

# **PENLEE HOUSE GALLERY & MUSEUM**

Morrab Road · Penzance · Cornwall · TR18 4HE · 01736 363625

[www.penleehouse.org.uk](http://www.penleehouse.org.uk) · [info@penleehouse.org.uk](mailto:info@penleehouse.org.uk)

## **MISSION STATEMENT**

### **OUR MISSION IS:**

To celebrate and promote the rich artistic and social history of Penwith and to advance local pride and national recognition for the area's unique cultural heritage.

### **WE BELIEVE THAT:**

We **inspire people** to look at the art and history of Penwith with fresh understanding.

We are a **powerful education and learning resource** for all the community, regardless of age, need or background.

We act as an **agent of social and economic regeneration**.

We **complement and enrich** the mix of cultural provision in West Cornwall.

We are **fully accountable** to the people of Penzance and Penwith.

### **WE PURSUE OUR MISSION BY:**

**Maximising** access to our collections, through research, scholarship, lively interpretation and use of technology.

**Ensuring** that our collections, displays, exhibitions and activities are wide-ranging, engaging and effective.

**Exposing** the widest possible audience to examples of excellence in the fine and decorative arts of the area.

**Fostering** community identity, forging strong links with both existing and potential visitors, regardless of age, need or background.

**Keeping** abreast of political, economic, social and technological change.

**Working** in partnership with others.

### **IN ADDITION WE:**

Acknowledge that success depends ultimately on the involvement and commitment of all our **staff**.

Aim to be a **benchmark model** for other Museums.

Advocate the **value of Museums** regionally, nationally and internationally.

### **OUR VISION FOR THE FUTURE OF PENLEE HOUSE GALLERY & MUSEUM IS FOR:**

National recognition	Industry leadership
Sustained excellence	Secure and adequate funding
World class quality	Social inclusion
International appeal	Constant renewal

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## **Statement of Purpose**

Penlee House Gallery and Museum, Penzance collects, preserves, interprets and makes accessible objects and works of art related to the history and culture of the far West of Cornwall, and seeks to provide a service to the local community and the visiting public through educational activities and special exhibitions, while respecting the Memorial function of the House and Park. It regularly reviews the achievement of this purpose.

## **Key Aims 2010-2015**

1. To continue to raise the national and international profile of Penlee House through a planned programme of marketing, public relations activities and collaborations.
2. To increase visitor numbers and revenue by attracting local, national and international audiences through a programme of special exhibitions, events and continuing improvement of visitor facilities.
3. To maintain high standards within the organisation by means of a continuous programme of staff development and training, by recruiting qualified and experienced staff, and by harnessing the enthusiasm and expertise of volunteers.
4. To develop and maintain excellence in the level of public service to visitors and researchers, utilising evaluation data to make targeted improvements.
5. To reinforce Penlee House as a recognised centre of excellence and key collaborative partner in furthering the study and display of art and human history relating to the far West of Cornwall, through its collections, displays, documentation, use of information technology, publications and special exhibitions, and through partnerships with other organisations.
6. To improve the learning potential of Penlee House, both through the education service, serving schools, colleges and adult education, and through the provision of interpretive materials suitable for a wide-ranging audience.
7. To develop, through the encouragement of gifts and bequests, and through grant-aided purchases, a collection which is fully representative of the art and history of Penwith.
8. To play an active role in promoting the town of Penzance and the Penwith district to visitors and residents.
9. To work with other museums, galleries and educational institutions to promote a co-ordinated service to the community and the visiting public.

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## **SHORT TERM OBJECTIVES: 2010/ 2011**

1. To present a planned exhibitions programme comprising a minimum of five large-scale temporary exhibitions, featuring different aspects of the history and culture of Penwith, and to promote these exhibitions to attract the widest possible audience.
2. To curate an exhibition featuring the work of Dame Laura Knight, to be displayed at Penlee House during the summer of 2011, in collaboration with Worcester City Art Gallery, and to tour this exhibition to at least one further venue, and to contribute to the publication of an accompanying book.
3. To initiate a series of small-scale temporary displays in the Social History gallery, responding to community anniversaries, volunteer research or public interest, utilising the social history and photography collections.
4. To redevelop the Penlee House website to include a searchable database of the collections of Fine and Decorative Art, Social History, Archaeology, Natural History and Photography.
5. To work with volunteers to enhance the levels of information held on the Fine Art and Photography collections by encouraging and supporting research.
6. To improve educational and community facilities at Penlee House through the use and development of the old playgroup building within Penlee Park, and to seek funding for capital and revenue costs to achieve this aim.
7. To promote and develop the education service to maximise usage of support material for schools and colleges and to increase the number of educational visits to Penlee House.
8. To present a Symposium on an aspect of Cornish art, aimed at academics and the interested public, to promote knowledge and encourage research.
9. To continue engagement in strategic consultation with key partners and potential partners regarding the continued development of Penlee House and its services in the light of local government reorganisation.
10. To work with the Friends of Penlee House to further their aims of increasing membership, and to collaborate on fund-raising campaigns and activities.
11. To develop the retailing aspect of Penlee House, including originating products, widening the range of stock and use of e-commerce.

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## **LONG TERM OBJECTIVES: 2010-2015**

1. To achieve a sustained increase in annual visitor numbers through planned marketing initiatives and by creating, seeking and maximising the impact of profile-raising opportunities.
2. To curate a minimum of one major exhibition per year featuring the historic art of West Cornwall and to ensure that it reaches the widest possible audience, locally, nationally and internationally through the development of collaborative relationships with national institutions and bodies.
3. To seek opportunities for public accreditation in the form of local, regional and national awards.
4. To utilise the museum and art collections to the fullest extent, to provide integrated, coherent and dynamic displays throughout Penlee House, and to respond to the requirements of schools and the community.
5. To improve intellectual access to the collections for all audiences through improved interpretation, including seeking funding for the introduction of audio tours.
6. To develop the outreach service to provide quality support material for educational visits and increase of school, college and community group usage of Penlee House and its services.
7. To maximise the potential usage of the former playgroup building as a multi-use space for educational and community activities associated with Penlee House.
8. To continue updating the Modes database to include meaningful, illustrated entries for all items in the collections, including documenting the Photographic collections in full, and to make this database accessible to the public both within Penlee House and on-line.
9. To maintain the Penlee House website to include provision of current information on exhibitions and events; information pages, both for general interest and targeted at specific user groups (e.g. schools, children, independent and academic researchers); down-loadable worksheets and policy documents, and searchable access to the up-to-date collections database, and to evaluate, adapt and improve the site to respond to public demand on an on-going basis.
10. To maintain a strategic and proactive approach to acquisitions, through the encouragement of gifts and bequests, and through pursuing grant-aided purchases, in order to build a collection which is fully representative of the art and history of Penwith.
11. To work in partnership with a wide range of other organisations to promote cultural tourism in West Cornwall and to develop new audiences for culture in the local community.