



We've been thinking about our audiences - those who already know and use the museums service and those who don't. Our Audience Development Consultant, Jo Ward, has been talking to lots of different people to find out what they think, and staff have been looking at what the new museum will have to offer. We used a wall in Letchworth Museum to organise our thoughts. All of this will feed into our plans for the new museum and its displays, and the events and activities we will offer in the future.

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