

WMMD Small Grants: Audiences

Guidance Notes

About the WMMD Small Grants 2023

The Small Grants are part of the West Midlands Museum Development Programme (WMMD) funded by Arts Council England (ACE). There are six different grants within the scheme, three of which are match funded by Art Fund in collaboration with MDUK. This continues the successful partnership between Art Fund and MDUK supporting museums throughout 2020-2023.

The grants will support the continued recovery of the sector, embed good practice and explore new ways of working.

The grants available are:

- Audiences Grant*
- Collections Development Grant
- Collections Management Grant
- Green Museums Grant
- Resilience Grant*
- Workforce Grant*

**Grants match funded by Art Fund*

Each of the grants directly relates to one of ACE's four Investment Principles.

What you need to know about the grant scheme

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

You may only apply for one grant per organisation.

The grant cannot be used for match funding.

The Grant will support Accredited museums or those formally Working Towards Accreditation in the West Midlands.

We will prioritise applications from small to medium sized museums (museums with fewer than 50,000 visitors per annum) that are located in areas of low cultural engagement, where the museum is the main cultural offer in a locality, and/ or museums that have niche collections outside the larger city institutions.

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

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

Please Note:

- There is a total budget of £26,000 WMMD funding for open small grants available, and an additional £14,000 Art Fund match funding for eligible schemes*
- The deadline for applications is 9am, Monday 10 July 2023
- 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 a member of the WMMD team before you submit it

**Eligible schemes are Audiences Grant, Resilience Grant and Workforce Grant.*

Details for the Audiences Grant

This grants scheme directly relates to Arts Council England’s [Inclusivity and Relevance Investment Principle](#).

The priority for this grants scheme is activity that supports audience development. This can include, but is not limited to:

- Collecting and understanding audience data
- Creating or updating an Audience Development Plan
- Developing Equity Action Plans
- Community engagement
- Partnerships, networks and place-based activity (lead applicant must be an eligible museum)
- Developing a marketing strategy and/ or materials
- Creating a more family friendly venue
- Making your venue, programmes or communications more accessible
- Professional development opportunities or training to upskill staff and volunteers working with audiences
- Working with schools
- Equitable and inclusive practice
- Working with artists/ freelancers/ practitioners to deliver diverse and inclusive programming
- Research/ activity to welcome new and returning audiences
- Consultation, advice, activity or research that may support you to make an application for a larger bid in future (this cannot be used as match funding)

KEY DATES

You can apply from	Monday 22 May 2023
You must submit your application form no later than	9am, Monday 10 July 2023
We will tell you if you have been successful	w/c 24 July 2023
If successful, you must complete and submit an Interim Report by	Friday 24 November 2023
You must complete your activity expenditure by	Sunday 31 December 2023

You must complete and submit an Organisation Health Check and any other information requested by	Wednesday 31 January 2024
You must submit your final paid invoices by	Wednesday 31 January 2024
We expect your Final Report by	Wednesday 31 January 2024
You must complete the Annual Museum Survey 2024 by	Spring/ summer 2024 (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/supporting-arts-museums-and-libraries/uk-museum-accreditation-scheme/about-accreditation#t-in-page-nav-4>

We will prioritise applications from small to medium sized museums (museums with fewer than 50,000 visitors per annum) that are located in areas of low cultural engagement, where the museum is the main cultural offer in a locality, and/ or museums have niche collections outside the larger city institutions.

Museums who have previously received a Reset Grant from WMMD are eligible to apply providing their final report has been submitted by Monday 10 July.

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

2. How long have I to spend the grant?

The grant must be spent by 31 December 2023.

3. How much can I apply for?

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

4. What will we fund?

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

- Materials and equipment to deliver 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 the WMMD team 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 31 December 2023.

5. 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 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 Small 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?

Successful applicants must:

- uphold the [Principles for Working with Freelancers](#) Please see point 9. 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 Small Grant funding from WMMD** on all print and online marketing materials using the wording and logo we will provide
 - grants with Art Fund match funding will also need to acknowledge Art Fund on all print and online marketing materials using the wording and logo we will provide
- **submit an interim report** to WMMD by Friday 24 November 2023
- **complete and invoice for all activity expenditure** by 31 December 2023
- **complete the Museum Organisational Health Check Tool** (if not already done so in last 12 months) and other information requested by WMMD by 31 January 2024
- **forward copies of all receipts and invoices** of expenditure to WMMD by 31 January 2024
- On completion of the project, **submit a final report** by 31 January 2024
- **take part in the National Annual Museum Survey 2024** which helps us establish benchmarking for the museum sector regionally and nationally (Spring/summer 2024)

9. 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.

10. 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](#)

11. What is the Museum Organisational Health Check (MOHC)?

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 MOHC 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 MOHC 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 a member of the WMMD team about your planned activity before applying. Please email wmmd@ironbridge.org.uk to request a conversation.

Please complete the Application Form which can be downloaded from our website www.mdwm.org.uk or requested by emailing wmmd@ironbridge.org.uk

12. How will grant applications be assessed?

We will prioritise applications from small to medium sized museums (museums with fewer than 50,000 visitors per annum) that are located in areas of low cultural engagement, where the museum is the main cultural offer in a locality, and/or museums 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 future and how it will be implemented
- Your proposed costs are appropriate to the scale and nature of your application
- Outcomes will demonstrate impact of funds

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

13. Completed Applications

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

Please send your completed application forms by email to wmmd@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: 9am, Monday 10 July 2024

Notes on completing the APPLICATION FORM

14. 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 and the size of your museum.

15. 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 Small 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 which of the following grant schemes you are applying for:

Tick the ONE grant you are applying for. If your project meets the aims of multiple grants, please select the ONE which most closely reflects the project.

c. Outline your project in more detail; clearly state individual activities (outputs) and how you will deliver these (max 200 words)

Clearly list all individual activities and how you will deliver these to help the Grants Panel to understand more about your proposed activity. Include numbers and targets.

d. How will the funded activity support your museums short-term priorities? (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 museums long-term priorities and improve long-term resilience? (max 200 words)

Tell us how the activity funded by the Small Grant supports your museums long-term priorities, for example, how the activity helps you achieve aims/ objectives in your strategic plans.

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? (max 200 words)

This is where you tell us what success will look like and how you will evidence you have achieved it. You need to include targets for the activities listed in section c and how you will evaluate these activities.

For example:

- If you said you will deliver workshops in section c, tell us how many workshops and how many participants you wish to attend each workshop. These figures should be realistic, based on your museum and the scale and scope of the project.
- If you said the activity will increase website traffic, tell us the current number of monthly visits and how many you want to increase it to/ percentage increase you want to achieve

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.

i. What are the key milestones of the funded activity? Who will be responsible for delivering the project and managing the funding? (max 200 words)

Tell us about the key dates of your project (project start date, dates of individual activities, project end date etc). Bear in mind that your activity expenditure must be completed and paid for by 31 December 2023. Make sure you are comfortable that you can deliver everything, with a little room for flex, within the time allowed.

Make sure that there is a minimum of two named people or shared team able to ensure the grant is managed in line with your application.

Please provide names, roles and contact details.

16. SECTION TWO: Grant funding breakdown

a. Is the museum VAT registered?

Yes or No.

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

Tell us the total amount of grant funding you are seeking from us in the right hand box.

Provide an indicative list of all the costs including the specialist services/ materials/ or equipment required that the grant will pay for.

This is where you describe and list the costs of the various items or services you need to pay for.

The listed items should add up to the Grant Applied For.

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

Make sure that you are only asking for funding for things that the Small 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. If in doubt, check with a member of the WMMD team.

c. Match Funding

Tell us here about the total match funding you will contribute to this project in the right hand box.

There is no minimum match funding requirement.

Provide an indicative list of the match funding contribution.

This is where you describe and list the costs of the various items or services you will contribute.

Match funding 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.

The listed items should add up to the Match Funding.

d. Total Project Cost

What is the total project budget?

The total project budget is (b) the Grant Applied for plus (c) the Match Funding

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

17. 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!