



Association of
Independent
Museums

CULTURE RECOVERY FUND
SUPPORT

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THE CULTURE RECOVERY FUND

Exists to:

Support significant cultural organisations, in England, which were financially sustainable before Covid- 19 but are now at imminent risk of failure and have exhausted all other options for increasing resilience.

OVERVIEW

- The outcome of funding is for organisations to be reopened or operating sustainably by 31 March 2021
- ACE is supporting ‘cultural organisations’, including Accredited Museums, with grants **or** repayable finance
- NLHF, in partnership with Historic England, is supporting across the heritage ecosystem
- Funding to cover 1 October 2020 - 31 March 2021
- No match funding is required
- Organisations in receipt of emergency funding **are** eligible to apply
- State Aid – grants are subject to state aid rules, it is an organisation’s responsibility to check whether state aid clearance is required.

ELIGIBILITY

National Lottery Heritage Fund

Heritage organisations in England, this includes:

- Not for profit organisations that manage heritage sites, venues or attractions
- Local authorities, universities and other public sector bodies that manage heritage sites, venues or attractions
- Private owners of heritage sites, venues or attractions that are normally open to the public 28 days a year or more
- For profit businesses that are a vital part of the heritage ecosystem and who generate the largest portion of their income from heritage work, this includes conservators, contractors, specialists and suppliers
- Organisations that manage culturally significant assets or collections
- Organisations that provide significant support to the heritage sector

Arts Council England

Cultural organisations (both profit and not for profit) based in England.

The kinds of organisations that are eligible to apply include:

- limited companies registered at Companies House
- community interest companies (CICs) registered with the CIC regulator
- charitable incorporated organisations (CIOs) registered with the Charity Commission
- charitable companies or charitable trusts registered with the Charity Commission
- limited liability partnerships registered at Companies House
- partnerships established under a partnership deed/ agreement
- community benefit and co-operative societies registered with the Financial Conduct Authority
- Royal Charter bodies
- statutory bodies and other public bodies including Universities and museum who run or maintain cultural services

The lead organisation must also be able to provide at least one year's independently certified or audited financial statements

WHO TO APPLY TO - COMPARISON

National Lottery Heritage Fund

- Apply using the on-line form
- Distributing £88million in partnership with Historic England
- Grants £10 000 - £3million
- For organisations in England only
- Not accepting applications from organisations that can apply to ACE i.e. Accredited and WTA museums.
- There is one application round.
- Deadline for application **noon 17 August 2020**
- Decisions for under £1million by end of September
- Applications over £1million reviewed by an independent board appointed by DCMS and will take longer.

Arts Council England

- Apply via the Grantium portal – **REGISTER NOW**
- Total fund up to £500million
- Grants £50 000 - £3million
- Cultural organisations based in England
- Accredited museums, incl Working Towards Accreditation
- Two rounds – **21 August and 4 September deadlines**
- Decisions
 - Round 1 – under £1million by 5 October; over £1million by 23 October
 - Round 2 - under £1million by 16 October; over £1million by 6 November
- Also supporting re-payable finance for a further £270 million for organisations requiring over £3million.

NATIONAL LOTTERY HERITAGE FUND

- Your organisation must have been financially stable pre Covid-19
- You can apply for costs to help you recover from the economic impact of Covid-19 and to ensure future financial viability.
 - Costs to help you adapt and recover
 - Costs to re-open
 - Costs to help you temporarily scale back
- Viability could include costs to review your business plan, governance and financial management.
- You must consider the most effective route to future sustainability, the public benefit and economic benefit to the wider heritage ecosystem.
- You must include assumptions for social distancing (based on public health guidelines from 10 August 2020), which do not entail significant financial risks and consider the impact and risks if the situation worsens.

COSTS YOU CAN'T APPLY FOR

- Costs that are eligible to be covered by government support, for example, furloughing
- The remaining salary costs for staff on furlough not covered by the government's Job Retention Scheme, or any additional salary costs above the furloughing cap
- Any costs you will incur beyond 31 March 2021
- Anything that contravenes Governments' advice on COVID-19
- Recoverable VAT
- Costs related to promoting political campaigning or the promotion of religious beliefs
- Costs already covered through other emergency support funding, for example through our Heritage Emergency Fund or Historic England's Covid-19 Emergency Heritage at Risk Response Fund
- Capital works, such as repairs to a building or monument. a sum to cover lost income or to re-inflate your reserves

ESSENTIAL CRITERIA

You should only apply for this funding if you are able to meet all of the essential criteria:

- you must have been financially viable before COVID-19 (March 2020)
- you are at risk of no longer trading viably by the end of this financial year
- you can demonstrate that you have exhausted all other financing options. For example, applying for other emergency funds, reducing costs, diversifying income streams or taking advantage of government easements
- you have a clear plan towards future financial viability

NLHF will assess the level of financial risk you are facing and also consider the impact the loss of your organisation would have on the heritage you manage, your local community and the wider heritage sector.

NLHF will ask you to explain what would happen to your heritage if your organisation stopped operating and will take into account whether it would put significant heritage at risk, lead to a loss of skills or a statutory service

PRIORITY CRITERIA

If your application meets the essential criteria applications will be prioritised by those that demonstrate either:

- high heritage significance or
 - high economic and cultural impact in your place
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- **Longer term plans** (Q41&42 on application form)

We will prioritise applications which demonstrate longer term positive impact for inclusion, education and the environment.

HERITAGE SIGNIFICANCE

Priority will be given to applicants that are nationally or internationally significant.

To assess this, NLHF will take the following into account, whether applicants:

- are recognised as nationally or internationally excellent within their sector
- care for heritage or deliver a service that is nationally or internationally important, irreplaceable, or scarce in their place or region. This may include a recognised designation
- have a national remit or responsibility that impacts on the wider cultural landscape, and their failure would risk the future of their sub-sector. For example, they may have a convening role, provide significant support for their wider sector or play a significant role in nurturing growth, diversity and creativity in the sector
- lead or deliver strategically important national and/or international activities or partnerships.

ECONOMIC AND CULTURAL IMPACT IN YOUR PLACE

Priority will be given to applicants that play an important role in levelling-up for their place. NLHF will consider the relationship between the applicant, the heritage, and the local area, looking at things like:

- how many cultural organisations there are in the area, and what impact the loss of the organisation or heritage would have on cultural engagement locally
- what opportunities local people have to engage with culture and heritage, particularly those in underserved audiences, including young people
- how the organisation fits into the local community, and whether it plays a vital role in tourism, supply chains, developing creative skills, or bringing other cultural and community organisations together
- whether the heritage is unique or has particular resonance with the local community. This might include whether heritage is formally designated, is in a conservation area, or is featured in a local heritage list.

BALANCING CRITERIA

Organisations that do not meet the heritage importance or economic and cultural impact priority criteria will not be funded.

After the priority criteria have been applied, decision makers will use the following criteria to balance the investment and differentiate between fundable applications:

- **Geographic spread:** NLHF want to support organisations across England, they will also consider whether your organisation is based in an area of low cultural engagement, provision, or of economic disadvantage.
- **Economic growth:** NLHF want to support organisations that contribute to economic growth and cultural sector employment.
- **Types of organisation:** NLHF want to support a wide variety of heritage organisations to represent all sizes and all sub-sectors.
- **Diversity:** heritage has a crucial role to play in contributing to a flourishing, more equitable society. NLHF want to make sure the people who visit and benefit from heritage are reflective of society. To ensure this, NLHF will consider whether the organisations applying have a track record of broadening access and participation in culture, particularly for those that are underrepresented, and promoting positive social outcomes through place based collaboration.

MAKING AN APPLICATION

Application questions are available as a pdf – prepare answers in advance - you cannot save the application as you go along.

Word limit for entire application is 2000 words.

Have the supporting documents completed and ready to upload.

APPLYING FOR UNDER £1MILLION

You need to provide:

- your most recent financial accounts
- a cash flow forecast, completed using [the cash flow forecast template](#) [Excel] for this financial year
- a business action plan, completed using [the action plan template](#) [Excel]. This plan must include the steps you will take to make your organisation financially viable in the future.

APPLYING FOR £1MILLION+

You need to provide:

- financial accounts for the last 3 years
- cash flow forecast, completed using [the cash flow forecast template](#) [Excel] for this financial year
- a business action plan, completed using [the action plan template](#) [Excel]. This plan must include the steps you will take to make your organisation viable in the future.
- an up to date business plan. In your business plan, you will need to tell NLHF how a grant from this fund will enable you to deliver on a clear and value for money plan to achieve financial viability by 31 March 2021, in the way that is appropriate for your organisation.

MAKING THE CASE

You will need to demonstrate how your plan could enable your organisation to either:

- fully or partially remain open or reopen, where it represents a value for money approach, or
- not reopen, minimising costs in the interim period

You will need to tell NLHF about:

- your plan for the most value for money route to sustainability which:
 - sets out the key cultural activity you plan to progress with which is good value for money with social distancing in place, and which does not entail significant financial risks for your organisation,
 - shows you have taken appropriate steps to reduce costs, and have a clear plan to maximise income as fully as possible in a cost effective way, including extending opening hours if appropriate and taking advantage of temporary changes to Government rules and regulations
- how you have the skills and experience available at a senior level to enable you to adapt and flex your business to the changing external environment, and ensure the best chance of longer-term viability, sustainability and recovery
- what financial controls, monitoring and reporting processes you have in place to ensure the effective financial management of your organisation.

CONDITIONS OF FUNDING

If you are awarded a grant, you will be required to sign up to the terms of this grant, which include specific requirements from DCMS.

- where contracts allow, and organisations are legally able to do so, pay freeze for all senior staff (those earning £100,000 per annum or more) for at least 18 months, plus 10% pay reductions to pre-Covid pay for those above a £150k threshold, including cancelling bonuses.
- demonstrate a commitment to increasing organisational diversity and the diversity of your audiences.
- demonstrate a commitment to Government targets on achieving Net Zero by 2050 and to climate disclosures.
- demonstrate a commitment to increase educational outreach.
- ensure you take reasonable steps to protect the heritage assets you are responsible for, in particular their physical estates.
- participate in the proportionate monitoring and evaluation of this programme.

KEY QUESTIONS

14. Tell us about the specific heritage you care for, work with or manage.
16. Tell us about the financial risk to your heritage and what you have done so far to try and mitigate these risks.
17. Tell us what would happen to your heritage if you were no longer able to operate viably.
18. What role does your organisation play in your local area?
20. What actions has your organisation already taken to increase its resilience?
21. What impact will this funding have on the wider cultural and heritage sector?
- 28 Tell us about your track record of widening participation, particularly amongst demographic groups that historically have a lower engagement with publicly funded culture.
38. How much unrestricted reserves and other funding is immediately available to support the short-term operation of your organisation?
41. How do you plan to make sure that your organisation is financially viable once this grant is complete?
42. Tell us what action you will take to ensure your work contributes to equality and inclusion?



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GOOD LUCK WITH YOUR APPLICATION