**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 and have a remit of diversifying income in their organisation.*

**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 2 years. This programme is aimed at organisations with 5 or less staff, or who are completely voluntary.

**1) Can you provide an overview how your organisation currently makes its income?** *E.g. 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?**

**3) What do you hope to have achieved by January 2022?**

**4) Are you committed to participating in the Income Diversification programme between September 2021 and January 2022? 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 - Wednesday 8 September 2-4pm

Programme meeting 2 –Wednesday 3 November 2-4pm

Programme meeting 3 –Wednesday 12 January 4-6pm

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](https://mdem.org.uk/wp-content/uploads/Diversify-Your-Income-Training-Programme.pdf) for more information.

**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:

**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 Museums Data Survey 2021

- Case studies to be shared on the MDEM website

**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** **.**

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