

MAYOR OF LONDON



London Borough of Culture

#mylocalculture

Top Tips for Sourcing Funding for London Borough of Culture Projects

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- Launched in 2017 to celebrate communities, increase access to culture, and provide creative opportunities and jobs.
- Title winners receive an award of £1.35m.
- Includes Liberty, the Mayor's flagship festival for D/deaf, neurodivergent and disabled artists.
- Cultural Impact Awards: £200,000 for smaller scale culture projects, including Haringey Feast in 2023.

Wandsworth Liberty Opening Party



Croydon Music Heritage Trail



WeAreLewisham Movimentos



Haringey Feast



**Historic
England**



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Funding Opportunities and Challenges

Opportunities	Challenges
Realising your project	Decreased availability of funding
Building new relationships & extending the reach of your project	Increased competition for funds
Advice & learning	Cost of Living
Increased investment into impact makers, grassroots, community representative work	

Top Tips

Pick the right funder: Read through the guidelines and eligibility criteria. Is the funder a good match for your project? Tailor each application to the specific funder.

Tell a clear story: Who? What? Why? When? Where? Explain what inspired the project, how the funding will solve an issue and the impact this will have.

Set SMART objectives: Set clear goals that your project will achieve. These should be specific, measurable, achievable, relevant and timebound within the project timeline.

Evidence: Back up your claims with relevant research and information. Who do you currently reach? Is there a lack of organisations offering this activity in the area? Data isn't only numbers - include examples of your previous work and successes.

Build in evaluation and legacy from the start: Explain how you will know you have achieved your project goals. How can you capture feedback from participants? What lasting impact will your project have? How will you measure this?

Top Tips

Plan your outreach and comms: How will you engage your target audience? Consider how you will share information about your activities with both communities and funders.

Plan your budget: Itemise all your costs and state how these will support your project goals. Include contingency, in kind support, access costs and ensure everyone is paid fairly.

Plan timelines: When will your key activities and project milestones take place? Build in earlier deadlines to give you contingency.

Confirm your team and partners: Know who will deliver what aspects of your project inside and outside your organisation. What experience and knowledge can they bring? Confirm all outside partners are happy to be involved before you submit.

Style: Write clearly in your professional voice. Make sure to proofread – typos happen to everyone. Have someone external check through.

What's next?

- Talk to people in the room – use the 1:1 market stalls to speak to funders directly
- Use online resources to support you writing funding applications:

[Arts Funding Resource Pack | PDF to Flipbook](#)



<https://thewhitepube.co.uk/funding-library/>



Mayor of London Funding

- Funding for projects celebrating and promoting culture, creativity and social value in communities



Open Funds

- **The Green Roots fund:** supports projects improving London's green and blue spaces.
- **Mayor's Community Weekend:** a partnership between The National Lottery Community Fund and the Mayor of London, supporting groups to host community led activities.

