

Next Steps Grants Guidance

# SHARE Grants Scheme 2020-21

# Opens 6 July – deadline 31 July

# Introduction

Whether planning to reopen to the public or choosing to remain closed, we want to support museums in the coming months to prepare effectively, develop resilience and maintain community links. Thanks to support from the [**Art Fund**](https://www.artfund.org/supporting-museums/programmes/respond-and-reimagine-grants), SHARE Museums East is offering grants to help museums with essential work arising from the Covid-19 crisis that meets these aims. We expect the application process to be competitive and so the process is more demanding than some of our previous grant schemes. We may need to ask supplementary questions after we have received your application to help our decision making. These grants are available to:

* Support effective reopening
* Develop sustainable and resilient museums
* Meet audience needs

# Grant Overview

We have a limited fund, topped up by a new grant to SHARE from the Art Fund to support museums’ Next Steps. We want to support a good number of museums, so we ask that you apply for only as much as you need up to a **maximum of £5,000.**

Please make sure you have made use of the free [SHARE helplines](http://www.sharemuseumseast.org.uk/support/share-statement-on-coronavirus/coronavirus-helpline/) before you plan your application to us. It may be that these consultants will be able to help you so that you do not need to apply for this grant, or that you may decide to frame your application in a certain way because of their advice.

Examples of activities for which the grant can be used include:

**Effective Reopening**

* Commissioning signage to enable museums to reopen
* Purchasing cleaning materials to enable museums to reopen
* Purchasing online ticketing software
* Purchasing contactless payment/donation equipment
* Enabling Track & Trace data collection in line with GDPR

**Sustainable Museums**

* Expert advice via consultancy on reviewing / restructuring your business model to meet the new changed circumstances
* Any other project to mitigate your funding deficit forecast in order to preserve the museum business over the coming year.
* Improvements to security to ensure collections are safe during lockdown
* Purchasing equipment and refreshing stock for emergency kit during an extended closed period.
* Volunteer / trustee recruitment campaigns (if you need more or other support with volunteering or trustees, please approach SHARE separately).
* Purchasing IT equipment and licences to support working / volunteering from home.

**Meet Audience Needs**

* Digital marketing costs e.g. Facebook ads
* Digital equipment, tools or training to improve accessibility of exhibits
* Costs towards website improvement
* Equipment to record and publish podcasts promoting your activity

# Who is eligible to apply?

1. To apply for a ***Next Steps*** grant, you must be a museum in the East of England within the ACE Accreditation scheme (including provisional and officially Working Towards) which is *not* also an ACE National Portfolio Organisation or a National museum.
2. Museums which have ***not*** received emergency funding from ACE, NLHF or other emergency funders such as Heritage England will be prioritised, due to the requirements of our funders the Art Fund. If you have received emergency funding you may still be eligible but we strongly recommend that you contact us to discuss your project before applying.
3. Museums cannot apply for funds for capital projects (building work) and revenue costs such as salaries and general running costs.
4. Museums cannot apply to cover the costs of activities that have already occurred or are currently running, or expenditure incurred before a grant offer is made.
5. Museums must complete pre-application work (see below) before applying.
6. Museums must have the support of their County Museum Development Officer (MDO). Contact details for MDOs are on our website at [www.sharemuseumseast.org.uk/about/meet-the-team](http://www.sharemuseumseast.org.uk/about/meet-the-team).

# Preparing to apply

Please make sure you have read the [AIM / MDN Checklist](https://www.aim-museums.co.uk/wp-content/uploads/2020/06/AIM-MDN-Reopening-Guidance-June-2020V2.pdf) on Reopening. Supporting evidence and references to completing the checklist will enhance your application. Your application will need to include:

* [Application form](http://www.sharemuseumseast.org.uk/wp-content/uploads/2020/07/Next-Steps-Application-Form-2020-21.docx)
* Confirmation of support from your County MDO.
* Covid-19 Risk Assessments (see [page 6 of the NDMC Guidance](https://www.nationalmuseums.org.uk/coronavirus-update/nmdc-good-practice-guidelines-opening-museums/) on Reopening).
* [Cashflow forecast](http://www.sharemuseumseast.org.uk/wp-content/uploads/2020/07/SHARE-Cashflow-Template.xlsx) with feedback from Julie Cole ([see Business Support Helpline](http://www.sharemuseumseast.org.uk/support/share-statement-on-coronavirus/coronavirus-helpline/)).
* You must enclose a breakdown of the costs of the proposed activity. If any one item of work costs more than £1000 you must supply three quotes. The grant will cover VAT that you cannot recover from HM Revenue and Customs. Museums registered for VAT should show all costs exclusive of VAT. Museums not registered for VAT should show all costs and claims *inclusive* of VAT.

**It’s worth noting that most emergency funders of museums have emphasised the importance of museums supporting local communities, the placemaking agenda and the local economy. Museums should be working towards widening their audiences and to be relevant to those who haven’t been regular visitors in the past.**

**SHARE is committed to ACE’s** [**Let’s Create**](https://www.artscouncil.org.uk/letscreate) **strategy and supporting public works for public good.**

**It will enhance the quality of your application and your chances of success if you address some or all of these issues when you apply. Talk to your MDO if you want advice on how to do this.**

If you are unsure if what you are applying for is eligible for a grant, please speak to your County MDO or a member of the SHARE team. We will be happy to talk it through with you.

If you are considering employing a freelancer on your project, please read the [SHARE guidance on working with freelancers](file:///\\norfolk.gov.uk\nccdfs1\SHIRE-HUB\2%20-%20Museum%20Development\COVID19\Phase%202%20of%20support\Phase%202%20grants\Next%20Step%20Grants\SHARE%20guidance%20on%20working%20with%20freelancers.%20e).

# How to apply

* Application forms are available to download from [here](http://www.sharemuseumseast.org.uk/wp-content/uploads/2020/07/Next-Steps-Application-Form-2020-21.docx), or contact us by email at [sharemuseumseast@norfolk.gov.uk](mailto:sharemuseumseast@norfolk.gov.uk).
* The application and supporting documents **must be submitted by email.**
* Applications must be supported and signed by a second person at senior level, e.g. Chair, Director or Manager (an electronic ‘signature’ such as an email identifiably from the appropriate individual can be provided).

# How we will assess your application

Our funding decisions will be based on evidence you supply about your proposal’s quality and viability. We will be looking for the following:

* An achievable and well-planned proposal that meets a demonstrated need, i.e. how this project will help your museum recover and develop from Covid-19.
* Urgency of need.
* The difference that the funding will make to your museum.
* Value for money.
* 10% match funding towards total project cost. You may contribute cash or in-kind funding. To calculate the value of in-kind support please use the following rates: professional *pro bono* work e.g. accountancy use £50 per hour; for all other volunteer with other skills use £15 per hour.

# Grant offer and payment

* Successful applicants will receive an offer by email. This will confirm the amount of the grant and any special conditions applied in addition to the general expectations set out in this document. Grants may not be used for any other purpose than that stated in the application form and contract.
* The offer will be accompanied by a grant contract. To accept the development grant on the terms offered, the contract must be completed, signed and returned by the deadline stated in the correspondence.
* Successful applicants will be required to provide an evaluation report about the impact and outcomes of their project (see **Key dates** below). We will provide a report form.
* You must keep copies of invoices and receipts relating to your project. We will ask to see proof of all expenditure (including VAT invoices where relevant) when you return your project evaluation report. If you cannot provide proof of expenditure we may reclaim part or all of the grant.
* Publicity about the grant award must acknowledge that it has been funded by a grant from the SHARE Museums East Museum Development Programme supported by funding from the Art Fund and Arts Council England. We will supply logos along with the grant contract, or you can request them by email to [sharemuseumseast@norfolk.gov.uk](mailto:sharemuseumseast@norfolk.gov.uk).

# How to claim your grant

Once your grant contract has been signed and returned, we will issue you with a purchase order number. You may then invoice us for your development grant in full in advance of any approved expenditure – it is your responsibility to claim your grant by invoicing us. We will help you through this process if necessary.

The grant payment will be made on behalf of SHARE Museums East by Norfolk County Council. Please allow 30 days from invoicing to payment.

# Key dates

* **Monday 6 July** – *Next Steps* grant programme opens, guidance and application form available.
* **Friday 31 July (midday)** – deadline for applications.
* **Friday 14 August** – successful candidates notified, and grant offers made.
* **Friday 19 March** – deadline for submission of all project reports, claims and proof of expenditure.

# Contacting SHARE

To discuss any aspect of this scheme, please email the SHARE team at [sharemuseumseast@norfolk.gov.uk](mailto:sharemuseumseast@norfolk.gov.uk).