

Vision

To be the UK's leading science discovery centre by 2030

Key Themes

Admissions

Marketing
and PR

Customer
experience

Events and
retail

Business
Development

Education
Development

Mission

To embed science in Welsh culture through interactive engagement

Core Pillars

Community

Diversity

Partnerships

Core Values

Empowering

Innovative

Inclusive

Collaborative

Inspirational

Excellent

Purpose

We celebrate and inspire scientific and technological discoveries

TECHNIQUEST

Themes

Key Initiatives

Measures and KPIs

Visionary Goals

Admissions

- 100% of ticket sales are processed through Digitickets and Dynamics to enable effective data capture
- Drive average spend per head up from £6.54 to £6.90
- Review opening times through holiday periods to optimise revenue
- Introduce upsell targets to front desk regarding daily activities running in centre
- Develop appropriate third-party ticket collaborations
- Improve uptake of off-peak pass and investigate full membership scheme options
- Work to improve gift aid opt-in

- **Admissions numbers**
133,620 including General Admission, After 3pm and Toddler Day tickets
- **Spend per head**
£6.90 across General Admissions, After 3pm, Home Educators and Toddler Day tickets
- **Gift aid %**
Above 10% of annual revenue claimed back under gift aid scheme
- **Budgets for shows/workshops**
Achieve financial targets against upselling shows and workshops (£70k)

**Techniquest
attracts
200,000
visitors a
year by 2030**

Marketing and Comms

- Continuously develop and implement fully integrated marketing and comms campaigns for each season
- Develop strategy for marketing to Schools and to other Group Bookers
- Introduce a stronger bilingual approach across comms platforms
- Adapt to changes in social media and digital analytics landscape
- Develop range and depth of post-visit surveys to improve current service and inform future strategy
- Develop targeted use of CRM system for building relationships with audiences

- Restore upward trend in public visitor numbers, targeting 3 - 4% increase year on year
- Compile quarterly reports that include detail of media coverage (paid and editorial)
- Target integrated campaigns delivery at between 4 - 6% of revenue generated
- Establish number of new and repeat visitors and set targets for growth

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Customer Experience

- Keep customer reviews/ratings under review and respond appropriately
- Address and take action on most prominent issues raised through customer feedback
- Ensuring exhibit availability and cleanliness is at a world leading standard
- Agree enhanced categorisation and communication plan for all exhibits
- Bilingual customer experience across the centre
- Deliver events and/or sessions aimed at specific target groups
- Crisis management and safety processes tested regularly

Net Promoter Score

- Increase NPS to 50 by March 2024 (47 in August 2023)

Tripadvisor reviews

- Reduce terrible/poor comments to below 5% (currently 6%)
- Increase Excellent/very good comments to above 90% (currently 85%)

Google reviews

- Increase 4 & 5 star reviews to >93% (currently 90%)
- Reduce 1 & 2 star reviews to <5% (currently 8.5%)

Exhibit maintenance

- No more than 2 exhibits down and visible to guests at any one time

Techniquest consistently achieves a weekly NPS score of 50+

Events and Retail

- Increase profitability of events to 45%
- Schedule and deliver a diverse range of ticketed events targeting the over 18's audiences
- Increase retail conversion rate from £1.20 to £1.25 per visitor
- Review suitability of merchandise and branded merchandise
- Diversify online shop product to encourage sales

• In Centre Retail spend per head

£1.25 per visitor including General Admissions, schools, Home Educators and Toddler Days

• Online shop

Fully understand online shop user behaviour following the implementation of a diverse range of marketing efforts

• Event Income

Achieve corporate events income targets of £100k

Deliver 3 sponsored After Hours events

Techniquest is the unique venue of choice in South Wales

Achieve a single-use plastic free, sustainable product offer

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Business Development

- Develop a range of partnerships to deliver bespoke sponsorship opportunities for exhibits, show development, funded visits and special events
- Collaborate with Mermaid Quay and surrounding businesses to raise awareness of Techniquest's offer to visitors to the area
- Implement ticketing collaborations with carefully selected partners to optimize audience diversification

- 2 new exhibits or zones sponsored by businesses/partners by March 2024
- Secure £60k of external funding p.a.
- 2 cross promotional packages agreed with MQ by March 2024
- Investigate 2 collaborative opportunities developed with external partners by March 2024

Companies approach Techniquest as a 'Partner of Choice'

Education Development

- Support the Curriculum for Wales
- Develop new programmes/workshops and associated resources for schools
- Deliver Professional Learning programmes for school-based staff
- Manage the Nuffield placement scheme for Wales
- Develop and maintain relationships with community partners to deliver informal STEM learning programmes.

- WG core grant of £200k p.a. maintained from April 2024
- 5 new programmes/workshops developed annually with a reach of 500 primary and 100 secondary schools each year (in Centre and Outreach).
- Maintain Professional Learning contract with STEM Learning in July 2024
- Increase fundraising for schools' activity to £50,000 by March 2024

Techniquest plays a pivotal role in encouraging young people in Wales to enter science and technology careers