

# A Guide to Giving Value

A supplement to 'Giving Value:  
Funding priorities for UK Archives 2005-2010'





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# Foreword

The National Council on Archives (NCA) has produced a document entitled *Giving Value: Funding Priorities for UK Archives 2005-2010* which seeks to summarise for funders the priorities for archive development in the UK over the next five years.

*A Guide to Giving Value* is designed as a companion publication for the archive domain itself, highlighting ways in which archives can assess how their priorities fit into the strategies of a range of funders and how best to access funding from these bodies.

The National Council on Archives was established in 1988 to bring together the major bodies and organisations, including service providers, users, depositors and policy makers, across the UK concerned with archives and their use. It aims to develop consensus on matters of mutual concern and provide an authoritative common voice for the archival community.

**Its membership includes:**

Archives Council Wales  
Association of Chief Archivists in Local Government  
Association for Manuscripts and Archives in Research Collections  
British Association for Local History  
British Records Association  
Business Archives Council  
Consortium of University Research Libraries  
Federation of Family History Societies  
Film Archives Forum  
Royal Historical Society  
Scottish Council on Archives  
Scottish Records Association  
Society of Archivists  
Standing Conference of National and University Libraries

**Observers include:**

Advisory Council on Public Records  
British Library  
CyMAL (Amgueddfeydd, Archifau a Llyfrgelloedd Cymru / Museums, Archives and Libraries Wales)  
Department for Culture, Media and Sport  
Forum for Archive and Records Management Education and Research  
Local Government Association  
MLA (The Museums, Libraries and Archives Council)  
National Archives of Scotland  
National Preservation Office  
The National Archives  
Public Record Office of Northern Ireland

**Our hope is that this document will:**

- Encourage archives to look at developing further work in the key priority areas outlined in *Giving Value: Funding Priorities for UK Archives 2005-2010*
- Assist the archive domain in developing high quality funding applications in these priority areas.

November 2005

# 1.0 General advice to practitioners regarding funding applications

## 1.1 Getting started

In 1999 the NCA published *An Introduction to Fundraising for Archives*<sup>1</sup>, written by Cathrin Cassarchis. Although the funding climate is constantly changing this is still a very good starting point for thinking in general terms about fundraising.

Keep up to date by looking at relevant publications and websites to see what funding is available. Constantly check the criteria for grant-giving organisations. They often change their grant priorities over time. Consider carefully the criteria for the application and whether your project fits them. Remember completing the application and delivering the project will be a considerable time investment, however small the grant. Make sure you are thinking clearly about your long-term objectives and not just chasing a possible cash injection.

Detailed below are some of the general ways you can develop your own working practices so that you are opening up the possibilities for external funding and some of the issues you will need to address when approaching funders. This approach to developing potential funding proposals is also outlined in Appendix 1.

## 1.2 Develop partnerships

Networking is key to developing partnership based funding proposals. Often funding bids are put together to meet tight deadlines and you might only hear about a project that you could have got involved with after the funding is in place. So make sure other archives, or relevant organisations know about your collection strengths, activities and long-term goals.

Talk to other relevant cultural/heritage organisations about their future plans. You may not have a project proposal in mind now but you might find that a funding opportunity presents itself at a later date for a project that you could work on together – and similarly you have flagged up your interest if they find any funding opportunities.

Make links with community groups – they are often very familiar with applying for external funding, it is what keeps them going. Also there are a number of funding streams that can only be applied to by voluntary or community organisations. You might be able to provide partnership services for projects that are led by others. The Community Access to Archives Best Practice Model, produced by The National Archives, provides good advice in this area.<sup>2</sup>

Talk to fellow archivists – there are lots of examples of case studies available via publications, and websites. If you see an interesting project don't be afraid to call up and ask about it. Funders almost always require their support to be acknowledged so looking at relevant news sites can also give you clues to potential funders.

## 1.3 Organisational competence and sustainability

It is important for funders to see your organisation is competent to deliver the work you are seeking funding for and that this work will have longer term benefits to your organisation. You will be best placed to demonstrate this if you have up-to-date policy and strategy documents relating to:

- Collecting
- Access
- Conservation
- Education/Outreach
- Disaster Planning/Risk Management
- Workforce development

Archivists tend to break down their role into a range of activities – acquisition, cataloguing, enquiry work, education/outreach, training, managing volunteers, publications/exhibitions etc. Therefore there is a tendency to seek funding to address a particular job activity or strategic area in one hit. The prioritising of need when identifying external funding is very important. However, it is equally important to consider this in the context of funders' own strategic objectives. Often funders, such as the HLF, will look to fund projects that address a range of these issues. There are occasional funding streams directed at a particular aspect of archival work, such as preservation, but in general it is best to consider projects within a matrix of long-term development strategies. For examples see Appendix 2.

<sup>1</sup> <http://www.ncaonline.co.uk/materials/fundraising.pdf>

<sup>2</sup> <http://www.nationalarchives.gov.uk/partnerprojects/caap>

## 1.4 Demonstrate need and demand

It is important to be able to demonstrate clearly why you need to undertake a project. General information regarding your service can help to back up your evidence for a particular funding proposal. Therefore it is a good idea to keep both quantitative and qualitative information on an ongoing basis.

### Examples of quantitative data might be:

PSQG National Visitor Survey data, questionnaires, visitors' book, requisition slips, email/letter enquiries, data on website use, number of talks to local or specialist organisations, number of education visits, number of events organised/contributed to, number in friends' group or other support network.

### Examples of qualitative data might be:

Comments in visitors' book, user feedback from events, quotes from emails/correspondence, letters of support for particular projects, press coverage, examples of popular items or collections, examples of unusual ways material has been used, examples of material that has been move widely disseminated e.g. through TV, Radio or popular history books.

## 1.5 The wider context

Show how your organisation, and your project, fits into a wider context. Familiarise yourself with, and quote where necessary local, regional, national and international strategies.

### For example:

Local council cultural policies, regional archive strategies, other strategies produced by relevant regional agencies for archives, libraries and museums, regional cultural strategies, Archives Task Force report and other national strategies produced by MLA and the NCA. Strategic publications relevant to particular sectors, e.g. higher education (JISC, etc), business archives (BAC). Where projects relate to broader agendas e.g. basic skills provision, regeneration and economic development – also look to government publications or publications by relevant bodies such as the Learning and Skills Council.

Think about where you project can and should be following best practice models or appropriate standards.<sup>3</sup>

### For example:

Cataloguing elements should use the International Council on Archives International Standard for Archival Description (ISAD(G)<sup>4</sup>, for access projects you might want to refer to the PSQG's Standards for Access to Archives<sup>5</sup> and audience development projects may benefit from using the Inspiring Learning for All framework<sup>6</sup>.

You should also ensure that your project complies with appropriate legislation such as Health and Safety Act, Protection of Children Act and Disability Discrimination Act.

## 1.6 Demonstrate the project's viability

Give examples of previous experience of both the project team and the organisation to demonstrate your capacity for delivering the project. Think about what you do already. It is often easy to forget how your everyday work fits into broader development areas. For example you might consider you do not do any outreach activities, but perhaps members of staff go out and give talks to family history or local history groups, or to specialist organisations? Do you state that you have 'no links with the community' when you have a small dedicated locally based group of volunteers?

Demonstrate how the project will be managed and how risks have been minimised. Always think about the project milestones and timetable. These do not need to be presented using complicated project management software – clear and simple are best, but they need to be realistic and achievable.

## 1.7 Presenting your application or funding proposal

Spend time filling out the application form or making sure you send all the necessary information – a poorly completed application form is not going to give the impression that you will be successful in achieving your project goals. Ensure that you use the appropriate vocabulary for the particular funder you are approaching. For example, if they refer to 'audiences and users', use this terminology rather than 'researchers'. Keep returning to the funder's own criteria and priority areas of funding to ensure both your organisation and your project meet the funder's objectives. Remember to sell your project in terms the funder might be familiar with and do not assume any specific knowledge of the archive sector.

<sup>3</sup> For more details see The National Archives Standard for Record Repositories <http://www.nationalarchives.gov.uk/archives/framework>

<sup>4</sup> <http://www.ica.org>

<sup>5</sup> <http://www.nationalarchives.gov.uk/archives/psqg>

<sup>6</sup> <http://www.inspiringlearningforall.org.uk/default.aspx?flash=true>

## 2.0 Five Key Priority Areas for 2005-2010

This section summarises the key areas outlined as funding priorities in *Giving Value: Funding priorities for UK archives 2005-2010*. These can be referenced in applications to external funders to demonstrate the broader national context for your project. *Giving Value: Funding priorities for UK archives 2005-2010* can also be used to lobby core funders, demonstrating how your archive's business plan or other strategy documents fit into the broader picture. For more contextual detail and case studies please refer to *Giving Value: Funding priorities for UK archives 2005-2010*.

### 2.1 Online Access

### 2.2 Engaging New Audiences

### 2.3 Sustainable Development

### 2.4 Interpretation

### 2.5 Excellence and Innovation

## 2.1 Online Access

### 2.1.1 Development of the National Archives Network (including supporting the retro-conversion and revision of paper catalogues)

**Linkage with previous strategic recommendations**  
Archives Task Force: Recommendation One Action 1 and 4  
British Archives – The Way Forward: Focus Area One, Two and Four

### 2.1.2 Increasing digitisation of archival material

**Linkage with previous strategic recommendations**  
Archives Task Force: Recommendation One Action 3

### 2.1.3 Promoting e-learning

**Linkage with previous strategic recommendations**  
Archives Task Force: Recommendation One Action 5 and Recommendation Three Action 2

## 2.2 Engaging New Audiences

### 2.2.1 Delivering outreach services

**Linkage with previous strategic recommendations**  
Archives Task Force: Recommendation Four Action 1

### 2.2.2 Addressing social exclusion

**Linkage with previous strategic recommendations**  
Archives Task Force: Recommendation Four Action 1 and Recommendation Two Action 3

### 2.2.3 Development of, and partnership with, Community Archives

**Linkage with previous strategic recommendations**  
Archives Task Force: Recommendation Four Action 1

### 2.2.4 Developing innovative uses of archives to deliver formal and informal education

**Linkage with previous strategic recommendations**  
Archives Task Force: Recommendation Two Action 3, Recommendation Three Action 1 and 2, and Recommendation Five Action 2

## 2.2 Engaging New Audiences continued

### 2.2.5 Improving marketing of archive services

**Linkage with previous strategic recommendations**  
Archives Task Force: Recommendation Two Action 1

### 2.2.6 Developing a more diverse workforce

**Linkage with previous strategic recommendations**  
Archives Task Force: Recommendation Seven Action 5

## 2.3 Sustainable Development

### 2.3.1 New buildings and capital improvements

**Linkage with previous strategic recommendations**  
British Archives – The Way Forward: Focus Area Three

### 2.3.2 Improving the preservation of archive materials

**Linkage with previous strategic recommendations**  
British Archives – The Way Forward: Focus Area Four

### 2.3.3 Ensuring appropriate developments in electronic preservation

**Linkage with previous strategic recommendations**  
Archives Task Force: Recommendation Six Action 2

### 2.3.4 Improving the skills of the workforce

**Linkage with previous strategic recommendations**  
Archives Task Force: Recommendation Seven Action 5

### 2.3.5 Encouraging the involvement and training of volunteers

**Linkage with previous strategic recommendations**  
Archives Task Force: Recommendation Seven Action 4

### 2.3.6 Capacity building in the archive domain

**Linkage with previous strategic recommendations**  
Archives Task Force: Recommendation Five Action 1 and Recommendation Six Action 1 and 2

### 2.3.7 Collections development

**Linkage with previous strategic recommendations**  
Archives Task Force: Recommendation Five Action 5 and Recommendation Six Action 1

## 2.4 Interpretation

### 2.4.1 Supporting new cataloguing

**Linkage with previous strategic recommendations**  
Archives Task Force: Recommendation Seven Action 3  
British Archives – The Way Forward: Focus Area Four

### 2.4.2 Creation of high-quality exhibitions

**Linkage with previous strategic recommendations**  
Archives Task Force: Recommendation Two Action 1

## 2.5 Excellence and Innovation

### 2.5.1 Development of centres of expertise

**Linkage with previous strategic recommendations**  
Archives Task Force: Recommendation Six Action 2 and Recommendation Seven Action 1

### 2.5.2 Encouraging and developing cross-domain working

**Linkage with previous strategic recommendations**  
Archives Task Force: Recommendation Three Action 1 and Recommendation Four Action 1

### 2.5.3 Trialing new ideas

**Linkage with previous strategic recommendations**  
Archives Task Force: Recommendation Three Action 1 and Recommendation Four Action 1

## 3.0 Next Steps

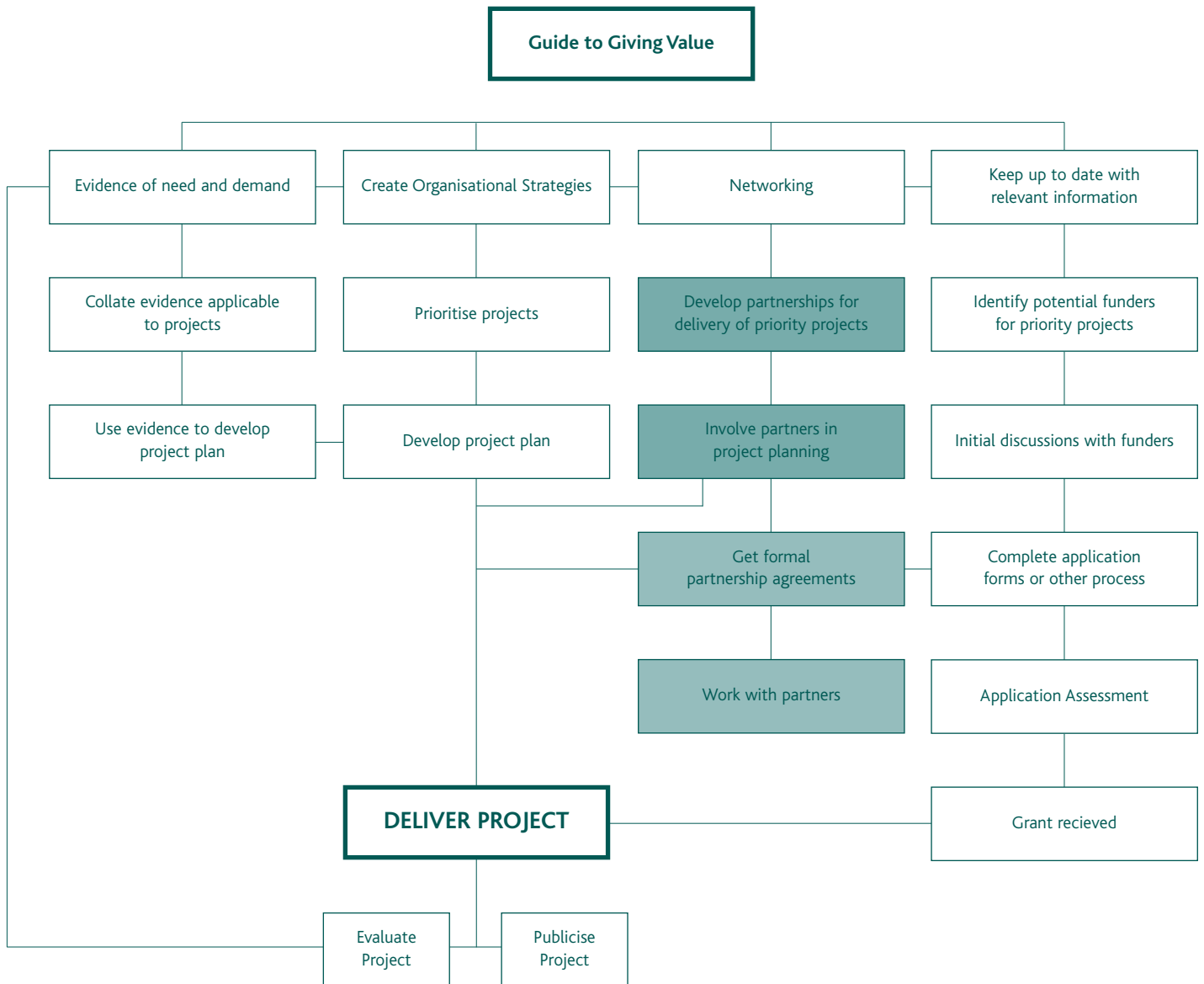
- You are clear about your organisational objectives
- You know how these objectives fit into national, regional and local strategies
- You have the genesis of a project idea

### Your next step is to seek out sources of fundraising advice

- 1 The NCA Archive Lottery Advisory Service can provide basic support on funding issues, and more specific advice and assistance with applications to lottery distributors. For more details see <http://www.ncaonline.org.uk/lottery.html>
- 2 The English regional agencies for museums, libraries and archives can also provide advice on funding issues. For more details see <http://www.mla.gov.uk/action/regional/regionsmap.asp>
- 3 For general funding sources try looking at the Directory of Social Change website <http://www.dsc.org.uk/index.html> or their range of publications.
- 4 For general information regarding government funding see <http://www.governmentfunding.org.uk/default.aspx>
- 5 For general information on all lottery distributors see <http://www.lotterygoodcauses.org.uk>

# Appendix One

## Flow Chart of preparing funding applications



  This work is optional

# Appendix Two

Example of how externally funded projects might sit within the long-term strategic aims of an archive

## Policies

	Collecting	Collecting	Cataloguing	Access	Conservation
<b>Strategic Priorities</b>	Pro-active collecting of community groups archives	Pro-active collecting of local business records	Catalogue the three most requested uncatalogued collections	Create on-line exhibitions	Purchase archival boxes for storage of personal paper collections

## Projects

	Collecting	Collecting	Cataloguing	Access	Conservation
<b>Anywhere Black History Month Project</b>	Encourage local black community groups to attend exhibition opening and give information regarding depositing material		Catalogue the Papers of S Omeone - the first black mayor of Anywhere		Re-pack in archival boxes the Papers of S Omeone
<b>Business as Usual</b>		Offer to talk about exhibition and business archives to Chamber of Commerce	Catalogue the Papers of the Anywhere Engineering Company and 3 smaller local business archives	Create an online exhibition of businesses in Anywhere	Conserve engineering plans and purchase plan chest

Outreach	Outreach	Education	Education	Workforce Development	Workforce Development
Create an exhibition for display in the Anywhere Museum to publicise the archive	Work with Anywhere Central Library on provision	Encourage teachers to use the archive by creating teachers	Encourage Oral History projects	Develop archive staff knowledge of national curriculum	Encourage staff management skills

Outreach	Outreach	Education	Education	Workforce Development	Workforce Development
Create a display based on the Papers of S Omeone		Create a teachers pack for sources on Black History in Anywhere for KS2		Bring in education specialist to work with archive staff on creating teachers pack	
	Hold launch at Anywhere Central Library with IT taster sessions using the archive's website. Invite ex Anywhere Engineering Staff to attend		Co-ordinate the training of ex-Anywhere Engineering staff to create their own oral history project		Train staff member to assist co-ordination of Anywhere Engineering Oral History project

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