Shared History Fund - Application guide and Questions for grants from £10,000 to £100,000

This application guide is for organisations applying to the Shared History Fund. You must use this guide to assist you in completing the online application form for grants between £10,000 - £100,000

Important: The National Lottery Heritage Fund uses the same forms across a variety of programmes we administer. When completing your application form you must follow this guidance as some questions need to be answered differently for the Shared History Fund. You **should not** use the help icons embedded in the online form as they do not relate to this funding.

The overall word limit of this form is 6,000 words. You will not be able to submit your application if you exceed this limit. Please note that dashes in the text count as whole words.

Don't forget to save the progress of your application as you work on it.

How to start a new application form

1. Register as a new user on the National Lottery Heritage Fund grants portal or use an existing user account.

2. Click "Add Project" on the main screen

3. Click Grants from "£10,000 to £250,000", in New Project section

4. Click "Start Full Application"

5. Grant Request screen: add the value of your grant • Your grant will be automatically rounded to the nearest £100.

6. Click OK

Section One: Your Project

Project Title. This field is mandatory

Your title must use the following format '**SHF:** and then add your project name'

If you do not use this title format we will not know that you are applying for the Shared History Fund and your application may be delayed.

1.a Have you received any advice from us before making your application?

If yes, tell us who you have received advice from.

1.b Is this your organisation's first application to us?

If no, please tell us the reference number and project title of your most recent application.

1.c Describe your project

You should refer to the Shared History Fund Guidance to ensure your proposal is in line with the type of projects that can be funded and the themes that have been set out.

In no more than 200 words please provide a summary of your project, if necessary use bullet points. Please note the summary you provide is the only part of your application form which is seen by decisions takers. This is presented alongside our assessment of your application.

You must also submit a project plan as part of your application.

Project Plan: This is one of the most important parts of your application and we recommend that you use the project plan template provided for £10,000-£100,000.

We recommend that your project plan is in chronological order. This is where you tell us about the things that your project will do and produce. Tell us what your project outputs will be and include numbers where you can.

When filled in, the table should give you and your colleagues a realistic plan for carrying out your project. However, we understand that the plan is likely to change and improve as your project develops.

1.d Where will your project take place?

If your project will take place across different locations, please use the postcode where most of the project will take place.

1.e When are you planning to start and finish your project?

• Enter project start date and finish date.

• Your project finish date should be no later than 31 March 2022

Your project must not start before we have assessed it and we have given you permission to start your project.

To obtain permission to start you will need to submit a form online and provide us with:
- your bank account details
- proof of ownership/leasehold requirements(if relevant)
- details of statutory permissions required and obtained (if relevant)
- confirmation of match funding (if relevant)

1.f Why does your project need to happen now?

Tell us what needs and/or opportunities your project will address and what will happen if you do not receive a grant from us.

1.g Tell us what advice you have received in planning your project and from whom

Tell us if you have received any specialist advice.

Tell us about any consultation you have done with your local community and those who will be involved in your project. Tell us if this has shaped your project proposals.

1.h Tell us about the people who will benefit from your project

We would like to know more about the range of people that you are planning to attract with your project.

Tell us about any action you will take to overcome barriers to involving people with heritage. Tell us:
- which groups of people will benefit the most from your project
- how your project has been designed to support an increase in engaging these groups with heritage
- provide an estimate of the number of participants that will be involved in your project
- by participants we mean the people who are taking part in your project rather than the people who are contributing their time to help deliver your project

1.i Does your project involve heritage that attracts visitors?

If yes:

How many visitors did you receive in the last financial year?

How many visitors a year do you expect on completion of your project?

1.j Tell us what will happen after your project ends

Think about: Where the things you will produce will go after your project has finished, how the outcomes will be maintained and how you will manage your heritage in the future.

Tell us how you plan to continue to engage a wider range of people after the project ends.

If your project will create anything in a digital format please read the digital outputs section on page 19 of the programme application guidance.

1.k Acknowledging your grant

In the event of an award, we will let you know how you should acknowledge the Shared History Fund in your project, including for the purposes of any branding.

Section two: The heritage

2.a Tell us about the heritage in your project and why it is important to your organisation and community

The Shared History Fund is designed to fund projects that encourage engagement with the history of the centenary of Northern Ireland, in line with the Principles for Remembering. Please use this question to explain what your project will focus on and to tell us who this heritage is important to.

2.b Select the heritage type that is the main focus of your project

Select one option from the list.

- Collections
- Community heritage
- Landscapes and nature
- Historic buildings and monuments
- Industrial, maritime and transport
- Cultures and memories
- Other

2.c Is the heritage considered to be at risk?

If yes, explain why you consider the heritage to be at risk and how.

2.d Does the heritage have any formal designation?

Please select any options that apply from the list.

2.e Will you be undertaking any capital work as part of your project?

For the Shared Heritage Fund, support for capital works will be limited to digitisation and the conservation of artefacts and objects.

2.f If you are undertaking any capital work (including repair, refurbishment etc.) to land, buildings or heritage items, tell us who owns it.

Only answer if you have answered yes to question 2.e.

2.g Does your project involve the acquisition of a building, land or heritage items?

Acquisition costs are not a priority under this fund. The acquisition of relevant heritage items for a permanent collection held by an accredited organisation will be considered as long as they form a small part of the overall project cost.

Section three: Managing your project

3.a Will your project be delivered by a partnership?

If yes, who are your partners? Please provide a named contact from each organisation and if applicable ensure that a representative from each has been added to the end of the declaration in Section eight.

If you are planning on working with another organisation to carry out your project, we would like to see your partnership agreement. This document should outline both partner's roles and responsibilities and should be signed by all parties.

If your partner owns the heritage you are working on, we will usually ask them to sign up to the terms of the grant too.

You need to provide a partnership agreement if you are working with another organisation who is delivering a significant part of your project.

3.b How will your project be managed?

Tell us who will manage your project, the experience of the people involved in your project and what roles they will have.

If you are recruiting someone to help manage your project you will need to attach a job description.

If you are moving an existing member of staff into a post created by this project or extending the hours of an existing member of staff, tell us how they are qualified for the role created by your project.

3.c Tell us about any jobs and/or apprenticeships that you will create to deliver your project.

Provide details of any jobs and/or apprenticeships that will be created and will be directly involved in delivering your project. Tell us what their main roles will be and whether they are full-time or part-time positions.

If you are moving an existing member of staff into a post created by this project, or extending the hours of an existing member of staff, tell us how they are qualified for the role created by the project. Describe how you will choose the staff. You will need to provide a job description for each role created for your project as a supporting document to your application.

3.d Tell us about any problems your project could encounter and how you will manage these.

We want you to be realistic about the problems your project may face so that you are in a good position to manage them.

These problems could be:

• technical e.g. discovering unexpected issues while digitising material
• financial e.g. a reduced contribution from another funding source
• organisational e.g. a shortage of people with the skills you need or staff needed to work on other projects
• economic e.g. an unexpected rise in the cost of goods or services
• social e.g. negative responses to consultation or a lack of interest from your target audience
• management e.g. a significant change in the project team
• legal e.g. changes in law that make the project impractical

The problems you identify will affect the amount you allocate to contingency in Section five: Project costs.

3.e What measures will you take to increase positive environmental impacts and reduce negative environmental impacts?

We expect applicants to consider what steps they can take to create positive environmental impacts and reduce negative environmental impacts through their project. The measures that you implement should be appropriate for the scale of your project.

Increasing positive examples:

• Using recycled materials and products e.g. paper
• Thinking about local sourcing of products and materials and reducing 'food miles' in cafes
• Encouraging sustainable travel e.g. bus or train, walking and cycling

Reducing negative examples:

• Reducing use of plastics, especially single use plastics
• Reducing waste produced on site/having an effective recycling policy

3f How will you evaluate your project?

We expect all applicants to evaluate their project. You will need to create an evaluation plan at the start of your project. This will be an outline of how you are going to collect data to measure, analyse and understand what you are doing and ultimately to provide evidence about the outcomes your project has achieved. At the end of your project you will be required to write an evaluation of your project and submit it with your final completion report.

Section four: Project outcomes

We describe the difference we want to make with our funding through a set of nine outcomes which are listed in the application form. Outcomes are changes, impacts or benefits that happen as a direct result of your project.

We have selected three outcomes for the Shared History Fund. As a minimum, all projects must address the mandatory outcome:

  • **a wider range of people will be involved in heritage as a result of your project**

In addition to the mandatory outcome, you may decide that your project could meet either one or both of the remaining two outcomes for the Shared History Fund which are:

  • **heritage will be better identified and explained**
  • **people will have learnt about heritage leading to a change in ideas or actions**

If your application is successful we will use the outcomes to monitor your progress and you will need to tell us how your project achieved the outcomes in your end-of-grant reporting.

Please do not tick the other outcomes on the form as they do not relate to this funding and will not be assessed.

A wider range of people will be involved in heritage

There will be more people engaging with heritage and this audience will be more diverse than before your project. Changes will have come about as a direct result of your project, and particularly your audience development work and community consultation, by collecting and analysing information about the people who engage with your heritage – and those who don't – before, during and after your project.

This is where you should outline how your project will incorporate the Principles for Remembering which are:

  1. Start from the historical facts
  2. Recognise the implications and consequences of what happened
  3. Understand that different perceptions and interpretations exist
  4. Show how events and activities can deepen understanding of the period.

All to be seen in the context of an inclusive and accepting society.

How will you know what you have achieved?

You will be able to show that your audience profile has changed. For example, it includes people from a wider range of ages, ethnicities and social backgrounds; more disabled people; or groups of people who have never engaged with your heritage before. You will be able to show how more people, and different people, engage with heritage as visitors, participants in activities, or volunteers, both during your project and once it has finished.

Heritage will be identified and better explained

There will be clearer explanations and/or new or improved ways to help people make sense of heritage. This might include new displays or interpretation panels; a smartphone app; a heritage trail; debates, talks or tours or depositing new research in publicly accessible archives.

How will you know what you have achieved?

Visitors and users will tell you that the interpretation and information you provide:

- are high quality;
- easy to use and appropriate for their needs and interests;
- enhance their understanding;
- improve their experience of heritage.

People will have learnt about heritage leading to a change in ideas or actions

Individuals will have developed their knowledge and understanding of heritage because you have given them opportunities to experience heritage in ways that meet their needs and interests.

How will you know what you have achieved?

Adults, children and young people who took part in the project, or who are visiting your site or engaging with your heritage in other ways e.g. through digital technology, will be able to tell you what they have learnt about heritage and what difference this makes to them and their lives. They will also be able to tell you what they are doing with that knowledge and understanding; for example, sharing it with other people, using it in their professional or social life, or undertaking further study.

Section five: Project costs

Project costs are really important to us. They help us understand how you plan to put your project into action and assess value for money. In this section of the form we want you to tell us how much it will cost to deliver your project. Your budget should be realistic and based on some research, quotes or previous experience.

- For any costs that are not covered by the cost headings listed please use the 'Other' heading.
- Please use the 'Description' column to provide more detail about your costs.
- If your costs are based on calculations, for example staff costs, please insert a breakdown of this information.
- There is a limit of 30 words per description.
- If you are able to claim back the VAT do not include it as a project cost.
- Round your grant request up to the nearest £100.
- Ensure the total costs match the income.
- Contingency and Evaluation are mandatory cost headings because our experience shows how important they are when delivering projects. If you choose not to allocate a cost to either heading then you should explain why in question 3.a

5.a Project Costs

Enter the values of your project costs. Costs can be estimates. This information helps us to monitor your project

Table columns

Cost heading Please choose the appropriate cost heading from the list provided. We will ask you to report expenditure against these headings at project completion.

Description Please add a general description. There is a word limit of 30 words per description.

Cost Please insert your costs in this column – without VAT and contingency (money to be used only for unexpected extra costs).

VAT (Value Added Tax) Make sure that you only include non-recoverable VAT in this column. You may not pay VAT on certain types of work or may only pay it at a lower rate. You should approach HM Revenue & Customs to check how much VAT you will need to pay.

Table rows (cost headings)

New staff costs Include costs of permanent contracts, fixed-term contracts, secondments (people who are temporarily transferred to your organisation) and the costs of freelance staff working for your organisation. Do not include the costs of paying trainees here.

You must also openly advertise any new staff posts proposed within your application, with the following exceptions:

• you have a suitably qualified member of staff on your payroll that you are moving into a project post. (You still need to provide a job description for this post).
• you are extending the hours of a suitably qualified member of staff on your payroll so that they can work on the project. In this case we will fund the cost of the additional hours spent on the project and you will need to tell us about their role.
• if you are a voluntary organisation and are including a proportion of a staff time in your Full Cost Recovery calculation.

If you are moving an existing member of staff in to a post created by the project, then we can either pay for the cost of this member of staff, or for the cost of back filling their position.

All salaries should be based on sector guidelines or similar posts elsewhere.

Professional fees Fees should be in line with professional guidelines for example those of RIBA and should be based on a clear written specification.

Recruitment This can include advertising and travel expenses. We expect your organisation to keep to good human resource practice and follow all relevant laws.

Purchase price of heritage items If your project involves buying a heritage item, you must get an independent valuation to help show that this item can be bought for a realistic price. The acquisition should not be the main focus of your application and the item should be necessary to help you to deliver the project.

Repair and conservation work Costs to repair, restore or conserve heritage items for display purposes.

New build work Leave blank. New build work is not eligible under the Shared History Fund.

Digital outputs Any costs that you require to create 'digital outputs' – the things that you create in a digital format which are designed to give access to heritage and/or to help people engage with and learn about heritage. For example, a collection of digital images or sound files, an online heritage resource or exhibition or a smartphone app.

Equipment and materials, including learning materials This might include historic costumes, hard hats to give site access, art materials or leaflets and publications.

Training for staff and volunteers Existing and new staff and volunteers may need training to carry out your project.

Travel for staff and volunteers For example, to help staff and volunteers travel to sites. Travel costs by car should be based on 45p a mile.

Expenses for staff and volunteers You can include the costs of expenses for staff and volunteers to make sure they are not out of pocket.

Event costs Costs for any events (for example, refreshments or room hire). Don't forget that you must demonstrate how public health restrictions relating to Covid-19 may impact on in person events and make a contingency plan. You will need to factor in assumptions about social distancing in line with the regulations in the relevant jurisdiction.

Community grants Leave blank. Community grants are not eligible under the Shared History Fund.

Other Please use 'other' for any costs that do not fit within the given cost headings. Give a clear description of these costs.

Publicity and promotion You can include the costs of promotional materials that relate directly to your project.

Evaluation This cost heading is mandatory. All projects must be evaluated. Depending on the project and how complicated it is, you may want to employ somebody to help evaluate your project and assess whether you are successfully achieving the outcomes you set out in your application. Budget between 2% and 7% of your costs towards evaluation.

Full cost recovery This must be calculated based on your organisational costs. Further guidance on full cost recovery can be found at
https://www.heritagefund.org.uk/publications/full-cost-recovery

Contingency This cost heading is mandatory. A contingency is only used to pay for unexpected costs required to deliver your project. The total contingency figure may be up to 10% of the total costs of the project. Make sure that you only include your required contingency here and that it is not included within the other cost headings in the application.

Inflation As projects are expected to be a maximum of one year in duration inflation costs are not expected under the Shared History Fund.

Total The online form will generate your total project costs.

5.b Project Income

Tell us about any project income from other sources of funding that you expect to receive to help you carry out the project. Partnership funding is not required for the Shared History Fund and projects can be supported at 100%.

Please note: All grant requests are automatically rounded down to the nearest £100. With this in mind, please make sure that the total project income exactly matches the total of costs or the system will not allow you to proceed.

5.c Non-Cash Contributions

Tell us about any non-cash contributions that you expect to receive to help you carry out the project.

Non-cash contributions can be things you need for your project that you do not have to pay for – for example, the use of a room in a local business for regular meetings or refreshments materials being donated by a local cafe.

5.d Volunteer Contributions

Tell us about any volunteer contribution that you expect to receive to help you carry out the project. By volunteers we mean the people who are contributing their time to help deliver your project rather than only taking part in it. This could include administrative work, leading a guided walk, editing a leaflet or working as a steward at an event.

You can include costs for volunteer training, travel and expenses in section 5a.

You will need to identify from the drop-down menu the skill level required for the volunteer task, the headings are:

*   Professional Volunteer (for example – accountancy or teaching) – £50 an hour
*   Skilled Volunteer (for example – administrative work, carpentry or leading a guided walk) – £20 an hour
*   Volunteer (for example, clearing a site or working as a steward at an event) – £10 an hour

The value of volunteer contribution will automatically calculate based on the information provided and the skill level selected.

Section six: Your organisation

6.a Address of your organisation

This section is read only.

6.b Organisation type

Please select the option that applies to your organisation. Please note that for profit organisations cannot apply to the Shared History Fund.

*   Registered Company or Community Interest Company (CIC)
*   Faith based or church organisation
*   Community or Voluntary group
*   Local authority - By local authority we mean an administrative body in local government, for example a local council.
*   Other public sector organisation - Select this option if you are not a local authority, but you report to the government (such as a state school or university).
*   Private owner of heritage e.g. individuals and commercial organisations.
*   Other

6.c Tell us about your organisation's main purpose and regular activities

We ask for this information to help us assess whether the project that you want to undertake is a good fit with your organisation's main purpose and what it aims to achieve.

*   describe the purpose and aims of your organisation
*   describe your organisation's regular activities and explain how they are funded
*   describe the size and staff structure of your organisation, your governing body and your financial situation
*   tell us how many paid staff and volunteers work for your organisation

Answer as appropriate

*   How many board members or Trustees does your organisation have?

- How much did your organisation spend in the last financial year?
- What level of unrestricted funds is there in your organisation's reserves?

6.d Is your organisation any of the following? If so, please provide the information requested

- Registered Charity in England, Scotland, Wales or Northern Ireland – give registration number
- Charity recognised by HM Revenue and Customs in Northern Ireland – give reference
- Company or Community Interest Company (CIC) – give registration number number

6.e Are you VAT-registered?

Select correct answer Yes or No. If Yes, please provide your VAT number.

6.f Your organisation's mission and objectives

If relevant, select the most appropriate category.

6.g Details of main contact

Name: Automatically filled in. If details are incorrect, you can edit the content

Date of birth: Add date of birth. This is mandatory and should be the correct date of birth for the named main contact

Position: Answer as appropriate

Is the address of the main contact the same as the address in 6.a? Answer as appropriate

Daytime phone number, including area code: Automatically filled in

Alternative phone number field: Answer as appropriate

Email address: Automatically filled in

Tell us about any particular communication needs this contact has: Use this answer to tell us if you need certain types of communication, like large print

For projects based in Wales, which language should we use to communicate with the main contact?: Answer as appropriate.

If the main contact is not an authorised signatory for your organisation please include the details of an authorised signatory: Answer as appropriate

6.h Does your organisation use social media? If so, please provide us with some information (for instance, your organisation's Twitter handle).

Answer as appropriate.

Section seven: Supporting documents

Below is the list of supporting documents that are relevant to this grant programme. If the supporting document does not relate to the project you are proposing please select not applicable.

Please do not submit any additional documents that do not appear below.

All documents should be provided in digital format. File sizes should be smaller than 5MB. For any documents over the size limit, email your supporting document to Shared.HistoryFund@heritagefund.org.uk with your project reference number in the email subject header.

The supporting documents for the Shared History Fund are:

1.   Governing document

Your constitution should include:

- the name and aims of your organisation
- a statement which prevents your organisation from distributing income or property to its members during its lifetime
- a statement which confirms that, if your organisation is wound up or dissolves, the organisation's assets will be distributed to another charitable or not-for-profit organisation and not to the organisation's members
- the date when it was adopted and the signature of your chairperson (or other suitable person).

If you do need to provide a governing document, please make sure your project falls within the aims of your organisation.

We do not need to see your governing document if:

- you are a public organisation (e.g. a local authority);
- you are a private owner of heritage.

2.   Accounts

Your most recent audited or accountant verified accounts.

If you are a newly formed organisation and do not have a set of audited accounts, please submit your last 3 bank statements or a letter from your bank confirming that you have opened an account.

We do not need your accounts if you are a public organisation (e.g. a local authority).

3.   Project Plan

All projects must submit a project plan. We recommend you use the project plan template £10-000-£100,000 provided on our website.

4.   Partnership Agreements

If you are planning on working with another organisation to carry out your project, we would like to see your partnership agreement. This document should outline both partner's roles and responsibilities and should be signed by all parties. If your partner owns the heritage you are working on, we will normally ask them to sign up to the terms of the grant too.

https://www.heritagefund.org.uk/publications/partnership-agreement-update

You do not need to provide a partnership agreement unless another organisation is delivering a significant part of your project.

5.   Job Descriptions

If you plan to recruit a new member of staff to help deliver your project, including an apprentice, please submit a job description for that post.

Please note: You must openly advertise all new staff posts, unless you are extending the hours of an existing member of staff or are moving an existing member of staff into the project post.

5.   Briefs for internally or externally commissioned work

Briefs describe any work you plan to commission during your project. If you are commissioning work (e.g. from an artist or interpretative designer) then you should submit a brief.

The brief should describe the works, how long they will take, and how much they will cost. You can find a template brief on our website.

For fees over £10,000 you should obtain 3 competitive tenders or quotes, for fees over £50,000 we will expect you to provide proof of the competitive tendering process.

6.   Images

If relevant, please provide images that help illustrate your project.

For example, if your project focus is a local photography archive, you may wish to provide a few images of the collection. Or, if your project involves a heritage trail you may wish to provide a map of the area.

7.   Letters of Support

Letters of support are a good way of showing us that other people are interested and committed to your project.

Please submit no more than six letters of support from the people involved in your project, rather than general supportive statements. For example, if you are planning to deliver workshops at local youth clubs then a letter of support will show us that they are interested and want to take part.

If possible, letters should be on headed paper and/or signed.

8.   Full Cost Recovery

If you are an organisation in the voluntary sector, we can cover a proportion of your organisation's overheads commensurate with the time or resources used for your project. We can also cover a proportion of the cost of an existing member of staff, as long as they are not working exclusively on the project. We expect this contribution to be calculated using Full Cost Recovery.

If you are including Full Cost Recovery in your project budget, you must include a document that outlines your calculation.

Section eight: Additional information and declaration

This part of the form aims to collect the information we need to report on the range of organisations we fund.

An objective for our work is that by 2024 heritage will be more inclusive. We are committed to having an accurate picture of the diversity of organisations who apply to us. We will

anonymise the demographic data you give us and use it to inform our policy and in our public reporting.

Please include all the information that you have available (that is obtained through formal monitoring, not based on assumptions or informal knowledge). Please do not provide data if you are not sure.

When you submit your online form, you will be asked to confirm that you have read, understood and agree with the statements set out in the declaration.

• Scroll to end of page

• Tick 'I confirm that I agree with the above statements'

• Enter your Name, Organisation, Position, Date details

Are you applying on behalf of a partnership? Answer as appropriate

Click Submit

We will send you an email to let you know we've received your application.