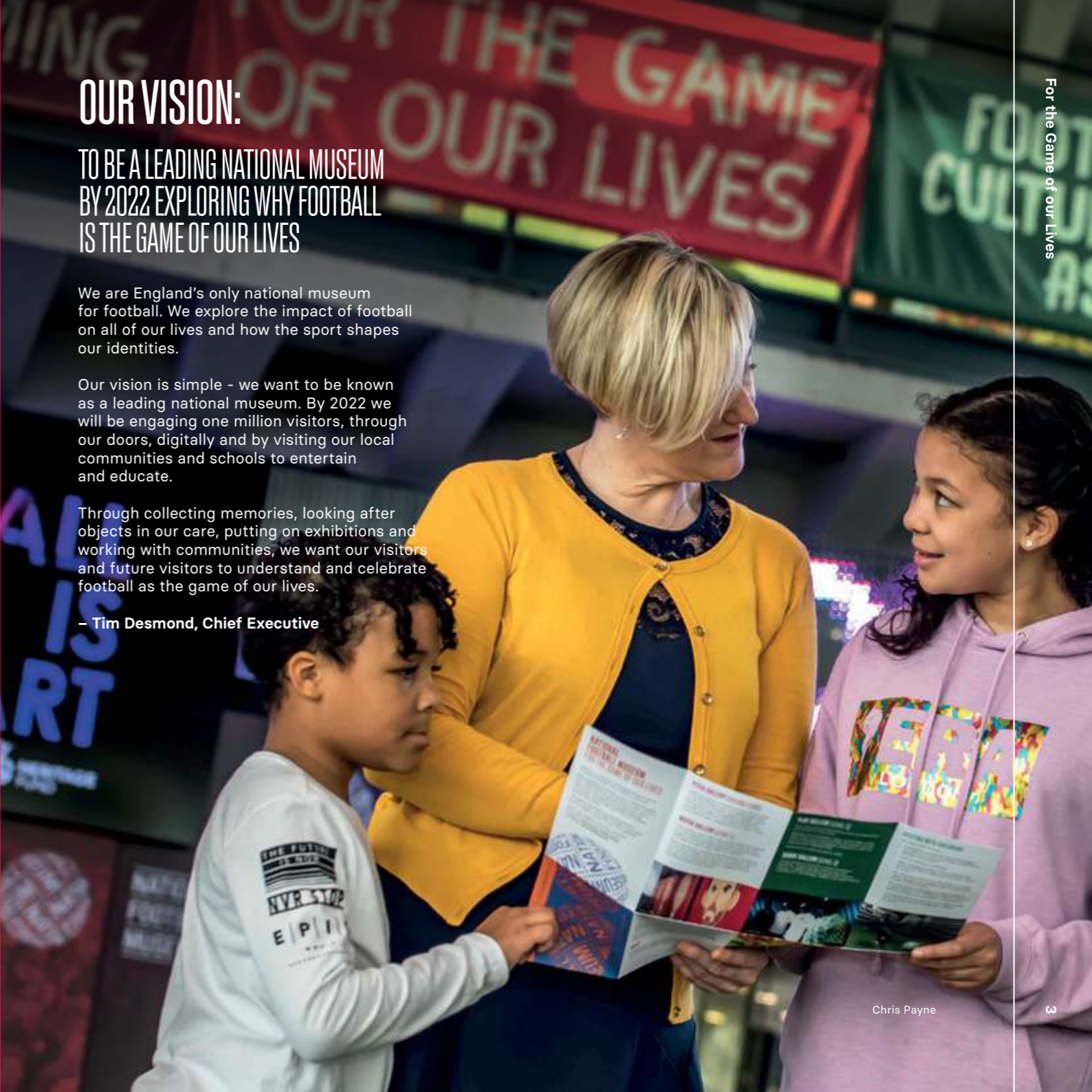
TO BE A LEADING NATIONAL MUSEUM  
BY 2022 EXPLORING WHY FOOTBALL  
IS THE GAME OF OUR LIVES

We are England's only national museum for football. We explore the impact of football on all of our lives and how the sport shapes our identities.

Our vision is simple - we want to be known as a leading national museum. By 2022 we will be engaging one million visitors, through our doors, digitally and by visiting our local communities and schools to entertain and educate.

Through collecting memories, looking after objects in our care, putting on exhibitions and working with communities, we want our visitors and future visitors to understand and celebrate football as the game of our lives.

– Tim Desmond, Chief Executive





Chris Payne

## OUR MISSION: SHARING STORIES ABOUT FOOTBALL

We're the place for everyone to enjoy stories about football culture.

It's not just what happens on the pitch at the highest level. It's about the first ball you ever kicked, the first match you won, the last match your team lost. It's about those who've worked quietly behind the scenes and those who've fought tirelessly for equality.

It's about laughing, crying and celebrating. Our mission is to hear those stories and tell them in an engaging and creative way.



# OUR VALUES

## CREATIVE & INSPIRING

Using our imaginations to enthuse each other and all of our visitors.



Chris Payne

## AUTHENTIC & HONEST

Telling real stories with integrity.



Duncan Elliott

## INCLUSIVE & RESPECTFUL

Being friendly and approachable with all of our visitors and with each other.



## PASSIONATE & FUN

Instilling passion and enjoyment for our subject matter.



Chris Payne



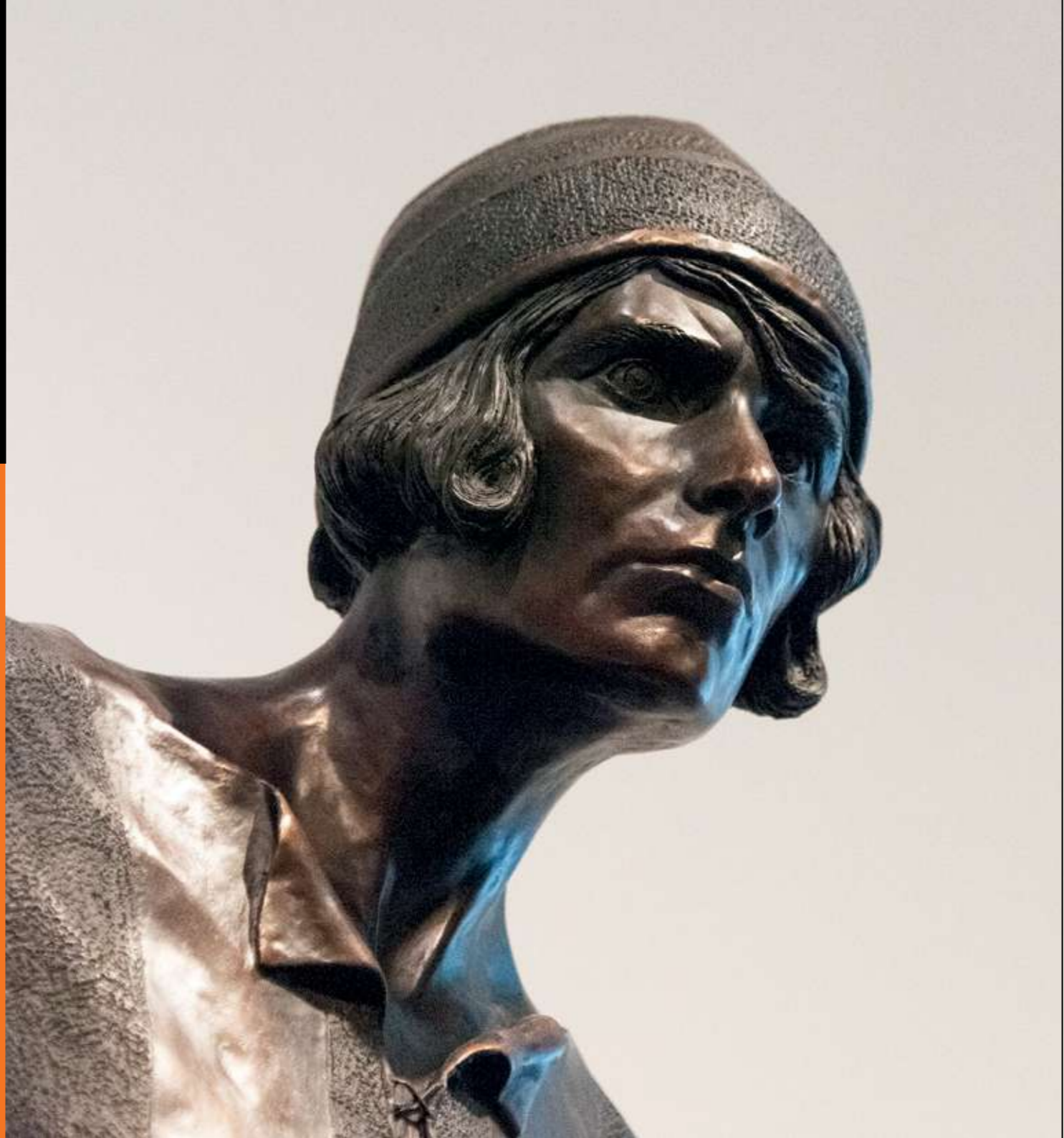
## AIM 1:

TO BECOME A CENTRE OF EXCELLENCE FOR FOOTBALL HERITAGE THROUGH FULLY REPRESENTATIVE EXHIBITIONS, COLLECTIONS AND RESEARCH

We're a safe pair of hands for football's heritage. Its history deserves to be looked after so it can be enjoyed by everyone, now and in the future.

All of our collections and exhibitions team are qualified museum experts who know how objects should be looked after and displayed. Each object in our care is treated with the respect it deserves.

We aim to fully represent the diversity of the game. Therefore, we're increasing representation of women in football to 50%. We want to ensure that everyone who enjoys football can discover something that is meaningful to their lives.





## AIM 2:

### BUILD AN AWARD-WINNING INCLUSIVE PROGRAMME OF COMMUNITY AND PUBLIC ENGAGEMENT ACTIVITIES

We want to build a programme of activities for all of our different visitor groups to enjoy.

Some of this will be delivered at the museum, but we're also developing digital content to allow wider access to our learning and community programmes. We'll also be redeveloping one of our gallery spaces to become a multi-purpose learning and community activity area.

Our volunteers are passionate, enthusiastic and love their subject matter! We want to encourage an even more diverse range of volunteers to help us share our stories and deliver a fantastic service to our visitors.



# AIM 3:

## ACHIEVE AN ANNUAL DIVERSIFIED REVENUE OF £5M

We're reinvesting back into the museum, to do this we need to grow our resources.

We'll develop a fundraising strategy, maximise opportunities within admissions and retail and deliver an acclaimed café, museum and event hire programme.

Our annual Hall of Fame awards will be developed to recognise those who have made an 'Outstanding contribution to the Game of our Lives' and will help to position the museum as a strong and credible brand within the football family.



Chris Payne



Jason Lock



## AIM 4:

### OPERATE A GOOD PRACTICE MODEL FOR OUR PHYSICAL AND HUMAN RESOURCES

**We want to look after our staff and our building.**

We aim to be recognised as the best employer in our sector. We'll invest in new roles to help us deliver our strategic and financial targets.

We'll work in conjunction with Manchester City Council to operate and maintain one

of Manchester's most iconic buildings (Urbis) in a safe, cost effective and environmentally efficient manner, ensuring best value for money and that the building is fit for purpose.

As a charity we'll continue to support the development of governance in line with Charity Commission good practice.



IF YOU'D LIKE TO BE PART OF OUR  
STORY WE'D LOVE TO HEAR FROM YOU.

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/NationalFootballMuseum



INVESTING IN  
englandsnorthwest

EUROPEAN REGIONAL DEVELOPMENT FUND

National Football Museum is a registered charity (no. 1050792)