Guidance Notes

The Small Grant Scheme is part of the West Midlands Museum Development Programme (WMMD), funded by Arts Council England (ACE) and underpinned by ACE's 10 year strategic framework 'Great Arts and Culture for Everyone'.

The aims of the funding:
The Small Grant Scheme supports projects to help museums in the West Midlands increase access to and engagement with their collections.

Grants will support museums who demonstrate how they use their collections and planning to reflect the diversity of their current and potential audiences. They need to show evidence of how the 'Creative Case for Diversity' is at the heart of everything they do, from consulting with diverse and underrepresented groups to diversifying their programmes, collections and exhibitions.

All projects should show how they seek to develop and respond to audience development opportunities; improving the services on offer, strengthening sustainability, building resilience and creating new conversations and activity around collections.

You might like to consider projects that build on WMMD activity that your museum has previously participated in eg Expert Eye, Diversity Champions, Ready to Borrow, Mystery Shopper etc.

Please Note:
- Previous recipients of the Small Grant Scheme are eligible to apply if projects have been completed to the required terms and conditions
- We recommend that all applications are discussed with your Museum Development Officer (MDO) prior to submission

KEY DATES

Deadline to submit application	9am, Monday 11 March 2019
Notification	w/c Monday 25 March 2019
Projects commence	1 April 2019
Interim Report	1 November 2019
Projects must be completed	2 March 2020
Deadline for submission of all project claims	21 March 2020
Final Report	1 May 2020

Information for Applicants

Is your museum eligible?	• Museums must hold Accreditation (including Provisional Accreditation) or be formally Working Towards Accreditation. To check your status, please see the List of Accredited Museums at **https://www.artscouncil.org.uk/document/list-accredited-museums-uk-channel-islands-and-isle-man** • National Portfolio Organisations are not eligible to apply
Your project is suitable for this scheme if it helps fulfill one or more of the following criteria:	• Develop a better understanding of who your visitors and non-users are • Evaluate and analyse information to assess visitors' needs • Inspire engagement with harder to reach groups • Improve physical and intellectual access to collections • Develop cross cultural activities • Create accessible marketing and promotional activities aimed at visitors and potential visitors
Project Timescale	Your project must start no earlier than 1 April 2019 and finish no later than 2 March 2020. If it does not start and/or finish within these dates your project is not eligible for this funding.
How much can you apply for?	You can apply for amounts between £500 and £3,000.

Eligible costs	Funding is only available for projects and activity that commence once WMMD has received a signed copy of the Grant Offer Letter; which will be issued week commencing 25 March 2019. All projects (and expenditure) must be completed by Friday 2 March 2020.
	• Costs can include items such as:-
	   o marketing materials
	   o display materials
	   o website development
	   o training costs which are linked to the project
	   o consultancy for project development
	   o market research
	   o marketing and press campaigns
	   o development and implementation of events and activities
	   o exhibition interpretation
	   o support for improving store accessibility
	• Ineligible costs include:-
	   o capital expenditure including furniture
	   o travel costs for staff or volunteers
	   o costs for existing staff or to provide backfill for existing staff deployed to deliver the project
	   o attendance at conferences and or membership subscriptions
	   o alcohol (e.g. within event catering costs)
	   o contingency

What can museums not apply for?	This grant scheme cannot be used for the following: • costs you have to pay for before a decision is made on your application by West Midlands Museum Development • costs that are already covered by other funding / income

	• goods and services, including consultants and contractors, that have not been appointed in accordance with the requirements set out
How will grant applications be assessed?	The panel will be looking for evidence of:- • A demonstrated need, i.e. why the project is needed, and by whom • Clear aims and objectives • Details outlining when and how the project will be implemented • Costs appropriate to scale and nature of your project • Value for money • Outcomes and outputs that relate to your Business Plan (Forward Plan) and support the Creative Case • Alignment to the grant values
Will the grant cover VAT?	• The grant will cover VAT that you cannot recover from HM Revenue and Customs. • VAT registered museums should show all costs and claims exclusive of VAT. Those not registered for VAT should show all costs and claims inclusive of VAT. Appropriate invoices (with VAT or without VAT) should be sent.
How will the money be paid?	• 100% of the grant will be paid by cheque when projects commence on 1 April 2019, subject to signed acceptance of the offer terms and conditions
Specific conditions	• Successful applicants, receiving a grant under this scheme must ensure that they forward all copy invoices for expenditure to WMMD no later than Friday 21 March 2020 • A final report (using the attached reporting template) must be submitted on completion of the project and by no later than Friday 1 May 2020 • An interim report must be received by WMMD no later than Friday 1 November 2019 • Successful projects must acknowledge the Small Grant funding from WMMD on all print and online marketing materials. Wording and logo will be provided.

How to Apply

Please speak to your MDO before applying. Please complete the Application Form which can be downloaded from our website **www.mdwm.org.uk** or requested by emailing **wwmd@ironbridge.org.uk**

How will applications be assessed?

This is a competitive application process. Each application will be assessed against criteria by the Award Panel. The panel is comprised of independent sector experts and team members from Ironbridge Gorge Museum Trust and West Midlands Museum Development. The panel's decision is final. Museums will be notified of decisions on the date specified above.

THE APPLICATION FORM

APPLICANT DETAILS

Please ensure that all boxes are completed and include the name of the person who will be the primary point of contact for any queries about the application. This information will be held on our database to process and monitor your application and, if successful, grant.

SECTION ONE: What is the grant for? How will you use the money?

a. Please provide a brief summary of the project you are asking us to support; stating why your project is needed and by whom. **(max 500 words)**
- Please provide a detailed explanation of the project to help the Award Panel to understand your proposed project
- This should include the work that will be carried out, highlighting why your project is needed, by whom and include any evidence collected to demonstrate need

b. What will happen as a result of the project? Who will benefit?
- Quantify your expected project outputs (measurable targets) and state your expected outcomes (impact on audiences, staff and volunteers). These should be realistic and used for reporting purposes.
- Who will benefit as a result of the grant funding?
- It is important that any wider benefits are highlighted, especially in relation to how the project will engage new audiences with collections and respond to equality and diversity

c. How will the project support **(max 400 words)**
- ➢ **the aims and objectives of your Business Plan (also known as a Forward Plan)?**
- ➢ **the Creative Case for Diversity?**
- Provide details of how the grant and the work to be carried out will support the museum's Business Plan. It is important that you explain how the grant will support the museum's aims and objectives as set out in the Business Plan. This is to ensure that grant funding is targeted at priorities which will help to improve the services offered to local communities by museums in the West Midland region.
- A copy of the relevant pages of the Business Plan must be submitted along with the completed application form
- Please detail how your project relates to ACE's Creative Case for Diversity and how it will encourage a more diverse audience base
- Does it involve engaging new groups and/or encouraging equality and diversity?

d. How will you measure whether the project is successful?
- How will you measure your outputs and evaluate your outcomes?
- Please give an indication of how you will mitigate any serious risk to the project

e. What is the estimated timescale of the project? Who will be responsible for delivering the project?
- Please give indicative timings for your project. It is important that you are comfortable with the project timescales and that all project expenditure will have been paid for by 21 March 2020. It will strengthen your application if you verify who will be responsible for the delivery of the project and highlight their experience and credentials in having delivered similar projects.

SECTION TWO: Finance

a. Is the museum VAT registered?
- Please answer this question carefully and ensure the costs quoted in section three exclude or include VAT as appropriate.
- VAT-registered museums should show all costs and claims exclusive of VAT. Those not registered for VAT should show all costs and claims inclusive of VAT. Appropriate invoices (with VAT or without VAT should be sent).

b. Costs
Please provide a list of the specialist services/equipment/or materials you need in order to deliver the project.
- Please provide a list and evidence of the costs for the various items or services you are seeking funding for
- Applications must include project costing and quotations to be sent as email attachments or hard copies
- Do not include a contingency cost as this will not be considered by the panel

c. Match Funding
What resources you will be contributing to this project? This can be in cash or in kind and for example could be volunteer time, match funding etc. Please indicate whether this includes/ excludes VAT.

Volunteer time should be costed as follows: £50 a day for unskilled work, £150 a day for skilled work and £350 a day for a professional.

d. Grant Applied For
How much funding are you seeking from the Small Grants Scheme?
This should be the difference between points b and c.

SECTION THREE: Agreement

Please ensure you have read and agree to the statement before signing and dating your application.

GOOD LUCK WITH YOUR APPLICATION!

Sending applications by email:
- *Please ensure that your subject line does not contain any full stops or commas*
- *Please ensure that attachments do not contain any full stops or commas (file extensions are acceptable for example .docx)*
- *We can accept Word documents and PDF files*
- *All images must be in JPEG format*
- *If your email contains over 8MB of attachments please send via We Transfer*
- *We will acknowledge receipt of your application within one working day. If you haven't heard from us after this time, please contact us immediately.*