



AMA Conference 2022 | 14-15 July 2022

Museum Development East Midlands Bursary Application Form

Museum Development East Midlands will provide 3 bursaries that cover the full cost of a ticket for the AMA Conference 2022.

These bursaries are available to those working for organisations across the cultural sector.

Applications are open to both AMA members and non-members, including those who can no longer afford to take part in AMA events due to Covid-19.

All applicants must be individuals who work or volunteer at an Accredited Museum in the East Midlands, your museum must have submitted their [Organisational Health Check](#) at the time of application, and must meet **one or more** of the following criteria.

Criteria:

- Individual from a culturally and/or ethnically diverse background (including, but not limited to, the 9 protected characteristics identified by the Equality Act 2010: age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation)
- Individual working in a geographical area with high levels of deprivation (by this we mean due to rural isolation or low socio-economic communities for example)
- Individual representing a diverse-led organisation (by this we mean an organisation which is led by and supports people from specific protected characteristic groups)

Please note:

- We will only award one bursary per organisation
- In the event of us receiving a greater number of applications than places available, Arts Council England will make a comparative assessment of all applications received to assess their fit with published priorities.
- Recipients of the bursaries will be asked to provide informal feedback on their experience at AMA Conference 2022 to Museum Development East Midlands.
- The AMA will request successful applicants to provide feedback, that may be used for marketing purposes, on their experience AMA Conference 2022.

How to apply:

Complete the online application form by **Friday 6th May, 5pm**. Please return to Laura Hughes, Museum Development Project Officer at: laura.hughes@leics.gov.uk

If you have any queries about these bursaries, please email Jemma Green, the AMA's Senior Sales & Marketing Officer at: jemma@a-m-a.co.uk

Next steps:

The AMA and Museum Development East Midlands will assess each application and the AMA will email all applicants with a final decision in the week commencing **6th June 2022**.

1. Your contact details

Name & Job Title

First Name:

Last Name:

Job Title:

Address

Organisation:

Address Line 1:

Address Line 2:

City:

Postcode:

Email:

Phone:

2. Are you an AMA member?

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

3. How long have you worked in the cultural sector?

Up to 1 year	<input type="checkbox"/>
Up to 5 years	<input type="checkbox"/>
Up to 9 years	<input type="checkbox"/>
Up to 14 years	<input type="checkbox"/>
15 + years	<input type="checkbox"/>

- 4. Do you work for a small organisation?** (To be considered as a small organisation, your organisation must have the equivalent of 10 or fewer full-time employees and either less than £632,000 annual turnover OR £316,000 or less on its balance sheet).

Yes	
No	

- 5. Number of dedicated marketing / audience development staff in your organisation:**

No dedicated person	
One	
Two	
Three	
Four or more	

- 6. Please indicate under which criteria you are applying:**

An individual from a diverse background.	
An individual working in a geographical area with high levels of deprivation.	
An individual representing a diverse-led organisation.	

- 7. Why are you interested in attending AMA Conference 2022 (up to 200 words)?**

- 8. Please state your reasons for applying for this bursary (up to 200 words):**

- 9. Why would you and/or your organisation benefit from AMA Conference 2022?**