

ACHATES' AUDIENCE INFORMED BUSINESS PLAN[®]

THE KEY ELEMENTS WE PROPOSE YOU INCLUDE ARE:

PURPOSE

- VISION
- MISSION
- DISTINCTIVENESS

STATEMENT OF ORGANISATIONAL PURPOSE -
WHAT WE DO

STEP

01



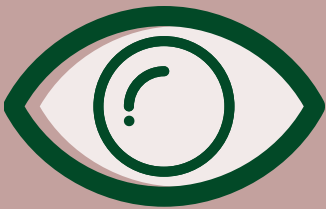
STEP

02

AUDIENCES

- ARTISTS
- STAFF
- BOARD
- FUNDERS & STAKEHOLDERS
- AUDIENCE MEMBERS
- PROGRAMME PARTICIPANTS
- WIDER ECOSYSTEM

WHAT IS THE HIERARCHY?



ARTISTIC & PROGRAMME OFFER

- OFFER
- AUDIENCE JOURNEYS
- ROLE IN WIDER ECOSYSTEM
- BUDGET
- RESOURCES

STEP

03



STEP

04

THEORY OF CHANGE

- METHODOLOGY OF APPROACH
- LOGIC CHAINS BY AUDIENCE GROUP UNDERPIN
- COMBINE TO FORM THEORY OF CHANGE
- SUMMARY STATEMENT OF TOC - HOW WE DO IT

EVALUATION FOLLOWS THIS



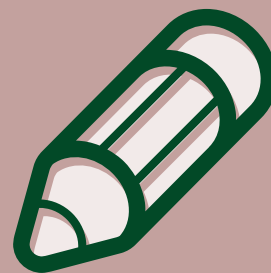
CASE FOR SUPPORT

- WHO ARE WE?
- WHAT IS OUR PURPOSE?
- KEY ACHIEVEMENTS
- AUDIENCES & PRIORITIES
- ROLE ORGANISATION CAN PLAY
- THEORY OF CHANGE
- PROGRAMME
- OUTPUTS & OUTCOMES

ARTICULATION OF THEORY OF CHANGE
(AND LOGIC CHAINS)

STEP

05



STEP

06

BUDGETS

- PRESENTED BY PROJECT
- AUDIENCE GROUP
- TOTAL COST RECOVERY



OTHER ELEMENTS TO INCLUDE

- FUNDRAISING STRATEGY
- COMMUNICATIONS STRATEGY
- RISK REGISTER
- SWOT & PESTLE

STEP

07

