

**SHOUT
OUT
LOUD**

EXPLORE OUR PAST.
SHARE YOUR STORY.

REVERBERATE THROUGH THE AGES

RE-DISCOVER | RE-IMAGINE | RE-CREATE

We invite you to explore your local heritage, re-discover the places, the voices, the music and the activities that make where you live unique.

HERITAGE TAKEOVER PROGRAMME BRIEF AND FAQs



ENGLISH
HERITAGE



BRIEF AND FAQs

Are you a grassroots organisation who works with young people aged 11-25? Would you like to get creative in re-shaping heritage? Then we want to hear from you!

1. [Background](#)

Shout Out Loud amplifies the voices of young people, putting their ideas and stories at the heart of English Heritage. As English Heritage's national youth engagement programme, Shout Out Loud provides a platform for young people to explore heritage sites and collections across England, helping them to uncover untold stories from our past.

Shout Out Loud is developing and delivering the programme in partnership with the National Youth Theatre, the Council for British Archaeology's Young Archaeologists' Club, Sound Connections and Photoworks, alongside our Associate Advisor, BBC Children's. Shout Out Loud is one of 12 Kick the Dust projects funded by The National Lottery Heritage Fund.

Reverberate is being delivered in partnership by Sound Connections. Since 2002, Sound Connections has established itself as a leader in young people's music-making in London. They deliver ground-breaking musical opportunities, quality professional development, high-impact research and advocacy and lead the way in Youth Voice regionally and nationally. Sound Connections' role in Shout Out Loud is to champion and develop youth voice, and also bring many years of experience delivering small grants programmes.

2. [About Reverberate](#)

Reverberate is a new small project accelerator scheme that invites grassroots organisations to apply for funding of up to £2,000 for small locally-based creative projects that enable and empower young people to re-discover, re-imagine and re-create their local heritage through creativity and the arts, and share their vision with their communities.

Reverberate invites you to explore your local heritage, re-discover the places, the voices, the music or the activities that make where you live unique. We want to encourage young people to engage critically and creatively with the past, to consider what history is important to them and how the stories of the past – whether these are well-known or undiscovered – help them understand their present. We want to encourage a broader view of what heritage is and who owns it, and to question and disrupt the status quo.

3. [Projects](#)

We would like organisations to work with a group of young people to explore and respond to their local heritage through a small-scale creative project. Projects should include elements of research and re-discovery of a historic stimulus, critical exploration, a creative response, and finally, sharing.

For example, you could choose to re-discover a song from your area's past (e.g. folk song, mining song, sea shanty), or connected to your local area's current community; research and re-discover the song – where did it come from, what does it mean, what significance does it have to young people and to older generations; unpick the song, pull it apart, critique it; then create your own twist on the song – update it and use modern language so that it's relevant to the world today; and finally, share the results with your community and online.

Or your project could explore the statues and paintings that celebrate local historical figures. Are these the right figures to celebrate? Are there local legends who have been forgotten by history? Ask the older generation in your community – what do they think? Your project could be an opportunity for young people to design and create their own paintings and statues of the figures they feel should have more importance in their community. Or they could make a mini-documentary using their smartphones, discussing the local figures they feel should be celebrated locally.

These examples are suggestions only. We're looking forward to seeing what imaginative ideas young people come up with!

Projects can be simple and small-scale. The end result doesn't need to be highly polished; on the contrary, we want projects to be organic and authentic. For example, the participants could simply share a video or photos of their creations on Instagram.

If you are successful, you will work in close partnership with Sound Connections and English Heritage to develop the project. Once we know the interests of the young people you'll be working with, we can point out historic sites, new connections and expertise, advise on areas where you feel you need more support, and identify ways to raise the profile of you and your activity.

4. What we're looking for

We are looking to support projects which can demonstrate the following things:

- **A curiosity in heritage** – particularly local historical buildings, events, music, people and the stories and questions behind them. Everyone has a story, but not everyone's story gets told – who in your community should be remembered in 50, 100 or 500 years from now? Are there people from your area in the past whose stories inspire you today?
 - **Explore place and community** – projects that are local, encourage a sense of civic pride and social spirit, connection with the community and across generations. Are there any local legends or places that have special meaning in your community?
 - **Empower young people** – projects where young people are front and centre. What local heritage sites/places/stories are important to young people? How will young people lead their own creative activities and/or be involved in the process of designing the project or activities? How does the project empower young people to tell their own history and what it means to them? We encourage you to consult young people, listen to what they tell you, and use this to shape your plans.
 - **Share a creative outcome** – projects should have a creative outcome that can be shared online. This could be a piece of music, soundscape, photography journal, film, artwork, local heritage map, game etc. The end result doesn't need to be highly polished; simple and low-tech is perfectly fine. All project work must credit the funders of the scheme including the National Lottery Heritage Fund; full guidance will be provided to successful applicants.
 - **Inclusivity, diversity and accessibility** – how is your activity inclusive and able to engage **all** young people? How does it address feelings of exclusion, re-discover and give a voice to stories and people that have been left out of the dominant historical narrative? How does your project consider accessibility (including using the social model of disability), equality and equity of access, and diversity?
 - **Progression and signposting** – your project may well offer young people their first steps into heritage. If so, how might young people further develop this interest? We encourage all grant holders to signpost young people to other Shout Out Loud opportunities.
 - **Evaluation** – all grant holders will be required to collect some monitoring and evaluation information, to share project outcomes and learning and to be part of a network with other participating projects.
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5. [Thinking of applying for a grant? Here's what to do...](#)

a) Book a surgery

[Contact](#) Sound Connections to **book a 20-minute surgery over the phone or Zoom**. Telephone surgeries are available between 27 August and 18 September and can be booked by emailing consultant@sound-connections.org.uk. We recommend you book a surgery as soon as possible. During this informal conversation we will ask you some questions about your activity, work with you to refine your project idea, and support you in identifying your outcomes. **We will only accept applications if you have completed a surgery.**

b) Complete the application form

Following your surgery, and if you meet the criteria, we will invite you to complete an **application form**. You can download the application form from the [Shout Out Loud](#) website. **Deadline for applications is 10am, Monday 21 September 2020.**

c) Shortlisting panel

We will **shortlist applicants** through discussions with young people from the Shout Out Loud [Young Producers programme](#) and the Sound Connections [Wired4Music programme](#). We will announce the successful projects by 2 October 2020.

d) Off you go!

If you are successful, you will be invited to attend an obligatory online induction session with all grant holders on **5 October 2020**. Activity must be completed by **20 December 2020** and all reports submitted. A final sharing session will take place in January 2021 involving all grant holders.

6. [Frequently Asked Questions](#)

How much funding is available?

You can apply for up to £2,000. We do not cover VAT and can only cover minimal capital/equipment costs (ideally valuing less than 10% of the total budget).

Do I need to raise match funding?

It is not compulsory to raise match funding, however if you do raise additional funds, please detail this in your budget. You may also detail any help in-kind funding such as free use of a venue or volunteer support.

What is the timeframe for this funding?

Your project **must** be delivered between October and 20 December 2020.

Who can apply?

We are particularly keen to hear from small organisations who may be fundraising for the first time, or may not have experience of developing a funding proposal. We will look particularly favourably on those organisations that work at a grassroots level. Organisations can be based anywhere in England.

Do I have to be registered as a charity?

You do not have to be a registered charity. Local authorities can apply on behalf of a youth group. Schools can also apply if the activity is extra-curricular (e.g. an after school club).

Do I have to be a heritage organisation?

No. Your project must have heritage at its heart, but we welcome applications from organisations working with young people at a grassroots level, particularly across the creative arts, youth centres, community groups, museums, libraries, Scouts/Guides, sports clubs, etc.

Do I need to know the historic inspiration before I apply?

No. You might have an idea of the historic inspiration before you apply, but you might also want to discover and research a topic with the participants during the project. However, your application should clearly describe the structure and process of your project and indicate how it will be facilitated.

Can activities take place online?

Yes, given the current situation, we anticipate that some activities will have to take place online. In-person activities can also take place, providing social distancing guidelines can be adhered to. It will be your responsibility to follow, and be responsive to, all official guidance to ensure maximum safety of all participants and facilitators.

Is there a minimum number of participants?

We expect at least 8 participants to directly benefit from each project.

What is the age limit for participants?

Participants must be aged 11-25.

When and where should my project take place?

All projects must take place within England. Any project activity within schools must be extra-curricular.

Can I work with other partners?

You may want to work in partnership to deliver the project. Please indicate any proposed partners in your application and how they will be involved.

What evaluation is required?

You will be required to provide evaluation and monitoring information and report regularly to us. These updates and reports will release your payments.

For any questions, please contact consultant@sound-connections.org.uk.