

Options considered for increasing income for MOX

Option	Pros	Cons
1. Maintain free entry as per the status quo	Free public access maintained	Budget deficit remains No opportunity to develop audiences in partnership No additional income for marketing
2. Charge a higher entry fee	Potential to increase income	Could reduce footfall and income if too high
3. Enable free access for Oxford residents	Free public access maintained for Oxford residents	Some budget deficit would remain Additional administrative burden for staff and residents
4. Have fewer concessions	Could increase income	Could reduce footfall and reduce the accessibility of the museum
5. Concentrate on increasing room hire or changing the programme offer instead of charging	Could bring in some extra income	Some budget deficit would remain Hours of operations is only daytime and additional resource would be needed to cover outside of these Town Hall meeting rooms are not at capacity This could be done alongside charging with both income streams being monitored continually
6. Concentrate more on fundraising via grants and philanthropic giving instead of charging	Could bring in some extra income	Some budget deficit would remain Grants require additional capacity and delivery costs with little, if anything, left for bottom line contribution Concentrated fundraising already being done via the Museum Development Trust Fundraising could continue to be done alongside charging with both income streams being monitored continually

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