## Application guidelines

These guidelines are issued to organisations that have been invited to submit a stage 2 application under the Heritage, Humanities & the Arts programme. Please log in to your account on our online application system where you will find a link to submit your stage 2 application. This link is only made available once you have been invited to apply to stage 2 of our application process. Please contact the grants team (020 7323 5730) before starting your application if there have been any significant changes to your project since the submission of your stage 1 application. These guidelines are regularly updated so please check our website to ensure you are following the latest version.

## Deadlines

Stage 2 applications should reach us by either **1 March** (for a June decision) or **1 September** (for a December decision) and invitations to Stage 2 remain open for three funding rounds, unless another deadline date has been agreed. Your invitation email will specify the latest round in which you can submit a Stage 2 application.

## Content

Your stage 2 application should contain the following information, as well as any additional details requested in your invitation letter.

1. **Cover letter**
   A cover letter addressed to our Chief Executive, Paul Ramsbottom and signed by the Chief Executive or equivalent.

2. **Organisation profile**
   A short introduction to the organisation, including its history, notable achievements, current aims and future plans.

3. **Project Details**

   **a) Brief summary**
   This should focus on the specific area for which the funds are requested, presented in the context of the wider project, if relevant. The letter inviting a full stage 2 application may indicate specific areas on which the application should focus. If the project is not based at the organisation's main address, please make clear the location of the project.

   **b) Aims, outputs and outcomes**
   Describe up to three aims, outputs and/or outcomes for your project, providing specific detail about what will be achieved and how. At least one of these should reflect the Wolfson Foundation's aims under the relevant programme area below:

   Universities & Research Institutions
   - Expansion of high quality research into new fields or an increased output from existing research (including new collaborations)
   - Improved quality of research
   - Production of work with a clear impact, benefitting either the academic community or the general public

- Improved educational provision through new capital infrastructure and the effective use of technology and equipment
- Better engagement by educational institutions with the wider public

Museums & Galleries
- Excellent interpretation of permanent collections of national significance
- Better public engagement with and understanding of collections
- Increased visitor numbers
- Improved future sustainability of the organisation
- Conservation of architectural heritage

Historic Buildings & Landscapes
- Conservation of sites of outstanding historic, architectural and cultural significance
- Excellent interpretation of historic buildings, landscapes & collections
- Increased numbers of visitors to historic sites
- Better public engagement with and understanding of sites of historical and cultural significance
- Improved future sustainability of the organisation

Libraries & Archives
- Enhanced care of collections of national significance
- Better public engagement with and understanding of collections
- Increased numbers of visitors to libraries and archives
- Improved future sustainability of the organisation
- Conservation of architectural heritage

Performing Arts Organisations
- Improved quality of performance venues
- Better teaching, education and rehearsal facilities
- Increased audience numbers
- Improved future sustainability of the organisation
- Conservation of architectural heritage

An example of how to present your project's aims and outcomes is available at www.wolfson.org.uk/funding/application-guidance/. If your application is successful, you will be asked to report on the project's progress in relation to these aims. More information on reporting is available at www.wolfson.org.uk/grant-holders/reporting/

**c) Public access and audiences**
Provide the latest annual visitor figures and a brief overview of current audiences.  Give an estimate for annual visitor figures post-completion of the project alongside an explanation of how the figure has been calculated and what factors have been taken into account to ensure that it is realistic and achievable. Where new audiences are predicted, detail should be given on how they will be engaged. An explanation of the existing/alternative cultural offer within the local area or region is often helpful.  (For new initiatives, only projected numbers are expected.)

Details of public opening times should be provided, as well as an indication of whether these will change post-completion of the project. If the completed facilities will have mixed use (e.g. researchers and school groups using the same space) it should be clear how this will function in practice and how the needs of different audiences will be managed.

**d) Project timetable**

Give an indication of the anticipated timeframe for your project (i.e. when work will start and finish or when purchases will be made and equipment installed). Awards are not made retrospectively, therefore the project must be ongoing after the date of the award.

**e) Ownership, lease and planning permission details**

If leased, please specify the length of the lease. Please detail whether planning permission/consents are required and if so, when they were obtained. Unless otherwise agreed, planning permission should be in place before submitting your stage 2 application.

**4. Finance**

**a) Total project cost and breakdown**

The breakdown of costs should list the cost of each element/stage, with VAT and professional fees indicated separately. Please note that VAT costs should be provided even if recoverable, with any recoverable amount clearly identified. For phased projects, the cost of each phase should be given, as well as the total project cost. For major capital projects, the breakdown should show both development and delivery stages including any activity costs. Specific figures should be given for all costs and not be rounded.

**b) Funding options**

Highlight elements of the project to which a grant might be allocated, including their cost, e.g. specific rooms or areas, fixtures or fittings, or equipment. VAT should be indicated separately. While applicants are not encouraged to request a specific amount, the Foundation may link an award to one of these areas.

**c) Fundraising summary**

List the amount and source of funds already received and/or pledged, and the plan for raising the balance. For phased projects, present the funds raised towards each phase. If funds are not restricted to a particular phase this should be indicated. Please also include a list of any forthcoming funding decisions (with dates). Unless otherwise agreed, applications are considered only when at least 50% of the necessary funds have been raised.

**d) Running and maintenance costs**

Please describe any uplift in staffing, operational (e.g. energy use, data storage) and maintenance costs which the project is likely to bring about, and how these costs will be met – making clear the split between institutional underwriting, commercial income, philanthropy and any other sources.

**e) Assurance that the project has been/will be subject to competitive tender**

It is expected that projects are put out to competitive tender.

An example of how to present your project's financial information is available at www.wolfson.org.uk/funding/application-guidance/.

**5. Appendices**

**a) Floorplans and/or an artist's impression of the completed project, if applicable**

**b) Additional information specific to the relevant programme area(s)**

Universities & Research Institutions
-    Details of the institution's research outputs in the fields relevant to the project

- Details of the research, teaching and learning for which the new or refurbished spaces will be used and how the facilities fit into the overall teaching and research provision of the institution

Museums & Galleries
- Details of the collections that will occupy new or refurbished spaces (including images)
- Details on the planned interpretation for new or refurbished spaces, including information on expert academic and curatorial advice which has informed its development

Historic Buildings & Landscapes
- A recent photograph of the building or site
- Details about the building or site, including its date, listed building grade and its historic, architectural and cultural significance in a national and (if applicable) international context
- Information on expert advice sought on conservation
- Details on the planned interpretation including information on expert academic and curatorial advice which has informed its development

Libraries & Archives
- Details of the collections that will occupy new or refurbished spaces (including images) and on any planned interpretation, if applicable
- Details of the research, teaching and learning for which the new or refurbished spaces will be used

Performing Arts Organisation
- Details of the venue's artistic programme including (if possible) information on planned programming post-completion of the project

**c) A list of the organisation's trustees and, if applicable, the details of any advisory groups involved in the project**
Provide names, current terms of office, brief biographical information and detail of any specific responsibilities within the scope of the project (e.g. fundraising).
For joint applications, or where different bodies are responsible for the delivery of the project and management post-completion, details of both boards of trustees should be given as well as a brief explanation of the relationship of the organisations involved.
For advisory groups names, roles and a brief summary of relevant expertise should be given.

Unless requested in your invitation letter it is not expected that a full activity plan, interpretation plan, business plan, corporate strategy or similar will be included as an appendix.

## Format

Applications should be **no longer than 6 pages** (excluding cover letter and any appendices.

Appendices should be kept as concise as possible and be no larger than A4. Unless otherwise agreed, appendices should be **no more than 12 pages in total**.

Applications must be standalone documents (i.e. not reliant on information previously provided or contained in other documents such as promotional flyers or annual reports).

## Submission

Applications should be uploaded via our online application system.

The submission should comprise:
- A PDF which combines the covering letter, main application and appendices
- Any additional information which we have requested as separate attachments

Applications that do not conform to these guidelines may not be accepted.

## Review process

### Nominated reviewer (optional)

Applicants may nominate an independent reviewer. This should be someone who is independent of your organisation (and not retained by them). They should: have some knowledge of the project; be aware of the application to the Wolfson Foundation; be able to provide a helpful perspective on the project and its merits, either as someone from within the relevant sector or discipline, or who knows the local area in which you operate.

Please provide their name, address, telephone number and email address via the online application. There is no obligation to nominate a reviewer.

### Feedback

Your application will also be considered by independent reviewers chosen by the Foundation and a specialist panel who make recommendations to the full Board of Trustees. During this stage we may ask you to supply further information or respond to queries that have been raised.

Further information on our review process is available at www.wolfson.org.uk/funding/application-guidance/review-process/