**AIM New Stories New Audiences**

**Application Form**

**1. ABOUT YOUR ORGANISATION (see Application Guidance, section 2)**

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| Legal name of museum (Beneficiary of Grant) |  |
| Is this your organisation’s first application to us? |  |
| Project Leader |  |
| Role within Museum |  |
| Email |  |
| Phone |  |
| Organisation Address |  |
| AIM membership number |  |
| Legal status of organisation | Registered Charity  Local Authority  Other Public Sector Organisation  Registered Company or CIC  Private Owner of Heritage  Other – please state: |
| Charity and/or Company Number | Charity Number:  Company Number: |
| Annual Turnover |  |
| Have you received any advice from us before making your application? | Yes  No |
| If your project involves buildings, land or objects, do you own these outright (Application Guidance, section 13)? | Yes  No  If you are not the owner, please tell us what agreement you have with the owner to undertake the works: |

**2. YOUR PROJECT (see Application Guidance, section 3)**

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| What is the title of your project? |
| Describe your project (up to 400 words): |
| Please tell us who will be involved and what you will be spending the funding on: |
| How will your project meet the grant criteria?  *1. What is the new story you wish to tell (200 words)*  *2. What initial research you have undertaken to identify who the new audiences will be (200 words)*  *3. Who the new partner is that you will be working with (200 words)*  *4. How you will work differently and try something new (200 words)* |
| Which of our priorities does your project support? Your project must achieve the first outcome and one other (Application guidance, section 5). **Please select only 2.**  A wider range of people will be involved in heritage (mandatory)  Heritage will be better identified and better explained  People will have developed skills  People will have learnt about heritage leading to a change in ideas and actions  People will have greater well-being  The funded organisation will be more resilient  The local area will be a better place to live, work and visit |
| Please tell us how you project will achieve these outcomes (up to 200 words): |
| When will your project start and finish? You should aim to be ready to start within 1 month of being awarded the grant. All projects must complete within 12 months.  Start date:  Finish date: |
| What will you do to ensure that your project is environmentally friendly (Application Guidance, section 6 – up to 200 words): |

**3 – MANAGING YOUR PROJECT**

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| How will you manage your project (up to 300 words)?  Tell us about:   * The skills and experience of the person who will lead it * The people in the project team * Identify any training that will be necessary for, or will improve the delivery of, the project. This can include staff, volunteers, community partners etc * What will happen to the resulting physical and digital project outcomes produced after the funding ends. For example, the interpretation panels, digital tours etc |
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**4 – COSTS OF YOUR PROJECT (see Application Guidance, section 3)**

What is the total cost of your project? £

What are the costs of your project?

The value in the cost column should be the cost including any VAT that cannot be recovered.

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| --- | --- | --- |
| Activity or Purchase Description | Cost including Irrecoverable VAT | Total |
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| Tell us how you calculated your costs and how do you know they are realistic. For example, they are publicly advertised costs and can be evidenced, you have obtained quotes, or you have paid for similar work in the past (up to 200 words): |
| How much funding are you applying for?  £ |
| How will you provide your 5% compensation? |

**5. SUPPORTING DOCUMENTS**

Please tick to confirm you have included the following with your application:

A copy of your charitable incorporated organisation (CIO) foundation or association constitution (for CIOs). The memorandum and articles of association (for charitable companies), trust deed or will (for trusts).

A copy of your recent accounts

Briefs for externally commissioned work over £10,000

Letters of support

Images

**6.** **DECLARATION**

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| * I have read, understand, and accept the notes that came with this application form. I agree that you can check the information in it and any supporting documents with other people and organisations. * My organisation has the power to accept a grant, under your terms, and the power to pay back the grant if the terms are not being met. * I understand that any misleading statements (whether deliberate or accidental) I give at any point during the application process, or any information I knowingly withhold, could mean my organisation’s application is not valid, in which case you will cancel the grant and claim back the money we have received, stop assessing and return the application, or withdraw any grant you offered my organisation. * I am authorised to put forward this application on behalf of my organisation. * On behalf of my organisation, I agree that if we receive any grant from you for our project, we will keep to the standard terms of grant (and those of the National Lottery Heritage Fund as the origin of the funds) and any further terms and conditions set out in the grant notification letter. |
| Name: |
| Position: |
| Organisation: |