



Project Funding Workshop



HISTORIC ENVIRONMENT SCOTLAND | ÀRAINNEACHD EACHDRAIDHEIL ALBA

- Day 1:
 - Introductions
 - Top Tips
 - Planning a Project
 - How do I cost it out?



- Day 2
 - Funding sources
 - Towards the application(s)
 - Monitoring and evaluation after successful

Planning your Project



- What do you want to achieve? (a key question)
- Who is going to work on this?
- Will your project require participants to have training?
- Think activities
- Think outputs: eg trails, website, book, short stories, teaching materials, art work, videos etc etc
- Start to think outcomes (this links back to what you want to achieve)

Sources of Funding



- Grants (with or without application forms)
- Crowdfunding (what can you offer?)
- Donations / events
- Personal approaches
- How much from your own organisation
- Match funding?

Which Funding Bodies represent the best fit?



- Some will only fund charities
- Read the criteria carefully
- Put yourself in the funders' shoes. Why should they be interested?
- How much can you adapt your ideas to fit in with funder priorities?
- You may need to add new collaborations / outputs
- How can you prove your stated outcomes?
- You may need to budget in outside help (eg for evaluation)
- How much are you going to ask from each? In some cases it is easier if you can keep it under £10K

A few of the big players



- NLHF
 - Good for 'people' projects
 - Mandatory outcome: widening engagement
 - Current programmes still with some covid links / resilience
 - Evaluation is a major factor
- HES
 - Limited number of programmes available at present
 - Need to read their corporate plan
 - Very competitive, and in the past with a bias towards the big players

Big Players continued



- MGS
 - Accredited museums (limited for others)
- Windfarm Benefit Schemes
 - Often with local decision makers – both a pro and con
 - Often requires organisation fielding the application to be in the catchment area
- Ward Discretionary Fund
 - Very competitive, and often limited amount of money available despite fairly complex application form
 - Always contact ward managers ahead of time
- National Lottery Community Fund
 - Shift focus away from heritage and to community benefit

Funding Applications



- Common questions
 - A brief description of your organisation
 - What is the need for the project?
 - How have you addressed climate change/ environmental sustainability?
 - Justify your chosen outcomes
 - How will the project be sustainable at the end?
 - Do you need any permissions for the work?
 - What are the risks?

Funding Applications continued



• What you'll need:

- Project summary (200 / 500 words).
- Detailed budget spreadsheet, able to adapted to funder categories as needed
- A project plan might be required – and is useful regardless
- Possibly briefs for tenders for equipment / work.
- Some photos – people and sites
- Letters of support (choose carefully)

Funding Applications: The answers



- Pay attention to word lengths. Don't waffle to fill.
- Use jargon carefully
- Try to make it fresh and exciting. Bring across your passion for your project
- Explain acronyms the first time
- Use bullet points
- Make a note of everything you are promising to do! You will have to prove them later

Evaluation & Monitoring



- This will be detailed in your application. Make sure you are able to implement, and record details
- Monitoring activities : get recording templates in place at the beginning
- Monitoring finance: use your budget spreadsheet
- Some funders will expect interim reports –build in time to do this
- End of Project Report
 - Some funders with templates
 - Others you write saying what you intended to do and what you did, citing quantitative and qualitative data
 - Include pictures!