



Experiment Fund Programme Application Pack



Introduction

This pack sets out guidelines for the Experiment Fund Programme under the Derwent Valley Mills World Heritage Great Place programme of activities. The pack contains the following information to help groups and organisations decide on suitable projects and the application process.

- Experiment Fund Programme
- Who can Apply
- Funding
- Timescales
- Application Criteria
- Contribution to Your Project or Activity
- Approval Process
- Completing the Application Form
- Successful Applications
- Finishing Your Application
- Application Form – this is a separate Word Document

This application guidance has been developed to assist you complete an application for funding. You will need to make sure that your good idea makes business sense, has a good chance of success and that users will like your great idea for a product or service.

We want to encourage groups with good ideas that will give people enjoyable cultural experiences, encourage a wider range of people to engage with heritage and have the ability to continue and deliver income. Your application must tell us about the benefits of a new and innovative project that leads to income generation.

Experiment Fund Programme

The Great Place funding has been secured from the Heritage Lottery Fund and Arts Council England. The Great Place scheme included a priority to enable heritage, cultural and arts organisations within the DVMWHS to experiment with projects that could lead to sustainable income generation in the future.

Applicants are encouraged to think about how heritage, arts and culture can assist their income generation. Applications must be supported by a Business Case for income generation and future sustainability.

A key priority for Great Place Schemes is that cultural and creative sector has greater capacity and is more resilient. This can be achieved by organisations achieving a more diverse mix of revenues. Great Place Schemes are designed to pilot activities to embed arts and heritage within their local area and increase their contribution to local economic activity.

Who can apply?

Heritage, cultural and arts organisations from within the DVMWHS are welcome to apply including:

- Charities which provide services locally in Derbyshire, including profit making mechanisms
- Voluntary organisations
- Community groups
- Community interest companies
- Social enterprises
- Local government departments
- Clubs, teams and associations, providing they are constituted as detailed below

Organisations must be formally constituted. Formally constituted means you must have a bank account with at least two independent signatories as well as a governing document/ list of governing members, a purpose and a set of rules.

Grants cannot be awarded to individuals, schools or solely profit making organisations

Funding

The total value of activities delivered by the Experiment Fund is a minimum of £100,000. The Great Place funding will provide £90,000 as grant funding towards total project costs. Applicants must provide a cash match of a minimum of 10% of the total project costs.

There are two levels of funding that can be applied for.

Small Grants (£500 maximum grant amount):

This funding will support small scale projects, either within a small organisation or that will enable you to do something new or differently.

£10,000 will be allocated to these grants from the Great Place funding.

Large Grants (£20,000 maximum grant amount):

The larger grants will provide funding for new projects in local communities which have potential longer term viability and will continue to impact local people into the future.

£80,000 will be allocated to these grants from the Great Place funding and applications will be made in three application windows in 2019.

Applicants are responsible for researching, costing and deciding on the viability of their project. This should include State Aid, non-charitable expenses and potential tax liabilities, including VAT and irrecoverable VAT.

Timescales

The Experiment Fund Programme will accept applications in 2019. Projects awarded funding in 2019 will be able to take place in 2020 if required.

All projects must be completed by 30 September 2020.

Round	Application Deadline	Category
Round 1	31 January 2019	Up to £500, Up to £20,000
Round 2	31 March 2019	Up to £500, Up to £20,000
Round 3	30 September 2019	Up to £500, Up to £20,000

It is suggested that applicants give themselves plenty of time between their application submission and proposed start date for activity. Depending on the timings, there may be a significant period between application submission and payment.

Projects will need to set out in the application when they expect to spend the grant. Spending will need to take place within these timescales. If spending does not start at the expected time, applicants will be asked to confirm the commitment of their organisation to delivery. Projects which do not follow this guidance may be asked to return funding.

Application Criteria

Projects can be funded that:

- Take place within the DVMWHS area
- Will be completed by 30 September 2020

It is important that all projects supported by the Experiment Fund Programme meet real local needs and ideas. Project activity is likely to vary between different grants that meet the selection criteria.

We will not fund projects or types of work that are not good practice for the heritage or landscape of the DVMWHS.

By a project we mean work or an activity that:

- is not part of the everyday work of the applicant organisation
- has a timetable for completion
- has specific aims.

Selection Criteria

All projects will need to be able to meet the following criteria:

- Be public facing
- Develop new experiences for visitors
- Be time limited and not require ongoing funding
- Show how the activity can benefit the organisation beyond the life of the funding
- Be delivered promptly and within agreed timescales
- Show what difference will be made in response to a genuine need or opportunity
- that the project is well planned
- that the applicant is capable of delivering the project outcomes, and
- the project is financially viable and offers value for money in terms of the overall grant request and predicted benefits it will bring.

Ineligible activity

The Experiment Fund Programme is unable to support the following:

- Projects which promote religious or political beliefs
- Buying land or buildings
- Holidays, expeditions and trips
- Projects that are already in receipt of funding for the proposed activity (i.e. an extension of funding or “topping-up” of activities)
- Projects or activities that have already taken place
- Activities that are ‘one-offs’ without evidence of how this would lead to further income generation
- Costs relating to the conversion of buildings
- Projects with little or no public benefit
- The main organisational staffing and running costs of an organisation
- Running costs e.g. utility bills, council tax, long term rent and insurance
- Academic research
- Professional fees
- Statutory obligations
- Feasibility studies
- Costs relating to the preparation of grant applications
- Schemes where the match funding is state aid based (such as business development support) and would exceed the levels allowable under European Union regulations. (Current understanding is that the BREXIT transition period will end on 31 December 2020, although this may alter.)

What can the grant pay for?

- Training, and support for local volunteers, coaching for members or specialist training for staff
- Purchasing materials, tools and equipment for your project
- Improve or renovate existing facilities
- Promotional work to encourage different groups of people to get involved or recruit volunteers
- Volunteer expenses
- Setting up something new, such as start-up costs and one-off staff costs
- Hiring a venue or short term rent.

We only fund certain types of work if they form part of a wider project that meets our aims. We cannot fund them as standalone projects. These include:

- Visitor facilities such as car parks or toilets
- Putting together or publishing research findings
- Creating digital materials (for example, websites or DVDs)
- Creating replicas (models or exact copies) of historic structures or objects.

Contribution to Your Project or Activity

The Experiment Fund Programme expects a contribution from you of a minimum of 10% of the total costs of the project or activity, regardless of the level of funding.

The maximum grant that can be given towards Experiment Fund activities is £20,000.

All grant awards are net costs. VAT may be due on funded activities and obligations must be met by the applicant.

Two levels of grant are offered, which determine the amount of information requested. The level of funding available will vary depending on the type of applicant, level of contribution and where European Union State Aid regulations need to be considered.

Approval Process

This is an open programme and projects can be submitted at any time within the programme period. Applications will be considered at the three deadlines shown.

The Experiment Fund programme will recommend grants to the Great Place Scheme Board and process grant payments through Derbyshire County Council.

Applicants will be informed as soon as possible whether they were successful and will be provided with relevant feedback if they were unsuccessful.

Unsuccessful applicants will be allowed to consider any feedback and submit a second application. If the second application is unsuccessful then we suggest applicant ends their interest in the programme as bids will not be considered again.

Completing the Application Form

What do you need to tell us?

We expect to receive more applications than we are able to fund and so the panel will prioritise applications that will have the biggest impact locally and contribute to income generation. Setting aside some time and thought to fill in the application form can greatly strengthen your grant submission.

All applications will need to demonstrate how funding will enable heritage, arts and culture to assist income generation and future sustainability.

The following may help when filling in the form:

- Answer each section **carefully and concisely**.
- Assuming your project meets the **aims of the Experiment Fund programme to generate income**, you should then ensure your application provides sufficient detail for us to know what it is you will deliver with the grant.
- **Be specific** about what you will be spending the grant on. Break down how the grant would be spent to enable the project to take place. If there is not enough space to include the costs of all the items you are requesting funding for, please attach a separate sheet.
- State clearly on your application **how will you know that your project has been successful**. You should have clear, measurable aims and objectives that you stand a good chance of achieving.
- Finally you will need to demonstrate that the items you are spending the grant on will continue to have a long term benefit to the viability of your organisation.

Additional information will be required for large grants and the level of information required should reflect the amount of funding requested. **Projects that are applying for grants of up to £20,000 will be required to provide more information.**

These Projects would also be expected to demonstrate their proposed activity has longer term viability and potential to generate income.

A standard application form has been developed to capture initial information about proposals and simplify the process for applicants.

Application forms can be downloaded from www.derwentvalleymills.org. Paper application forms are available on request. Please ring 01629 539652 if you require a paper copy. You can also email Rebekah.howey@derbyshire.gov.uk

Successful Applications

When a project has been approved the organisation in receipt of funding will be given two copies of the Experiment Fund Programme Conditions of Support. One signed copy is to be returned by the organisation to the named contact at Derbyshire County Council, which also confirms commitment to delivery.

Payment of grants will be made by BACs directly into the successful Group's bank account once the relevant information has been returned.

At the end of the project organisations will be asked to complete a simple monitoring form and therefore will be expected to provide evidence on how the grant has been spent.

Finishing Your Application

Sending us your application:

By email

Save your electronic application form, attach it to an email and send it to: Rebekah.howey@derbyshire.gov.uk

By post

Experiment Fund, Rebekah Howey, DVMWHS, Shand House, Dale Road South, Matlock, DE4 3RY