



Image credit: © Luke McGarry, 2022

The Great Escape

Grant application guidance

Application deadline: 9am Wednesday 2 November 2022

The Great Escape is a major new participatory project from Art Fund that will engage children with the UK's natural environment, drawing inspiration from the art and objects in museums and the creative and learning opportunities they can offer. It will bring schools and families into museum spaces, inviting primary school children aged 7-11 to explore the animals in their collections and create stories and pictures that imagine a creature's journey to a future habitat rich in biodiversity. The things they make in the classroom, online and in museums will be brought together in a collective work of art, unveiled during a weekend of activities for all ages on Earth Day 2023 (Saturday 22nd April).

The Great Escape will coincide with Wild Isles, the BBC's new 5-part documentary series hosted by David Attenborough in Spring 2023 to explore the biodiversity and biodiversity loss across the UK, providing even more inspiration for activities.

The Art Fund is working in partnership Museum Development England to distribute grant funding to support publicly accessible museums, galleries, and historic houses to deliver creative workshops with schools as part of The Great Escape. The Great Escape has been made possible thanks to funding from The Art Fund and Arts Council England.

Scheme aims

The aim of The Great Escape is to strengthen connections with nearby primary schools and families, connecting (or reconnecting) with the widest possible group of school children through creative activities and workshops designed for KS2.

Creative activities and workshops delivered as part The Great Escape will support children and young people to build their knowledge and understanding of the natural world and the effects of the climate crisis on the UK's biodiversity.

The Great Escape will feed into a UK-wide moment on Earth Day in all participating organisations, demonstrating the sector's response to urgent challenges facing our environment, and a positive call to action.

What funding is available and when?

Grant funding from individual organisations is available from **£500** up to **£3,000** and for consortia up to **£24,000**.

Consortia applicants can apply for up to a maximum of £3,000 per organisation in the consortia up to a maximum of £24,000. A maximum of eight organisations are permitted at the upper limit of £3,000 per organisation however more organisations are permitted as part of the consortia providing the total grant request does not exceed £24,000.

Applicants can apply for 100% of project costs. Match funding, cash or in-kind support, is not a requirement. Applicants will be asked to include information on match funding in their application, if applicable, to enable us to measure the overall cost of the project. Successful applicants will be asked to report actual amounts for cash-match or in-kind support in their grant reporting, if match funding is applicable.

90% of the grant value awarded will be paid on receipt of grant acceptance. The 10% balance will be paid on receipt of grant reporting and evidence of expenditure. All grant monies are paid by BACS. For consortia applications the lead applicant will be paid all monies awarded.

Successful applicants must sign terms and conditions to receive project grants. For consortia, the lead applicant is accountable for confirming all consortia applicants are eligible for funding and must be able to agree to the terms and conditions of the grant on behalf of the consortia.

Please see the section '*What organisation's are eligible to apply for funding?*' shown later in this guidance for full eligibility details.

Scheme dates and deadlines

- Application deadline: 9am **Wednesday 2 November 2022**
- Outcome letters issued by: Monday 14 November 2022
- Grant acceptance deadline by: Monday 21 November 2022 with initial grant payment of 90% made within 30 days of receipt
- Projects can start from Monday 21 November 2022
- Projects completed by **Monday 1 May 2023**
- Submission of grant claim paperwork deadline is Friday 5 May 2023 with the balance grant payment of up to 10% made within 30 days of receipt subject to satisfactory claim

What type of projects are we looking to fund?

Projects can be standalone or link The Great Escape to existing programming by your organisation. We hope projects will encourage long term engagement with local schools and their families.

Our funding can support The Great Escape projects in one or more of the following ways:

- **Connecting with local primary schools:** Build or expand one or more connections to a local primary school near to you and or offer The Great Escape workshop(s) (online or in person) to primary age classes aged 7–11-years-old at some point in the 2022/23 academic year

- **Connect with families:** Engage and widen participation from families with children, including those between 7-11 years-old in your organisation’s activities online or in person
- **Connect and work other local community groups or organisations:** Build your relationships and or partnerships with local community groups to support your engagement with primary schools and families with children aged 7-11 years-old
- **Earth Day activity:** Invite the schools/ families/ visitors, and community to join you on Earth Day 2023 for a participative event at your organisation or in your community that connects back to the workshops. Art Fund are developing exciting ways to submit artwork and stories to a UK wide digital artwork and further details will be announced soon.

What organisations are eligible to apply for funding?

We will consider applications from public museums, galleries, and historic houses, in England that:

- Have a public presence (e.g., a building open to the public) or a public outcome (e.g., a festival or public art programme)
- Can demonstrate that they operate to standards of best practice within the sector (e.g., through [Arts Council England accreditation](#))

National Trust, English Heritage and National Museums may form part of a consortia to work in partnership in their local area but cannot apply via Museum Development England as the lead applicant. If you are a National Trust, English Heritage, museum, gallery, historic house or National museums please contact Art Fund on thegreatescapeproject@artfund.org

The Great Escape grants are made possible due to funding from Art Fund alongside this Arts Council England funded project. Art Fund exists to support museums and galleries. Due to the nature of this funding, we can only accept applications from organisations whose primary purpose relates to objects and works of art, and we can only pay grants to organisations who are registered for public interest, these include:

- Charities
- Community Incorporated Organisations (CIO)
- Community Interest Companies (CIC)
- Charitable Community Benefit Societies
- Local authorities and universities

We particularly encourage applications from organisations from areas of low cultural engagement (Levelling Up and Priority Places) and / or high levels of deprivation, however all organisations meeting the eligibility criteria are welcome to apply. A list of Priority Places and Levelling Up areas can be found on the Arts Council England’s website [here](#).

We encourage partnership applications for a geographical area to support as many organisations as possible to engage. All partners within a consortium must meet Art Fund’s eligibility criteria. It is anticipated that consortia reflect small geographic areas such as a city, town, village, or parish to work collectively to engage primary schools and local communities in The Great Escape project.

Unfortunately, the following organisations are ineligible to apply:

- Organisations that exist to make profit, including Private Limited Companies, Public Limited Companies, Unlimited Companies, or Sole Traders
- General Partnerships, Limited Partnerships, or Limited Liability Partnerships
- Commercial organisations
- Artists' groups
- Hospitals/healthcare settings
- Places of worship
- Organisations with a focus on music, drama, dance, and art forms outside the visual arts

If you are still unsure about your organisation(s) eligibility to apply, please contact Art Fund direct at thegreatescape@artfund.org

What can I apply for?

You can apply for costs which:

- Support the delivery of your project as part of The Great Escape
- Mitigate the carbon impact of your project
- Backfill of existing staff deployed to deliver the project (up to a maximum value of 50% of total project cost)
- VAT, if your organisation is not VAT registered

What costs are not eligible?

You cannot include costs for the following either as part of the grant or as cash-match funding:

- Costs that cannot be covered by the applicant(s) in future years
- School transportation costs
- Building work
- Capital costs (e.g., boilers or ongoing costs relating to capital equipment)
- Attendance at training events or conferences or membership subscriptions
- Recharges of venue hire or overheads or other ongoing costs relating to the applicant museum(s)
- Recharges for volunteers of the applicant museum(s) including travel and subsistence
- Alcoholic drinks
- Any expenditure for which the museum(s) cannot provide evidence (e.g., receipts)
- Costs incurred prior to the project start date.
- VAT if your museum is VAT registered.

What support is available for successful applicants to engage with The Great Escape?

Successful applicants [who register](#) with The Great Escape will have access to a wide range of programme resources and assets developed by The Art Fund including:

- Support for contacting schools, e.g., template letters, risk assessments, activity sheets, teacher packs, template letters for children to take home

- Marketing and advocacy assets
- Support to find local partners
- Support to ideas mapping for your Great Escape activity
- Professional development resources, particularly in the areas of sustainability, evaluation and working with artists

Charging schools

Art Fund is supportive of organisations charging schools for workshops where this is appropriate and realistic. The Great Escape resources have been created with several curriculum links and template letters to outline the reasons for teachers to use in support of the project, including links to science and geography as well as literacy and creativity. Applicants intending to charge are required to outline this income in your application budget.

Working with Freelancers/ Consultants

Museum Development England is committed to supporting freelancers/ consultants working in the museum, heritage, and gallery sector. Applicants seeking to include work with freelancers/ consultants as part of their application are expected to uphold [Principles for Working with Freelancers](#) as part of the terms and conditions of their grant.

Other considerations

Applicants should consider the following for their project:

- **Sustainability:** programming events and activities to use less energy and create less waste, as well as harnessing inspirational and advocacy potential of artists
- **Digital capacity:** using technology and online tools to increase efficiency, communication, and transparency
- **Accessibility:** taking steps to be more inclusive and welcoming of a diverse range of visitors'

We encourage you to design a workshop that can take place again in the future, so that planning time is recouped over a period of years.

How do I apply?

Applications are made online using the following online form.

https://www.smartsurvey.co.uk/s/The_Great_Escape_Grant_App/

If you experience any problems with the functionality of the online application process (not grant content guidance and advice) please contact us on museum.data@bristol.gov.uk Applications submitted after the specified deadline will not be accepted. Please contact us if you have access requirements and require an alternative format for applying.

Do I need to submit anything with my application?

No other documentation apart from your application is required.

What happens after my application has been submitted?

Your application will be passed to your local Museum Development provider for assessment. Following assessment, you (or the lead applicant) will be notified no later than Monday 14 November 2022 via email of the outcome of your application.

If your application is successful, you will receive:

- An offer letter including agreement to terms and conditions and schedule of proposed activities
- Details of evaluation framework you will be expected to participate in

Where can I find out more and where can I get help?

To help you draft a strong application we will be hosting workshops to help organisations with this application process. To find out more about the workshops and when they will be held, please see your local providers website, or get in touch with them via the details below.

Museum Development Website	Contact
Museum Development South East	Helen.derbyshire@southeastmuseums.org
South West Museum Development	museum.development@bristol.gov.uk
Museum Development London	btravers@museumoflondon.org.uk
Share Museums East	sharemuseumseast@museums.norfolk.gov.uk
Museum Development East Midlands	MDem@leics.gov.uk
Museum Development West Midlands	wmd@ironbridge.org.uk
Museum Development North East	anna.mcnab@twmuseums.org.uk
Museum Development North West	kaye.hardyman@manchester.ac.uk
Museum Development Yorkshire	MDYOffice@ymt.org.uk

Online form functionality

1. What are the questions?

We know that it is helpful to see what the questions are in advance of going online to enter information into the application form. You can download a PDF version of the application form here:

<https://southwestmuseums.org.uk/what-we-do/grants/the-great-escape/>

Please note some questions are dynamic i.e., they may or may not appear depending on your answer to a preceding question.

2. Numbering the Questions and the order of questions

We have not numbered questions as the application form logic is dynamic and therefore the order of the questions will change based on your response.

3. Why some questions show a red asterisk

The red asterisk is used to denote that a question is mandatory. This means you must provide an answer before being able to move forward within the survey. If you try to skip the question the software will red

flag including a link which takes you to the first mandatory question that you missed. If you consider the question is not relevant, please enter N/A. This will allow you to move forward within the survey.

4. Links to the application form

If you wish to complete your application form in stages, it is possible to 'Save and Continue later'. When you 'save and continue later' you are issued with a new link, with all the saved information, so it is important to continue with this link and not go back to the original link.

5. Sharing links

It is possible to share a link to your application with colleagues, but it is important to ensure they 'save and continue later' when they are done with contributing to the application. Once they have clicked on 'save and continue later' the software will generate a new link, with all the saved information, and email it back to you at the original email address you entered when setting up the application. The email address entered should be the lead contact for the project. **You must use the most recent link sent to the main email address to prepare your application from that point forward.**

6. 'Save and Continue Later' for your application

When you 'save and continue later' you are issued with a new link, with all the saved information, so it is important to continue with this link. This is how you access your application with all the saved data. The original link you were issued back when you registered will not contain the recent data uploaded. If you are unclear about which version of the link to use, email us at museum.data@bristol.gov.uk and we can send you a link with the latest version.

7. Downloading a copy of the completed application

Once completed, you can hit the 'Finish' button. You will receive an email thanking you for completing the application form and a download of the form with your entered data. If on receipt, you spot an error, or need to provide extra information, you can request your application form back to edit. Simply email us at museum.data@bristol.gov.uk to request your application form back. This option is possible up till applications to the scheme close at **9am Wednesday 2 November 2022.**