

**South West Museum Development Programme
Small Grant: Big Improvement 2015/16 Application Form**

Please see our small grant homepage for [example applications](#) from previous successful applicants

Please note that prior to completing this application you **MUST** have discussed your proposed project with your [Museum Development Officer](#). This should be done before 16 April 2015, at least two weeks before the application submission deadline Thursday 30 April 2015. If the project involves care of collections or conservation you must **ALSO** have discussed the proposal with the Conservation Development Officer [Helena Jaeschke](#) before 16 April 2015.

Applicant details (lead applicant if partnership application)

Museum Name:	Museum Address and Postcode:
FASHION MUSEUM	
Project contact name:	Project contact telephone number:
Project contact email:	Local Authority District or Unitary Area:
	Bath and North East Somerset Council

Partner museum/s details (if you are applying as a partnership project)

Museum Name/s:
AMERICAN MUSEUM in BRITAIN
Address and Postcode:
Local Authority District or Unitary Area:
Bath and North East Somerset Council

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 the delivery of the museum's Forward Plan. If this is a partnership project provide this information for each of the museums involved.

What is the project?

The Fashion Museum [FM] and American Museum in Britain [AMiB] propose the FASHION ARCHIVE on FILM [FAF] Partnership Project. The aim of the project is to ensure that more people can experience and be inspired by **fashion archive** collections at both museums by formulating a sustainable way to create lively and attractive **short films** incorporating fashion archive material to be shared via digital media #FAF.

What is the nature of the work?

The partnership work is to catalogue and to digitise fashion archive items from the **Illustrated London News** magazine collection at the Fashion Museum and the **Beatrice Pratt** archive collection at the American Museum (please see ATTACHMENT 1 & 2 for further details about the fashion archives); and then to make short snappy films, incorporating searchable digitized content, which can be shared via Facebook, Twitter, Instagram, and the museums' websites (we will be guided by best practise advice which suggests videos of different lengths for different digital media: for example,

Instagram maximum length is 15 seconds, Twitter 30 seconds, and Facebook 5 minutes).

Taken together the two fashion archive collections demonstrate 100 years of fashion, **from the 1840s to the 1940s**, and **from the general to the specific** (fashion advice and reporting in 'The Illustrated London News', and Beatrice Pratt as a fashionista in both public and private spheres).

At the Fashion Museum the objectives of the project are:

- 1) to work with the American Museum in a partnership re fashion archives and film-making;
- 2) to catalogue 500 'fashion pages' from the 'Illustrated London News' [ILN] archive collection;
- 3) to scan those pages and to add images and details to Micromusée(Fashion Museum CMS);
- 4) to deliver a talk about the ILN archive as part of the Twilight Talk public events programme;
- 5) to make a short film of the Twilight Talk featuring the digitised images of the ILN archive;
- 6) to evaluate the effectiveness of short films to increase engagement with the museum/archives;
- 7) to license images of the ILN fashion archive through Bridgeman Art Library.

At the American Museum in Britain the objectives of the project are:

- 1) to work with the Fashion Museum in a partnership re fashion archives and film-making;
- 2) to catalogue 300 letters and photographs from the Beatrice Pratt [BP] archive collection;
- 4) to scan those letters and photographs and add images/details to Adlib (American Museum CMS)
- 3) to store 300 letters and photographs in acid-free boxes and polyester sleeves;
- 4) to make a short film featuring young people exploring Beatrice's role as a fashionista;
- 5) to evaluate the effectiveness of short films to increase engagement with the museum/archives;
- 6) to develop a model for working collaboratively with young people.

Who will be involved in the project?

The project will be delivered by staff, volunteers and contracted specialists working together as a team at both museums.

At the Fashion Museum, the project personnel will be:

- 1) [Fashion Museum Manager] will be project manager;
- 2) [Fashion Museum Collections Assistant] will provide archives advice;
- 3) [Fashion archive specialist] will catalogue the objects/deliver the Twilight Talk;
- 4) [Volunteer leader] will lead The Friday Ladies team, assisting with cataloguing;
- 5) [Digitisation Specialist] will digitise the objects;
- 6) [Fashion Museum Administrator] will send images to Bridgeman;
- 7) [A local film-maker] will make the short film.

At the American Museum in Britain, the project personnel will be:

- 1) [American Museum staff member] will be curatorial lead;
- 2) [American Museum staff member] will be archive project manager and catalogue;
- 3) [American Museum staff member] will lead re young people and film-making;
- 4) [Cataloguing specialist] will catalogue objects;
- 5) [digitisation specialist] will digitize the selected objects;
- 6) [image specialist] will re-size and upload images to AdLib;
- 7) [volunteer leader] will lead the archives volunteer team
- 8) Students from a local school will be the volunteer young people
- 9) [Digital art specialists] will make the short film.

Fashion Museum Manager will act as project lead, working with Heritage Services Business Analyst

and the programme and communications specialist at the Fashion Museum / Bath and North East Somerset Council Heritage Services on overall project finance and programming, and communication.

What is the timescale and what key milestones will the project timetable include¹?

Please see the attached project timetable. The project milestones are as follows:

30 April 2015 – submit application

15 May 2015 – hear news

By w/c 15 June 2015 – project set up

By w/c 31 August 2015 – cataloguing complete

By w/c 5 October 2015 – after school archive research sessions with young people complete

By w/c 5 October 2015 – digitisation complete

8 October 2015 – Twilight Talk at Fashion Museum

By w/c 2 November 2015 – films complete

By w/c 30 November 2015 – films on-line

By w/c 21 December 2015 – evaluation & reporting complete

What will happen as a result of the project?

As a result of the project the Fashion Museum and the American Museum in Britain will establish a close working relationship, indicating potentiality for future work and partnership grant applications. As a result of the project there will be increased accessibility to, and increased digital engagement with, fashion archive collections in Bath (previously unknown and hidden from view) at both museums for non-visitors and for more diverse audiences.

At the Fashion Museum the following will also be a direct result of the project:

- 1) Fashion Museum documentation backlog reduced;
- 2) 500 fashion archive objects catalogued to item level;
- 3) 500 fashion archive objects scanned and added to collection management system (Micromusée);
- 4) Twilight Talk about the ILN archive collection;
- 5) Short film of the Twilight Talk shared on digital media;
- 6) Images available for license at Bridgeman Art Library;
- 7) Evaluation and learning re the effectiveness of digital media for engaging audiences.

At the American Museum in Britain the following will also be a direct result of the project:

- 1) American Museum collection rationalisation work undertaken, bringing archive items together;
- 2) 300 fashion archive objects catalogued, with letters transcribed;
- 3) 300 fashion archive objects scanned and added to collection management system (Adlib);
- 4) 300 fashion archive objects stored in conservation-grade storage system;
- 5) Short film about BP archive collection shared on digital media;
- 6) Way paved for Youth Advisory Panel;
- 7) Evaluation and learning re the effectiveness of digital media for engaging diverse audiences.

¹ Please note – you may be asked to provide an update at a relevant mid-point in your project based on the stated milestones.

Why is this project a priority for your museum/partnership?

The project is a priority for both museums now because of the Bath Museums Partnership (ACE Resilience 2015). The time is right to explore and to develop partnership working, predicated, in this instance, on a sharing of expertise and a common interest in fashion archives, and in making short films. Both museums have also recently identified the need for information about, and images and interpretation of, archive collections via digital media to enable more people – and more diverse audiences - to enjoy and to be inspired by museum collections:

At the Fashion Museum, priority and need for this project is demonstrated by:

- 1) 67% of respondents at an audience meeting wanted collection information via digital media;
- 2) 84% of respondents at that ACE SSF -funded meeting (July 2014) wanted talks about the collection;
- 3) 9% up-lift in FM visitor figures during Bath in Fashion 2015's talks programme on the FM site;
- 4) 2020 is the year by when the FM documentation backlog must be eradicated (Accreditation).

At the American Museum in Britain, priority and need for this project is demonstrated by :

- 1) Young people aged 11-16 highlighted as a key audience for development in 2015 (Forward Plan);
- 2) New Digital Engagement Policy (SW Museums Development 2014) has prioritised producing more engaging digital content;
- 3) the emerging importance of archive collections in museums;
- 4) By 2020 all collections photographed and catalogued.

How will it support delivery of the museum's Forward Plan?

The project will support the delivery of both museum's Forward Plans in the areas of audience development, collection rationalisation (including documentation backlog), and the use of digital media.

At the Fashion Museum, the project will support delivery of the Forward Plan by:

- 1) Working in partnership with another organisation;
- 2) Delivering collections-based digital media content;
- 3) Working to eradicate the documentation backlog;
- 4) Making fashion archive collections accessible.

At the American Museum in Britain, the project will support delivery of the Forward Plan by:

- 1) Working with young people;
- 2) Increasing digital media content;
- 3) Collection rationalisation;
- 4) Working with another museum in Bath Museums Partnership.

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

How many volunteers do you anticipate will be involved the direct delivery of your project?

24 volunteers will be involved in the direct delivery of the project at both museums.

The Fashion Museum will work with The Friday Ladies, **12** older volunteers who are members of the West of England Costume Society and who have been volunteering at the FM for 15 years, working on a variety of collection-based projects. All have been trained in object-handling procedures and during this project the group will be working 'at the coal-face' taking down details of the individual items in the collection of 'The Illustrated London News'.

The American Museum will work with **5** volunteers who will sort and process the Beatrice Pratt Archive for digitisation, and then transcribe letters (once digitised) at home. All the volunteers have

experience in handling archive collections. In addition, the American Museum will work with **5** volunteer young people from a local school, plus **2** helper volunteers. The young people will attend three after-school sessions working in the archive exploring Beatrice's story and then attend four half-day filming workshops.

Please estimate the number of hours the above volunteers will contribute to the project delivery?

We estimate that the volunteers will contribute **765** hours to the project.

At the Fashion Museum, The Friday Ladies will contribute a maximum of **360** hours.

At the American Museum the archives team will contribute approximately **280** hours; and the young people and their volunteer facilitators approximately **125** hours.

3. Please explain which ONE of the five Arts Council England Goals this project will support. If the grant request is over £500 then it must address Goal 3.

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

Goal 3 – The FAF Partnership Project demonstrates **sustainability** and **resilience** because it is anchored in shared activities and learning around a common theme (fashion archive collections) and a common output (short films). **Innovation** is demonstrated because the emphasis on digital media is central to the project, enabling us to connect with new and diverse audiences, raising awareness, and driving 'traffic' to our websites, increasing our on-line presence, stimulating interactive communication with visitors, and making the museums relevant and engaging.

Goal 2 – The Partnership Project is underpinned by the aim of facilitating a far greater experience of fashion archive collections at both museums for **more people**, for learning, for inspiration and for enjoyment. In addition to on-line visitors, the project creates opportunities for a number of volunteers – both young and old – to work together as an extended team to bring these hidden archive collections into the public gaze (both for themselves and for a wider audience). In a sense, we are starting a 'crowd-sourcing' activity, with everybody bringing their own viewpoint, knowledge and experience to the project.

Goal 5 – The project has working with young people at its core. The young volunteers will work with the fashion archive collections, directly **experiencing the richness** of fashion archive collections and at the same time presenting and interpreting it for a wider audience.

SECTION TWO: How will the grant funding support improvement?

4. How will your museum/museums improve as a result of this project?

How will the museums improve as a result of the project?

As a result of the project both museums will improve by embedding a new way to share information on fashion archive collections; and also of sharing this partnership working practise with other members of the Bath Museums Partnership and Bath Museums Group. Essentially more people – and more diverse audiences - will be able to enjoy and to be inspired by fashion archive collections:

At the Fashion Museum, improvement will be through the following:

- 1) Fashion archive information via digital media;
- 2) Twilight Talk talks about the collection;

3) Reduction in Fashion Museum backlog.

At the American Museum in Britain, improvement will be through the following :

- 1) Engagement with young people;
- 2) Engaging digital media content;
- 3) Collection rationalisation of museum and archive collections.

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

How will the museums measure and demonstrate these improvements?

The museums will measure these improvements by undertaking informal quantitative and qualitative evaluation, for example, project start and finish discussion sessions with all volunteer groups to measure 'personal development'; and also recording and sharing comments and statistics on digital media, including 'likes' and 'shares' on Twitter, and hits to the websites and films. We will also introduce a hashtag, for example, #FAF.

At the Fashion Museum, improvement will be measured and demonstrated by:

- 1) Monitoring 'take-up' of all social media using the fashion archives films;
- 2) On-line surveys re the Twilight talks;
- 3) Measuring progression re the escalation of records added to Micromusée.

At the American Museum in Britain, improvement will be measured and demonstrated by:

- 1) Evaluation of collaborative project-based approach to working with young people;
- 2) Learning points will be built into future plans for the development of a youth panel;
- 3) Measuring progression with the number of entries on Adlib.

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

Please send a copy of your Forward Plan with your application.

If applying as a partnership please state the relevant sections of the Forward Plans of all partners.

Please send copies of the Forward Plans with your application.

What sections of the Forward Plan relate to this improvement-based project?

The project supports the following planned actions in the museums' Forward Plans (please see ATTACHMENTS 3 & 4 **Fashion Museum Forward Plan** and **American Museum in Britain Forward Plan**):

At the Fashion Museum:

Aim 4.1.2 - To explore options for partnerships to put collections on-line (Forward Plan, p. 17)

Aim 1.1 – To number all objects in the collection (Documentation Plan, p.3).

At the American Museum in Britain:

Priorities for 2015;

- Continue to develop new audiences through community engagement work
- Develop provision for 11-16s through partnership with Ralph Allen School and explore possibility of establishing a young people's forum
- Phase 2 of website project – online collections – to go live. Choose additional digital enhancements to the collection – such as object of the month, digital postcards etc.

SECTION THREE: Grant amount (Maximum £2,000 if individual applicant or £5,000 as a partnership of two or more museums)

7. Please provide a list of the specialist services/ materials / or equipment you need to purchase in

order to deliver the project.

Please provide evidence of the costs/or attach quotations.

The museums will need to purchase specialist services, and some materials, to deliver the project.

The Fashion Museum will purchase the following specialist services to deliver the project:

- 1) Cataloguing - **£1300** (10 days @ £130);
- 2) Scanning - **£400** (4 days @ £100);
- 3) Film-making - **£1500**
- 4) Partnership travel – **£60** (6 trips @ £10) **IN KIND**
- 5) Volunteer costs - **£25** (10 refreshments @ £2.50) **IN KIND**.

NB – Catalogue /Image organisation specialist costs are based on a daily fee of £120 plus travel

The American Museum in Britain will purchase the following specialist services and materials:

- 1) Cataloguing - **£1200** (10 days @ £120); **IN KIND**
- 2) Scanning -**£1000**;
- 3) Image organisation - **£360** (3 days @ £120); **IN KIND**
- 4) Catalogue volunteer costs – **£10** (4 refreshments @ £2.50);
- 5) Storage costs - **£500**; **IN KIND**
- 6) Young people volunteer costs – **£50** (10 refreshments @ £5) **IN KIND**
- 7) Film-making - **£2040**;
- 8) Partnership travel - **£60** (6 trips @ £10). **IN KIND**

Please see ATTACHMENT 6 for film-making costs.

8. Is the museum VAT-registered? (Lead partner if partnership application)

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 on completion.

YES

9. Project funding summary

	VAT Exclusive
Total grant request How much funding are you seeking from the Small Grant: Big Improvement scheme? (Maximum £2,000 if individual museum applicant or £5,000 as a partnership of two or more museums).	£5000
Match funding If the amount you are requesting is over £500 please state what other funding is contributing (minimum 25% of the SGBI grant award) to this financial cost?	£2255 – in kind £1250 – match funding TOTAL: £3505
Please state YES/NO if the other funding source(s) are secured	YES
If NO, by what date will the match funding be confirmed?	-
What is the total financial cost of the project? This should be your total grant request and any match funding.	£8505

10. Grant payments can be made by cheque or BACS transfer. Please state your preference below:

BACS transfer

For help and further information please contact:

For Conservation and Collection Care based projects please contact SW Conservation Development Officer Helena Jaeschke at Helena.jaeschke@exeter.gov.uk

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

Application submission:

Please submit completed application forms and other supporting documentation including your Forward Plan/s to Roz Bonnet, South West Museum Development Support Officer at Roz.bonnet@bristol.gov.uk

Alternatively, the postal address for all grant correspondence is Roz Bonnet, South West Museum Development, Bristol Museum & Art Gallery, Queen's Road, Clifton, Bristol BS8 1RL

Date: 7 November 2014