

Thrive with Arts, Culture and Heritage

Support for Local Arts Cultural and Heritage Organisations

Application Guidance

2.2 Project Description - what would you like us to fund?

Please give detail of what you hope to achieve with this grant. It will help your application if you give a context for your project in terms and how this project related to other project you are doing or have done in the past.

- Please refer to the fund Criteria and ensure that your project falls within the eligible activity for this fund as applications that do not meet these criteria will not be considered for funding.
- Funding is available for either capital **or** revenue projects
 - **If you are applying for capital funding**, your project should deliver capital improvements such as building or renovation work or support the purchase of capital assets with the primary purpose of enhancing the site or operation or an event or participatory programme linked to local culture or heritage assets which encourage community involvement and inclusivity (a culture or heritage asset is a permanent public buildings or sites for the exhibition or promotion of arts and culture, including but not limited to museums, arts venues, exhibition centres, theatres, libraries and film facilities. Heritage assets mean any building on an appropriate heritage list for example National Heritage List for England)
 - **If you are applying for revenue funding**, the project should deliver an event or participatory programme linked to local culture or heritage assets which encourage community involvement and inclusivity (a culture or heritage asset is a permanent public buildings or sites for the exhibition or promotion of arts and culture, including but not limited to museums, arts venues, exhibition centres, theatres, libraries and film facilities. Heritage assets mean any building on an appropriate heritage list for example National Heritage List for England)
- Your organisation must be located within the Westmorland and Furness Council area.
- The purpose of this fund is to support the diverse cultural and heritage offer within the local community and improve the quality of life for people living in Westmorland and Furness. Use this section to tell us how your project will do this.

2.3 Describe how the project you are proposing represents 'clear added value' to your organisation and is distinct from your 'business as usual' or 'maintenance'.

- Please describe in brief the day to day business of your organisation and how the project you want to fund fits into this.
- The activity you propose should be a new activity and not part of your regular activity.

2.4 Will your project increase visitor numbers?

- You complete this section if your project will increase the numbers of visitors that you will have to your venue or facility as a result of your project.
- Set out how you currently measure footfall or visitor numbers. You should provide baseline data to show your footfall or visitor numbers before the intervention set out in this project and how you are going to measure the increase.
- You should provide evidence for why you believe that this intervention will improve the footfall or visitor numbers to activities you run. This could be an example drawn from your own experience or evidence of a comparable scheme from another organisation.
- You should also describe how you are going to gather evidence that your footfall or visitor numbers have increased.

This could be in the form of:

- Ticket sales recorded
- Reports from electronic footfall counters
- Manual counts of visitors conducted on a sample basis
- Attendance survey data

2.5 Will your proposed activity lead to measurable increases in participation / engagement?

- You complete this section if your project will lead to measurable increases in participation and engagement as a result of this project.
- You should describe how you are going to measure the numbers of participants which could be evidence of ticket sales or manual counts of participants such as sign in sheets or attendance survey data.
- You should provide evidence for why you believe that this intervention will be successful in terms of increasing participation or engagement. This could be an example drawn from your own experience or evidence of a comparable scheme from another organisation.

Note: In sections 2.4 and 2.5 you need to distinguish between ‘visitors’ and those people who are participating and engaging in your project. Please avoid counting an individual as both a visitor and a participant in an engagement project (double counting).

2.6 How will low carbon and environmental sustainability be built into the design of your project?

- Westmorland and Furness Council is working hard towards ensuring the area we serve becomes carbon net zero by 2037. Please describe what considerations you have given to low carbon and environmental sustainability within the design of your project.

2.7 How will inclusivity and equality be built into the design and delivery of your project?

- What steps are you taking to build inclusivity and equality in to the design and delivery of your project?

2.8 Project Dates / Time Table:

- Please note the completion dates associated with this project. Outputs (the activity of the project) must be completed no later than 27th February 2026. Outcomes (results of the impact of your project) must be completed by 26th February 2027. Please ensure that you reflect these deadline dates in your application.

3.1– 3.6 Income and Expenditure:

- Please include all income and expenditure associated with the project you are applying to us for. There is no requirement for you to seek match funding for your project unless the total project costs exceeds the upper limit of what you can apply for from this fund. If you are intending to seek match funding, please consider the impact of this additional time requirement on your project timeline as the project completion date (date by which all capital projects and revenue activities should be completed, including all funding paid out by you to external suppliers) is set at the 27th February 2026 and cannot be extended further than this.

4 Supporting Documents:

- Towards the end of the application form is a list of supporting documents that should be supplied with your final application. Please note that if you are not able to supply this documentation to the satisfaction of the decision making panel, your applications cannot be considered for funding. If you are having trouble getting hold

For advice on any aspect of your application please email artsandculture@westmorlandandfurness.gov.uk

of all the documentation as listed, please get in touch with the Arts and Culture Officer by emailing artsandculture@westmorlandandfurness.gov.uk as there may be situations where we accept alternative documentation to the ones on the checklist.

Note on panel assessment and scoring:

- As a fund we have to meet certain targets as regards to outputs and outcome achieved collectively by the applications we fund. These outputs and outcomes are set by the UK Government as a condition of them allocating the funding to us. In order to maximise the flexibility of this grant fund we have stretched the scope of eligible activities as far as we can, however, since we are obliged to meet our own targets, applicants who can deliver on these outputs and outcomes will receive higher scores and are more likely to be funded than those who do not.

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