



Association of
Independent
Museums



Building communities. Transforming lives.

AIM Biffa Award History Makers Programme FAQs

What are the key dates?

1 Oct 2019	Expression of Interest (EOI) deadline – but the sooner the better
31 Oct 2019	Application Deadline
Feb 2020	Application results and conditional offers made
April 2020	Terms of conditional offer met
May 2020	Formal offer and project start
May 2021	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 <https://www.freemaptools.com/distance-between-uk-postcodes.htm>

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.

Change can be the result of collective effort as much as that of individuals, so we are also happy to hear about projects that tell the story of how distinct groups, teams or partnerships have made history. For multiple History Makers we would expect the majority of the group members to be named and identified. If the group had a clear leader or figurehead, that person would most likely be the focus of your application.

There should also be a clear link between your chosen History Maker and your museum site, story or collection. It needs to make sense that you be the location to tell their story.

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 Expression of Interest form and we will get back to you.

Do remember that there are other application criteria that need to be met as well as the status of your chosen History Maker to be eligible for funding. **See FAQs or Application Guidance for full details.**

How much can we apply for?

We are expecting to award grants of up to £75,000. For higher level grants in particular, we will be looking for strong evidence of value for money.

How important is STEAM?

How well your project inspires an interest in STEAM (Science, Technology, Engineering, Arts 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.museumsgalleriesscotland.org.uk/advice/collections/planning-your-interpretation/>

- **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**
See separate guidance document
- **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 website. 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 (5.3% In 2019/20) 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 levy of 2.83%, set by HMRC each year. 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.