

The Story Museum

Business Showcase 2024

The Story Museum is a most unusual museum with a vision to enrich lives, especially young lives, through stories. The Museum collects great stories from around the world and shares them with children and families in fun and interactive ways within its building, in the heart of Oxford, and via its work in schools, the wider community and online.

Immersive gallery spaces include the Whispering Wood, the Enchanted Library and Small Worlds where visitors of all ages are encouraged to lose themselves in their imagination.

A studio theatre and a Hogwarts-inspired Learning

Studio host a full programme of family shows, author events, clubs and courses. These and other spaces are also available for venue hire, from weddings and children's parties to business meetings and corporate away days, along with a new hot-desking facility.

We have had a consultation with Nick White which has helped us think about new ways to publicise our offer and bring in new business via partnerships with local hotels. We are exploring how to take suggestions forward via our regular in-house Enterprise meeting.



The Visitor Economy grant has enabled us to implement some very practical and immediate benefits e.g. increasing covers in the café courtyard, enabling us to sub-divide one of our rental hire rooms to allow for more flexible hiring options, and improving lighting to support evening hires.



Looking to the future...

At a longer term strategic level, the grant has supported our marketing with support from a Box Office consultant resulting in an analysis of our existing visitor data and a roadmap for ways to use our data to build loyalty and repeat visits.

We've launched a new series of events for adults including a season of writing masterclasses with award-winning authors, in partnership with the University of Oxford, and the first of our Museum-Lates taking place on Halloween offering adults exclusive access to the Museum from 19:00-22:30 with suitably spooky activities including ghost stories in the Whispering Wood and live improv music to classic horror films in the Woodshed Theatre.

