



## Frequently Asked Questions

# The Great Escape – Museum Development England Grant programme

Image credit: © Luke McGarry, 2022

The following FAQ has been generated from the Museum Development England workshops delivered across England over the previous two weeks and questions received from potential applications by Museum Development England regional teams.

These FAQ accompany the existing guidance and resources provide on our website. The FAQs have be grouped under the following headings:

## Consortia and Partnerships

We are an organisation that manages several arts, heritage and cultural venues. Would we be considered an organisation and therefore can only apply for £3,000?

**Correct. You can only one grant application per organisation. The key point is that the maximum for grant funding is £3000 per organisation, not £3000 per venue or site.**

**However, a multi-site organisation can apply for itself and not require delivering across all its sites. Alongside this application, one (or more of its sites can apply to be part of a consortia led by a different organisation. Clearly this scenario still needs to be informed by the project and participants in terms of delivery and locality. For example, they cannot be funded twice for the same activity, the site isn't part of the main organisations project, the site concerned would be delivering as part of a separate project in a specific locality (village, town, city, district) as part of another organisation's consortia project. These two projects could not both engage with the same school or deliver in the same locality.**

Do all consortium members have to be confirmed before submitting?

**Yes, applications should come from a consortium where all partners are aware of, jointly developed and agreed to delivering their element of the project. It is important that the proposed distribution of funding proposed project costs is agreed in advance set out in the application.**

Is there a requirement about the types of organisations in a consortium bid i.e. can it be a mix of Accredited/ not accredited museums – and does the accredited organisation have to be the lead partner?  
**All organisations within the consortium must meet the eligibility criteria. It is not a requirement that the accredited museum is the lead in place of the non-Accredited Museum.**

## Eligibility of Organisations for funding

It is important to point out that the guidance provided on eligibility in this FAQ is focused on the small grant programme operated by Museum Development England. Therefore, organisations ineligible may still be eligible and welcomed to engage in in the wider The Great Escape project.

The eligibility guidance applies to all criteria. To receive funding this eligibility criteria must be met by individual applicant organisations, lead organisations for consortia AND all member applicants within the consortia.

There are four 'checks' for eligibility and to be awarded funding it is essential that you can say 'yes' to all four of the following:

1. You are applying as a Museum, Gallery or Historic House
2. You have a public presence (e.g. have a building or space open to the public OR a public outcome ( e.g. operate a public art programme through which the public engage)

3. You can demonstrate that you operate to standards of best practice e.g. Museum Accreditation Scheme
4. Your organisation does not exist to make profit and are registered for public interest such as Charity Commission, Local Authorities, University

Does the lead partner need to be a museum, or can a support charity lead the consortia and distribute to museums/heritage sites?

This grant funding is directed at Museums, Galleries or Historic Houses, so the application needs to come from one of these eligible organisations OR an organisation that operates one, so for example a Local Authority that operates a museum and is applying for the museum to deliver the project. All partners within a consortium must be a Museum, Gallery or Historic House.

If you were an accredited museum, can you work with a charity that is not and both apply for the £3000

The charity would need to also be a museum gallery or historic house. If they were, then this would be eligible as consortia bid for up to £6,000. If the charity is not a museum gallery or historic house, then it isn't an eligible consortia partner. However, if the charity is a youth organisation supporting the museum deliver the project, the museum can bid for £3000 and some of the project costs can be directed to cover the costs incurred by the youth organisation.

What types of organisations can be included in a consortium? Do all of the organisations in a consortium have to be heritage organisations or can this include artists and schools, for example?

All consortia partners need to be either a museum, gallery or historic house. The project can include costs that are paid to an artist as part of delivering the project activity.

The guidance states that 'a building open to the public', does that include sites that are ticketed i.e. a pay-to-enter building?

To be eligible for funding the applicant organisations (individual, lead and consortia partners) must have *a public presence (e.g., a building open to the public) or a public outcome (e.g., a festival or public art programme)*.

It is recognised that many Museum, Gallery, and Historic Houses operate charging for entry or admission charges. As long as the three eligibility criteria are met when applying as an individual applicant, as a lead for a consortium or as a partner within a consortium, then the operational context of whether organisations charge for entry is not a factor in their eligibility.

How realistic is it that an NPO would be successful in applying for funding? Will grants be prioritised within certain parameters?

National Portfolio Organisations can apply for funding from Museum Development for The Great Escape project. This funding is not sourced from Museum Development's own budgets so is not subject to the same criteria as Museum Development's own small grant programme. The assessment matrix does not include any limitations or enhancements for NPOs. Eligibility assessment is based on the three eligibility elements of organisation type, public access, and public benefit alongside demonstrating best practice (if not Accredited or formally recognised as Working Towards Accreditation).

## Eligibility of costs and funded activity

Our school workshops typically have a cost, would the grant cover the cost of our outreach.

Yes. The costs associated with delivering outreach can be included within the grant. The application will ask if the workshops are charged and the anticipated total charges that would be generated as a result of charging for workshops.

Can you confirm that school travel to the museum cannot be included in the grant? Correct, the costs of school transport cannot be claimed as part of the project costs.

Can you run a workshop for 7-11's in your museum rather than work with a school? Yes, the partnership and delivery of school engagement can happen in either the museum or the school, or alternative another suitable venue such as village hall or another community group's venue e.g., scout hall.

With the focus on visual arts, would we be able to work with a Poet in Residence or would it be better to work with an Artist in Residence?

Applicants are welcome to develop an application which involves either or both poet or visual artist to support the aims of the project to engage 7–11-year-olds and inspire them through collections or art in the UKs biodiversity.

If our Art Fund GE project is part of a bigger project/ programme that has already started, is that OK?

It is but remember that any costs for project activity that fall within your application cannot start before the 21 November 2022 (on until a grant acceptance form has been submitted) and must have completed by the 1 May 2023. It is recommended that the information in the application focuses clearly on the element of activity that is being delivered as part of the funded project even if this is an element of a wider activity being undertaken. The reporting and evaluation will need to focus on the difference and the impact resulting from the activity undertaken as a result of the funding.

Do we need to engage with all three categories of schools, families, and local organisations?

You can engage with all three, a mix of, or just one of the three categories of schools, families, local community groups.

## Collections, Works of Art, and Artefacts

The guidance suggests that applications must come from organisations whose primary purpose relates to objects and works of art. Does this exclude many museums which focus on history and artefacts? Is it enough to be a museum with a history collection that only includes a few works of art?

Museums which focus on history and artefacts are eligible. The term objects is used to be inclusive of artefacts as much as is it is for works of art. A museum doesn't need to have any works of art to secure funding. We are confident there isn't any museum, gallery or historic house that hasn't got the potential to connect their engagement to the biodiversity of the UK in its collection, physical building, art or exhibitions.

## Environmental responsibility

Thinking of the nature of the project, will we be assessed on how enviro friendly we are in regard to materials used etc?

The grant guidance and application include the following question relating to environmental sustainability of your project. *Explain what you will do to understand, calculate, and reduce the carbon footprint of your project?* The grant assessment criteria will assess this question in the process of grant application assessment. Applicants are asked how they have considered sustainably and reducing the carbon footprint of their project and their plans for a sustainable approach to the resources required to deliver the project.

## Other

The link to the Priority Places document in the form has moved – where can I find if my organisation is in a Priority Place of Levelling Up for Culture area?

Apologies. Arts Council have revised their website. The link has been updated in our guidance and the new link is included below, please note there are two separate lists for Priority Places and Levelling Up for Culture areas.

[Priority Places and Levelling Up for Culture Places | Arts Council England](#)

I'm looking to learn more about the assessment and delivery package

The assessment of applications will be undertake by the relevant regional Museum Development service. Each region has a notional grant allocation based on number of organisations in the region. Museum

Development has commissioned an independent consultant to develop an assessment matrix and supporting materials to ensure a consistent balance in both the process and the assessment across the Museum Development assessment regionally. This process involves a methodology for national balancing and the capacity to redistribute funds to ensure optional distribution of this grant funding. All awards will be published on both regional Museum Development websites as well as the Museum Development UK website.

What do you do if your organisation is not listed, can we not register at all for The Great Escape on the Art Fund website?

Please contact [museums@artfund.org](mailto:museums@artfund.org) to log that your organisations not appearing on the drop down and this will be resolved. You do not have to apply, nor be successful in a grant application to take part in The Great Escape.

## Where do I find out more?

You can find links to the guidance, application guidance and questions and the link to the online application along form here: [The Great Escape - South West Museum Development \(southwestmuseums.org.uk\)](https://southwestmuseums.org.uk) along with support if you need help with operating the online form by sending an email to [museum.data@bristol.gov.uk](mailto:museum.data@bristol.gov.uk)

And find out more about the wider The Great Escape project on the Art Fund's website here: [The Great Escape - Register your interest - Art Fund](#)

A range of resources will be made available via the project microsite due to launch in October 2022. These will include two activities (one comic challenge and one-story challenge) for museums to use with school groups. They have been designed for museums to download and use as they are or adapt. A toolkit of resources for working with schools for those who have not before will also be made available, this will include a template letter to teachers and template school visit booking form and more.

Other resources will be made available over time, including guidance for museums on policies and evaluation, and a guide for marketing and project related assets. Please register your interest in the project via <https://www.artfund.org/pages/the-great-escape> to be kept up to date with when resources will be made available.

Please note that Art Fund run regular online workshops. Every month, as well as a project update, they discuss a specific topic and the next session on the 2 November 9:30-11am is looking at Measuring Impact: Evaluation Guidance. (scroll down to the bottom of the web page – to the bright blue box!) If you have an idea for a project, you can speak with your local Museum Development team through these points of contact:

### **Museum Development Website**

[Museum Development South East](#)

[South West Museum Development](#)

[Museum Development London](#)

[Share Museums East](#)

[Museum Development East Midlands](#)

[Museum Development West Midlands](#)

[Museum Development North East](#)

[Museum Development North West](#)

[Museum Development Yorkshire](#)

### **Contact**

[Helen.derbyshire@southeastmuseums.org](mailto:Helen.derbyshire@southeastmuseums.org)

[museum.development@bristol.gov.uk](mailto:museum.development@bristol.gov.uk)

[btravers@museumoflondon.org.uk](mailto:btravers@museumoflondon.org.uk)

[sharemuseumseast@museums.norfolk.gov.uk](mailto:sharemuseumseast@museums.norfolk.gov.uk)

[MDEM@leics.gov.uk](mailto:MDEM@leics.gov.uk)

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

[anna.mcnab@twmuseums.org.uk](mailto:anna.mcnab@twmuseums.org.uk)

[kaye.hardyman@manchester.ac.uk](mailto:kaye.hardyman@manchester.ac.uk)

[MDYOffice@ymt.org.uk](mailto:MDYOffice@ymt.org.uk)