

## **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:**

The Recovery Grants aim to support museums to re-build their offer to audiences and organisational strength in response to the impact of the Covid-19 crisis.

WMMD is committed to its role in developing an inclusive sector. We will prioritise funding for activity which seeks to improve representation within the organisation, the work it produces and the audiences it engages.

We will prioritise applications from museums who have not been awarded Cultural Recovery Funding (CRF) and are 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.

Museums who have previously received a Recovery Grant from WMMD are eligible to apply providing their final report has been submitted.

Museums which have an open grant award with WMMD which is expected to finish after 27 August 2021 are not eligible to apply.

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

### **Please Note:**

- There is a total budget of up to £42,000
- The deadline for applications is 5pm, Friday 27 August 2021.
- 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

You can apply from	Friday 2 July 2021
'Confident Bid Writing' workshops with Jenni Waugh via Zoom available on	Wednesday 21 July, 1-4pm Thursday 22 July, 10am-1pm
Focused Coffee and Chatter: Confident Bid Writing Presentation	Thursday 4 August, 10.30-11am
You must submit your application form no later than	5pm, Friday 27 August 2021
We will tell you if you have succeeded on	Monday 20 September 2021
If successful, you must complete and submit an Organisation Health Check and any other information requested by	1 December 2021
You must complete your activity expenditure by	1 March 2022
You must submit your final paid invoices by	1 April 2022
We expect your Final Report by	1 April 2022
You must complete the Annual Museum Survey 2022 by	September 2022 (tbc)

## 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>

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## 2. What outcomes must my project address?

Your project must achieve a **minimum of one** of the following outcomes listed under Communities; Workforce, Leadership & Governance **OR** Collections and Programming.

These outcomes are underpinned by Arts Councils [Inclusivity & Relevance Investment Principle](#).

Communities	Workforce, Leadership and Governance	Collections and Programming
<ol style="list-style-type: none"><li>1. Recognise under-served communities and take action to actively develop and grow relationships with them</li><li>2. Reach out, listen to and involve local communities to inform our work and practice</li><li>3. Work in partnership with creative practitioners and organisations who can help us build a meaningful relationship with those communities</li><li>4. Build trust and a sense of belonging for under-served communities through removing barriers and increasing access, opportunity, participation, and involvement</li></ol>	<ol style="list-style-type: none"><li>1. Actively nurture a more inclusive organisational workplace which values and develops the talent of all the people we work with, including freelancers and employees</li><li>2. Foster a safer workplace where harassment and discrimination are challenged and eliminated</li><li>3. Identify and remove biases and barriers in organisational cultures and structures that reinforce inequality and block opportunity</li><li>4. Adopt a data-led approach to identify and respond to under-representation across our governing bodies, leadership roles and the workforce in relation to protected characteristic groups and those from lower socio-economic backgrounds</li><li>5. Identify actions and set targets to drive and monitor change</li></ol>	<ol style="list-style-type: none"><li>1. Recognise the creative value of diversity by committing to work that is representative of and relevant to more people</li><li>2. Commit to inclusion and better representation across all creative practitioner roles*</li><li>3. Invest in creating opportunities for a more diverse range of people to join the talent pipeline into the sector. This will include ensuring programming and talent development activity is designed to recognise and remove barriers to participation</li><li>4. Provide better access to resources and cultural spaces to empower under-represented creative practitioners* to share their stories</li></ol>

You may opt to address more than one outcome, but please don't commit yourself to trying to achieve more than you can reasonably manage within the project delivery and timetable.

\**Creative practitioners = Individuals undertaking roles such as collections development, exhibitions, programming, developing activities and events*

### **3. How long have I to spend the grant?**

The grant must be spent by 1 March 2022.

### **4. How much can I apply for?**

You can apply for any amount between £500 and £5,000.

### **5. What will we fund?**

#### **We WILL provide funding for: Note the following is not an exhaustive list**

- Materials and equipment to improve or restart activity
- \*‘Small value’ ICT equipment (the case for investment must include a clear explanation of the need for this as part of the project aims and objectives)
- Training and development for staff and volunteers
- Consultants and contractors to support activity such as:
  - adapt existing, or develop new, ways to connect with your community
  - marketing
  - business planning
  - governance
  - H&S

*\*Please refer to capital expenditure guidance in ‘What won’t we fund?’.*

We welcome applications that seek to test new ideas and ways of working for your museum. Applicants seeking to apply for funds to carry out scoping activity/ to test their idea on a smaller scale/ run a pilot project are welcome to apply under this scheme providing the project meets the aims of the scheme.

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 2022.

### **6. What won’t we fund?**

#### **We WILL NOT provide funding for:**

- revenue costs such as salaries (including backfilling posts) and general running costs
- building (capital) work\*
- the acquisition of items for collections
- travel costs for staff or volunteers
- contingency

*\* For general guidance capital is defined as one-off expenditure that results in the acquisition, construction or enhancement of significant fixed assets including land, buildings and equipment.*

*In accounting terms, any costs that will be charged to the Balance Sheet, and released to the Income and Expenditure account over the life of the asset created.*

*As this can vary depending on the size and nature of your business applications will be reviewed on a case-by-case basis.*

#### **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 WMMD
- 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

## **7. 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.

## **8. 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.

## **9. What do we expect you to agree when we offer a grant?**

Successful applicants must:

- **uphold the [Principles for Working with Freelancers](#)** Please see 10. Working with Freelancers/ Consultants
- **ensure approaches meet current accessibility requirements and recommended good practice**, using examples and resources developed by [South West Museum Development](#) and those listed on [WMMD EDI pages](#)
- **acknowledge the Recovery Grant funding from WMMD and ArtFund** on all print and online marketing materials using the wording and logo we will provide
- **complete the Organisational Health Check Tool** (if not already done so in last 12 months) and other information requested by WMMD by 1 December 2021
- **complete and invoice for all activity expenditure** by 1 March 2022
- **forward copies of all receipts and invoices** of expenditure to WMMD by 1 April 2022
- On completion of the project, **submit a final report** by 1 April 2022
- **complete an Evaluation Survey** for Museum Development Network and Art Fund when requested
- **take part in the National Annual Museum Survey 2022** which helps us establish benchmarking for the museum sector regionally and nationally (by September 2022)

## **10. Working with Freelancers/ Consultants**

WMMD is committed to supporting freelancers/ consultants working in the museum and heritage sector.

Applicants seeking to include work with freelancers/ consultants as part of their application should be aware of the [best practice guidance](#) developed by [South West Museum Development](#) in partnership with [Museum Freelance](#).

Successful applicants will be expected to uphold the [Principles for Working with Freelancers](#) as part of the terms and conditions of their award.

## **11. What is the Annual Museum Survey?**

WMMD undertakes an Annual Museum Survey for the West Midlands and all Accredited Museums and those Working Towards Accreditation are invited to take part.

The purpose of the survey is to gather evidence to help demonstrate and prove the social and economic importance of museums both locally and regionally to funders and stakeholders.

You can find out more and view the latest reports [here](#)

## **12. What is the Museum Organisational Health Check?**

The MOHC 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.

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.

## **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](http://www.mdwm.org.uk) or requested by emailing [wwmd@ironbridge.org.uk](mailto:wwmd@ironbridge.org.uk)

### **13. How will grant applications be assessed?**

We will prioritise applications from museums who have not been awarded Cultural Recovery Funding (CRF) and are 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 WMMD.

The panel will assess your application against the following criteria:

- The activity is viable, achievable and clearly planned
- 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
- Outcomes will demonstrate impact of funds

The panel's decision is final. Museums will be notified of decisions on the date specified above

### **14. 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](mailto:wwmd@ironbridge.org.uk)

Remember to attach copies of supporting evidence such as quotations with your application.

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.

**The closing date for applications is: 5pm, Friday 27 August 2021**

## **Notes on completing the APPLICATION FORM**

### **15. 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.

### **16. 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. Please select your outcomes for this funded activity.**

Select a minimum of one project outcome listed under Communities, Workforce, Leadership & Governance **OR** Collections and Programming.

- You are under no obligation to select more than one
- We strongly encourage you not to claim you will achieve more outcomes than you realistically can deliver

#### **c. Outline your project in more detail, showing your priorities for your ongoing recovery following 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 supports 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. Please state how you have considered inclusion and accessibility in the activity relating to your application (max 200 words)**

This could be through your programming, partnerships and/ or creative activities.

For example:

- Your activities (events, programmes, exhibitions) have strong elements of consultation, co-curation and/or partnership working with specific audience groups to create content.
- Review and develop internal processes and policies to develop more inclusive recruitment and workplace practices using resources such as ACE's [Culture Change Toolkit](#)
- Any films produced will be [captioned](#) for people who are hard of hearing, D/deaf and have sensory processing difficulties.
- Your planned website amends meet [Web Content Accessibility Guidelines \(WCAG 2.1\)](#) to level AA

Applicants will be required to **ensure approaches meet current accessibility requirements and recommended good practice**, using examples and resources developed by [South West Museum Development](#) and those listed on [WMMD EDI pages](#).

**g. Please state how you have considered your organisation's environmental responsibility in the activity relating to your application (max 200 words)**

This could be through your procurement practices, programming, partnerships and/ or creative activities.

For example:

- Exhibition and displays use sustainable materials
- Supporting visitors to make greener choices: encouraging visitors and staff to use public transport with better signage, information and incentives
- Making your commercial offer green (sustainable suppliers and products)
- Making energy efficiencies (use of LED bulbs with dimmer switches and timers)

**h. 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 output?
- 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.

**i. 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 2022. Make sure you are comfortable that you can deliver everything, with a little room for flex, within the time allowed.

## **17. SECTION TWO: Grant funding breakdown**

**a. Grant Applied For. How much funding are you seeking from the Recovery 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**

## **18. 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!**