

# TSM's Strategic Framework @ April 2023

**Our Mission** is to enrich lives, especially young lives, through story. We are achieving this by collecting great stories and sharing them in great ways at our most unusual Museum.

## CREATIVITY & KNOWLEDGE

Creative Programme Plan

1001 Stories Collection & Development Plan

Learning Plan

Access & Participation Plan

**Aim 1:**  
Develop and share great ways of engaging with great stories.

**Aim 2:**  
Enable creativity, learning and wellbeing.

## AUDIENCE ENGAGEMENT & IMPACT

Audience Development Plan

Marketing & Sales Plan

Digital Strategy

Monitoring & Evaluation Framework

**Aim 3:**  
Expand our reach and impact.

## ENTERPRISE & SUSTAINABILITY

People Plan

Income Plan – Earning & Fundraising

Sustainability Action Plan

Diversity & Inclusion Action Plan

Management & Maintenance

**Aim 4:**  
Achieve resilience & sustainability

- Rolling 5-Year Financial Model and Annual Operating Budget
- Annual Objectives & Quarterly Monitoring Framework
- NPO Activity Plan, Investment Principles Plan, Financial Template
- Governance documents e.g. Risk Register, Policies & Protocols