



# The Museum of Garden History

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Project: [Strategic Review](#)

Date: [September – December 2005](#)

Website: [www.MuseumOfGardenHistory.org](http://www.MuseumOfGardenHistory.org)

The Museum is unique. Overlooking the River Thames across from the Houses of Parliament, it provides an oasis of calm for visitors. It has a fascinating collection of artefacts, a reproduction 17th century knot garden and is housed in the historic deconsecrated church of St Mary at Lambeth, which has in its grounds the tombs of John Tradescant (father and son), 17th century plant hunters to the English monarchy.

### The need

Like many charities, the Museum needed to increase its income from all sources and attract more visitors. The Trustees wanted a clear vision for the future and a strategy and direction that would help to establish a stronger brand identity and put the Museum on the map. The terms of reference therefore included the Museum's offer, activities, staffing, marketing and other aspects of its operation.

### The approach

With another consultant, we immediately involved staff in a working group to ensure they were involved and kept informed at all times. We then embarked on an extensive programme of research and review, which included:

- [Workshops with staff, volunteers and trustees](#)
- [A visitor survey and visitor focus groups](#)
- [A web survey, linked from a variety of tourist sites](#)
- [A street survey in nearby areas, involving tourists, office staff and local people](#)
- [Analysis of a visitor book](#)
- [Focus groups and a questionnaire for volunteers](#)
- [A survey of Friends of the museum](#)
- [A questionnaire for schools](#)
- [Telephone interviews with a mix of stakeholders, including London-based companies, tourist agencies and the media](#)
- [In depth, face to face interviews with key stakeholders from the world of gardening](#)

### The result

Following the extensive information gathering and consultation phase, we developed a strategy with a vision and specific recommendations for the future. This was presented to the Board of Trustees – resulting in a spontaneous round of applause.

*"Gary produced a very broad ranging research and analysis as part of a Strategic Review. The result was an excellent report zoning in on the areas of weakness and will give us considerable background to carry out a medium to long term strategy. I have no hesitation in recommending him."*

**James Ogilvy, Chair of the Board of Trustees**