



### Cultural Partner Application Form

Contact Name:	Adrian Green	
Position:	Museum Director	
Organisation:	The Salisbury Museum	
Contact Address:	The King's House 65 The Close Salisbury SP1 3BD	
Telephone Number:	01722 820542	
Email:	adriangreen@salisburymuseum.org.uk	
Status of Organisation:	Charity and Company Limited by Guarantee	
Charity/Company number if (if applicable)	Charity No: 289850 Company No: 1826436	
What geographical area does your organisation cover?	Salisbury City and former Salisbury District Council area.	
How long has your organisation been in existence? (Please ✓)	Less than one year	
	Between one and five years	
	More than five years	✓ Since 1860

**If you have any specific communication needs, tell us what they are**

Text phone  Sign language  other language

(please specify)

Other

**1. Organisation Background**

Have you applied for or received a grant/subsidy from SCC in the last 5 years?	Date Applied	Project	Amount Applied for	Were you successful
(Please list – continue on a separate sheet if necessary)	11/2018	Family learning and events programme – April 2019	£16,000 per annum	Yes

Commented [AC1]: I thought you had £15K

		– Mar 2021		
<p><b>What are the aims and objectives of your organisation</b></p>	<ul style="list-style-type: none"> <li>• The provision and maintenance of a museum in or near the City of Salisbury for the benefit of the public providing exhibits of historical, scientific, and artistic significance and interest.</li> <li>• The provision in connection with the museum of a library, lectures, and other facilities for education relating to the Arts and Sciences.</li> <li>• The promotion in connection with the museum of research relating to the Arts and Sciences and the publication of the useful results of such researches.</li> </ul>			
<p><b>What are the main activities of your organisation?</b></p> <p><i>If you are a new group describe the services/activities you plan to provide</i></p>	<p>We use our expertise, creativity and passion, and the extraordinary breadth of our collections, to present world-class displays, exhibitions and events. Our work gives context to the archaeological, historic and artistic riches of Salisbury and south Wiltshire.</p> <p>We create inspiring experiences, which enable our audiences to appreciate what is so special and significant about this landscape, and the people who have shaped it. In this way, Salisbury Museum acts as a catalyst to understanding English history on many different levels.</p> <p>The museum attracts an average of 30,000 people per annum to visit our permanent displays, temporary exhibitions and events. We organise at least three major temporary exhibitions per year, successful shows have included Constable and Salisbury (2011), Turner's Wessex (2015) and Terry Pratchett: <i>HisWorld</i> (2017).</p>			
<p><b>Please demonstrate your organisation's commitment to equal opportunities</b></p> <p><i>(please enclose any relevant policies)</i></p>	<p>Our Equality, Diversity and Inclusion (EDI) policy sets out approach to equal opportunities for staff, volunteers and those who use our services. It defines why equality, diversity and inclusion are important, what the basic principles we will follow are and how we intend to achieve this.</p> <p>The museum recognises the positive benefits of the implementation of an EDI policy. The aim of the policy is to ensure that: <i>all employees, potential employees, volunteers and visitors are treated in a fair and equitable manner regardless of their colour, race, ethnic or national origin, language, religion or belief, gender or gender reassignment, marital status, sexuality, disability, age, any illness or infection, social background, or organisation role.</i></p> <p>We value the differences, needs and contributions a diverse</p>			

workforce and customer base represents.

The museum places an obligation upon all our staff and volunteers to respect and act in accordance with this policy. We are committed to providing information on EDI for all our staff and volunteers.

The museum extends this positive attitude in respect of EDI to our contractors, service users and the community.

We will:

- promote equality, diversity and inclusion.
- challenge and eradicate discrimination.
- provide responsive and accessible services.

Within the overall framework of its statement of purpose and values, the museum is committed to the principle and practice of equal opportunities and celebrates the diversity of people.

The museum believes that equalising employment opportunity not only meets legal and social responsibilities, but also promotes organisational effectiveness and improves the quality of working life.

All employees and volunteers whether part-time, full-time or temporary, will be treated fairly and with respect. Selection for employment, promotion, training or any other benefit will be on the basis of aptitude and ability. All employees will be helped and encouraged to develop their full potential and the talents and resources of the workforce will be fully utilised to maximise the efficiency of the organisation.

	Yes / No or NA
Is this a retrospective application?	No
Are you part of a religious group	No
If this application is for a school is this for a project that benefits the wider community and is in addition to statutory services?	N/A
If application is from Education, health or social service establishment – is the project in addition to statutory services?	N/A

**2. Your project**

<b>Project</b>	Start Date	01/04/2022
	Finish Date	31/03/2025
	Total Cost	£48,000 (£16,000 per annum)
	Grant Applied For	£48,000 (£16,000 per annum)

<b>Project title</b>	Family Events Programme
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**Description of project** - Try to be specific about what you will achieve and how you will achieve it, telling us how your grant or subsidy will benefit your community

(please continue on a separate sheet if necessary)

For ten years Salisbury City Council has been funding what is now a very well-established, high quality and extensive programme of arts, crafts, storytelling and living history activities aimed at local families at the museum. Obviously the events of the past 18 months have halted some of these activities but we are starting to gradually re-introduce them and encourage visitors back to the museum.

The programme usually offers activities both at the King's House in the Cathedral Close and as outreach to community events at locations such as the Bemerton Heath Centre. It includes the following activities:

\* **Discovery Days** every Tuesday during the school holidays

The Tuesday Discovery Days are themed around the museum's major exhibitions and collections. Our event days have been inspired by art and archaeology reflecting our summer exhibitions programme.

\* **Under Fives Fridays** second Friday of every month

The Under Fives' Fridays for pre-school children and mothers continues to be a great success. They have been delivered since 2011 by freelance artist facilitators including Clare Proctor, Suzie Gutteridge, Liza Morgan, Charlotte Moreton and PlaysongsPlus.

\* **Festival of Archaeology** every July

Our annual Festival of Archaeology has grown from strength to strength. In 2014 we combined the event with the opening of our Wessex Gallery and attracted 2,200 people in one day. Following this year on year we built on this success by having a programme of talks by well-known TV presenters such as Professor Alice Roberts and Dr Alex Langlands alongside the displays of living history and a live archaeological excavation by Phil Harding. Admission to the event is usually via a voluntary donation.

\* **Christmas and Spring** events

We now have a popular family Tudor Christmas event at the museum. In the past this has included reindeer on the front lawn which have proved a major attraction. We are also planning a new Spring Fayre in May.

\* **Young Curators Club** every second Saturday of the month.

This was originally launched in January 2016 and is aimed at families with children in the 7-11 age bracket. It focuses on craft, art and archaeology. It has been on hold due to COVID-19 but will be relaunched in 2022.

\* **Community outreach events**

These usually take place at locations such as the The Friary or Bemerton Heath and are free for local families.

<p><b>Where in Salisbury will the project / activity take place?</b></p>	<p>Salisbury Museum, but with some activity at The Friary and Bemerton Heath.</p>
<p><b>Who will benefit from the project?</b></p> <p><i>Please tell us what groups will benefit and approximately how many people will benefit in total, please give a number, do not put 'everyone in the area' an estimate is fine if you cannot be exact</i></p>	<p>Local families (who live within 30 mins drive time of Salisbury Museum). These are usually parents with children in the 5-11 age bracket.</p> <p>Attendance at events over the past couple of years have been as follows:</p> <p><b>Discovery Days</b> An average of 175 people attended the six events over the holidays in the summer of 2021. An average of eight are held per year so approximately 1,400 people attend.</p> <p><b>Under Fives Fridays</b> Prior to COVID an average of 60 people turned up per session. Twelve sessions are held per year so approximately 720 people attend.</p> <p><b>Festival of Archaeology</b> 24 and 25 July 2021 – 1,302 people attended</p> <p><b>Tudor Christmas</b> 14 December 2019 – 1,003 people</p> <p><b>Spring Fayre – i.e. May Bank Holiday</b> A late May bank holiday event in 2018 (27/28 May) attracted 232 people. We would anticipate a bigger event going forward attracting c. 1,000 people as per Tudor Christmas and Festival of Archaeology.</p> <p><b>Young Curators Club.</b> There were about 30 children who were members. An average of 20 turn up per session. Eleven sessions are held per year so 220 people attend over the course of a year.</p> <p><b>Outreach Sessions</b> Estimated 20 people per session – six sessions per year is 120 people.</p>
<p><b>What evidence do you have that this project/activity is required?</b></p> <p><i>Tell us how you have identified the need for the project, whether within your group or community and how you think your project will meet this need</i></p>	<p>The evidence for need is supported by</p> <ul style="list-style-type: none"> <li>• The museum needs to augment its displays and exhibitions with family events and activities led by high quality facilitators.</li> <li>• There is a strong demand for this kind of activity - attendance numbers pre COVID were strong as indicated above.</li> <li>• There is a high satisfaction rating amongst attendees, which is consistently reflected in event feedback (see below).</li> <li>• Our membership numbers sit at around 2,000 people (which is double what it was five years ago). This is partly as a consequence of the high quality family events we put on.</li> <li>• The events need to be subsidised otherwise they would not be viable.</li> </ul>

**What support have you received for this project/activities?**

*Please tell us about any expressions of support you have received from outside your organisation*

Reviews of our events from Tripadvisor and social media show the level of support we have for our activities – these are just a selection:

**Tudor Christmas  
14 December 2019**

Entry to this Christmas special event was by £2 donation. We visited mainly for the additional displays and activities, but the donation allowed access to the whole of the Museum (usual adult price £8) making it excellent value.

For the special event, staff and volunteers (including the Museum Director) were dressed in Tudor costume. Extra attractions not usually available included 3 reindeer that visitors could touch, Tudor rose decorations and impressive replicas of Tudor food made by Museum volunteers, the Museum's harpsichord being played, a (static) display of 3 falcons, a pipe and taborist, some simple craft activities (mainly for children but also offered to adults), storytelling, and engaging talks on Tudor weaponry. It all made for a very interesting visit.

**Festival of Archaeology  
24-25 July 2021**

We had a wonderful time at the festival and looking around the museum Our 2-year-old loved it too!

We loved it, so good to be back. Thank you for a fab event.

Thank you, we had a wonderful time, we had to do all weekend as we didn't do everything on one day! A brilliant weekend, our 3 year old loved it!

We had such a fantastic day out. Thank you for organising a brilliant event

Fulfilled my dream to meet Phil (Harding). A wonderful day and museum . Thank you .

Compliments of my husband and children, they had great fun and said it was very well organized!

Thanks for hosting such a great event. Our whole family enjoyed the day and I got to meet Phil (Harding) (Bucket list)

We had a brilliant time. So much for My 7 year old to do who said "it was amazing". Thank you

**Let's Go Build Salisbury!  
LEGO event – 3 August 2021**

This was a fab event keep them coming

**Ready, Steady Iron Age Cook  
Iron age kitchen with Pario Gallico, 24 August 2021**

	<p>A great event well done Salisbury museum</p> <p>Thank you, it really was brilliant, my son loved it. We look forward to coming back for the Tudor version in December!</p> <p>Loved it, thank you. Caroline is so engaging.</p> <p>We had a great time with Caroline! Looking forward to October</p>
<p><b>How will the project/activities be managed and how will you measure its success?</b></p>	<p>The family events programme is managed by our learning and outreach officer (Owain Hughes) and our programming working group.</p> <p>We undertake evaluation and measure the success of our events using a mixed methodology including:</p> <ul style="list-style-type: none"> <li>• desk based monitoring of visitor statistics;</li> <li>• exit surveys measuring satisfaction ratings;</li> <li>• self-completion evaluation forms;</li> <li>• structured observation;</li> <li>• captured feedback from volunteers;</li> <li>• photographic, recorded and filmed documentary evidence;</li> <li>• media coverage and social media.</li> </ul>

<p><b>Please give the timescale and key changes/benefits and objectives for your project/activities, including start date and finish date</b></p> <p><i>These will be used in your end of year/end of project monitoring report for you to report against</i></p>	<p>This is an annual events programme, some activity is monthly (Under Fives Fridays, Young Curators Club), annual (Christmas, Easter and Festival of Archaeology) or weekly over the school holidays (Discover Days). Under this funding period it will run from 1 April 2022 to 31 March 2025.</p> <p><b>We use our events programme to reach a wide audience.</b> We have been able to offer all these events at the museum for free after the payment of the museum admission charge (or membership). Many of our attendees, especially for our Discovery Days and Under Fives Fridays are repeat visitors from the local community. In addition we have been able to offer free entry to some of our major events to encourage a wide and diverse audience – this includes the Festival of Archaeology event in July and some of our Christmas events when we have had visitor numbers of up to 1,800 people in one day.</p> <p><b>The grant is used as match funding for other funding applications.</b> The City Council grant allows us to show other funding bodies, most recently the National Lottery Heritage Fund (NLHF), that we can match their funding. The grant will support the activity programme for the new NLHF funded Past Forward Project (£4.4 million redevelopment initiative).</p> <p><b>The grant supports increasing our visitor numbers and our sustainability.</b> Over the past ten years our visitor numbers have steadily grown from an average of 20,000 to 30,000 people per year (pre COVID). Our family programme has developed a loyal following and is an important part of the reason why our visitor numbers and membership numbers have increased. This in turn is helping to sustain the museum. The investment that Salisbury City Council puts into the museum helps us to generate approximately three times as much income through ticket sales and donations.</p>
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<p><b>What arrangements do you have in place to ensure safeguarding of children and young people</b></p> <p><i>Applicable only if your project involves working with this client group</i></p>	<p>We have a safeguarding policy which staff and volunteers have received full training in. The policy is updated annually (most recently in October 2021).</p>
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<p><b>What are the main risks for the success of the project/activity and how will these risks be managed?</b> E.g. health and safety, financial challenges</p>	<p><b>Low participation</b> Ensure that events are well promoted through print and social media. Ensure price is not a barrier to participation</p> <p><b>Costs higher than budgeted</b> Ensure that competitive quotes are obtained for consultants/freelancers</p> <p><b>Lack of volunteers to support delivery of events</b> Ensure volunteer buy in through newsletter and briefing</p> <p><b>Loss of key staff due to illness or change of job.</b> Good project planning. Ensure two month notice periods for roles so there is an overlap with newly recruited staff.</p> <p><b>Resurgence of COVID-19</b> Move as many activities online as possible. Museum was slow to do this in 2020.</p>
<p><b>If your organisation/group has financial reserves, what is the value of these reserves and for what purpose are they held?</b></p>	<p>As of 31 August 2021 the museum had free reserves of £540k. Included in this figure are unrestricted investments of £400k. The reason we hold these reserves are due to:</p> <ul style="list-style-type: none"> <li>• Our reserves policy which states we need to hold sufficient funds should the museum cease trading and wind up our operations. This would involve paying off staff and ending the 83 year lease on the King's House.</li> <li>• The museum subsidises its core operations from our reserves – in some years the museum makes a deficit.</li> <li>• We need a cushion for our £4.4 million capital project which will start in 2022 – if costs overrun then we might need to support the project from our reserves.</li> </ul> <p>Given the unpredictable nature of the current operating climate maintaining this level of reserves will ensure the museum remains sustainable.</p>
<p><b>If your reserves are more than the amount you are requesting, please explain why you are seeking external funding</b></p>	<p>See above</p>

**3. How will you pay for your project?**

Tell us how much money you need for your project/activity

- a) Provide a FULL breakdown of the costs involved in your project
- b) Show how much of the funding you are requesting towards this element

*Include extra sheets if necessary*

Item or activity	Total cost	Funding requested
<b>Under Fives Fridays</b> X 12 sessions at £150 per session	<b>£1,800</b>	<b>£1,800</b>
<b>Young Curators Club</b> x 11 sessions at c. £150 per session	<b>£1,600</b>	<b>£1,600</b>
<b>Discovery Days</b> x 8 sessions at £250 per session	<b>£2,000</b>	<b>£2,000</b>
<b>Outreach sessions</b> x 6 sessions at £200 per session	<b>£1,200</b>	<b>£1,200</b>
<b>Festival of Archaeology</b>	<b>£4,000</b>	<b>£2,000</b>
<b>Spring Fayre (May)</b>	<b>£1,000</b>	<b>£1,000</b>
<b>Tudor Christmas Event</b>	<b>£2,000</b>	<b>£2,000</b>
<b>Publicity – x 5 leaflets at £560 for design and print</b>	<b>£2,800</b>	<b>£2,800</b>
<b>Publicity – adverts in local publications (i.e. x 4 ads @ £260 each and x 4 ads @ £140 each)</b>	<b>£1,600</b>	<b>£1,600</b>
<b>Totals</b>	<b>£18,000</b>	<b>£16,000</b>

If you are applying for a Medium Grant or to the Rent Reduction Scheme please also complete the table below

Please use general headings indicated in the FULL breakdown listed previously, using columns A-C to tell us how much funding you are requesting in years 1-3.

*Use extra sheets if required*

Item or activity	A	B	C	D
	Year 1	Year 2	Year 3	Total Cost
	£	£	£	£
	£	£	£	£

	£	£	£	£
	£	£	£	£
	£	£	£	£
	£	£	£	£
	£	£	£	£
	£	£	£	£
<b>Totals</b>	£	£	£	£

**3.1 Please list any applications you have made for funding from other organisations in the table below:**

<b>Organisation</b>	<b>Contribution Sought (£)</b>	<b>Applied (please tick as appropriate)</b>	<b>Granted (please tick as appropriate)</b>

**4.0 Further information enclosed Checklist**

	<b>Enclosed (please ✓)</b>
<b>A copy of your organisations bank statements for the previous three months (mandatory)</b>	
<b>Copies of all relevant Employer's, Building &amp; Public Liability Insurance Certificate if appropriate (mandatory)</b>	
<b>A copy of your constitution and articles of association (or similar documents if the above do not exist, showing the organisations status)</b>	
<b>A copy of your organisations latest set of accounting statements (if any exist)</b>	
<b>Copies of any letters of support for your project</b>	
<b>Other (please list)</b>	

If any of the above documents have not been enclosed, please give reasons why in the box below:

Organisation is a grant recipient already – but can supply if necessary.	
Please confirm that the bank account from which this project is funded is in the name of the organisation and that 2 authorised representatives are required to authorise payments	Yes

**Declaration by the applicant**

I/we declare that, to the best of my /our belief, the information on this application form and in any enclosed supporting documentation is correct

I/we declare that, I/we have read the City Council’s Grant Policy and believe to the best of my/our knowledge, that we meet the criteria set out by the Policy I/we accept the following:

- I. That any false information we provide, even if provided in good faith, may lead to the withdrawal of the grant offered,
- II. That for applications of £1000 or more, a presentation is required by the applicant(s) to the City Council. This will be arranged prior to any meeting by the City Council Active Communities Team
- III. That any grant offered will be used only for the purpose set out in this application and
- IV. That we will provide reports on progress at the request of the City Council
- V. That should any grant offered, not be used in accordance with the terms and conditions set out by the City Council, I/we undertake on behalf of the organisation to repay the outstanding amount to the City Council on demand

Please be aware that the decision as to whether you have been successful in your application will be communicated to you shortly after the relevant council meeting

<b>Signed :</b>		
<b>Name(s):</b>	Adrian Green	
<b>Position(s):</b>	Museum Director	
<b>Date:</b>	25.10.2021	

**SCC will not sell or rent your personally identifiable information to anyone, or use the data for any other purpose incompatible with the purpose for which it was originally collected (Medium Grants Application).**

**We will only hold your information for as long as necessary for the purposes (a year after the event)**

**I consent for my personal data being held for the purposes listed**

**Please remember:**

If you have not answered all the relevant questions and sent all the information we require, **we will return your application to you and this will cause a delay.**