

Recovery Grant 2.0 - Grant Guidance Notes

About this grant

Recovery Grant 2.0 is a funding scheme that aims to help museums in the south east of England re-build their offer to audiences and strengthen organisationally in response to the impact of the Covid-19 crisis.

This grant was created in partnership with The Art Fund, MDUK, and Arts Council England, and is administered by South East Museum Development.

Museums can apply for up to £3000 to fund a range of activity that supports effective reopening, re-engages audiences, creates or adapts programmes and services, or addresses the longer-term sustainability of the museum.

We know that recovery will look different for each museum, whether it is investing in digital technology, conducting visitor research, establishing community partnerships, developing collections, reviewing governance, or creating new income streams.

Activities that can be funded include, but are not limited to:

- Reviewing governance, staffing and business models
- Establishing sustainable community partnerships
- Adapting/developing ways to engage with audiences and communities
- Investing in the health/wellbeing and development of your paid and volunteer workforce
- Adapting/developing digital activities to increase reach and/or collect data
- Responding to the climate emergency and reducing environmental impact
- Introducing more inclusive practices
- Reviewing collections and developing new interpretation and displays
- Undertaking audience development research and programming
- Developing income generation opportunities
- Investing in new marketing and promotional strategies
- Recruiting consultancy and advisory services
- Introducing interventions to ensure the venue is Covid-safe for the workforce and the public

The grant cannot be used for:

- Revenue costs, such as salaries and general running costs (e.g., utilities)
- Staff time/salaries (unless you are offering additional hours to part-time or casual staff to deliver grant activity)
- Something we, or another funder, have already funded
- Work that has already been undertaken
- Building (capital) work (unless it is required to ensure the venue is Covid-safe for the workforce and the public)

We encourage museums to 'think big'. Our grants can be used as match funding, or to pilot ideas for larger grant requests to Arts Council England, National Lottery Heritage Fund, and other providers.

We aim to support at least 16 museums through this scheme ensuring a fair geographical spread over the south east region.

How much can I apply for?

Applicants can request between £750 to £3000.

We want to support as many museums as possible, so we ask you to consider the amount of your grant request carefully.

When is the application deadline?

The application deadline is Friday 27 August 2021 (12 noon).

We will announce the outcome of the applications by 13 September 2021.

Who can apply?

The grant is open to museums that are Accredited, or formally working towards Accreditation located in Surrey, East & West Sussex, Oxfordshire, Buckinghamshire, Berkshire, Hampshire, Isle of Wight, and Kent/Medway).

We will accept applications from a cluster of organisations, provided the lead organisation meets the eligibility criteria. The maximum ask is per application (not per organisation).

We cannot accept applications from non-accredited museums, national museums, or national portfolio organisations (NPOs) unless they are part of a cluster or partnership application.

We cannot accept applications from organisations that have received Culture Recovery Funds (CRF) or Emergency Relief Funds (ERF) from Arts Council England or National Lottery Heritage Fund in 2020-21.

Successful applicants must:

- Finish the proposed activity by 31 March 2022.
- Complete a short final report including an itemised list of expenditure.
- Provide some feedback to help us evaluate the scheme.
- Submit visitor data to next year's Annual Museum Survey 2022.

How do I submit my application?

- Contact your local [Museum Development Officer](#) (MDO) to discuss your application before you apply.
- Read this guidance document carefully.
- Complete the [online Grant Application Form here](#).
- We will email you a PDF copy of your online application within 1 week of submission for your own records.
- If you need the application form in a large print format, please contact us on office@southeastmuseums.org

What questions will be asked in the application form?

To help you prepare your application, we have provided a full list of the questions that appear on the online form at the end of this document (pages 10-11).

We have also signposted links to resources that can help you research, and develop your responses (pages 8-9).

How will my application be assessed?

- Your application will initially be assessed against the grant's eligibility criteria by your local Museum Development Officer (MDO).
- Grant decisions will be agreed by a panel made up from the South East Museum Development team including your lead MDO.
- We will ensure that grants are awarded based on a fair geographical spread across the south east based on the number of museums within each sub-region: Hants/Berks/Isle of Wight; Kent/Medway; Oxfordshire/Buckinghamshire; and Surrey/Sussex.
- Museums will be informed of the outcome of their applications by 13 September 2021.

What criteria is my application assessed against?

- Is the project viable, achievable, and clearly planned within the budget and timeframe outlined?
- Is there is a demonstrable need?
- What is the urgency of need and availability of other suitable funds?
- Will the proposed outcomes demonstrate the impact of funds?
- Does the project demonstrate value for money?
- Will this project contribute to the museum's longer-term recovery?

In the event that the grant is oversubscribed, we will prioritise applications from:

- small to medium-sized museums (i.e., under 50,000 visitors annually pre-Covid)
- local authority museums
- museums located in rural areas and/or areas of low cultural engagement as measured by the Art Council's Active People survey¹
- museums that have received less than £1000 grant support from SEMD since 2018.

¹ Area of low cultural community engagement as measured by Arts Council England's 'Active People' survey <https://www.artscouncil.org.uk/document/active-people-survey-list-local-authorities-level-arts-engagement>

How do I claim my grant?

- Successful applicants will receive an **offer letter** by email. This will confirm the amount of the grant award and any special conditions in addition to the general terms and conditions set out in this document (see Standard Conditions of Grant).
- The offer letter will be accompanied by an **acceptance form**. To accept the grant under the terms it is offered, this acceptance form must be signed and returned by the deadline stated in the offer letter, or the grant offer may be withdrawn.
- If the application is not successful, your local Museum Development Officer can provide feedback.
- A **financial supplier form** must be completed and returned, so that we can create a unique Purchase Order (PO) number linked to your grant. You will be sent this form if you are not already set up on our finance system.
- Once you have been given a **Purchase Order (PO) number**, you may send us an **invoice for 90%** of the grant total. Please quote the PO number on your invoice.
- You will be required to submit a **final report** to SEMD at the end of the project at which point you can send your second (and final) **invoice for 10%** of the grant total. We will email you a link to complete the online final report around 1 March 2022.
- If the funded activity runs beyond 31 March 2022, we will ask you to submit an Interim Report followed by the Final Report upon the project's completion.
- For any questions regarding invoicing and grant payment, please office@southeastmuseums.org

Who are my key contacts?

Your local Museum Development Officer (MDO) is your key contact. They can provide you with advice and guidance on how to complete the application form, and additional support around developing your project or activity idea.

East Sussex & Surrey	Helen.Derbyshire@southeastmuseums.org
West Sussex & Surrey	Elaine.Sansom@southeastmuseums.org
Kent & Medway	Samantha.Bowen@southeastmuseums.org
Kent & Medway	Joanna.Low@southeastmuseums.org
Oxfordshire & Bucks	Sarah.Menary@Oxfordshire.gov.uk
West Hants & Berks	Stephen.Lowy@hampshireculturaltrust.org.uk
East Hants, Solent & IoW	Katrina.Burton@hampshireculturaltrust.org.uk

Standard Conditions of the Grant

These grants are funded in partnership by The Art Fund and Arts Council England (Museum Development fund) and are administered by South East Museum Development.

- Art Fund, SEMD and ACE should be acknowledged in any publicity or promotional material produced in association with the project or activity. You can download the SEMD logo [here](#).
- The grant must not be used for any other purpose other than that stated in the grant application.
- The recipient agrees to submit a Final Report with an itemised list of expenditure. If the agreed activity runs beyond 31 March 2022, the recipient will submit an Interim Report in March 2022 followed by the final report by an agreed date.
- If your project is not set to finish by the agreed date, you must inform your local Museum Development Officer to discuss and agree options. Severe slippage in delivery timescales may result in the grant being reclaimed by South East Museum Development.
- SEMD may request evidence of expenditure (e.g., copies of receipts, invoices, etc.) as part of our audit process. Failure to produce evidence of expenditure may result in SEMD requesting the return of funds.
- Grant recipients are required to submit visitor and admissions data to next year's Annual Museum Survey which will run July-Oct 2022.

- You must ensure the funded activity is delivered in an environmentally responsible way.
- You must ensure that funded activity is inclusive and accessible to all.
- SEMD may ask you to submit or present a project case study as a way of spreading good practice and to encourage museums to share their success stories. Art Fund, ACE and SEMD reserves the right to publicise case studies where appropriate.
- If you plan to use consultants for this work, we ask you to follow the [key principles of working with freelance consultants](#) as outlined by our colleagues at South West Museum Development.
- You may be asked to take part in evaluating SEMD's programming and delivery to help us improve our service.
- You must comply with your employer's guidelines on liaising/engaging with furloughed colleagues (if applicable).
- Where funding for subsistence is agreed, this will not exceed the HMRC guidance rates of £5 for breakfast, £5 for lunch and £15 for an evening meal. Breakfast and evening meal costs can only be included for activities that require an overnight stay. Alcoholic drinks are not included.
- Where funding for travel costs is included, this will be for standard class travel on public transport. Any mileage will be reimbursed at 45p per mile for cars/vans.

Useful resources to help with your application

Reopening

South East Museum Development's Reopening Toolkit is a practical guide on how to open your museum safely in light of the Covid-19 pandemic.

<https://southeastmuseums.org/resource-library/advice-on-reopening-museums-reopening-museums-toolkit/>

Evaluation

Share East have prepared an Evaluation Toolkit for Museums which provides insight on different methodologies, frameworks and tools you can use to evaluation your project.

https://www.sharemuseumseast.org.uk/wp-content/uploads/2020/05/SHARE_Evaluation_Toolkit_FINAL_WEB.pdf

Working with freelancers

South West Museum Development, in partnership with the Museum Freelance network, have developed guidance on working with freelancers.

<https://southwestmuseums.org.uk/resources/category/working-with-freelancers/>

Website and digital access resources

Arts Council England's Digital Culture Network (DCN) provides practical guides, training and support to museums.

<https://www.artscouncil.org.uk/developing-digital-culture/digital-culture-network>.

South West Museum Development has guides on digital access, including planning a website, meeting WCAG 2.1 accessibility requirements, and a checklist about online audience communications.

<https://southwestmuseums.org.uk/resources/category/digital/>.

Equality, diversity and inclusion resources

South East Museum Development's Special Schools and Museums Toolkit helps museums hone their offer to children with additional needs. It includes case studies, a checklist, and good practice examples.

https://southeastmuseums.org/wp-content/uploads/2019/06/222475_Handbook-44pp-LowRes.pdf

Museum Development North West's Age-Friendly Museums Toolkit helps museums think about their offer to older people. It comprises the Age-Friendly Standards self-assessment checklist from the Family Arts Campaign, with some modifications to make it more bespoke to the museum sector.

https://museumdevelopmentnorthwest.files.wordpress.com/2019/09/mdnw_age-friendly-museums-toolkit_sept20191-1.pdf.

Museum Development West Midlands have a list of resources on their website you may find useful when planning your project.

<https://mdwm.org.uk/equality-diversity-and-inclusion-resources/>

Environmental sustainability

Julie's Bicycle developed a Museums Framework to support museums in developing environmental practice and inspire them to use their unique role to foster environmental values, understanding and action with their audiences and communities.

<https://juliesbicycle.com/resource-museums-framework-2017/>

Museum Development North West has resources about environmental responsibility on their website. See the 'Environmental Sustainability' section of our publications list.

<https://museumdevelopmentnorthwest.wordpress.com/publications/>

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Online Application Questions

You can find a link to the online application form on our [Grants website](#).

Prepare your answers in advance by using questions listed below.

Don't forget to click 'submit'.

If you need technical advice or access assistance to submit your application, please contact office@southeastmuseums.org

- Which grant are you applying for?
- Name of museum
- Lead contact: name, job title, phone and email
- Senior manager's contact: name, current role, organisation, email
- What is the name of your project?
- If this is a partnership project, list the organisations involved:
- Provide a short description of the project you are asking us to support.
- Tell us about the project in more detail. What do you intend to do with the funding? How? When? Why?
- What is the need for your project considering the Covid-19 pandemic?
- Who will carry out the work?
- What difference will this funding activity make to your museum? List a maximum of four intended outcomes.
- How will you evaluate the success of the project? How will you ensure longer-term sustainability for this work in the future? *Refer to Share East's [Evaluation Toolkit for Museums](#) for ideas.*
- Can you evidence how urgent this work is to your organisation? How will you meet these needs if this application is not successful?
- How have you considered your museum's environmental responsibility in the work relating to your application? *Refer to Julie's Bicycle's [Museums Environmental Framework](#) for ideas.*
- How have you considered equity, diversity and inclusivity in your project? *Refer to South West Museum Development's [resources about digital accessibility](#) and West Midlands Museum Development's [resources about equity, diversity and inclusion](#) for advice.*

- If you plan to use consultants for this work, please confirm that you will follow the key principles of working with freelance consultants as outlined by our colleagues at South West Museum Development.
- Is the museum VAT registered? YES / NO
- Provide an itemised list of your expected costs. Costs should be accurate and based on real quotes and price lists. If your museum is VAT registered, provide costs without VAT.
- How much money are you asking for?
 - A) Total sum of your estimated costs
 - B) Total contribution from the museum/other funders
 - C) Total amount you are requesting from us (A–B=C)
- What is your museum's post code?
- What is your museum's Accreditation number (you can look this up [here](#))
- What type of museum are you? Independent / Local Authority / University / NPO / National / Other
- What is the make-up of your workforce? (number of volunteers and staff)
- What were your annual visitor figures before Covid-19?
- If we do not already hold your contact details, may we add them to our mailing list? YES / NO