

Strategy

2022–27



Our Mission

The Pitt Rivers Museum wants to become a welcoming space to all where stories are shared by many voices. Working collaboratively and creatively with staff, volunteers, and communities we will transform how our iconic collections are engaged with, both online and in the museum. In an increasingly disconnected world, we want to inspire empathy and deepen cross-cultural understanding.

Our Vision

By 2027, we will have expanded our global reach and deepened our impact through our work with local communities, students, and Indigenous experts, creating space for open dialogue that challenges our pasts and co-creates pathways to more sustainable and equitable futures. Our work centres joy and care to work towards healing, repair, and reconciliation.

By investing in collaboration and training, we will have developed new collection care policies, better digital and physical infrastructure and access and made space for deeper understanding of humanity's many ways of being, knowing and coping.

Our Values

We are Open, Caring, and Inclusive



OPEN

We work with integrity, having bold, honest, and challenging conversations.



CARING

We are respectful and kind in our support of each other and our communities.



INCLUSIVE

We are enabling and inclusive and we have a long-term commitment to anti-racism and decolonialisation.

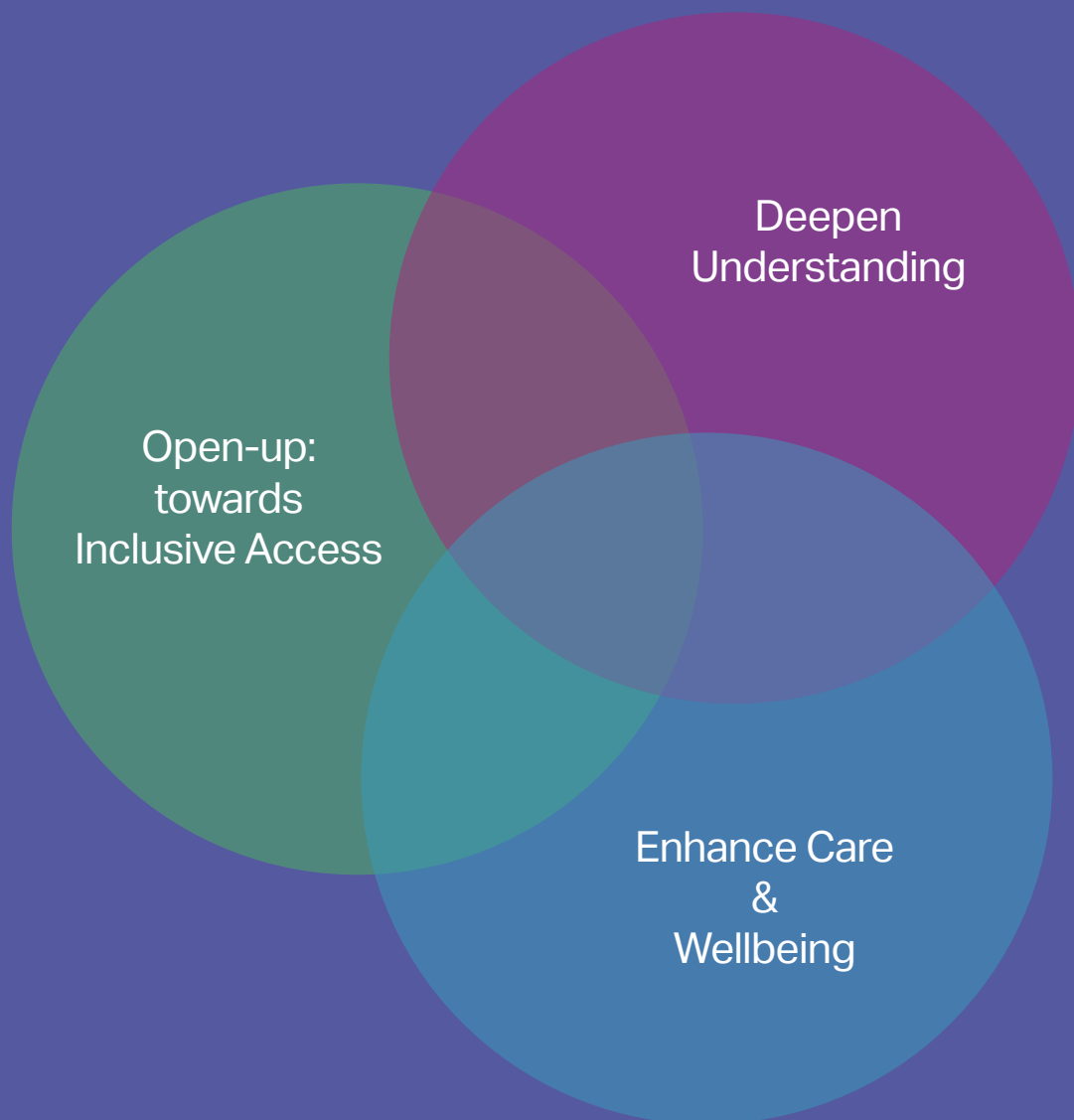
We aim to be Playful, Adaptable and Collaborative

Playful: Alongside honest and bold conversations, we want our engagement to be fun, playful, and creative.

Flexible: We are flexible to change, adapting to new ways of working and supporting others on the journey.

Collaborative: We remain open-minded and listening to others as we work with partners.

Our Objectives



Deepen Understanding

Develop a collaborative programme of listening to different perspectives on the collections with local and global community stakeholders, addressing the Museum's complex histories and co-creating contemporary resonances, working to redress colonial harm and fore-grounding underrepresented voices.

Expand our ambitious programme of academic research and teaching, in partnership with relevant departments within the University of Oxford and beyond and seek opportunities for early career researchers to open-up the histories and meanings of the Museum's collections.

Introduce a programme of annual surveys, qualitative and quantitative evaluation to better understand how audiences are experiencing the museum's programmes through their engagement with our online and on-site spaces, programmes and collections and improve their experience.

Open-up: towards Inclusive Access

Co-design a new overarching Re-display and Programming Plan that enables collections to be reimagined and a pluriverse of stories told from many perspectives with the greatest diversity of audiences.

Develop a Digital Transformation programme that will make more of our collections and displays accessible digitally, enabling diverse views and stories to be shared.

Deliver a substantial Collections Move Programme to move collections to a new 'fit for purpose' space that will improve access for teaching and research and work with communities.

Enhance Care and Wellbeing

Develop new ways of working that put cultural care and repair at the heart of our Collections and Conservation programmes, including work towards restitution and reconciliation with partners globally and locally.

Improve visitor experience for all visitors on-site and online, creating social, creative spaces so that everyone can feel at home in the Museum.

Increase our staff wellbeing work to ensure staff feel supported, included, and respected in the workplace and equipped to implement change programmes in the Museum.

Resources and Planning

Introduce	Introduce a Benchmarking and Evaluation programme to ensure the right data gathering is in place to introduce, roll out and embed the new SP, EDI (Equity Diversity and Inclusion), Access, and Sustainability plans with regular evaluation, audits, and monitoring.
Develop	Develop a new Commercial programme with GLAM (Gardens Libraries and Museums) delivering sustainable and profitable retail, venue hire, workshops, membership, and events seeking new opportunities for revenue generation.
Develop and implement	Develop and implement a targeted Audience Development and communications and marketing plan with GLAM.
Implement	Implement the new Equity, Diversity and Inclusion Plan, Environmental Sustainability Plan and Access Plan.
Implement	Implement an Endowment raising programme, and continue fundraising for targeted projects with GLAM.
Improve	Improve professional development opportunities for staff: better induction, staff role shadowing, skills-mapping, and training programmes, staff support for sensitive work, as well as digital skills and social media training for staff.
Improve	Improve internal business systems, processes, and communications, including document- and image sharing systems.

How we work

At every stage of the strategic planning process, before deciding whether to proceed, we consider these questions:

Does it work towards cultural care and repair, does it redress colonial harm, does it help to share stories of hope and deepen cross-cultural understanding and inspire empathy?

Does it support the well-being of our staff, volunteers, and partners?

Is it feasible with the skills and resources we have – what extra resources do we need?