



FUSION PRIZE JUDGING CRITERIA

All entries must meet the 'Eligibility Criteria'. Proposal Outlines submitted by 17th January 11.59PM. These should be emailed to culturemilelearning@museumoflondon.org.uk.

Each proposal will be assessed against the Entry Criteria by two members of the Culture Mile Team. The best proposals will then be considered by a Judging Panel of experts against the Judging Criteria. Six finalists will be chosen and given £1000 seed funding to explore and test their proposal further. The final stage will be a pitching session to the Judging Panel who will choose their winner based on performance against Judging Criteria.

Entrants will be expected to demonstrate the Criteria below at both stages of entry and pitching. The six finalists should have honed their thinking between the two rounds of judging and must have carried out some form of 'testing' of the concept. This testing could consist of user group feedback, market research, or other consultation.

Between being awarded seed funding and the pitching round finalists, who are not already a part of a registered company or organisation, must register to establish a legal entity that would be able to receive the £50,000 Prize. They can register as a company or charity as they wish.

In proposal budgets payment for staff time is acceptable. This should be limited to staff who are not already paid a full-time salary by a company or organisation if they are applying on behalf of that company or organisation, e.g. if a proposal comes from a company or organisation as a project within their ongoing portfolio of work the funding should not be used to enhance the salary of full-time contracted staff.

Criterion 1: Innovation

The judges will be looking for:

- Ideas that demonstrate new and imaginative ways of using creative or cultural activities to support fusion skills development



- An understanding of how the idea fills a gap in existing provision

Criterion 2: Potential for impact

The applicant must demonstrate a real understanding of the situation that their idea is helping to address. The degree to which their idea contributes to the skills development of young people is key, and applicants will be expected to demonstrate this.

Judges will be looking for:

- Ideas that demonstrate clearly an understanding of the issue(s) they are designed to address and the needs of the beneficiaries
- Ideas that show clearly how fusion skills will be developed by the young people involved
- An awareness of the other outcomes, i.e. other than Fusion Skills, for the young people involved (e.g. confidence, motivation, understanding, changes in attitudes or behaviour)
- To what extent testing and consultation with target groups has been carried out and how findings have been taken into account
- How the impact for beneficiaries will be measured

Criterion 3: Implementation and sustainability

Applicants should consider the practicalities of implementing their ideas including the cost of doing so, how beneficiaries will access the solution, and how they will make their solution sustainable so that it can continue beyond the pilot made possible by the £50,000 prize.

Judges will be looking for:

- A demonstrable understanding of who will benefit, how applicants will reach the beneficiaries and how they will sustain engagement
- A well thought out communications plan
- Value for money and affordability



- How the solution compares to existing provision that is addressing similar needs
- A considered and researched business plan/delivery model that demonstrates the scalability and sustainability of the solution
- How any intellectual property rights will be addressed