



St Albans Museums

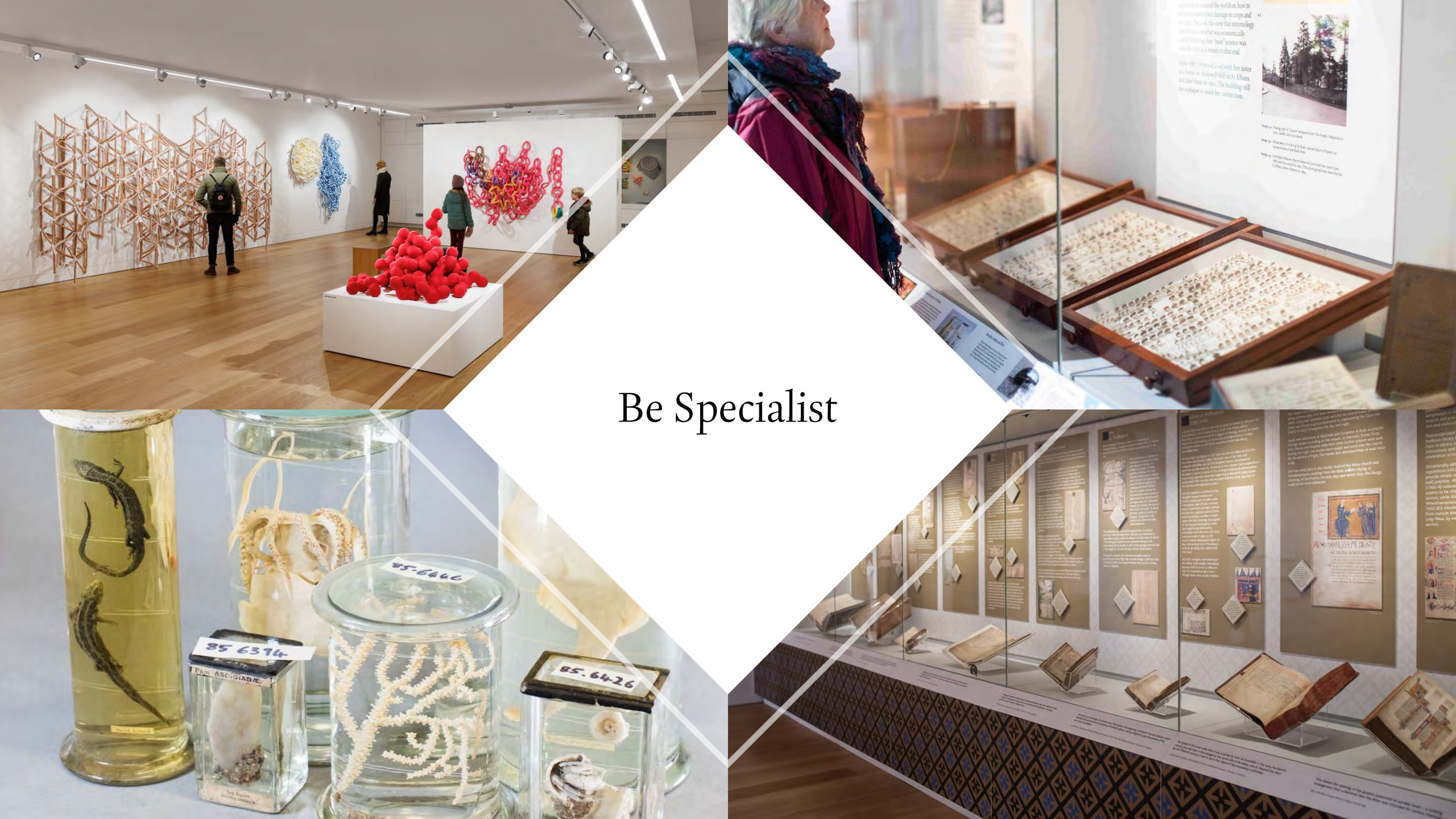




# Be Entertaining



We work to create entertaining experiences,  
surprising, diverting and amusing our audiences  
with new ideas and innovative approaches.



# Be Specialist



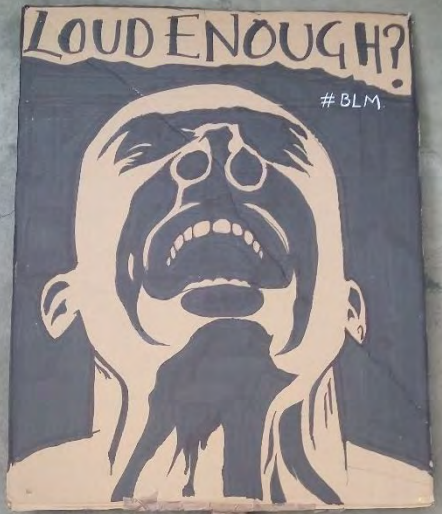
We believe in the value of museums as places of knowledge and understanding: we behave and speak as trusted specialists.



Be Entrepreneurial



We are always looking to generate value for ourselves and the community through imaginative use of our collections and resources.



Be Provocative





We challenge our audiences to voice their opinions, to think and question. This means providing fuel for debate, going out of our own comfort zone – and taking others with us.



Be Sociable



We start conversations; interacting with communities, inviting them in and providing opportunities to come together.