



# The Late Shift Grant – Guidance Notes

## About The Late Shift 2022 the associated Grant Programme

The Late Shift ran during 2018 and 2019 and makes a return for autumn 2022 with a slight shift in emphasis. Previously, there was an emphasis on reaching 18-35 year olds who were not museum regulars and entice them into their local museums with after dark over 18s programming. 2022 focuses on outside regular opening hours programming and the aspiration to connect to new audiences. Rather than a week of programming local museums have the flexibility to programme at any point during The Late Shift Outside Hours month of November 2022.

The priority for The Late Shift 2022 will be on building a sustainable and manageable offer for local museums based on active engagement with their local communities. Like the successful Playful Museums programme, there will be some coordinated marketing by NIMC but there will be no printed booklet and outside marketing campaign. Museums will benefit from promoting programming under the umbrella of The Late Shift 2022 and use the existing branding. The effort and focus must be to understand the needs and interests of the local group which the museum aims to engage with and programme with them in mind to offer something of appeal. Taking this approach will in time build a sustainable model for the museum.

**The Late Shift 2022 Outside Hours programming.** This grant scheme seeks applications that will deliver programming that will open up the museum and collections to **new audiences** who do not or cannot visit during the normal opening hours. This could be early mornings, weekends, or evenings depending on the local context. November will be a month devoted to outside hours programming across the NI local museum sector.

November brings the start of winter and darker evenings- museums can offer places and spaces for meeting and socialising when outside becomes inclement. Museums can offer something different- blending their unique collections with creative engagement activities- exercise, storytelling, art, be that yoga at sunrise/sunset aimed at young professionals, supper and explore the stores aimed at minority cultures, ghost stories from the collections aimed at college Essential skills students, paint and picnic evenings aimed at those using local support services .... there are many possibilities.

### Possible new audiences

- People who work
- Young adults
- Older people
- Those with disabilities/additional needs, for example ASD
- Minority cultures/those for whom English isn't the first language

The Late Shift Grant is funded by the NI Museums Council from revenue from The Late Shift 2018 and 2019 projects, for this reason it is **only open to museums who participated in The Late Shift previously**.

## What the fund can cover

It is recognised there is likely a cost to:

- Offering visitor access to a museum out of hours
- Positioning your programming to meet the needs of new and returning visitors
- Exploring new partnerships to engage audiences

### **This grant can cover (but is not limited to):**

- Adapting existing, or developing new ways to connect with your audiences
- Facilitators or performers to deliver programming/engagement
- Equipment/materials to assist with the delivery of out of hours programming
- Marketing
- Training for staff and volunteers in connection to the programming
- Staff time for on the day delivery of the programme

## What the fund does not cover

The fund will support essential requirements for planning and delivery The Late Shift Outside Hours programming. The fund will not cover:

- Programming that takes place during the museums regular opening hours
- Programming for audiences who are targeted by other NIMC projects such as Playful Museums (under 5s) or Dementia Friendly Museums
- Conservation of museum collections
- New displays, exhibitions, and interpretation
- Cost for any activity or expenditure that has already taken place; or a project that has already started
- Organisational debt

## The Late Shift Grant Priorities

This fund prioritises applications which clearly demonstrate that:

- The museum participated in The Late shift 2018 or 2019
- Your project will enable your museum to offer new programming that will connect with audiences in new ways with potential for sustainability
- The programming will take place outside of normal museum opening hours

**The responsibility lies with the applicant to clearly demonstrate how their application meets the priorities.**

## Before you apply

It is advisable that you contact us before you make an application.

Please contact [devofficer@nimc.co.uk](mailto:devofficer@nimc.co.uk)

## How will we evaluate your application?

There are four questions in your application that will be assessed and scored.

Assessment Scoring	Marks Available
Q3. Programme description. Please outline the planned content of the programming. You should cover who, what, where, when and why in terms of programme involvement and delivery.	15
Q4. What are the planned outcomes for this funded activity?	35
Q5. Please outline how your project meets the priorities of The Late Shift Grant.	35
Q6. How will you measure the impact and success of the funded activity?	15
TOTAL	100

## Who can apply to this fund?

Eligible organisations must be:

- Previous participants in The Late Shift 2018 or 2019 projects
- Accredited local museums in Northern Ireland
- Museum Members of the NI Museums Council

## Who cannot apply?

- Non-accredited museums
- Museums who did not previously participate in either The Late Shift 2018 or 2019.

## Awards

Accredited museums can apply for up to **£1,000**. The Late Shift Grant cannot cover VAT that can be reclaimed.

All costs must be identified clearly.

Northern Ireland Museums Council may offer to fund a portion of the costs requested.

## Timelines and Deadlines

Applications to this Round should be submitted by **4.00pm Thursday 28<sup>th</sup> July 2022**.

**Late applications will not be considered**

Thurs 23 <sup>rd</sup>	Grant Programme Opens
Thursday 28 <sup>th</sup> July	Application Deadline
Thursday 26 <sup>th</sup> Aug	Notification of successful applicants

## How to apply

Please complete the Application Form and email it to: [info@nimc.co.uk](mailto:info@nimc.co.uk)

Application by email. Signatures must not be typed but must be scans or photos of original signatures.

## Contact

For further information or any queries please contact [devofficer@nimc.co.uk](mailto:devofficer@nimc.co.uk)