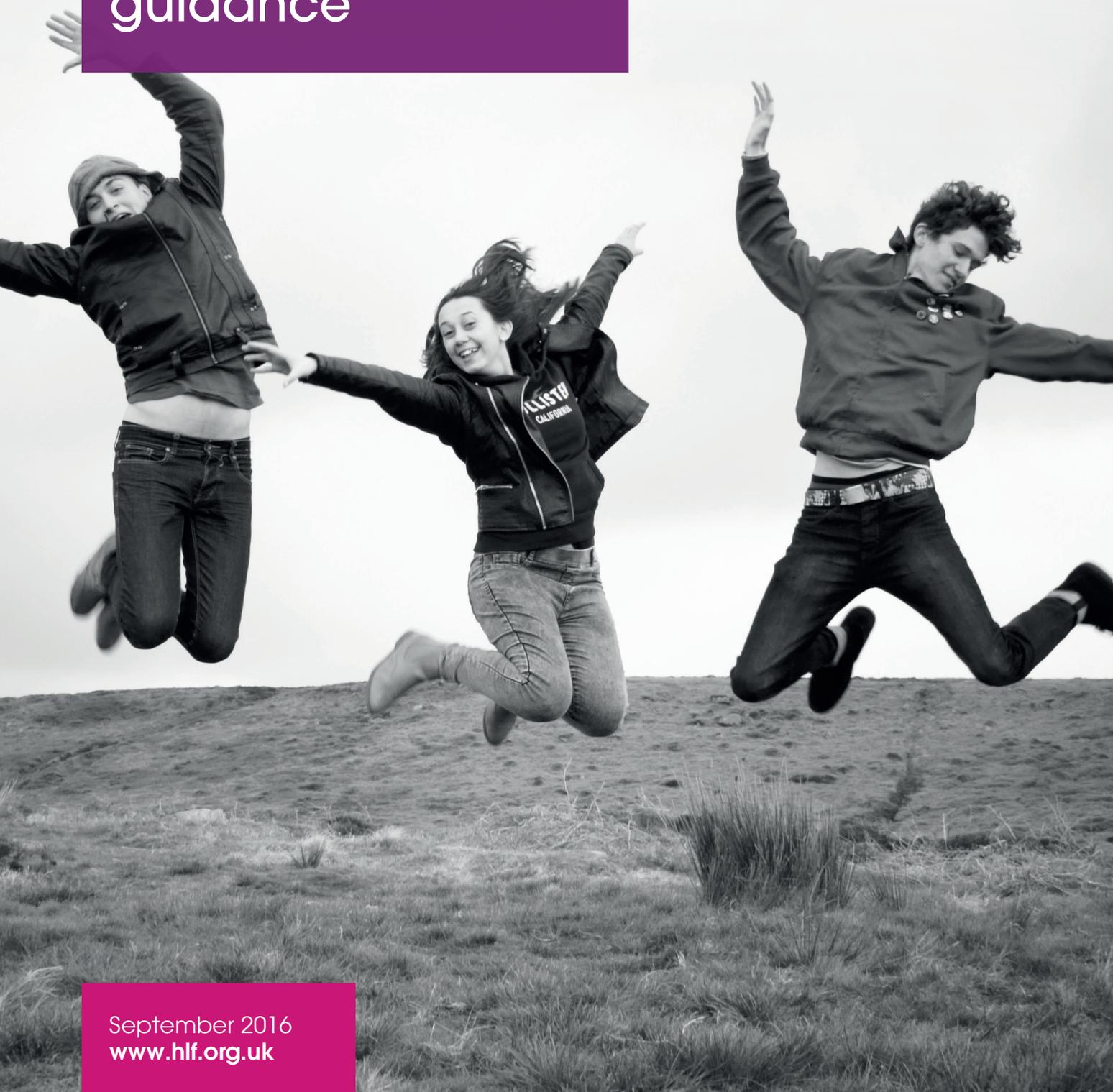




Kick the Dust

Grants from £500,000 to £1 million

Application guidance



September 2016
www.hlf.org.uk

Contents

Part one: Introduction	3
Welcome	3
Help we offer	3
Who we fund	4
What we fund	5
The difference we want to make	7
Costs we can cover	8
Your contribution	8
Other information about your application	9
Part two: Application process	10
Making an application	10
First-round and second-round applications	11
Your development phase	12
How we assess applications	13
How decisions are made	13
Part three: Receiving a grant	14
Terms of grant	14
Acknowledgement	14
Images	14
Mentoring and monitoring	14
Permission to start	15
Grant payment	15
Buying goods, works and services	15
State aid	16
Insuring works and property	17
Evaluation	17
Part four: Application form help notes	18
Section one: Your organisation	18
Section two: The heritage	19
Section three: Your project	19
Section four: Project outcomes	21
Section five: Project management	27
Section six: After the project ends	29
Section seven: Project costs	30
Section eight: Additional information and declaration	34
Section nine: Supporting documents	35
Appendices	36
Appendix 1: Owning property	36
Appendix 2: Digital outputs	37
Glossary	38

Part one: Introduction

Welcome

Kick the Dust is a £10million grants programme for ambitious youth-focused projects that aim to transform how heritage organisations engage young people. We define young people as those aged 11 to 25. You can apply for a grant from £500,000 to £1million as part of a consortium. The application process is in two rounds, following a mandatory project enquiry stage.

The programme is intended to:

- make heritage relevant to more, and a greater diversity of, young people, building on their needs and interests;
- increase the ambition, scale and quality of youth engagement with heritage;
- develop sustainable, ongoing work with young people within heritage organisations; and
- show the value of youth engagement with heritage.

There is one opportunity to apply for Kick the Dust. The closing date for first-round applications is **12 noon on 20 February 2017**.

About this guidance

This guidance will help you decide whether this is the right programme for you, as well as giving you the information you'll need to plan an application at both the first and second rounds.

Read this part and **part two – Application process** to find out about what we fund and how to apply.

Part three – Receiving a grant tells you about how we will work with you if you receive a grant.

Part four – Application form help notes provides information to help you answer each of the questions on the application form.

The appendices expand on our requirements, and we have defined some of the terms we use in a glossary at the back.

Help we offer

Project enquiry service

You must tell us about your idea before you apply by sending us a project enquiry form online. Staff in your local Heritage Lottery Fund (HLF) office will get in touch within 10 working days to let you know whether your project fits this programme and to provide support with your application.

Please send us your project enquiry form before **12 noon on 2 December 2016**. You have to complete this stage and **we will only release a first-round application form to you once we have received this**.

We recommend that you read parts one and two of this application guidance before sending us your project enquiry form. **Under question 3b of the form**, 'Describe what your project will do', please tell us the following:

- What do you want to change as a result of your project?
- Who do you expect the partners in your consortium will be?
- Which group (or groups) of young people will be involved (including their age range)?
- Where will the project take place?
- What kinds of activities will you deliver?

We also provide a range of resources designed to help you plan your heritage project, and examples of projects that have successfully achieved outcomes for heritage, people and communities. You can find these on our website (www.hlf.org.uk).

Who we fund

Kick the Dust funds applications from consortiums of three or more organisations.

We want to fund organisations that come together to:

- make sure there are strong benefits for young people, and that they have the best possible experience from being involved in the project; and
- spread benefits beyond a single organisation, and create change in a number of heritage sites or services.

Consortiums should include heritage and youth organisations, and may include other types of organisations. Overall, a consortium must include at least one partner that can demonstrate a credible track record in working with young people. You will also need to consider how your consortium can develop the youth focused work of a number of heritage sites or services.

A consortium could, for example, be based around a type of heritage, a local area, particular groups of young people or a type of activity. A consortium or project, could cover one local authority, region or country, or they could cover multiple places and cross regional or country borders.

Consider the outcomes you want to achieve and whether you have the right partners in place to deliver them. You might want to include more organisations in your consortium during the development and delivery phases of your project as further needs or opportunities arise. There is no limit to the number of partners in your consortium, as long as it is manageable.

You will need to choose a lead applicant, who will send in the application and receive the grant. This must not be a formal education establishment, such as a school or college. The lead applicant should provide a signed partnership agreement as part of the first-round application, showing the involvement of each partner in the consortium and how the project will be managed. At the first round, we would expect to see at least two organisations, and at least three at the second round. At both rounds, you will need to tell us whether you have plans to include other organisations, the role they will play in the project, and who they are likely to be.

If we decide to fund your project, we will enter into a legally binding grant agreement with the lead organisation. This organisation must accept our terms and conditions of grant and will, alone, answer to us for:

- monitoring information;
- how all the money is spent; and
- the full and successful delivery of the project.

The consortium does not need to be constituted separately as an organisation to be eligible to apply to Kick the Dust. You will need to give us copies of the governance documents for the **lead organisation only**.

Here are some examples of the types of organisations we fund.

- community or voluntary groups
- community interest companies
- charities and trusts
- community and parish councils
- local authorities
- other public-sector organisations such as nationally funded museums.

What we fund

Kick the Dust funds ambitious youth-focused projects that transform the way heritage organisations engage with young people.

When we say a project, we mean work or activity that:

- is defined at the start of the project;
- has not yet started;
- will take three to five years to complete; and
- will contribute to achieving the outcomes we describe.

If your project is designed to benefit people in Wales, we expect you to make appropriate use of the Welsh language.

Heritage

Heritage includes many different things from the past that we value and want to pass on to future generations, for example:

- archaeological sites;
- collections of objects, books or documents in museums, libraries or archives;
- cultural traditions such as stories, festivals, crafts, music, dance and costumes;
- historic buildings;
- histories of people and communities (including people who have migrated to the UK);
- histories of places and events;
- the heritage of languages and dialects;
- natural and designed landscapes and gardens;
- people's memories and experiences (often recorded as 'oral history' or spoken history);
- places and objects linked to our industrial, maritime and transport history; and
- natural heritage, including habitats, species and geology.

If your project involves capital or conservation work to land, buildings or heritage items, please read **Appendix 1 – Property ownership**.

Young people

We fund projects that are focused on the needs and interests of young people aged 11 to 25. Kick the Dust projects will involve collaborative working between young people and adults in a consortium. Young people should be involved in planning and managing projects. We recognise that different young people are likely to be involved over the lifetime of a project, and there may also be a tiered approach, with different types of opportunities available, as appropriate to the young people involved and the stage of the project.

Any young people could be involved in a project. Your target audience could be universal (open to all young people, for example, in particular places), or targeted at specific groups, such as young people in care or young people using mental-health services. Whoever you involve, we want to see a greater diversity of young people engaged with heritage. We will want to know how you will reach a wider range of young people, for example, disabled young people. Consider what barriers there might be for young people within your target audience, and make plans to deal with these barriers.

We will expect to see strong benefits for the young people taking part in these heritage projects. This could be achieved through a wide variety of projects, from a focus on social action or employment to setting up youth forums and involving young people in governance. It could include training and practical conservation or residential trips and intensive programmes for vulnerable young people.

For more information about the kinds of change we would like to see for young people through our outcomes framework, see **Section four – Project outcomes** in **Part four – Application form help notes**. The outcomes you aim to achieve will depend on your target audience and the nature of your project.

Whichever outcomes you choose, we would like to see evidence that your project reflects the needs and interests of the young people you plan to work with. You will need to show how young people will benefit from taking part.

Embedding practice

We will fund projects that develop skills and confidence in engaging young people, and make this expertise and practice a core part of the work in the heritage organisations involved. We call this embedding practice. We will fund grantees to test models for youth engagement with heritage and identify how to work with young people in the long term and plan for this into the future. This could include young people in the wider work and governance of heritage sites and services, for example as young trustees, or members of steering groups.

Heritage organisations involved in a consortium must be committed to making the changes necessary to achieve high-quality engagement with young people now and in the future.

Evaluation and evidence

We want to help make sure there is high-quality evaluation within projects, and develop an evidence base to inform our future approach and help build the ambition of the heritage sector. As part of Kick the Dust, we will expect you to work together with our evaluators and other consortiums as a group.

If you are successful at the first round, you will need to meet other members of the group during the development phase, to build in evaluation from the beginning of your project. The group will have two purposes. These are to:

1. provide support for you to plan your own project evaluation and help you to decide what you need to measure and how; and
2. look at shared outcomes, and identify common measures across projects. This will contribute to a programme-level impact study and help us draw lessons about the impact of the funding as a whole. This will also enable us to create an evidence base to better understand the value of youth engagement with heritage.

We expect that the group will meet once a year during the delivery phase of your project.

The difference we want to make

We describe the differences that we want to make to heritage, people and communities through a set of 'outcomes.' These outcomes reflect the full range of what we want to achieve and are taken directly from our research into what HLF-supported projects have actually delivered.

Think about the change you want to make as a result of your project. We do not expect Kick the Dust projects to contribute towards all of the outcomes listed here. We will consider the quality of the outcomes that your project will achieve – contributing towards more of the outcomes listed will not necessarily make your application stronger. It is better to contribute a lot towards a small number of outcomes that reflect your ambitions.

We describe the outcomes we value the most as 'weighted' outcomes.

We provide detailed descriptions of these outcomes in **Section four – Project outcomes** in **Part four – Application form help notes**. These tell you what changes we want to bring about with our funding, and include some suggestions of how you can measure them.

W Weighted

Outcomes for heritage:

With our investment, heritage will be:

- better managed
- in better condition
- better interpreted and explained
- identified/recorded

Outcomes for people:

With our investment, people will have:

- developed skills
- learnt about heritage
- changed their attitudes and/or behaviour
- had an enjoyable experience
- volunteered time

Outcomes for communities:

With our investment:

- environmental impacts will be reduced
- more people and a wider range of people will have engaged with heritage **W**
- your local area/community will be a better place to live, work or visit
- your local economy will be boosted
- your organisation will be more resilient.

As a minimum, we expect projects to achieve:

- one outcome for heritage;
- one outcome for people; and
- one outcome for communities.

Costs we can cover

Direct project costs

Your application should include all costs that are directly incurred as a result of the project.

Direct project costs could include:

- activities to engage young people with heritage;
- young people's expenses;
- payments and bursaries for trainees;
- staff and volunteer training and mentoring;
- new staff to deliver the project;
- extra hours for existing staff to deliver the project;
- the cost of filling a post left empty by moving an existing member of staff into a post created for the project;
- professional fees;
- support for your consortium, such as a facilitator;
- limited capital work, as appropriate;
- promotion; and
- equipment and materials that you will need to deliver your project.

We expect you to include costs for evaluating your project, and recommend setting aside between 3% and 7% of your total project budget for the evaluation. You can include the cost of arranging an independent evaluation of your project as part of this.

Direct project costs do not include:

- the cost of existing staff time (unless you are transferring an existing member of staff into a new post to deliver the project); or
- existing organisational costs.

Please read about our requirements for buying goods, works and services in

Part three – Receiving a grant.

Full cost recovery

For voluntary organisations, we can also accept part of an organisation's overheads (sometimes called 'core costs') as part of the costs of the project. We expect you to work out our contribution using full cost recovery. We cannot accept applications for full cost recovery from public-sector organisations, such as government-funded museums, local authorities, or universities.

Your organisation's overheads might include overall management, administration and support, or premises costs that relate to the whole organisation. Under full cost recovery we can cover a percentage of the cost of an existing member of staff, as long as they are not working just on the HLF-supported project.

You can get guidance on working out the full cost recovery amount that applies to your project from organisations such as the Association of Chief Executives of Voluntary Organisations (ACEVO) (www.acevo.org.uk) and Big Lottery Fund (www.biglotteryfund.org.uk). You will need to show us how you have worked out your costs, based on recent published accounts. You will then need to tell us on what basis you have set aside a share of the costs to the project you are asking us to fund, and we will assess whether this is fair and reasonable.

Your contribution

We ask you to make a contribution towards your project. We describe this as 'partnership funding' and it can be made up of cash, volunteer time, non-cash contributions, or a combination of all of these. Some of your partnership funding must be from your own organisation's resources. Under this programme you must contribute at least 5% of the costs of your development phase and 5% of the costs of your delivery phase.

Other information about your application

Freedom of information and data protection

We are committed to being open about the way we will use any information you give us as part of your application. We work within the Freedom of Information Act 2000 and the Data Protection Act 1998. When you send us your declaration with your application form you are confirming that you understand our responsibilities under these acts.

Complaints

If you want to make a complaint about us, we have a procedure for you to use. We explain this in 'Making a complaint', a document available on our website. Making a complaint will not affect, in any way, the level of service you receive from us. For example, if your complaint is about an application for funding, this will not affect your chances of getting a grant from us in the future.

Part two: Application process

Making an application

Following your project enquiry, Kick the Dust applications go through a two-round process. This is so that you can apply at an early stage of planning your project and get an idea of whether you have a good chance of getting a grant before you send us your proposals in greater detail. Please remember that you will need to send us a project enquiry form by **12 noon on 2 December 2016** before you can apply.

You will need to send your first-round application by **12 noon on 20 February 2017**. We will assess your application. It will then go to a panel of young people and our Board of Trustees for a decision in **June 2017**.

During your development phase, you will prepare an activity plan including the first in a series of annual action plans, as well as firm up your management structure, costs and delivery timetable. We will also provide support for you to develop your project evaluation, and contribute to a programme-level impact study. See Evaluation in **Part three – Receiving a grant** for more information.

After you have received our permission to start, you will have up to six months to develop your second-round application. We will assess your second-round application in three months and then it will go to the next available trustees meeting.

Once you have sent us your application form, it is not possible for us to return this to you for further work, or to release a new copy. As a result, it is important to make sure that you are happy with your answers before you send either your first- or second-round application forms to us.

First-round application

If you have filled in a project enquiry form, a first-round application form will be released to you. You send us your first-round application with your delivery-grant request and development-grant request.



Development phase

If you are successful, you enter your development phase and develop your more detailed second-round application, using the development grant you have asked for. Your development phase will be up to six months from the point we give you permission to start. We may appoint a mentor to help with your development phase.



Second-round application

You send us your second-round application with your delivery-grant request.



Delivery phase

If we award you a grant, you enter your delivery phase and start your project using your delivery grant.

First-round and second-round applications

The table below shows the different levels of information needed in a first-round and second-round application.

Information about	First-round application	Second-round application
Activities	<p>Outline proposals:</p> <ul style="list-style-type: none"> Who is your project likely to involve, including which group (or groups) of young people? The nature and range of activities that will engage young people with heritage. How heritage organisations will develop good practice, skills and experience. 	<p>Detailed proposals:</p> <ul style="list-style-type: none"> An activity plan, describing what your consortium will do and why, with a detailed action plan for the first year of the delivery phase. Information about your target audience and their role in the project.
Project outcomes	<ul style="list-style-type: none"> Outline information about the outcomes your project might achieve. 	<ul style="list-style-type: none"> Detailed information about the outcomes your project will achieve.
Project management	<ul style="list-style-type: none"> Detailed information about the work you will do during your development phase, including to further set up your consortium, and how you will engage young people. Detailed information about how you will manage your development phase, including any briefs for work to be carried out by consultants and new job descriptions. Detailed timetable for your development phase. Outline information about how you will manage your consortium and the delivery phase. Outline timetable for your delivery phase. 	<ul style="list-style-type: none"> Detailed information about how you will manage your delivery phase and the consortium, including any briefs for work to be carried out by consultants and new job descriptions. Detailed timetable for your delivery phase.
Evaluation	<ul style="list-style-type: none"> Outline information about how you will evaluate your project, and a commitment to contributing to a group for evaluation and sharing information. 	<ul style="list-style-type: none"> Detailed information about how you will evaluate your project, including baseline data, targets and measures.
After the project ends	<ul style="list-style-type: none"> Outline information about how you will maintain the outcomes of your project after funding has ended, including funding extra running costs. 	<ul style="list-style-type: none"> Detailed information about how you will maintain the outcomes of your project after funding has ended.
Project costs	<ul style="list-style-type: none"> Detailed costs for your development phase. Outline costs for your delivery phase. Possible sources of partnership funding for your delivery phase or a fundraising strategy for your development phase. 	<ul style="list-style-type: none"> Detailed costs for your delivery phase. An indication that you will have secured partnership funding in place before you start your delivery phase.

Your development phase

We understand that your project proposal may change in line with the consultation, and planning work that you do during your development phase. You can make changes to your budget within cost headings, but in Kick the Dust projects you will not be able to increase your overall grant request at the second round.

Development review

We will review your project during your development phase to see how you are progressing with the second-round application and other documents.

Guidance

While planning your development phase, you should read the **Activity plan guidance** on our website: <https://www.hlf.org.uk/activity-plan-guidance>.

The main tasks to carry out during your development phase:

- Consult new and existing young audiences to develop a detailed programme of activities to engage young people with heritage. This will feed into your activity plan and help you get your consortium right.
- Identify how young people will be involved in planning and managing the project. How will consortium partners work together with young people taking part in the project?
- Further set up your consortium. If you haven't already, agree how this will be managed. You might involve a facilitator to help plan and set up how the members will work together. Consider whether you have all of the partners needed to achieve your outcomes and deliver the project.
- Consider in detail why your heritage is important and how it could interest and benefit young people.
- Develop a detailed timetable, costs and cash flow for your delivery phase.
- Consider in detail how your project will affect your organisations and how you will manage this change.
- Consider how you will build the confidence and experience of heritage organisations and maintain project outcomes after funding has ended, and how you will meet any extra running costs.
- Based on our group discussion, consider how you will evaluate your project and contribute to the programme-level impact study. Collect baseline data so that you can measure the difference your project makes.
- Consider how you will buy any goods, works and services during your delivery phase.
- Consider how you will acknowledge our grant.
- Carry out the work needed to produce all relevant supporting documents (see **Section nine – Supporting documents** in **Part four – Application form help notes**) for your second-round application.

How we assess applications

When we assess your first-round and second-round applications, we will consider the following.

- What is the heritage focus of the project?
- What is the need or opportunity that the project is responding to?
- How will the project meet the needs and interests of young people?
- Why does the project need to go ahead now and why is Lottery funding needed?
- What outcomes will the project achieve?
- Does your project offer value for money?
- Is the project well planned?
- Is the project financially realistic?
- Is the consortium well-structured and does it have the expertise to work with young people?
- How will youth engagement be sustained in heritage organisations after the project has ended?

How decisions are made

Your application will be in competition with other projects. Our decision-makers use their judgement to choose which applications to support, taking account of quality and value for money. They may also take account of:

- a range of young people across projects;
- a geographical spread of projects or activity across the UK; and
- the variety of heritage subjects across applications.

Part three:

Receiving a grant

Terms of grant

If you are awarded a grant, you will need to keep to our terms of grant, which you can see on our website. The terms of the grant will last for the whole length of your project, with the following exceptions.

- If your project includes significant digital work, the terms of the grant will last for five years.
- If it includes significant capital work, the terms of the grant will last for 20 years.
- If your project includes buying a heritage item, land or building, the terms of the grant will not end. Please ask us for advice if you plan to buy a heritage item, land or building as part of your project, and we will provide guidance on what we will support, eligible costs, and the information you will need to provide us about the purchase.

Acknowledgement

We want people to know that the National Lottery has supported your project through us. If we award you a grant, you must acknowledge our funding by using an acknowledgement logo, both when delivering your project and after it is completed. We will give you guidance on this and can provide some acknowledgement materials free of charge.

Images

If we award you a grant, you will also need to send us images of your project. These should be high-resolution digital images.

You give us the right to use any images you give us. You must get all the permissions you need before you use them or send them to us.

Mentoring and monitoring

When we award a grant, we will contact you about arranging a start-up meeting. At this meeting you may be introduced to a mentor who will support you in developing or delivering specific aspects of your project, or a monitor who will help review risks. We will review your project at suitable stages.

Permission to start

If we award you a grant at first round or second round, you will need to have our written permission before you start any work on either your development phase or your delivery phase.

To grant you permission to start, you will need to give us:

- proof of partnership funding;
- details of statutory permissions required, which you have gained;
- a detailed timetable or work programme, including evaluation;
- a cost breakdown and cash flow;
- a detailed project-management structure, including for your consortium;
- details of the method of buying goods, works and services;
- your bank account details; and
- proof of ownership or leasehold requirements, if relevant (see **Appendix 1 – Owning property**).

Grant payment

When we award you a grant, we will work out the percentage of cash that we are contributing towards the project. We describe this as the 'payment percentage'.

For development grants of less than £100,000, we pay your grant in three instalments. We will give you 50% of the grant upfront, then 40%, and then 10% once you have finished your development phase.

For development and delivery grants of £100,000 or more, we pay instalments of our grant after the work that you are asking us to pay for has been done. We will pay the payment percentage of claims sent to us.

At your start-up meeting we will decide with you how frequently you will make payment requests.

We will keep the last 10% of your delivery grant until we are satisfied that the project is complete and you have given us the evidence we need, including a copy of your evaluation report.

Buying goods, works and services

Procedures to recruit consultants and contractors must be fair and open and keep to the relevant equality legislation. In all applications, no matter what level of funding you are asking for, we will ask you to give us details of the procurement (buying), tendering and selection process for all parts of your project. **If you are not sure about your responsibilities, we advise you to get professional or legal advice.**

If you have already bought goods, works or services, you will need to tell us how you did it. We cannot pay your grant if you have not followed the correct procedure.

You must get at least three competitive tenders or quotes for all goods, works and services worth £10,000 or more (not including VAT) that we have agreed to fund.

For all goods, works and services worth more than £50,000 (not including VAT), you must provide proof of competitive tendering procedures. Your proof should be a report on the tenders you have received, together with your decision on which to accept. You must give full reasons if you do not pick the lowest tender.

If you are a central government contracting authority for the purposes of the UK Public Procurement Regulations 2015 and you plan to 'advertise' a contract worth more than £10,000 (not including VAT), you must also advertise the opportunity and publish a contract award notice about the opportunity on the Government Procurement Portal Contracts Finder. You must provide evidence of this with your progress report.

If you are using a framework agreement and do not have to make the opportunity public, you do not have to advertise on the Contracts Finder.

The same applies if you are a sub-central contracting authority and plan to 'advertise' a contract worth more than £25,000 (not including VAT) if you do anything to make the opportunity public or bring it to the attention of service providers generally. We do not consider an opportunity as 'advertised' if it is available only to a number of particular service providers (for example where a framework is used or you directly invite a limited number of providers to send you a tender).

Your project may be covered by European Union (EU) procurement rules if it goes over the limits shown below. This will mean that all services for both fees and construction will need to be tendered through Tenders Direct, previously known as the Official Journal of the European Union (OJEU).

If you are a non-public body, and your HLF grant is more than 50% of the estimated cost of a contract, or our grant, together with other public funding, is more than 50% (for example, ERDF, local authority, or other Lottery distributors), and goes over the limits below, you must follow EU procurement regulations.

You can find the relevant limits on the Cabinet Office website; these are reviewed in January every year. If you are a public body, different limits apply, and you will have to keep to those that are already relevant to you.

The limits apply to all individual consultant appointments (or to the total fee as a single appointment) and to construction works.

All staff posts must be advertised, with the following exceptions.

- If you have a suitably qualified member of staff on your payroll who you are moving into the post created by your HLF project. You will need to give us a job description for this post.
- If you have a suitably qualified member of staff on your payroll whose hours you are extending so that they can work on the project. In this case we will fund the cost of the extra hours spent on the project and you will need to tell us about the role they will play.
- If you are a voluntary organisation and are including a proportion of a staff member's time in your full cost recovery calculation.

If you are looking to recruit a consultant or member of staff for your development phase and your delivery phase, you should make sure their contract clearly states that this is the case, and allow for break clauses (in case your second-round application is unsuccessful). If you do not, we may ask you to recruit again after the second-round decision has been made.

State aid

State aid is defined by the treaty establishing the European Commission as "any aid granted by a Member State which distorts or threatens to distort competition by favouring certain undertakings or the production of certain goods."

The National Lottery is seen as a supplier of state resources alongside national, regional and local government bodies. It is your responsibility to check whether you need state-aid clearance. You should get legal advice if you are not sure whether your project will need clearance.

Insuring works and property

We need to protect Lottery investment, and so we ask you, with your contractors, to take out insurance for any property, works, materials and goods involved. All of these must be covered for their full reinstatement value against loss or damage, including inflation and professional fees.

Evaluation

Your project evaluation

You will need to evaluate your project. At the end of your project we will expect you to send us an evaluation report before we pay the last 10% of your grant. We will also expect you to draw on your learning to test and refine practice as your project progresses. The yearly action plans you send during your delivery phase should be informed each year by ongoing evaluation.

You should include the cost of delivering this evaluation in your budget. We recommend setting aside between 3% and 7% of your total project budget for evaluation. We also strongly recommend that you pay for an independent evaluation of your project.

We will provide support to help you to plan your project evaluation and decide what you need to measure and how. You will be expected to come together with other grantees as a group to help develop high-quality evaluation. The group will meet once during the development phase, to help build in evaluation from the beginning of your project.

You will need to collect quantitative information (numbers) during your project, for example, recording the number and types of activities that take place, how many young people are engaged, and the staff or volunteers trained. On their own, these numbers will not tell the whole story of your project, and your evaluation report will need to go 'beyond the numbers'. This will include evidence of the outcomes that

your project has achieved. See **Part one – The difference we want to make** and **Section four – Project outcomes** in **Part four – Application form help notes**.

Programme-level impact work

We will arrange for our own evaluators to work with the group. As well as helping you to plan your individual project evaluation, they will also be looking at the impact of the programme as a whole. We want to build an evidence base to improve understanding of the value of youth engagement with heritage.

The evaluators will look at what can be measured across all of the projects, when the group meets during the development phase. The quantitative information that we expect you to collect for the programme-level impact study will be confirmed then. However, we are likely to ask for numbers about the following.

1. Activities

- Open days
- On-site workshops and sessions
- Outreach sessions
- Training courses
- Events
- Exhibitions and displays

2. People taking part – engagement with young people before, during and after your project

3. Volunteers

4. People trained

5. New staff

For people taking part, volunteers, trainees and staff, we will also ask for details by gender, ethnic group, socio-economic group and disability.

The programme-level impact study will also include qualitative information (for example, describing observations and opinions), which will be discussed when you meet.

We expect that the group will meet once a year during the delivery phase of your project.

Part four: Application form help notes

First-round applicants: To plan your development phase, you need to understand what information is needed with your second-round application. As a result, you should read the help notes for first- and second-round applications.

Second-round applicants: As part of your development phase, you will have produced a range of documents to support your second-round application. Where necessary, refer to these in your application form, saying on which page we can find the relevant information in each document.

There is a word limit for your application of 9,000 words in total. There are also word limits to some of the answers you may give. These are shown on the online form.

Section one: Your organisation

This should be filled in by the lead applicant in your consortium.

1a. Address of your organisation.

Include your full postcode.

1b. Is the address of your project the same as the address in 1a?

Fill in as appropriate.

If identifying the postcode is difficult, provide the address and postcode of the nearest building.

1c. Details of main contact person.

This person must have official permission from your organisation to be our main contact. We will send all correspondence about this application to this person, at the email address we have been given.

1d. Describe your organisation's main purposes and regular activities.

Tell us about the day-to-day business of your organisation.

1e. The legal status of your organisation.

Fill in as appropriate.

- If you are not a local authority, but report to the Government, please tick 'other public-sector organisation'.
- If your type of organisation is not listed, please tick 'other'.
- If you are not a public-sector organisation, you will also need to tell us about your organisation's capacity by providing information about your staff structure, your governing body and your financial situation.

1f. Will your project be delivered by a partnership?

Tell us about the partners in your consortium. Include details of all confirmed partners. Briefly tell us what each partner will bring to the project. If you plan to develop further partnerships during the project, outline these or the process you will go through to secure them.

1g. Are you VAT-registered?

Fill in as appropriate.

Section two: The heritage

2a. What is the heritage your project focuses on?

First round

Provide a description of the heritage as it is today. If different types of heritage are involved, describe each of these.

Provide an explanation of what is important about the heritage. Tell us whether it is:

- a source of evidence or knowledge;
- of aesthetic, artistic, architectural, historic, natural or scientific interest; or
- of social or community value.

Tell us how the heritage is important to young people, and how you know this.

Second round

Add information in line with any further research you have carried out during your development phase.

Section three – Your project

3a. Describe what your project will do

Tell us what you will do that will help you achieve the outcomes described in

Section four – Project outcomes.

First round

- Provide outline information about what you will do during your delivery phase.

- Tell us about the young people who will be involved in your project. Let us know whether there will be universal access (will it be open to all young people) or whether you will be working with specific groups of young people (or both).
- Tell us about the nature and range of activities that your project will include to engage young people with heritage. These are likely to include young people taking a leadership role, making decisions and managing and organising activity, as well as taking part in a wide range of activities, from training and workshops to volunteering and practical conservation.
- Tell us about the nature and range of activities that your project will include to help heritage organisations to work with young people during the project and in the longer term.
- Give us an idea of what your project outputs will be.

Second round

- Provide detailed information about what your project will do during your delivery phase.
- Where necessary, refer us to your activity plan. This will include an action plan, which will detail all the activities included in your project for the first year. You will need to send us an action plan for each year of your project, along with information about your budget. This should give you some flexibility in responding to the needs of young people, changes in the environment and your own ongoing evaluation as your project progresses.
- Tell us about the young people who will be involved, how they will be recruited, and what roles they will have in managing project activities.
- Tell us what your project outputs will be. Where possible, tell us how many outputs there will be.

3b. Explain what needs and opportunities your project will tackle

First round

- Tell us about any problems and opportunities there are relating to how young people engage with the heritage now.
- Tell us about any problems and opportunities there are relating to how your heritage is managed now (for example, governance, skills and resources) and how this affects youth engagement.
- Tell us about any needs and opportunities associated with the partners in your consortium and their wider work.
- Tell us how your project fits with any local or national strategies or wider youth issues or initiatives.

Second round

- Update us about any consultation or survey work you have done during your development phase.
 - Where necessary, refer us to your activity plan, which will identify the opportunities for engaging people with heritage.
-

3c. Why is it essential for the project to go ahead now?

When looking at projects in competition with each other, decision-makers may ask how urgent a project is.

First round

- Tell us if any of the issues or problems to be dealt with in your project have a set timescale.
- Tell us if there is partnership funding available to you now that won't be in the future.
- Tell us if there are circumstances which mean that this is a particularly good opportunity for you to do your project (for example, you will be able to benefit from or complement another project or development which is going ahead now).

Second round

Add information in line with any further research you have carried out during your development phase.

3d. Why do you need Lottery funding?

First round

- Tell us about any other sources of funding that you have considered for this project.
- Tell us what will happen if you do not get a grant from us.

Second round

Add information in line with any further research you have carried out during your development phase.

3e. What work or consultation have you carried out to prepare for this project and why?

First round

- Tell us about the options you have considered, and why this project is a suitable response to the problems and opportunities identified in 3b.
- Tell us about any consultation you have done and how this has shaped your project proposals.

Second round

Add information in line with any consultation you have done during your development phase. Where necessary, refer us to your activity plan.

Section four: Project outcomes

Outcomes are changes, impacts, benefits, or anything that happens as a result of your project. In the notes on the next pages, we have provided descriptions of outcomes for heritage, people and communities to help you understand the difference we want to make with our funding. We describe the outcomes we value the most as 'weighted' outcomes.

We want to see that your project will make a lasting difference to heritage, people and communities. It's likely that you will have achieved a number of outcomes before the end of your project, but some may be achieved in the future as well. Start by thinking about the changes that you want your project to make.

In assessing your application, we will take into account the extent of the difference likely to be made, not the number of outcomes you will achieve beyond our minimum requirements.

You will need to include **at least one outcome each for heritage, people and communities**. More of the people outcomes are likely to be relevant to your project, while only one or two of the community outcomes might apply. Please only include outcomes that you believe your project will be able to achieve strongly.

While we have not weighted any people outcomes, we expect there to be strong benefits for young people in the projects. These should be identified according to the needs of the young people to be involved.

Questions 4a, 4b and 4c

Referring to the notes on the next pages, tell us which of these outcomes you think your project will achieve and what changes will be brought about as a result of your project.

These outcomes are what you will evaluate the success of your project against, so it's important that they are clear and achievable. Think about where you are starting from (your baseline) and the scale of the change that you expect to see (your targets). Tell us how you will know that your project has made a difference, and how you will measure the outcomes you tell us about.

A logic model (also known as a theory of change) can help you explain the purpose of your project. It can help you describe the sequence of activities thought to bring about change and how these activities are linked to the outcomes your project is expected to achieve. In its simplest form, a logic model has four parts.

- Inputs – what resources go into your project, for example, money, staff, equipment
- Activities – what activities the project will carry out, for example, developing materials, training programmes
- Outputs – what will be produced through those activities, for example, number of workshops held and people trained
- Outcomes/impacts – the changes or benefits that result from your project, for example, increased skills and knowledge.

First round

Tell us about the outcomes that your project may achieve with our funding.

Second round

Provide more detail in line with any work you have done during your development phase.

4a. What difference will your project make for heritage?

As a result of HLF investment...

Heritage will be better managed

There will be clear improvements in youth engagement from changes in the way that you manage heritage. This could include putting in place a new strategy, securing extra staff, trustees with youth expertise or other resources that you need, or the more effective use of existing resources. It could also include greater youth participation, such as young trustees or a youth panel with real influence. As a result of these improvements, you will be able to show that the heritage you manage is in a stronger position for the long term.

Heritage will be in better condition

There will be improvements to the physical state of heritage as a result of young people's involvement. The improvements might be the result of repair, renovation or work to prevent further deterioration, such as mending drystone walls, conserving an archive, restoring a pond or repairing a boat. They might also result from new work, for example increasing the size of an existing habitat to benefit priority species. The improvements will be recognised through standards used by professional and heritage specialists, or by people more generally, for example in surveys of visitors or local residents.

Heritage will be better interpreted and explained

There will be clearer explanations or new or improved ways to help people make sense of heritage. These will have been developed by young people or for a youth audience (or both). This might include: new displays in a museum; a smartphone app with information about the biodiversity and geo-diversity of a landscape; talks or tours in a historic building; an accessible guide to a historic house; or online information about archives.

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, that they improve their understanding, and that they improve their experience of heritage.

Heritage will be identified/recorded

The heritage of a place, a person or a community will have been found or uncovered or there will be a record of heritage available to people now and in the future. This might include: identifying places or collections that are relevant to a particular community and making information about them available; documenting languages or dialects; recording people's memories as spoken history; surveying species or habitats and making the survey data available; cataloguing and digitising archives; making a record of a building or archaeological site; or recording the customs or traditions of a place or community.

Heritage that was previously hidden, not well known, or not accessible will now be available to the public as a result of your work with young people. Visitors or users will tell you that this is an important part of our heritage and that they value it.

4b. What difference will your project make for people?

As a result of HLF investment...

People will have developed skills

Young people will have gained skills relevant to making sure that heritage is better looked after, managed, understood or shared (including conservation, teaching, maintenance and digital and project management skills). As a result of taking part in a structured training activity – for example, an informal mentoring programme, on-the-job training or short courses – people involved in your project will be able to demonstrate competence in new, specific skills, and where appropriate, will have gained a formal qualification. Staff and volunteers will have gained skills in engaging young people with heritage.

People will have learnt about heritage

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. Young people who took part in the project, or others who are visiting your site or engaging with your heritage in other ways, for example, 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 carrying out further study.

People will have changed their attitudes and/or behaviour

Young people will think differently about heritage or your community, will have increased confidence and changed what they do in their everyday lives, or will have been inspired to take some form of personal action. You will be able to show that these changes have come about as a result of their experience in your project from the stories people tell you themselves. For example, some people may have a different view of the importance of biodiversity or of their local area, others may have started doing conservation work or changed the way they value and treat local memorials. They may have joined your 'Friends' organisation, decided on a career in heritage, enrolled in a course, or got involved in other community projects. Others might recognise the contribution made by young people in the community.

People will have had an enjoyable experience

Young people involved in your project will have found it fun, interesting and rewarding. For example, people will tell you they: enjoyed the opportunities for social interaction; liked being part of a team achieving something; enjoyed learning about heritage; and were able to celebrate their achievements.

Young people engaging with your project will tell you that their participation met, or were better than, their expectations, that they liked it enough to visit or take part again, or that they encouraged other people to get involved. You will provide an enjoyable experience through the welcome you offer, through good customer service, and by having the right resources and equipment for people to get involved with heritage.

People will have volunteered time

People will be contributing their time and talent and will find it a rewarding experience. This could include young people, or adults who are working with young people as part of your project. Through giving their time to activities at all different levels – from project leadership and management to helping at events or creating a website – volunteers will be able to report personal benefits whatever their experience, background and level of engagement. These might include: new skills; increased confidence; a sense of purpose; improved wellbeing; a feeling of making a contribution to heritage and society; or influencing the success of your project and the way it is seen in the community.

4c. What difference will your project make for communities?

As a result of HLF investment...

Environmental impacts will be reduced

This outcome is part of our framework, but we would not expect that your project would achieve this. Please only include outcomes where you will make a strong contribution.

You will have reduced as far as possible, the negative effects on the environment of your heritage or site and, if possible, reduced them from a current or baseline position, in the main areas of: energy and water use; using construction materials; and visitor transport.

If your project is site-based, you will have taken opportunities to improve the biodiversity (habitats and species) of the site. At the end of your project you will be able to report on the resources you used for any physical work you carried out and give estimates of the carbon emissions that will result from the ongoing operations at your site, and demonstrate that they are as low as possible.

More people and a wider range of people will have engaged with heritage (weighted)

There will be more young people engaging with heritage and this audience will be more diverse than before your project. You will be able to show that the audience profile has changed, for example, that it includes: young people from a wider range of ages, ethnic backgrounds and social backgrounds; more disabled young people; or groups who have not engaged with heritage before.

This could also include young people looked after by the local authority, young carers, or young people who are unemployed or who have experience of the youth-justice system. You will be able to show how more people, and different people, engage with heritage as visitors, those taking part in activities, or volunteers, both during your project and once it has finished. You will be able to show how these changes have come about as a direct result of your project, by collecting and analysing information about the people who have engaged before, during and after your project.

Your local area/community will be a better place to live, work or visit

Local residents will have a better quality of life and overall the area will be more attractive. As a result of improving the appearance of heritage sites or of the opportunities you have provided for young people to visit, use, get involved with and enjoy heritage, young residents will report that they feel greater pride in the local area or have a stronger sense of belonging (or both). Community members will report a greater sense of shared understanding and a better sense of getting on with each other. Visitors to your heritage will also tell you that the area has improved as a direct result of your project and what they value about it.

Your local economy will be boosted

This outcome is part of our framework, but we would not expect that your project would achieve this. Please only include outcomes where you will make a strong contribution.

There will be extra income for existing local businesses or there will be new businesses in your local area. You will be able to show that local businesses have benefited from your project. This will be because you spent your grant locally, or because you encouraged more tourism to the local area. You will be able to show that these changes have come about as a direct result of you using, before and after your project, information about the local economy available from organisations such as the local authority or tourism organisation.

Your organisation will be more resilient

Your organisation will have greater ability to withstand threats and to adapt to changing circumstances to give you a secure future. You will achieve this greater resilience through: stronger governance and greater local or youth involvement (or both) in your organisation; increased management and staff skills; fresh sources of expertise and advice; and working in partnership to share services, staff and resources.

You might have new volunteers who increase your ability and skills or new sources of income through commercial activity, endowments or new fundraising programmes. You will be able to show that your organisation is stronger and in a better position for the future as a result of the changes you made as part of your project.

4d. How many people will be trained as part of your project, if this applies?

First round

Provide an estimate for the number of project staff, volunteers, young people and others you will train.

Second round

Update your application in line with planning work you have done during your development phase.

4e. How many full-time equivalent volunteers do you expect will contribute personally to your project?

Volunteers on your project could be young people or people of other ages, but they must be engaged in activity that aims to benefit heritage, the environment or people.

First round

Provide an estimate.

Second round

Update your application in line with planning work you have done during your development phase.

4f. How many full-time equivalent posts will you create to deliver your project?

First round

Provide an estimate. However, only include new posts that will be directly involved in delivering the project.

Second round

Update your application in line with planning work you have done during your development phase.

Section five – Project management

5a. What work will you do during the development phase of your project?

First round

Read about the main tasks you need to complete during your development phase in **Part two – Application process**.

Tell us how you will produce all the supporting documents needed with your second-round application. These are listed in **Section nine – Supporting documents**.

Second round

You do not need to answer this question.

5b. Who are the main people responsible for the work during the development phase of your project?

First round

- Provide **detailed** information about the team that will work on your development phase, including the person who will take overall responsibility.
- Tell us how the consortium will be managed.
- Tell us if you will need extra support from consultants or new staff.
- Explain who is responsible for making decisions and approving changes to your project. Describe the reporting structure and how often meetings will take place.
- Describe how you will choose the staff, services and goods needed during your development phase.
- Tell us whether you will be making changes to the governance of your organisation, to allow you to deliver your project more effectively.
- 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.

- If you are moving an existing member of staff into a post created by this project, tell us how you will manage the work they are currently doing, or if this is coming to an end.

You will also need to send us:

- job descriptions for all new posts for your development phase; and
- briefs for any consultants for your development phase.

Second round

You do not need to answer this question.

5c. Complete a detailed timetable for the development phase of your project.

First round

Fill in the table with specific tasks during your development phase and tell us who will lead these activities.

- Include time for us to grant you permission to start. (Please read about permission to start in **Part three – Receiving a grant**.)
- Tell us when you are hoping to send us your second-round application.

Second round

You do not need to answer this question.

5d. Tell us about the risks to the development phase of your project and how they will be managed.

All projects will face threats and opportunities that you need to identify and manage. We want you to be realistic about the risks your project may face so that you are in a good position to manage them.

First round

Use the table to tell us what the risks are for your development phase. You may find it useful to refer to the help note for question 5g.

When you enter your development phase, it's likely that your project proposal will be at an outline stage. Information that you gather during your development phase through consultation may affect your plans. Thinking about these risks now will help you manage them in case they arise.

Second round

You do not need to answer this question.

- Explain who is responsible for making decisions and approving changes to your project. Describe the reporting structure and how often meetings will take place.
- Describe how you will choose the staff, services and goods needed during your delivery phase.
- 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.
- If you are moving an existing member of staff into a post created by this project, tell us how you will manage the work they are currently doing, or if this is coming to an end.

You will also need to send us:

- a project management structure;
- job descriptions for all new posts; and
- briefs for any consultants.

5e. Who are the main people responsible for the work during the delivery phase of your project?

First round

- Provide **outline** information about the team that will work on your delivery phase, including the person who will take overall responsibility, and the consortium members.
- Tell us if you will need extra support from consultants or new staff.
- Explain who is responsible for making decisions and approving changes to your project. Describe the reporting structure and how often meetings will take place.

Second round

- Provide **detailed** information about the team that will work on your delivery phase, including the person who will take overall responsibility, and the consortium members.

5f. Complete a summary timetable for the delivery phase of your project.

First round

Identify the main tasks in your delivery phase, including activities to engage young people with heritage, building resources, confidence and experience for heritage organisations, and any capital work.

Second round

You will need to provide a detailed timetable for your delivery phase with your second-round application. It should contain all parts of your project, such as choosing consultants, any further research or consultation that's necessary, reviews, activities and evaluation.

5g. Tell us about the risks to the delivery phase of your project and how they will be managed.

First round

Use the table to tell us what the risks are for your delivery phase.

We want you to be realistic about the risks your project may face so that you are in a good position to manage them. These risks could be, for example:

- organisational – for example, a shortage of people with the skills you need or staff needed to work on other projects;
- economic – for example, an unexpected rise in the cost of materials;
- social – for example, negative responses to consultation or a lack of interest from your target audience;
- management – for example, a significant change in the project team;
- legal – for example, changes in law that make the project impractical;
- environmental – for example, difficulties in accessing particular sites;
- technical – for example, changes to IT platforms; or
- financial – for example, a reduced contribution from another funding source.

The risks you identify will affect the amount you set aside as a contingency in **Section seven – Project costs**.

Second round

Change these risks in line with the development work you have done.

5h. When do you expect the delivery phase of your project to start and finish?

Fill in the boxes.

You will not be able to start the delivery phase of your project until your second-round application has been successful.

Section six: After the project ends

6a. How will you maintain the outcomes of your project after the grant ends?

First round

- Provide outline information about how you will maintain the outcomes of your project, which you identified in **Section four – Project outcomes**.
- Include information about long-term changes that will be made through the project.

Second round

- Provide detailed information about how you will maintain youth engagement and the outcomes of your project, in line with any consultation or research that you did during your development phase.
- Tell us if and how the organisations in your consortium will change as a result of the project, and how this will allow you to sustain high-quality work with young people and heritage, and the benefits of our investment.

6b. How will you evaluate the success of your project from the beginning and share the learning?

First round

Please read about evaluation in **Part three – Receiving a grant**.

Tell us about how you will collect baseline data during your development phase so that you can evaluate the change your project makes during your delivery phase. Confirm that you will take part in a group meeting with other successful consortiums.

Second round

Tell us what you will measure and how, who will have overall responsibility, and how you will share the evaluation and lessons learnt with the heritage sector and others.

Section seven: Project costs

Here you should provide a summary of your project costs, using a single line per cost heading. As is shown in **Section nine**, you will also need to provide a separate spreadsheet showing how these summary costs are broken down.

We will round down your grant to the nearest £100.

Your total project costs must match your project income.

First round

- We expect your development-phase costs to be detailed.
- Your delivery-phase costs should be based on your best estimates.

Second round

- We expect you to provide detailed costs for your delivery phase.
- Your delivery-phase costs may have changed a little as a result of detailed planning and survey work completed during your development phase.

Please read about buying goods, works and services in **Part three – Receiving a grant**.

Once your request for delivery-phase costs has been made at first round, you will not be able to increase your overall grant in your second round application. You will be able to move costs between headings.

Columns

Cost heading

The costs in this column are summary headings that we ask you to follow.

Description

Please add a general description and include more detail in your separate spreadsheet. There is a word limit of 20 words per description.

Cost

Please insert the relevant costs – without VAT and contingency (money to be used only for unexpected extra costs). **VAT (value added tax)**

- Make sure that you only include VAT in this column and not in the costs presented in the third 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 (www.hmrc.gov.uk) to check how much VAT you will need to pay.
- We cannot authorise the transfer of any part of the project costs to or from VAT. This means that if you underestimate VAT, you will have to pay the extra costs, and if your VAT status changes so you can reclaim more than you expected, you will need to return this to us.
- You should make sure that all quotes you get clearly show whether VAT is included or not.

7a. Development-phase costs

First round

Professional fees

Fees should be in line with professional guidelines – for example, those of the Museum Association – and should be based on a clear written specification.

In your separate spreadsheet, you must use a separate line for each consultant.

New staff costs

Include costs of new fixed-term contracts, secondments (people who are temporarily transferred to your organisation) and the costs of freelance staff to help develop your project. In your separate spreadsheet, you must use a separate line for each new member of staff.

All staff posts must be advertised, with the following exceptions:

- If you have a suitably qualified member of staff on your payroll that you are moving into the post created by your HLF project. You will need to provide a job description for this post.
- If you have a suitably qualified member of staff on your payroll whose hours you are extending so that they can work on the project. In this case we will fund the cost of their additional hours spent on the project and you will need to tell us about the role they will undertake.
- If you are a voluntary organisation and are including a proportion of a staff member's time in your full cost recovery calculation.

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

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

Recruitment

This can include advertising and travel expenses. We expect your organisation to keep to good practice in terms of human resources and follow all relevant laws.

Other

Include all other costs you know about at this stage.

Full cost recovery

Please read about full cost recovery in **Part one – Introduction**.

Contingency

Make sure that you only include contingency here and not in the costs under each heading. Not all cost items will need a contingency.

We will only agree to you using the contingency if you can show an unexpected need within your project.

Non-cash contributions

Include items or services that you receive without charge, for example a donation of materials from a local firm or the use of a room. We only accept non-cash contributions if they are costs we could pay for with cash.

Volunteer time

Include the time that volunteers will give to helping you develop your second-round application.

You should use the following rates for different types of work.

- Professional labour – £350 a day, for example – accountancy or legal advice.
- Skilled labour – £150 a day, for example, administrative work.
- Unskilled labour – £50 a day, for example, working as a steward at a consultation event.

Second round

You do not need to answer this question.

7b. Development-phase income

First round

Please read about your contribution in **Part one – Introduction**.

Cash

- We accept cash funding from any public, charitable or private source, including European programmes.
- You can use funding from another Lottery distributor to contribute towards your project as partnership funding. However, this can't count towards your minimum contribution of 5%, which must be made up of contributions from your own or other sources, not including the National Lottery.
- You do not have to have all the contributions in place when you apply to us. However, you must have them by the time you are ready to apply for permission to start.

- We will assess whether your partnership funding expectations are realistic.

Non-cash contributions and volunteer time

These should be the same figures that you provided in question 7a.

Second round

You do not need to answer this question.

7c. Development-phase financial summary

The form will generate a summary of your total project development cost, development-grant request and your own contribution.

7d. Delivery-phase capital costs

First and second round

This includes any capital work to heritage assets, as well as interpretation, and producing digital outputs.

Purchase price of items or property

For all heritage items you buy.

Digital outputs

Includes the costs of creating digital outputs.

Equipment and materials

This includes all equipment and materials relating to new interpretation, making new displays for exhibitions, and conservation work. Do not include materials relating to training here.

Other

Please list any other items that you consider to be capital costs.

Professional fees relating to the above

This includes any person appointed for a fixed fee to help with planning and delivering capital work in your project.

7e. Delivery-phase activity costs

First and second round

This includes everything you plan to do in your project that you have not covered in capital costs.

New staff costs

For information on new staff posts, please see the help note for question 7a.

Training for staff

This includes the cost of all trainers and resources needed to deliver activities to help staff gain new or increased skills.

Paid training placements

This includes bursaries or payments to trainees, as well as all resources needed to deliver activities to help trainees gain new or increased skills. For example – accreditation costs, trainers' fees, equipment and any specialist clothing.

Training for volunteers

This includes the cost of all resources needed to deliver activities to help volunteers gain new or increased skills.

Travel for staff

This may include the cost of travelling to a site or venue. Travel costs by car should be based on 45p a mile.

Travel and expenses for volunteers

This may include food, travel and any other expenses to make sure young people or any volunteers are not out of pocket. Travel costs by car should be based on 45p a mile.

This also includes buying and hiring all vehicles, equipment and materials relating to the activities that your volunteers deliver during your project.

Equipment and materials

Examples may include historic costumes, hard hats to give site access, art materials, or leaflets and publications. Do not include materials relating to training or volunteers here.

Other

Include any other costs such as food for events, learning activities or hiring premises. Please give a clear description.

Professional fees relating to any of the above

This includes any person appointed for a fixed fee to help with planning and delivering the activities of your project. This may include consultants or artists and storytellers.

7f. Delivery phase – other costs

First and second round

Recruitment

You must recruit any project staff and consultants using a project brief and an appropriate selection process.

Publicity and promotion

We can fund promotional materials that relate directly to your project.

- If we give you a grant, you must publicise and acknowledge this so that as many people as possible know about the benefits of Lottery funding for heritage.
- Please read about acknowledgement in **Part three – Receiving a grant.**

Evaluation

You must evaluate your project and we recommend you allow enough budget for this process here. We recommend that you employ somebody to help.

Evaluation costs should not equal less than 3% or more than 7% of your grant request.

Other

Include any other costs. In your separate spreadsheet, please include a clear description.

Full cost recovery

Please read about full cost recovery in **Part one – Introduction.**

Contingency

Make sure that you only include contingency here and not in the costs under each heading. Not all cost items will need a contingency.

Your calculation for contingency should reflect:

- the degree of certainty with which you have arrived at your cost estimates;
- the stage of design work proposed;
- the project timetable; and
- the risk in relation to the type of project you are carrying out.

We would normally expect a larger contingency at the first round than at the second round because the project risks should reduce as you develop your project.

We will only agree to you using the contingency if you can show an unexpected need within your project.

Inflation

You should include an allowance for inflation for any items that may increase in cost over the period of your project.

The calculation must be as realistic as possible and relate to your project timetable.

Non-cash contributions

For information about non-cash contributions, please see the help notes for question 7a.

Volunteer time

Include the time that volunteers will give to helping you deliver your project. Please refer to the rates listed in question 7a.

7g. Delivery-phase income

First and second round

Please read about your contribution in **Part one – Introduction**.

Cash

For information about cash partnership funding, please see the help note for question 7b.

Non-cash contributions, volunteer time and increased management and maintenance costs

These should be the same figures that you provided in question 7f.

7h. Delivery-phase financial summary

First and second round

The form will generate a summary of your total project delivery cost, delivery-grant request and your contribution.

7i. If you have not yet got cash contributions from other sources, how do you expect to get these and by when?

First round

If you need to raise funds during your development phase, tell us how you will do this.

Second round

You do not have to have all the contributions in place when you apply to us. However, you must have them by the time you are ready to apply for permission to start your delivery phase or a realistic plan for raising them.

7j. If you have included full cost recovery, how have you worked out the share that relates to your project?

Please read about full cost recovery in **Part one – Introduction**.

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. We will not use this information to assess your application.

When you send us your online form, you are confirming that you have read, understood and agree with the statements set out in the declaration.

Section nine: Supporting documents

Please provide all of the documents listed here. When you fill in the online form, please note the following:

- There may be some documents listed on the online form which are not relevant to this grants programme. Mark these as 'not applicable'.
- There may be some documents which are listed here, but are not listed on the online form. Please send these as 'additional documents'.
- If you attach more than 10 documents, or if the total size of the attachments is more than 20 megabytes, you will not be able to save or send your form. If you have more documents or very large documents, please email them to your local HLF office.

First round

1. Copy of your organisation's constitution, unless you are a public organisation or registered charity. If you have sent a copy of your constitution with a previous grant application (since April 2008) and no changes have been made to it, you do not need to send it again. Tell us the reference number of the previous application.
2. Copies of your agreements with consortium partners, signed by everyone involved, setting out how the project will be managed.
3. Copy of your organisation's audited accounts for the last financial year. This does not apply to public organisations.
4. Spreadsheet showing the cost breakdown in **Section seven - Project costs.**
5. Calculation of full cost recovery included in your development-phase costs (if this applies).
6. Briefs for development work.
7. Job descriptions for new posts to be filled during the development phase.
8. A small selection of images that help illustrate your project. It would be helpful if these are in digital format (either as an attachment or on disk). We will use these images to present your project to decision-makers. Please read about images in **Part three - Receiving a grant.**

Second round

For all projects

1. An activity plan with a detailed action plan for the first year of delivering the project.
2. A project timetable.
3. Cash flow for the project.
4. The project management structure.
5. Copies of your agreements with any consortium partners that may have been added since your first-round application, or where terms of the partnership have changed significantly for existing members of the consortium.
6. Spreadsheet showing the cost breakdown in **Section seven - project costs.**
7. Calculation of full cost recovery included in your delivery-phase costs (if this applies)
8. Briefs for work which you have arranged.
9. Job descriptions for new posts to be filled.
10. Copies of deeds, leases, mortgages or other proof of ownership if your project involves work to land, buildings or heritage items.
11. A small selection of images that help illustrate your project. It would be helpful if these are in digital format (either as an attachment or on disk). We will use these images to present your project to decision-makers. Please read about images in **Part three - Receiving a grant.**

Appendices

Appendix 1: Owning property

If you are successful with your application, we expect you or your partners to own any property (land, buildings, heritage items or intellectual property) on which you spend the grant.

Land and buildings

For projects involving buying or carrying out capital work to land or buildings, we expect you or your partners to own the freehold or have a lease that is long enough for you to fulfil our terms of grant.

Heritage items

For projects involving buying a heritage item or carrying out conservation work to a heritage item (for example, a steam train or a painting), we expect you or your partners to buy or own the item outright.

However, if you are borrowing an item as part of the project, for example, for an exhibition, and are asked to contribute towards the costs of conservation for this item, we may accept this cost if it forms a small part of your project. The owners of the item may need to be tied into your partnership agreement, or tied into the standard terms of grant if a grant is awarded. Please contact your local team to discuss this if you think this will apply to your project.

Digital outputs

If you create digital outputs (see below), we expect you to either own the copyright on all the digital material or to have a formal agreement with the copyright owner to use the material and to meet our requirements – see **Appendix 2 – Digital outputs**.

The information we need about ownership

With your first-round application

You will need to provide the information asked for in the application form.

At permission to start your development phase

If you already own the property, send us proof of ownership as referred to in the list of supporting documents for the second round. This will give us an opportunity to advise you if you need to increase your rights to meet our minimum requirements.

With your second-round application

You will need to provide proof of your ownership or your right to use the property, as referred to in the list of supporting documents. If you do not own the property, you must tell us who does. They may need to be bound into the terms of grant.

Appendix 2: Digital outputs

We have specific requirements, which are set out in our standard terms of grant, for 'digital outputs' produced as part of any HLF project. We are using the term 'digital output' to cover anything you create in your HLF project in a digital format which is designed to give access to heritage 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.

The requirements do not apply to digital material that has no heritage content or does not engage people in heritage, for example, a website that contains only information about your organisation or project, visitor information or events listings.

All digital outputs must be:

- **'usable'** for five years from the end of the project;
- **'available'** for as long as your terms of grant last;
- **free of charge** for non-commercial uses for as long as your terms of grant last; and
- **licensed for use by others under the Creative Commons licence** 'Attribution Non-commercial' (CC BY-NC) for as long as your terms of grant last, unless we have agreed otherwise.

We expect:

- websites to meet at least W3C Single A accessibility standard;
- you to use open technologies (freely accessible) where possible; and
- you to contribute digital outputs to appropriate heritage collections.

If you are creating digital outputs:

- you must provide a management and maintenance plan with your second-round application; and
- you may include the value of the increased future costs of management and maintenance for five years as partnership funding.

Glossary

Activities – We describe anything in your project that isn't capital work as 'activities'. Often these will be activities to engage people with heritage.

Activity plan – This document sets out everything you want to do in your project that is not capital work.

Capital work – Capital work includes any physical work such as conservation, new building work, creating interpretation or digital outputs, or buying items or property.

Consortium – A consortium is a group of organisations that work together towards achieving shared aims. A consortium does not need to be constituted as a separate organisation, but would usually be led by a steering group including members of each organisation, with a lead partner that applies for and receives funding on behalf of the group. Roles and responsibilities for all members should be clearly set out in a strong partnership agreement.

Delivery-grant request – The amount of money you ask us for towards your delivery phase.

Delivery phase – This is when you carry out your project.

Development-grant request – The amount of money you ask us for towards your development phase.

Development phase – This is when you develop your second-round application.

Digital output – We use the term 'digital output' to cover anything you create in your project in a digital format which is designed to give access to heritage or to help people get involved with and learn about heritage. For example, this could be a collection of digital images or sound files, an online heritage resource or exhibition, or a smartphone app.

Direct project costs – All the costs that are directly paid or agreed to as a result of your project.

First-round application – Your first-round application is when you give us detailed information about your development phase and outline information about your delivery phase. This application will include a delivery-grant request and a development-grant request if necessary.

Full cost recovery – Full cost recovery allows voluntary-sector organisations to recover their organisational overheads, which are shared among their different projects.

Heritage organisation – Heritage organisations are those whose main purpose relates to conserving, managing and promoting heritage. Examples include museums and archives, wildlife organisations and parks, local history societies and archaeology groups, and organisations and agencies that look after historic buildings and monuments, landscapes or industrial sites.

Lead applicant – You will need to choose a lead applicant who will send the application on behalf of other organisations in the consortium. If the application is successful, the lead applicant will be bound into the terms of grant and receive grant payments.

Non-cash contributions – Non-cash contributions can be included in your partnership funding. These are items or services that you receive without charge, for example a donation of materials from a local firm or the use of a room. We only accept non-cash contributions if they are costs we could pay for with cash.

Outcome – An outcome is what your project will achieve and the change (for heritage, people or communities) that will be brought about by our investment. For more information on outcomes, read about the difference we want to make in **Part one – Introduction**.

Output – Outputs are the things that your project will produce, such as a book, a new exhibition, a workshop, or conservation work to a building.

Partnership funding – This is how we describe your contribution to your project. It can include cash, non-cash contributions and volunteer time.

Project completion – This is the date that we make our final payment and are satisfied that the approved purposes of the grant have been met. The standard terms of grant will last for 20 years from the project completion date. Exceptions are listed in **Part three – Receiving a grant**.

Project enquiry form – This form allows you to tell us about your project idea before you apply and in Kick the Dust it is mandatory (you must fill it in). It was previously known as a 'pre-application form'.

Second-round application – Your second-round application is when you give us detailed information about your delivery phase. This application will include your delivery-grant request.

Volunteer time – Volunteer time can be included in your partnership funding. This is the time that volunteers give to leading, managing and delivering your project. You should not include costs for the time of people who will take part in your activities. For example, in an archaeology project, the time of a volunteer who has organised a public dig can be included, but not the time of people learning to dig.

Weighted outcomes – These are the outcomes that we value the most, and we will give them extra priority during assessment.

Youth organisation – Youth organisations are focused on the needs of young people, with their main purpose to support young people to achieve their potential. They include youth groups and clubs, and organisations and agencies that promote youth work and participation, or provide opportunities and help specifically for young people under 25.