



Association of
Independent
Museums



Building communities. Transforming lives.

AIM Biffa Award History Makers Programme

FAQs

What are the key dates?

1 Oct 2018	Expression of Interest (EOI) deadline – but the sooner the better
31 Oct 2018	Application Deadline
Jan 2019	Application results and conditional offers made
Mar 2019	Terms of conditional offer met
April 2019	Formal offer and project start
April 2020	Project completion

Is my museum eligible?

AIM members? Yes

Independent organisation with charitable status? Yes

*25 miles from a Biffa operation? Yes

**10 miles from a licensed landfill site in England or N Ireland? Yes

*Please check online by visiting the following link. The system will only show landfills within 25 miles if there is one. If your project is within 25 miles of a Biffa Operation, then the depot will appear.

<http://www.biffa-award.org/aim/>

**We will verify the landfill sites with Entrust or you can check with the list of licensed landfill sites found on the Gov.uk website at: www.gov.uk/government/publications/landfill-tax-site-operators

Checking whether the site is within 10 miles

There are tools available online to allow you to check the distance between two sites such as www.freemaptools.com/distance-between-uk-postcodes.html

The distance should be measured 'as the crow flies'.

What makes a History Maker?

We are looking for projects that use the life and achievements of extraordinary historical figures to inspire and educate your visitors and users today. Your History Maker may not be a well-known public figure, but most importantly their life and/or work will have helped shape the world we live in today. Figures whose impact was only significant at the time would not be eligible. People are making history all the time, so we are also happy to receive expressions of interest for history makers from any period, including more recent history. We are particularly keen to hear from projects based on women who made history and history makers from diverse backgrounds.

If you have a possible History Maker in mind but are not sure if they fit the bill, please contact us for advice or complete an EOI and we will get back to you.

How much can we apply for?

We are expecting to award grants of up to £90,000. For higher level grants in particular, we will be looking for strong evidence of value for money.

How important is STEM?

How well your project inspires an interest in STEM (Science, Technology, Engineering and Maths) subjects is one of the key criteria against which projects will be assessed, so your application should clearly explain this (Q3.4).

This does not necessarily mean your History Maker must be an engineer or scientist, but that you can interpret their life or work in such a way as to engage your visitors.

Do we need to have extensive collections related to our History Maker?

Not necessarily. At Q3.2 of the application form we ask you to tell us about the collection or other heritage assets you will use in your project. We are most interested in strong engaging stories based on the life and legacy of your chosen history maker, especially those that have not been told before. If these can be interpreted well with only limited use of objects that is fine.

What additional documents do we need to supply with our application?

Please supply the following documents with your application

Outline Interpretation Plan

Showing us what stories you plan to tell, for which audience(s), and how

(Guidance can be found by visiting <https://www.swfed.org.uk/resource/interpretation-policy-and-planning/>)

Signed copy of your constitution/governing document

Signed accounts for last two financial years

Project budget

That clearly identifies those areas you are asking AIM/Biffa Award to fund

Environmental Statement

Guidance:

<https://www.aim-museums.co.uk/for-aim-members/grants/biffa-award-history-makers-grant-scheme/>

Project Plan

That includes:

- Context (how your History Makers project fits with other museum development)
- Briefs for design work
- Programme for project, including key milestones and expected expenditure

Up to 10 images

Plans, key objects, your exhibition space, design sketches etc. Please send these by drop box or other file transfer to: justeen@aim-museums.co.uk

Application Form Section 8.1 Marketing Plan

Please supply a brief overview of no more than 500 words of how you will promote the funding from AIM and Biffa Award, including how you will inform local media, use social media and other online platforms, inform your community and what events you plan on hosting to promote your funded projects.

Evidence of consultation

Include results/feedback/analysis of how you have consulted your users/community about your project ideas

Evidence of community support

At least 3 letters of support for your project

What is the Third-Party Contribution (TPC)?

Under the regulations of the Landfill Communities Fund, only 90 per cent of a grant can be provided from landfill tax - the remainder must come from another source. You apply to Biffa Award for 100 per cent of the grant amount and let us know on your application form who your third-party contributor will be.

If your application is successful, the third-party contribution is paid to Biffa Waste Services in order for us to release the full amount of the grant. Please note that the third-party contribution is completely separate from general match funding - you may need to make

up the total costs of your project from other sources, alongside the AIM/Biffa Award grant; you cannot count and spend the same amount twice!

Third party funding can be a tricky concept to explain and to grasp. Some people prefer to think of it as leverage - finding a relatively small amount of money in order to release a much larger sum.

What can we use the grant for?

At least 90% of the grant must be used in the creation of new permanent exhibitions/interpretation at your project site. This can include design and development work.

A maximum of 10% of the grant can be used for supporting work such as, site based education resources or publicity material and creating content for the History Makers virtual trail. Up to 5% project management costs can be included within the 10% additional project costs.

Exhibitions/interpretation funded by History Makers must be fully accessible to the public for a minimum of 104 days per year.

What are the ENTRUST fee and Landfill Communities Fund?

Landfill tax is charged to Landfill operators for every tonne of waste deposited.

A percentage (4.2%) of this tax liability can be redirected to support community projects, through the Landfill Communities Fund, as long as projects are within 10 miles of a licensed landfill site.

The Landfill Communities Fund is regulated by ENTRUST (www.entrust.org.uk) on behalf of HM Revenue and Customs.

Funded projects can only be delivered by enrolled Environmental Body's (EB)

AIM will register projects with ENTRUST on behalf of applicants and, if required, act as the EB responsible for compliance with ENTRUST.

ENTRUST charge a fee of 3.27% to register projects. This must be added to your Net grant request to form your Gross grant request.

Registered projects must share at least one aim with the Landfill Communities Fund. For most History Makers projects this is likely to be Object D - 'The provision, maintenance or improvement of a public park or another public amenity'

Can our History Makers project be part of a larger redevelopment project?

Yes, as long as any AIM/Biffa Award grant money is spent on a distinct, identifiable element of the larger project.

AIM/Biffa Award grants cannot be used to simply top up or match fund other funding applications.

If you are planning to include a History Makers project as part of a larger scheme, you will have to be able to demonstrate that the AIM/Biffa Award funded elements can complete on time and on budget regardless of any changes to your wider programme.