

How to apply

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Welcome

Thank you for your interest in Grants for the arts, our funding scheme for arts activities that 'engage' people in England and help artists and arts organisations to carry out their work.

'Engage people' means people being stimulated or inspired by, and getting actively involved with, the arts.

This could include attending an arts event, taking part in an arts activity, or creating a work of art.

This booklet should give you all the information you need to know to apply, so please read it carefully before you fill in the application form. We also encourage you to read the information on our website (www.artscouncil.org.uk).

We can help you apply if you are disabled, deaf or have learning difficulties. For example, we can provide:

- someone to take notes if you are dyslexic;

- a one-to-one meeting where you will have the support of a British sign language (BSL) interpreter; and
- personal assistants for people with learning difficulties or people who use mental health services.

To make sure we can support deaf and disabled artists in a meaningful and accessible way, we will agree the help we can provide on a flexible and individual basis. Please contact our enquiries team and they will put you in touch with a relevant person who can agree the necessary arrangements.

Five steps to apply for Grants for the arts

1. Read this booklet carefully.

It gives you information on how to apply for a grant, and answers some common questions.

2. Write a proposal. You need to write a proposal about the activity you want us to support. This is a very important part of your application. The 'Your proposal' section of this booklet (see page 26) gives detailed instructions that you should follow carefully.

3. Fill in the application form.

This gives us information about you, what you are applying for and your budget. The form also 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.

You can apply online on our website (www.artscouncil.org.uk). We encourage you to apply online as it is quicker and easier for you and allows us to reduce our administration costs, which means more money can be spent on funding arts activities.

4. Include any relevant extra information. Depending on the type of activity you want us to

support, you may also need to include extra information. This booklet explains what we need.

We will consider your application to be complete when you send it to us, and we will assess your application based on the form and your proposal. We may ask you to send us more information if we want to check something in your application.

If your application is for touring activity we will consider an updated tour schedule while we are assessing your application. We will not consider any other additional information we have not requested. We consult other organisations, including local authorities, about most applications. We use these comments and the knowledge of our staff to help assess applications.

5. Make your application online at: www.artscouncil.org.uk

If you cannot apply online, send it to us at:

Arts Council England
Grants for the arts
PO Box 4353
Manchester M61 0DQ.

Grants for the arts is a continuous programme but we aim to make regular improvements. This means that we may introduce new materials from time to time. Before sending us your application, please check you have the latest version. You can do this by visiting our website at www.artscouncil.org.uk or by phoning our enquiries team on 0845 300 6200.

When you will know

We need six working weeks to process applications for £10,000 or less, and 12 working weeks for applications for more than £10,000.

How to contact us

For general information about Grants for the arts you can contact us as follows.

- Phone: 0845 300 6200
- Email: enquiries@artscouncil.org.uk
- Textphone: 020 7973 6564
- Website: www.artscouncil.org.uk (for the answers to some common questions)

Our enquiries team provides general information about:

- our work;
- how we assess applications;
- how long it takes us to reach a decision;

- eligibility;
- things we do not fund; and
- information sheets that support our programme.

Before you begin

- Please read this booklet carefully before you work on your proposal or fill in the form. It will tell you who can apply (page 10), what you can apply for (page 13) and what your application must include (page 17).
- If you have any questions that this pack and the information sheets on our website do not answer, or if you need advice on your application or the activity you are applying for, we strongly advise you to contact us before you apply. Please read the application materials and be ready to describe your activity to us. This will help us give you good advice and will save time.
- We want to make our funding go further and we expect you to make the most of any other sources of income available to you.

Making your application eligible to be assessed

We cannot assess applications that are not eligible. You can do the following things to help avoid this.

- Allow enough time for us to reach our decision and for you to start planning and preparing to start your activity. We need six working weeks after receiving a complete application to process applications for £10,000 or less, and 12 working weeks for applications over £10,000.
- Fill in all parts of the application form that apply to you and the activity you are applying for. There are some parts that all applicants must fill in. These are clearly marked with this tick symbol ✓.
- Fill in the budget section of the form, giving us as much information as possible so we can see how you have reached your figures.
- Make sure your budget balances. In section D of the application form, the total income should be the same as the total spending. We have produced an information sheet called 'Example budgets'. This is available from our website or by

phoning our enquiries team on 0845 300 6200.

- Include your proposal and follow the five headings we give, numbering each heading. See the 'Your proposal' section of this booklet (page 26).
- Send in a CV (curriculum vitae) if you are applying as an individual.
- Enclose everything we ask for – see the checklist in section G of the application form.

And finally

There is a high demand for our grants and we can fund about 45% of all the eligible applications we receive. As a result, you should think about what you would do if we cannot fund your activity.

We wish you success with your application.

Getting advice

Our website (www.artscouncil.org.uk) gives the answers to some common questions. We also publish information sheets that offer guidance on particular aspects of applying for Grants for the arts. They also help you plan your activity. Below is a list of titles available.

- 'Public engagement'
- 'Buying and operating vehicles'
- 'The moving image'
- 'Example budgets'
- 'Musical instruments and second-hand equipment'
- 'How to pay artists'
- 'International activity'
- 'Using self-evaluation'
- 'Repeat activities, ongoing overheads and salaries'
- 'Audience development and marketing'
- 'Other sources of funding' (This is included in this pack.)
- 'How we assess artistic quality'
- 'How we treat your application under the Freedom of Information Act' (This is included in this booklet on page 40.)
- 'Understanding how we assess your application'
- 'Capital applications – building projects and equipment purchases'

You can also get copies by sending an email to enquiries@artscouncil.org.uk or by phoning 0845 300 6200. We may introduce new information sheets, so please check our website before you apply.

Our enquiries team can provide general information about making an application and can help with most enquiries. If you need advice about your application or the activity you are applying for, our enquiries team can make arrangements for you to speak with an appropriate officer. You can contact us in the following ways.

- Phone: 0845 300 6200
- Email: enquiries@artscouncil.org.uk
- Textphone: 020 7973 6564

Before contacting us, please read the application materials and be ready to clearly describe your activity to us. This will help us give you good advice and will save time.

We work with local authorities and consult them about most applications as part of the assessment process. We will also let them know the outcome of your application. You should discuss your activity with any relevant local authority (or authorities) before applying to us. You should do so if your activity will particularly benefit or engage the people living in a local area (or areas), or if a local authority is also providing funding.

Other income for your activity

We want to make our funding go further, and we expect you to make the most of any other sources of income available to you. We expect at least 10% of the total cost of your activity to come from other sources of income. On average, those who have been successful in getting funding raised 65% of their income from other sources.

This can include:

- income earned from your activity;
- funding from public organisations such as local authorities;
- grants from trusts and foundations; and
- a contribution from you or your organisation.

For some types of organisation (such as local authorities and other public organisations) applying to Grants for the arts we expect to see a higher level of income coming from other sources.

In very special circumstances we can provide a grant for the total cost of your activity. These circumstances could include situations where there is little chance of raising money from other sources. If you apply to us for the total cost of your activity, your proposal must tell us what your special circumstances are, and what you have done to try to raise money from other sources. Otherwise, your application may not be eligible to be assessed.

We also have an information sheet on other sources of funding, which is included in this pack. We update this sheet regularly so please make sure you have the most up-to-date version. You can find all the information sheets on our website. You can also get copies from our enquiries team (see 'How to contact us' on page 3).

National Lottery funding opportunities

Grants for the arts is funded by the National Lottery. We also provide funding for another Lottery programme, Youth Music. For general enquiries about National Lottery funding, visit www.lotteryfunding.org.uk or phone the National Lottery funding helpline on 0845 275 0000.

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 include a letter telling us why you cannot accept National Lottery funding. We will assess your application in the same way that we assess all applications. If we decide to offer you a grant, it will not come from our budget from the National Lottery.

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Eligibility

Who can apply

Our grants are for individuals, arts organisations and other people who use the arts in their work. They are for activities carried out over a set period and which:

- engage people in England in arts activities; and
- help artists and arts organisations in England carry out their work.

Your activity must take place mainly in England. There are some exceptions to this when artists or arts organisations from England are involved in activities in other countries. (Please see our information sheet 'International activity' for more information.)

Grants to individuals

Grants for the arts for individuals are available to:

- artists;
- performers;
- writers;
- promoters;
- presenters;
- curators;
- producers;
- groups of people (one will need to take the lead and have the main responsibility for managing the application and any grant); and
- other people working in the arts.

Grants for individuals range from £1,000 to £30,000, and can cover activities lasting up to three years. We can award larger grants for more major projects. We do not give grants of less than £1,000.

Grants to organisations

Grants for the arts for organisations are available to:

- arts organisations;
- local authority and other public organisations;
- partnerships;
- regional and national organisations;
- organisations whose normal activity is not related to the arts, including voluntary and community groups; and
- groups of organisations (one will need to take the lead and have the main responsibility for managing the application and any grant).

By 'organisation' we mean a single group of people working towards a shared or common goal. This can take many forms (for example a limited company, a charity or an unincorporated group). If you are applying as an organisation, you should have a bank account with two people who can sign in the organisation's name.

Grants to organisations range from £1,000 to £100,000, and can cover activities lasting up to three years.

In special circumstances we can assess applications for grants over £100,000 for more major projects. You can apply only if you receive a letter from us agreeing to this beforehand. You must send this written agreement with your application. We can only assess your application if you include this letter. We do not give grants under £1,000.

If your organisation has a regular funding agreement with us, you can only apply if your regional office agrees to this beforehand in writing. You must send this written agreement with your application. We expect most organisations with regular funding from us to have an adequate allowance for staff training and development in their budgets. Individuals working for organisations with regular funding from us may apply for training, professional development and travel grants only in certain circumstances and if the money is not available through their employers.

Applications we ask for

We may occasionally ask for specific applications to help us achieve our mission and priorities. This may be different from region to region depending on the local priorities. For more details about our mission and priorities, please see our website (www.artscouncil.org.uk).

Who cannot apply

The following individuals or organisations cannot apply to Grants for the arts. If you fall into one of these categories, your application will not be eligible to be assessed.

- Organisations that can share out profits to members or shareholders, unless the activity you are applying for is a self-contained arts project and has a clear benefit to the public.
- Students, for activities related to their course of study or their tuition fees. (By 'student' we mean a person following a course of study in a school, a college or a university.)
- Organisations that receive regular funding from us and do not have written agreement to apply.
- Individual educational establishments where the activity does not provide benefits to the wider community or artists.
- Individuals or organisations based (living) outside of the European Union.
- Trustees of Arts Council England.

What you can apply for

The types of activity we fund

We have designed Grants for the arts to encourage you to develop your ideas, linked to your artistic needs and future plans. It aims to be flexible and to encourage new ideas.

You can apply for grants for arts-related activities running for a limited time, such as the following.

- Projects and events.
- Commissions and productions.
- Research and development.
- Activities for people to take part in.
- Audience development. (These are activities aimed specifically at meeting the needs of audiences and helping arts organisations to develop long-term relationships with audiences – for example, activities that increase the number of people attending or taking part in the arts.)
- Marketing activities. (These could be, for example, activities that improve understanding of who takes part in or attends arts events, or activities that increase the number and range of people taking part in the arts.)
- Education activities.

- Buying assets such as equipment, instruments and vehicles.
- Professional development and training, including travel grants over £1,000.
- Bursaries.
- Fellowships.
- Organisational development to improve the long-term stability of arts organisations.
- Residencies.
- Touring. (These could be where the same artistic programme or event is taking place in two or more places. Touring activity might involve performances or exhibitions, artistic residencies, artistic work involving people from particular communities, or possibly all of these things.)

You can apply for all scales of touring projects that engage people in quality arts activities, spanning any number of Arts Council regions.

You can apply to create and tour new work. You can also apply to tour work which has already been presented to the public. In these cases we would expect to see that it was engaging new audiences, or that the work has developed since the first time it was presented, or both.

National activities

We can also fund national activities. Grants range from £1,000 to £200,000. Examples of national activities might include the following.

- National touring projects (where the same work is presented in three or more Arts Council England regions, or is presented in two Arts Council England regions and at least one other place outside of England).
 - Activities that are of 'national significance', which means they must meet at least one of the requirements listed below.
- The activity must show that it significantly develops an artform or a sector, or that it develops the arts in underdeveloped areas (or both).
- The activity must be able to engage, stimulate and influence audiences outside your region. Examples include activity that:
- is of a high quality and is relevant throughout England;
 - shows creativity that can influence activities beyond the artist's own work; or

- demonstrates an appropriate and effective way of involving as many people as possible throughout England. In the case of festivals, carnivals and so on, we would expect to see evidence that the activity was measurably increasing the involvement of people outside the region.

Applying for more than one type of activity

In all cases, your application can cover more than one type of activity. For example, you could apply for touring costs, a new van and professional development work in one application. We can advise you on how to do this and whether this is appropriate for you (see 'How to contact us' on page 3).

The London 2012 Olympic and Paralympic Games

The London 2012 Cultural Olympiad started in the autumn of 2008 and will run to the close of the 2012 Games and beyond. During that period, culture, sport and education will be celebrated across the UK. The Cultural Olympiad will represent the very best of British

talent, celebrating imagination and creativity, innovation and excellence.

We are working with the London Organising Committee of the Olympic and Paralympic Games (LOCOG) to deliver several aspects of the Cultural Olympiad. This includes developing major projects such as 'Artists taking the lead' and 'Unlimited', and providing opportunities for the wider arts sector.

The Cultural Olympiad

If your project supports the values and vision of the Cultural Olympiad, you may want to apply for the London 2012 Inspire programme, which officially recognises outstanding, non-commercial projects and events inspired by the Games. To find out more you should contact your regional Creative Programmer. Their details and more information on the Inspire programme are on the website at www.london2012.com/culture.

What you cannot apply for

You cannot apply for the following activities.

- Activities that are not related to the arts.
- Film or video production and cinema exhibition, unless it is in support of artists' work in the moving image. Please see our information sheet 'The moving image' for more details about what we do and do not fund relating to 'moving images' (for example, films).
- Training or education activities, or activities where members of the public take part, where the main or only artform being used is film or video, unless it is to support artists' work in the moving image.
- Buying assets for film or video, unless they are to support artists' work in the moving image.
- Activities that provide no potential benefit to the public, either in the short term or long term.
- Activities, including buying goods or services, which take place or start before we would be able to decide about your application.

- Activities, equipment or events that double up (duplicate) what already exists.
- Costs that are already covered by other funding.
- General running costs and overheads that are already paid for by other income, including your own funds.
- Ongoing overheads relating to equipment or buildings, such as insurance and maintenance costs.
- Fundraising events, such as charity galas, that do not benefit the arts.
- Second-hand equipment (apart from certain musical instruments and specialist equipment). Please see our 'Musical instruments and second-hand equipment' information sheet for more information.
- Activities or events mainly taking place outside England (there are some exceptions to this – for example, grants for international travel or training, and international exchanges – but these activities must benefit individuals and artists living in, and organisations based in, England). Please see our 'International activity' information sheet for more information.
- Activities that do not benefit or engage people in England or that do not help artists and arts organisations in England to carry out their work.
- Buying equipment and instruments which would not be used for the benefit of the public, either immediately or in the long term, or where the applicant does not have an artistic track record.
- Self-promotional activities which do not provide public benefit, either immediately or in the long term, or where the applicant does not have an artistic track record.
- Activities in a formal educational setting for educational purposes necessary by law.

The number of applications you can make

Only in exceptional circumstances would we accept a second application from someone while we are still assessing the first one. If you want to make a second application you must speak to the person assessing your first application. To do this, contact our enquiries team (see 'How to contact us' on page 3). We will confirm in writing whether you can apply and you must include the letter from them with your second application.

If you have had a grant from us before, you must meet all of the conditions in your grant offer and you must send us all the information we need for that grant before you apply again. We cannot assess an application if you still need to meet conditions from a previous grant. If you have not been successful with an application, we cannot assess another application for the same activity unless you have dealt with the reasons for us not providing funding.

When you can apply

Grants for the arts is a continuous programme, so you can apply at any time. There are no deadlines but we aim to make regular improvements. This means we may introduce new materials from time to time.

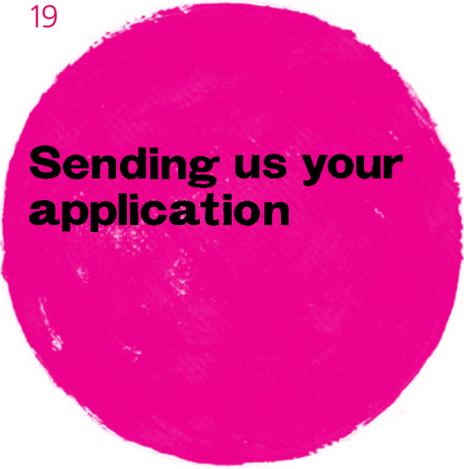
You can apply online on our website (www.artscouncil.org.uk) or, if you cannot apply online, by using this application pack. Allow enough time for us to make a decision and for you to plan and prepare to start your activity. We strongly recommend that you plan for your activity to start no earlier than seven days after the date you can expect us to make a decision (see 'When you will know' on page 3).

What your application must include

To be assessed, your application to Grants for the arts must include a number of items, including a proposal and filled-in application form. You must apply online or use the application form we provide in this pack. To be assessed, your application must include the following.

- A signed and dated application form with all the questions marked with this tick symbol ✓ and any other questions relevant to you filled in.
- A filled-in budget in section D of the application form (you may also include a more detailed budget on a separate sheet if necessary). You must show a balanced budget (that is, your income and spending, including how much you are asking for from us, must be the same).
- A filled-in tour schedule (if you are applying for touring activity) on page 14 of the application form.
- A proposal, following the headings we ask for in this booklet (you must use these headings, or your application will not be assessed).
- A CV if you are applying as an individual.
- If you receive regular funding from us, written confirmation that we agree with you making the application.
- If you are applying for a building project, a copy of written confirmation from us that we agree with you making an application.
- If we are already assessing an application from you, written confirmation that we agree with you making another application.
- If you are an organisation applying for a grant over £100,000 or if you are applying for over £200,000 for a national activity, a copy of written confirmation from us that we agree with you making an application.

If your application does not contain the information we need in the format we ask for it to be in, it will not be assessed. Also, we will not be able to process your application if it does not contain enough information to assess it, or if you have not met all the conditions from a previous grant.



Sending us your application

This booklet should help you provide all the information we need to assess your application.

To assess your application we need to know about your work and future potential. There are a number of ways we can find this out, including:

- using the information you give us in your application;
- seeing or experiencing your work at the time it is produced; and
- seeing evidence of your work, if you asked us for advice before applying.

We hope you understand that it is not always possible to see or experience your work first-hand. As a result, you may want to include some supporting evidence with your application. If the assessor does not know your work they may ask to see some examples while assessing your application. Please do not send original pieces of work, as we will not return them to you.

You should send your supporting evidence in a digital format of up to 10MB. If you cannot do this (for example, if you are sending a publication) it must fit into an A4-sized envelope.

Some examples of what you could send us include:

- an evaluation of your work;
- other people's views on the quality of your work (for example audiences, people taking part, readers, critics or other artists);
- links to other sources of information about your work, such as a website;
- a small sample of images of your previous work or of work in progress;
- evidence of who takes part in and attends your activities and how you reach them; and
- other evidence of your past work.

Make sure you have signed the declaration at the end of the application form, and use the checklist on page 41 of the form to make sure you have sent everything we ask for. If we need more information, we will contact you and ask for it. We cannot accept faxed or emailed applications, or applications on disk.

Please send written applications to:
 Arts Council England
 Grants for the arts
 PO Box 4353
 Manchester M61 0DQ.

We can help you apply if you are disabled, deaf or have learning difficulties. For example, we can provide:

- someone to take notes if you are dyslexic;
- a one-to-one meeting where you will have the support of a British sign language (BSL) interpreter; and
- personal assistants for people with learning difficulties or people who use mental health services.

To make sure we can support deaf and disabled artists in a meaningful and accessible way, we will agree the help we can provide on a flexible and individual basis. Please contact our enquiries team and they will put you in touch with a relevant person who can agree the necessary arrangements.

Keep a copy of this booklet and of your application for your own records.

Tell us immediately if anything changes while we are assessing your application.



What happens to your application

When we get your application we first check whether it is eligible. We will then assess your application and decide whether to award a grant.

- If your application is not eligible to be assessed, we will tell you the reason for this.
- If your application is eligible to be assessed, we will send you a letter to confirm that we have received your application. We will ask local authorities and other relevant organisations for information.
- We may ask you for any other information we need to assess your application.
- We consider your application against an overview of other activities we have funded.
- We make a decision on your application. If your application is not successful, we will write to you and give you the main reasons for our decision. If your application is successful, we will write to you to offer you a grant.

- Everyone who receives a grant must accept our standard conditions. These conditions are given on our website at www.artscouncil.org.uk/grantconditions or you can contact the enquiries team and ask to receive a copy (see 'How to contact us' on page 3).
- We may add special conditions to our offer of a grant, such as providing us with confirmation of a tour schedule. This is perfectly normal and most grants will have some extra conditions attached.

What happens next?

We may contact you by phone, email or letter, so please make sure your contact details are correct and that we can contact you easily. If you are applying as an organisation, please make sure that the person you give as the main contact is easy to contact and has full understanding of the application.

You will receive a letter acknowledging your application within five working days of us receiving it. If you have applied online or given us an email address we will send this letter only by email. Contact us if you have not heard from us within 10 working days after you send the application.

The letter will give you a reference number. We will use this number whenever we contact you about your application. Please quote your reference number if you need to contact us during the assessment process.

We may contact you for more information during the assessment. This might include asking for a copy of your business plan, examples of your work, your most recent accounts or quotes for goods or services. Please do not take this as an indication of the outcome of your application. We will usually give you two weeks to provide any extra information. If you take longer than this, or miss any other deadline we give you, the decision on your application could be delayed. Please tell your Arts Council contact if you think you need more time to provide the extra information.

How we assess your application

We have designed our application process in a way that allows us to make fair and unbiased decisions. We are also committed to being open and honest with you about how we assess your application.

We consider your application to be complete when you send it to us. We will assess your application using the information in your proposal, application form and any other information we ask you to send.

We will also use the knowledge of our staff and comments from others. This includes local authorities, who we consult about most applications.

One of the important things we consider is how closely your activity meets our assessment criteria. Our assessors use their expertise and judgement to come to a 'word score' for each eligible application against four assessment criteria, which are as follows.

1. The quality of the activity, or its ongoing effect on artistic practice (or both) and the quality of experience for audiences and those taking part.

2. How the activity increases opportunities for the public to engage in arts activities.
3. How the activity will be managed and its ongoing effect.
4. How realistic the activity is financially, and its future effect.

The word scores we use are as follows.

- **Met – outstanding**
The application meets the criteria and shows outstanding qualities.
Score = 4.
- **Met – strong**
The application meets the criteria and shows strong qualities.
Score = 3.
- **Met**
The application meets the criteria.
Score = 2.
- **Potential**
The application does not meet the criteria but shows potential to do so.
Score = 1.
- **Not met**
The application does not meet the criteria.
Score = 0.

Our assessor will recommend that we fund any application that is judged as met, met – strong, or met – outstanding against all the assessment criteria.

If your application is assessed as having potential or as not meeting any one of the four assessment criteria, our assessor will not recommend it for a grant. There is a high demand for our grants, and we cannot fund all of the applications that meet our criteria. We have to make difficult choices about which applications to support. As well as the four assessment criteria, we look at four other areas to help us decide whether or not to offer a grant. These areas help us to take an overview of how we can balance the need to increase arts activity with how we can make our funding available to different individuals and types of organisations.

You can find out more about how we assess your application in the information sheet 'Understanding how we assess your application' which you can get from our website (www.artscouncil.org.uk).

How we make a decision

We have a budget for Grants for the arts, which we manage carefully and flexibly so that we have money available throughout the year. As far as possible, we try to make sure that no-one is disadvantaged by the time of year that they apply.

We want to fund a balanced range of activities. We do this by considering how well applications have met the assessment criteria and an overview of the range of work we fund. We also review a range of reports on our spending so far and future demand. This influences the choice we make.

When we will reach a decision

If you provide all the information we have asked for, we will reach a decision within:

- six working weeks (for applications for £10,000 or less); or
- 12 working weeks (for applications for over £10,000).

We will let you know as soon as possible if your application is not eligible.

Applications for buildings to be used for the arts (including refurbishing, improving and buying buildings) often need specialist and more detailed assessment, so we may not be able to reach a decision within the times we have given.

What happens if you are offered a grant

You will receive an offer pack explaining any special conditions and how we will pay the grant. We will normally pay the money in stages.

Everyone who receives a grant from us must accept our standard conditions for grants. We will send you a copy of these when we make you an offer.

We will also explain how you should acknowledge funding from us and from the National Lottery. It is important that you acknowledge our funding. We want the public to know that your work has been supported with funding from the National Lottery. If you do not acknowledge our funding, it may affect any future applications you make.

If you receive a grant offer but no longer want to accept it, please let us know in writing.

You must accept the offer within one month. This means signing the offer letter and returning it to us. We also need you to send us your bank details. We will make all

payments straight into your bank account when you have met any conditions associated with payment. If you applied as a group of people or as a group of organisations, we will make payments to the person or organisation taking the lead in making the application. The person or organisation who is taking the lead will be responsible for the grant. You must also continue to meet our standard conditions of grant. It may take up to 15 working days to process payments.

What happens if your application is unsuccessful

We will write to you explaining the main reasons why your application was unsuccessful and telling you who to contact for more detailed feedback.

You can apply again at any time. Before you do so, we strongly recommend that you get advice and more detailed feedback on why your application was unsuccessful. We will not be able to assess repeat applications that have not dealt with the reasons why they were not successful the first time.

If your application was not successful we will keep your information on file for two years. After this period it will be destroyed.

Complaints procedure

If you are not happy with the decision-making process, please contact us and we will discuss it further.

If you are still not happy, you can ask us for a copy of the complaints procedure. Details are in 'Making a complaint', which you can get from www.artscouncil.org.uk or by contacting our enquiries team (see 'How to contact us' on page 3).



Your proposal

Our experience with Grants for the arts has shown that people who apply prefer to include a proposal on what they want to do rather than answer a lot of detailed questions. So we are asking you to include a proposal about the activity that you want us to support. This is a very important part of the application process. We will use your proposal and the application form to assess your application.

The amount of information you need to provide in your proposal depends on how complicated your activity is and how much money you are applying for. Your proposal (not including headings and any extra information) must be no more than:

- 2,000 words for applications over £1,000 and up to £10,000; or
- 8,000 words for applications over £10,000.

The five headings on pages 27 to 30 tell you the information we need. Please use the headings in the order they appear when producing your proposal, and number each heading. If you do not follow this guidance, we will not assess your application.

Not all details under each heading will be relevant to every application. If appropriate, you can emphasise some points more than others, and add further points of your own.

We do not need as much information in your proposal if your application is for £10,000 or less, so please only answer the basic prompts we provide.

We will need extra information for some types of specialist activities, as described in the section 'Extra information to include' (see page 30).

If you are applying as an individual, you must also include a CV with your application. This will help us learn more about what you have done in the past. If you are applying as an organisation, please include a CV for each main person involved in the activity, or more information about them.

1 You and your work

For all applications, you must tell us the following.

- What you want to do.
 - The names, skills and experience of the artists and other main people involved.
 - The aims of the activity and how you will achieve them.
 - How this activity fits in with your current work and its future development.
 - How the activity is likely to affect the people who experience it, or how it will affect the arts more widely.
 - If your activity is touring, why the work is going to be presented at the venues you have listed and your relationship with the promoters you give in your tour schedule.
- If your application is for developing an organisation, a description of what you are planning to improve in your organisation and why. Give a clear outline of the work including details of any plan or consultancy brief.

For applications over £10,000, please also tell us the following.

- How you will involve other artists or people with other skills.
- How the activity will develop your skills or those of the artists taking part.
- How you will explore new ideas and concepts in this activity.
- How the activity relates to best practice in this area.
- If your activity is touring, details of any plans for maintaining long-term links between the touring work and artists, and any of the proposed venues and promoters.
- If you have identified that this activity supports the London 2012 Cultural Olympiad, how this fits with its themes and values (see www.london2012.com).

2 How the public engage with your work

For all applications, you must tell us the following.

- Details about the people the activity will reach (for example, the audiences or people taking part), stating whether these people would not normally engage with the arts (see our information sheet 'Public engagement').
 - Details of how you will reach people and details of your press and marketing activities.
 - If there is no immediate chance of engaging people (for example, some research and development activities), details of how you think you could engage the public in the future.
 - If your activity is for developing new audiences and marketing give details of the target audience you want to reach and why they are important to you.
- Details of how you have involved the public and partners (for example, local authorities) in planning your activity and how you will make the most of those partnerships to extend the reach of the activity.
 - How you have considered access, equality and diversity (relating to both the artists and audiences).
 - Details of any innovative (new) approaches to engaging the public in this activity.
 - If your activity is for developing new audiences and marketing, describe how the activity will:
 - increase the number and range of people attending or taking part;
 - meet the needs of audiences; and
 - help you to develop your relationship with them.
 (For more information, see our 'Audience development and marketing' information sheet.)

For applications over £10,000, please also tell us the following.

3 Making it happen

For all applications you must tell us the following.

- How far you have got with your planning.
- How you will manage the main stages of your activity, and what each stage contains.

- Your past experience of successfully managing a similar activity.
- If your application is for developing an organisation describe how you currently manage your work, and include your business plan (if you have one).

For applications over £10,000, please also tell us the following.

- The involvement of, and support from, any partners, including others providing funding.
- What risks you have identified to successfully completing the project, and how you will manage them.
- What are the long-term implications of the activity on you or your organisation, and how this activity fits into your business plan.
- If you are applying as an organisation tell us how your management committee or Board are involved in the activity at an appropriate level.

4 Finance

The budget section of the application form gives us most of the information we need to carry out our financial assessment. For all applications, you must tell us the following.

- How you have worked out the figures in your budget.
- Your approach to raising as much money as you can from other sources, what other sources of funding you have applied for, and the progress of any other applications you have made for funding.
- Any effect the activity will have on your long-term financial position.
- How you will manage the budget and your cash flow. (This will help you to monitor how well your income covers your spending.)
- What your special circumstances are if you are applying to us for the total cost of your activity.
- If you are applying to develop an organisation please tell us your current financial position and give us your latest audited accounts and management accounts (if you produce them).

5 Evaluation

Please tell us how you plan to monitor the progress of your activity and to evaluate your achievements from the start and throughout the activity.

Evaluation is a structured way of thinking about what has happened. See our 'Self evaluation' information sheet for a basic introduction to evaluating arts projects.

Evaluation can help you to:

- make decisions during your activity;
- shape future activities;
- improve your work; and
- show what happened as a result of your activity.

For applications over £10,000 please also tell us the following.

- How you will share the results of the evaluation with others (including things you have learned from the activity and good practice).
- How you will evaluate the effect the activity has on the people and communities taking part.

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 activity. Your evaluation will help you with this.

Extra information to include

We need extra information for certain activities (see below).

Applications for buying equipment, instruments and vehicles

If your application involves buying equipment, instruments and vehicles, you should get quotes from more than one business or supplier. You do not have to send quotes with your application, but we may ask for them at a later stage, so please keep them in a safe place.

You must:

- explain how the equipment, instrument or vehicle is appropriate for your needs;
- explain how you will achieve good value for money, including what process you followed to choose a business or supplier;
- describe how your future running costs for any maintenance, insurance and replacement will be met.

Applications for buildings to be used for the arts, including refurbishment, improving and buying buildings

You must ask for our agreement in writing before you apply for a building project. If we agree, we will tell you what information you need to provide with your proposal and application. Send an email to the enquiries team at enquiries@artscouncil.org.uk or phone them on 0845 300 6200. They will put you in touch with an appropriate person in your regional office.



Filling in your budget

Before you fill in the budget in the application form you should read this booklet carefully. You must fill in the budget section, otherwise we will not assess your application. The budget should be for the total cost of the activity. We also have an information sheet called 'Example budgets' that gives examples of budgets.

If there is not enough room in the budget section of the form, please fill it in as a summary and provide the details on a separate sheet (or sheets) using the same headings.

This may be necessary for applications:

- for activities lasting a number of years;
- for national activities including national touring;
- for a building project; or
- where there are several items of equipment.

You are responsible for getting your own financial and legal advice. This includes getting appropriate financial advice on your tax position as a result of receiving funding from us. This is a complicated area and you will need to speak to your own tax office if you have any questions about this. For information about taxes, contact HM Revenue & Customs (HMRC) through their website (www.hmrc.gov.uk).

Income for your activity

You should break down the income for your activity under the headings provided in the application form. Where relevant, tick one of the boxes to show whether you are expecting this income or whether it has been confirmed. We want our money to go further and you should make the most of any other sources of funding available to you. We expect at least 10% of the total cost of the activity to come from other sources. On average, those who were successful in getting funding received about 65% of their income from other sources.

Earned income

Include any income you earn from this activity (for example, from ticket sales, workshop fees or selling publications). You should be realistic about the level of income you are likely to earn for your activity. For touring activities, please provide details of your confirmed income from guaranteed fees from venues, your estimated income, or both. Please provide a breakdown to show us how you have reached your figures following the example below.

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 (www.hmrc.gov.uk).

Example: Earned income

	Expected	Confirmed	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	x		£10,080

Local authority funding

Include all grants from local authorities. Please give us the name of each local authority and the amount.

Other public funding

Include grants from any other public organisation (for example, the regional development agency or 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, or donations or grants from trusts and foundations). If you are an individual and you are providing some income towards the activity, please include it in this section. Please give us the details and the amounts.

Support in kind

Contributions of help other than cash ('support in kind') can be a valuable part of your activity. You can include support in kind from volunteers who will give their time for free or any other goods and services that you would otherwise have to pay for (such as equipment, space, and services). Please include details of who is giving the support in kind, what it is and an estimate of its value following the example below.

It is important that the figure you give in your income for support in kind matches the figure in your spending. You will use the subtotal from this section for the 'Value of support in kind' in the spending section of the application form.

Example: Support in kind

	Expected	Confirmed	Income
Sometown Town Council, free use of room for eight days valued at £100 a day		x	£800

Amount you would like from us

Include the amount you are asking us for in this section of your budget. Remember, we expect you to find at least 10% of the total cost of your activity from other sources of income. In very special circumstances we will provide a grant for the total cost of your activity. These circumstances could include situations where there is little chance of raising money from other sources. If you apply to us for the total cost of your activity, you must tell us in your proposal what your special circumstances are, otherwise your application may not be eligible to be assessed.

Spending (expenditure) on your activity

Give details of all the items you will be paying for as part of your activity, under the headings given in the application form. Use the form to provide a breakdown showing us how you have reached your figures.

If you are registered for VAT, your figures should not include VAT that you can claim back. If you are not registered for VAT, your costs should include VAT. Grants we make are 'outside the scope' of VAT (this means that they are not a business activity) and must be listed in your accounts as a grant and not, for example, as a fee. 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) through their website (www.hmrc.gov.uk).

Value of support in kind

Use the 'Support in kind' subtotal from the income section of your budget (subtotal 5 on page 23 of the application form).

Artistic spending

We are committed to making sure that artists are paid appropriately for activities we support. The amount is likely to depend on a number of things, including the experience and skills of the artist, the type of work and the length of the contract. There are recognised codes of practice set by relevant lead organisations. Our 'How to pay artists' information sheet is available on our website (www.artscouncil.org.uk). AN: The Artists Information Company also provides useful information on paying visual artists (visit www.a-n.co.uk).

Show the fees and wages of, for example, actors, musicians, dancers, visual artists, stage designers, directors, producers, composers, writers, choreographers, stage managers, lighting designers, curators and workshop leaders. Where relevant, you should also include pension contributions.

If you are employing people to take part in your activity, you may need to budget for paying an employer's National Insurance contribution for each person. You may also have to provide paid holiday leave.

Show the costs of projects, events, commissions, research and development, preparation, productions and residencies, including any materials or equipment you hire to carry out these things. You can include the cost of evaluation. Evaluation is explained in the 'Your proposal' section (see page 30) of this booklet.

For touring activities, please list fees and wages as well as other costs. These may include costs for creating and preparing the tour, and costs that are the direct result of touring (for example, travel, transport and accommodation).

Access

We are committed to making sure that everyone has access to the work we fund. As a result, we encourage you to include the costs of making your activity accessible as part of your artistic spending. Access costs include, for example, costs of signed performances and materials in other formats such as in Braille or on CD.

If you are disabled or deaf there may be extra costs that relate to you and that you will have to pay to manage your activity. Please show these costs separately in the 'additional access or support costs' section of your budget. These costs will be taken into account and taken away from the overall cost of the activity when deciding whether we can make a decision on your application in six or 12 weeks. (For example, if your activity costs £9,500, but you have to pay £600 for a sign language interpreter to help you to manage the project, giving a total of £10,100, we would still agree to make a decision on this application in six working weeks.)

Organisational and professional development

Show the costs of any activity aimed at developing your organisation, including business planning, artistic development, feasibility studies (studies to test the potential of a business plan), support from consultants and dealing with debts.

Show the costs of training, travel or other professional development such as bursaries and fellowships.

Marketing and developing audiences

Include marketing and audience development costs that are a direct result of your activity (for example, design and print costs, direct mailing, website design, photography, research, and fees to people supporting press, audience development and marketing activity).

Overheads

There are some overheads or running costs that we do not fund – see the 'What you cannot apply for' section of this booklet (page 15).

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. The amount you apply for must relate directly to the amount of time spent on the activity you are asking us to support, so please explain how you have worked this out.

ACEVO (Association of Chief Executives of Voluntary Organisations) has produced a practical guide and interactive CD-ROM called 'Full cost recovery: a guide and toolkit on cost allocation – version 2'. You can use this to work out the full cost of a project or an activity including extra and ongoing overheads. It is available from www.acevo.org.uk or by phoning 0845 345 8481.

Assets – equipment, instruments and vehicles

Include the costs of buying assets including equipment, instruments and vehicles. You should get competitive quotes from more than one business or supplier. While we do not ask you to send quotes with your application, we may ask for them at a later stage so please keep them in a safe place.

Assets – buildings to be used for the arts

Include the costs of refurbishing arts buildings, improving access, buying property and leasing a building. In general we would not expect to fund many feasibility studies (studies to test the potential of a building plan) and early development of designs. Please see our information sheet 'Capital applications – building projects and equipment purchases' for more information.

Remember, you must ask for our agreement in writing before you apply for a grant for buildings to be used for the arts otherwise we will not be able to assess your application. Our enquiries team will put you in touch with the relevant regional office.

The amount of budget information and detail we need is likely to be different for each building project. Use the application form as a summary and include any extra detailed budget information we have asked you to provide.

Other spending

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

Balanced budget

Your total income (C on page 23 of the application form) and your total spending (F on page 27 of the application form) must be the same. If they are not, we will not be able to assess your application. So please check that your figures match. You may want to get someone else to check your figures for you.



How we treat your application under the Freedom of Information Act

We are committed to being as open as possible. This includes being clear to you about how we assess and make decisions on Grants for the arts. If you apply to us for a grant, we are happy to give you copies of the information we hold about you, including our assessment of your application.

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 our assessment to any member of the public who asks for them under the Freedom of Information Act 2000. However, we will not release those parts of the documents covered by one or more of the exemptions under the Act. Visit the website at www.foi.gov.uk for information on the exemptions and freedom of information generally.

This section describes how we generally plan to treat your application documents and assessment information if someone asks to see them under the Freedom of Information Act 2000. However, it does not cover all cases as we have to consider each request for information individually, based on the situation at the time.

We think that the public has a right to know how we spend public funds and how we make our funding decisions. However, we do not release any information about applications during the assessment as this may interfere with the process. After we have assessed your application, we may release your application documents and information about our assessment if a member of the public asks for them. Here are details of what information we would not release.

If your application is not successful, we would not release the following.

- Your name, home address, email address, phone, textphone and fax numbers, and any details of your background (if you have provided details).
- Any information you said was confidential when you applied to us for funding. This can include your written proposal, financial information such as your budget or business plans, and any other important or sensitive information.

If your application is successful and we are asked for information before the date your activity ends (as shown in your application), we would not release the following information.

- If you are an individual – your home address, email address, phone, textphone and fax numbers, and any details of your background (if you have given details).

- Any information you said was confidential (in section G of the application form). This can include your written proposal, financial information such as your budget or business plans, and any other important or sensitive information.

If your application is successful and we are asked for information after the date your activity has ended (as shown in your application), we would not release the following information.

- If you are an individual – your home address, email address, phone, textphone and fax numbers, and any details of your background (if you have given details).

Under the Freedom of Information Act 2000, if we are asked for information after your activity has ended, we will generally release your proposal and budget together with all other information in your application documents. We will only not do this if in section G of the application form you provided good reasons for the information remaining confidential after the end date.

Arts Council England
Grants for the arts
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Manchester M61 0DQ

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Textphone: 020 7973 6564

You can download this application pack from our website. You can also get it in Braille, in large print, on audio CD and in a British Sign Language (BSL) DVD. Please contact us if you need any of these.

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