



Bradford Literature Festival 2016
Sufiana Kalam with Hina Nasrullah
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NATIONAL LOTTERY PROJECT GRANTS INFORMATION SHEET

Literature projects

Arts Council National Lottery Project Grants is our open-access funding programme for individual practitioners, arts organisations, libraries, and museum projects.

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artscouncil.org.uk

What's Inside

This information sheet relates to Arts Council England's National Lottery Project Grants. It can be used alongside the Project Grants 'How to Apply' guidance documents to support you to make your application.

See our [website](#) for more information about Project Grants.

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Literature projects

National Lottery Project Grants is open to applications for Literature projects from individuals and organisations. There are many ways in which literature projects can reach audiences, from traditional publication, to digital forms of distribution and production, to a variety of live events and activities.

What you can apply for

Project Grants can support various forms of literature, including:

- prose fiction
 - novels
 - novellas
 - short fiction
 - graphic novels
- poetry
- narrative non-fiction where the quality of language, form and/or style are a key focus of the project:
 - for example memoir travelogue or biography that experiments creatively with language, form or style
- writing and illustration for children and young people

We can consider funding a range of projects. This includes but is not limited to:

- digital literature (using technology to create new forms of work)
- literature festivals and programming
- live literature

- magazines publishing original fiction and poetry
 - including newly translated work
- participatory activities
 - such as workshops
- publishing
- reading for pleasure, creative reading and reader development
- residencies
- storytelling
- touring
- translation
 - fiction and poetry being translated into English from other languages
- writers creating new work

What we are unlikely to fund

We are generally unable to fund:

- screenwriting for film or television
- lifestyle or general arts magazines
- academic publications
- non-fiction where the literary quality of the language, form and/or style are not a key focus of the project

Before applying

As part of our National Portfolio, we fund a network of organisations across the country to support emerging writers to develop their work. They offer a range of different types of support including manuscript assessment, writing courses, and one-to-one mentoring.

It might sometimes be more appropriate to access support from one of these organisations first to help develop your work, rather to apply for Arts Council funding straight away. For example: you might do this if you are at an early stage in your development as a writer, or if you are just starting to think about your writing project.

These organisations currently include:

New Writing North

newwritingnorth.com

New Writing South

newwritingsouth.com

National Centre for Writing

nationalcentreforwriting.org.uk

Writing East Midlands

writingeastmidlands.co.uk

Writing West Midlands

writingwestmidlands.org

Literature Works

literatureworks.org.uk

Spread the Word

spreadtheword.org.uk

Choosing the right funding programme for your project

We have two funding programmes that individuals can apply to: National Lottery Project Grants and Developing your Creative Practice (DYCP). Writers creating new work are potentially eligible for both programmes. Which one is best for you depends on the focus of your project.

There is a detailed table in the 'How to apply' guidance for both [Project Grants](#) and [DYCP](#) on our website to help you decide which programme might suit you best.

When a writer might choose to apply to National Lottery Project Grants

If your project:

- will include clear opportunities for people to read, hear, interact with or experience your work as a key part of your project
 - for example, through work-in-progress sharings, blogs, or helping to shape your work; or
- involves other partners or organisations
 - for example, if there is interest in your writing project from an agent, a publisher or a literary magazine

See the Project Grants How to apply guidance for more details [here](#)

When a writer might choose to apply to DYCP

- is your project mainly focused on developing your own creative practice?

DYCP supports people to carry out a short, focused programme of development work that does not necessarily involve any direct public engagement.

If you want to experiment, take artistic risks, explore ambitious new approaches to your writing and can demonstrate that you are at a pivotal stage in your career, you might find that DYCP is better suited to what you want to do.

You might be seeking mentorship or other creative development support, experimenting with new collaborators, or undertaking some research and development time.

See the Developing your Creative Practice 'How to apply' guidance for more details [here](#)

Applying to National Lottery Project Grants for creating new work

When you are planning a project based on creating new work, it may be useful to think about these points to help you complete your application form:

- You will need to demonstrate how readers or audiences will engage with your work as part of the activity you are applying for. This might be in print, through events, or online
 - We want to know how likely your work is to reach audiences in the longer term, for example through support from a publisher
 - Your application form and any letter of support from an agent, publisher or editor should indicate how likely publication or public engagement is for the new work
- We encourage writers to consider proactive approaches to reaching audiences, whether in the promotion of completed work (for example, readings or online), as part of its development (such as research or sharing work-in-progress), or in specific community projects (for example, workshops or residencies)
 - Public libraries and reading groups may offer opportunities to share or test work in progress

- Refer to our 'Fair pay' information sheet to help you to work out your payment to yourself to cover your time, or your fee for writing or developing new work
 - List all fees under 'Artistic spending' in your budget
- You can include project-specific overhead costs in your budget, for example, costs for printing and postage
 - We would not expect to see your living costs (such as food, rent or childcare). These should be covered by your fee for the project and any other personal income
- If you are working with any publishers, literary agents, literature development organisations, (or any other related people or organisations), list them as partners in your project
- When you complete the 'Project Timeline' section of the application form, include clear milestones for your project, and any specific events such as readings and workshops
- If you are using your home or office as the main location for your project you may be able to claim a percentage of your ongoing overheads as project expenditure:

Example: if you are writing a new collection of poetry at home for two days a week for a year then you could include the relevant proportion of your utilities as project expenditure. This is distinct from your personal living costs (including the remaining amount for utilities), which you should not include in your budget.

See our 'Repeat projects, ongoing overheads and salaries' information sheet for more details.

Publishing

Publishers can apply for projects that may include a publishing programme or marketing activity.

If your project is a publishing programme then include details of proposed titles and tell us how they fit into the development of your list. You should also consider how your publishing activity will be sustained in the longer term.

Project Grants is a programme designed to provide funding for projects with their own clear objectives and a discrete set of project outcomes, rather than for ongoing activity. You will need to make sure that your application presents your activity as a self-contained project rather than a request for core funding contributing to your ongoing business costs.

It is important that you show the wider public benefit of your project, so you should include details of your distribution and marketing plans.

Self-publishing

The craft development, mentoring, editorial, design, marketing and promotion functions of established publishers bring significant value to writers' work.

While online or self-publishing can be highly innovative and effective, we expect self-published writers to think about how they can fulfil these functions to ensure their work reaches people effectively and that their work is of a professional standard.

We acknowledge that open self-publishing platforms are an important part of the publishing ecology, and that social media can be an effective promotional tool. However, we would expect writers relying on these methods of publishing and promoting their work to make a very strong case for how this will be effective in reaching people outside their usual networks.

All Project Grants applicants need to use our Inclusivity and Relevance

Investment Principle to tell us how they will make sure people can engage with their project. Applications for self-published work may not meet our eligibility criteria if a strong case is not made.

Translation

Publishers and translators can apply for funding to translate work from other languages into English. We are generally unable to support translations from English into other languages.

We are particularly keen to encourage translation from languages and literatures currently under-represented in English.

In your application:

- explain the rationale for selecting the text or texts for translation, with brief information about the writer, translator, and the literary context
 - Publishers should explain how the titles contribute to their list
- it is important that you show the public benefit of your project, which in this case usually means demonstrating that the translation will reach readers
 - In the Inclusivity and Relevance section of the application form, you need to tell us how your project will reach people and tell us about your plans for the publication, distribution and marketing of the title you are proposing to translate

For information on how to pay translators, see the guidance published by the **Translators' Association** [here](#)

We appreciate that projects involving literary translation often require a long lead-in time. Remember that Project Grants cannot fund services that have been ordered, contracted, or paid for before we are able to reach a decision on your application. Decisions are made eight working weeks from receipt of applications for £30,000 and under, and 12 working weeks for applications over £30,000.

Literature festivals

We are open to applications for literature festivals delivered in person, online or hybrid festivals, as well as applications to support literature festivals to commission, programme and promote writers, literature and literature events.

We can also support associated programmes such as outreach activities and talent development work. We focus on festivals with diverse programming and a robust approach to reaching audiences, and that feature any of literary fiction, narrative non-fiction, poetry, storytelling, international work and new writing.

If you apply for a festival programme you should tell us about your draft programme or outline your approach to programming, and how the festival offer will reflect your artistic aims.

If you apply for an annual festival that we have funded before, it is important that your application clearly demonstrates how the activity has been developed since your last event or project. For more details, read our 'Repeat projects, ongoing overheads and salaries' [information sheet](#)

Live literature and storytelling

Individuals and organisations can apply for projects which may include a tour or research and development for a show. Funding is also possible for the role of independent producer.

If you apply to Project Grants as an individual, you can demonstrate the quality of the work and its ability to reach an audience through endorsements from or partnerships with a third party, such as a live literature promoter or festival.

There is a developed infrastructure for live literature in England, which includes specialist organisations, promoters, venues, touring specialists and festivals. For research and development projects, you should provide clear plans for how the public will be engaged with the work in the longer term.

Touring

We define touring activity as the distribution of the same product, programme or event to at least two different locations.

We can fund tours on all scales. Individuals or small-scale touring projects may also benefit from exploring the National Rural Touring Forum's website which offers advice, inspiration and opportunities that may prove useful [here](#).

Touring projects can include fees, costs and expenses involved in touring shows, and research and development to produce tour-ready material.

We have a separate **Touring** strand in Project Grants to support Touring applications for more than £30,000. Please see the Touring information sheet for additional information [here](#)

Reader development work

We welcome projects that promote accessible approaches to reading the widest range of literature for pleasure, across all genres.

Organisations and individuals can apply for projects that increase reading for pleasure for individuals and communities. These projects might include

reading group activity, events, workshops, residencies and promotions, or more innovative or digital approaches to increasing reading for pleasure. They might also help readers to enjoy and engage with a more diverse range of literature, or reach new or reluctant readers with easily accessible opportunities to enjoy the richness of creative literature.

Organisations and individuals can also apply for projects about reading development work, including work targeting specific audiences such as children and young people and communities requiring support with their reading. For example emergent readers or those not yet comfortable with reading for pleasure.

Public libraries

Arts Council England is the national development agency for public libraries. As well as being eligible applicants to Project Grants themselves, libraries are often also project partners, venues or programmers and have a large and diverse customer base. Involving the public library network may be of value to your project, where this is appropriate.

For more information there is a separate information sheet on Libraries [here](#)

Bookshops

Bookshops are eligible to apply to Project Grants for specific projects, and not their core business costs. Bookshops might apply for literature-related projects for example: a readings series, a programme of events in or beyond the shop, a residency or reaching new audiences with a book group. Bookshops could also apply for projects that relate to any of the artforms and disciplines that we support through Project Grants.

Arts Council England recognises that bookshops can offer strong partnership opportunities to other writing, performance, exhibition, residency, engagement or reading projects.

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You can also Livechat with our customer services team by clicking the icon on our Project Grants page on our website: artscouncil.org.uk/projectgrants