































MORE
Double our reach

DIFFERENT
Fully represent diversity of our city region

DEEPER
Engage more meaningfully and with greater impact

Building our relevance				Building our team		Building our audience			
Seasons Focused, extended annual programming	Co-creation with target audiences & contemporary collecting	Empowerment Curated civic space for debate and discussion	Campaigns Activism for democracy and social justice	Interdisciplinary Project teams and distributed responsibilities	Brand DNA Every activity tested against our core beliefs and values	Positioning Build reputation as dynamic, engaged and relevant	Mass free membership Build our own affinity channel	Segmentation Prioritisation, optimisation and differentiation	Networks Reciprocal community partnerships

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see <i>data on exhib length v penetration</i>	see <i>The Participatory Museum</i>	see <i>Sites of Conscience</i>
	see <i>The Spectrum of Audience Engagement</i>	

see <i>Manifesto and Checklist</i>	see <i>Brand perception in Popn Survey</i>	see <i>Tyne & Wear</i>	see <i>Culture Segments</i>
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Evaluating progress against our objectives

Objective	Sub-objectives		Target Yr 1	Target Yr 2	Target Yr 3	Target 2025	Measures
MORE double our reach	On-site visits	New visitors					
		Schools					
		Groups					
		Independent					
	Online visits	Web traffic					
		Social traffic					
DIFFERENT fully represent diversity of our city region	Diversify	Age					
		Class					
		LGBTQ					
		Disability					
		BAME					
		Culture Segment					
DEEPER engage more meaningfully and with greater impact	Visit behaviour	Membership of xxx					
		Retention					
		Frequency					
	Paticipation	in events					
		in campaigns					
		online discussion*					
		online content					
	Outcomes	New perspectives*					
		solidarity					
		inspire action					
	Alignment	Brand Equity of yyy					
		Brand Affinity of zzz					

Evaluating the efficacy of our strategies

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Outputs	Visits driven by programme Diversity driven by programme Repeat engagement with programme	No. involved in programming No. involved in participation No. of new accessions	No of voices amplified No. participating in on-site discussion No. participating in online discussion	No. actively engaged No. actively engaged online* No. of public 'reached'	No. of staff involved No of non-hierarchical responsibility holders	Examples of how planning has been refined by frameworks	Higher awareness Increased potential More accurate perceptions Seen as relevant	Number of members Membership activity	Change In segment mix Efficacy of comms Response rates to differentiated comms	No of affiliated orgs and individuals New ideas for content New audiences introduced by partners
Outcomes	Visitor outcomes: Social, Intellectual, Emotional, Spiritual	Observed depth of engagement with exhibits	New perspectives* New connections Feedback from participants	Change achieved New connections	Growing staff confidence Staff development	Growing staff confidence	Increases in Brand Equity and Affinity Increase WOM and recommendation	Increases in Brand Equity and Affinity	Increases in Brand Equity and Affinity Increased ROI	New connections