



Start-up grants

Grants from £3,000 to £10,000

Application guidance



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Part one: Introduction

Welcome

Start-up grants are for anyone thinking about creating a new organisation to look after or engage people with heritage, or existing groups taking on new responsibilities for heritage.

Start-up grants can support the early stages of planning your activities. If you are not yet formally constituted, a Start-up grant can help you to adopt the right governance structure for your organisation. If you are further along in your development, a Start-up grant can also help you to explore options for managing and sustaining your heritage in the future, or carrying out early scoping work to inform a future application for project funding.

You can apply at any time for a grant from £3,000 to £10,000. The application process is straightforward and we will assess your application in eight weeks.

This guidance will help you decide whether these are the right grants for you, and provide you with the information you need to plan your application.

Who we fund

Under this programme, we fund applications from:

- not-for-profit organisations; and
- partnerships led by not-for-profit organisations.

Here are some examples:

- charities or trusts;
- community, voluntary or friends-of groups;
- companies limited by guarantee;

- community/parish councils;
- Community Interest Companies;
- social enterprises.

If you are applying as a partnership, you will need to decide which organisation will fill in our application form and receive the grant.

We will not award Start-up grants to public sector bodies such as local authorities, universities or nationally-funded museums unless you are applying on behalf of a new group without a constitution or bank account.

Whoever is involved in an application, it is important that benefits to the public outweigh private gain.

Don't yet have a bank account or constitution?

If you have not yet formed your organisation and want to use a Start-up grant to help you do that, or you do not yet have a bank account, you will need to ask an existing not-for-profit organisation to make the application and accept the funding on your behalf. This could be (for example):

- your local authority;
- your local community or voluntary council;
- your parish or town council;
- another local community, voluntary or friends group that has a constitution.

This organisation will be the applicant and you will be a partner in the application. You should make sure that the answers in the application form relate to the activities of the group you want to set up through the grant. You will need to provide a partnership agreement with your application setting out the information included in **Appendix 1: Writing a partnership agreement**.

What we fund

Start-up grants can support a very broad range of things you might need to do to get started as a new group or get a new heritage project off the ground. They can pay for activities that:

- make a difference to people, heritage and communities in the UK;
- have not yet started; and
- will last no more than one year.

The assessment process is competitive and we cannot fund all of the good-quality applications that we receive. As a guide, the following are unlikely to win support:

- projects outside the UK;
- promoting the cause or beliefs of political and faith organisations.

On the next two pages we provide three examples of the types of activity that we can support. These are:

- Transfer of heritage to community ownership;
- Setting up a new heritage group;
- Building capacity and skills of a new friends group.

Points to consider

There are a number of support and advice services available to people looking to set up a community group, such as local Councils for Voluntary Services (CVSs), the National Council for Voluntary Organisations (NCVO) and Locality. Many of these are free so you should check that the help you need is not available elsewhere before applying for a Start-up grant.

If your project involves doing physical work such as a condition survey, please read about **property ownership** on our Sharing Heritage application guidance:

<http://www.hlf.org.uk/SharingHeritage>

If you are not the legal owner or leaseholder of the heritage asset that is the focus of your application, you will need the owner's written permission to apply.

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

What we mean by 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 places and events;
- the heritage of language and dialects;
- natural and designed landscapes and gardens;
- people's memories and experiences (often recorded as 'oral history');
- places and objects linked to our industrial, maritime and transport history; and
- natural heritage including habitats, species and geology.

Transfer of heritage to community ownership

A voluntary or community group, or a Building Preservation Trust, is taking over responsibility for a heritage site such as a historic building, park or nature reserve from a public body. To be successful, the group needs to decide on a suitable use and management structure for the heritage which will be supported by the community and will be financially sustainable. A Start-up grant could help the group:

- pay for research into the needs and interests of local people and how they want the heritage to be used, for example through consultation activities, such as surveys and focus groups;
 - pay for research into the use and management of other similar heritage sites to learn how they have been successful (for example, the costs of making visits to talk to other Trustees or management committee members about their experiences);
 - pay for training, mentoring and other opportunities for group members to develop relevant skills;
 - commission a specialist to perform an options appraisal, to identify how the site might be used, and the sources of funding these uses might attract;
 - pay for advice on preparation of a business plan;
 - commission a specialist to conduct a condition survey to identify what repair or conservation is needed, and if necessary to specify these works;
- pay for advice to help choose and adopt an appropriate governance structure or appropriate partnership structures or establish a special purpose vehicle;
 - pay for property valuations from the District Valuer.

If a public body was transferring some or part of its museum or historic library collections to community ownership our grant could similarly enable local volunteers to establish a formally constituted group to take on responsibility for it, pay for research into options for its future location, management and funding, and consult on the needs and interests of potential users and audiences.

Setting up a new heritage group

A group of individuals with a shared interest in local or community history want to set up a new organisation with aims to explore, conserve or engage more people with heritage. A Start-up grant could help the group:

- pay for specialist advice on a suitable constitution;
- pay for research into what activities local people would be interested in taking part in;
- commission advice and support in creating a robust plan for the first year's activities;
- pay for research into how the group's activities could be funded and advice on preparing a business plan;
- pay for room hire for the first year's activities.

Following successful completion of work funded through a Start-up grant, you may decide to make a further application for funding to support the delivery of a capital project or programme of activities through one of our other funding programmes. See our website <http://www.hlf.org.uk/programmes> for further information.

Building capacity and skills of a new Friends group

A park Friends group wants to establish a formal association and partnership with the owner of the park so that they can have better access to funding and provide activities in the park. A Start-up grant could help the group:

- pay for advice on a suitable constitution and/or partnership agreement;
- pay for advice on business related issues such as VAT;
- pay for training to ensure Trustees understand their responsibilities in relation to charity law and governance;
- pay for advice on developing a sustainable fundraising strategy.

The difference we want to make

We describe the difference we want to make through a set of outcomes. When you apply, we will ask you to tell us how your project will contribute towards these.

Your project should contribute towards all three Start-up grants outcomes.

We provide detailed descriptions of these outcomes in **Part two: 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.

Outcome for heritage:

As a result of a Start-up grant, heritage will be:

- better managed

Outcome for people:

As a result of a Start-up grant, people will have:

- developed skills

Outcome for communities:

As a result of a Start-up grant:

- your organisation will be more resilient

Making an application

If you are thinking of applying for a Start-up grant, you can express your interest online. We will let you know if your application is suitable for these grants and you can then decide whether to go ahead. Information submitted as part of an expression of interest is not used in the assessment of an application.

When you send in your application online, we will let you know that we have received it. If we have any points of clarification, then we will contact you. Otherwise, you are unlikely to hear from us until we have made a decision.

We will assess your application in eight weeks. After this your application will be discussed at a monthly advisory meeting at your local HLF office. Following this meeting, a decision on your application will be made by the Head of your local HLF office. For further information about the decision-making timetable, please contact your local office.

When assessing your application we will consider the following:

- whether the project is relevant to heritage in the UK;
- the need or opportunity that the Start-up grant is responding to;
- the outcomes it will achieve;
- how capable your organisation is of carrying out the project; and
- overall value for money.

Receiving a grant

If your application is successful, we will normally pay your full grant in one instalment, once we have given you written permission to start.

If you are successful in receiving a grant from us, your organisation will need a bank account and you will need to meet some requirements relating to buying goods, works and services, acknowledging your grant and reporting to us on your achievements. These are described in *Start-up grants – Receiving a Grant*.

When you have finished your project, we will ask you to send us an end of grant form telling us how you have spent the grant and what you have achieved.

If you applied for funding to adopt an appropriate governance structure (such as a new constitution), we will ask you to attach it to your end of grant form.

We may ask to see evidence of your expenditure, such as receipts or invoices.

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 submit your declaration with your application form you are confirming that you understand our obligations under these Acts.

Complaints

If you want to make a complaint about HLF, we have a procedure for you to use. This is explained 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 form help notes

There are word limits to some of the answers you may give; these are shown on the online form. The same online form is used across several small grants programmes. These help notes explain exactly what information we are looking for under each question in an application for a Start-up grant.

Section one: Your organisation

If you have nominated a not-for-profit organisation to apply on your behalf, their details need to appear here.

1a. Address of your organisation.

This table will be completed automatically using the information you gave when you registered.

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 the 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 given email address.

1d. The legal status of your organisation.

Fill in as appropriate

- If your type of organisation is not listed, please tick 'other'. This might include a Community Interest Company or a social enterprise.
- 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.

Describe your organisation's main purpose and regular activities

If you want to use a Start-up grant to set up a new organisation, tell us here.

If you have just started up and don't yet deliver regular activities, tell us here, saying when your organisation was set up and what your plans are for the future.

1e. Approximately what percentage of your organisation's regular activities involves looking after or engaging people with heritage?

Thinking of the work your organisation has delivered over the last year, tell us roughly how much of this work accounts for engaging people with, or looking after heritage. See 'What we mean by heritage' on page 4 for more information about this.

If you are setting up a new group, or have just started up, tell us approximately what percentage of your group's activities will focus on heritage in the future.

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

If you are applying as a not-for-profit organisation nominated by a group without a constitution or bank account tick 'yes'.

This group will be a partner in the application.

Give a named contact with an address, and the name of the organisation, or proposed name if it does not yet exist. This person's details must be added to the end of the Declaration when you submit the application form.

1g. Are you VAT registered?

Fill in as appropriate.

Section two: The heritage

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

- If you want to use our grant to carry out research into the heritage that you have recently taken responsibility for, or expect to take ownership of, tell us what you know about it here.
- Provide a description of the heritage as it is today. If different types of heritage are involved, describe each of these.
- If your project is about heritage that is not physical (such as memories or cultural traditions), tell us about the subject and the time period it covers.
- If your project is about physical heritage (such as a building, ship, collection or nature reserve), give us a summary of the factual information you have about it - its size, when it dates from, the surviving features, its condition and why you think it is important to your local community.
- Tell us if you know of any official recognition of this heritage. For example, it may be a listed building (if so, give its grade) or a Site of Special Scientific Interest.

- If you are applying on behalf of a group without a constitution or bank account, answer these questions in relation to the heritage they focus on.

Section three: Your project

3a. Describe what your project will do.

Explain what issues or challenges have created the need or opportunity that a Start-up grant will address.

Describe all of the activities to be delivered by the Start-up grant. Focus on the most important things and be as specific as possible. Give numbers, facts and figures where you can.

If you are a not-for-profit organisation applying on behalf of a group without a constitution or bank account, explain clearly who are the group's members and their current or proposed activities related to heritage. In this case, tell us who will be responsible for managing the project and who will report to you to enable you to send an End of Grant report.

Answer questions **3b-3e** as applicable.

Section four: Project outcomes

Outcomes are changes, impacts, benefits, or any effects that happen as a result of your project. In the notes below, we have provided descriptions of outcomes for heritage, people and communities to help you understand the difference we want to make with our funding. Use this section to tell us what you will achieve – what change will be brought about as a result of our funding?

As a result of a Start-up grant:

Heritage will be better managed

Your organisation will be in a better position to make informed decisions and plans for the future care and management of heritage. This could be achieved through setting up a new organisation with appropriate governance; the identification of the right strategies for managing and using heritage; preparing management and maintenance plans; identifying options for securing additional staff, Trustees or other resources that you need, or making more effective use of existing resources. As a result of these actions, you will be able to show that the heritage has the potential to be in a stronger position for the long term, including, if appropriate, a stronger financial position.

People will have developed skills

Individuals will have gained skills relevant to ensuring heritage is better looked after, managed, understood or shared (including, among others, fundraising, business planning, conservation, teaching/training, maintenance, digital and project management skills). As a result of taking part in a structured training activity – for example, an informal mentoring programme from consultants employed to help your group develop your plans, or external short courses in

aspects of governance or management - people involved in your project, including staff and volunteers, will be able to demonstrate competence in new, specific skills, and where appropriate, will have gained a formal qualification.

Your organisation will be more resilient

Your organisation will have greater capacity to withstand threats and to adapt to changing circumstances to give you a secure future. You will achieve this greater resilience through adopting a new constitutional structure (if relevant), stronger governance, greater local involvement in your organisation's plans, increased management and staff skills, fresh sources of expertise and advice, or working in partnership to share services, staff and resources. You might identify sources of new volunteers who will increase your capacity 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 Start-up grant.

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

Tell us how you will contribute to achieving the following outcome:

- heritage will be better managed

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

Tell us how you will contribute to achieving the following outcome:

- People will have developed skills

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

Tell us how you will contribute to achieving the following outcome:

- Your organisation will be more resilient

Section five: After the project ends

5a. Tell us how you will sustain the outcomes after your project ends.

Tell us briefly what you expect to happen after the period of Start-up funding has come to an end.

Section six: Project timetable

6a. Tell us when your project will start and finish.

Fill in as appropriate.

Section seven: Project costs

7a. In this section, tell us how much it will cost to deliver your project.

Fill in as appropriate.

For Start-up grants we would not normally expect to see costs against the following headings:

- New staff
- Digital outputs
- Costs of producing learning materials
- Full Cost Recovery

If you are VAT registered, you should ask HM Revenue & Customs (www.hmrc.gov.uk) to check how much value added tax (VAT) you will be able to claim back. If you underestimate costs for VAT, you will have to pay the extra costs.

7b. Project income.

Tell us how much funding you expect to receive for this project, splitting the costs between the HLF grant you are applying for from us, and other sources of funding. We do not require that you make a cash contribution.

7c. Financial summary.

This section will be completed automatically using information you have provided in other sections.

7d. Are there any non-cash contributions or volunteer time to help carry out your project?

Please describe any non-cash contributions that will help you to deliver your project, such as the donation of a venue or in-kind donations.

Section eight: Additional information and declaration

We use information we collect in this part of the form to report on the range of organisations we fund. We will not use this information to assess your application.

If you are a not-for-profit organisation applying on behalf of a group without a constitution or bank account it is the interests of the groups of people that they represent that you should report here.

When you submit your online form, you are confirming that you have read, understood and agree with the statements set out in the declaration. If you have a project partner, you should add their details along with yours at the end of 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 submit these as 'additional documents'.
- If you attach more than 10 documents, or if the total size of the attachments exceeds 20 megabytes, you will not be able to save or submit your form. If you have more documents or very large documents, please email them to your local HLF office.

1. Copy of your organisation's constitution, unless you are a public organisation.*
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 project partners, signed by everyone involved, setting out how the project will be managed;
3. Copy of your organisation's accounts for the last financial year. This does not apply to public organisations.*
4. Spreadsheet detailing the cost breakdown in **Section seven: Project costs**.
5. A small selection of images that help illustrate your project. If your project involves physical heritage, please provide a selection of photographs, a location map and, if applicable, a simple site map or plan. It would be helpful if these are in digital format (either as an attachment or on disk).

* If you have not yet formed your organisation, please send us the constitution and accounts of the organisation who is making the application on your behalf.

Appendix 1: Writing a partnership agreement

If you are not yet fully constituted and are applying for a Start-up grant through an existing organisation, you will need to have a simple partnership agreement in place. You will need to submit this agreement along with your application, and include all the information set out below.

- Name of all partner organisations.
- Contact details of the nominated lead individual within each organisation, along with position within the organisation.
- Partnership start and end dates.
- The role of each partner, and their activity or service description in the partnership.
- How funding will be managed between partners.
- Staff/volunteer time requirements for each partner.
- Activity or service space and equipment requirements.
- How information will be shared between partners.
- What will happen if a partner needs to leave the partnership before the end date of the partnership. (Will there be a notice period?).
- Which partner will take responsibility for monitoring and evaluating your project, and reporting back to us.
- How you will communicate, for example, how often you will meet (if at all), where you will meet and who will organise the meetings.
- How partners will resolve disputes.
- How changes to the agreement will be made.
- Signatures of each partner.