

Public Plan Summary 2026-2028

A practical direction for conservation, visitors, participation, income, governance and organisational capability.

Four strategic themes

Museum development

Strengthen collections care, research, exhibitions and the role of Marlborough Museum.

Visitor experience

Improve practical planning, interpretation, accessibility, learning and reasons to return.

Fundraising and sustainability

Grow unrestricted income, Friends, partnerships and reliable operating support.

Governance and capability

Develop people, systems, risk management, evidence and organisational resilience.

Delivery framework

Period	Focus	Accountability
2026	Establish baselines and measures for collections, visitor experience, access, income and risk.	Trustees and staff leads
2027	Test delivery, review evidence and improve priorities with visitors, volunteers and partners.	Museum, visitor and fundraising leads
2028	Publish an end-of-period review and agree the next strategic cycle.	Board of Trustees

Review rhythm

This public summary is reviewed quarterly and reported annually. Formal decisions remain subject to trustee approval and published records.