Project aims and outcomes

The two examples below are designed to help applicants express their anticipated outcomes in a format that will help us to consider potential impact and, if a grant is awarded, to evaluate the completed project.

Please use bullet points and concise, specific language. Applicants are asked to list up to three of the project's most significant anticipated outcomes (these can include the same outcome demonstrated in multiple ways). These examples are intended to be helpful illustrations; they are not prescriptive.

Example 1

Key outcomes

By restoring and refurbishing our Grade II* historic building we hope to achieve the following outcomes:

> Provide a brief summary of the project

1. **Increase the number of visitors**

    The restored building will offer more for visitors, including temporary exhibitions, a café, a shop, as well as opening up more parts of the building for general public access. We predict that visitor numbers will increase by 18%.

> List each outcome. At least one of these should reflect the aims of our Arts & Humanities funding programme*

2. **Improve the interpretation of the building**

    Following consultation with experts in the history and architecture of the building, we are presenting more information for different audiences, including specialists and school groups. This will include new displays and interpretation of key items from the collection. We hope that this will result in an increase in positive comments on our feedback forms.

> Be specific about how each outcome will be achieved

3. **Use technology to increase historical engagement**

    We will use digital technology to increase public access to archive documents and local oral testimonies, both on site and via our website. We aim to have 30% of our archived written material in a digital, accessible format within five years.

> You can include your own outcomes as well

*For the list of programme aims and outcomes, please see
www.wolfson.org.uk/funding/funding-for-places

We are aware that some projects straddle different areas of our Heritage, Humanities & the Arts funding programme. The following example includes relevant outcomes from our 'Historic Buildings' and 'Museums & Galleries' areas:

Example 2

Key outcomes

The restoration and redevelopment of a Grade I listed historic building will create a new home for our major regional museum. The project will include a new extension to accommodate our education work as well as a host venue for other public events. Our intended outcomes include:

1. **High quality interpretation of nationally significant collections**

   Working with a national museum and a local university department, we are developing the interpretation and display of our collections. We are also improving our ability to host touring exhibitions.

2. **Improved public engagement with the historic building**

   We are planning to increase public engagement with general visitors, family and education groups, as well as specialist visitors to the archive. There will be regular educational and public events, as well as guided tours of the building and its collection, run by volunteers. We expect there to be an increase in return visitors to the building.

3. **Meet long-term strategic objectives, including financial sustainability**

   With the appointment of a Director, we are planning to co-ordinate regular touring exhibitions, develop partnerships with local heritage organisations and work on curriculum activities that fit with our collections. The projected increase in visitor numbers and range of activities will increase our long-term financial stability, helping to secure both the future of the historic building as well as the museum as a cultural service.

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