

HISTORY MAKERS

HISTORY MAKERS – PEOPLE WHO SHAPED OUR WORLD GUIDANCE TO APPLICANTS: ROUND 5

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HISTORY MAKERS

HISTORY MAKERS – PEOPLE WHO SHAPED OUR WORLD

GUIDANCE TO APPLICANTS: ROUND 5

CLOSING DATE FOR APPLICATIONS – 5 PM SUNDAY 28th FEBRUARY 2021

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 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 young people, whether engaging with their families, carers 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. History Makers will be delivered through a partnership between Biffa Award and AIM. The scheme will run for a further year with £298,260 to be distributed in this round, Year 5 of the scheme. 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 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 and to ensure your project meets the grant criteria.

CONTACT DETAILS:

Primary: Justeen Stone, AIM Programmes & Finance Officer



Justeen@aim-museums.co.uk or



0333 305 8060

Secondary: Tim Burge, History Makers Project Manager



historymakers@timburge.org or



07936 538607

3. APPLICATION PROCESS



3.1 Timetable:

 **EXPRESSION OF INTEREST DEADLINE** – 5 P.M. 14 DECEMBER 2020

 **APPLICATION DEADLINE** – 5 P.M. 28 FEBRUARY 2021

Applications to be submitted by email to justeen@aim-museums.co.uk

 **PANEL DECISION** – May 2021

 **NOTICE OF GRANT AWARD & CONDITIONAL OFFER** – June 2021

 **PROJECT REGISTRATION** – June 2021

 **NOTICE OF FORMAL OFFER** – July 2021

 **PROJECT COMMENCEMENT** – August 2021

 **PROJECT COMPLETION & PUBLIC OPENING** – August 2022

Projects are to complete within 12 Months from date of Formal Offer



3.2 Expression of Interest:

The submission of an Expression of Interest (EOI) form is the first step in applying for AIM Biffa Award History Makers funding. This is your chance to advocate for your History Maker or Makers 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. You should submit the EOI as early as possible to allow for a panel decision in order to move to the History Makers application stage, this will also give you the required time to develop your project, communicate with AIM project staff and submit a funding project proposal.

Please do remember that there are application criteria that need to be met as well as the status of your chosen History Maker to be eligible for funding.

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.

Note: The acceptance of your EOI at this stage is not a guarantee of future funding.

3.3 Application:

Please read through these guidance notes carefully before submitting an EOI 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.

3.4 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. GUIDANCE NOTES FOR APPLICATION FORM

SECTION 1 – BASIC INFORMATION

1.2 AIM Membership Number

The applicant must be a member of AIM at the point of application.

1.4 Environmental Body (EB)

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

Environmental Bodies (EBs) are organisations that have registered with ENTRUST in order to receive Landfill Communities Fund (LCF) money from Landfill Operators (LOs) or other EBs.

You may have already registered if you have previously received Landfill Communities Funding. See <https://www.entrust.org.uk/environmental-bodies/> for more details. There is no requirement to be registered to apply for a History Makers grant.

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

SECTION 2 – PROJECT INFORMATION

2.2 Location of Project

Your project must be based in England. Unfortunately, we cannot support projects in the Channel Islands, the Republic of Ireland, Scotland, Wales or Isle of Man.

2.4 Name of nearest landfill site

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 (LCF). To be eligible for LCF money your project site must be within 10 miles of a licensed landfill site, closed or live, owned by any organisation, as long as it still holds a license. To find sites near you please contact AIM who will verify the landfill location with ENTRUST.

2.5 Nearest Biffa operation

The project site must be within 25 miles of a Biffa operation. You can find your nearest Biffa operation, (not necessarily a landfill site), and its distance from your project, at <http://www.biffa-award.org/aim/> This may be the same site as that in Q 2.4

2.7 How long will the project take to complete?

These dates may be approximate. Work must not start before you have had a Formal Offer Agreement (which will be June / July 2021). AIM Biffa Award does not fund work retrospectively. Projects must be completed within 12 months of the date of the Formal Offer.

2.8 Total cost of project

This should be the same figure as Column C on your budget sheet. This figure is the total of all expenditure you need to make to deliver your History Makers project.

2.9 Net amount requested from AIM Biffa Award

This should be the same as Column D on your budget sheet. This figure is the total amount of expenditure you are asking AIM Biffa Award to grant fund. If you are registered for VAT please ensure you do not claim for recoverable VAT.

2.10 Details of the 10% Third Party Contribution (TPC)

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 or be included on your budget sheet. The TPC will not be returned to the applicant once the project is complete, the contribution allows 100% of the grant approved to be released by Biffa Waste Services.

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 NHLF, 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/projects/contributing-third-parties/ or please contact us for assistance.

SECTION 3 – ABOUT YOUR PROJECT

3.1 Tell us about your History Maker

History Makers will be people who shaped the world we live in 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. 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 figure-head, that person would most likely be the focus of your application. There should also be a clear link

between your chosen History Maker (s) and your museum site, story, or collection. It needs to make sense that you be the location to tell their story.

3.3 Please describe your project

We expect the History Maker 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.

3.5 Key expenditure

AIM Biffa Award funding is predominantly for capital works - physical works which will remain permanently on the project site. The costs of the works should directly relate to the actual creation of the exhibition, rather than its management or its administration.

At least 92.5% 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 7.5% 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 with in the 7.5% 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. Project management costs can be included within the total 7.5 % of additional project costs.

Non-reclaimable VAT may also be included.

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

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

-  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, surveys, tender costs, building consents or recruitment costs

3.6 Project Outcomes

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 the world we live in today.
- 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.

3.8 Ownership

Before a Formal Offer of grant can be made, you will be required to provide evidence you are the 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.

Where the project site is not owned by the project operator or a body set up by the project owner, confirmation of the terms and period of lease remaining will be required, so that projects can continue to be compliant for as long as possible but for the minimum as detailed in the guidance on project monitoring or asset protection.

A fully signed copy of the lease and or management agreement for the collections must be provided with the full application.

3.9 Planning Permission and Consents

Before a Formal Offer of Grant can be made, 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.

3.11 - 3.14 ENTRUST – Landfill Communities Fund Object Specific Criteria

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.

Improvement, Protection, Derived Income, Security and Storage of Portable Purchased Items

Landfill Communities Fund (LCF) projects focus upon physical works at a single named site within 10 miles of a landfill site, for the benefit of the local community and environment. ENTRUST will need to approve the project after the panel decision and before any work takes place to ensure your project qualifies for LCF funding. At application stage, 3.11 – 3.19 provide required detail the fund criteria.

3.11 Improvement

Summarise how the project will make the environment more pleasant or comfortable and/or improve the aesthetic qualities of an area. How the proposed works will provide, maintain or improve the project site.

3.12 Protection

Summarise how the project is for the protection of the built, natural or social environment.

3.13 Derived Income Declaration

That the amenity is run on a not-for-profit basis and any income made as a result of the LCF funded project will be handled appropriately as LCF derived income which could include spending on the on-going maintenance or operation of the amenity. History Maker project works are usually within a larger site offer and are not operated as a separate costed offer.

For further detailed information on derived income – <https://www.entrust.org.uk/guidance/guidance-documents/>

3.14 Security of Storage of Portable Items

Summarise the proposed security and storage provision for any portable equipment purchased with the project grant funds.

SECTION 4 – DEMONSTRATING THE PROJECT NEED

4.2/4.3 Benefit and Project Development




The project will need to directly benefit the general public and is somewhere they can access without unreasonable restriction and with reasonable access costs. Applicants must have undertaken consultation with the local community on the proposal. Depending on the scale of your project this may be formal or informal and may use relevant data and feedback gathered as part of other consultation exercises. It is important you can demonstrate that you have identified a need for your project and that your proposed project has the support of your community or target user group. Copies of visitor surveys or feedback and letters of support should be included with your application (See Section 9 – Supporting Information).

4.4 Public Access

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; 104 days is equivalent to at least two full days or four evenings per week.

The project will be somewhere the public can access without unreasonable restriction and with reasonable access costs. Unreasonable restrictions would include amenities which are only available to specific user groups defined by age, sex, disability or race.

You must provide the following relating to public access:

-  Access details for the general public on an hours per day basis
-  Details of any charges to access the amenity (i.e. admission charges)
-  Details of any restrictions in place (i.e. membership requirements)

4.5 Site Users

Please give the current site user figures and an estimate of users after the project has finished.

SECTION 5 – ABOUT YOUR ORGANISATION AND MANAGING THE PROJECT

5.1 Constitution

The Applicant must be an independently constituted organisation with charitable status. Privately owned organisations are not eligible to apply for funding.

5.3 Project Management

Tell us about your plans for managing the project, who will be responsible for decisions and for management and the systems you have in place to monitor the delivery of the project. Tell us about your track record of similar projects.

5.4 Project Delivery

How will you ensure your project is delivered to a high quality? Explain about how you will ensure quality in the planning, design, and delivery stages. Please include a project programme with your application (See Section 9 – Supporting Information).

5.5 Policies

Please indicate which policies are in place, you may be required to submit these on request. See Section 9 of the application form for mandatory requirements.

SECTION 6 - PROJECT BUDGET AND EXPENDITURE

You will need to complete the supplementary Project Budget sheet and provide a cost breakdown, outlining what the History Maker funds are to be spent on. This will include the budget heading, detail of expenditure, total cost, the History Maker funded elements and proposed asset purchases. (The definition of an asset is any individual item with a value in excess of £500 that could potentially be sold on. Examples may include an exhibition, interpretation, information boards, etc)

EXAMPLES OF ELIGIBLE EXPENDITURE
Project management - in-house & consultancy (<i>up to 5% of grant request</i>)
Design consultation - (<i>in direct support of exhibition</i>)
Graphic panels and other 2D design (design and print) - (<i>in direct support of exhibition</i>)
Display cases (design and manufacture) - (<i>in direct support of exhibition</i>)
Object mounting and display, design and manufacture - (<i>in direct support of exhibition</i>)
Interactives, design and manufacture - (<i>in direct support of exhibition</i>)
Installation & fit out - (<i>in direct support of exhibition</i>)
3D Design and Setworks - (<i>in direct support of exhibition</i>)
AV software development- (<i>in direct support of exhibition</i>)
AV hardware (<i>inc. touch screens etc</i>) - (<i>in direct support of exhibition</i>)
AV content development (<i>inc. filming</i>) - (<i>in direct support of exhibition</i>)
Conservation (<i>in direct support of exhibition</i>)
Transportation of objects for display - (<i>in direct support of exhibition</i>)
Lighting, gallery and case (<i>in direct support of exhibition</i>)


Dressing up costumes - (<i>in direct support of exhibition</i>)
On-Site printed materials – e.g. a children’s trail (<i>design costs only</i>) ★
Content for History Makers website ★
On-site publicity materials (<i>design costs only</i>) ★
Digitisation and Photography (<i>in direct support of exhibition</i>)
Apps (<i>on site only and in direct support of exhibition</i>)
Education Resources (on-site) ★
Research (inc. mileage and travel costs) ★
★These elements together could only form a maximum of 7.5% of your total grant request.
EXPENDITURE THAT IS NOT PERMITTED
Opening event costs
Non site-based materials
Printing costs of marketing materials
Websites
Core costs of an organisation
Office equipment
Furniture
Physical improvements or alterations to premises solely to meet Equality Act requirements
Portable items that will be taken off-site
Events
Marketing
Preliminary fees and permissions (<i>e.g. planning, listed building consent</i>)
Training
Feasibility studies
Recruitment and Tender costs
End of Grant Project Video
Evaluation


6.1 Other Funding


If AIM Biffa Award is not funding 100% of the project, has all additional funding for this project secured? Where funding remains unsecured, are there plans in place to secure funding for the outstanding project costs? You will need to provide details of the additional funders, the amount secured, date expected for funding confirmation or plan for securing remaining funds. See additional budget and expenditure sheet.



6.2 Procurement and Tender Process

Successful applicants will be expected to follow ENTRUST guidance on tendering or obtaining quotes.

 You will be required to demonstrate that Value for Money (VFM) has been achieved when spending the AIM Biffa Award History Maker funds. Where grant funds are used to purchase goods and services over £5,000 in value, competitive tendering should be undertaken.

 Three quotes should be sought when the value is between £1,000 and £5,000.

 Evidence of the competitive tenders and quotes should be retained and provided to AIM if successful. It is not always necessary to select the supplier with the cheapest price if there are good reasons for selecting another supplier. However, where the chosen supplier has not offered the lowest price there must be a written explanation as to why the preferred supplier was selected. In some cases, it may not be possible to obtain a sufficient number of quotations or tenders. For example, there may be only one specialist supplier who could reasonably be used. If so, it is recommended that evidence is obtained to show that the works are of a truly specialist nature and the price agreed with this supplier is not higher than would normally be paid for similar goods or services. This will need to be agreed and noted during the project delivery.

-  You will need to let us know and provide details if you anticipate making any payments to connected parties for project goods and services. A connected party is any individual or organisation related to or linked to the EB.
-  What due diligence have you, or will you undertake once you have nominated your preferred suppliers/contractors?

SECTION 7 – MONITORING YOUR PROJECT

Tell us how the project be will be sustained after the period of funding – both financially and in terms of stakeholders’ involvement.

You will be required to submit a post completion report 1 year after project completion, and an annual update thereafter for five years.

SECTION 8 – PUBLICISING YOUR PROJECT

If your project is successful in being awarded a grant, AIM Biffa Award would like to receive photographs, Tweets, Facebook and LinkedIn posts and any other communication about how your project is progressing. You will be asked to recognise AIM and Biffa Award and the LCF in your project publicity and to be tagged on social media outputs.

We will ask you to maintain an ongoing publicity record and to keep us informed of the planned marketing, to allow us to maximise any publicity opportunities. Once you have completed your project we will ask you to send a short film about your History Maker 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. Guidance will be made available






One condition of the grant will be to acknowledge the grant digitally and on site with a requirement for the public opening of the project. 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. **Your marketing plan can be attached as a separate document if preferred.**

SECTION 9 – SUPPORTING INFORMATION

All applicants must submit the Mandatory Supporting Information, if any of the Additional Supporting Information is applicable to your project then please submit that as well.

Project Plan




As a minimum, your project plan should include:

-  Brief introduction to the History Maker and context for the project
-  An outline interpretation plan for the History Maker project.
-  A brief for any design work to be undertaken as part of the project or copies of designs and illustrations for any design work already undertaken.
-  Details of the interpretation plan for any wider project, to which the History Maker project is connected.
-  A programme for the development, design, and delivery of your project, showing key milestones and expected expenditure and when any required permissions etc. will be obtained

Images

A selection of up to 10 images as jpeg, tiff or png files including:

-  Images or plans showing the context, setting and space to be used for the exhibition

-  Key objects that will be included in the exhibition
-  Illustrations of the proposed exhibition (if available)
-  Images of the History Maker

SECTION 10 DECLARATION

AIM will use the information provided (if awarded) to administer and analyse grants. It may give copies of all or some of this information to individuals and organisations it consults with when assessing applications and monitoring grants, such as RSWT, Biffa Waste Services Ltd and others involved in the Landfill Communities Fund. It may also share information with government departments, organisations providing match funding and other organisations and individuals with a legitimate interest. If your application is successful, AIM will use some of the details contained within the application in AIM Biffa Award publicity information. Your signature on this form is treated as confirmation that AIM or its agents may use the information you have supplied to us under the terms of the Data Protection Act 1998.

PLEASE REMEMBER TO SIGN THIS DECLARATION PAGE, ELECTRONIC SIGNATURES OR SCANNED ARE ACCEPTABLE.

5 ADDITIONAL INFORMATION FOR APPLICANTS

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.



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 the world we live in today. (see question 3.1)
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. (see question 3.2)
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

1. 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. (see questions 3.3 and 3.4)
2. Applications will be assessed on the organisation's capacity to manage the project to agreed standards of quality, within agreed timescales (see section 3) and budgets and on the quality of the marketing plan to promote the project. (see questions 5.3, 5.4 and 8.1)

AIM Biffa Award will give preference to:

-  Projects that are in a position to commence as soon as possible.
-  Projects where all shortfall funding, if required, has been secured.

-  Projects where AIM Biffa Award is the main funder.
-  Projects where the grant will fund a specific, identifiable element of a larger project.

History Makers Website and Learning Resources

As part of both the publicity for the project and the legacy for the History Makers scheme, AIM has created a History Makers website at <https://www.history-makers.co.uk/> This is 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 we live in today. Interesting facts and images will be used to create each page. 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.

6 WHAT HAPPENS NEXT?

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, EITHER BY EMAIL OR BY USING A LARGE FILE FREE TRANSFER SERVICE SUCH AS DROPBOX OR WE TRANSFER

SEND TO

Justeen Stone, AIM Programmes & Finance Officer










Justeen@aim-museums.co.uk or



0333 305 8060

THE DEADLINE FOR SUBMISSION IS 5 P.M. ON 28th FEBRUARY 2021.

-  Once your application has been received, we will send you an email 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.
-  If necessary, we may revise the amount of funding available and make changes to our published criteria, as well as updating the list of 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
-  A Formal Offer will be issued when all conditions of offer are met and Third Party Contribution has been paid.



TIMETABLE:

 **EXPRESSION OF INTEREST DEADLINE** – 5 P.M. 14 DECEMBER 2020

 **APPLICATION DEADLINE** – 5 P.M. 28 FEBRUARY 2021

Applications to be submitted by email to justeen@aim-museums.co.uk

 **PANEL DECISION** – May 2021

 **NOTICE OF GRANT AWARD & CONDITIONAL OFFER** – June 2021

 **PROJECT REGISTRATION** – June 2021

 **NOTICE OF FORMAL OFFER**– July 2021

 **PROJECT COMMENCEMENT** – August 2021

 **PROJECT COMPLETION & PUBLIC OPENING** – August 2022

Projects are to complete within 12 Months of Formal Offer Acceptance



7 PREVIOUS HISTORY MAKER AWARDS

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 Foun- dation	Noor Inayat Khan: A Woman of Conspicuous Courage

Port Sunlight Village Trust	Soap & Water: Revealing William Lever's remarkable achievements and enduring legacy
YEAR 4	
Pankhurst Trust	At Home with the Pankhurst Family
National Football Museum	Lily Parr: Football's first female superstar
The Arkwright Society – Cromford Mills	When Arkwright Met Strutt, Creating a Cotton Spinning Legacy
Milton's Cottage Trust (CIO)	John Milton – History Maker
Gilbert White & The Oates Collections	Revealing Gilbert White



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HISTORY MAKERS

FUNDERS INFORMATION

AIM

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.

RSWT

Biffa Award is managed by the *Royal Society of Wildlife Trusts*. RSWT has a dedicated grants team that manages several different funds, covering broad environmental themes. The team does this on behalf of organisations, such as Biffa Group Limited, European Union, The National Lottery Community Fund and Network Rail.

LANDFILL COMMUNITIES FUND

The Landfill Communities Fund (LCF) is an innovative tax credit scheme enabling operators (LOs) to contribute money to organisations enrolled with ENTRUST as Environmental Bodies (EBs). EBs use this funding for a wide range of community and environmental projects in the vicinity of landfill sites. Since its inception in 1996, over £1.6 billion has been spent on more than 56,000 projects across the UK. For further information please visit [ENTRUST's website](#)