



Heritage Awards 2022 Application Guidance

Applications for the 2022 Heritage Awards will be submitted via Microsoft Forms. Please contact HeritageAwards@cornwallmuseumpartnership.org.uk if you require any help with this. You need to fill the form in and submit it in one session. This guidance document contains the questions so that you can draft your answers in advance if you wish.

We know the world has changed since March 2020. We are inspired by how museums have risen to the challenge of operating during the pandemic and we know that looks different for everyone. Your applications may be for pieces of work in direct response to the pandemic or they may be unconnected. You may have carried out work in person or digitally or a combination of both. Your piece of work may have been small in scale but big on impact. The Heritage Awards are all about showing off the very best of what our museums and heritage organisations do.

There are 3 formats of application form dependent on the category. Please click on the links below to access the forms:

[Application Form for Categories 1-5: Innovation, Collaboration, Wellbeing, Healthy Team and Opportunity](#)

[Application Form for Categories 6-8: Heritage Heroes, Leader of the Year and One to Watch](#)

[Application Form for Category 9: Object of the Year](#)

If you are applying for Object of the Year, you will also need to send us good quality images of your object. If you are applying for any of the other categories, we will ask you for images only if you are shortlisted.

Questions For All Applications

About You

Organisation

Contact name

Contact role

Contact email

Contact phone

Number of FTE (full time equivalent) staff

Number of volunteers

Is your organisation managed/supported by a larger structure? E.g. The National Trust, CMP NPO Partner, English Heritage.

When are you open? (seasonally or all year)



How many days a week are you open?

What were your annual visitor number pre-Covid?

What were your annual visitor numbers 2020-21?

Inclusion

When we talk about inclusion, we mean: **engaging more and different people with museums and their collections.**

The Equality Act requires that we all advance equality of opportunity for people who have one or more 'protected characteristics'. This includes age, disability, gender identity, race, religion or belief, sex and sexual orientation. There are also other factors which can present barriers to people engaging with heritage, for example: income, employment status, class, care experience, criminal record, language, mental health or neurodiversity.

All organisations applying to the Heritage Awards need to be taking action to ensure that everyone they interact with feels a sense of welcome and belonging, beyond what is required by law. Demonstrating your commitment to inclusion through actions, and not just words, is a condition of receiving an award. We will ask what you have already done to be a more inclusive organisation and where you think you could do more.

What have you done to be a more inclusive place to work or volunteer? (150 words max). For example, tell us what you have done to make recruitment of both staff and volunteers more inclusive. Have you improved working practices to remove barriers to staff and volunteers? What have you done to make your workplace welcoming and safe for the whole of your workforce?

What have you delivered aimed at a specific audience group? (150 words max). Tell us about how you have made your organisation a more welcoming place to visit or to engage with. This could be initiatives you have taken onsite or activities you have undertaken online. Tell us what about the needs of an audience group you have engaged with and how you have met them.

How could you improve your inclusivity? (150 words max). Reflect on your learnings from what you have already done and where you know you could do more. Tell us about your intentions for the future and how you plan to improve.

Environmental Sustainability

We have removed the award category specifically for contribution to the environment and circular economy because we recognise that sustainability must run through all the work that museums and heritage organisations do.

We want to know where you are in your journey towards sustainability, what you have implemented that is going well and what blockers you may be facing. We understand that different organisations have different circumstances, and that we are all at different stages of this journey. Tell us about your aspirations for the future and what inspires you. After the Heritage Awards, all entrants will be invited to a special event where good practice and ideas will be shared, barriers can be addressed together, and we can find ways of making aspirations reality within our community.



Please be honest and open with your answers. Positive actions and achievements only will be considered when judging.

How would you rate your organisation's environmental sustainability?

- Acorn – we have a bit of awareness, but we don't have a plan or we haven't taken action
- Seedling – we have plans in place and we have implemented one or more actions
- Sapling – we have implemented several actions within our organisation and we sometimes communicate with our audiences on the issue of sustainability
- Tree – we have implemented many actions within our organisation and we frequently communicate with our audiences on the issue of sustainability
- Mighty oak – sustainability is embedded in our organisation and we actively advocate for environmental suitability in our communication with our audiences

What is going well in your organisation in terms of environmental sustainability and taking positive action against the climate crisis? (250 words max). This can be anything, no matter how small it may seem.

What would you like to achieve and what's stopping you? (150 words max).

Tell us about an innovative climate solution that inspires you (150 words max). This can be anything that you've heard about in other museums or outside the sector.

Guidance for Categories

1. Innovation

This award is for a new project, partnership, income generating initiative or a different way of working that has lasting impact and has made your museum or heritage organisation more sustainable.

We are looking for activities that have built audiences, developed strong partnerships or generated income making your organisation more resilient.

For example, this might include a fundraising project, or a new partnership that has brought something fresh to the way you work, the introduction of a digital activity or an innovative idea that's made a positive difference to the stability of the museum.

The work must have taken place since 1st January 2020.

The judges may not know your museum at all, so please include relevant background information.

Title of the piece of work

When did it take place?

Who were your partners? List your partner(s) here or add N/A if this was not a partnership project.

Description of the work – what did you do and why? (200 words max). Describe what you did and the need behind it. How did you come up with the idea? Why did you choose this direction?



What were the outcomes? (150 words max). Tell us what happened. Did you fulfil your aims? Did you build audiences? Did you create a new partnership? Did you generate income?

What was the impact – how did it make a difference? (200 words max). How has this piece of work affected the sustainability and resilience of your organisation?

How has it affected your future plans? (150 words max). Tell us about the legacy of this piece of work. What have you learned? What will you continue doing or do differently in the future as a result? What will you try next?

2. Collaboration

This award recognises a new or existing partnership that has delivered something greater than the sum of its parts. The piece of work must have been undertaken with at least one other partner in order to reach more or new audiences and fulfil your organisations' aims, and you will need to demonstrate a legacy for your future work.

We are looking for any kind of activities with any kind of partner, for example, schools, care homes, conservation or wildlife organisations, community groups, other heritage organisations, health services, and so on – we want to celebrate the diversity of partnerships. You may have worked together on a short-term project, or you may be part of a longer-term partnership that has delivered a programme of work. Just remember that this award is for activities since 1st January 2020.

The judges may not know your museum at all, so please include relevant background information.

Title of the piece of work

When did it take place?

Who were your partners? List your partner(s) here.

Description of the work – what did you do and why? (200 words max). Describe what you did and the need behind it. Why did you choose your partner(s) and what were your aims?

What were the outcomes? (150 words max). Tell us what happened. Did you reach new or more people? Did you fulfil your aims? What happened that you couldn't have done on your own?

What was the impact – how did it make a difference? (200 words max). How did working with your partner(s) make a difference to your organisation? How did the collaboration affect your audiences?

How has it affected your future plans? (150 words max). Tell us about the legacy of this piece of work. What have you learned? What will you continue doing or do differently in the future as a result? What will you try next?

3. Wellbeing

This award is for activities that improve the wellbeing of your communities. These might be things that help connect people, encourage them to be active, to learn new skills and achieve, to give to others and to be mindful of yourself and the world around us. A lot of our work relates to wellbeing, and you may not have thought of it in these terms, so try to remember everything you do that addresses these things.



The work must have taken place since 1st January 2020.

The judges may not know your museum at all, so please include relevant background information.

Title of the piece of work

When did it take place?

Partners? List your partner(s) here or add N/A if this was not a partnership project.

Description of the work – what did you do and why? (200 words max). Describe what you did and the need behind it. Who was your target audience and why?

What were the outcomes? (150 words max). Tell us what happened. What did you achieve?

What was the impact – how did it make a difference? (200 words max). How did your activities affect your community?

How has it affected your future plans? (150 words max). Tell us about the legacy of this piece of work. What have you learned? What will you continue doing or do differently in future as a result? What will you try next?

4. Healthy Team

This award recognises organisations that look after their workforce of staff and/or volunteers. Our people are the foundations of our success, and this award is for organisations who have moved their team's wellbeing up the agenda.

We are looking for initiatives introduced since 1st January 2020 that have specifically made a positive impact on the wellbeing of your workforce. These initiatives may have been in direct response to the pandemic, or they may be part of a long-term strategy to promote equity, health and happiness within the organisation.

The judges may not know your museum at all, so please include relevant background information.

Title of the piece of work

When did it take place?

Partners? List your partner(s) here or add N/A if this was not a partnership project.

Description of the work – what did you do and why? (200 words max). Describe what you did and the need behind it.

What were the outcomes? (150 words max). Tell us what happened. What did you achieve?

What was the impact – how did it make a difference? (200 words max). How did your activities affect your workforce?

How has it affected your future plans? (150 words max). Tell us about the legacy of this piece of work. What have you learned? What will you continue doing or do differently in future as a result? What will you try next?



5. Opportunity

This award celebrates resourcefulness in the face of adversity and is for pieces of work that have made the most of an unexpected opportunity that has arisen during the pandemic.

We are looking for activities that were only made possible or kickstarted by the constraints and restrictions during the pandemic. For example, you may have been able to work on a behind-the-scenes project during closure to conserve your collections or building. You may have tried out remote volunteering. You may have connected digitally to a global audience. The pandemic challenged us but also gave us the chance for new opportunities.

The work must have taken place since 1st January 2020.

The judges may not know your museum at all, so please include relevant background information.

Title of the piece of work

When did it take place?

Partners? List your partner(s) here or add N/A if this was not a partnership project.

Description of the work – what did you do and why? (200 words max). Describe what you did and the need behind it. What was the opportunity and what did it enable? Was the work aimed at a particular audience? Did you try something new, or did you get to spend time carrying out work that had been planned for a long time? Let us know if the work took place while the museum was closed.

What were the outcomes? (150 words max). Tell us what happened. What did you achieve?

What was the impact – how did it make a difference? (200 words max). How did your activities affect your audience? Has the piece of work left your organisation more sustainable? Has your collections care or knowledge improved and what difference has this made?

How has it affected your future plans? (150 words max). Tell us about the legacy of this piece of work. What have you learned? What will you continue doing or do differently in future as a result? What will you try next?

6. Heritage Heroes

This award will be made to a team who have made an outstanding contribution to a museum or heritage organisation.

Your Heritage Heroes might be volunteers, trustees, members of staff or a combination of all. This is a way of saying thank you to the people who have made a significant contribution.

Awards will recognise that everyone has something to offer and can play a part in the future of our museums and heritage.

Heroes must be informed by their nominator before application and be comfortable with being nominated. The work for which they are being nominated must have taken place since 1st January 2020.

The judges may not know your museum at all, so please include relevant background information so that they can assess the impact of your Heroes contributions.



Heritage Heroes Team name

When did their work take place?

What did they do and why do you think they deserve this award? (500 words max). Please describe the contribution that your Heritage heroes made.

What is the lasting impact of their work? (200 words max). Tell us what has changed as a result of their work? How has it improved the organisation? Has it had wider impact across Cornwall and beyond?

7. Leader of the Year

This award recognises the importance of inspirational leadership at any level within an organisation, staff or volunteer and will be made to an individual who has made an outstanding contribution to a museum or heritage organisation by demonstrating great leadership.

We are looking for people at any level who have influenced, inspired and motivated their colleagues to achieve their shared goals.

Nominees must be informed by their nominator before application and be comfortable with being nominated. The work for which they are being nominated must have taken place since 1st January 2020.

The judges may not know your museum at all, so please include relevant background information.

Nominee's name and a title for their work

When did their work take place?

What did they do and why do you think they deserve this award? (500 words max). Please describe the contribution that your Leader made.

What is the lasting impact of their work? (200 words max). Tell us what has changed as a result of their work? How has it improved the organisation? Has it had wider impact across Cornwall and beyond?

8. One to Watch

This award will be made to a young volunteer (under the age of 25) who has given their time to undertake heritage work within your organisation. It is an opportunity to say thank you and encourage both the individual and their peers to support heritage in future.

Awards will recognise that everyone has something to offer and can play a part in the future of our museums and heritage.

Individuals must be informed by their nominator before application and be comfortable with being nominated.

The work for which they are being nominated must have taken place since 1st January 2020.

The judges may not know your museum at all, so please include relevant background information.



Young Person's name and a title for their work

When did their work take place?

What did they do and why do you think they deserve this award? (500 words max). Please describe the contribution that your young volunteer made.

What is the lasting impact of their work? (200 words max). Tell us what has changed as a result of their work? How has it improved the organisation? Has it had wider impact across Cornwall and beyond?

9. Object of the Year

This year we are turning the spotlight on inclusion by drawing public attention to objects in our museum collections that tell previously untold stories, or stories that need retelling from a different perspective. This award is an opportunity to give those overlooked and marginalised stories a voice.

The inclusion of marginalised voices must be at the heart of the object and its story. We have listed protected characteristics in the inclusion section of this guidance, as well as some other factors that may lead to the marginalisation of groups of people.

The award will be selected by public vote. Make sure you have a good quality image that shows your object in its best light.

The story around your object will be as important as the picture – you will need to capture people's attention by explaining why and how the story of the object has been revealed, what difference that story has made to our understanding of that object and what positive impact that has. Be concise and remember you are writing for your voting audience.

This award is open to all museums and heritage organisations. You may nominate one object per organisation; so please select the object carefully, and in agreement with your colleagues.

The shortlisting judges may not know your museum at all, so please include relevant background information.

Title of your object

Caption (50 words approx.) This will be the headline that voters will see.

Description of the object and story (250 words max). Tell the voters about your object, its story and what it tells us about a marginalised voice. Tell them why this is important. This is the text voters will read.

Why did you choose this object? (200 words max). Tell us why you want to tell this story, and why do you think this story is important to your organisation and to society. This answer will be used for shortlisting only and will not be made public.

What impact has this object and its story had for you? (200 words max). What did you learn from the process of uncovering and telling a marginalised story? Is this part of a wider project? Is this the beginning of a further piece of work? This answer will be used for shortlisting only and will not be made public.



Please email up to 3 good quality images of your object to us. Include your organisation and title of object in the file name and in the text of the email. Tell us who should be credited with the images. The maximum file size is 10MB. HeritageAwards@cornwallmuseumspartnership.org.uk.

Key dates

Nominations for the awards close on the **25th of November 2021**, and public voting for the Object of the Year award will take place between the **6th of December 2021 to 10th of January 2022**. Each category will be shortlisted by a panel. A maximum of 3 applications will be shortlisted for each award. All applicants will be informed of the outcome of the shortlisting process by **Friday 3rd December**.

Contact us

Please contact us on HeritageAwards@cornwallmuseumspartnership.org.uk with any queries.

