What we will cover…

What does an HLF-funded project look like?

• General information about HLF
• How HLF applications are assessed
• Case studies
• HLF support

Who We Are

A National Lottery Good Cause
www.lotterygoodcauses.org.uk

Nationally, we have approx. £300 million to spend in 2017/2018

We have a number of different funding programmes

All money from National Lottery ticket sales
A lasting difference for heritage and people
Heritage Lottery Fund Strategic Framework 2013 - 2019

The South East England region

Kent

Medway

Funding Fair 2017
Priority Development Areas

13 Local Authorities

Have not received balanced distribution of funds (2008 - 2013)

Areas of multiple deprivation

Priority Development Areas

North Kent
Dartford, Gravesharn, Medway, Swale

East Kent
Thanet, Dover, Shepway

Costal West Sussex
Arun, Worthing & Adur

South East Hampshire
Gosport, Portsmouth, Havant

Applicants within these Local Authorities can receive extra help and support from HLF Development team
Who do we fund?

Public and not-for-profit organisations such as:

- Charities or Trusts
- Voluntary Groups
- Community Interest Companies (CIC)
- Youth Organisations
- Faith Organisations (Church PCC)
- Local authorities & Parish Councils

Also:
- Private owners of heritage assets in cases of clear public benefit

Key points for our funding programmes:

- HLF funds projects;
- All projects must have a clear heritage focus;
- All projects must be well planned and budgeted;
- Include active learning.
• What is heritage?

What is heritage?

“….everything tangible and intangible that we have inherited from the past, and value enough to want to share and sustain for the future.”
Project Planning

Know your heritage

Understanding what you have got
- Why is it distinctive
- Why is it important
- What are its unique characteristics
- What are its associated stories
- How does it inter-relate to other heritage
- What can it tell us about ourselves, our place, our time, our past and our future

- What would be lost if it was lost
- Who would care
HLF grant programmes

Open Single Round programmes

**Sharing Heritage**
Grant requests of £3,000 to £10,000

**First World War: then and now**
Grant requests of £3,000 to £10,000

**Our Heritage**
Grant requests of £10,000 to £100,000

**Young Roots**
Grant requests of £10,000 to £50,000
Sharing Heritage
Grants of £3,000 - £10,000
www.hlf.org.uk/sharingheritage

- Smallest grants programme
- No application deadline
- Short application form
- Projects up to 1 year long
- For not-for-profit groups wishing to explore, share and celebrate an aspect of their heritage
- Decision in 8-10 weeks

First World War: then and now
Grants of £3,000 - £10,000
www.hlf.org.uk/fww

- For communities to explore, conserve and share their First World War heritage;
- No application deadline
- Short application form
- Projects up to 1 year long
- For projects which benefit people of all ages
- Decision in 8-10 weeks
Our Heritage
Grants of £10,000 - £100,000
www.hlf.org.uk/ourheritage

- No application deadline
- Detailed application form
- Conservation or intangible heritage focus
- For medium scale projects generally up to 3 years long
- Decision in 8-10 weeks

Young Roots
Grants £10,000 - £50,000
www.hlf.org.uk/youngroots

- Project delivered by 11-25 year olds through partnerships of heritage & youth organisations
- Young people should lead activities and learn about heritage, gain new skills and have opportunities to share learning with others
- No application deadline
- Decision in 8-10 weeks
How does HLF assess applications?

‘How will your project make lasting difference for heritage, people and communities?’

We will achieve this through our projects delivering a broad range of 14 Outcomes. These come under 3 headings:

What difference will your project make for -

- Heritage
- People
- Communities
What difference will your project make for **heritage**?

With HLF investment, heritage will be:

- Better managed
- In better condition
- Better interpreted and explained
- Identified and/or recorded

What difference will your project make for **people**?

With HLF investment, people will have:

- Learnt about heritage
- Developed skills
- Changed their attitudes and/or behaviour
- Had an enjoyable experience
- Volunteered time
What difference will your project make for communities?

With HLF investment:

- Environmental impacts will be reduced
- More people and a wider range of people will have engaged with heritage
- Organisations will be more resilient
- Local economies will be boosted
- Local areas/communities will be a better place to live, work or visit

Our criteria for assessment

- What is the need or opportunity that the project is responding to?
- Clear defined heritage focus?
- Why does the project need to go ahead now and why is Lottery funding required?
- How does your project achieve HLF outcomes?
- Does your project offer excellent value for money?
- Is the project well planned?
- How does this project make a lasting difference to heritage, people and communities?
Costs you can include

- New staff
- Professional fees
- Recruitment
- Repair + conservation
- Digital outputs
- Equipment and materials
- Training for staff
- Training for volunteers
- Expenses for volunteers
- Publicity and promotion
- Evaluation (no more than 3% of total grant request)
- Full Cost Recovery
- Contingency

Developing your project
Activity:

How can you demonstrate ‘need’ for your project?

In your Application:

1. Base your case on need

2. Balance your case between the needs of the heritage and the needs of your audiences
Our Heritage Application Form

Qu 3b&c Tell us about any problems there are relating to how people engage with the heritage now, what barriers they face, or if there are opportunities to improve this.

Tell us about any consultation you have done and how this has shaped your project proposals.

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Project Planning

Know your people/community

- Who are your existing users
- What do they like
- What do they not like
- Who is missing
- Why are they missing
- What are the barriers

- Don't assume you know the reasons
- Ask
Our Heritage Application Form

3e. What are the main groups of people that will benefit from your project?

Case studies
Restoration of Gazebo Garden, Havant

Havant Civic Society

- Poor state of repair & not open to public
- Our Heritage
- Grant: £19,900

Project includes:
- Restoration of gardens using 18th horticultural examples
- Longterm public access to garden
- Civic Society formed a partnership with Havant Borough Council & the Spring Arts and Heritage Centre to manage the project and set up a “Friends of the Gazebo Garden” group for longterm maintenance
- Training for volunteers provided by Hamps Garden Trust
- Project outputs inc. interpretative panels & website
- Promotional campaign
Developing Churchfield for community use

Friends of ChurchField

Sharing Heritage: £10,000

• One hectare of historic pasture.
• Parish council leased land.
• One third = allotments; rest of land set up for community recreation
• Friends of Churchfield set up to manage it.
• Only had resources for regular mowing regime

Project included:

• Enhanced biodiversity by providing more trees, shrubs and wildflowers to sustain wildlife.
• Two interpretation boards,
• Picnic tables
• Website
• Dry-stone walling training for volunteers and members of the public

Young Roots: Into the Outside

Project examined issues faced by LGBTQ young people compared with LGBTQ young people over 40 years ago.

Activities included:
• Oral history interviews – e.g. at Brighton Pride Festival
• Curated an exhibition
• Created digital learning resource
• Managed events programme

Case Study: Into the Outside

Worked with
• Mass Observation Archive
• Brighton Museums & Libraries
• University of Sussex
• East Sussex record office
• Authors
• Photographers
• Museum staff
• LGBTQ community groups

https://intothoutsidebrighton.tumblr.com/
FWW: Gone but not forgotten: Petersfield Museum

Choreographers worked with local schoolchildren to interpret the FWW stories of agricultural labourers, soldiers and young people using movement.

Teams of volunteers from groups such as U3A, the Royal British Legion and Petersfield Area Historical Society researched the lives of residents affected by the conflict, scanning materials for an online exhibition.

The project culminated in a performance in the centre of Petersfield which attracted over 1,500 people.

HLF investment was used to facilitate the research and engagement elements of the project (£6200 HLF funding)

Application Process
Application forms

All online – accessed by registering
www.hlf.org.uk

Fill in form in conjunction with the step-by-step guidance documents

Assume no prior knowledge of your idea

Think about supporting documents – photos, floorplans, websites, maps etc.

Top tips from HLF SE Grants Officers

• Get a friend to read your application before you submit – can someone who has no idea what your plans are understand the whole project from the application alone? If they can’t, it’s unlikely to be competitive.

• It’s super important to include details. Eg/ How many workshops? What will they involve? How many participants? What will they do?

• How will you recruit volunteers?

• Think about wider audiences. How can you engage new people, even if it’s only a small number?
Top tips from HLF SE Grants Officers

• How will you publicise events or outputs?
• It’s unbelievably important to include lots of details.
• Is your budget detailed?
• Does your budget clearly relate to activities you have explained in detail in the application form?
• Equipment: do you really need a new macbook for eight workshops? If you really, really do, why?!
• Submit with enough time for your application to be assessed in time for your necessary start date.
• Think about your end of grant report from the start. How will you capture the success of your project and report back to HLF?
• Detail!

HLF support
Got an idea?

**Complete a project enquiry forms**
(Our Heritage, FWW: Then & Now)

- What is the title of your project
- Details of organisation
- The Heritage focus & what project will do
- Project Management
- Project costs
- Any attachments (these are not mandatory)

The Development Team we will contact you within 10 working days

**You will get a reference number**

We give helpful advice on how to improve your application

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**Examples of successful projects**

[www.hlf.org.uk/Our-Projects](http://www.hlf.org.uk/Our-Projects)
Join the HLF online community

www.hlf.org.uk/our-community

Connect with other applicants and grantees!

Good Practice Guidance

Covers all important considerations for you project

- Digital technology
- Audience development
  - Interpretation
  - Volunteering
- Natural Heritage
- Oral history
- Archaeology

www.hlf.org.uk/goodpracticeguidance
Remember…

The process is competitive

Assessment takes between 8 and 10 weeks (single round)
Around 3 months for a large grant (2 round)

Decision meetings monthly for small grants, quarterly for large grants

You will be contacted after with the decision

If you are unsuccessful, a Grants Officer or Development Officer can give you constructive feedback on how to resubmit when you are ready
Joseph Minden and Judith Carruthers
Development Officers – HLF South East England Region

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www.hlf.org.uk
**Edwardian Durrington**

“I think the community has gained enormously in building a sense of local pride in the village of Durrington. It has brought together a broad range of local people, from school children to pensioners.”

**New Life Church, Worthing**
- Our Heritage
- Project: Research Edwardian life in Durrington.
- Outputs include book, festival, school workshops,
- Grant: £19,900

**Edwardian Durrington**

- Project included:
  - **Need**: little published information about this period in Durrington’s history. Recent mass housing development in the west of the parish had resulted in the disconnection of many residents from the village’s historical roots
  - **Working with partners**: Worthing Museum, Worthing Library, West Sussex Record Office
  - **25 volunteers trained** in range of skills from transcribing, indexing, digitisation of photographs, replica costume making, leading school heritage workshops