

**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:
Tiverton Museum of Mid Devon Life	
Project contact name:	Project contact telephone number:
Project contact email:	Local Authority District or Unitary Area:
	Mid Devon

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

Museum Name/s:
n/a
Address and Postcode:
n/a
Local Authority District or Unitary Area:
n/a

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.

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 include¹?

What will happen as a result of the project?

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

This application covers the third phase of our work to improve the signage on the outside of the building and in the entrance area. Phase 2 involved installing new external signage on the front of the building (2 flag banners and 1 large sign up permanently and 2 banners we put out during opening hours – funded through the County Councillor Locality Budgets and a private donation – project costs £2080 in 2014). We have also installed 2 graphic panels in the foyer (phase 1)

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

welcoming visitors and conveying what the museum contains inside (£770 funded through Small Grant Big Improvement grant in 2012). The approach to this work had to be phased as we were reliant on fundraising efforts to allow the work to take place.



New external signage at front of Tiverton Museum

The museum wished to implement the third phase of this work by installing a pavement 'A' board at the rear of the building. The back of the building faces a road called St Andrews Street which does have a surprising amount of footfall going past (featured in Devon County Council's Walk 24). At the moment there is no indication that the building is a museum on that side! An 'A' board is a solution which gets around the fact that the museum building is listed (an old National School), and that side is the front of the old school building with the girls and boys entrances. By utilising a movable, unattached sign we don't require listed building consent or advertising consent.



The rear of the museum on St Andrews Street

At the front of the museum we want to add vinyl lettering to the glass at the entrance to list our opening times. This is key visitor information to impart, particularly as the Tourist Information Service (incorporated into the museum in October 2013) has slightly different opening hours. We do display this information, but on an 'A' board inside the door which most visitors don't spot, especially once the door is open.



The front of the museum building when open

The final external sign that we would like to install one inside the lockable noticeboard at the side of the entrance which we use to promote our current exhibitions and upcoming events (to replace one that is 15 years old and doesn't follow the museum's branding).



Lockable noticeboard

We would also like to add some professionally designed and printed graphic panels to signpost visitors to the front desk and information service, and to the leaflets etc that we display as part of the information service. This would complete the work we have undertaken on improving the shop and reception area (£9,200 funded through the AIM Sustainability Grant Fund, MDDC's Seed Fund in 2011-13).

If this application is successful, the signage would be commissioned immediately and installed as soon as possible. The key milestone would be the installation and completion of the project. The key person who would be involved is the Director, supported by the Planning Sub Committee of the Trust.

The items listed in this project are a priority as it concludes a lot of work that the museum has undertaken in rebranding itself and improving the visitor experience on the approach to the

museum, and in the entrance and shop areas. The efforts to improve the visitor experience have been rewarded in the recent awards that the museum and tourist information service have won (including Gold Small Visitor Attraction at the Visit Devon Awards 2013, Bronze Small Visitor Attraction at the South West Tourism Awards 2013/14, Bronze Information Service of the Year at the Visit Devon Awards 2014).

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 the direct delivery of your project?

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

This project impacts all of our visitors and their navigation into the museum, and around the reception area once they're here. The museum is reliant upon volunteers to staff the museum's front desk. Volunteers will therefore be involved in dealing with all of our visitors, and will continue to be the public face of the museum and the Information Service. The volunteers contribute around 4,193 hours per year to ensuring that the museum is open to the public (a contribution in kind of £27,254 per year based on the minimum wage – not including extra opening for special events).

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

This project supports both Goals 2 and 3 with the most emphasis on 3 'Museums are sustainable, resilient and innovative.'

This project will enable the museum to complete the work of looking more professional externally and in the reception area which improves the museum's profile. It also helps to promote the museum and Information Service which will help to attract more visitors and improve the visitor experience for all visitors.

SECTION TWO: How will the grant funding support improvement?

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

This project will help the museum improve by completing the presentation of the museum as a branded, professional organisation. This helps to improve the visitor experience and improve our profile which positively impacts on our sustainability.

By helping the museum's sustainability, this project in turn supports the many services the museum offers [benefits to the cultural and social well-being of local residents; education through formal learning (school programme), informal learning (galleries and family activities) and lifelong learning (programme of talks, research opportunities); for our volunteers (we have around 75 regular volunteers), 92% of whom are aged over 60; for young people on work experience placements; offers recreation and activities for local residents, particularly for local families; contributes towards a sense of local place and strengthens community bonds within the District; our community of supporters gain further social interaction and social benefits from taking part in our fundraising events and trips; provides a quality destination for visitors to the area; support and resource for local history and heritage groups.]

5. How will you measure or demonstrate the above improvement?
The most obvious measure will to eliminate the uncertainty from visitors about our opening hours (we do get a significant number of people trying to access the building when we are closed as they fail to see where the opening hours are currently displayed). We will also address the awareness of the museum by users of St Andrews Street and raise the profile of the museum on all parts of the building that are public facing. This will eliminate the smaller number of visitors who approach from that side and struggle to find us.
Verbal feedback and usage of our services will demonstrate the above improvement. We will continue to record the numbers of visitors to the museum and users of the Information Service.
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.
Section 4i of the Action Plan relates to improving signage and directional signage.

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.	
New '3000 Swinger' pavement sign and designed panel insert: £232 + £46.40 VAT Vinyl lettering for entrance: £54 + £10.80 VAT Signage around the Information Service and reception area: £197 + £39.40 VAT Replacement of board in external notice board: £45 + 39 VAT	
8. Is the museum VAT-registered? (Lead partner if partnership application) Please note: VAT-registered museums should show all costs and claims <u>exclusive</u> of VAT. Those not registered for VAT should show all costs and claims <u>inclusive</u> of VAT. Appropriate invoices (with VAT or without VAT as applicable) should be sent on completion. YES (please delete as appropriate) Please note: we can only reclaim VAT associated with the Tourist Information Service and the education service – we would not be able to reclaim all of the VAT on the items listed above.	
9. Project funding summary	VAT Incl/Excl (Please delete as appropriate)
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).	£500
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?	Museum contributing remaining £60 (10.7% of the project costs)
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?	£560 (£633.60 net, we can reclaim

This should be your total grant request and any match funding.	approx. £73.80 VAT)
10. Grant payments can be made by cheque or BACS transfer. Please state your preference below:	
BACS	

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