

Walsall Heritage Forum Capacity Building Programme

Matchmaking and Funding Opportunities Guide



Walsall Council



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Introduction

This guide aims to help you find support and resources for your organisation, whether you are looking to raise funds or for help with your organisational development.

1. Before you seek support

Before seeking funding or any kind of external support, it is important to have a clear picture of where you are now as an organisation. Once you are clear about your current situation, it is much easier to explain where you want to be, and to ask for the support you need to get you there.

You might find it helpful to run through the following checklist. If you need to work on any of these areas, there are links and resources below.

- **Do you have a clear organisational vision and purpose, which everyone involved in the organisation is signed up to?**
- **Do you have a clear sense of your strengths and weaknesses as an organisation? Do you understand the landscape you are operating in, and how you relate to other organisations around you?**
- **Do you understand your current business model and how you use your resources?**
- **Is your financial record keeping still right for you?**

1.1 Your purpose and vision

You need to be fully committed to a clear purpose for your organisation, and able to communicate that purpose simply and clearly in terms that make sense to other people, if you want to secure support for your organisation. Some organisations use a statement of purpose, a vision statement and a mission statement. There are different definitions used to explain the difference between them and the suggestions below may be helpful.

Purpose: what you are aiming to achieve overall - this might be the problem you are trying to solve, or the difference you are trying to make in your community

Vision: where you want to get to as an organisation, what the future looks like

Mission: has more of a focus on action - what you will do to achieve your purpose and get to the place described in your vision

You don't necessarily need all three, but it is important to have at least one simple statement which captures the essence of what you are trying to achieve. Remember: your purpose does not need to be too grand or too ambitious. It will be more useful to you if it is specific and achievable.

Example

A local playgroup changed its statement of purpose from this:

‘To improve the lives of children and their families in our community’

To this:

‘To help children be more ready to start school’

The second statement is less ambitious, but it is also more useful because it allows the organisation to test its work against it in a more tangible way.

But defining your purpose is only the beginning. If your statement sits in a business plan or is only ever brought out for funding applications and formal reports, it will be no use to you. You need to make sure that you are actively using it at all levels of the organisation. The people who are making strategic decisions - for example about what activities to undertake or what funding to apply for - should be asking themselves ‘how does this fit with our purpose’? And individual volunteers or members of staff should know how their work contributes to that purpose.

↓ If you need more help

This guidance from NCVO is a good place to start

[Setting the direction of your organisation | NCVO](#)

1.2 Your strengths and weaknesses and your context

Being able to articulate your strengths will help you to write compelling funding proposals. Understanding your organisational weaknesses will help you get the support you need. Taking time to think honestly about your current position will put you in a stronger position to apply for funding and other support.

Making a SWOT analysis more useful

You are probably familiar with a Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis; it can be a good starting point, but can too often become a bit of a paper exercise. Organisations typically complete them at an away day or planning meeting, and never look at them again. A tip to make a SWOT analysis more useful is to include some prioritisation. Often a SWOT analysis leaves you with a long list under each heading, without a clear sense of how to act on it. If you are using a SWOT analysis, add in an extra final step of identifying what the most important things you need to respond to are.

It is also vital to show funders that you have thought about your place in the wider community and how external factors impact on what you do. As a starting point, you might want to think about some of the following:

- Are there other local organisations doing similar things? If so, are there opportunities for you to work together? Or is their offer too close to yours? How could you change your offer to avoid duplication?
- What demographic changes are happening in your local area that will affect your service delivery? For example, is your local population ageing? Or might there be more teenagers living in your local area in five years time than there are now?
- What changes at a political or economic level could affect you? For example, are any of your major sources of funding vulnerable to a in local or central government? Is there a major local employer or industry which is expanding or contracting? What are the implications of that?

↓ If you need more help

NCVO has a good summary of some of the tools you can use to be sure you have a clear sense of your organisation's current position and the future landscape
[Understanding your landscape and conditions | NCVO](#)

1.3 Your business model

Your business model, or operating model, is the way you achieve what you set out to do. Understanding your business model means being clear about what your resources are, where they come from, and how you use them. This is true whether you have earned income, or rely on grants and fundraising. Before seeking further support, make sure that you understand what your current model is.

Your resources will always include money and people (whether paid or volunteers). But they might also include other assets, whether tangible or intangible, consumable or not. For example, for a food bank, resources will include donated food that needs to be stored, distributed and then replaced. For an oral history project, resources will include the stories that participants share with the organisation which need to be 'stored' and 'distributed' but which don't get used up in the same way. But both organisations need to ensure they have enough of this 'resource' and plans in place for how they are going to use it.

It is not unusual for an organisation to find that resources are not always matched to activity. Sometimes this can be beneficial: for example, a community organisation with a building might generate substantial income from letting some of its spaces, and this might take up very little staff or volunteer time. This would mean that letting income can subsidise more resource-intensive areas of activity in a helpful way.

Sometimes a mismatch can be more problematic. For example, animal charities often find that they have plenty of volunteers who want to work directly with animals, but they might struggle to recruit volunteers to work on fundraising or campaigning. Or you might have a regular fundraising activity which takes so much staff and volunteer time to organise that it is really a drain on resources if you examine it carefully.

Understanding where your resources come from and how you use them is vital to ensure your organisation will be sustainable in the long term.

↓ If you need more help

This guide from Community Impact Bucks covers many aspects of business planning. It includes a simple guide to the Balanced Scorecard, which can be a useful tool if you want to spend more time reflecting on your business model
[Community Impact Bucks | Guide to Business Planning](#)

1.4 Your financial records

Often, organisations have financial budgeting and reporting approaches that have evolved piecemeal without thought for what story they are trying to tell. Sometimes, the problem is that they are too detailed and so make it hard to 'see the wood for the trees'. Sometimes they are too broad brush, and group together different aspects of income and expenditure which should really be broken down.

Before starting any fundraising, it's worth taking a step back and looking at how you set budgets and record your financial activities. If you have statutory reporting requirements, you will need to report in a certain format, but this might not be the best approach for internal management use.

Often organisations focus too much on 'monitoring' - checking that money has been spent as it should have been. But it's also important to take a strategic look at your finances: are you using your resources wisely to achieve your aims? Make sure your financial reporting enables you to think strategically as well as to monitor what is going on.

↓ If you need more help

[Developing your fundraising strategy | CAF Fundraising Fundamentals](#)
[Charity reporting and accounts | Resource Centre](#)
[Managing charity finances - GOV.UK](#)

2. Sources of support and advice

Even large and well-resourced organisations will benefit from external support from time to time and there are many different reasons to look for outside help. Before deciding where to look for support, ask yourself: ‘why can’t we do this in house?’ Your answer to that question might include:

- **Capacity:** Sometimes you know what needs to be done, but simply do not have time to do it
- **Specialist skills or knowledge:** You need to bring in expertise you don’t have in your existing team
- **A different perspective:** Particularly for issues to do with organisational development, a fresh pair of eyes can help you find solutions by asking new questions and helping you think differently about your situation and your approach

If you are simply short of capacity, it is worth thinking through whether you could backfill a post, to free up a member of your existing team to take on the new work, and then bring in temporary cover for their role. An advantage of this approach might be that it allows you to offer development opportunities to a member of your team, helping them build new skills. This approach also helps it is the kind of work best done by someone who already knows the organisation.

There are varied sources of support. Here we look at some of the key approaches from informal support, through local opportunities to national networks, as well as working with consultants.

2.1 Informal networking and peer support

For most of the challenges we face in our lives and at work, the most welcome and wisest advice comes from people who have already been there, and done that.

For many challenges, it can be more valuable to talk to someone with first hand experience than to get advice from an expert or consultant, and it will also be free. So looking for informal peer support should almost always be your starting point, even if you decide that you need expert advice as well. The exceptions are for projects around complex organisational development issues or with confidential aspects. But, even then, a colleague from a different organisation might offer useful perspectives on how they approached a similar challenge.

One important caveat is that some people will have strong views about what worked and what didn’t work for them, and their experience might not be exactly the same as yours. So try to get more than one perspective if you can.

Being able to ask for informal advice or support from similar organisations is one of the greatest benefits of having a strong network of contacts. Whatever your stage of development, time spent on networking and getting to know organisations working in similar fields is never wasted. It can feel hard to justify this when you are busy or when your organisation is in a challenging situation, but it is always worth half an hour for a coffee with someone who seems like they might be interesting. Saying 'yes' to an informal networking opportunity whenever you can is one of the top tips that successful entrepreneurs give to others. It might not be immediately useful, but you never know where it will lead.

Even without an existing relationship, don't be afraid to contact people out of the blue for an informal chat if you think they can help. Most people are delighted to be asked to share their experience. After all, you would probably be pleased if someone approached you for a similar conversation. People working in the heritage sector seem to be particularly keen to help colleagues in this way.

If you don't know where to turn, or know of any organisations that have the right kind of experience, it should be one of the first questions you ask anyone else you turn to for support: can you introduce me to someone who has direct experience of this and might be willing to have a chat?

2.2 Sources of support in Walsall and the West Midlands

Support from Walsall Council: Through the [Walsall Heritage Strategy \(2021-2026\)](#), organisations can align their projects with key local objectives and deliver as part of a wider programme of activity. All queries can be sent directly to the Heritage Programme Officer, (Benjamin.parker@walsall.gov.uk) for development support and links with relevant departments and external organisations.

One Walsall: A local infrastructure organisation who support the community, voluntary and charity sectors across Walsall [One Walsall – One Walsall](#)

West Midlands Museum Development: Primarily offers support and advice to Accredited Museums or Museums Working Towards Accreditation. However some of their online resources are freely available [Resources For All - West Midlands Museum Development](#)

Arts Connect: An organisation which aims to link creative and cultural organisations with education providers in the West Midlands to create opportunities for children and young people [Arts Connect](#)

National Academy for Social Prescribing: Provides advice and support for organisations looking to offer social prescribing services, including in arts and heritage. The NASP has regional officers who can put you in contact with NHS prescribers for referrals, including one for the Midlands [National Academy for Social Prescribing Thriving Communities – Midlands | NASP](#)

2.3 National sources of support for organisations working in heritage

Historic England Offers advice and support including on caring for historic places and buildings. Its advice covers practical and technical aspects of building conservation as well as the frameworks for heritage conservation [Advice Finder | Historic England](#)

Heritage Trust Network A membership organisation offering advice and access to specialist online resources for organisations working with built heritage. Access to their support is for members only, but basic membership is free for groups starting out [Heritage Trust Network](#)

Association of Independent Museums (AIM) A membership organisation but many of its resources are freely available on its website. It supports not just museums but other heritage organisations. It is particularly useful for practical advice, with guides to subjects including fundraising, business planning, marketing and running shops and cafes [Success Guides - AIM - Association of Independent Museums](#)

It also has a whole section dedicated to governance and trustees, covering subjects from planning better trustee meetings to changing your legal form: [For Trustees - AIM - Association of Independent Museums](#)

Heritage Alliance A membership organisation, which has more of a focus on advocacy and networking than direct support. However, it does run support programmes from time to time. Its fortnightly newsletter is free and is an excellent source of news and opportunities. It also runs the Heritage Funding Directory, together with the Architectural Heritage Fund (see below for more on the Directory) [The Heritage Alliance](#)

Architectural Heritage Fund Offers advice, grants and loans to help support communities to find new uses for historic buildings. It has a network of local officers, including one for the West Midlands. It also offers signposting to other sources of support [The Architectural Heritage Fund](#)

Culture 24 Online resources with a particular focus on digital transformation for museums but some of its resources will be relevant to other heritage organisations wanting to get started with digital or improve their digital work [Culture24](#)

Kids in Museums Free training and resources to help you make your museum, heritage site or cultural organisation more family friendly [Kids in Museums](#)

Art Fund Most of Art Fund's work is aimed at museums and they have a particular focus on supporting acquisitions and curatorial work. But they are also a good source of information and research, such as a recent report on what teachers want to help support school visit: [Art Fund](#)

2.4 Other national sources of support

NCVO If you are a small voluntary organisation, with a turnover of less than £30,000, you can join NCVO for free. Many of its resources are available free to everyone, and some of them will be relevant to organisations which aren't charities but which aim to deliver public benefit. Small charities can also access their helpdesk for support. Index to resources here

[Help and guidance | NCVO](#)

Charities Aid Foundation CAF is perhaps best known for offering banking services to the charity sector. But it also has useful resources on its website, including a dedicated resource area for the cost of living crisis, and fundraising guidance

[Charity Resource Hub](#)

[CAF | Fundraising tools, tips and advice for charities](#)

2.5 Working with consultants

If you are planning a large project you are quite likely to need to work with consultants - sometimes also called contractors or freelancers (there is no technical difference, but different terms tend to be used in different areas of work). Hiring a consultant enables you to bring specialist skills into the organisation for a fixed period. Some funders will also allocate a consultant to work alongside you as part of their package of support.

To get the most out of working with a consultant, you will need to invest time into developing the relationship and supporting them, whether you are recruiting them yourself or have been provided with their services by a funder.

2.6 Tips for recruiting a consultant

- Write a clear brief setting out exactly what you want the consultant to do, and what you want the outputs to be. Say what the overall timeframe for the work will be and make it clear if any dates are fixed. If you are not sure how to frame your brief, look at advertisements from other organisations for a template to follow.
- Include details of how to apply in your brief. It is usual to ask for examples of similar projects the consultant has undertaken, and a brief outline of how they would approach the work, as well as their fee for the work. You may also wish to ask for references from organisations they have worked with before.
- Always include a maximum budget or a budget range. Some organisations think that including a budget will mean that they get poor value for money,

as consultants simply quote for the maximum amount. However, if you don't give any indication of budget, it is impossible for a consultant to write a proposal which gives you a good sense of what they would achieve for you. Many pieces of consultancy work are highly scalable: a consultant could develop a good but simple set of family activities for your organisation for £3,000 if that is all you have available, but £10,000 would buy you something more extensive. Similarly, things like evaluation and community consultation can be done on a simple and limited basis or in a more extensive way, depending on your budget. Giving consultants a chance to show what they can do for the budget will also give you a better basis for comparing different proposals.

- When setting a budget, bear in mind that you cannot simply take a full-time salary and divide it by the number of days worked and expect a consultancy day rate to be the same. Consultants have to charge more per day because they have to cover costs that would be covered for employees, such as equipment and insurance. They have no sick pay or holiday pay and have to spend time on their professional development and pitching for work, so need to factor this non-chargeable time into their day rates. The Oral History Society has some useful guidance on rates here [Budgeting | OHS](#)
- Make it clear whether your budget includes VAT or not. Some individual consultants will not be VAT registered if their annual earnings are under the VAT threshold. If the consultant or firm you choose is VAT registered, you will need to pay the VAT but you can factor this into your funding applications.
- On large projects, you may well be recruiting for more than one consultant at the same time. Make sure you are clear about what the relationship will be between the different consultants: will one consultant need to draw on the work of another? How can you avoid overlap? For example, try to avoid situations where two separate consultants need to have similar conversations with audiences, staff or stakeholders.
- Check your funders requirements: some require you to have considered multiple quotes either for all contracts or for contracts over a certain value.
- Whether or not you have to advertise your opportunity openly, doing so is a good idea if time and capacity allows: it is a more ethical and equitable approach than simply going with someone you know, and you might find someone new who can bring fresh insight to your organisation.
- Remember you can include the costs of recruitment advertising in funding applications to enable you to reach a wider pool of consultants. If you do not have a budget for advertising, Twitter and LinkedIn can be a good for publicising your vacancy, and you can also advertise for free through Arts Council England's listing service [Arts Jobs](#)

- As well as advertising, you can ask around to get recommendations and send the brief directly to individuals or firms you have had recommended. Make it clear that you expect them to follow the standard application process. You could say something like ‘We hope you will consider applying and for details about how to do so, see...’
- Interviewing consultants is different to interviewing for a member of staff. Consultants need to be able to hit the ground running and need to have all the relevant skills and experience, whereas you might expect to have to develop a team member. But a good rapport is essential: you need someone who will be a colleague, who you trust as a critical friend, and someone who you can confidently collaborate with. If they seem intimidating or high-handed, you won’t get the most out of working with them, however skilled and experienced they are.

2.7 Tips for working with consultants successfully

Review your brief with them at the project initiation stage and give them a chance to suggest alternative approaches. They may bring helpful suggestions from other projects. But be sure to agree a new written specification for the work if you do decide to amend the outline in the brief.

Your organisation or your parent organisation may have a standard contract which you can use and adapt. If not, a template contract is available here [Draft Standard Freelance Contract This contract for provision of services is made on \[date\] Between](#). For some small and simple pieces of work, you may feel that an exchange of emails is sufficient to record your agreement. If the consultant is developing a product or a document for you, always make sure that you have considered intellectual property and who has rights in the material. You might want to consider using Creative Commons licences which offer an alternative approach to traditional copyright [About The Licenses - Creative Commons](#)

Consultants will always need some input from you and your team. How extensive this will be depends on the nature of the work but be sure you have factored in time to spend supporting the consultants into your work schedules.

If you have any concerns about the work the consultant is doing for you, say so early in the process. Any good consultant will want to produce work that you as the client are happy with but it will be hard for them to make changes if you leave it too late to express any dissatisfaction.

↓ If you need more help

This guide from the Chartered Institute of Fundraising offers advice for working with fundraising consultants but many of its suggestions are relevant to other kinds of consultancy too [Working with consultants and freelancers](#)

3. Fundraising: important considerations

Organisations need a mix of core (or ‘unrestricted’) funding, which they can spend as they see fit and project funding (or ‘restricted’) funding, which has to be allocated to the purpose for which it was awarded. As a general rule, most grant funding opportunities are for specific projects, and that’s what we focus on here.

Ideally you would develop a fundraising strategy which sets out your long-term approach to both areas of funding. For advice on taking the big picture approach, see this guide from AIM: [Successful Fundraising at Museums 2022](#)

Is this the right project at the right time? Before you even begin a funding application, make sure that you have tested your project proposal against your overall organisational purpose and your current priorities. Sometimes it can be tempting to ‘chase the money’ and apply for funding simply because an opportunity is available. But even if you are successful, a project that is a poor fit with your overall priorities could be a distraction and mean that you miss other opportunities that would be a better fit for you.

Do you have enough staff or volunteer time for the project? Your project proposal may include funding for additional staff or consultants to deliver the project, but existing staff or volunteers will almost certainly need to support it. This might include time for recruiting new staff or volunteers and then for managing them, as well as for evaluation and reporting. You may be able to build the costs of this time into your project budget (see below for more on full cost recovery). But you still need to think about your capacity: additional funding can’t buy you more hours in the day. What might you or your team have to stop doing in order to have time for the project?

Make sure you cover all your costs: ‘Full cost recovery’ describes an approach through which charities and other voluntary organisations can ensure that their project funding applications cover all the costs of the project, direct and indirect. Not all funders allow this but, if they do, this means that you can apply for a contribution to your core organisational costs or overheads including: IT, utilities, building costs, insurance and any professional support such as your accountant. You can also apply for a contribution to the cost of support staff you need to have in place to continue to exist as an organisation, such as a cleaner or administrator. There are different ways of calculating what proportion of these costs you can allocate to a project, and there is a spreadsheet you can use on the Community Fund website here: [Full cost recovery | The National Lottery Community Fund](#).

Make use of development support: Some funders offer pre-application advice or guidance. For large funders, including lottery funders, this can often be a substantial package of support to help you plan and develop your proposal, including a review of some application documents. Other smaller funders sometimes offer an opportunity for an informal conversation to help you plan your application. Whatever is offered, always take it up. It will help you tailor your application to the funder’s priorities.

Improve your fundraising skills: Free and low-cost fundraising training is available through Arts Fundraising. [Our courses | Arts Fundraising and Philanthropy](#). Giving to

Heritage was a training programme from the Heritage Alliance which finished in 2021. Its training webinars are still available via YouTube and offer advice on many different approaches to fundraising. (*Search 'Giving to Heritage' on YouTube for the full playlist.*)

Charity Excellence also runs free online fundraising training sessions: [Free Online UK Charity Fundraising Training Skills Courses](#)

Is match funding required? Some funders require grantees to contribute a percentage of the total required to deliver the project, particularly for larger grants. This is known as 'match funding'. Sometimes this can include in-kind contributions (such as volunteer time), but sometimes this has to be in the form of a financial contribution. Always check match funding requirements before beginning to develop a proposal and consider whether you will be able to meet these.

Write a strong application: Three simple things to bear in mind:

- The best piece of advice is the most obvious and one you were probably given when you prepared for exams: answer the question you are asked. Funders will have dozens or hundreds of applications to look through and need to be able to find information quickly. If you make the funder hunt for the information they need, your application is very unlikely to win support.
- Make sure it is clear how your project meets the funder's objectives, not just your own. Applications have to be tailored to the particular opportunity. It is very obvious to funders if you submit a proposal that was first developed for a different funding scheme.
- Don't assume the funder knows your organisation and your work. Make sure you include a succinct description of what you do and explain why it matters.

Manage project finance: Once you are successful, you will need a way of managing the finances for your project alongside your core organisational finance. You will need to check your reporting requirements, both for the project funder and for your regulator, if you have to report to one such as the Charity Commission. Think about how you will ensure that you can account for your spending and whether you need to change the way you manage and report your finances.

Think ahead to evaluation Your funder is likely to require you to collect certain information to evidence the impact of your project and you will need to ensure you begin this early enough in the process to gather the evidence you need. As well as complying with the funder's requirements for evaluation, think about what you need to know as an organisation, which might be slightly different. Take time for honest reflection as a team as you go along about how the project is going and what you can improve. And when it finishes, make sure you reflect on what you can learn from what was hard as well as what went well.

Think ahead to future funding applications: If you can, try to ensure that you are working on other applications before your project finishes, so that you can have another project in the pipeline and keep funding flowing.

4. Data to support your applications

Many funders are keen to target particular types of people. For example, some funders want to support projects with a focus on young people. Others might want to support disadvantaged communities. So, it can be very helpful to have information about your local area to include in funding applications. This section includes some key data about Walsall.

Population

There are 284,100 residents in Walsall, 145,400 females and 138,700 males, according to 2021 census data

Walsall has the 53rd largest total population out of 309 local authority areas in England (2021 Census)

Walsall's median age of residents is 38 years old, slightly lower than the median for the whole of England and Wales, where the median age of a resident is 40. 61.1 % of the adult population of Walsall is working age (16-64), and 17.4 % of the population is over the age of 65 (2021 Census)

Walsall is home to a diverse population, with 32.6 % of residents classified as non-white British compared to 25.6 % in England and Wales (2021 Census)

Walsall is ranked 25 out of 317 UK local authorities in the Index of Multiple Deprivation 2019

26% of Walsall neighbourhoods are among the 10% most deprived neighbourhoods in England as identified in the Index of Multiple Deprivation 2019 (IMD). These neighbourhoods rank particularly badly in terms of education (11th) and income (16th)

The average IMD score for Walsall is 31.6 but there are significant differences between areas with the least deprived neighbourhood at 6.2 (Streetly) and the most deprived at 53.6 (Blackenall). Western and central areas of Walsall are typically much more deprived than eastern areas, although there are some areas of deprivation in eastern areas as well (IMD 2019)

A guide to how to use the Index of Multiple Deprivation to look at details for your area is available here: [Indices of Multiple Deprivation: how to explore the data in your area - Superhighways](#)

The proportion of lone-parent households increased from 12% in 2021 to 14% in 2021. This is the third largest percentage increase in the UK (2021 Census)

Audiences for culture and heritage

Unfortunately data on cultural and heritage participation is not yet available for the period after the pandemic and is not available at local authority level

76% of adults in the West Midlands had engaged with the arts once or more in the past year in the 2019/20 Taking Part survey from DCMS. This was a similar percentage to the previous year (76.9%) and was similar to the national average (76.3%)

68.7% of adults in the West Midlands had visited a heritage site in the same period. This is slightly lower than the national average of 72.7%

43.9% of adults in the West Midlands had visited a museum or gallery in the 12 month period 2019/20. This was below the national average of 51.2%

Audience Finder is a tool which classifies audiences for culture into different groups, depending on what they like to see and do. See the different segments here: [Audience Spectrum](#)

Audience Finder segmentation varies a lot between different areas of Walsall. Some segments with the highest representation within Walsall are:

- 55% of WS11 are Experience Seekers, and 24% are Up Our Street
- 21% of WS98 are Dormitory Dependables, and 27% are Home and Heritage
- 32% of WS41 are Trips and Treats
- 45% of WS31 are Frontline Families
- 73% of WS14 are Kaleidoscope Creativity
- 25% of WS27 are Supported Communities

Education

31.6% of students are eligible for free school meals in Walsall compared with the national average of 22.5% for 2021/22 (DfE 2021/22)

63.2% of students in mainstream state funded schools in Walsall progressed on to a level 4 or higher destination in 2018/19. This figure is slightly lower than the national average of 66% for the same period (DfE 2018/19)

22.1% of people aged 5 years and over are full-time students which is higher than the national average of 20.4% (2021 Census)

In Walsall, 26.3% of people aged 16 and over have no qualifications at all which is much higher than the national average (18%) (2021 Census)

Employment

5.4% of people aged 16 and over in Walsall were unemployed from Oct 2021 – Sept 2022. This is higher than the unemployment level in Great Britain of 3.7% (ONS)

Health

38.2% of adults in Walsall are inactive, undertaking less than 30 minutes of activity per week. This is above the national average of 27.2% (Active Lives)

In the 2021 Census, 41.9% of Walsall residents described their health as “very good” which was below the average for England as a whole, where 47.5 % of the population described their health as “very good”

The proportion of Walsall residents describing their health as “very bad” was 1.7%; this was slightly above the equivalent figure for England as a whole which was 1.2%

In 2020, 16% of Walsall residents recorded a ‘high’ mental wellbeing score, 56% were ‘medium’, and 28% received a ‘low’ score. (Director of Public Health Report, 2021)

Nearly 22% of adults in Walsall feel lonely often, always or some of the time. This is slightly better than West Midlands as a whole where the figure was 23.67% and for England as a whole (22.26%) (Director of Public Health Report, 2021)

This 2021 report is a good source of more detailed data about health and wellbeing in Walsall: [2021 Walsall Director of Public Health Annual Report](#)

Young people

Walsall ranks 17th out of 151 English local authorities, in the Income Deprivation Affecting Children Index (IDACI 2019) with the Borough’s relative deprivation increasing over time (it ranked 27th in 2015)

1 in 3 (30.8%) children aged under 16 years are living in low-income families, higher than the national average of 18.7% (DWP, 2021)

12.8% of 4–5-year-olds in Walsall were classified as obese or severely obese in 2021/22. This figure is even greater in 10–11-year-olds (30.9%) with obesity figures increasing each year. Both values are much higher than the national averages of 10.1% and 23.4% respectively (OHID, 2022)

Sources of further information

Census data from 2021 is available here: [Census - Office for National Statistics](#)

The Walsall Heritage Strategy is an excellent source of local information and key national pieces of research about the difference that heritage can make to communities and individuals [Walsall Heritage Strategy 2021-2026](#)

[English Indices of Deprivation \(2019\)](#)

[Taking Part Survey, DCMS \(2019/20\)](#)

[Department for Education statistics](#)

[Active Lives Survey, Sport England](#)

5. Sources of funding

This list includes some of the most important sources of funding for heritage projects.

As well as the directories and opportunities listed below, keep an eye on social media and newsletters for time-limited or one-off funding opportunities. Membership and umbrella organisations sometimes act as distributors for larger grant funders, or have their own resources which they distribute to members, and this can be a good reason to join some support organisations.

Remember that not all potential funding sources are specific to the heritage sector; look to see who has funded other organisations in your local area or organisations doing similar work to you.

National Lottery Heritage Fund

The Heritage Fund published its new ten-year strategy in March 2023, with its new funding streams to be announced in Summer 2023.

Historic England

Historic England funds repairs to historic buildings and also funds activities and projects through its capacity-building programmes. One current priority area covers projects which aim to build the capacity of local communities to champion and enhance the local historic environment.

Architectural Heritage Fund

The Architectural Heritage Fund offers grants which help to support a change of use for a historic building. (They do not fund projects focused simply on repair.) After checking eligibility, the first step in application is to submit a short enquiry form and have a conversation with your local officer.

Arts Council England

Arts Council England does not fund traditional heritage projects. However, heritage organisations are eligible to apply to the National Lottery Project Grants run by Arts Council for projects that enable people to experience or take part in artistic work. For example, a heritage organisation could apply to Arts Council for funding for a programme of artist-led public workshops, which explored the heritage of a place in new ways, or for an oral history programme which included creative writing.

Association of Independent Museums

AIM's grants are only open to members of the organisation; they include audience development projects, collections, conservation and governance support.

Biffa Award

Biffa Award gives grants to community projects near landfill sites. If considering an application, the first step is to enter your postcode to check that you are in an eligible area. Heritage organisations could be eligible for funding under the programme strands for community buildings and cultural facilities.

Museums Association

The Museums Association has a number of grant schemes, including the Esmee Fairbairn Collections Fund which supports projects in museums and other organisations partnering with museums, with an emphasis on social impact.

Art Fund

Most of Art Fund's work focuses on collections development and acquisitions. They also have a programme which supports museums to work with university students and offer a free crowdfunding platform for Accredited Museums (or those Working Towards Accreditation).

Going Further

If you want to look beyond the grant opportunities listed above, your first port of call should be the Heritage Funding Directory. The Directory is a free resource for anyone undertaking heritage projects in the UK. It is managed by the Heritage Alliance and the Architectural Heritage Fund. It lists nearly 400 sources of funding, and also provides resources and guidance to help maximise your chances of success.

Heritage Funding Directory

Charity Excellence also has a Funder Finding Database which can be accessed free of charge: [Charity Trust & Foundation Community Grant Funding Directory & Lists](#)
My Funding Central is a paid-for directory but is low-cost and free for organisations with a turnover of less than £30,000 a year: [My Funding Central](#)



Walsall Council
