



DELIVERED BY



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**

## Application Forms for WMMD Small Grants Scheme Available Today!

Application forms are now available for the West Midlands Museum Development Small Grant Scheme 2016-17. Museums may apply for grants of £500-£3,000 for audience development projects which help museums:

- Better understand who their visitors and non-users are
- Evaluate and analyse information to assess visitors' needs
- Inspire engagement with harder to reach groups
- Improve the culture of customer care through staff and volunteer training
- Improve access to buildings, services and facilities
- Respond to tourism and local priorities where appropriate
- Implement projects to increase fundraising opportunities
- Develop cross cultural activities
- Create accessible marketing and promotional activities aimed at visitors and potential visitors

We especially welcome applications for audience development projects that will help museums to engage with new groups and encourage more equality and diversity.

---

WMMD Small Grant Application Form 2016 can be downloaded [here](#)

A PDF version is also available [here](#).

If you are considering applying to the fund you must download and read the '[WMMD Small Grants Guidance 2016](#)' in full.

A PDF Version is also available [here](#).

We would also recommend that prospective applicants attend our 'Funding for Your Museum' training 15 June 10am-4pm, Venue TBC. Book your place [here](#).

---

Completed application forms must be received by  
**5pm Monday 11 July, 2016**

*Please note applicant organisations must be Accredited, provisionally Accredited or formally working towards Accreditation. Major Partner Museums are not eligible for this funding.*



West Midlands Museum Development  
c/o The Ironbridge Gorge Museum Trust

Coalbrookdale

Telford

Shropshire

TF8 7DQ

Tel 01952 435900

[wmmd@ironbridge.org.uk](mailto:wmmd@ironbridge.org.uk)

As an Accredited Museum (or one working towards Accreditation) you have received this e-newsletter as part of the new West Midlands Museum Development Programme. To unsubscribe from this mailing list please click 'unsubscribe' below.

[Preferences](#) | [Unsubscribe](#)