# Practical Business Planning programme

Expression of Interest

# Practical Business Planning programme

West Midlands Museum Development (WMMD) has commissioned [The Collett Consultancy](https://collettconsultancy.co.uk/) and [Jenni Waugh Consulting Ltd](https://jenniwaughconsulting.com/) to deliver a short, practical business planning programme intended to support four small to mid-size museums to develop their skills in line with the requirements of the Accreditation Scheme.

Over nine months, the programme will

* focus on realistic goal setting and priorities, relative to your museum’s size, capacity and ambition
* enable you to embed monitoring and review processes to aid ongoing action learning

# The programme will comprise:

* two in-person Business Planning workshops for a cohort of four museums. The workshops will take place at the beginning and end of the process.
* a bespoke mentoring session for each participating museum in autumn/ winter 2023
* supporting materials and worksheets for independent activity between workshops

Participating museums will work individually on developing their own business plans and monitoring systems, whilst sharing the challenges and breakthroughs as part of a wider cohort.

This model will provide an opportunity for you to raise issues particular to your own circumstances, enrich your learning and skills and share the journey together.

# Conditions of Participation

* The Practical Business Planning programme is open to Accredited museums or those officially registered as Working Towards Accreditation in the West Midlands region.
* NPOs and national museums are not eligible to apply
* **Successful applicants will nominate two members** of its workforce to drive this work within your organisation. These can be staff/ volunteers/ trustees. Not only is this better for succession planning, but it means you spread the load over the year.
* **Both nominated leads will need to attend both in-person workshops**. The first workshop will take place on **Thursday 20** or **Friday 21 July 2023**, depending on availability, and the second in **February 2024** (date to be confirmed).
* **Both nominated leads**, and other team members you feel should participate, will take part in the mentoring session scheduled to take place autumn/ winter 2023
* The programme will use the **Museum Organisational Health Check Tool (MOHC)** to support your business planning. By taking part you agree to upload your completed MOHC to the online survey that will be provided by **Tuesday 31 October 2023.**
* **Take part in the National Annual Museum Survey 2024** which helps us establish benchmarking for the museum sector regionally and nationally (spring/ summer 2024)
* **Complete a final report** by **Monday 18 March 2024**

# Programme Timetable

* Find out more – [Coffee and Chatter](https://mdwm.org.uk/events/coffee-and-chatter-copy-3/), Thursday 1 June 10.30am-11.30am
* Submission of Expression of Interest forms by **9am, Monday 26 June**
* Applicants will be contacted between Wednesday 28 June and Wednesday 5 July for any clarifications
* Successful organisations will be notified by **Wednesday 12 July**
* First in-person workshop will take place on **Thursday 20** or **Friday 21 July**
* Second in-person workshop **February 2024** (date tbc)

## Further Information

If you have any questions about the programme please contact Tonia Collett [tcollettconsultancy@gmail.com](https://igmt.sharepoint.com/sites/MuseumDevelopment/Shared%20Documents/General/Resilience%20G3/2023-24/Business%20Planning%20Programme%20JW%20TC/tcollettconsultancy%40gmail.com)

# Want to participate?

Please complete all sections of the Expression of Interest form on the next page and return the completed form to Tonia Collett [tcollettconsultancy@gmail.com](tcollettconsultancy%40gmail.com%20) no later than **9am, Monday 26 June**.

# Expression of Interest Form

## 1. Applicant Information

|  |  |
| --- | --- |
| **Museum name** | **Museum address and postcode** |
|  |  |
| **Name of lead contact** | **Position** |
|  |  |
| **Contact email** | **Contact number** |
|  |  |
| **Type of organisation** (please circle, highlight or make bold as appropriate) |
| Independent Museum Local Authority Museum University Museum |
| **Museum Accreditation status** (please circle, highlight or make bold as appropriate) |
| Full Accreditation Provisional Working Towards Accreditation  |
| **Please provide details of your museum’s total expenditure and income during 2022** |
| Total income: Total expenditure: |
| **How many visitors did you receive in 2022?** |
|  |
| **Please tell us about your operating context. Include relevant information such as opening times and restrictions, entry fees, typical audience/uptake, and activities programme.** (300 words maximum) |
|  |
| **Please describe your organisation’s structure** |
| Total board members:Total directors:Total staff (including freelance):Total volunteers: |
| **Please provide details of any business planning workshops, training or mentoring your organisation has previously undertaken?** |
|  |

## 2. Tell us more about why you’re applying for the programme

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| --- |
| **Please tell us the biggest challenges your organisation faces in terms of business planning and resilience.** (200 words maximum) |
|  |
| **In summary, what has been the effect of the Covid-19 pandemic on your operating model?** (200 words maximum) |
|  |
| **What do you hope to achieve from participation in the programme?** (200 words maximum) |
|  |
| **How do you plan to approach this programme?** *It’s essential that more than one team member is involved in this development programme (see Conditions of Participation).*Here you can tell us who your lead participants will be, what Board (or other managing body) support you might have in order to make changes, how you plan to set time aside to work on the actions outside the workshops. Do include anything else you feel we should know. (200 words maximum) |
|  |

I confirm that we will fully participate in the programme in accordance with the conditions of participation. I have the permission and support of the senior management team.

Signed: Date:

Please return the completed form to Tonia Collett [tcollettconsultancy@gmail.com](tcollettconsultancy%40gmail.com%20) no later than **9am, Monday 26 June**.