



Recovery Grant 2020

Art Fund_

Guidance Notes

The Recovery Grant is part of the West Midlands Museum Development Programme (WMMD), funded by Arts Council England (ACE) with additional funding from Art Fund.

The aims of the Recovery Grant:

For some museums recovery is about planning to reopen but for others it is about seeking new ways of engagement or looking at an alternative business model whilst remaining closed until next season. The Recovery Grants aim to provide support for both. Whether it is reopening or remaining closed applicants are required to ensure approaches address equality and accessibility.

We will prioritise applications from museums located in areas of low cultural engagement, where the museum is the main cultural offer in a locality, and/or where museums that have niche collections outside the larger city institutions.

The Recovery Grant will support Accredited museums or those formally Working Towards Accreditation in the West Midlands that were ineligible for ACE's Emergency Response Fund, Historic England or National Lottery Heritage Fund's (NLHF) Heritage Emergency Fund.

National Portfolio Organisations and National museums are not eligible to apply.

Museums that have been unsuccessful in applying for the ACE, Historic England and NLHF funds may apply.

Museums that were successful for WMMD Emergency Funding are eligible to apply.

Please Note:

- The total budget of up to £60,000 will be split equally between two panels. The deadline for the first panel is 5pm, Friday 28 August 2020. The deadline for the second panel is 5pm, Friday 9 October 2020.
- Your application will be presented to the first available grant panel after its receipt
- You may only apply once
- We encourage applicants to carefully consider the value of their grant requested in order to support as many museums as possible
- We strongly recommend that you discuss your application with your Museum Development Officer (MDO) before you submit it

KEY DATES

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| You can apply from | Friday 3 July 2020 |
| To be included in panel one you must submit your application form no later than | 5pm, Friday 28 August 2020 |
| We will tell you if you have succeeded on | Wednesday 16 September 2020 |
| To be included in panel two you must submit your application form no later than | 5pm, Friday 9 October 2020 |
| We will tell you if you have succeeded on | Wednesday 21 October 2020 |
| If successful, you must complete and submit an Organisation Health Check and any other information requested by | 1 December 2020 |
| You must complete your activity expenditure by | 1 March 2021 |
| You must submit your final paid invoices by | 1 April 2021 |
| We expect your Final Report by | 1 April 2021 |

Information for Applicants

1. Is your museum eligible?

Your museum 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 and National museums are not eligible to apply.

Museums in receipt of ACE's Emergency Response Fund, Historic England or NLHF's Heritage Emergency Fund are not eligible to apply.

If you are awaiting a decision from NLHF please advise us of the outcome as soon as possible.

2. How long have I to spend the grant?

The grant must be spent by 1 March 2021.

3. How much can I apply for?

You can apply for any amount between £500 and £10,000.

4. What will we fund?

We WILL consider applications for activity/ expenditure that will support your museum through the recovery period. The following is not an exhaustive list and could include:

- Adapt existing, or develop new, ways to connect with your community. Activity could include
 - tools for digital audience engagement
 - training costs
 - market research
 - marketing and press campaigns
- Purchase materials and equipment to improve or restart activity. Equipment could include
 - PPE equipment
- Support activity to assess the viability of and readiness for reopening.
- Consultancy support for business remodeling, finance, governance, H&S

You should ensure approaches address equality and accessibility.

If you are unsure whether a cost could be covered by the grant funding please contact your MDO for clarification before making an application.

We will only provide funding for costs and activity once WMMD has received your signed copy of the Grant Offer Letter. All expenditure must be completed by 1 March 2021.

5. What won't we fund?

We will not consider activity/ expenditure that does not address significant financial or organisation challenges resulting from the Covid-19 pandemic, for example:

- revenue costs such as salaries and general running costs
- building (capital) work
- travel costs for staff or volunteers
- contingency

In addition, you cannot use the Recovery Grant money for:

- any costs you have to pay before a decision is made on your application by West Midlands Museum Development
- any costs that are already covered by other funding/ income
- any goods and services, including consultants and contractors, that have not been appointed in accordance with the Recovery Grant requirements

6. 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.

Museums not registered for VAT should show all costs and claims inclusive of VAT.

You must send us all appropriate invoices (with VAT or without VAT) when submitting your final accounts.

7. How will the money be paid?

We will pay you 100% of the grant via BACS payment once we have received your signed acceptance of the Recovery Grant terms and conditions.

8. What do we expect you to agree when we offer a grant?

- You must **complete and submit an Organisation Health Check** and any other information requested by WMMD by 1 December 2020
- You must **complete and invoice for all activity expenditure** by 1 March 2021
- You must **forward all copy invoices** for expenditure to WMMD by 1 April 2021
- On completion of the project, you must **submit a final report** (using our reporting template) by 1 April 2021

9. What is the Organisational Health Check?

The Organisational Health Check is a self-assessment tool for museums which will take around an hour to complete.

It is designed as an indicator to help you highlight your museum's current best practice, understand where the museum has areas of development and to feed into your forward planning.

This will enable you to prioritise areas of working over the next 12 months and provide you with a benchmark for future work.

The organisational health check asks an overarching question about your museum's Forward Plan and then addresses six themes:

- governance and leadership
- financial planning and resources
- people development and management
- working practices
- audiences
- collections

By completing the organisational health check you will receive a bespoke advisory report with a summary of your results and suggestions of where to access support in your highlighted areas of need.

The information gathered via the Organisational Health Check will be used by Museum Development regionally and nationally to understand current trends and create targeted support for museums.

We will use the information gathered to inform programming and development support. Your museum will be invited to join programmes if you have indicated that they are a priority for your organisation.

As we repeat the Museums' Organisational Health Check every two years it will allow you to see how your museum has evolved, highlighting where you've developed and potential areas for growth in the future.

How to Apply

Please speak to your MDO about your planned activity 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

10. How will grant applications be assessed?

We will prioritise applications from museums located in areas of low cultural engagement, where the museum is the main cultural offer in a locality, and/or where museums that have niche collections outside the larger city institutions.

This is a competitive application process. Each application will be assessed by a Grants Panel comprised of team members from Ironbridge Gorge Museum Trust and West Midlands Museum Development.

The panel will assess your application against the following criteria:

- The grant fulfils a demonstrable need, i.e. make sure you tell us why the funded activity is needed
- You provide a clear outline of how the grant will support your museum, its longer term recovery and how it will be implemented
- Your proposed costs are appropriate to scale and nature of your application

Applications will be assessed at two panels. Museums will be contacted regarding the decision of the first panel on Wednesday 16 September. The decision of the second panel will be advised on Wednesday 21 October.

The panel's decision is final.

11. Completed Applications

We will only accept applications submitted using our grant application form.

Please send your completed application forms by email to wwmd@ironbridge.org.uk

The final closing date for applications is: 5pm, Friday 9 October 2020

12. Sending applications by email

- Ensure that your subject line does not contain any full stops or commas
- Ensure that attachments do not contain any full stops or commas within their name for example in a date (file extensions are acceptable for example .docx)
- We can accept Word, Excel and PDF files
- If your email contains over 8MB of attachments, please send all the documents to us 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.

Notes on completing the APPLICATION FORM

13. APPLICANT DETAILS

Please ensure that you complete this section thoroughly and provide up to date details for the named person who will be the primary contact for any queries about the application. We will hold this information on our database to help us process and monitor your application and, if successful, your grant.

Tell us here how much grant funding you wish to apply for.

Remember to stick to the word count!

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

Section one is designed to inform the Grants Panel about the need and the impact that a Recovery Grant will have on your organisation and its heritage.

a. What is your activity? (max 50 words)

Tell us what your need is in 50 words

- Keep it simple, keep it clear.
- Would someone who knows nothing about your situation clearly understand what you want to achieve if they read this section? If they don't the grants panel won't either!

b. What are your outcomes for this funded activity?

Clearly list the expected outcomes.

c. What are your priorities for recovery and/ or reopening after Covid-19? How have you identified these priorities and how does the funded activity support these? (max 200 words)

Provide an explanation to help the Grants Panel to understand more about your proposed activity and include a summary of any evidence you have collected to demonstrate need.

d. Please tell us what difference this funding would make to your museum in the short-term? (max 200 words)

Tell us about the work that will be carried out, highlighting why the grant is needed.

e. How will the funded activity support your strategic planning and improve your long-term resilience? (max 200 words)

Tell us how the activity funded by the Recovery Grant support you and your museum to develop your service and relationships with your communities.

This will ensure that we are targeting our grant funding at achieving priorities which will improve the services offered to local communities by museums right across the West Midland region.

f. How will you measure the success of the funded activity? Who will be responsible for delivering the project and managing the funding? (max 200 words)

This is where you tell us how you will measure your outputs and evaluate your outcomes. What will success look like and how can you prove you have achieved it?

For example:

- will you have a physical outcome?
- will you meet a specific safety requirement?

- will you gather quantitative data such as website traffic or qualitative visitor feedback?

We also want to see that you have thought about things that might challenge your successful completion of the project and how you plan to mitigate or ease any serious risk.

Make sure that there is a person or shared team able to ensure the grant is managed in line with your application.

Please provide name, role and contact details.

g. What is the estimated timescale of the funded activity?

Tell us the probable timeline of your project. Bear in mind that your activity expenditure must be completed and paid for by 1 March 2020. Make sure you are comfortable that you can deliver everything, with a little room for flex, within the time allowed.

15. SECTION TWO: Grant funding breakdown

a. Grant Applied For. How much funding are you seeking from the Small Grant Scheme?

b. Is the museum VAT registered?

Tell us the total amount of grant funding you need from us.

- VAT registered museums should show all costs and claims exclusive of VAT
- Museums not registered for VAT should show all costs and claims inclusive of VAT

If this statement causes you confusion, check your status with your MDO.

At the end of the project, you should submit the appropriate invoices (with VAT or without VAT).

c. Project Costs: Provide an indicative list of all the project costs including the specialist services/ materials/ or equipment required to deliver the project.

This is where you describe and list the costs of the various items or services you need to pay for. This includes elements that will actually be paid for with match funding.

We expect you to include evidence of the costs, like quotations or price sheets, as email attachments.

Make sure that you are only asking for funding for things that the Recovery Grant will pay for (check sections 4-6 to be sure). Do not include a contingency cost as this will not be considered by the panel.

Finally, make sure that the costs quoted in here exclude or include VAT as appropriate. Again, if in doubt, check with your MDO.

d. Match Funding

Tell us here about the resources you will contribute to this project.

This can be either cash or in kind. For example, this could be volunteer time, match funding partner contributions like free use of their resources etc. Please indicate whether this contribution includes or excludes VAT.

Volunteer time should be costed at National Living Wage.

Make sure that when you add up (a) the Grant Applied for and (d) the Match Funding that they equal (c) the overall costs of the project

16. SECTION THREE: Agreement

Ensure that you have read and accept the terms of the agreement. The declaration must be signed and dated by the CEO, Chair, Director or Head of Museum Service.

Good luck with your application!