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10 December 2014



Ann Wise  
Museum Manager  
The Farmland Museum  
Ely Road  
Waterbeach  
Cambridge  
CB25 9PQ

*Dear Ann,*

### **The Farmland Museum - A Sustainable Future**

We have now completed our assessment of your application and it was presented for a decision by our Committee for the East of England on 27 November 2014.

We have decided not to offer a first-round pass and development grant award to your project. I know this will come as disappointing news to everyone who has been involved in developing it so far, and I have set out our reasons below.

We considered that your project did qualify for support and the Committee recognised that the project aimed to create a sustainable future for the museum through new income generation. However, there were concerns about future sustainability. The business case was considered unconvincing because it was not clear how the project sat within the wider context of the Denny Abbey site as a whole, or that the product proposed within the grain store presented enough to attract sufficient visitors to achieve the desired 'step change'.

While the clear need for investment was acknowledged Members had concerns that the project vision did not appear adequate to address the identified need. With regard to the planned interpretation and visitor experience, it was thought that a more far-reaching approach was required incorporating the most interesting parts of the site, wider interpretation across the entire site and input from a professional design team.

If you wish to reapply, we would be happy to discuss your proposals with you. Please contact us. We expect to continue to receive more good applications than we can support, and any reapplication would, once again, be subject to the same competitive assessment process as new applications.

I am sorry that we have been unable to support your project on this occasion but I hope that this explanation is helpful. If you would like us to return any of the hard copy information sent in with your application, please write to us by 11 January 2015. Please note that we do not keep paper records for longer than one year from the date of this letter.

*Yours sincerely*

*Suzie Spence*

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