



Museum Development London
Fund the Future: Income Generation micro-consultancies
programme
2022-23
Guidance Notes for applicants

Micro-consultancies

Up to 4 'micro-consultancies' worth up to £3k, will provide specialist, site-specific advice from expert consultants to help museums to improve their income generation performance. The micro-consultancies will provide each museum with increased confidence and skills to successfully embed and approach identified methodologies into its work, resulting in increased income generation for the participants.

Successful applicants will work with our consultant, David Burgess of [Apollo Fundraising](#), to create:

- a fair and challenging summary of the museum's current income generation programme and its income generation needs
- an action plan, including project milestones to provide a roadmap for museums to strengthen their approach in relation to their identified needs and pointing museums to relevant sources of expertise as needed and emerging from their bespoke report

Further to creation of the bespoke action plan, each museum will receive support/'check ins' to help them to implement the action plan for a 3 month period. The exact format for mentoring support will be agreed with each museum individually and may be online via zoom or teams, via email or telephone.

On completion of the project participating museums will be asked to take part in evaluation and training sessions to disseminate findings from the project more widely.

Eligibility

Applications will be assessed against the following criteria:

- Applications are invited from museums that are located within the 32 London Boroughs or the City of London
- ACE funding can be allocated only to applications from non-national, museums that are Accredited or actively working towards Accreditation.
- Agreement to participate in evaluation of the scheme – includes completion of short evaluation form and agreement to participate in telephone interviews.

Selection

Preference will be given to museums, which can best demonstrate the following:

- Relevance of the project to key policy documents such as the forward plan, fundraising strategy, marketing plan
- Commitment to a whole organisation approach to this opportunity e.g. a commitment to include relevant staff from all levels within the museum
- A clear summary of what you perceive as the biggest challenges for your museum in terms of income generation over the next 3-5 years
- Commitment to share learning from involvement in the scheme with the wider museum community

How to apply

Applicants should complete the application form [here](#) and submit to the MDGrants email address at MDGrants@museumoflondon.org.uk Please put the name of the grant, xxx, into the subject header.

Deadline for applications to the programme

5.00 pm Monday 18 July 2022

Key dates re application

The application deadline is **5.00 pm on Monday 18 July 2022**

Outcome of the application process to be announced by **Wednesday 27 July 2022**

Income generation micro-consultancy projects to be completed by **end of January 2023**

Questions

If you have any questions about this programme please contact Yvette Shepherd, MDO for Organisational Health. Email: yshepherd@museumoflondon.org.uk



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