

EUREKA!
the national children's museum

EUREKA!
SCIENCE +
DISCOVERY



Strategic Framework

Short – Medium Term Strategy 2024 to 2026

Eureka! is renowned for its playful approach to learning for children from birth to 11 years old, and has been delivering extraordinary experiences from its base in Halifax for over 30 years.

Short – Medium Term Strategy 2024 to 2026

2024-2026

Its expertise in creating exhibitions and programmes is recognised on an international basis and its approach has served as a model of best practice for children's provision in museums, galleries and science and discovery centres around the world. With the launch of Eureka! Science + Discovery, we are breaking new ground, as we extend our play-based approach to older children up to the age of 14.



Our Vision

Our vision is to provide extraordinary opportunities for creative play, discovery and learning in inspirational and sustainable spaces to children from all backgrounds, abilities and circumstances.

Our Aspiration

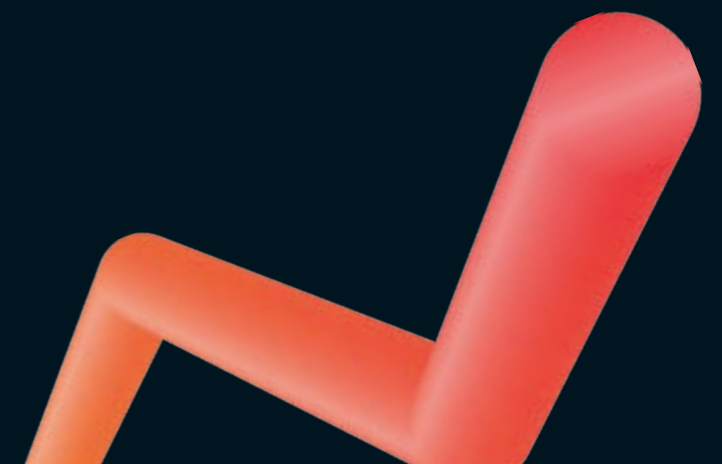
Our aspiration is to provide a context and environment which enable children to make connections across the range of their experiences and help them make sense of the world, discover their potential and place within it and develop a lifelong love of learning.

Short – Medium Term Strategy 2024 to 2026



Strategic Direction

Our Strategic Direction for 2024 to 2026 will be focussed around consolidating the growth from Eureka! The National Children's Museum to an organisation operating two visitor attractions with the requirements of ensuring continued sustainability and meeting our charitable remit overall.





130 bpm

120 bpm

110 bpm

100 bpm
beats per minute

70 bpm

60 bpm

50 bpm
beats per minute

Our Focus

2024–2026

01 Outstanding playful learning experiences for children, young people and families

a. Create memorable and relevant experiences which draw new audiences and encourage repeat visits

- › Identify the key elements of the visitor experience which require enhancement, revision or redevelopment and establish a prioritised plan
- › Refine our approach to co-creation of content including exhibits and programmes at both sites

b. Define and delineate our audience and tailor our offer at each Eureka! site

- › Revisit the age range, brand, positioning and content of our programming for schools and public visitors at ECM
- › Develop the offer and tailor the positioning of the attraction for the older age range at ESD

02 Diversity and inclusion across our audience and work team

a. Create inclusive and diverse playful learning communities of children and families

- › Extend the Eureka! experience to more children from diverse backgrounds and a range of abilities
- › Seek out partnerships with like-minded organisations within and outside our sector
- › Implement training for all staff to address the diverse requirements of target audiences

b. Develop an inclusive and diverse workplace culture reflected in practice

- › Develop an EDI strategy and policy supported by training
- › Create a recruitment and retention strategy which supports the development of an inclusive and diverse staff and volunteer team



03

Strategic and sustainable approach to future development and growth

- a. **Develop and implement a plan to address the challenges inherent in the Eureka! site in Halifax**
 - › Conclude an agreement with CMBC that requires them to assume responsibility for the heritage assets on the site going forward
 - › Commence planning for future development unencumbered by the listed buildings
 - › Finalise a gallery and exhibition development plan for indoor and outdoor visitor experience

- b. **Develop an environmental sustainability strategy which supports our vision of providing inspirational and sustainable spaces for play and learning**
 - › Undertake a definitive environmental feasibility study
 - › Set realistic targets to move towards a more sustainable offer across all areas of the organisation
 - › Establish sustainability teams from across the organisation to work collectively to deliver the sustainability targets

- c. **Commence our phased approach to growth based on the 2023 agreed Growth Strategy**
 - › Define the rationale and approach to outreach for each site
 - › Determine the resource requirements to support an outreach programme
 - › Establish a pilot programme based around Bradford 2025 City of Culture



04

Business model supports current operations and future plans

- a. **Undertake an assessment of financial impact of two-site operations**
 - › Develop a consolidated three-year financial scenario and sensitivity analysis for both sites
 - › Develop a comprehensive strategy to increase visitors and related income at ESD
 - › Explore alternative approaches to earned income at ESD which are not dependent on visitor numbers

- b. **Review fundraising approach and opportunities to secure revenue and capital funding**
 - › Identify key areas and projects which would benefit from contributed income and prove attractive to funders
 - › Develop a fundraising strategy which supports both capital and revenue requirements
 - › Identify staffing and trustee requirements and recruit/appoint to support fundraising strategy



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