

Heritage Lottery Fund



3rd of September 2004

Mr Gordon King
The Laverton Institute
The Laverton Hall
Bratton Road, Westbury
Wilts
BA13 3EN

Dear Mr King

Refurbishment of the Laverton Institute, Westbury

Thank you for your pre application form received at our Exeter office on the 3rd of September.

The Heritage Lottery Fund (HLF) and the Big Lottery Fund both receive Lottery good causes money to distribute; both can fund improvements to community halls, if the application meets their respective - and different - criteria. Applicants should not apply to both funders for the same project. The key point which would distinguish an application to HLF from one to the Big Lottery Fund is that the Hall should have heritage merit and the **main** focus of the project should be on the heritage improvements i.e. on the historic structure of the building, as opposed to improving the fit out or new facilities for the community. If the hall does not have heritage merit or an applicant mainly wishes to upgrade or introduce community facilities, then they should look at the Big Lottery Fund's own criteria for eligibility and contact Big Lottery Fund to discuss their project idea at the following address:

Beaufort House
51, New North Road
Exeter
EX4 4EQ

Tel: 01392 849700 *1000 0000*

The Heritage Lottery Fund has three strategic aims, as set out in the HLF Strategic Plan for 2002-07:

- to ensure everyone can learn about, have access to and enjoy their heritage
- to encourage more people to be involved in and to make decisions about their heritage;
- to conserve and enhance the UK's diverse heritage;

All projects applying to the Heritage Lottery Fund must fulfil the first aim and meet one (or both) of the other two.

Trinity Court Southernhay East Exeter EX1 1PG Telephone 01392 223950 Fax 01392 223951

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Administered by the Trustees of the National Heritage Memorial Fund

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INVESTOR IN PEOPLE

The Heritage Lottery Fund's programmes support activities that:

- aim to increase access to heritage, especially by people who have not been involved in heritage before, and by disadvantaged groups
- are designed to increase learning about our heritage for people of all ages, abilities and backgrounds
- increase involvement in recording and conserving the heritage
- involve volunteers and the local community in our heritage

We place a premium on widening the audience for heritage, by which we mean involving groups of people who have not hitherto been included rather than simply increasing participation by those already known to be involved.

Your project could involve repairs to a listed assembly hall and utilise it as a community centre for the people of Westbury. As such it could meet our conservation aim, but you need to give careful consideration to the first aim of increasing understanding, access & enjoyment of the heritage.

In order to see how the public will benefit from access to the heritage of this building we would need to see how you intend to interpret this. Your application will need to show what characteristics of the building contribute to the heritage and appearance of Westbury and how the buildings history fits in with the wider history of your community.

By interpret we mean to tell the story so that others can understand the importance of the Institute. This could be achieved by printing visitor guides or arranging guided tours. It might involve special exhibitions or talks. We would be particularly pleased to see this being delivered by volunteer involvement, and ideally in partnership with an established heritage group such as a local history society. The costs of such activities would be eligible for inclusion in an application, along with the costs of the repairs.

New facilities are usually a low priority for funding by HLF as our main focus and interest is in the historic structure and its restoration, not its reconstruction. We can consider new facilities only where they are a very small percentage of the whole application and where they help to increase access to and a greater appreciation for the historic structure of the building.

HLF views work or services which are part of the responsibility of your organisation as ineligible costs for grant support. This would include routine repairs and maintenance and works which it is your statutory responsibility to complete, such as introducing a disabled toilet facility and facilities such as ramps for wheelchair access. The final phase of the Disability Discrimination Act 1995, to come into force 1 October 2004, obliges service providers to make "reasonable adjustments" in relation to the physical features of their premises to overcome physical barriers to access. HLF is not able to fund such works if it is your duty to supply them. We are only able to consider access works where they go beyond "reasonable adjustments" and are merited by the application's aims and objectives.

Similarly, if your building has failed health and safety standards, then works to meet these standards would be your responsibility and not an eligible cost for our grant.

What HLF will fund

You can apply for funding towards the capital and the activity (revenue) costs of your project. This can include

- equipment essential for the project
- materials essential for the project
- staff costs (not already on the payroll)
- fees for freelance workers and staff on short-term contracts
- costs of writing and producing educational resources and publicity for the project
- specialist training for project workers and volunteers.

HLF expects applicants to contribute something towards the projects costs. This may be in the form of

- cash
- other grants or donations
- non-cash contributions such as the value of donated materials or of voluntary labour.

Although the minimum percentage which you have to contribute yourself is 10% of the total project costs, in the present competitive environment for our funding we would expect a higher contribution for a project of this size. We take the view that by providing matching contribution, organisations are helping to demonstrate that there is community support for their project.

Any application to the Heritage Grant scheme will have to fulfil a number of key criteria in order to be considered for funding.

1) Whether there is a need or demand for the project.

An application will normally be expected to contain letters of support for the project. The support should come from organisations or groups that have already expressed an intention to become involved in the project and schools who may use the resources you intend to produce. The early indication of the active participation of the local schools or colleges will help any application. If an identifiable need can be shown then the application will have to show how the project will address those needs. Identifying how the restored Institute will fit into a wider interpretation strategy that may exist for Westbury would be a useful indication of the need for the facility.

2) Whether your project is well thought out and will involve work of high quality.

The application will have to provide evidence that the proposed work has been identified by suitably qualified professionals and that they meet relevant technical or professional standards. Copies of any advice you have received from the Conservation Officer of your District Council or any specialised report from an Architect that specialises in historic building conservation will need to be included with your application.

3) How you plan to manage the project during and after completion.

The application will have to provide evidence that the organisation, or the people within it, have successfully implemented or run projects similar to that proposed. If this is not possible then you will have to provide evidence that the organisation has access to appropriate skills and experience to help you plan and manage the project. The application should really include a realistic forward maintenance plan for the project which identifies from which sources the cost of implementing the plan will be met. You will need to show who will be responsible for repairs and maintenance to the building once it has been restored. How will your group raise sufficient income to meet those requirements?

4) How will the project measure its success in meeting its aims?

The application needs to identify the methods the project will use to measure its stated aims both during the implementation and following completion.

5) Whether the project costs are sound and will provide good value for money overall.

We need to see evidence that the project is unlikely to succeed without HLF funding support. The project costs will need to include allowance for contingency and inflation and will need to be as accurate as possible and realistic in their scope. The project obviously has to offer good value for HLF money in terms of the heritage importance of the work you intend to undertake and the predicted overall benefits the project will deliver. As is often the case with these situations, having all partnership funding secure before making an application to the major funder will help an application's chances of success.

Tips for successful projects

First steps

- What are you specifically trying to achieve with this project?
- How does this project fit with your overall aims and objectives?
- What do you actually want to do?
- What is the need and demand for your project? How do you know?
- Who do you need to consult about the project and how will you do that?
- Do you have the necessary supporting policies in place?
- Do you have the necessary skills and experience to undertake the project?

Successful projects are based on good research and wide consultation. Spending time on planning will produce a better project in the end.

A good project plan contains

- Aims and objectives
- Description of the project
- Timetable with milestones for what you will achieve by the end of each phase
- Budget, identifying capital costs and activity costs
- Roles and responsibilities for all project staff and volunteers
- Plans for promoting the project
- Plans for measuring your success in achieving your objectives

- Plans for making sure the benefits of the project are maintained after it is completed.

Examples of access and learning elements

- An exhibition about the history of Westbury developed by local people using personal possessions.
- An oral history project to record local people's memories of the Institute, its recent history and its significance to the community
- A children's activity pack developed in partnership with teachers
- A programme of role play sessions utilising the Institute as a venue to support the National Curriculum designed with local schools

If you decide that you wish to apply the Heritage Lottery Fund, I would encourage your organisation to consider the access and interpretation parts of your project ensuring that sufficient resources are committed to these outputs. We encourage projects to focus on the quality of resources that are produced, such as booklets and interpretation panels, and the costs of professionally produced material can be included in your application.

I trust this information will assist in your project design. If I can provide any further help or guidance in the application process please do not hesitate to contact me.

Yours sincerely



Richard Bellamy
Development Officer – South West Region
Direct Line – 01392 223959