Museums
Galleries
Scotland
Supporting Scotland's Museums

Unlocking Potential Fund

APPLICATION FORM

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1. Introduction

Please note that for audit purposes, the person who writes the application cannot sign the application. The person responsible for authorising grant applications from your organisation will need to log in using their own account in order to sign the application once it has been completed. An application cannot be written and signed under the same login details. If your application is successful, a third individual who is a financial authority at your organisation will also need to be associated with the project and use their own login to make claims for your award.

Applying for a grant begins a process between you and Museums Galleries Scotland. In order to receive a grant, you will be required to provide information about you and your organisation.

Museums Galleries Scotland may use the information you provide to assess your application. Additionally, MGS may use the information you provide for reporting to various governing bodies. The Unlocking Potential Fund is part of the Museum Futures programme, a partnership programme developed by Museums Galleries Scotland, the Scottish Government, and The National Lottery Heritage Fund. We may share your application, or the information in it, with our partners and with programme evaluators. If you want to find out more about what MGS does with your personal data, please refer to our privacy policies at https://www.museumsgalleriesscotland.org.uk/privacy-policy/ (https://www.museumsgalleriesscotland.org.uk/privacy-policy/).

2. Applicant

* What is the name of the organisation that is applying for this funding?

Please select your organisation from the pre-populated list below. You must make sure that the organisation name is correct and update us if it has changed. By selecting an organisation name you are confirming that you are applying on behalf of that organisation. We can only offer funding to the organisation that submits the application.

If your organisation does not appear on the pre-populated list, please write the name of your organisation below. This must be the full legal name of the organisation that manages your museum.

Organisation Address

Organisation Name (if not selected above)

* Line 1

Line 2

Line 3

* City/Town

* Postcode

* Which museums will benefit from this project?

No items selected	

Primary Contact

For audit purposes, there must be at least two named contacts at your organisation for any application, each with their own account in MGS Online. Please ensure that a primary contact and a signature authority are identified here. Bear in mind that if your application is successful, you will also need a third contact to take on the role of 'Financial authority' for the grant. We must be able to contact the primary contact during office hours, so make sure that the phone number you give is one that is being answered during the day. If we cannot contact you, we may not be able to progress with the assessment of your application.

* First Name

* Last Name

* Job Title

* Email Address

* Telephone

Signature Authority

The signature authority is the person in the organisation who has authority to plan for and prioritise applications. Bear in mind that if your application is successful, you will also need a third contact to take on the role of 'Financial authority' for the grant. In order to sign this application later in the process, the signatory authority name here will be asked to log in to the system on their own account. The same person cannot act as both Primary Contact and Signature Authority by using different log-in details.

* First Name

* Last Name

* Job title

* Email address

* Telephone

* Describe what your organisation would like to achieve through your project.

We may share this summary to help others understand your project. You'll have the chance to provide more detailed information later in the application. Please describe what you aim to accomplish and the lasting impact you hope your project will have.

3.   Project Details

In this section we want to know about what you will do in your project. You can tell us more about the need, impact and delivery of your project in a later part of the application.

* What is the name of your project?

You were asked to name your project when you created this application, you can repeat that name here. If you wish to change the name of your project, you can put the new name here. Titles should be brief, descriptive of the project and suitable to be carried forward as the permanent project name.

[   ]

When will your project happen?

Please provide a time frame for your project. Projects can last up to two years and must start within six months of the award date. The date format should be DD/MM/YYYY.

* Start date

[   ]

* End date

[   ]

* Have you received pre-application advice from MGS?

◉ No
◯ Yes

If yes, please tell us who you spoke to

[   ]

* Have you received advice from anyone else about this project?

This could include another funder, a consultant, another museum, the local authority, community consultation or someone else.

◉ No
◯ Yes

If yes, please tell us more about who you spoke to

* Tell us what you will do during your project.

Please give an overview of what you are planning to do. Describe the activity you will carry out; who will be involved in the project and its delivery; and what resources you will need to deliver the project.

4. Project Need

* Why does your project need to happen?

Tell us why your project needs to happen, why it needs to happen now, and what opportunities your project will address.

For example, tell us:

- about the issue(s) that you are seeking to address and why it is preventing your museum from moving forward
- why now is the right time to carry out this project, including any time-sensitive opportunities you wish to take advantage of
- about any partnership funding that is available to you now that won't be in the future
- what will happen if you do not get a grant from us
- how your project supports relevant local strategies or objectives for investment, growth, or development

* Why is this project the best approach to unlocking your museum's potential?

Tell us why you have chosen this approach to addressing your issue and how you developed your approach. Tell us about evidence that supports your approach including research you have carried out or advice you have taken. You can upload your evidence at the end of this application.

5. Project Impact

In this section you can explain what your project is likely to achieve, and what difference this will make to your organisation's financial position.

* What impact will addressing this issue have on your museum?

Tell us about the impact this project will have on your museum's financial position, and what your museum will be able to achieve as a result of addressing this issue.

* Explain what your project will produce and how you will evidence delivery

List here the specific and tangible things that your project will produce. Make sure that you include everything needed to deliver the project you have described previously. Then tell us how you will provide evidence that those things have been delivered at the end of the project.

e.g. Recruitment of new staff or consultants evidenced by contracts, purchase of equipment evidenced by invoices, and completion of training evidenced by certificates.

Project Output	Evidence of delivery

* How will you maintain the benefits of your project and meet any related costs?

* How will you manage the environmental impact of your project?

We want to fund environmentally conscious proposals. Tell us how you have considered the environmental impact of your proposal and sought to increase the potential positive impact and reduce the negative impact of your proposal.

6. Delivering Your Project

This is your opportunity to demonstrate that you have planned your project appropriately and that it will be feasible to deliver in the time and with the resource available.

* Does your organisation have the skills expertise and capacity to deliver your project?

Tell us about your organisation's skills and experience, how you will address any skills gaps, and how you will manage your organisation's capacity whilst delivering this project. This may include:

- any experience your organisation has in running similar projects
- staff and/or Board members and Trustees' knowledge and skills
- recruitment of new skills through new staff roles, or procurement of freelancers
- your organisation's capacity to deliver the project at the same time as your usual work
- your connections with other relevant projects or organisations

* How will you manage running your project?

Tell us how your project will be managed day to day and about the people involved. This should include telling us:

- who will make decisions, the experience of the people involved and their roles in the project
- about staff posts, apprentices, traineeships, or any other paid opportunities, that your project will create
- • about staff posts, apprentices, traineeships, or any other paid opportunities, that your project will create. Please note any post created as part of this project must be paid at least the Real Living Wage.
- if you are moving an existing staff member into a post created by this project or are extending the hours of an existing staff member to work on the project, tell us how they are qualified for the role

Remember, you must openly advertise all new staff posts, unless you are extending the hours of an existing staff member to work on the project.

* Will your project be delivered by a partnership?

We define a partnership as a collaboration between two or more organisations with a shared vision who gain mutual benefit from working together to achieve common goals. Relationships where one organisation provides a service to another are not considered partnerships.

Tell us who your partners are, the nature of your partnerships and how you will work together.

If your project is being delivered by a partnership, we would like to see your partnership agreement. You can upload your partnership agreement at the end of this application form.

This document should outline all partners' roles and responsibilities and should be signed by all parties. This agreement should reflect the needs of your project and you may need to seek independent advice.

You do not need to provide a partnership agreement unless another organisation is delivering a significant part of your project.

Yes or No?   ⌄

If yes, Tell us about your partners

* How will you evaluate your project?

We expect you to evaluate your project, and report on your project throughout its duration and once you have finished the project.

You will need to create an evaluation plan at the start of your project. This will be an outline of how you are going to collect data to measure, analyse and understand what you are doing and ultimately to provide evidence about what your project has achieved.

Tell us who will carry out your evaluation. This could be staff within your organisation or an individual or organisation who you will need to employ. You should provide a brief for this work as a supporting document.

Evaluation costs can be included in your project costs.

* Tell us about any key challenges or potential risks to your project that you have identified.

We know that all projects face challenges and risks. Tell us about the challenges or risks you have identified, which could have an impact on your project.

Your risk register should provide more detailed information about these challenges or risks and how you will manage these.

We would expect to see contingency within your project costs to help manage these identified challenges or risks.

Upload your project plan and risk register at the end of the application.

7.   Financial Need

We ask these questions to understand whether your organisation has more financial resources or funding options than other applicants.

When competition for funding is high, we also consider how much money you've previously received from MGS to help distribute funds fairly.

Previous partnership funding will not negatively impact your chances of receiving funding.

* Why do you need a grant to deliver your plans?

Please be specific about why you cannot fund this work from available resources.

What level of unrestricted cash reserves does your organisation have available to spend?

Include designated funds – these are funds that are unrestricted but have been assigned for a particular purpose by your board. This may include winding up costs or funds held as operating reserves.

Do not include funds that have been restricted for specific use, or tangible assets.

£

If relevant, tell us about any designated funds included in the figure above.

What are your normal average monthly operating costs across the year?

This should not include project activity which is funded from restricted income.

£

Upload copies of your last two years of externally verified accounts at the end of this application.

8. Project Costs

Information about what costs this fund can support can be found on the Unlocking Potential Fund webpage (https://www.museumsgalleriesscotland.org.uk/funding/unlocking-potential-fund/).

* Can your organisation reclaim VAT?

We need to know this as we are unable to cover VAT costs that your organisation can reclaim.

- ◉ **Yes**
- ○ **No**
- ○ **Sometimes**

If you have answered Sometimes, please explain your VAT recovery position here.

[   ]

* Tell us how much it will cost to deliver your project

We want to know the full costs of your project, so include all costs relating to the project, including those which will be covered by funding from other sources.

- If you are able to reclaim VAT do not include VAT costs in your budget
- If you cannot reclaim VAT, list net costs and VAT separately in your budget
- Do not include in-kind contributions in this table, there is a separate table to record those below.

Item	Supplier	Cost (ex VAT)	VAT if irrecoverable	Notes
		£ 0.00	£ 0.00	

If your budget includes any posts or contracts, upload the job descriptions and briefs at the end of this application. You can also upload evidence you have obtained to confirm your project costs.

* Amount you are requesting from MGS

numbers must be between £10,000 - £100,000

£	

Are you getting any cash contributions to support your project?

We do not require a project to have match funding, but welcome additional sources of funding.

Please include any income that you have secured or hope to secure to support this project. Include the date this support has been confirmed or when you are expecting a decision to be made.

Funding source	Amount	Date confirmed
	£ 0.00	

* Your organisation's financial contribution

£	

Other income sources

Please include any other income you have secured, or hope to secure, to deliver this project. This could be other grants, sponsorship or income generated from project activity. Include the date this support has been confirmed or when you are expecting a decision to be made.

Funding Source	Amount	Date confirmed
	£ 0.00	

Please ensure that the amount you are requesting from MGS, your organisation's financial contribution and other income sources add up to the total project cost. We need to see that you have sufficient resource to fund the whole project.

If you are contributing in-kind support to deliver this project, you can show this here.

These costs should not be included in the budget table but can be shown here to make it clear that necessary resource is in place. You can include things like use of a room, vehicle or equipment, volunteer hours or contribution from a marketing budget. Do not include existing staff time.

Item/resource	Contribution details	Estimated value of Contribution (£)
		£ 0.00

9. Supporting Documents

Upload the supporting documents below:

Mandatory supporting documents:
- Copies of your last two years of externally verified accounts
- Job descriptions for any new staff posts you plan to recruit as part of your project
- Work briefs for any work you plan to commission as part of your project
- Quotes and evidence for costs in your budget, including explanation of any Indirect Staff Costs
- Project plan and risk register. You can find a template for the project plan on the Innovation Fund webpage.
- Partnership agreement for projects delivered by partnership

Optional supporting documents:
Evidence to support your application could include:

- Consultation and market research
- Results of pilot activity
- Projection of income generation
- Projections of cost savings
- Expert advice

No items selected	

File	**Size**

10. Declaration

I declare that the information provided within the application for the project listed above is correct to the best of my knowledge and I agree to advise Museums Galleries Scotland immediately of any variation to the details provided or if the project cannot proceed.

Enter your full name

Enter today's date