



# Hidden Gems grant application

## Section 1: Applicant Details

**Project Title**

**Guidance Notes:**

This is what you would like your project to be called and will be the name referred to in all future correspondence

**Name of Group / Organisation**

Name of group /organisation applying for the grant

**Address of Group /Organisation**

**Name of Main Contact & Position held**

Main contact for this project and position held in the organisation

**Main contact address if different from above**

**Telephone Number**

**Mobile Number**

**E-mail Address**

This is the preferred form of communication

**What does your group / organisation do and when did it start?**

What is the main purpose and area of work for your organisation/group?

**What is your group's / organisation's constitutional status?**

Governance model e.g. membership association, charity, company limited by guarantee, etc. Please attach a copy of constitutional document

**Charity/Company registration number (if applicable)**



**HEREFORDSHIRE  
A GREAT PLACE**

List any organisations to which your group / organisation is affiliated

Can your organisation recover VAT?  
If Yes, enter VAT registration Number

## Section 2: Project and Activity details

### 2.1 Project Timescale

Planned Start Date

Planned End Date

### 2.2 Project Location:

Where will it happen?

Organisation's base

Please list the place name, locality, and postcode of your project's main activity site, and the organisation's base.

If your organisation / group is based at a different location, please indicate here.

**2.3 Project description:** Please provide a summary of your proposed project, including how it will meet the aims of Herefordshire's a Great Place. (Max 500 words)

*Key criteria:*

Effective summary of your project

Stand-alone project or part of a bigger existing project

Meets the objectives for Herefordshire's a Great Place

Overview of what will happen when

Details on the range of people involved: partners, participants, audiences, local champions and stakeholders



**2.4** Please indicate whether your Hidden Gems proposal is a stand-alone project or part of a wider project.

	Please tick:
Stand-alone	
Part of a wider project	

**2.5** If your proposal is part of a wider project, please describe that project and demonstrate clearly how the Hidden Gems proposal builds upon or adds value to it. (Max 500 words)

Supplement: If the Hidden Gems grant is to be used as part and/or match funding for a wider project you must provide a letter of endorsement from the manager of your other grant(s).

- Key criteria:*
- Clear description of objectives and structure of wider project
  - Hidden Gems proposal is distinct part of the wider project
  - Does not duplicate existing elements of the wider project
  - Value added to the larger project is made clear
  - Approval letter from other grant managers supplied

**2.6** Explain how your project will make Herefordshire a better place to live, work or visit. (Max 500 words)

- We want to see how your project will:*
- Challenge perceptions about rural places
  - Increase pride and contribute to people's sense of place
  - Make social, economic and environmental impact
  - Have a clear agenda to promote the project inside and outside the county



**2.7** Please describe what success looks like for your project. What will you achieve and how you will measure this? (Max 500 words)

*Key criteria:*

- Clear outcomes identified
- Outcomes meet aims and objectives of Hidden Gems grant
- Clear measures of success in place
- Clear legacy or impact of the project identified

## **Section 3: Core requirements**

**3.1 Heritage:** Tell us about your Hidden Gem itself, the stories you want to tell about it, and the heritage experts you will work with. (Max 500 words)

*Key criteria:*

- The project is clearly about *heritage* in some form
- The Gem is genuinely *hidden*, or is a hidden part of a story of better-known heritage
- Coherent and compelling *story* about your gem that will interest people
- Project will work with range of heritage experts, and you've explained what they bring to the project



**3.2 Artistic and creative production:** Tell us about the creative and artistic practices that your project will include, and about the artist(s) you'll be working with. We ask that you include any relevant CVs and digital links to creative work. (Max 500 words)

*Key criteria:*

- Clearly identified creative medium/media
- Innovative / fresh ideas for creative work
- Creative work involves digital elements – ranging from an entirely digital creative work to digital capture of creative process or performance
- Creative work relates directly to the Gem and its hidden heritage story
- Local community is involved in the creative process
- Clearly identified professional artists to work with on the project, with CVs and web links attached

**3.3 Community Participation:** Tell us how your project will involve the whole community. (Max 500 words)

*Key criteria:*

- Local community will be involved in all elements of the project
- Diversity – a range of different members of communities will be involved
- Clearly identified community partner groups or organisations to help you get local communities involved
- Communities will learn new skills through participation in creative process



The project will seek to address important social issues in some way

The community will be central to the legacy of the project after Great Place ends

**3.4 Marketing and Promotion:** Tell us about the promotion of your project, and the promotion and marketing experts you will be working with. (Max 500 words)

*Key criteria:*

Clear marketing and promotion plan

Attention to both digital and non-digital marketing and promotion

Clearly identified target markets / audiences inside and outside county

The Gem / project is related to national stories / interests

Use of varied social and digital media to market and promote the Gem

Clear Press Plan for wider media coverage

Clearly identified marketing and digital experts for advice and support



**3.5 Using Digital:** Tell how you will bring together all of the digital elements of your project in a coherent way, and about any digital experts or advisors you propose to work with. (Max 500 words)

	<p><i>Key criteria:</i></p> <ul style="list-style-type: none"> <li>Use of digital elements throughout the project</li> <li>Clear reasons for choosing your project's particular digital elements</li> <li>Use of digital 'behind the scenes' (project management, planning)</li> <li>Addressing of barriers to digital engagement</li> <li>Clearly identify digital experts to work with</li> </ul>
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## Section 4: Management, Monitoring and Evaluation

**4.1 Delivery team:** How many people are going to be involved in running your project?

Management / Steering group:	Experts / advisors (see below)	Staff / delivery team:	Volunteers:	Others: (Please explain)

**4.2 Experts:** Who are your expert advisors / partners for the core requirements of Hidden Gems?

Heritage:	Artists and Creatives:	Community partners:	Digital:	Promotions and Marketing:

**4.3 Wider stakeholders:** How many people do you hope to involve as participants, beneficiaries or wider stakeholders in your project?

Community Participants:	Audience / Visitors:	Local businesses:	Social and community services:	Others: (Please explain)



**4.4 Project Management Structure:** Describe the key people and processes that you have put in place for the management and delivery. Please include any diagrams or visual maps of your project. (Max 500 words)

	<p><i>Key criteria:</i></p> <ul style="list-style-type: none"> <li>Clearly identified project lead contact</li> <li>Clearly identified management plan and organisational structure</li> <li>Clearly identified finance and accounting person</li> <li>Spend and accounting procedures identified</li> <li>Clearly identified team roles</li> <li>Clearly identified management timeline: phases, regular meetings, evaluation, and promotion points</li> </ul>
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**4.5 Key Milestones:** You will have 9 months to complete your project from start to finish, starting from the beginning of November 2018 to the end of July 2019 - what are the key milestones for the project?

	Phase description:	Date to be achieved by:	<i>Key criteria:</i>
1.			<ul style="list-style-type: none"> <li>Clearly identified phases of the project</li> <li>Realistic time allocation for different phases of the project</li> <li>Clear reporting and promotion points identified for distinct phases of the project</li> </ul>
2.			
3.			





**4.6 Monitoring and Evaluation:** How will you monitor and evaluate the delivery of the project?  
(Max 500 words)

	<p><i>Key criteria:</i></p> <p>Plan for regular documenting and recording activity</p> <p>Clear record of community participant input, feedback and impact</p> <p>Varied methods of documentation and communication about the project</p> <p>Internal evaluation plan in place</p>
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**4.7 Risk Assessment:** What risk factors could delay or prevent implementation of the project? Outline what steps you will take to minimise these risks. (Please add boxes as required)

1. Nature of risk:		<p><i>Key criteria:</i></p> <p>Comprehensive identification of risks for key elements and phases of the project</p> <p>Clear attention to barriers and risks to community / audience / wider stakeholder participation</p> <p>Appropriate means identified to minimise the risk</p>
Phase of project:		
How will this risk be minimised?		
2. Nature of risk:		
Phase of project:		
How will this risk be minimised?		

**4.8 Relevant Experience:** What experience does your organisation have that is relevant to the delivery and legacy of your project? (Max 500 words)

	<p><i>Key criteria:</i></p> <p>Experience of receiving and administering grants</p> <p>Experience of delivering heritage and arts projects</p> <p>Experience of facilitating Community participation</p>
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Evidence of competence in a range of digital skills

Experience of ensuring programme legacy / sustainability

**4.9 Skills and Support:** What do you perceive to be your organisation's greatest areas of need for skills support relevant to the project? (Max 500 words)

*Key criteria:*

Skills needs clearly identified in the project team

Experts identified relevant to core requirements of project: heritage, arts, communities, promotions and marketing, digital

No major skills gaps in core requirements of the project

Sources of support and assistance identified for additional needs

**4.10 Permissions and Licenses:** Please list any insurances, permissions or licences required for this project? Please give details and state whether they have been obtained; if not obtained, when you expect to hear? (Max 500 words)

*Key criteria:*

Licenses and permissions identified for relevant parts of the project

Details provided on status of licenses or permission requested



## Section 5: Project Funding and Costs

**5.1 Project Costs:** How much will your project cost and how much are you requesting from Hidden Gems?

Total project cost:	
Amount requested from Hidden Gems:	

**5.2 Project Cost Details:** Principle cost headings are outlined below - if you wish to include additional costs, please given them appropriate headings under 'Other'. Please use the notes / details column to fully explain costs.

*NB: You **must** write in this table – do not write “see attached sheet”*

Item or Activity	Total cost	Requested amount	Notes / details on cost breakdown
<i>Professional fees (incl. travel)</i>	£	£	<i>For artists, and digital products, for example</i>
<i>Publicity / marketing</i>	£	£	<i>Digital and non-digital</i>
<i>Community consultation costs</i>	£	£	<i>Covering room hire / refreshments</i>
<i>Co-ordination costs</i>	£	£	
<i>Equipment hire</i>	£	£	
<i>Venue hire</i>	£	£	
<i>Essential travel</i>	£	£	
<i>Research and development</i>	£	£	
<i>Volunteer expenses</i>	£	£	
Other	£	£	
<b>Totals</b>	£	£	

**5.3 Income:** Please provide details of all agreed and proposed sources of income for your project.

NB: It is not a requirement that you have match funding for your Hidden Gems project. You are permitted to fund the project entirely from Hidden Gems grant support.

Whether your Hidden Gems proposal is a stand-alone project or forms part of a larger or existing project, it is important that you demonstrate to us the total and relative values of income for your whole project.

Source	Description	Agreed or Proposed	Amount
Hidden Gems grant:			
Other grant funding:			
Other income (explain):			
Commercial income:			
Total project costs:			



**5.4 Commercial Income-generating Activities:**

Please tell us if your project will generate income through commercial activities (for example, through ticket sales for performances or retail at events). All income generated through the project must be declared and off-set against the total cost of the project.

<b>Item or Activity</b>	<b>Estimated income:</b>	<b>Notes / details</b>
<i>e.g. Tickets for performance</i>	£	<i>e.g. 50 tickets at £10 each</i>
<i>e.g. Subscription fee for app installation</i>	£	<i>e.g. £3 per download of app, Estimate 200 downloads</i>
<i>e.g. Local craft market</i>	£	<i>e.g. Merchants fee for stalls: £100 per stall x 30 stalls</i>

**5.5 Annual Accounts**

Please give details of your organisation’s most recent annual accounts.

<b>Accounts for year ending:</b>	<b>Date / Month / Year</b>
Total (gross) income	
Total expenditure	
Profit or loss for year	
Savings (reserves, cash or investments)	

**5.6 Annual Accounts for Recently Formed Organisations and Groups**

If you cannot provide annual accounts – for example, if you are a community or volunteer organisation that formed less than 15 months ago – we need you to include a copy of your organisation’s written financial procedures, agreed by your management committee and signed by two members, which sets out arrangements for:

- Cash expenditure
- Cheque writing and signing
- Authorising withdrawals / debit card use
- Cash handling
- Invoicing
- Keeping financial records

**Section 6: Your signature**

**Signature of applicant**

.....	<b>Position</b> .....
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**Please note that if you are signing on behalf of your organisation that we may require copies of minutes or other evidence to show that your organisation has agreed to undertake this project / activity.**

**Date**

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