Applying for Funding Masterclass

Bristol
5 March 2018

Kathy Settle
Chief Executive, Libraries Taskforce

Agenda

Step 1: Don’t start with the money

Step 2: You’ve defined your project. Now what?

Lunch

Step 3: Getting the money: maximising chances of success

Refreshments

Step 4: How your bids will be assessed: a bird’s eye view

Step 5: You’ve got your money - hooray! What next?

Wrap up and next steps

Close

Step 1:
Don’t start
with the money…

The Hive, Worcestershire

Laura Worsfold
Business Development Manager

TheHive

The Hive at Five: partnership in practice

Laura Worsfold – *Business Development Manager*

lworsfold@worcestershire.gov.uk

www.thehiveworcester.org

@TheHiveWorcs

a partnership between

University of Worcester

worcestershire county council

What is The Hive?

- £64m PFI project
- Integrated library
- Archives
- Archaeology
- Business Centre
- Records Office
- Community hub
- Café

Key principles

- Inspiration
- Connection
- Aspiration
- Learning
- Integration
- Inclusivity
- Enduring values
- Well-being
- Sustainability
- Visibility

Partnership working

- Starting point
- Meeting expectations
- Setting realistic goals
- Not “just a library”
- Who, what, when, why and where?
- Targets

Identifying sources

- Public funding
- Private sector
- Income generation
- Trusts and foundations
- Individual giving

Delivering projects

- Arts: exhibitions, theatre, poetry
- Lending An Ear ACE project
- Lecture series
- Ice Age HLF/ACE Archive & Archaeology and Library Bid
- Business programme

Lessons learned

- Clarity of purpose
- Testing the water
- Saying no!
- Resources
- Adaptability

The Hive

What's next for us?

The Hive 5 Year Strategic Plan

a partnership between

University of Worcester

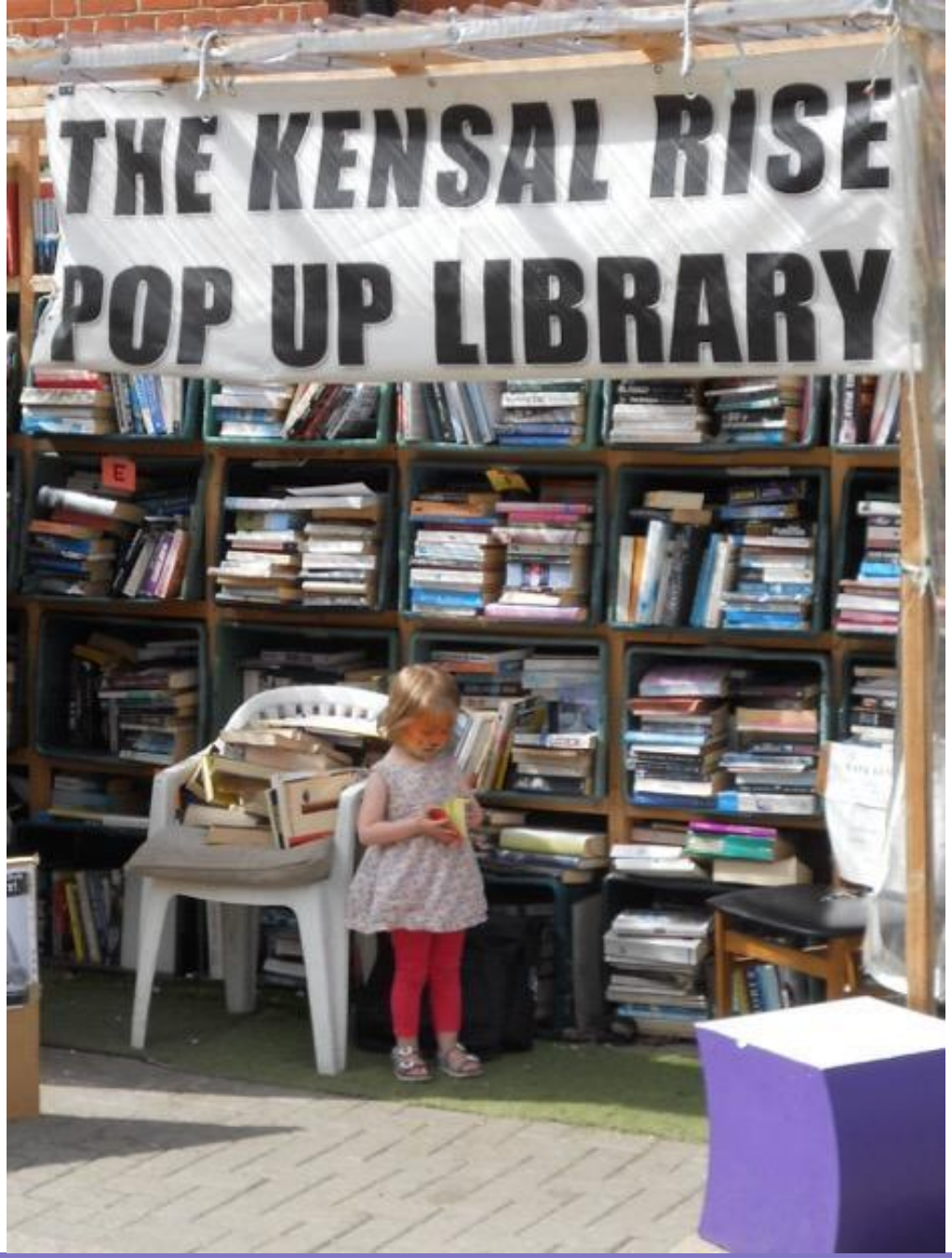
worcestershire county council

Kensal Rise Library, Brent, London

Stephanie Schonfield

LETUS RUN
OUR
LIBRARY

DON'T TAKE OUR LIBRARY!
COLLEGE ROAD


THE KENSAL RISE
POP UP LIBRARY

Friends of Kensal Rise Library

Practical Exercise 1: Developing your project

Feedback: What did you learn from exercise 1?

Step 2:
You've defined your project. Now what?

Step 2: You've defined your project, now what?

Paul Hassan, Locality

Locality is the national network of ambitious and enterprising community-led organisations, working together to help neighbourhoods thrive

locality.org.uk @localitynews

locality

What help is out there with bid writing?

Range of sources to access help and support:

- Local CVS (in Bristol it's Voscur)
- Local authority
- Websites for evidence base - observatories
- Web searches

Funding Source examples

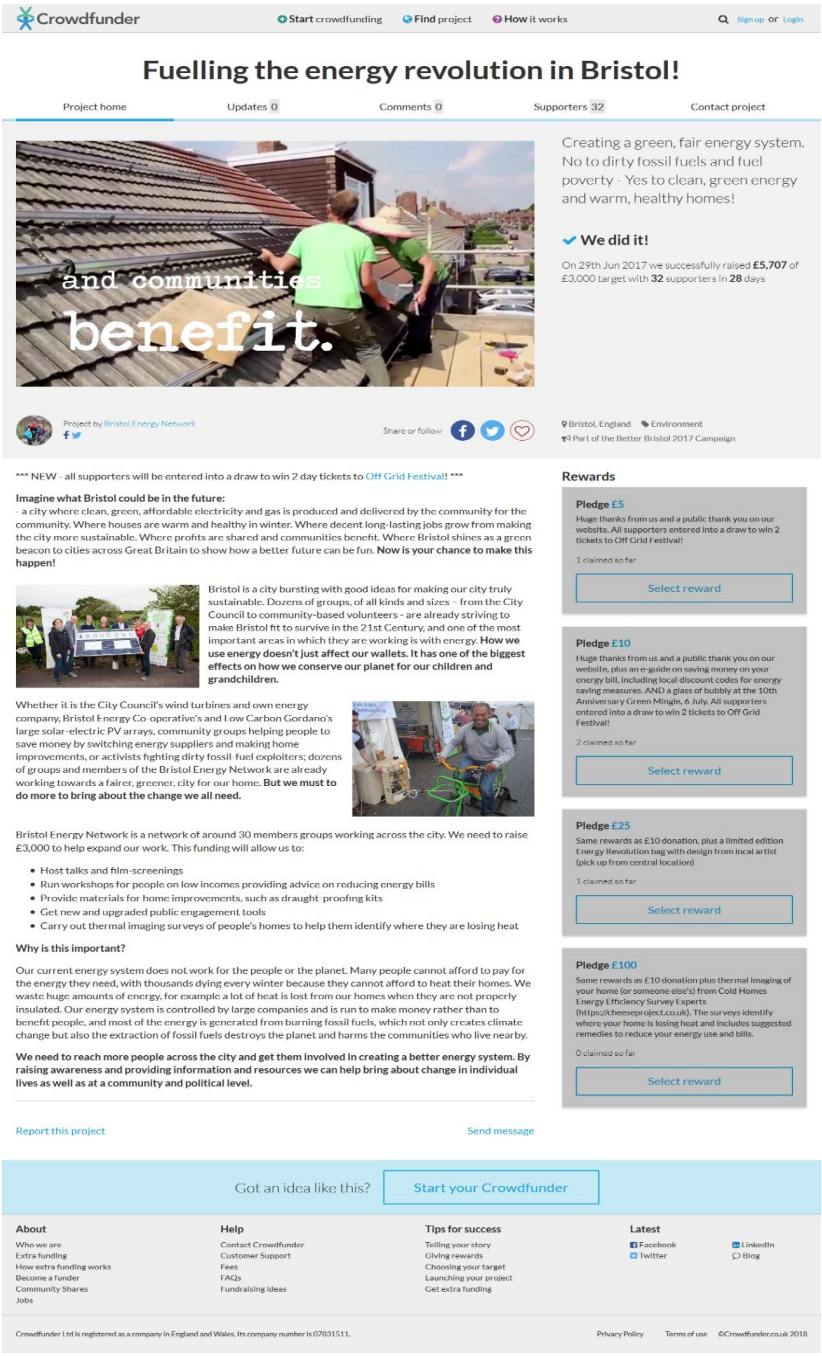
- Local Authorities – Number still have Cllr discretionary grants, area based grants, distribute grants, underspend!?

- Community Foundations – 46 in UK, (Quartet in Bristol) direct donors to fund causes passionate about, over £65m pa, often small grants, good contacts and advice

- Range of grant opportunities open and close regularly – tens even hundreds
- How to find them?
- What are you experiences for accessing grants?

Fund Raising

- Fund raising – events activities, sponsorship, corporate social responsibility – B&Q, Coop
- Crowd funding & share offers
- Soup approach
- Others – examples from the room?
- Tell your story – create links through social media – Facebook page, find friends



Forest Hill Library Launch Fund

Project home | Updates 0 | Comments 0 | Supporters 203 | Contact project

Forest Hill Library is offering great rewards for backing this exceptional local hub. We need your help to maintain this community resource.

We did it!

On 28th Nov 2016 we successfully raised **£10,310** of £6,000 target with **203** supporters in **56** days

Foyle Foundation Main Grants Scheme

- Grants to registered charities in the UK which have a core remit of arts or learning.
- Up to 500k - majority of grants will be in the range of £10,000 to £50,000.
- Learning - This strand is designed to support projects which assist with access to places of knowledge e.g. museums and libraries. Projects assisting those with special educational needs or learning difficulties are particularly welcomed.

Big Lottery goes regional

- Locally focussed staff getting closer to applicants/ grantees
- Easier Awards for All application
- Reaching Communities: Want smaller bids from those stuck between Awards for All & Reaching Communities
- Reaching Communities on hold till 2nd April (while changes are made)
- 10-15% drop off in ticket sales last year
- Some LA's considering their own lotteries

Grants for the Arts

- Open March 18, same amount up
- aims to inspire innovative partnerships between libraries and art organisations
- No longer library niche, same eligibility and timeframes
- Just under £100m, open to all so competitive
- public library/public library authority can apply

Heritage Lottery Fund

- Sharing Heritage (3 to 10k) – for any type of project related to community heritage in the UK. No match funding required
- Our Heritage (10 to 100k) – for any type of project related to national, regional or local heritage in the UK.
- Heritage Grants (100k+) – HLF's open programme for any type of project related to the national, regional, or local heritage in the UK

heritage lottery fund

LOTTERY FUNDED

Esmee Fairbairn

Art with a social impact

Builds engagement with culture in areas where there is low provision.

Enable the arts sector to support a more diverse range of arts professionals towards sustainable careers.

Place – revitalising community life

Work that motivates and enables communities to use their collective ideas, skills and assets to bring about change.

Vast majority of grants under 150k up to 3 years

The Clore Duffield Foundation

- The Main Grants Programme is open to registered charities (local authority cultural organisations are also eligible to apply).
- The majority of support is directed towards the cultural sector, and in particular to cultural learning and to museum, gallery, heritage and performing arts learning spaces
- Grants from 10k to £1m mostly capital

Research documents

Locality work & case studies of community managed libraries
http://locality.org.uk/projects/community-libraries/

What next?
https://librariestaskforce.blog.gov.uk/2017/09/05/community-managed-libraries-research-what-well-do-next/

Summary

- There are grant funding opportunities which come and go – but limited
- Fewer opportunities if run by local authority
- Need diverse sources of income
- Use the space creatively to allow other groups to apply for funding
- Nurture the entrepreneurs
- Have a pool of people with the skills you need

Where to look for Funders

Suggestions in pack as starter for 10

We're focusing on 'other funders' but don't overlook Arts Council England - possibly first port of call

European Regional Development Fund (ERDF) and European Social Fund (ESF) - engage with LA Economic Development Teams and Local Enterprise Partnerships

www.fundingcentral.org.uk - guide to 4,000+ grants, contracts, loans

www.fundraising.co.uk - fundraising news, ideas and inspirations

www.dsc.org.uk - good site for ideas and resources

Can be long haul searching for funders. Ask others for advice - might save you lots of time!

Practical Exercise 2: Where are you going to look for support?

Feedback:
What did you learn from exercise 2?

Step 3: Getting the money: maximising the chances of success

Step 3: Getting the money: maximising the chance of success

Paul Hassan - Locality

When applying think about ….

- Are you eligible and meet criteria? - governance
- Is it clear why project needed with evidence - sources?
- Follow your mission not the funders
- Flip it – think like a funder

- Make it stand out – get them excited, provide a good pr story, up to date case studies, social media – presume they will google you
- Can you bring in support from other staff/trustees? – critical friend to look over and breakdown work
- Social media presence

- Ask for clarity if not sure and read the guidance – research which showed only 1 third actually do
- Answer the questions and anticipate ones such as around governance
- Allow enough time and resource – allow to blossom, others to check over

- Have you got a good robust and accessible business plan - clear on direction?
- Demonstrate good governance – is org credible, can you show this easily on 1 page?
- Include full cost recovery aspects where able

- Accurately cost the project – showing efficient procedures
- Understand common reject reasons – not applying to right programme, poorly planned, not clear what money to be spent on, don't demonstrate fit with criteria

- Treat like a job application – make memorable
- Ask for what you need not what you think the funder wants to give
- Use guidance support themes – e.g. BIG have documents on: Identifying need, information checks, aims and outcomes ….
- Try not to take rejection personally!!! – think about the ratios

Summary

- Once have funding that is only the beginning.
- Take evidencing impact seriously – not just ‘bean counting’
- Provide information in a way that works for you – celebrate with staff/trustees/community, video clips
- PR campaign – become funders ‘darling’ not ‘bitch’
- Think about progression and next steps straight away
- Apply again but not relentless
- Grow and develop – the ‘new new’

Questions to consider

Why is this project important?

Who is it important to?

Who will benefit?

What difference will your project make?

How will you maintain projects in the long term?

What is your project trying to achieve?

Need to cover both:

- Why does this matter? (big picture / context)
- What are you going to do about it? (detailed activities)

Feedback from conversations with Funders

Some moving towards more strategic approach to allocating funds, hence reducing overall pot for ‘one off’ applications

Feedback from conversations with Funders

Some moving towards more strategic approach to allocating funds, hence reducing overall pot for ‘one off’ applications

If doesn’t fit entirely with strategic approach, some only interested in funding ‘innovative’ one off applications

Feedback from conversations with Funders

Some moving towards more strategic approach to allocating funds, hence reducing overall pot for ‘one off’ applications

If doesn’t fit entirely with strategic approach, some only interested in funding ‘innovative’ one off applications

Success rate can be around 1 in 10

Feedback from conversations with Funders

Some moving towards more strategic approach to allocating funds, hence reducing overall pot for ‘one off’ applications

If doesn’t fit entirely with strategic approach, some only interested in funding ‘innovative’ one off applications

Success rate can be around 1 in 10

Very limited resource to engage with applicant communities. Direct applicants to website guidance - read VERY CAREFULLY and check steps needed before applying (eg. creating accounts)

Feedback from conversations with Funders

Some moving towards more strategic approach to allocating funds, hence reducing overall pot for ‘one off’ applications

If doesn’t fit entirely with strategic approach, some only interested in funding ‘innovative’ one off applications

Success rate can be around 1 in 10

Very limited resource to engage with applicant communities. Direct applicants to website guidance - read VERY CAREFULLY and check steps needed before applying (eg. creating accounts)

Not ‘warm’ to funding gaps created by Local Authorities stopping funding activities

Feedback from Funders on library applications

Have a very strong asset base and some good ideas

Have access to a diverse audience

Level of ambition in applications is far too low

Good ideas but have seen many of them before

Bids generally weak in marketing and audience development

Generally weak in developing partnerships for applications

Be more externally focussed (break out of ‘library bubble’)

Feedback from Funders on library applications

Have a very strong asset base and some good ideas

Have access to a diverse audience

Level of ambition in applications is far too low

Good ideas but have seen many of them before

Bids generally weak in marketing and audience development

Generally weak in developing partnerships for applications

Be more externally focussed (break out of ‘library bubble’)

Far too many applications are vastly under costed. Make sure money is enough to achieve project aims - and build in contingency

Other hints and tips

Don’t assume funder knows anything about your project - tell them!

Show the fit between what you want to achieve and what the funder wants to achieve

Funder is assessing (1) whether the project is doable, and (2) whether you can do it - emphasise your experience / track record

It’s ok to start with a smaller project first, then bid again to scale up

Allow plenty of time for project design - co-create with partners / users

Think about legacy and how project can become self-sustaining

If not successful first time, get feedback, amend and re-apply!

Doesn't matter if the funder likes the project or not. You need to demonstrate that someone will like it and want to take part

Do something that excites you.
If it doesn't excite you, it won't excite anyone else!

Practical Exercise 3: Bidding for resources

Feedback:
What did you learn from exercise 3?

Step 4:
How your bids will be assessed - a bird's eye view

APPROVED
APPLICATIONS
REJECTED

Questions and feedback: What did you learn from Step 4?

Step 5:
You've got your money - hooray!
What next?

Delivery, reporting and evaluation

Line up rest of your organisation

Complete the paperwork - internally and Funders

Delivery - do what you said you'd do! But prepare to be flexible

Communications and PR opportunities - regularly promote project / library service; consider Councillor media opps...

Reporting on progress - internally and to Funders; use of data

Lessons identified - review regularly: what went well, what went less well, what do differently? Learn and adapt

Evaluation - embed from the start; share widely

Questions and feedback: What did you learn from Step 5?

Wrap up and next steps

Next steps

We'll share the notes

We'll share everyone's email address

We'll do a blog on the workshops - including all speaker slides and final copies of the template, etc - once the four workshops are over (late March)

Any questions?

Email: librariestaskforce@culture.gov.uk

GOV.UK:
https://www.gov.uk/government/groups/libraries-taskforce

Blog: librariestaskforce.blog.gov.uk

Twitter: @LibTaskforce