

# St Mary's Guildhall Community Grants Programme – Application Form Guidance Notes



ST MARY'S  
GUILDHALL

## APPLICATION NOTES

This document is to help you fill in the application form for St Mary's Guildhall Community Grant. We have tried to make the form as simple as we can, but some questions might be more complicated or need specific information.

There is a checklist at the end of the application form that goes through all the other documentation you will need, and when you will need it. If you have any questions, please feel free to contact St Mary's Guildhall's Community Engagement Manager – [Niamh.carton@noordinaryhospitality.com](mailto:Niamh.carton@noordinaryhospitality.com)

## SECTION 1 – APPLICANT DETAILS

This section is to allow us to understand a bit about you, the applicant. For some grants this will be a constituted organisation – there are questions about the type of organisation, and who is the lead applicant. If you are not a constituted organisation applying for it, please write “**not applicable**” in the boxes that don't apply to you.

- 1.1. **This is the applicant name** – if applying on behalf of an organisation, put the organisation name. If you are applying as an individual applying on behalf of a non-constituted group, please put your own name down here.
- 1.2. **The applicant address** – for organisations, please put down the registered address of the organisation, for an individual applying on behalf of a non-constituted group, please put the address down that you are applying from (e.g., a studio or registered trade address, or a home address)
- 1.3. **Please tick what type of organisation you are?** For example, a Community Interest Company, charity, a constituted group etc. If you are an individual/non-constituted organisation please tick this box. See eligibility notes in prospectus for more information however please see below:

**Constituted not-for-profit organisations:** This covers any not-for-profit organisation with a written constitution, formally constituted in the UK with their own bank account and at least two signatories (registered at different addresses). This includes registered charities, Community Interest Companies and Companies Limited by Guarantee.

**Non-constituted community organisations:** Applications will be considered for Tier 2 grants from groups that are not constituted (i.e. that do not meet the criteria above). The applicant will be required to provide 3 letters of reference from someone who has worked with your group and is not related to or living at the same address of the lead applicant, as well as evidence of previous community work undertaken.

- 1.4. If you are a registered charity, please include the charity number
- 1.5. If you are a registered company, please include the company registration number.
- 1.6. to 1.9 This is to help us know who to contact about the project and application. If you are the lead applicant, please tell us who you are. This includes your role in the project and organisation and a contact number and email address.

## SECTION 2 – PROJECT DETAILS

This section is to give us a better idea of what your project is and how St Mary's Guildhall can help. This is the key section, as it gives us an idea of what you will need from us, what the project aims to achieve and how you will pull it all together. It's the longest section in the form, but it's nothing to worry about – it's all easy to answer as you've got the best grasp of the project!

- 2.1. **The Name of the project** – this doesn't need to be a fancy name, and can be as light hearted and creative as you wish. However, it should be a name that gives potential participants some idea of what the project/activity is about, and a project title that you will be happy to see used in publicity. If you feel there is a need to change the name at a later stage, this will be possible.
- 2.2. **Funding Tier** – This is so we understand which programme of funding you are applying for.
- 2.3. **The funding amount** – this is how much money you're looking to apply for. Please remember that in some cases we may not be able to provide the whole amount, so please think about how you might be able to complete the project with smaller amounts. A later section of the form will go into more details.
- 2.4. **Project timescale** – please list key dates in your project such as start date, key events such as visits to St Mary's, events, project end date. These dates can be approximate but note the project must be delivered within 9 months of receiving the grant.
- 2.5. **Will your project involve visits to or staging events/activities St Mary's Guildhall? Please advise what the anticipated use will be?** This question is to allow us to accurately plan our time and figure out what is doable with the team here. Some examples might be that you need to use the space, you might be looking for a workshop or tour to be delivered, you may just need a visit for inspiration – please just give us an idea of what we need to know.
- 2.6. **A short description of the project** – here we just need a rundown of what the project is. Some things to include would be the idea behind it – for example, maybe the project is one where you would like to run a poetry workshop, inspired by the Guildhall and its history. Then you would go into a little bit of detail about the running of the project.

For example – “we would run x number of workshops for the members of my community group. This would ideally take place in the Guildhall/somewhere else. I would need to pay the poet to run the workshop, and maybe a visit to the Guildhall to understand the stories told there and to get inspiration from the building. We would need to pay for supplies and for the use of the room (if elsewhere). We aim to have this project up and running in x weeks/months, and it will go on for x amount of time.”

This doesn't need to be very long, and only needs to include the most important information. As part of your meeting with the Community Engagement Manager, you will hopefully have shaped the project and it should be an easy one to fill in.

Use these questions to guide your answer:

- What will happen?
  - When will it happen?
  - Who will plan, deliver and manage the activities?
  - What is their experience and expertise?
  - Who will take part in the activities?
  - What are the benefits to participants? What will they get out of taking part?
  - How will participants be recruited or chosen?
  - Where will the activities take place?
- 2.7. **What audience are you targeting and how do you plan to recruit participants?** This is to give us an idea about who you are looking to work with – is it a specific community group that you/your organisation works with a lot? Or is it for the general public or for someone else? For example if you are someone who runs an art class, the audience might be “my usual class attendees”. We also need to know how people will find out about the opportunity to be involved and how you will find participants for the project.

- 2.8. **Who will be managing the project and what skills and experience do they/your team have?** This is just to give us a better understanding of who will be running the project, their ability to closely manage the whole process, and who else is involved in running the project and how.
- 2.9. **What additional support from St Mary's Guildhall may you require?** Apart from having access to St Mary's Guildhall, this is to help us identify if you are going to need any additional support – for example in planning the project or finding participants. Please note that applicants/project leads are responsible for arranging, supervising and managing all aspects of their project. St Mary's staff will provide reasonable assistance where capacity allows.
- 2.10. **Priorities** – this question about priorities asks you to think about how your project fits into the priorities that the Guildhall and our funders have. You only have to be able to relate to one of them – it will not be an issue for your application and will not be marked against you. If you relate to more than one, please feel free to select them – this will just give us a better understanding of the project. You should then describe briefly how your project links to your selected priority/priorities.

## SECTION 3 – FINANCIAL BREAKDOWN OF PROJECT

- 3.1. **How much funding are you asking for?** This is just how much funding you are asking for from this grant.
- 3.2. **Have you secured any other funding?** You do not need to have any other funding – this is simply to help us understand if it is part of a wider project. If you have some, please tell us – but if you don't it will not count against you in your application.
- 3.3. **If so, how much?** See above.
- 3.4. **Are you receiving any free resources for the project?** Again, you do not need to be – this is to help us understand the project better. If you are, please give a short summary of what you are receiving for example – two volunteers, giving two afternoons each, and the free use of a space to deliver a workshop.
- 3.5. **What is the overall cost of the project?** We just need total figures here. If applicable, please include costs funded by any other funding you have and/or parts that may be funded by the applicant running the project.
- 3.6. **Please include a financial breakdown of the project (include quotes where relevant).** For this we only need a simple budget, that shows how you are using the money you have applied for (if you have other funding, please show details for all costs for the project). Example:

Item	Detail	Cash
Workshop delivery fees	2 workshops x 1 facilitator @ £150 per workshop	£300
Travel expenses	10 people x £10 each	£100
Materials	Art materials for workshops	£50
		<b>Total – £450</b>

Please note that after a project has finished we may request copies of receipts or invoices to show how the money has been spent.

## SECTION 4 – THE LEGACY OF THE PROJECT

This section is to give us a better understanding of what you hope to achieve with this project. This can include the actual output and outcomes of the project, as well as the legacy that you hope to leave. This doesn't have to be a grand plan – smaller projects will have smaller outputs and that is absolutely fine.

- 4.1. **What is the planned legacy of the project?** This question is designed to get you to think about what you expect this project will achieve, and what might happen after the project has finished. It might be that your participants will create a piece of art that will inspire further activities, or motivate participants to explore history and heritage further.
- 4.2. **How will you know that your project is successful?** This will be different for each project – just like the previous question, think about what success means for you and your project. Will you have an audience who have enjoyed it, or learned from it? Will you have a more engaged audience, or a new audience? Look at your objectives and how will you measure the success of them?  
  
After the project has finished, it will be a requirement to produce a simple 'Evaluation Report' to capture the experience of participants and how you met your intended objectives/outcomes. There is no set template for this, and you may wish to include creative ways to demonstrate success, but advice can be given
- 4.3. **What will happen to any products of the policy?** This is only relevant if there will be some kind of physical/digital output. For example, if you are creating a piece of art – where will you keep it/what will you do with it after the end of the project? If your project doesn't result in anything of this kind, please just say its not applicable. Please note that it may not be possible for St Mary's Guildhall to store or display physical products after completion of a project.
- 4.4. **What are the top three risks to delivering the project and how will you mitigate them?** This is to get you think about what external things might affect your project, and how you would go about reduce the likelihood of the risk and the impact of the risk.  
  
For example – the risk might be that poor weather may cause an outdoor tour to be cancelled or delayed – the mitigation can be to have different day options for this tour.  
  
Another risk might be that the price of a part of your project is raised unexpectedly – the mitigation for this might be that you look at prices for other options while you're budgeting for your project, so that you have a second option.

## 5. DECLARATION

This section is important, and you will be confirming that the details you have submitted are correct and that the organisation you are applying on behalf have the power to accept a grant under the terms and conditions. Your organisation should know about this application you are submitting.

## 6. APPLICATION FORM CHECKLIST

This section is a checklist of documents that may be necessary for the project, and when they are necessary. **You will need to write Yes/No/Not applicable in the final column so that we understand what documents you have provided with your application.**

Please follow the column that applies to you to understand which documents are a requirement for you:

- Tier 1 funding applicants
- Tier 2 funding applicants (constituted group)
- Tier 2 funding applicants (non constituted group)

Some documents will need to be:

- Submitted with your application form
- Submitted prior to starting the project (where this isn't possible a later date may be agreed at the discretion of Coventry City Council).

Hopefully this checklist will make it easier to figure out what is necessary, but please feel free to get in contact with the Community Engagement Manager for further information if you need more information.