



Museum Development Midlands

Stronger Museums Programme Information

Museum Development Midlands is delighted to be offering opportunities for intensive support, and one to one support surgeries through our **Stronger Museums** programme.

About Us

The Museum Development Midlands (MDM) programme invests in the development of individuals and organisations via a range of advice, information, initiatives, and small grants and directly supports the delivery of the UK Accreditation Scheme for museums and galleries in England. There are currently 241 Accredited museums across the Midlands region, plus 24 who are formally Working Towards Accreditation. The sector includes English Heritage, Independent, Local Authority, National Trust and University; with a diverse range of collections covering archaeology, archives, buildings, ceramics, costume, decorative and fine art, geology, industrial heritage and social history.

Stronger Museums Programme aim:

The programme will contribute to MDM's aim to support museums to operate more effectively, increasing their long-term viability and relevance.

The programme can provide support with a number of issues including:

- Governance
- Staffing
- Sustainability
- Income
- Fundraising
- Threat of closure
- Restructure or funding concerns

This programme has been running successfully in the East Midlands for a number of years with some excellent outcomes for a range of organisations. We relaunched the programme last year working with museums across the midlands together with Tonia Collett of Collett Consultancy. The programme contributes to Arts Council England's (ACE) Dynamism Investment Principle. <https://www.artscouncil.org.uk/blog/essential-read-dynamism>

The programme will run from now until the end of March 2026.

The Stronger Museums Programme consists of two different offers. Please indicate on the expression of interest form which support offer you are applying for. If you would like to discuss which offer would be most suitable to your organisation please contact helen.z.sharp@leics.gov.uk.

Please note that we have a limited number of places within each support offer. If you apply for intensive support and we are oversubscribed we may offer you a one to one surgery. We will aim to respond to your application for support within 10 working days.

a) Intensive Support

This will involve intensive one to one development support provided by Tonia Collett of Collett Consultancy who is working with MDM again this year to deliver the programme.

We can provide support to help you develop action plans and, where applicable, help access MDM small grants to enable implementation of aspects of your action plan.

The support offer can also involve training or facilitation of meetings, or supporting away days to other museums to share learning and best practice.

Tonia can also work with you to undertake an organisational health check (OHC) to better understand your priorities, needs, and to provide benchmarking data.

We can provide up to 4 days support per organisation.

Supporting the **Stronger Museums** support offer will be a cohort learning programme of 6 monthly sessions, supported by bi-monthly emails, resources and signposting, on the following topics:

- Accreditation
- Project Development
- Grant Application Writing
- Forward Planning

The cohort approach to learning brings together peer learning and sharing of best practice to better enable organisations to find new effective ways of working and problem solving, and to create supportive networks across the sector.

b) One to One Support Surgeries

We can also provide professional one to one support surgeries with Tonia. This is a lighter touch approach and can support with one or two areas that the museum may need advice or guidance on.

Who is eligible:

To be eligible for this programme you need to be an Accredited museum or working towards Accreditation in the Midlands. As part of the process we will ask you to complete the organisational health check where appropriate, a tool that we use to take strategic decisions about how best to offer support.

Priority will be given to non-NPO and non-National museums who are Accredited or Working Towards Accreditation.

How to apply:

For interested organisations who would like to know more please contact Helen Sharp
Museum Development Programme Officer at helen.z.sharp@leics.gov.uk.

To submit your application please complete the Expression of Interest form and return to
helen.z.sharp@leics.gov.uk.