**Recovery Grants Guidance**

# SHARE Grants Scheme 2021-22

# Opens 7 July – deadline 20 August

Thanks to support from the [**Art Fund**,](https://www.artfund.org/blog/2021/05/28/announcing-new-reimagine-grants-to-support-the-future-of-museums) SHARE Museums East is offering Recovery Grants to help you adapt and recover from the past year.

These grants are available to help museums reopen safely, develop new ways of working, engage with their community, or support the wellbeing of their workforce.

# Scope of funding and areas of support

SHARE has added to the Art Fund’s generous grant giving us a total fund of £20,000. We ask that you apply for only as much as you need, up to a **maximum of £4,000.**

Some examples of activities for which grants can be used include:

# Safe and effective reopening

* Purchase of signage, protective or cleaning materials etc to enable museums to reopen
* Online ticketing software and/or contactless payment / donation equipment

# Sustainable and resilient museums

* Consultancy on reviewing / restructuring your business model for new circumstances.
* Volunteer / trustee recruitment campaigns or assistance for them to work from home

# Digital activities to increase museums’ reach

* Improvements to digital audience engagement, such as website upgrades, short films or webinars
* Digital infrastructure improvements to support engagement, such as new IT equipment
* Facebook or other social media adverts

# Connecting with communities

* Community engagement or co-curation projects
* Audience data research, such as support for using ‘Audience Finder’
* Additional equipment or room hire for working in your community, away from your building

# Workforce Health and Wellbeing

* Wellbeing initiatives or programmes for staff and volunteers.

# Key priorities

SHARE has two priorities for these grants which you should consider when making your application: (you do not have to address these issues, but it may strengthen your application if you do).

* We are committed to supporting **equality and diversity** in the museum sector. Projects which seek to improve the representation and engagement with a diverse community, will be prioritised.
* We want to support museums to improve their **environmental responsibility** as part of their recovery. Applications which demonstrate an understanding of, and seek to mitigate, environmental impacts of their activity will be prioritised.

# Is my museum eligible to apply?

* Recovery Grants are open to museums in the East of England within the ACE Accreditation scheme (including Provisional Accreditation and officially Working Towards) and which are *not* also ACE National Portfolio Organisations or National Museums.
* Partnerships of museums are eligible provided the majority of partners meet the eligibility criteria.
* Museums which have previously received a SHARE Next Steps Grant in 2020-21 are eligible to apply provided their project is complete, including a submitted evaluation form (either the online form submitted to the Museum Development Network or one submitted directly to SHARE).

Regrettably, we cannot accept applications from ACE National Portfolio Organisations or National Museums.

# Which costs are eligible?

* 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.
* Recovery Grants cannot support capital projects (such as building work), or revenue costs such as regular salaries or general running costs.
* Recovery Grants cannot support costs for travel, volunteer remuneration, training for individuals, memberships or subscriptions.
* The grant can cover VAT that you are unable to 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.

If you are unsure whether you or your project are eligible, please speak to a member of the SHARE team. We will be happy to talk it through with you, contact us at [sharemuseumseast@norfolk.gov.uk](mailto:sharemuseumseast@norfolk.gov.uk).

# How to apply

If you are reopening for the first time this year please make sure you have read the [AIM / MDN Checklist](https://aim-museums.co.uk/coronavirus-resources/museum-reopening-guidance-checklist/) on Reopening. Though produced last year it is still relevant.

# Your application will need to include:

* application form – available to download [here](https://www.sharemuseumseast.org.uk/wp-content/uploads/2021/07/SHARE-Recovery-Grants-Application-Form-2021-22.docx), or contact us by email at [sharemuseumseast@museums.norfolk.gov.uk](mailto:sharemuseumseast@museums.norfolk.gov.uk).
* breakdown of costs of the activity. If any one item is over £1000 please supply two quotes.
* the support and signature of a second senior person at your museum, e.g. Chair, Director or Manager (electronic ‘signature’ such as an email identifiably from the individual can be used).

The application and supporting documents **must be submitted by email.**

# Other guidance

If you want:

1. To look at your **business resilience** please make sure you have looked at these options before you apply to us for something similar:

* SHARE’s [Income Diversification programme](https://www.sharemuseumseast.org.uk/project/diversify-your-income-programme/), initial deadline 16 July – contact us if interested.
* [Rebuilding Heritage](https://rebuildingheritage.org.uk/by-application-support/) – deadline 27 July
* [Heritage Compass](https://artsfundraising.org.uk/courses/heritage-compass) – newly revised deadline 30 July

1. Help with volunteer recruitment or with restructuring how you **work with volunteers** please contact us separately. We can offer up to two days of support for your museum with this work without your needing to apply for this grant.
2. To **employ a freelancer**, please read the [SHARE guidance on working with freelancers](https://www.sharemuseumseast.org.uk/wp-content/uploads/2018/09/SHARE-Museums-East-Guide-to-working-with-freelancers-compressed.pdf).
3. To carry out **digital work** as part of your project, the South West Museum Development Programme has published some useful [advice on digital issues](https://southwestmuseums.org.uk/what-we-do/museum-support/digital/) including website accessibility, planning a website and a Reopening Digital Checklist (scroll down the page for the links).

# How we will assess your application

Decisions will be based on your evidence for your proposal’s quality and viability. We will look for:

* 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;
* the difference that the funding will make to your museum;
* whether it meets one or both of our key priorities (see above);
* value for money.

In addition, we will give priority to museums which:

* have ***not*** received Covid Emergency Response Funds (including Cultural Recovery Funds Rounds 1-3) from Arts Council England, Historic England or the National Lottery Heritage Fund;
* Which are able to make at least **10% match funding** towards their total project cost, either cash or in-kind funding. To calculate the value of in-kind support please use the following rates: professional-level pro-bono work e.g. accountancy or legal work use £50 per hour; for all other volunteer work use £15 per hour.

# Grant offer and payment

* Successful applicants will receive an offer by email. This will confirm amount of grant and any special conditions.
* To accept the grant on the terms offered, the accompanying agreement must be completed, signed and returned by the deadline stated.
* 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 for the project. We may ask to see proof of all expenditure (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 must acknowledge SHARE Museums East Programme and Art Fund and Arts Council England. We will supply logos along with the grant contract, or you can request them by email to [sharemuseumseast@museums.norfolk.gov.uk](mailto:sharemuseumseast@museums.norfolk.gov.uk).

# How to claim your grant

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

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

# Key dates

* **Wednesday 7 July** – Recovery Grants programme opens, guidance and application form available.
* **Friday 20 August (midday)** – deadline for applications.
* **Friday 27 August** – successful candidates notified and grant offers made.
* **Friday 18 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@museums.norfolk.gov.uk](mailto:sharemuseumseast@museums.norfolk.gov.uk).