

**Small Grant: Big Improvement 2014 for Museums in the South West  
Application Form for grants over £500 and up to £2000**

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

**Applicant details**

<b>Museum Name:</b>	<b>Museum Address and Postcode:</b>
Glastonbury Abbey	
<b>Project contact name:</b>	<b>Project contact telephone number:</b>
<b>Project contact email:</b>	<b>Local Authority District or Unitary Area:</b>
	Somerset

**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 museum's 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 and what key milestones will the project timetable include<sup>1</sup>?

What will happen as a result of the project?

Why is this project a priority for your museum?

In 2013 new signage was developed at the main entrance to the abbey with a SG:BI grant. The main aims were to attract more visitors through more prominent and attractive signage, reflect our new branding and give potential visitors a clearer idea of our offer. The new signage has been very well received and we now need to build on this success. There is currently a mixture of old and new signage in different designs and branding which is confusing for visitors and which looks old fashioned and untidy. We are now seeking to create a visually clear and attractive approach to the main ticket office building to attract more visitors into the museum, abbey ruins and shop, increase our visitor income and contribute to our future sustainability.

This project will replace the remaining old signage and provide additional information at all visitor access and reception points. This will entail replacement of the old signage outside the gift shop and ticket office; provision of an information board and What's On Today board, of similar format to the new boards provided at the main entrance, at the alternative entrance to the abbey from the main town car park; and provision of new orientation signage in the museum.

The project will involve the Director, Head of Operations, Facilities Manager, Head of Retail Enterprises, shop and ticket office staff and welcome desk volunteers and a professional designer and sign producer.

The timescale and key milestones for the project are as follows:

31<sup>st</sup> March: Deadline for submission of application to SG:BI

14<sup>th</sup> April: Start date for project

<sup>1</sup> Please note – you will be asked to provide a summary report at a relevant mid point in your project based on the stated milestones.

w/c 14<sup>th</sup> April: Planning meeting and delegation of tasks  
w/c 12<sup>th</sup> May: Production of draft artwork & discussion at Management Team meeting  
w/c 2<sup>nd</sup> June: Artwork agreed  
w/c 16<sup>th</sup> June: Equipment and materials ordered and date set for installation  
End July: Submission of invoices and case study.  
10<sup>th</sup> Nov: Final deadline for submission of invoices and case study

The project will result in more attractive approach routes and more effective information for visitors which enables them to have a clearer idea of what the museum and site has to offer. It will present a consistent and updated image of our organisation which will encourage potential visitors into the gift shop, ticket office and the museum. Once inside the ticket office new orientation signage will reinforce the branding and provide visitors with more effective guidance to the museum and other facilities and services.

Increasing visitor numbers, participation in our events and income is essential to the future sustainability of our charity which will enable us to develop services for our visitors. The new signage is part of our strategy and plan for increasing visitor numbers (Forward Plan SP10.8 & SP10.9) and also supports our strategic objectives to develop our site orientation and signage (SP4.7) and to enhance the image and profile of the Abbey through its branding and communications strategy (SP5).

**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?

In previously evaluating and designing the new signage at the main entrance we involved volunteers and already have their input on that and the remaining signage. We will however consult our 10 Welcome/Information Desk volunteers on the proposed new orientation signage in the museum reception area. We anticipate a total of 5 volunteer hours.

**3. Please explain how this project will support the Arts Council England's Goal 3.**

Goal 3. Museums are sustainable, resilient and innovative

By improving our image and profile and increasing our visitor numbers and audience participation the project will support our long term sustainability and resilience. It will drive additional income to Glastonbury Abbey through admissions and our retail offer. In building on our previous successful work and using local and trusted suppliers we are taking a sustainable approach to our development. Improving visitor experience will enable us to build on achieving an increase in repeat visits driving additional income to Glastonbury Abbey, which will enable longer term investment. Also we can utilise the benefits of word of mouth marketing which we will obtain from our visitors supported by the uniform approach to the signage and information across the site.

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

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

Our existing audiences and potential new visitors will be provided with clear and up to date information about services, daily events and the museum. Also the ticket office and gift shop will be easier to locate, thus encouraging new audiences to visit, participate in our events and use our gift shop.

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

We review visitor numbers on a monthly basis through ticket sales and participation in events. We will evaluate the effectiveness of the new signage through visitor comments and survey. Since the beginning of March 2014 ticket office staff have been and will continue to record any comments

from visitors relating to the signage and visitor information. They have already recorded 30 favourable and only one unfavourable, unsolicited comments on the new entrance signage boards installed as a result of the 2013 SG:BI grant. Comments have included the following:

“Excellent information boards”

“Signs at the gates are good; it made up our mind to come into the Abbey”

“I noticed the new exhibition on the gate boards, didn’t know you did exhibitions, wonderful thank you”

During the summer season we will also be undertaking visitor surveys as part of our process for collecting evidence and information to inform development work in relation to longer term ambitions for the site. We will be gathering evidence relating to where visitors come from and how they heard about the abbey/museum.

We are aware that comparison of visitor numbers either with 2013 figures or for 2014 will be unreliable due to the flooding in Somerset, which has had a significant impact on tourism across the whole county.

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

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

**P16 (SP10.8, 10.9), p13 (SP4.7), SP5**

**SECTION THREE: Grant Amount (Maximum level of Grant £2000)**

**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/or attach quotations.

**Design and artwork for signs: £505 (estimate attached)**

**Production and fitting of replacement and new signs: £1950 +VAT = £2340 (estimate attached)**

**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 on completion.

Not able to claim VAT

**9. Project Funding Summary**

**VAT Incl**  
(Please delete as appropriate)

What is the total financial cost of the project?

£2845.00

What other funding is contributing (minimum 25% of the SGBI grant award) to this financial cost?

£845.00 – Glastonbury Abbey

Please state YES/NO if the other funding source(s) are secured

Yes

If NO, by what date will the match funding be confirmed?

How much funding are you seeking from Small Grant: Big Improvement Funding scheme 2014? (Maximum £2000)

£2000

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

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

Glastonbury Abbey

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

Please note, it is a condition of grant that you discuss the project you submit the application 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: 19<sup>th</sup> December 2013