

WHO WE ARE

Open since 1683, we are the University of Oxford's world-class museum of art and archaeology. Situated in the heart of the city we are an iconic cultural destination open to everyone every day.

WHAT WE DO

We preserve and share our collections and knowledge to promote research, learning and enjoyment.

COLLECTIONS

Care for, develop and widen access to our collections, in person and online.

RESEARCH AND TEACHING

Enable, lead and deliver world-class research and teaching.

AUDIENCES

Provide engaging experiences for an increasingly diverse audience.

WHY WE DO IT

To illuminate our shared humanity.

Core Priorities 2025–2030



1. Transform collections care and access

Through transformative storage, gallery and documentation projects ensure the long-term safety and accessibility of our collections.

- Deliver digitisation at scale through major digitisation projects
- Significantly improve the storage of and access to collections through the West Wing project, the Antiquities Collections Management Plan and the HCR rehousing project.
- Complete collections security review and implement recommendations
- Support the delivery of the cross-GLAM Collection move projects
- Improve collections care through effective conservation resource planning



2. Build our Research and Teaching

Through a focus on enabling strategies build our research and teaching profile within the University and beyond

- Increase successful research funding applications and ensure strongest possible REF return
- Expand museum's capability and output in conservation and heritage science research
- Expand collection-based University teaching by both Museum and Faculty and Oxford Life Long Learning staff
- Develop innovative cross-collections teaching at CTRC



3. Develop our Audiences

Engage diverse, growing audiences, reducing barriers to access and incorporating different perspectives

- Deliver the Audience Development Plan: Sustaining our Core Audiences and increasing our Growth Audiences
- Develop understanding of our audiences and their needs
- Increase our engagement with Oxford University students and staff
- Bring different voices and perspectives to the interpretation of the Ashmolean's collections

Focus Areas 2025–2030



1. Champion Our People and Inclusion

Develop and empower our teams, promoting equality and diversity in all we do

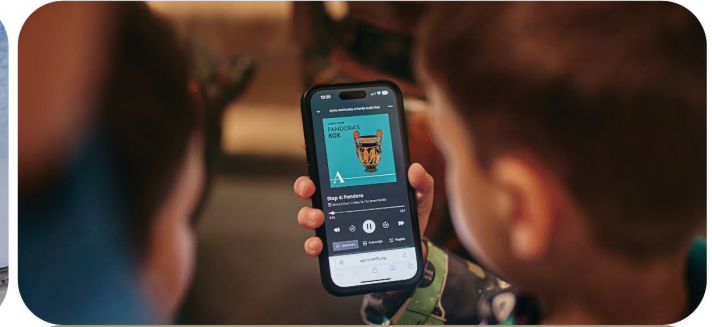
- Endeavour to ensure that all staff have access to the support, systems, processes and resources they need to enable them to succeed and thrive
- Support a culture of continuous improvement and development
- Foster a culture of collaboration and cross-team working
- Create and empower a network of EDI champions to promote EDI and ensure EDI impact is considered in all spheres of museum activity.



2. Build our Infrastructure

Through a series of distinct projects ensure that our physical and digital infrastructure are future-proof and fit for purpose

- Establish effective project governance and management structures and cross-museum working to deliver complex large-scale projects.
- Develop, plan, secure funding for and deliver a programme of strategic projects:
 - West Wing
 - Roof Top Restaurant
 - Lift
 - Office and Staff Accommodation
- Develop our digital infrastructure and systems to meet business and operational needs
- Support the delivery of cross-GLAM collections storage projects



3. Evolve Our Use of Digital

Harness cutting-edge technology to amplify the impact of our collections, programmes and people

- Develop Digital Collections CMS, DAMS and Collections Online
- Establish ways of encouraging partnerships to develop digital research and innovation projects and programmes
- Develop digital expertise, partnerships and tools for online learning, programming and audience engagement
- Maximise the use of software Ai and digital tools to support operational needs

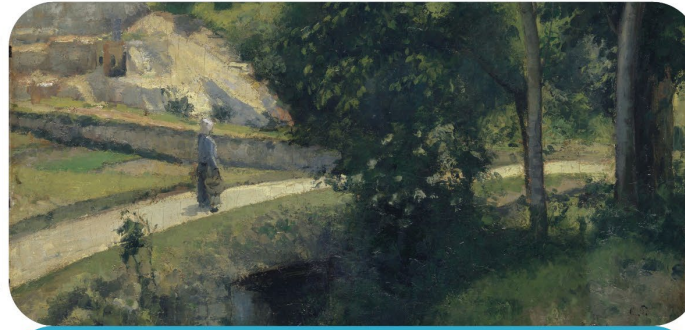
Focus Areas 2025–2030



4. Ensure Financial Resilience

Take an entrepreneurial approach to ensure we have the resource to deliver our ambitions

- Improve the effective collection and use of data to inform decision making and strengthen cases to funders
- Embed financial awareness and literacy through the organisation and ensure spending is linked to strategic priorities
- Diversify and grow self-generated income streams
- Enhance grant seeking and fundraising capacity
- Foster strategic partnerships and collaborations
- Increase the Museum's endowment



5. Improve Environmental Sustainability

Succeed in achieving net zero carbon and biodiversity net gain by 2035

- Set targets, collect data effectively and track our progress
- Deliver against our carbon reduction plans
- Raise awareness and engagement within the organisation and with our audiences
- Create a biodiversity footprint and action plan

INSPIRING MINDS

SINCE 1683



6. Build our Brand

Continue to share the Ashmolean brand, ensuring it informs who we are and what we do

- Review our brand and how it is inflected for our staff, different audiences and stakeholders
- Embed our brand within all our decision making and activity
- Promote our brand to our different audiences and stakeholders.