**Diversify Your Income Programme**

**Expression of Interest**

**ORGANISATION :**

**Programme lead name:**

**Additional Programme participant:**

**Email addresses of those above:**

**Please note:** *we ask that two individuals from each organisation sign up to the programme. We recommend these individuals have the ability to make decisions in their organisation**and have a remit of diversifying income*

**NB:** To be eligible for this programme you need to be an Accredited museum or working towards Accreditation and have completed the MDEM [Organisational Health Check](https://mdem.org.uk/support-grants/organisational-health-check/) within the last two years. West Midlands museums must complete the WMMD Organisational Health Check as part of the programme (if you haven’t already done so within the past 12 months).

This programme is aimed at organisations with ≤50,000 visitors a year.

**1) Can you provide an overview how your organisation currently makes its income?** *Eg In person ticket sales, online retail, room hire etc*

**2) What are you goals for diversifying income?**

**3) What are your current barriers to achieving those goals?**

**4) What do you hope to have achieved by January 2024?**

**5) Are you committed to participating in the Income Diversification programme between September 2023 and January 2024? Please consider the following: YES / NO**

Is your governing body signed up to participating in this programme of support?

Are you able to provide volunteers/members of staff to contribute as necessary – including your nominated volunteer / leader at every session?

Are some/all of the named individuals above able to join the programme workshops for the following programme dates? Please note all events take place online.

Programme meeting 1 – Tuesday 5 September 10am-12noon *(Online)*

Programme meeting 2 –Wednesday 15 November 10am-12noon *(Online)*

Programme meeting 3 –Wednesday 17 January 11am- 2pm *(In person)*

Coaching in-between meetings with each individual organisation, dates to be confirmed.

There will also be 8 training sessions which are available to all programme participants. These aren’t mandatory but we would strongly recommend you attend where possible and applicable. Please see the training programme outline for more information.

**6) Are you prepared to have action plans signed off by your governing body as an outcome of this programme? YES/ NO**

If there is an issue with any of the above, please outline your reasons here. These will be taken into account during the selection process:

**7) Are you happy for the information on this form to be shared with the programme facilitators and trainers who are external to MDEM/WMMD? YES/NO** You can view MDEM’s privacy policy including how we safeguard your data [here.](https://mdem.org.uk/privacy-policy/) You can view WMMD’s privacy policy including how we safeguard your data [here](https://mdwm.org.uk/privacy-policy/).

**Please be aware by joining the programme, you will need to complete the following throughout the year:**

- Benchmarking of your activity to show progress throughout the programme

- Annual Museum Survey 2024

- Case studies to be shared on the MDEM and WMMD websites

**Signed by (We will accept electronic signatures):**

**Project Lead:**

**Project Sponsor (member of the governing body):**

**Date:**

**Please note the closing date for expressions of interest is 16th July. Please return this form to** [**sarah.hartshorne@leics.gov.uk**](mailto:sarah.hartshorne@leics.gov.uk) **.**

**Please note the closing date for expressions of interest is 5pm, Monday 24 July. Please return this form to** [**mdem@leics.gov.uk**](mailto:mdem@leics.gov.uk)