

## Small Grant: Big Improvement (SG:BI) 2013

APPLICATION FORM For GRANTS UP TO £250

APPLICATION DEADLINE 9am Monday 17<sup>th</sup> June 2013

South West  
Museum  
Development  
Partnership

Please refer to the Guidance notes

### Applicant details

<b>Museum Name:</b>	<b>Museum Address and Postcode:</b>
Dr Jenner's House & Garden	
<b>Project contact name:</b>	<b>Project contact telephone number:</b>
<b>Project contact email:</b>	<b>Local Authority District or Unitary Area:</b>
	Gloucestershire

### SECTION ONE: What is the grant for? How will you use this money?

#### 1. Please explain the nature of work to be undertaken and how it will support delivery of the Forward Plan.

Please address the following points in your answer:

What is the project?

Who will be involved in the project?

What is the timescale?

What will happen as a result of the project?

Why is this project a priority for your museum?

We wish to apply for funds to support the second phase of a two-phase redevelopment of our museum shop and ticket sales area. These facilities were formerly housed in the Old Cyder House Conference Centre building but have now been transferred to the main house and re-located in what was once The Chantry's kitchen.

The overall aim of the development is to progressively create a more attractive and functional visitor reception and ticket sales area in tandem with an appealing and functional retail space catering to the needs of all our audience segments. It is a priority for the museum because in a challenging trading climate it will assist our front-of house operation to support the museum's sustainability and financial resilience strategies through enhanced ticket and retail sales.

Phase 1 of the refurbishment (March-May 2013) has already been delivered. We worked with one of the country's leading heritage retailing experts of Retail Matters Ltd, Tetbury, to implement new merchandising techniques, to obtain new product lines, and develop a new shop-fitting scheme involving the addition of "slatwall" shelving to increase the shelf space in this area and make retail presentation more attractive. In parallel, museum staff attended a SW-Fed training course in retailing for small museums and have cascaded their learning to the front of house team who work in the shop.

Phase 2, which has not yet commenced but is hoped to begin in July 2013, first requires the erection of Slatwall boards on the shop walls. This will be followed by the purchase of a range of Slatwall shopfittings (shelves, hooks, arms, hangers, rails etc) and the removal of existing shop cabinets which are now unfit for purpose and do not allow for the effective merchandising of the new retail lines. We have funds and expertise to purchase and erect the boards, and we have received a donation of a small number of Slatwall fittings, but the main bulk of the fittings require the **additional resources that are the focus of this application.**

If this application is successful the shop project will be completed mid-July 2013. This will be in time for the high season and will make a substantial contribution to the museum's finances in 2013 and beyond.

**2. Please explain how volunteers will be involved in this project.**

Please address the following points in your answer:

How many volunteers do you anticipate will be involved in your project?

How many volunteer hours do you anticipate will be involved in the project delivery?

Our front of house team is staffed entirely by volunteers under the direction and guidance of three hourly-paid seasonal supervisors.

Delivery of the project will be undertaken by our part-time Garden and Maintenance Manager and his Garden and Maintenance Volunteers who will install the slatwall boards and shop fittings (estimate 6 hours). Front of House Volunteers will initially stock the new display units with merchandise (estimate 4 hours).

We currently have 15 Front of House volunteers who work to a shift system throughout the season. During May 2013 Front of House volunteers worked a total of 193.25 hours. These volunteers work in the refurbished space and are directly involved in the retail activities of the museum that will be enhanced by the completion of Phase 2 of the refurbishment project.

**3. Please explain which of the Five Arts Council England Goals this project will support**

Goal 1. Excellence is thriving and celebrated in museums

Goal 2. More people experience and are inspired by museums

Goal 3. Museums are sustainable, resilient and innovative

Goal 4. The leadership and workforce in museums are diverse and highly skilled

Goal 5. Every child and young person has the opportunity to experience the richness of museums

This project meets Goal 3: "Museums are sustainable, resilient and innovative".

The overall aim of the project is to progressively create a more attractive and functional visitor reception and ticket sales area in tandem with an appealing and functional retail space catering to the needs of all our audience segments. It is a priority for the museum because in a challenging trading climate it will assist our front-of house operation to support the museum's sustainability and financial resilience strategies through enhanced ticket and retail sales. It will also increase dwell-time in the museum, hopefully leading to higher spend per visitor, and the anticipated enhanced profits from retail sales will be used to support the museum's work as a more reliable income stream.

**SECTION TWO: How will the grant funding support improvement?**

**4. How will your service improve as a result of this project?**

If this application is successful the shop project will be completed mid-July 2013 in time for the high season and will make a substantial contribution to the museum's finances in 2013 and beyond. We believe a high quality retail area adds to the visitor experience and the personality of the museum and, through offering products that reflect the museum's collection, programming and interpretation themes, encourages audience development, repeat visits and recommendations.

**5. How will you measure or demonstrate the above improvement?**

Retail sales performance is monitored by a range of statistical data such as turnover, profit margins, conversion rates and so forth. We would expect significant improvements to retail sales performance as a consequence of more effectively merchandising new product lines to our audience segments which will be enabled by the purchase of these shop fittings. This will be monitored through visitor experience feedback surveys which incorporate the museum shop within the questions.

**6. What pages of your Forward Plan relate to this improvement based project?**

**Please send a copy of your forward plan with your application.**

The Trustees have agreed that retail management will be incorporated into the Forward Plan currently in production. The draft Business Plan (appended) is currently being developed by the Forward Planning Team. The Trustees are meeting on 18 June to begin discussion on this and

Merchandising / the shop has been identified as a key income stream for the future.

### SECTION THREE: Grant Amount (Maximum level of Grant £250)

#### 7. Please provide a list of the materials / equipment and /or specialist services you need to purchase in order to deliver the project.

Please provide evidence of the costs/quotations attached.

Slatwall Shop fittings as follows:

	£
1 x Upright Sloping Display Sheet	23.04
1 x Laid Sloping Display Sheet	23.75
3 x 60cm Card Rack @13.04	39.12
5 x 60cm Gift Wrap Rails @ 3.25	16.25
2 x A5 Sign Holder @4.33	8.66
8 x 20/60 Acrylic Shelves	96.60
<b>Sub Total</b>	<b>213.06</b>
<b>VAT</b>	<b><u>42.61</u></b>
<b>Total</b>	<b>255.67</b>

**Suppliers:** Shop Services Ltd and 3D Displays Ltd

#### 8. Is the Museum VAT-registered?

Please note: VAT-registered museums should show all costs and claims exclusive of VAT.

Those not registered for VAT should show all costs and claims inclusive of VAT.

Appropriate invoices (with VAT or without VAT as applicable) should be sent.

YES

9. Project Funding Summary	VAT Incl/Excl (Please delete as appropriate)
What is the total financial cost of the project?	£250 incl VAT
What other funding is contributing to this financial cost?	NIL
Please state YES/NO if the other funding source(s) are secured	N/A
How much funding are you seeking from Small Grant: Big Improvement Funding scheme 2013? (maximum £250)	£250

#### 10. Grant Payment will be made by cheque.

**Account in the name of (cheques payable to)**

Dr Jenner's House

#### For help and further information please contact:

Please note, it is a condition of grant that you discuss the project with your Museum Development Officer. Pre-assessment checks will be made to ensure applicants have discussed proposals with the Museum Development Officer.

**For Conservation and Collection Care** based projects please contact SW Conservation Development Officer Helena Jaeschke at [Helena.jaeschke@exeter.gov.uk](mailto:Helena.jaeschke@exeter.gov.uk)

**Please note:** SW Museum Development office is based at Bristol City Museum & Art Gallery. The Postal Address for all grant correspondence is South West Museum Development, Bristol City Museum & Art Gallery, Queen's Road, Clifton, Bristol BS8 1RL

Date 17th May 2013