ARTS COUNCIL NATIONAL LOTTERY PROJECT GRANTS

How to apply £15,000 and under

Arts Council National Lottery Project Grants is our open-access programme for arts, museums and libraries projects.

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David Glowacki's Hidden Fields.
Photo © Paul Blakemore / Interactive Scientific Ld.

Access support

We are committed to being open and accessible to everyone. We realise some people may find that there are barriers to applying for a grant or accessing our services. Our **Access support** information sheet explains the ways we can help.

You can also find **Easy Read** and **audio versions** of this guidance on our website: artscouncil.org.uk/access

If you experience or expect any barrier with making your application and would like more information or a copy of our guidance, please **contact us.**

Email	enquiries@artscouncil.org.uk
Website	artscouncil.org.uk
Post	Arts Council England - Project Grants
	The Hive, 49 Lever Street
	Manchester, M1 1FN

Contents

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Welcome to National Lottery Project Grants

Casson & Friends: Night at the Theatre, 2016-17. Photo © Alicia Clarke

Welcome to National Lottery Project Grants

> **During the period July 2020 to April 2021, all potential applicants should read this guidance and the additional guidance note called 'How to Apply: supplementary note'. This note sets out how we will be responding to the COVID-19 period. It is a formal part of the programme guidance until April 2021.**

Arts Council National Lottery Project Grants is our open-access funding programme for arts, museums and libraries projects. It is always open, and has a quick turnaround, so we can respond to peoples' good ideas. We also aim to broadly reflect the diversity of contemporary England through the grants we make.

National Lottery Project Grants supports a broad range of creative and cultural projects that benefit people living in England. It can support individuals and organisations with grants from £1,000 upwards. Projects can range from directly creating and delivering creative and cultural activity to projects which have a longer term positive impact, such as organisational development, research and development and sector support and development.

- Applications must meet the programme's four criteria: **Quality, Public engagement, Finance** and **Management.** The application form will ask you to describe your project using these criteria

- We can make grants between £1,000 and £100,000+. **This guidance is only for applicants asking for £15,000 or less**

- We can support projects that last up to a maximum of **three years**

- All applications must be made using our online system, **Grantium** – see our separate guidance for details

Remember - we receive more good applications than we can fund and, unfortunately, some applicants will be disappointed.

The yearly refresh

Every year we will review the guidance and criteria for Project Grants, to see if anything needs adjusting or making clearer.

We might also make small adjustments to our guidance throughout the year.

> Make sure you have the most up-to-date version of this document by downloading a new version whenever you start a fresh application.
>
> Please also make sure you are using the latest version of any information sheets you may need.

If you have any questions about the yearly refresh, or our guidance documents, contact us.

Eligibility

Hikapee: Moonfall, March 2017. Photo © Robin Boot Photography

The disciplines we support

Activities we support through Project Grants must have outcomes that focus on one or more of these disciplines:

- **Music**
- **Theatre**
- **Dance**
- **Visual arts**
- **Literature**
- **Combined arts** - including festivals and carnivals
- **Museums and collections**
Accredited museums only[1]
- **Libraries**
For activity that delivers against at least one of the four Universal Library Offers.

A project might sit exactly within one of our supported disciplines, across a few of them or work with another discipline. For example:

A project might sit here
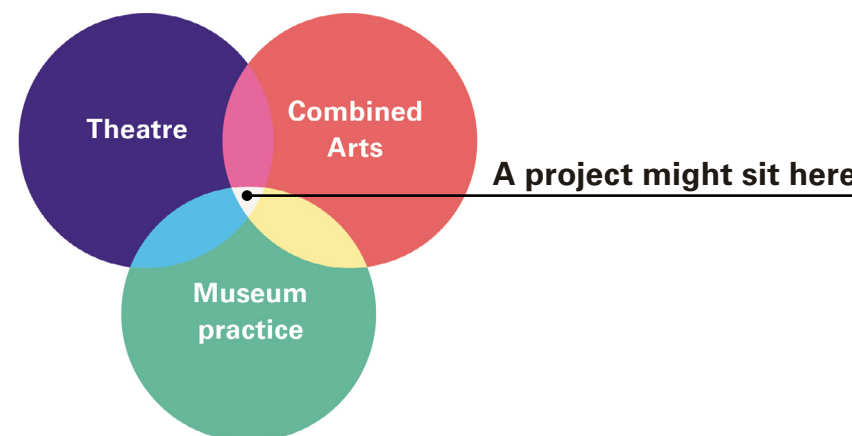
We know that creativity and culture projects don't always easily fall into categories, and we're excited about the ways the sector is changing and evolving all the time.

If you're not sure whether your project is eligible, contact us.

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1 - Any museum may apply for arts projects, but only Accredited museums (or people or organisations who work with them) can apply for Museum practice, such as conservation or collections engagement

Other types of work

We can support a range of other types of work, provided your project **clearly focuses** on one or more of the disciplines we can support. This may involve:

- creative media - using technology to make or share work, for example: video, audio, virtual reality or live-streaming

- non-arts organisations or settings, such as residential care providers, or a science organisation

- health and wellbeing, social inclusion, heritage or sport

Capital (buildings) projects

Project Grants can support projects where the capital-specific expenditure in a project totals less than £100,000. This includes:

- applications for capital work only, where that capital work will cost up to £100,000

- applications for a mix of activities that include some capital spending where the total cost of the capital work is less than £100,000.

You do not need to ask for our permission to apply if you are applying for £15,000 or less for a project that includes capital work. See the **Capital (building) projects** information sheet.

Case studies

You can see examples of the types of project we've funded on our Case Studies webpage.

Who can apply?

Individuals and **organisations** can apply, provided that they:

- live, or have a business address in, England or the wider UK

- have a UK bank account in the exact name they're applying in; and

- are at least 18 years old or, for organisations, have an accountable person who is at least 18

By 'organisation' we mean

- a group of people working towards a common goal with a governing document that covers the type of project being applied for – for example a charity, a limited company or an unincorporated group.

- all organisations need to have a bank account in the organisation's name, with two signatories

- limited companies and registered charities need to have a registered office in the UK

Existing members of our National Portfolio (NPOs) cannot apply for £15,000 and under. See the How to Apply: Over £15,000 guidance document for more information.

Consortiums and partnerships

We can accept applications for funding from organisations working as a consortium, partnership, network or group.
For non-constituted consortiums or groups, one organisation must act as the lead organisation and send us the application.
If the application goes on to be successful, this organisation would then be accountable for the grant.

Who can apply Applications £15,000 and under only	Arts activity	Museum and collections projects as the lead applicant
Individuals	✓	If working with an Accredited museum
Arts organisations	✓	✗
Libraries	✓	✗
Museums	✓	Accredited museums (and individuals or organisations who work with them)
National Portfolio Organisations	✗	✗
All other types of organisation who use the arts in their work (including Music Education Hubs)	✓	✗

If you have overdue conditions on a previous grant

If you currently have an open Grants for the Arts or Arts Council National Lottery Project Grants award, you cannot make another application unless you have kept to any payment conditions due on your earlier grant.

Your original offer letter will list what conditions you had to meet, and when we expected to receive your monitoring information. You must send us any overdue monitoring information before you make a fresh application.

If you have a question about payment conditions for a previous grant, contact us.

What can I apply for?

The projects we support must focus on the disciplines we support and **engage people in England** with Creativity and culture, however, we don't want to be too prescriptive in saying what kind of project is eligible. We want to hear new and interesting ideas.

> **What do we mean by 'engage people'?**
> To help people experience, become involved with or participate in Creativity and culture.

When thinking about eligibility, the main questions to ask yourself about your project are:

- does it have a start and end date, and things you want to achieve in that time?

- does it allow people in England to experience or take part in artistic work, museum-focused work or libraries-related activity (either as part of the project or in the longer term)?

- does it focus on the disciplines we support?

While you may be eligible for funding for arts, museum or library-related activity (such as developing or making new work, showing or touring work, residencies or commissions), our funding can also be used towards associated work such as developing skills, marketing, organisational development and project-related overheads.

- If you are applying for funds for touring, no more than 15% of the touring activity should take place outside England. If you are not sure contact us.

There are some instances where our eligibility rules are specific. They include:

- **museum and collections projects**

- **library applications that deliver against the Universal Library Offers**

- **creative media** - using technology, to make or share your work

- **touring projects** - this includes tours with some dates outside England

- **international non-touring projects** - projects taking place partly or entirely outside England

- **education and learning-related projects**

- **capital projects** - applications for building work

- **buying equipment** or **assets** - including instruments and vehicles

Before you fill in an application for these types of projects, it is important that you read the relevant information sheets on our website. Your application will not be eligible if you do not meet any specific requirements related to these types of activity.

A full list of information sheets is included in the appendix of this document.

> **Applying for more than one type of activity in your project**
> Your project can cover more than one type of activity. For example, you could apply for touring costs and professional development work in one application. We can advise you on how to do this and whether this is appropriate for you.

Ineligible applications

We will not view your application as eligible if it doesn't focus on the disciplines we support, or if it doesn't clearly demonstrate how the project will engage people in England.

We might also view an application as ineligible if it is not developed enough for us to be able to make a decision. For example, if it does not include the level of detail we need. We can view an application as underdeveloped against one or more of our four criteria.

We can also view your application as ineligible if it doesn't include any supporting documents or permission letter we need.

We cannot use our funding to support activities, goods or services that have already taken place, been bought or been ordered before we can make a decision on your application. We cannot support mitigation of losses and/or debt mitigation through Project Grants.

There are also some types of activity that we are not able to support due to technical restrictions on the Lottery funds that we distribute. If one of these reasons applies to your activity, we will write to you and let you know why it is not eligible.

See our information sheet **Ineligible applications and Project Grants** for a full list of ineligiblity reasons.

If you're an individual

Arts Council National Lottery Project Grants is one of our two main programmes that can support individuals – the other is Developing your Creative Practice, which supports people to carry out a focused programme of development work that does not necessarily involve any direct public engagement.

You cannot apply to both programmes at the same time. If you apply to one, you will need to wait until you have received a decision from us before you will be eligible to apply to another

When you decide which programme you want to apply to, the main things to think about are:

- Will your project include opportunities for people to become involved with or experience your work; or

- Is your project mainly focused on developing your own practice?

If you are planning to apply as an individual, use the checklist on the following page to see which programme might suit you best.

For more information on Developing your Creative Practice, visit: artscouncil.org.uk/DYCP

Which fund is right for me?

Developing your Creative Practice	Arts Council National Lottery Project Grants
Only open to individuals	Open to individuals, arts organisations, mueums, libraries and other organisations who use the arts in their work
You are at an early to mid-point stage in your practice and you need support to make a major change or carry out a period of focused development work	You may be an emerging artist all the way up to to an international touring company. Your project may be creating new work, reaching new audiences, research and development a tour ro something totally different
The main beneficiary is you	The main beneficiaries are usually the people engaging with the project
Grants of £2,000 to £10,000	Grants of £1,000 to £100,000
For activities up to one year in length	For projects up to three years in length
There are four deadlines per year	You can apply at any time. There are no deadlines
Decisions on applications take up to nine weeks from the relevant deadline	Decisions on applications for £15,000 or less take up to ten weeks. Decisions on applications for over £15,000 take 16 weeks
You can apply to two rounds within a 12-month period	You can apply at any time (unless you are waiting for a decision on a previous application)

When do I need to ask for permission to apply?

In some circumstances you need to ask us for permission before you can apply to Project Grants for £15,000 or less:

Making a second application
If you are already waiting for a decision from us about one application, you can only send us a second application in exceptional circumstances. If you want to do this, you must first contact us. We will confirm in writing whether you can apply. You must attach our letter with your second application.

There are more circumstances where applicants applying for more than £15,000 need to ask for our permission to apply. These are outlined in the How to apply – over £15,000 guidance document.

Applying to Project Grants

You've had a great idea and you're eligible to apply. What next?

1

Use our '**Is My Project Ready?**' tool to check that your project is developed enough for you to be thinking about making an application.

Find the tool at artscouncil.org.uk/ projectgrants

2

Read this guidance and the **supplementary guidance note** carefully – it will tell you what we can fund, as well as how to fill in your application form.

If you are applying for over £15,000, you will need to read 'How to apply – over £15,000' instead

3

Make sure you have a user account for our online application system, that you have an applicant profile, and that we have checked and validated the profile.

This process can take up to ten working days

4

Fill in and submit the application form. This guidance, as well as our information sheets, will help you. If you need any more support, you can get in touch with our Customer Services team.

The application form

Warwickshire Libraries Fantastic Fun with Words Festival Photo
© Arts Council England / Alan Fletcher

WELCOME ELIGIBILITY **APPLICATION FORM** CHECKLIST WHAT HAPPENS NEXT? APPENDIX

The application form

We will use the information you give us in your application form to decide whether we will offer you a grant.
The form is made up of five parts: **Basic Details** and our **four criteria**:

- **Quality**

- **Public Engagement**

- **Finance**

- **Management**

We can only fund applications that meet our criteria. See each section for more details. You should also read the supplementary guidance note that covers the period July 2020 to April 2021. It contains some further information on what you need to think about in your answers during this time.

Before you start

Applications are made using our online system, Grantium – for details, see: artscouncil.org.uk/welcome-grantium

- We must have checked and validated your applicant profile

- You must ensure your existing applicant profile is up to date, incuding all contact details

- When you start an application you'll automatically be taken through a short eligibility questionnaire

- **We recommend having this guidance at hand to help you answer the questions**

Basic details

> › Please give us a short summary of your project
> (up to 600 characters including spaces[2])

We'd like to know what your project is, what will happen and who it is aimed at.

Amount you are asking for:

> › Tell us the total amount you are applying to us for, including any personal access costs.

If there are extra costs relating to your own access needs, or those of the people you are working with, to help you deliver your project and manage your grant online, include them in this figure.

> › Do you, or does your organisation object to receiving National Lottery funding for religious reasons?

If you answer 'yes', you will need to upload a letter explaining why you or your organisation object to receiving National Lottery funding later in the application form.

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2 - All character counts given include spaces

Project dates:

> › Tell us the start and end dates for your project.

The start date you give must allow enough time for us to decide on your application.

We need up to ten weeks to come to a decision on applications for £15,000 and under. We cannot fund any goods or services that you have bought, ordered or contracted before we make a decision on your application. You can still submit your application if your start date is in exactly ten weeks, but we would not view this as good practice and it is likely to be noted in our risk check.
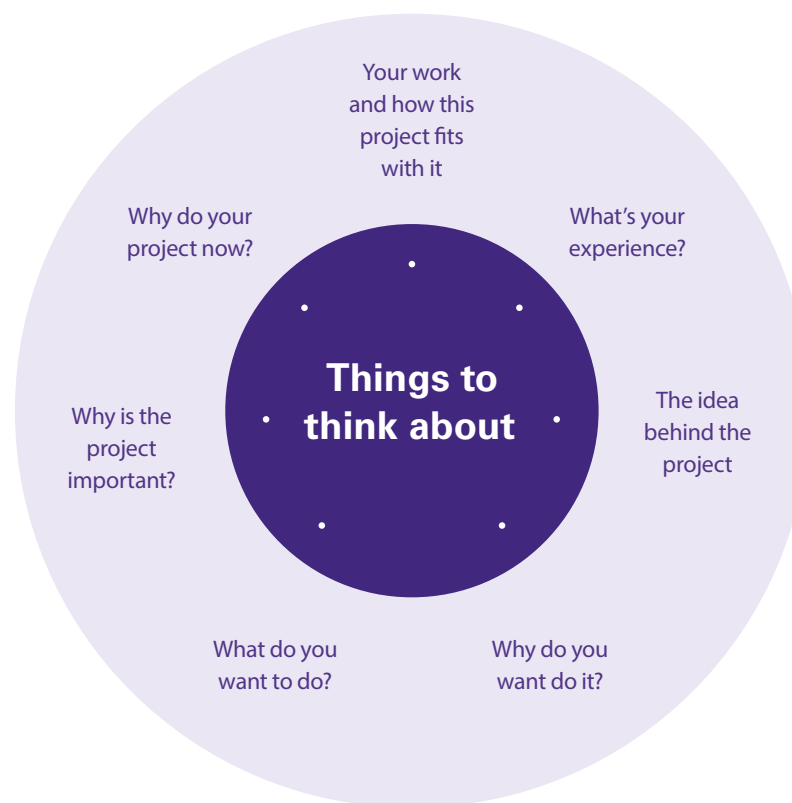
Please give a start date and end date for your project, making sure they will give you enough time to complete all the main stages of the project that you are asking us to support. For example, if your activity is a short festival but you are asking us to support the development and marketing of that festival as well as delivering it, you should give dates that include the development and marketing period as well as the festival itself.

If your application is successful, we cannot make payments immediately. We will first let you know about the offer and wait for you to accept it, authorise your bank details, consider any material to meet the payment conditions we have set, and go through necessary financial checks.

This can take two weeks or longer, depending on the circumstances. You should allow for this when choosing your start date.

Quality

When you start to think about completing an application form, it helps to be clear on these things:

Things to think about

- Your work and how this project fits with it
- What's your experience?
- The idea behind the project
- Why do you want do it?
- What do you want to do?
- Why is the project important?
- Why do your project now?

Make sure you have read the supplementary guidance note that covers our approach for July 2020 to April 2021. It includes important information on things you need to think about in this period.

When we look at your answers to the questions in this section we will think about:

> › how strong your idea is, and how clearly you have expressed your aims
>
> › if you have demonstrated that your project is likely to achieve its ambition
>
> › if the project will strongly develop the work/skills of the people/organisations involved
>
> › if you have demonstrated that you or the people you are working with have a track record in delivering good quality work
>
> › the quality of the experience for the people taking part in the project; and
>
> › whether the artists/organisations involved are high quality in the context you are working in
>
> › if your activity aligns with any of our Equality Objectives

We will think about what 'good quality' looks like in the context of your project. For example, we will have different expectations of a non-professional project focused on participation and engagement than for a professional one that aims to push the boundaries of an artform.

Quality questions:

› Tell us about your (or your organisation's) relevant work and experience (up to 1500 characters)

Tell us:

- the main focus of your or your organisation's artistic or creative activities

- your main artistic or creative achievements to date – for example, exhibitions, productions, publications, and so on

- specialisms you or your organisation have, or collections you hold

- any important commissions you've received

- important pieces of work you've completed

- if you've worked with any established artistic partners

- any other information relevant to your track record in the arts, museums or libraries work

If you are applying on behalf of an organisation that does not work mainly in the arts and is not a museum or library, you should tell us briefly about the area of your main activities and your previous experience using the arts in your work.

›   Tell us more about your project and what you want it to achieve (up to 1500 characters)

We want to know what you aim to do and why, including the ideas behind your project.
You should tell us:

- more detail about what your proposed project is, and what activity will happen

- what your main aims for the project are

- why you want to do your project; and

- the artistic, creative and other ideas behind the project

›   Tell us how this project will help to develop your work (up to 1500 characters)

We want to know how the activity will develop your practice, skills or organisation and how it fits with your wider artistic career or with your organisation's programme. Some activities might contribute to the development of others. You can tell us about this here too.

Think how doing this project will affect your work, both immediately and/or in the longer term. Does your activity allow you to:

- work in new ways, in new contexts or with new people

- reach new or different audiences

- try out new approaches; or

- develop in other ways (for example, organisational or professional development)?

› What will your project focus on?

Choose from the list. Pick as many as you feel are relevant to your project.

- working with new people

- creating or commissioning new work

- reaching new or different audiences

- trying out new approaches

- undertaking organisational development

- undertaking professional development

› Giving us a sense of your work: Attachment

If you would like to include a document or web link to give us a sense of your work (or that of any artists or creatives you are working with) you can do it here. For example, this could be an image, a music file, a sample of your writing, a video, a link to an online portfolio or a review of your work.

You can upload a maximum of one document or web link. A document can be a maximum of five pages, and we can only look at a single web page.
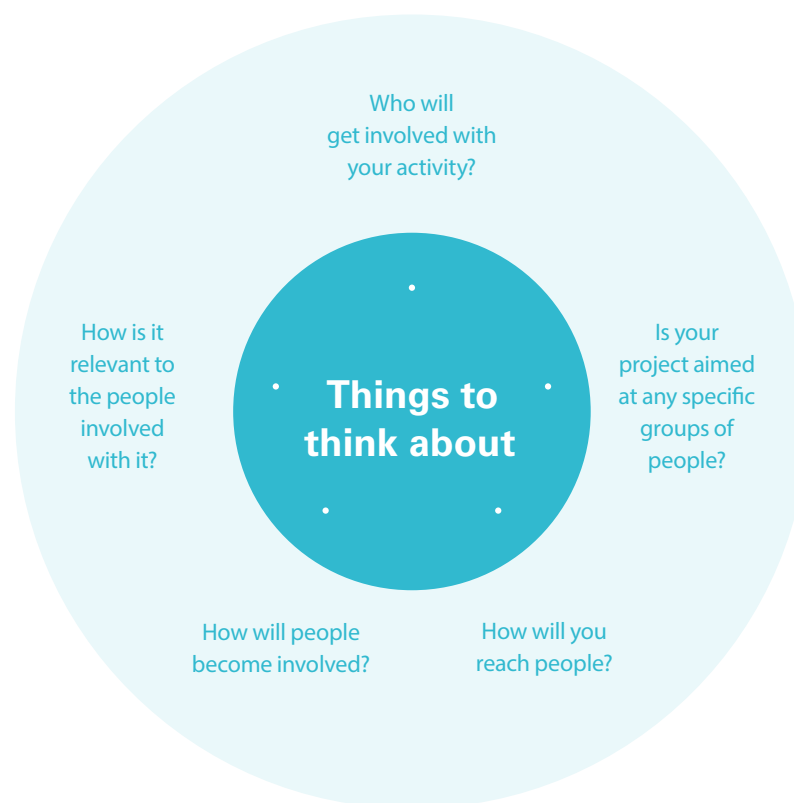
› Who else is involved?

We want to know about the other artists and creatives, or specialists delivering museum or libraries projects, who::

- are part of your activity's programme

- are directly involved in shaping the content of the activity; or

- are important for the quality of the activity being proposed

Public engagement

When you start to think about completing an application form, it helps to be clear on these things:

Who will
get involved with
your activity?

**Things to
think about**

How is it
relevant to
the people
involved
with it?

Is your
project aimed
at any specific
groups of
people?

How will people
become involved?

How will you
reach people?

Make sure you have read the supplementary guidance note that covers our approach for July 2020 to April 2021. It includes important information on things you need to think about in this period.

When we look at your answers to the questions in this section we will think about:

› how strong the case for public engagement with the activity is

› if the target audiences for the activity are clearly identified

› if the activity increases opportunities for people who don't currently get involved in the Creativity and culture or are involved a little in creative and cultural activity

› if the activity increases opportunities for people already taking part in creative and cultural activity

› if plans to market the activity to audiences are well-defined, and are likely to achieve your aims

› if there is no immediate opportunity to involve people (for example, research and development), whether there is potential for the public to get involved in the future; and

› where relevant, whether access and diversity have been considered effectively and how the activity might align with our Equality Objectives

Public engagement questions:

› Who will engage with your project? (up to 1000 characters)

Think about the audiences or the people who will take part.

We want to know who is going to engage or get involved with your project. Target audiences will be different for different types of activity.

For example, a project might target:

- a very specific group of people (young people aged 12 to 15 in Birmingham); or

- a wider audience group (theatre audiences in the Midlands)

If your activity will involve people who do not usually engage with the Creativity and culture at all you should tell us here. If you want to engage people who would not usually engage with your work (we call this 'audience development'), tell us about this here. Some activity might not engage people immediately. It might, for example, be research and development (R&D) work.

If you are applying for R&D activity, you should tell us about the target audiences for your work now or in the future. You can find out more about research and development in the information sheet 'Research and development (R&D)' on our website: artscouncil.org.uk/infosheets.

› How will people engage with your project and what experience do you want them to have?
(up to 1000 characters)

Tell us about the ways audiences or people taking part will engage and what they will get from your project. We want to know that you have thought about the kind of experience people will have by engaging with your project. For example, people might be:

- actively taking part in a workshop

- audience members or visitors

- readers of a publication

- users of a digital product or a game; or

- taking part in research or public consultation (such as helping to plan an activity)

- library service users

Tell us why your project will be relevant to the people or groups you've identified, and how you know there is (or will be) demand for it.

Tell us how people will benefit from taking part, how you will make sure that they have a quality experience, and how their involvement could have a lasting effect on them.

› Tell us how you will make sure your project reaches people (up to 1000 characters)

We want to know how you will make sure that the people you plan to engage will be able to experience your project. You can tell us about any planned marketing activities if this is relevant.

We want to hear your plans for making sure people are aware of your project and will want to take part in it.

Please tell us how you have or plan to:

- recruit any participants for your activity

- promote your activity (for example, to gain media coverage)

- market your project (for example, to sell tickets to performances or encourage people to attend an exhibition)

- make sure that your project is accessible to people who might experience barriers to taking part in it. These barriers might be related to disability, for example, or socio-economic status

You can find out more about marketing your activity in the **Audience development and marketing** information sheet on our website: artscouncil.org.uk/infosheets.

If you are applying for R&D activity, tell us how you will make sure your work will reach your target audiences in the longer term. This might include how you plan to get a gallery, theatre or festival to show your work, or a publisher to publish it.

See the **R&D information sheet** on our website: artscouncil.org.uk/infosheets.

› Numbers benefiting from your project (Complete the table)

We will ask you to estimate the numbers of people who will benefit from your project:

Artists or creatives - Anyone involved in shaping or delivering the project creatively, such as a director, painter, museum specialist, library specialist or choreographer

Participants - Anyone who takes part in the project, such as a workshop attendee, library service user, technical worker or steward

Audience (live) - People who experience the work first hand in a live setting, such as gallery vistors, live show audiences, festival goers or conference attendees

Audience (broadcast, online, in print) - People who experience the work first hand in a non-live setting, such as reading a book or e-book, watching a live-streamed or recorded performance, interacting with a digital product or work hosted online

When estimating audiences, think about whether the experience is first hand. Reading a book or watching a performance is first hand engagement, but seeing an advert on social media, or reading a newspaper review is not first hand experience.
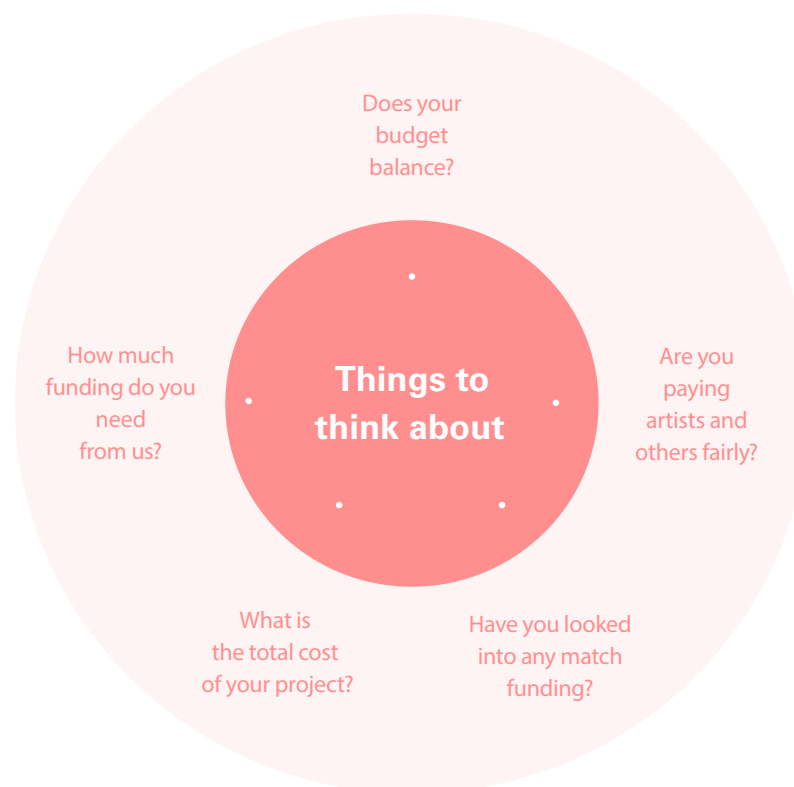For example, if you expect 300 of your 2,000 followers to experience the work, this number should be 300, not 2,000.

When we read the answers to your questions, we will gauge whether your marketing and experience supports the numbers you have provided. Try to be as honest and realistic as you can.

Finance

When you start to think about completing an application form, it helps to be clear on these things:

Does your budget balance?

How much funding do you need from us?

Things to think about

Are you paying artists and others fairly?

What is the total cost of your project?

Have you looked into any match funding?

Make sure you have read the supplementary guidance note that covers our approach for July 2020 to April 2021. It includes important information on things you need to think about in this period.

When we look at your answers to the questions in this section we will think about the following:

› whether the budget appropriate for the activity that is planned [is the amount of money being asked for suitable for the scale and type of activity? how appropriate are the areas of income and spending?]

› whether all items in the budget are relevant and reasonable [are fees or wages appropriate to the context? Have quotes for assets been appropriately researched for any asset purchases?]

› whether the application demonstrates that the activity is attracting income from other sources; is any other income confirmed? If not, do potential income sources seem realistic? We will think about this in the context of the current situation, as outlined in the supplementary guidance note

› if appropriate financial controls are in place

The main things to remember about budgets

- **The budget you present should describe the most likely scenario**
  For example if you have applied to multiple funders but you only expect to receive half of your applied amount.
  Tell us who you've applied to and how much you expect to get. What will you do if you receive more than you expect?

- **Your budget should be for the total cost of the project you are applying to do**
  We view your application to be for a contribution towards the overall cost. We do not generally allocate our funding to specific items of spending in your project budget.

- **Your budget must balance**
  Your cash income must be the same as your cash expenditure.

- **We need to be able to see how you have worked your figures out**
  Break down any figures clearly, such as ticket income ord artists' fees, under the headings provided.

- **List support in kind in the income section only**
  Only cash income can be offset against cash expenditure. Support in kind should only appear in the income table.

- **We will judge the strength of your budget using both your calculations and your explanations**

- **Things are likely to change between the application and the end of your project**
  We understand that projects can change between the start and the end. If your application is successful you should tell us about any changes in your activity report form. For example, **tell us what you spent your contingency on.**

Income

How to present your income lines

- Make sure that you show how your figures have been worked out in the Description field, for example:

  > **Example:**
  > Ticket sales (7 dates @ 60% of 100 capacity x £8 ticket price) £3,360

- Enter all the cash income specific to this project on this page (excluding the amount you are applying to us for), as well as any support in kind you will receive

- Include any other income that is either confirmed or expected towards the project, including any applications to other funding bodies, trusts or foundations, under the appropriate budget headings.

We take this into account when we are carrying out the risk check, and we think about how realistic any expected income is when we look at financial risk. If you are successful, we may ask you to provide evidence of income you have shown as a condition for your first payment.

Earned income

Include any income you will earn from this activity (for example, from ticket sales, workshop fees or selling work or publications). Be realistic about earned income. For touring activities, please provide details of guaranteed fees from venues, your estimated income, or both. Please provide a clear breakdown for each entry to show us how you have reached your figures.

Example: Earned income
Four performances at a venue with 600 seats and a 70% full audience (420 people) is
4 x 420 tickets at £6 = £10,080

If VAT is charged on ticket sales or admission prices, do not include it in your earned income figures.

For information about VAT and other taxes, contact HM Revenue & Customs (HMRC) through their website: gov.uk/HMRC

Local authority funding

Include any funding you have received or applied for from local authorities for this activity. Please give us the name of each local authority and the amount.

Other public funding

Include any funding you have received or applied for from any other public organisation (for example, the British Council). Please give us the name of each organisation and the amount.

Private income

Include any income from private sources, for example from you or your organisation, donations or grants from trusts and foundations, or from crowdfunding. This should include funding you have already confirmed and funding you expect to receive (for example, applications you have made but have not received a decision on yet, or applications that you intend to make during the project). If you are an individual and you are providing some cash income towards the activity, please include it here.

Support in kind

Support in kind is used to describe any materials or services that you would otherwise have to pay for but that are being provided free of charge or at a reduced rate. The value of support in kind contributes towards the percentage of funding we need you to have from other sources.

Income budget questions:

› Tell us how you have raised, or plan to raise, any income from other sources you have included in the income table
(up to 1500 characters)

This is to help us understand how realistic your budget is, and the partnership support that is in place. Income from other sources could include other grant applications, donations or crowdfunding.

Tell us:

- what you have done to secure income from other sources for this specific project;

- how you plan to raise any remaining amounts from other sources shown in the income section (if you have a fundraising plan, you can refer to it here); and

- if your budget includes earned income, tell us how you have worked this out (e.g. how you decided on ticket prices).

When we make decisions, we'll take the difficulty of securing other funding at the moment into account.
If you tell us about other specific sources of funding you have applied for, include when you expect to know if you have been successful. Please include an appropriate figure in the income section of your budget, or we may treat your budget as unbalanced.

You may have made (or plan to make) several applications for funding elsewhere, amounting to more than you will need, on the basis that some of them will be unsuccessful. If this is the case, base your budget on the applications you think are most likely to be successful and tell us about your approach. Tell us how you will allocate any extra funding if you raise more than you expect.

› Tell us about the support in kind in your budget (if your budget includes support in kind)
(up to 1500 characters)

Tell us how you have worked out your support in kind, and why it benefits your project.

Support in kind might include:

- equipment being provided free of charge

- free use of rehearsal or performance space

- volunteers who are giving their time for free

- a discount given from the full price of goods or services (for example, printing costs). You should show the discount amount as support in kind, and show the reduced cost you will pay for the goods or services in the expenditure section of the budget

We would not usually recommend using discounts on artistic or creative wages or fees as support in kind, because we are committed to paying people fairly for the work they do. Please see the section below on fair pay.

Please include details of who is giving the support in kind alongside an estimate of its value. You can find out more about how to work out the support in kind for your activity in the **Support in kind** information sheet on our website: artscouncil.org.uk/infosheets.

Expenditure

Artistic, creative or specialist costs

Include any of the artistic, creative or specialist costs you need to pay for and show how you have reached your figures. You need to show the following:

The fees and wages of artists, creatives or specialists involved in the activity

For example, actors, musicians, dancers, visual artists, stage designers, directors, producers, composers, writers, choreographers, stage managers, library specialists, lighting designers, curators, workshop leaders, conservators and so on.

We are committed to making sure that artists and creatives are paid appropriately for activities we support. The amount is likely to depend on a number of factors, including experience and skills, the type of work and the length of the contract. If you are involved in the activity as an artist or creative, you can include your own fees here. Please see the section below on fair pay.

If you are employing people to take part in your activity, you may need to budget for statutory costs relating to this (for example, paying an employer's National Insurance contributions, holiday pay and pension contributions). You should get appropriate advice on your statutory obligations around employing people. For information, visit HM Revenue & Customs' (HMRC) website at gov.uk/ HMRC. Please see the section on fair pay.

When including costs or fees, show how you have calculated them.

Example:
2 x Creative specialists @ £150 per day for 10 days = £3,000

If you are registered for VAT, your expenditure figures should not include VAT that you can claim back. If you are not registered for VAT, your costs should include VAT.

You should get financial advice from your own accountant or the relevant tax office. For information about VAT and other taxes, contact HM Revenue & Customs (HMRC): gov.uk/HMRC.

Other artistic or creative costs of delivering the activity

For example, the cost of events, commissions, research and development, preparation, conservation, productions and residencies, including any materials or equipment you need to carry out these things. For touring activities, include costs for creating and preparing the tour, and costs that are the direct result of touring (for example, travel, transport and accommodation).

Making your work accessible

Please include the costs of making sure your activity is accessible to those taking part and audiences with access needs. These might include costs of signing for performances or producing exhibition materials in other formats such as in Braille or on audio. Please use the budget heading 'personal access costs' to tell us about costs relating to your own access needs, or any access needs of those who you will need to pay to help you deliver your project and manage your grant online.

Developing your organisation and people

Include the costs of any activity aimed at developing your organisation. This could include things like business planning, support from consultants, staff training and professional development costs.

Marketing and developing audiences

Include all marketing and audience development costs that relate directly to the activity you are applying for.

Overheads

You can apply for extra, time-limited overhead costs that are directly related to the activity you are asking us to support – for example, payments to staff, phone bills, postage and insurance. You can apply for a contribution to your ongoing overheads if these are not covered by other funding. Explain how you have worked out the cost.

Assets – buildings, equipment, instruments and vehicles

Include any costs relating to refurbishing buildings, improving access, buying property or leasing a building. In general, we would not expect to fund feasibility studies (studies to test the potential of a building plan) or early development of designs. See our **Capital projects** information sheet for more information: artscouncil.org.uk/infosheets.

Include the costs of buying assets such as equipment, instruments and vehicles. You should get competitive quotes from more than one business or supplier. We ask you to tell us about them in the question below this section of the budget.

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As part of our eligibility and risk checks we will decide if proposed asset purchases are appropriate. You may be asked to send invoices for any purchases. You can find out more in the **Asset purchase** information sheet, on our website: artscouncil.org.uk/infosheets.

Other spending

Include any other spending for your project that is not included elsewhere. This can include an amount for unexpected costs (contingency spending).

Personal access costs

These are costs that relate to **your own** access needs (**and/or any access needs of artists, creatives or specialists** you are working with). Include costs that you will need to pay to help you deliver your project and to manage your grant online if your application is successful. For example, payment for a sign-language interpreter to help you manage meetings you will have as part of your project, an access support worker to help you complete your activity report form online, or any other costs associated with adjustments or support you will need to pay for.

Only include **personal access costs you will incur if your application is successful** in your expenditure table. Do not include costs relating to preparing, planning and submitting your application. To find out more about personal access costs, see our **Access support** information sheet: artscouncil.org.uk/infosheets.

Expenditure budget questions:

› Tell us how you will manage the budget for this project, and about your previous experience managing budgets
(up to 1500 characters)

List any relevant experience you have had managing budgets of a similar size. You can also tell us about any financial controls that are in place, such as:

- a contingency for unexpected costs

- who is responsible for authorising and making purchases

- your banking arrangements

› Tell us how you have worked out the costs in your project budget, including the costs of any purchases
(up to 1500 characters)

- Have you researched quotes online?

- How have you calculated the numbers in your budget?

Fair pay

We are committed to making sure those who work in Creativity and culture are properly and fairly paid.
We expect you to show how fees for artists, creatives and specialists for projects funded by us are in line with, or better than, recognised codes of practice and guidelines set by the relevant lead bodies.

When putting the budget together for your application, you should make sure you can provide proper and fair payments to artists and practitioners. Applications that include touring should make sure that, as well as adequate fees, payments for accommodation, food and so on are in line with the relevant trade union agreements.

We are not able to offer specific guidelines on rates of pay for artists or creatives from parts of the sector that don't have a lead union body. We would encourage you to find out and put in place best practice guidelines and industry standards from the relevant bodies. See our **Fair pay** information sheet for a list: artscouncil.org.uk/infosheets.

When you employ someone on a contract or freelance basis, you should agree the number of hours needed to complete the activity, which should include research, development and planning as well as delivery. We expect that fees and salaries for those aged 25 or over should match the National Living Wage as an absolute minimum. Fees and salaries for under 25s vary, but should match or be more than the National Minimum Wage. We ask you to confirm in the application that you are aware of your responsibilities if you are employing people as part of your project.

For more details on the National Minimum Wage and the Living Wage:

- Visit HM Revenue & Customs' site: gov.uk/national-minimum-wage

- Acas runs a helpline for workplace advice online acas.org.uk and by phone - 0300 123 1100.

Volunteers

Volunteers make an essential contribution to our cultural life. The relationship between an arts or cultural organisation and its volunteers should benefit both the organisation and the volunteers. You should respect volunteers, train them properly, and not ask them to take on responsibilities that are beyond their experience.

You can find more information on working with volunteers in our guidelines (artscouncil.org.uk/artsinternships) jointly published with Creative and Cultural Skills. This document also helps to clarify the legal duties of organisations working in the creative and cultural industries offering internships.

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Fair pay, volunteering and our criteria

Your application may be negatively affected if we feel that any of the fees or payments included in it are not appropriate, or that volunteers or interns are not being treated fairly.

Fair pay questions:

> › Have you used any recognised pay guidelines to work out pay for those involved in your project (including you)?
> (up to 600 characters)

> › If there are other people included in delivering my project, either as workers or volunteers, I confirm I am aware of my statutory responsibilities. (Tick box)
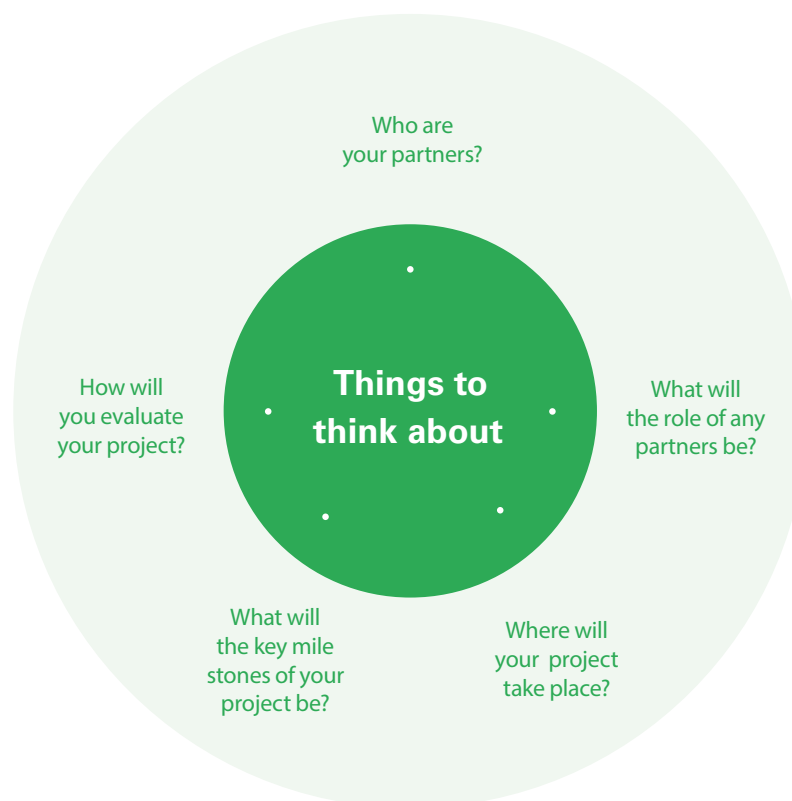
Cash Prizes

We are not able to provide any support towards cash prizes as part of project budgets. We can only support costs that are for specified items of expenditure on goods (products) or services (time) that will be used to deliver the project; cash prizes are not payments for a product or service, and so they cannot be supported with Project Grants funding.

If your project includes giving cash prizes as part of a wider activity (for example, a publishing project that includes writing workshops, the publication of an anthology of new writing and a cash prize to a writer), you should either exclude that strand of activity from your budget, or show clearly that the prize funding is completely supported using other confirmed income.

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Management

When you start to think about completing an application form, it helps to be clear on these things:

Who are
your partners?

How will
you evaluate
your project?

**Things to
think about**

What will
the role of any
partners be?

What will
the key mile
stones of your
project be?

Where will
your project
take place?

Make sure you have read the [supplementary guidance note](#) that covers our approach for July 2020 to April 2021. It includes important information on things you need to think about in this period.

When we look at your answers to the questions in this section we will think about the following:

›   if the activity is realistic and well-planned (including having a realistic tour schedule, where appropriate)

›   if the application shows your ability to manage the activity successfully

›   if the team delivering the project has a track record of managing similar activity

›   if the activity is supported by appropriate partnerships; and

›   if plans to evaluate the activity are appropriate

We'll ask everyone who is offered a grant in this period to confirm that they have an appropriate risk management plan in place and that they are able to follow all current UK Government guidance on COVID-19. Our [Terms and Conditions](#) set out grantholders' responsibilities around adhering to UK Government guidance.

Management questions:

› Tell us about your, and your partners', recent experience in managing similar types of projects
(up to 1500 characters)

Show how you and your partners in this project have the experience to support managing and delivering the activity. For example, if you have told us an organisation is providing support to develop the audience for your activity, tell us about that organisation's experience.

Also tell us if your activity will benefit from involving a board or an advisory or steering group.

› Partners

Use the table to list your non-creative partners here, such as any venues, marketing support or other non-Creativity and culture focused partners.We may contact your partners as part of the risk check.

› Location

We need to know where the projects we support are happening, and whether they involve touring.
If your project involves touring, we will ask you to fill in the tour schedule.

Use the definitions below to tell us the status of each booking:

Confirmed	The booking dates and contractual arrangements are confirmed subject to funding and probably won't change
Pencilled	There has been a detailed discussion between you and the venue The venue has an understanding of the likely contractual arrangements and has agreed to pencil a date
Discussed	You are currently in active discussion with a venue about your project but have not agreed a date or terms
Not discussed	You have identified suitable venues but have not yet discussed the project with them

Project plan

Planning to date:

› Tell us about the planning and preparation you have already done (up to 1500 characters)

This work should not be included as a cost in your budget; we cannot fund activity that has already taken place. For example:

- research

- developing partnerships

- scoping work

- considering possible risks

- planning how you will deliver the activity (for example, producing a timeline)

- securing commitment from partners depending on funding

If we have agreed to process your application time sensitively, you must tell us here how you plan to manage the short timescale.

Project timeline:

› Please use the table on the following page to list the main stages and tasks of the project from the start date onwards, and to show who will lead on each part of the project.

Enter at least one stage, and add each project stage in order.

You can add as many lines as you need to this table to identify the main stages of the activity, for example, planning, developing partnerships, research, any performances, shows, exhibitions, workshops or events, evaluation, and so on.

If an activity includes public performances or events, for example, a tour or a festival, these should be clearly identified using the timeline.

In the final column 'task lead', please tell us who will be managing each stage of the project. This could be you, or one of your partners. Think about who is most appropriate to lead on each task.

Example project plan

Start date	End date	Activity or task	Task lead
1/8/2018	15/8/2018	Conclusion of project planning including confirmation of workshop schedule	**John Smith** (project manager)
8/8/2018	22/8/2018	Marketing	**Community partners**
19/8/2018	30/8/2018	Workshop planning by artists	**Lead artists**
4/9/2018	4/9/2018	Introductory workshop session at Newton Community Centre	**John Smith** (project manager) with Newton Community Centre
10/9/2018	10/9/2018	Workshop session with Lead Artist 1	**Kate Jones** (Lead artist 1)
17/9/2018	17/9/2018	Workshop session with Lead Artist 2	**Adil Gupta** (Lead artist 2)
24/9/2018	24/9/2018	Workshop session with Lead Artist 3	**Jack Shaw** (Lead artist 3)
1/10/2018	1/10/2018	Workshop session with Lead Artist 4	**April Johnson** (Lead artist 4)
11/10/2018	11/10/2018	Final show of work at Newtown Community Centre	**John Smith** (project manager)
15/10/2018	15/10/2018	Feedback session with participants	**John Smith** (project manager)
15/10/2018	31/10/2018	Evaluation period	**John Smith** (project manager) with Newton Community Centre

Project evaluation:

› Tell us how you plan to monitor the progress of your project and evaluate your outcomes throughout the project
(up to 1500 characters)

Evaluation is a structured way of thinking about what has happened. Evaluation can help you to make decisions during your activity, improve your work, and show what your activity has achieved. Think about all the parts of your project, including quality, public engagement, finance and management. Also think about how you will share your evaluation so it can be useful to others.

If we give you a grant, we will ask you to evaluate your work and fill in an activity report form at the end of your project. You can find a basic introduction to evaluation in the **Evaluating your project** information sheet on our website: artscouncil.org.uk/infosheets.

Application checklist

Acrojou: All at Sea/ Vessel, 2016. Photo © Dan Lowenstein

Checklist

Before you submit your application, check the following:

I have read the 'How to apply' guidance, the supplementary guidance note and any relevant information sheets ☐

I have spoken to Customer Services if I need support filling in my application. ☐

I have filled in all sections of the application form. ☐

My budget balances. ☐

I have explored any other funding available to support my project ☐

I have planned how to evaluate whether my project is successful. ☐

I have asked someone else to check my application to make sure that there are no mistakes and that nothing is missing. ☐

I have thought about what I will do if my application isn't successful. (See the note below.) ☐
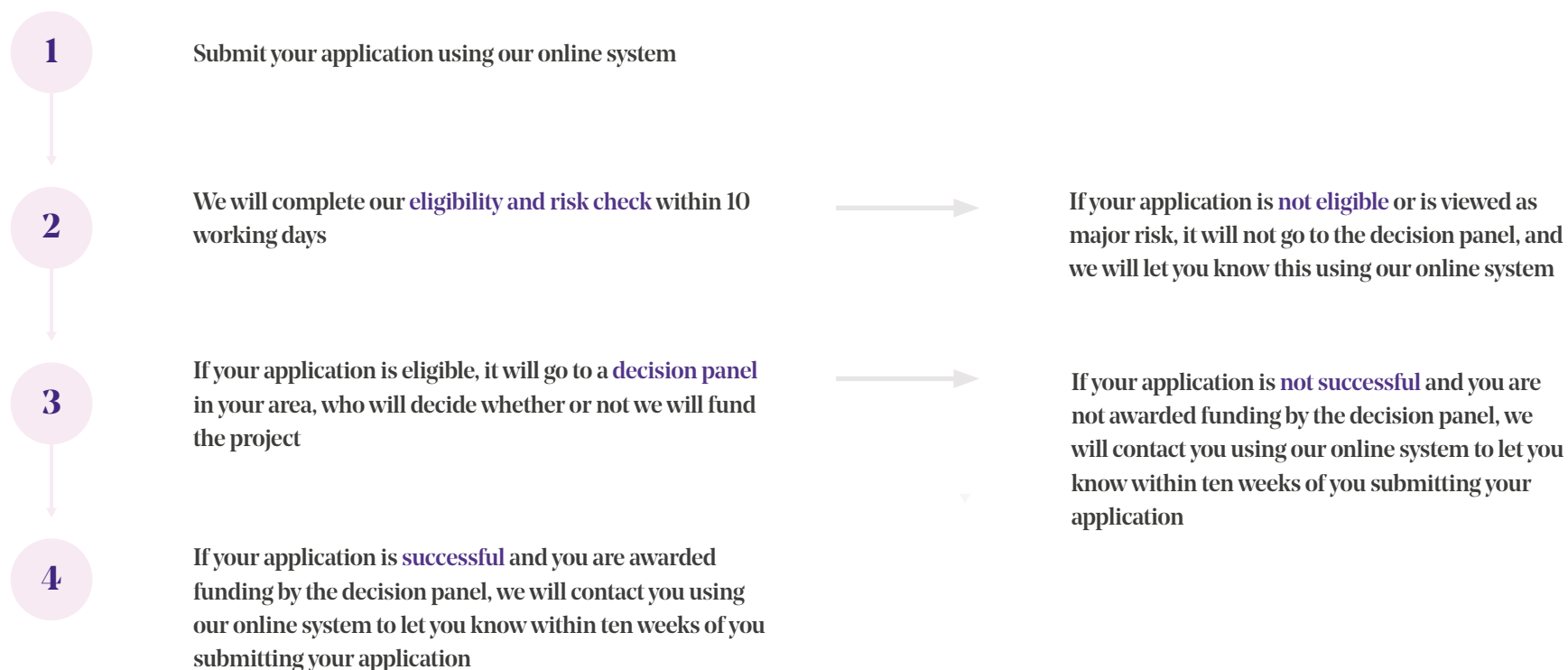
Note: Demand for our funding is high, and we are not able to fund all of the projects we receive applications for.

What happens next?

Reading on Thames Festival 2017: Fry's Island Swim
Photo © Stewart Turkington

Next steps

1   Submit your application using our online system

2   We will complete our eligibility and risk check within 10 working days   →   If your application is not eligible or is viewed as major risk, it will not go to the decision panel, and we will let you know this using our online system

3   If your application is eligible, it will go to a decision panel in your area, who will decide whether or not we will fund the project   →   If your application is not successful and you are not awarded funding by the decision panel, we will contact you using our online system to let you know within ten weeks of you submitting your application

4   If your application is successful and you are awarded funding by the decision panel, we will contact you using our online system to let you know within ten weeks of you submitting your application

You can find more information on each of these steps in the sections that follow.

1. Eligibility check

When we get your application, we first check whether it is eligible. You can find more information on eligibility in the Eligibility section of this guidance.

> If your application is **eligible**, we will send you a confirmation email using the online system.
>
> If your application is **not eligible**, this means that we cannot process it any further and we will not consider it for funding. We will tell you using the online system, and will explain our decision.

We will usually complete our eligibility check within **10 working days** of receiving your application.

If you have not heard from us within this time, contact us.

2. Risk check

If your application is eligible, we will next carry out a risk check. We look at how realistic and achievable your management plans and budget are, and consider other risks that might be relevant.

Our risk check may include the following, among other things:

- **timeline** - is the timeline achievable and detailed enough?

- **partnerships** - are appropriate partnerships in place to support the activity, and are they confirmed?

- **planning** - is the activity planned well enough?

- **tour schedule** - is any tour schedule at an appropriate stage of confirmation?

- **evaluation** - are plans to evaluate the project appropriate?

- **budget** - is the budget reasonable and appropriate?

- **partnership funding** - is there an appropriate level of partnership funding, and is any expected funding likely to be secured?

- **financial management** - are there appropriate measures in place to manage the budget?

- **asset purchase** - are any assets you want to buy justified clearly, and are the costings based on quotes?

- **previous grants from us** - how have you managed any previous funding you have had from us?

- **governance (organisations)** - we will check your Companies House or Charity Commission registrations where appropriate, and may check that your governing document allows you to deliver the activity you are proposing.

We may contact your partners as part of the risk check.

We can give any of these factors a risk rating of **major**, **moderate** or **minor**.

Major risk - means that an issue gives us concern that the activity is not likely to be managed successfully and/or there are serious concerns about your budget.

If we consider any aspects of your activity's management or finances to be major risk, we will not fund it.
If your application is not successful at the risk check stage, we will tell you using the online system, and will explain our decision.

Moderate risk - means that although an issue represents some risk to successfully delivering the activity, we have decided that this can be dealt with.

If we award you funding, we will ask you to send us more information before we release your first payment. We call these additional pieces of information 'payment conditions'. For example, we might ask for a confirmed tour schedule or confirmation that the other income for the activity is in place.

Minor risk - means that although we have noted an issue, we do not think it represents a risk to successfully delivering the activity, and we will take no action.

We'll ask everyone who is offered a grant in this period to confirm that they have an appropriate risk management plan in place and that they are able to follow all current UK Government guidance on COVID-19. Our Terms and Conditions set out grantholders' responsibilities around adhering to UK Government guidance.

3. Decision making

If your project is eligible and we don't identify any major risks, your application will go to the decision making stage.

Decisions on applications for £15,000 and under are made by a panel of Arts Council staff members in the area where you are based. We meet every week to consider:

- the strength of the **quality** and **public engagement** aspects of your project. We will consider the strength of your application alongside other applications we receive

- the **range and balance** of different projects we're supporting. The projects we fund must cover a broad range of **activity types, disciplines, applicants** and **geographical areas**

- our investment in **areas of least engagement with the arts**

- how projects will contribute to promoting **diversity**

We review our internal data on our spending so far and look at applications in the light of future demand on our budget.

We want to make sure that individual applicants are well supported through Project Grants. As we make decisions we will be making sure that the success rate for individual applicants is at least the same as it is for organisations.

We think about our investment in activities in **areas of least engagement with the arts**. These are the areas that have been identified as being in the bottom 33% of areas in England for engagement with the arts by the Active Lives Survey: artscouncil.org.uk/ALS.

We think carefully about diversity when making our decisions, and we may choose to prioritise applications that are likely to make a stronger contribution to the Creative Case for Diversity: artscouncil.org.uk/diversity. We also consider our Equality Objectives carefully, and how the projects we fund might align with them. We try to make sure that – over time – the grants we make broadly reflect the diversity of contemporary England.

We also think about how applications contribute to our strategy: artscouncil.org.uk/letscreate

We receive many more good applications than we can fund, and we choose to support the ones that help us achieve a balanced spread of projects. We sometimes have to make difficult decisions about what we can support.

Please read the supplementary guidance note for July 2020 to April 2021 for more information on how we will be making decisions during this period.

If your application is successful

If we award funding, your online account will show an **offer letter** and other information that will allow you to accept the grant.

Your grant will be split into two instalments. The first instalment will be **90%** of your grant, and will be made at the start of your project. The final **10%** is made at the end of your project, after you have submitted your **Activity report form**.

Accepting your offer

You must acknowledge and accept your offer letter and our terms and conditions using the online system within **one month**.

Everyone who receives a grant must accept our standard conditions artscouncil.org.uk/funding/standard-conditions-grants. These conditions are also attached to any offer, or you can contact us for a copy.

Asking for your first payment from us

For each payment of your grant, there will be a submission called 'Payment request' in the Submissions area of the online system. You must fill this in before we can release any payments. This submission allows you to upload information you need to meet any payment conditions we have set. These will be listed in your offer letter, if there are any.
See our Grantium guidance for step-by-step instructions: artscouncil.org.uk/welcome-grantium.

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If your application is not successful

If we decide not to fund your activity, your online account will show a letter explaining our decision and outlining your next steps.

is letter contains the full level of feedback that we are able to provide, but there is further guidance available in our **Unsuccessful applications** information sheet.

Arts Council National Lottery Project Grants is a rolling programme and you can apply again. Any new application for the same activity must sufficiently deal with the reasons that the original application was not successful.

If you would like to apply again, you will need to begin a new application form using the online system.

Further information

Making a complaint

As an organisation, we will always listen to and respond to any concerns that you may have. If you would like to make a complaint about either the service you have received from Arts Council England or the way we have handled your application, we have a process that you can use.

Please note that Arts Council England does not have an appeals process and for this reason, we are unable to accept complaints that relate solely to the decision we have made rather than how we have made it.

For more information, please visit the 'Complaints' section of our website, under **Contact us**: artscouncil.org.uk/contact. Additionally, you can email complaints@artscouncil.org.uk or call our Customer Services team on **0161 934 4317.**

What to do if you cannot accept National Lottery funding for religious reasons

The funding we can provide from other sources is very limited, but we can arrange other funding if you cannot accept National Lottery funding for religious reasons. You should apply using our normal application materials and tick the box in the Basic details section to state that you cannot accept National Lottery funding. We will process your application in the same way that we process all applications. If we decide to offer you a grant, it will not come from our budget from the National Lottery.

Making records of your project available to us for audit

You should be aware that we carry out checks on a sample of applications every year to make sure that our funding is being used appropriately. We reserve the right to ask successful applicants for access to all or part of their documentation relating to their activity. If you receive a grant, you must keep clear records of project management and financial records (including all invoices) for us to see when we ask.

Freedom of Information Act

We are committed to being as open as possible. We believe that the public has a right to know how we spend public funds and how we make our decisions.

We are also listed as a public authority under the Freedom of Information Act 2000. By law, we may have to provide your application documents and information about how we have reached our decision to any member of the public who asks for them under the Freedom of Information Act 2000.

We may not release those parts of the documents which are covered by one or more of the exemptions under the Act. Please see the Freedom of Information website at www.ico.gov.uk for information about freedom of information generally and the exemptions.

We will not release any information about applications while we are making a decision, as this may interfere with the decision. You can find out more on the Freedom of Information artscouncil.org.uk/freedom-information section of our website.

Public sector equalities duty

Your application form gives us information we may use to report to the Government or to monitor the different backgrounds of people who receive grants.

Under the Public Sector Equalities Duty we must research and monitor the different backgrounds of people who receive our grants.

Applications we invite

We may occasionally ask for specific applications to help us achieve our strategy.

We call these 'solicited applications'.

For more details about our strategy, please see our website at artscouncil.org.uk.

Data protection

We are committed to using any personal information (or personal data) we collect on a lawful, fair and transparent basis, respecting your legal rights as an individual in accordance with the UK General Data Protection Regulation, the UK Data Protection Act 2018 and other applicable laws that regulate the use and privacy of personal data (Data Protection Law).

As part of us meeting this requirement, we have published our General Privacy Notice for you to refer to here. This tells you more about the personal data the Arts Council collects; the different purposes that we use it for and on what legal basis; who we may share that personal data with; how long we keep it; and your legal rights, including your right to contact us and receive information regarding the personal data about you that we may hold from time to time.

For further information about our obligations and your rights under Data Protection Law, as well as how to report a concern if you believe that your personal data is being collected or used illegally, please also see the Information Commissioner's Office website at www.ico.org.uk.

Appendix - Information sheets

To help answer those difficult questions, we've put together a range of information sheets. You might not need need most of them, but they may come in handy, depending on the type of activity you apply for. Find them at: artscouncil.org.uk/infosheets

- Access support
- Asset purchase: Buying equipment and vehicles
- Audience development and marketing
- Capital (Buildings) projects
- Capital permission request form
- Children, young people and learning
- Creative media and digital activity
- Evaluating your project
- Fair pay
- Festivals and Carnival arts
- Final Income and expenditure
- Funded Organisations (NPOs and MEHs)
- Governing Documents and Project Grants
- How we give advice on Project Grants

- Ineligible Project Grants applications
- International activity
- Libraries projects
- Literature projects
- Museum and collections projects
- Music projects
- Payment conditions
- Public engagement
- Questions and character counts
- Repeat projects, ongoing overheads and salaries
- Research and development (R&D)
- Support in kind
- Touring activity
- Unsuccessful and major risk applications

Questions?
Get in touch
we're happy to help

Reach our Customer Services team here:

Email: enquiries@artscouncil.org.uk
Website: artscouncil.org.uk
Twitter: @ace_national
Facebook: facebook.com/artscouncilofengland