

Kurdish Museum, Library and Archive Business Plan

Mission Statement

The Kurdish Museum, Library and Archive will provide Kurdish refugees living in London with a vital link to their culture, history and traditions, by the collection, conservation, exhibition and interpretation of relevant materials. It will do this for the benefit, educational and economic well being of the Kurdish and non-Kurdish community alike, in order to help build bridges between cultural communities in London.

Background

Founded in 2007 and opening its doors to the public for the first time in 2008, the Kurdish Museum, Library and Archive is the first of its kind in the world. It functions through the kind generosity of supporters and is an important preserver of Kurdish culture and tradition.

Situation Review

i) Governance

The Kurdish Museum, Library and Archive is headed by a Management Committee which meets once every three months. This Committee works with the Director to help advertise the Museum throughout the local community and beyond. It effectively budgets, monitors and guides the Museum in its development.

ii) Staffing

The Kurdish Museum, Library and Archive is staffed by a Director, whose daily activities include answering e-mail and telephone enquiries, creating partnership opportunities and leading tours of the Museum. There are a number of volunteers available (approximately ten volunteers), which effectively carry out the Director's work in his absence.

iii) Building and Facilities

The Kurdish Museum, Library and Archive is situated in Palingswick House, a central resource base for voluntary and community organisations

in Hammersmith and Fulham since the 1900's. In 2009, Palingswick House still stands as a valuable resource for the diverse communities of Hammersmith and Fulham, providing meeting space and resource facilities for groups and organisations. The Kurdish Museum, Library and Archive occupies three small rooms on the second floor of Palingswick House, and has access to communal toilet and meeting room facilities on all floors.

iv) Budget

The Kurdish Museum, Library and Archive had outgoings of £3000 for general bills (i.e. material and utility bills), £4700 for rent and £2500 for volunteer expenses in the financial year 2007-2008. It has projected the same budget for 2009-2010, with the possible addition of VAT.

Activities

The Kurdish Museum, Library and Archive has run the following activities since its establishment in 2007:

- Daily exhibitions of Kurdish heritage items
- Monthly Kurdish film showings
- Christmas celebrations
- Kurdish New Year celebrations

The Kurdish Museum, Library and Archive sustains the above activities through:

- *Governance*: The Museum has a management committee of five members. This committee meets every 2-3 months. It is effective in sustaining close knit relationships within the Kurdish community and in suggesting positive new improvements to services.
- *Finance*: The Museum relies on small grants and the donations of Kurdish community members to keep its important work running.
- *Staff Base*: The Museum does not have any paid staff and therefore relies on the input of dedicated volunteers. Dr. Jawad Mella acts as the co-ordinator of Museum activities.
- *User Services and Facilities*: the Museum has a log book of visitors, which includes a comments sheet column. The comments column is particular important in gaining feedback on Museum performance.

The Core Strengths and Weaknesses of the Kurdish Museum Library and Archive are:

Strengths:

- Its “uniqueness” as a project: the Museum is the first of its kind in the world.
- It has an already impressive profile. The Kurdish community recognises it as an important tool in preserving Kurdish culture, and the non-Kurdish community recognises it as a fascinating means of learning about Kurdish culture as a whole. Many MPs and the Cabinet Member for Community and Children’s Services in H&F all recognise the Museum as important in bridging the gap between social communities in London.
- It acts as a centre for the preservation of Kurdish culture, identity and empowerment.
- It is a source of Kurdish cultural education to the non-Kurdish community and schools.
- It is fostering fruitful partnerships with other museums in the area.

Weaknesses:

- Lack of funding.
- Poor promotion.

Opportunities:

- Secure funding from grants and sponsorships: for future projects and larger premises. The Museum has access to skilled fundraisers. It has short listed several grant opportunities for The Kurdish Writers in Britain Project and The Kurdish Genocide Project: ‘Their Past, your Future’. The Museum has recently been successful in gaining funding from Awards For All for daily exhibitions until 2010.
- Engage in further partnership work with museums, libraries and cultural centres at home and abroad. The Museum works in partnership with The H&F Education Business Partnership and The H&F Archives and Local History Centre. It offers opportunities for partnership engagement through The Community Archives and Identities Council: <http://archivesandidentities.com> and through The Council’s Website: <http://www.hammersmith.co.uk>

- Building on existing links, target educational centres in the borough as a means to educating the public about Kurdish culture. Educational Centres include: British Library, SOAS Library, Hammersmith and West London College, Cambridge School, William Morris 6th Form, Hurlingham and Chelsea School, Phoenix High School, the Bridge Academy, Burlington Danes, Sacred Heart High School, Henry Compton School, William Morris 6th Form, Lady Margaret School.

Threats:

- Loss of tenure of building.
- Lack of knowledge of current funding streams.
- Withdrawal of current funding streams.

Strategic Aims of the Kurdish Museum, Library and Archive

i) Management

- To develop and enhance the status and profile of the Museum both locally and nationally.
- To ensure the Museum's sustainability through improved funding.

ii) User Services

- To raise awareness of Museum activities
- Increase visitor numbers
- Increase visitor number
- Increase display areas

iii) Collections Management

- Increase the number of exhibits

Aims and Objectives

Aim: To Develop and Enhance the Status and Profile of the Museum both Locally and Nationally

Objective 1: Gain press coverage in local and national media. Possible national coverage will come from using the Guardian Newspaper, and local coverage, from the Gazette, ARC and refugee organisations' newsletters (especially BME umbrella organisations such as the H&F Refugee Forum, H&F BME and CAVSA). This will serve as a means to facilitating knowledge not only of Museum activities, but the cultural significance of the Museum.

Objective 2: Develop policies and procedures to ensure proper management of the Museum, its collections and resources

Aim: To Raise Awareness of Museum activities:

Objective 1: Gain press coverage in local and national media. This will serve as a means to facilitating knowledge and accessibility of Museum activities

Objective 2: Mail information of activities to local schools

Objective 3: Advertise activities and events on website

Aim: To Increase Visitor Numbers:

Objective 1: Secure promotion of services through media, mail, e-mail, web and word of mouth.

Objective 2: Consult with local Kurdish community to understand the needs of users and potential users (through, for example, means of a questionnaire).

Objective 3: Secure better funding so more activities can take place and attract visitors.

Aim: To Ensure the Museum's Sustainability through Improved Funding:

Objective 1: To communicate the Museum's purpose and mission clearly to potential funders.

Objective 2: Research what funders are looking for and linking this information with possible ideas of daily exhibitions and monthly Museum workshops.

Objective 3: Seek the help of an experienced fundraiser and secure funds through applications.

Aim: Increase the Number of Exhibits:

Objective 1: Develop a clear acquisitions and disposal policy.

Objective 2: Develop a collection management plan.

Objective 3: Secure better funding for larger premises in the long term and in the short term, to create more room for current exhibitions through removing computer and table areas.

Action Plan: Kurdish Museum, Library and Archive

| AIM 1: To Raise the Awareness of Museum Activities | | | | |
|---|---|---|---------------------------------|-----------------|
| Objectives | Resources | Responsibility | By When | Progress |
| Gain press coverage | Radio Rojava, newspapers, newsletters, leaflets, word of mouth, WKA and Council websites and Library Notice Boards. | Volunteers and Management Committee Members | To review at 6 months intervals | |
| Mail information of activities to schools | Newsletters | Management Committee Members | To review at 6 month intervals | |

| AIM 2: To Increase Visitor Numbers | | | | |
|--|---|---|--------------------------------|-----------------|
| Objectives | Resources | Responsibility | By When | Progress |
| Secure better promotion of services | Radio Rojava, newspapers, newsletters, leaflets, word of mouth, WKA and Council websites and Library notice boards. | Volunteers and Management Committee Members | To review at 6 month intervals | |
| Gain a better understanding of potential audiences | A Visitors' Book and a Needs Assessment | H&F BME | In 6 month | |
| Secure better funding so more activities can take place and attract visitors | Grant applications | H&F BME, CaVSA Development Workers and Management Committee Members | To review at 6 month intervals | |

| AIM 3: To Increase Funding | | | | |
|--|--|---|--------------------------------|-----------------|
| Objectives | Resources | Responsibility | By When | Progress |
| Research what funders are looking for | Information of grants available online | H&F BME, CaVSA Development Workers and Management Committee Members | To review at 6 month intervals | |
| Seek help from an experienced fundraiser and secure funds through applications | H&F BME & CaVSA | H&F BME, CaVSA Development Workers and Management Committee Members | To review at 6 month intervals | |

| AIM 4: To Increase the Number of Exhibits | | | | |
|---|------------------------------|---|--------------------------------|-----------------|
| Objectives | Resources | Responsibility | By When | Progress |
| Develop a clear acquisitions and disposals policy | Reviewing session every year | Dr. Jawad Mella | To review at 6 month intervals | |
| Develop a collection management plan | Volunteers for cataloguing | Dr. Jawad Mella and selected volunteers | To review at 6 month intervals | |
| Secure better funding for a larger premises | H&F BME & CaVSA | H&F BME, CaVSA Development Workers and Management Committee Members | To review at 6 month intervals | |

H&F BME: Hammersmith and Fulham Black and Minority Ethnic Network
CaVSA: Community and Voluntary Sector Association