

Vision: Building a stronger community by connecting people with their past, present and future

Mission: Our mission is to collect and preserve the heritage of Chichester District. We use our collections to maximise educational benefit and social impact for our community, helping people feel part of their society and shaping the local distinctiveness of the District. We provide enriching, participatory and inspiring experiences for learning and enjoyment for locals and visitors, contributing to a thriving local economy.

Key Objectives	1. Create a leading visitor experience	2. Expand our reach and reputation	3. Collaborate with our community	4. Increase access to our collections	5. Diversify and increase funding streams
Key Strategies	<ul style="list-style-type: none"> • Transform our infrastructure • Enhance our content • Develop our staff 	<ul style="list-style-type: none"> • Refresh our brand • Develop our audiences • Enhance our marketing 	<ul style="list-style-type: none"> • Develop programming in partnership with local organisations • Continue to develop learning and outreach programmes • Develop formal partnerships with University 	<ul style="list-style-type: none"> • Digitise the collection • Develop the collection • Complete the documentation backlog 	<ul style="list-style-type: none"> • Invest in commercial growth • Develop the model for a new Friends group • Diversify grant funding and sponsorship • Grow venue hire business
Goals	In development	In development	In development	In development	In development

Values: Community, Participation, Innovation, Accessibility, Legacy, Fun