

Royal Pavilion & Museums Digital Plan 2018-22

Our Digital Plan supports our 2018-22 Business Plan. It was written in conjunction with our Digital Policy, and incorporates suggestions and comments from a Community Workshop held at Brighton Museum in December 2017.

The plan identifies four key digital objectives for the period, and outlines how they will be measure and delivered. As the activities listed here will all be iterative in approach, this version of the plan is primarily focused on 2018-19, with key milestones indicated for the full period. The plan will be reviewed and updated annually.

It should be noted that this plan does not cover all our intended or likely digital activity for the period. Digital technology will be used to support numerous activities in its Business Plan, but the nature of its application will entirely depend on the needs and resources of each activity.

Objective	Activities	KPI	Likely Partners	Milestones	Lead Staff
1. Digital Publishing Digitisation and rich narrative captured content about RPM's collections, buildings and knowledge. <i>Supports Aim 3 of Business Plan: 'Actively engage more people in understanding, developing and / or interpreting our shared collections...'</i>	Produce and publish themed packages of rich narrative content (eg blogs, microsites, video and audio material) with initial focus on: <ul style="list-style-type: none"> Royal Pavilion Saloon restoration New archaeology gallery Brighton Museum mobile tour 	<ul style="list-style-type: none"> No. of content elements online No. of pageviews No. of users of mobile tours 	<ul style="list-style-type: none"> Community partners (content production) University of Brighton (3D and technical collaboration) 	July 18 – first archaeology content online Sep 18 – Royal Pavilion Saloon content online alongside new display Dec 18 – Brighton Museum tour goes live with first tour Mar 19 – consider methodology and refine programme for 2019-20	Digital Manager
	Digitisation programme	<ul style="list-style-type: none"> No. of new digitised objects online No. of views of digitised records on RPM's own websites 	<ul style="list-style-type: none"> The Keep (dissemination partners) Orangeleaf (data aggregation and publication) Bright Interactive (Digital Media Bank support) Volunteers (digitisation) 	Sep 18 – complete work on new procedures and processes Dec 18 – complete migration of all publishable digitised material to Digital Media Bank Mar 19 – identify key digitisation areas for 19-20 according to audience need and opportunity	Digital Manager

	Work with partners to publish and re-use RPM content on subject specialist platforms.	1 x new partner per year	<ul style="list-style-type: none"> New partners (dissemination partners) Orangeleaf (data aggregation and publication) 	Dec 18 – new partner in place with content	Digital Manager
2. Digital Skills Improving the digital literacy of RPM through staff training and collaborative projects with external partners <i>Supports Aim 4 of Business Plan: 'Build a co-operative, sustainable and resilient organisation that supports the wider cultural sector'</i>	Run a training programme for RPM workforce to develop digital skills.	No. of people trained per year	<ul style="list-style-type: none"> Culture 24 (Let's Get Real 6 project) One by One fellows (AHRC led by University of Leicester); 	Oct 18 – LGR 6 concludes	Digital Manager / Learning & Engagement Manager
	Contribute to sectoral research projects investigating digital literacy and audience behaviour.	No. of projects over 2018 -22	<ul style="list-style-type: none"> One by One (led by University of Leicester) GIFT (led by University of Copenhagen) Culture 24 (Let's Get Real) 	May 18 – GIFT workshop 3 (Copenhagen) June 18 – One by One literacy lab held in Brighton July 18 – One new internal training programme complete Nov 18 – GIFT workshop 4 (Oslo) Q4 18-19 – GIFT workshop 5 (TBC) Jan 20 – GIFT complete Feb 20 – One by One complete	Digital Manager
3. Digital Marketing New content and data-driven approaches to targeted marketing <i>Supports Aim 2: 'Develop a distinctive offer at each of our five sites and online to support learning, creativity and well-being.'</i>	Implement new digital marketing measures, including: <ul style="list-style-type: none"> Improved e-newsletter Increased capacity for paid social media marketing 	No. of newsletters sent		Jul 18 – new e-newsletter strategy in place	Marketing Manager / Digital Manager
	Trial site led use of social media	<ul style="list-style-type: none"> Reach metric Engagement metric (Will depend on which social media channels are used. Most likely Facebook and Instagram.)		Dec 18 – two museums trained with trial social media accounts in action 19-22: expand programme to other museums if successful	Site leads / Digital Manager

	Refresh main RPM website according to user and business needs	<ul style="list-style-type: none"> No. of sessions No. of pageviews 	<ul style="list-style-type: none"> Surface Impression (current developer) or alternative 	<p>19-20: research and test current site and needs (first stage of development)</p> <p>20-21: second stage of development; test and launch</p>	
<p>4. Information Management</p> <p><i>Supports Aim 4 of Business Plan: 'Build a co-operative, sustainable and resilient organisation that supports the wider cultural sector'</i></p>	Develop and maintain systems and processes for improved legal compliance, and better internal communication and data sharing	Completed Information Management work plan per year	<ul style="list-style-type: none"> Brighton & Hove City Council (data controller) Collections Trust (advice) 	<p>Apr 18 – work plan for 2018-19 established</p> <p>May 18 – initial data cleansing in place for GDPR</p> <p>Sep 19 – new Rights & Re-use policy in place</p> <p>Mar 19 – complete scoping of intranet and EDRMs capability</p>	Digital Manager / ICT Manager
	<p>Work with partners to develop new digital preservation procedures.</p> <p>This will build on work developing a Digital Preservation policy in 17-18, and will cover born-digital collections, collection surrogates, research data, and business information of historic value.</p>	New procedures in place	<ul style="list-style-type: none"> Brighton & Hove City Council (data controller) Keep (co-research partner) University of Brighton (possible partner through E-Ark project) South East Museum Development (dissemination of learning) 	<p>Sep 19 – new Digital Preservation policy published</p> <p>Mar 19 – new Digital Preservation procedures in place</p>	Digital Manager / Collections Manager