**Audience Diversification Notes**

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| **Who** - the new audience/s we want to serve are... |
| **Changes** – the key areas we may need to consider developing or changing are... |
| **Relevance –** we could further develop relevance of our offer to these new audiences by... |
| **Visitor Journey** – the key stage/s to consider developing or improving are... |
| **Partnerships –** partnerships we could develop to help spread our message or deliver the experience are... |