



heritage
lottery fund



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The National Lottery[®]

Heritage Lottery Fund
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Heritage Lottery Fund**

**support for museums:
an update on HLF funding**



overview...



- outline of HLF – our ‘outcomes’ and how we use them
- funding for ‘anniversaries’
- information on *some* of our grant programmes

and

- how HLF can help you

For 2013-2014 our national UK-wide budget is around £375million.

In the East of England, we have more than £12million for all bids between £3,000 and £2million.

There is competition for our funds.

Norfolk Regiment Museum, £49,000



outcomes

We want applicants to focus on the 'outcomes' of the project.

The outcomes are the difference you will make with Lottery money.

To help applicants, we have created a menu of 14 outcomes under the headings of *heritage*, *people* and *communities*.

Ancient House Museum, Thetford,
£949,000

A project does not have to deliver against all of our outcomes! Some projects may deliver a small amount of outcomes, others may deliver more.

We have minimum outcomes requirements for each of our grant programmes.

outcomes for heritage: for example...

- heritage is better managed; or
- in better condition;

outcomes for people: for example...

- developing skills; or
- learning about heritage;

outcomes for communities: for example...

- more people and a wider range of people will have engaged with heritage; or
- heritage organisations become more resilient

What we look for from outcomes

We want to understand what the will project will **do**.

All applicants must make a strong case for investment.

This will include describing conservation and any other capital work along with people activities, such as running a heritage-themed event.

Explain **why** Lottery money is needed? Describe the situation – such as **why** an object is at risk or is not accessible to the public.

We want to see why this solution is the best one for the heritage **and** for people.

We want to understand what the project will **achieve**.

Think about how you describe the **difference** your project will make.

For example, digitising collections may help with preservation; the **difference** is that through a project, the archive can be used more, and with a wider range of people.

Producing a child's guide to the museum will mean the local school will visit more often and **understand** their heritage better.

Training volunteers will have a heritage **and** people benefit.

Outcomes are only part of what we look at when we assess a bid. We look carefully at **value for money**, taking into account:

- why do you need HLF money and why now? Is anything 'at risk'?
- how can you show us there is a need and demand for the project?
- what sort of step-change are you planning?
- are you working with new partners or leveraging in funds?
- scale of grant request, balance of cost and expected benefits

What is the difference between an *outcome* and an *output*?

Lots of funders talk about *outcomes* and *outputs*.

An *output* is essentially something you do or create; an *outcome* is the difference you make.

So, an *output* may be a new interpretation board for your church, the *outcome* is that people can now learn about heritage.

What is a “project”?



We see a “project” as work or activity that: is not part of the everyday work of your organisation **and** has a time limit for when it should be carried out; and has specific aims.

We give priority to applications from not-for-profit organisations. This can include charitable or voluntary groups, a Local Authority (including town or parish councils), and schools etc.

We can fund capital and conservation work;

we can pay revenue costs, such as new staff to help deliver a project;

we can pay for volunteer training and activities that help the community to get involved;

a project may typically last for three years but could be anything from six months to five years.

King's Lynn Museum, £778,000



If my bid is unsuccessful, can I apply again?

Yes...

If I have received funding before from HLF, can I apply again?

Yes! We won't fund a project we have funded before, and it may strengthen a new bid if you can show 'lessons learned' from any previous project.

If you are planning lots of bids to us... prioritise your applications

**funding for
anniversaries**



HLF is interested in helping communities to commemorate or celebrate those moments which form part of our local history.

Stories that help to foster community spirit and pride; important historical dates that will resonate with people and communities today.

Applications focusing on a specific anniversary should be made through our existing grant programmes.



**funding for
museums**



**Does HLF have any
specific 'museum'
criteria?**

NO!

History of Advertising Trust,
Norfolk, £47,000



HLF does not have any specific museum criteria however, here are some areas for you to consider:

Cataloguing, digitisation and archiving can all be funded. Think about the needs of **your** collection.

Training and volunteers are important; we can support skills development of both volunteers and staff.

Evaluation – don't forget to include costs for evaluation. This is important especially if you are planning future projects...

What is the
story you
want to tell?



How will you bring that story to life?

Undertake some oral history work;

develop loan boxes and outreach material for local groups;

get young people to make a short film

Who are you doing the project for?

Think about who you want to engage with; young people, older people, diverse groups etc.? Think about how can you use the archive to connect with the community.

What opportunities can you offer?

What will the **heritage** benefit be?

Is the source material at risk in anyway?

Think about the skills and training needs of staff and volunteers.

Are you accredited? If not, will delivering an HLF project help you to gain accreditation?

Think about the benefits to your museum from doing a project!

A project can help you:

- raise awareness of your museum;
- find new volunteers;
- develop your own capacity and skills

Acquisition of heritage items



We can help you to buy heritage items however, purchase alone is not enough – all projects must meet our requirements.

We will not support purchase that is above market value; an independent valuation is required.

If you want to purchase an item you already have on loan, you will need to show us what **extra** benefit purchase will bring...

**our grant
programmes**

sharing heritage

Sharing Heritage



Grants of £3,000 to £10,000 to help share and celebrate community heritage;

projects should last no longer than 12 months;

assessment takes 8 weeks and applications can be made at any time;

there is no fixed match-funding requirement;

applications must meet a minimum of one outcome for *people*; and

any not-for-profit group can apply

What made this a good project to fund?

A little-known local heritage story was celebrated;
young people had an opportunity to learn about
their local heritage;

new volunteers got involved to help with activities
and public events;

project helped to create a handling collection which
the museum still uses.

our heritage

Our Heritage



Grants of £10,000 to £100,000 to help share and celebrate community heritage;

assessment takes 8 weeks and you can make an application at any time;

there is no fixed match-funding requirement;

applications must meet a minimum of one outcome for *heritage* and one outcome for *people*; and

not-for-profit groups can apply; we can also fund heritage in private ownership

What made this a good project to fund?

Bringing new life and energy to displays;

broadening the appeal of the collection through supporting outreach and volunteer development;

to be able to get more collections on display and to tell more stories about local heritage;

moving the collection into Norwich Castle to help bring more security and sustainability

young roots

Young Roots



Grants of **£10,000 to £50,000** to help young people, aged 11 to 25, take part in heritage activities;

applications spend 8 weeks in assessment and you can submit a bid at any time;

there is no fixed match-funding requirement;

projects should be a partnership between a youth body, and a heritage organisation

outcomes for Young Roots

The six outcomes which a Young Roots application **must** deliver are:

- *people*: developed skills;
- *people*: learnt about heritage;
- *people*: changed their attitude or behaviour;
- *people*: had an enjoyable experience;
- *communities*: more people and a wider range of people will have engaged with heritage; and
- at least one outcome from our *heritage* category

“I learnt about how steam engines worked... and the different jobs the herring fisherman had on the ship and what they ate drunk which was not very nice.” Shannon, aged 14

The Maritime Effect,
£49k; a partnership
between Mancroft Advice
and the Time and Tide
Museum, Great Yarmouth

first world war

First World War: Then and Now



Grants of £3,000 to £10,000 to help explore, conserve and share the heritage of the First World War;

projects should last no longer than two years;

applications spend 8 weeks in assessment and you can submit your bid at any time;

there is no fixed match-funding requirement;

applications must meet a minimum of one outcome for *people*; and

we want to encourage projects to involve young people.

What made this a good project to fund?

Working with young people from Stalham High School to deliver the project; Bringing new life and energy to displays;

interviewing people about the impact the war had on their family;

using this material to create a film and exhibition for community use

heritage grants

Heritage Grants



Grants of £100,000 and over; applications to be led by not-for-profit groups or partnerships led by a not-for-profit group;

quarterly deadlines with bids up to £2million decided upon by our local Committee;

match-funding is required and depends on the size of the grant request;

applications between £100,000 and £2million must deliver a **minimum of one** outcome from each of the categories (*heritage, people and communities*); applications of more than £2million must contribute to **more than one outcome** from each of the categories

What we look for at the first-round...

- **Outline** who will be involved and how your project will engage with people;
- **outline** any capital or conservation work to RIBA stage B;
- **outline** plans for non-architectural elements, such as interpretation and digital proposals;
- **outline** which outcomes your project will contribute to and how;
- indicate which sources of match-funding you are applying to; and
- provide us with a detailed costs and a set of briefs for any work you want us to fund during the development phase. This is very important! If you are successful at first-round, the only money we will give you is the development phase grant.

Development Phase



The Development Phase helps you to develop a detailed, high-quality, well-costed second-round application which builds on the ideas approved at the first-round.

We can help to fund project management, conservation surveys, community consultation, preparing detailed designs etc.

As part of the first-round you must supply us with detailed briefs for any development work you want us to fund and a timetable for the work

More guidance on our website

What we look for at the second-round...

- A **detailed** activity plan to cover all your project's activities;
- **detailed** plans for any conservation and/or capital work and detailed plans for non-architectural work;
- **detailed** information about the outcomes your project will achieve;
- **detailed** information about how you will manage the delivery of the project;
- **detailed** information about how you will evaluate the project; and
- a **detailed** breakdown of project finance and plans for what happens after any funding awarded ends.

collecting cultures

Collecting Cultures

Our aim for this grant is to:

- support museums, archives and libraries to develop their collections through **strategic** acquisition;
- enhance the professional knowledge and **skills** of staff and volunteers working in the sector; and
- use this strategic approach to collecting to help develop and increase **resilience** of the applicant organisation

Key points in applying

- one-off single round programme;
- national budget of £5m;
- awards from £50,000 to £500,000;
- a minimum of 50% of our grant must be spent on acquisitions; and
- applications of £100,000 or more must contribute at least 5% of project costs

Do we have to identify objects in advance?

No – and you do not need to seek HLF approval for individual purchases. You will need to get valuations for acquisitions over £5,000

Can we apply as a partnership?

Yes – you will have to nominate a lead applicant. That lead should supply a signed partnership agreement showing the involvement of each partner and how the project will be managed.

We will want to see that partnership is realistic and that there are benefits to this approach.

Do we have to be an accredited museum?

We expect museums to meet the standards of governance, collections care and access outlined in the industry standards of museum accreditation.

**Arctic Visions, £200,000, Cambridge,
The Polar Museum**

HLF's outcomes for this grant

Outcomes for **Heritage**

With HLF investment, heritage will be:

- better managed; and
- better interpreted and explained

Outcomes for **People**

With HLF investment, people will have:

- developed skills; and
- learnt about heritage

Outcomes continued...

Outcomes for **Communities**

With HLF investment:

- more people, and a wider range of people will have engaged with heritage; and
- your organisation will be more resilient

Your project will need to contribute to and achieve **all** six of these outcomes

How to apply!

Do a project enquiry form to get advice from us. You have to do this before **2 April 2014**.

Submit your application by **12 noon on 2 May 2014**. This should include:

- an activity plan or an action plan;
- a project timetable;
- plans and budget for developing the collection (this should include budget and example prices from your chosen collecting area);
- your collections/acquisitions/disposal policies; and
- if relevant, a partnership agreement

Think about...

Build in costs for evaluation!

How will you evidence a need and demand for this project?

What added benefits will there be?

Show us how the project will build on existing policies for acquisition and disposal.

Remember, at least 50% of the project cost must be on acquisition.

Arctic Visions, £200,000, Cambridge,
The Polar Museum

How can we help **you**
with your project idea?

Talk to us! Funding
maybe competitive but
we are always looking
for good projects to
fund!

Use the
project enquiry service
and get feedback and
advice from us on your
bid before you apply!

Museum of the Broads, £10,000

Contact us!



For more information and advice contact the regional office on 01223 224870.

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Any questions?



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