

HISTORY MAKERS – People Who Shaped Our World

Guidance to Applicants: Round Four – Closing Date 31 Oct 2019

1. Introduction

The Association of Independent Museums (AIM) has entered into a further years funding partnership with Biffa Award, which will provide investment for AIM-member museums and heritage sites in England.

'History Makers – People who shaped our world', will fund the creation of new exhibitions, displays and online interpretation which will enable the public to learn about and be inspired by the lives and achievements of extraordinary, historical figures who have made a significant impact on the industrial, scientific, commercial or social history of the UK, shaping the world we live in today.

The programme will create a unique opportunity to connect the public with the personal stories and achievements of famous historical figures as well as those who are less well-known. We are particularly keen to hear from projects based on women who made history and history makers from diverse backgrounds. The lives of these History Makers can inspire a new generation with the qualities behind their successes, such as ingenuity, bravery, persistence, endeavour, imagination and insight.

History Makers will put a particular focus on making stories accessible and relevant to children and young people, whether engaging with their families or with their schools. There is a national shortage of people taking up STEAM subjects (Science, Technology, Engineering, Arts & Mathematics) identified as vital to the country's prosperity and growth. AIM particularly welcomes applications where the History Makers story is deeply connected to STEAM subjects. The programme will provide an exciting opportunity to enable museums to inspire a new generation with the possibilities of studying and working in STEAM areas.

Funded projects will be featured on a History Makers website, making them accessible to people across the UK. Successful applicants will be required to contribute to this resource. (See 9 below for details).

The programme will enable museums and heritage sites to make their collections and stories (sometimes not currently displayed) accessible to the public.

The programme will be delivered through a partnership between Biffa Award and AIM. The scheme will run for one year with £308,333 to be distributed in one Round. It is expected that grants will be awarded to four or five projects.

AIM administers the programme on behalf of Biffa Award and all queries should be directed to AIM. We welcome applications from AIM members to become part of this exciting new national scheme. Please note we cannot accept applications from members within Scotland and Wales,

as the Landfill Communities Fund, which provides the funding for this scheme, is devolved in these regions.

2. Advice and Guidance

You are welcome to contact us for an informal discussion about your ideas at any point. We can help you decide whether your project is suitable for the History Makers scheme and also help you understand the requirements for the application process.

If you think you would like to make an application, please use the Expression of Interest form to contact Justeen Stone or Tim Burge, Project Manager at an early stage to ensure eligibility of your project. This is particularly important where it forms part of a larger scheme.

Contact details:

Primary Contact is Justeen Stone, AIM Grants & Finance Officer

e: justeen@aim-museums.co.uk t: 0333 305 8060

Tim Burge, History Makers Project Manager

e: historymakers@timburge.org t: 07936 538607

3. Application Process

Timetable:

- Expression of Interest to be submitted as early as possible – deadline 1 October 2019
- Applications to be submitted – deadline 31 October 2019 by email to justeen@aim-museums.co.uk
- Outcome of applications notified, and Conditional Offer letters issued – February 2020
- All requirements of Conditional Offer to be met – April 2020
- Formal Offer letters issued – May 2020
- Projects to be completed within 12 months of Formal Offer – May 2021

Expression of Interest:

All potential applicants should submit an Expression of Interest form as early as possible and by 1 October 2019 at the latest. The submission of an EoI is the first step in applying for History Makers funding and is your chance to advocate for your History Maker and will ensure your time is not spent on an application that cannot proceed. You can submit the EoI form even if you only have an outline idea of how your project will develop but know who your History Maker is. The EOIs are reviewed by the panel at regular intervals, so the sooner you submit yours and it is approved the more time you will have to draw up your full application. You are also welcome to submit more than one EOI for different History Makers.

Application:

Please read through these guidance notes carefully before submitting an Expression of Interest or making an application and ensure you include all the requested supporting information. If you are unsure about any aspect of your application, please contact us – we are happy to advise.

Appeals Process:

If you wish to appeal the outcome of your application you should write to AIM's Executive Director in the first instance, setting out the reasons for your appeal. The Executive Director will attempt to resolve the issue with you but if this is not possible your appeal will be considered by a group of three members of AIM Council who have not previously been involved in the consideration of any applications to History Makers. The decision of the group of AIM Council members will be final.

Appeals must be submitted within 2 weeks of notification of the outcome of your application. AIM will inform you in writing of the outcome of your appeal within 60 days.

4. The Aims of the History Makers Programme (Q3.6)

Applicants need to demonstrate how their project will help deliver the five key project outcomes for the History Makers programme, which are:

- Telling the story of the life and achievements of History Makers – people who shaped our world.
- Inspiring children and young people (especially with an enthusiasm for STEAM subjects).
- Enabling children to access and be inspired by stories of History Makers wherever they are in the UK (through the History Makers website).
- Allowing museums to make their collections and stories more accessible.
- Ensuring the wider museum community is more aware of the opportunities of using collections to support STEAM subjects.

5. Key Criteria for Assessing Applications:

History Maker project applications will be assessed on both the significance and impact of the proposed History Maker and the quality of the proposed project. History Makers will be people who shaped our world today – whose lives or work has had a significant impact and continues to do so today. The programme will not include people whose work was about reflecting the world they knew, unless it is demonstrated that their work brought about changes that have shaped the world today.

The significance of a History Maker

1. Their international, national or regional importance and the significance and impact of their life or work in shaping our world today. (Q3.1)
2. The quality of the collection or other heritage assets relating to the History Maker, which the applicant organisation holds and will use in the project and, whether the project will make heritage assets available to the public which are currently in store or not interpreted. (Q3.2)
3. Whether the inclusion of the History Maker helps create a well-balanced group of History Makers, celebrating a range of people and areas in which they worked, including some less well-known characters.

The project application

4. Applications will be assessed on the quality of the proposals for interpretation of the life and work of the History Maker, including how well they will engage families, pupils, students and the public. (Q3.3 and 3.4)
5. Applications will be assessed on the organisation's capacity to manage the project to agreed standards of quality, within agreed timescales (see 3) and budgets and on the quality of the marketing plan to promote the project. (Q5.4, 5.5 and 8.1)

It is important that all projects complete within the timeframe detailed at 3. AIM Biffa Award will give preference to projects that are in a position to commence quickly, or where full funding for the project has been secured. Additionally, preference will be given to projects where AIM Biffa Award is the main funder or when the grant will fund a specific, identifiable element of a larger project.

6. Additional Criteria – All projects must meet the following criteria:

At the point of application:

- The project site must be located in England and be within 25 miles of a significant licensed Biffa Operation. Additionally, the project site must be within 10 miles of a licensed landfill site (closed or live), owned by any organisation. Closed sites must still hold a relevant license. (Q2.4 and 2.5)
- The Applicant must be an independently constituted organisation with charitable status. Privately owned organisations are not eligible to apply for funding. (Q5.1)
- The applicant must be a member of AIM at the point of application. (Q1.2)
- All projects must meet the Biffa Award and ENTRUST funding criteria in order to be eligible to apply.
- The applicant will provide a marketing plan as part of the application process. (Q8.1)
- The applicant must have an Environmental Statement in place
- The applicant must have undertaken consultation with the local community on the proposal.
- The applicant must have secured or can commit to providing a 10% Third Party Contribution at the time of submitting their application. (Q2.11)

Before the Formal Offer is made:

- Third Party Contribution will be requested when the Conditional Offer is made and must be paid before the Formal Offer is issued.
- The applicant must obtain any necessary consents required for funded works, including full planning permission and Scheduled Ancient Monument consent where applicable, and provide evidence of these. (Q3.9 and 3.10)
- The applicant must provide evidence that they are owners of the buildings/collections involved and have adequate insurance. We can consider support for projects where a minimum of 25 years tenure for land or buildings has been agreed. In these cases it may be necessary for the landlord to be contracted in as a party to the agreement. (Q3.8)

During the project delivery stage and on completion:

- The applicant will contribute to the History Makers Website and provide an educational resource about the History Maker for visitors to their site.
- All projects must complete within 12 months of Formal Offer. (Q2.7)
- The applicant will acknowledge AIM Biffa Award both on site, digitally and in the marketing campaign associated with the project. (Q8.1)
- From the point when the AIM Biffa Award project (or element of a larger project) is completed, the project must have a minimum of 104 days of full public access per year and be fully accessible to the public. (Q4.4)

Please note that we cannot support projects in the Channel Islands, the Republic of Ireland, Scotland, Wales or Isle of Man.

7. Eligible Costs

AIM Biffa Award funding is predominantly for capital works - physical works which will remain permanently on the project site. **At least 90% of the total project costs must be for the design and creation of your exhibition**, including any professional services required to create the exhibition and interpretation. Conservation works are eligible when they are an essential part of the project and relate to something that will be permanently displayed in the exhibition.

A maximum of 10% of the total project costs can be for other/additional cost items such as the education resources which you must create for the History Makers website, publicity materials, research into your History Maker or related collection, your organisation's own costs in managing and delivering the project etc. Funding solely for Websites is not eligible.

Digitisation is only eligible where essential for creating your exhibition, Apps are permissible when related to the History Maker and provided they are for use on site only. Apps that are of a mobile nature can only be included within the 10% additional costs and not the physical works.

Projects will be expected to have developed an outline interpretation plan at the point of application and to provide a brief for the exhibition design work (even if this is to be undertaken in house). Both these documents should be submitted with the application. Up to 5% project management costs can be included within the total 10% of additional project costs.

If you would like more guidance about which costs are eligible, please contact AIM.

Non-reclaimable VAT may also be included.

Please note that we **cannot** support the following:

- Solely Website and digitisation projects.
- Projects on sites that are owned and or maintained by borough, county, city, district, or town councils, unless a formal lease, with a minimum term of no less than 25 years, is in place
- Projects where no formal lease, with less than 25 years remaining, is in place
- Projects more than 25 miles from a Biffa Group Limited Operation
- Projects more than 10 miles from a licensed landfill site (owned by any company)
- Core costs of an organisation, office equipment or furniture
- Sole improvements to car parks, offices or services or alterations to buildings in order to meet Equality Act requirements
- Works that may be the responsibility of a statutory authority to provide and maintain
- Portable items that will not be permanently kept at the address listed as your project location
- Events, excursions, CDs and websites, publications and marketing materials
- Retrospective funding - work that has already taken place before any grant has been awarded
- Preliminary Fees such as Planning Costs
- Training for staff and volunteers
- Feasibility studies, tender costs, building consents or recruitment costs

If necessary, we may revise the amount of funding available and make changes to our published criteria, as well as updating the list of significant Biffa Operations. As soon as any changes are known, we will post them on our website, or be in touch with you directly if you have an application that is being considered by us. We aim to give three months notice about any changes where possible.

All successful applicants will be issued with a Conditional Offer letter and given two months to meet all conditions.

We can advise applicants on model Environmental Statements.

8. The ENTRUST fee and The Landfill Communities Fund (Q2.10)

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

A percentage (5.3%) 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's levy set by HMRC is 2.83% for 2019/20. This must be added to your Net grant request (2.9) to form your Gross grant request (2.10)

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'. See <http://www.entrust.org.uk/projects/landfill-communities-fund-objects/object-d/> for further details.

9. 'Third Party Contribution' Partnership Funding Requirement (Q2.11)

In compliance with Landfill Communities Fund regulations, applicants will need to have secured or can commit to providing a 10 per cent cash contribution (known as a Third-Party Contribution or TPC) within two months of receipt of the Conditional Offer.

This cash contribution is calculated as 10% of the net grant amount requested

For example, for a £50,000 grant, the TPC requirement for this grant would be £5,000.00

The Third-Party Contribution is not project match funding and should not form part of your project expenditure.

If you are not registered as an Environmental Body, the TPC could be paid from the applicant's own resources and/or other sources of funding.

If you are registered as an Environmental Body your 10 per cent contribution (TPC) must be from an independent source of funding to meet with Landfill Tax Regulations - it cannot come from your organisation's own funds or general reserves.

The 10 per cent contribution must be paid directly to Biffa Waste Services Limited prior to a Formal Offer Agreement being issued. If applicants are using other sources of funding they should check that the funding body is aware of these arrangements. Funds from Lottery distributors including HLF, cannot be used for the TPC. Third Party Contributions are completely separate from any match funding your project may require and, do not contribute to the cost of your project. Further details about this can be found on the ENTRUST website www.entrust.org.uk or please contact us for assistance.

10. History Makers Website and Learning Resources

As part of both the publicity for the project and the legacy for the History Makers scheme, AIM will create a History Makers website. This will be designed to be used by primary-age children, whether alone, with their families, carers or with their schools.

AIM will supply a template to be completed by each successful project, providing key information about the History Maker and their impact on the world today. Interesting facts and images will be used to create each page. The website will be written in child-friendly language and an easy to use format. Each page will include links to the History Makers museum or heritage site to allow users to learn more about the History Maker. The link will also provide specific learning resources about the History Maker, which each project will produce as part of the project and make available on their own website.

The learning resource pack will be linked to the National Curriculum, designed to be used by the public or school visitors to the project website. As well as making the resource pack available online, projects may consider making the information available in a downloadable format. Although the cost of creating the educational resource can be included within the additional project costs, Landfill Communities Funding regulations do not allow for generation of material or resources to be sent out to schools or other organisations.

11. Interpretation Planning and Exhibition Design (Q3.3)

We expect the History Makers projects to have high standards of interpretation planning and exhibition design, which will make the History Maker's story accessible to all. Your proposals should be based on best practice and be tailored to your subject matter, your museum's circumstances and the needs of your visitors and potential visitors. We welcome new and innovative approaches to interpretation. Whether you undertake interpretation planning and exhibition design in house, or through an external advisor or consultant, it is important to show us that the people undertaking the work have the relevant experience and skills.

Advice about interpretation plans can be found online at <https://www.museumsgalleriesscotland.org.uk/advice/collections/planning-your-interpretation/> or please ask us for advice.

12. Letting People Know About Your Project (Q8.1)

AIM Biffa Award is keen to see that the public and other organisations know about the great work you are doing and how it is funded. Your plans to promote your project and the AIM Biffa Award grant form part of the assessment criteria.

If your project is successful in being awarded a grant, AIM Biffa Award would like to receive photographs, tweets, Facebook posts and any other communication about how your project is progressing. Sending us regular updates of your progress will keep us informed and allow us to maximise any publicity opportunities. Once you have completed your project we will ask you to send a short film about your completed project: a quick introduction to the project including what we have funded and what a difference it has made to your museum or heritage site and its visitors and community.

One condition of the grant will be to acknowledge the grant digitally and on site. AIM Biffa Award expect to see our funding celebrated and widely promoted. This can be via a plaque, banner or including the AIM Biffa Award logo on your own interpretation or signage boards. You will need to have any artwork agreed with us before you use it.

See **'Telling Your Story PR Guidance'** for more information about what we expect from your marketing plan to publicise your project and acknowledge your grant.

13. Application submission

When you have completed your application and have gathered all the required supporting information and evidence, please send the completed application form and your supporting documentation in an electronic format by email to Justeen Stone at justeen@aim-museums.co.uk

The deadline for submission is **23.59 on 31st October 2019**. Once your application has been received, we will send you an acknowledgement. Applications to the History Makers Scheme will undergo a first stage review by representatives from both AIM and Biffa Award. Applications that are progressed to the next stage will be considered by the History Makers Panel. The Panel's decision is final, though feedback will be given to unsuccessful applicants.

14. Previous History Maker Awards

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| Year 1 | |
| Clifton Suspension Bridge Trust | Hawkshaw and Barlow Untold |
| London Transport Museum | Digging Deeper: through James Henry Greathead's story |
| Galleries of Justice Museum | The Father of Modern Forensics: An Exhibition Celebrating the Life and Work of Sir Bernard Spilsbury. |
| Year 2 | |
| National Paralympic Heritage Trust | Science Pioneering the Paralympic Games - Dr Ludwig Guttmann, Doctor, Psychologist, Engineer |
| National Tramway Museum | Holroyd Smith – Electrifying the Future |
| Hitchin British Schools Trust - British Schools Museum | Joseph Lancaster's Educational Revolution. |
| Milton Keynes Museum | History Maker – Jock Campbell |
| Catalyst Science Discovery Centre and Museum Trust Ltd | "Harry Baker and 120 years of Chlorine" |
| Year 3 | |
| National Coal Mining Museum for England | The Illumination Gallery |
| Chatsworth House Trust | Experiments, Innovation and Design: How the Paxtons Grew the Chatsworth Garden |
| The Cromwell Museum | Cromwell Uncovered |
| People's History Museum (National Museum of Labour History) | Annie Besant & Jayaben Desai: History Makers on Strike |
| Commonwealth War Graves Foundation | Noor Inayat Khan: A Woman of Conspicuous Courage |
| Port Sunlight Village Trust | Soap & Water: Revealing William Lever's remarkable achievements and enduring legacy |