



Celebrating Age: Arts and Cultural Organisations Leading Change Guidance for applicants

Below is an outline summary of key information. Please see [Section three](#) for full eligibility criteria.

Summary of key information	
What is the focus of the fund?	The programme will support cultural spaces and other organisations working collaboratively to be open, positive and welcoming places for older people, and/or to take high quality arts and culture into places where older people will find it easier to engage.
Who can apply?	<p>We will accept applications for funding from organisations working as a consortium. One organisation must act as the lead organisation and submit the application.</p> <p>To be eligible to apply you need to be Arts Council funded or presenting work to the public funded through one or more of the following: National Portfolio Organisation, Major Partner Museum, Creative People and Places, and Museums Resilience Fund. Alternatively, you must be in receipt of an active Grants for the Arts or Strategic Touring award on Thursday 13 October 2016. You will be expected to include at least one partner that represents older people at application stage.</p>

When is the deadline for applications?	13 October 2016
How much can be applied for per application?	Between £50,000 – £100,000.
When must the activity take place?	<p>Activities must start no earlier than 1 March 2017.</p> <p>Activities must end no later than 31 March 2020 (including a planning stage of up to six months).</p> <p>This fund will support activity for up to three years. It is recommended that activities should include a planning stage of up to six months. This will allow you to establish partnerships and finalise your approach.</p>
Minimum match funding from other sources	<p>At least 10 per cent of the total cost of the activity to come from sources other than the Arts Council England. This can include cash and in kind support, that has not already been included as part of any other successful funding application.</p> <p>Up to 10 per cent of this grant can be used for capital costs associated with this application.</p>
When will we make our decision?	We will aim to notify applicants of our decision no later than 24 February 2017.

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Section one – introduction

Welcome

Thank you for your interest in **Celebrating Age: Arts and Cultural Organisations Leading Change**.

The Celebrating Age programme is jointly funded by Arts Council England and the Baring Foundation and supports the shared objectives of both organisations.

The programme will support cultural spaces and other organisations working collaboratively, in a partnership or as a consortium, to do one or more of the following:

1. Support arts and cultural spaces to be open, positive and welcoming places for older people

This could involve:

- empowering older people to help shape what's on offer or lead quality activities
 - embedding proven approaches to engaging older people as visitors, audiences, or participants in creative processes, eg ambassadors or buddying schemes
 - testing and applying new ways to engage older people
 - commissioning older artists or art that has particular relevance/resonance
 - showcasing or curating and celebrating art created by and with older people
2. Taking arts and culture into places where older people will find it easier to engage

This could involve:

- residential care settings or sheltered accommodation
- libraries
- social and community settings, eg luncheon clubs

About Arts Council England

Arts Council England champions, develops and invests in artistic and cultural experiences that enrich people's lives. We support a range of activities across the

arts, museums and libraries – from theatre to digital art, reading to dance, music to literature, and crafts to collections.

Great art and culture inspires us, brings us together and teaches us about ourselves and the world around us. In short, it makes life better. Between 2015 and 2018, we plan to invest £1.1 billion of public money from government and an estimated £700 million from the National Lottery to help create these experiences for as many people as possible across the country.

On behalf of the Department for Education, we are investing over £75 million between 2015 and 2016 in a network of 123 Music Education Hubs across England.

For more information about the Arts Council visit www.artscouncil.org.uk

About Arts Council England's strategic funds 2015-18

Our strategic funds help us to target particular challenges, opportunities or gaps, creating the environment for further development to take place in the arts and culture sector. Ultimately, they help us meet the goals set out in our strategy, [*Great Art and Culture for Everyone*](#). Our goals, for reference, are as follows:

Goal 1: Excellence is thriving and celebrated in the arts, museums and libraries

Goal 2: Everyone has the opportunity to experience and be inspired by the arts, museums and libraries

Goal 3: The arts, museums and libraries are resilient and environmentally sustainable

Goal 4: The leadership and workforce in the arts, museums and libraries are diverse and appropriately skilled

Goal 5: Every child and young person has the opportunity to experience the richness of the arts, museums and libraries

All of these goals are important, but the Celebrating Age programme will prioritise applications that respond to Goal 1 and Goal 2.

About the Baring Foundation

The Baring Foundation was set up in 1969 to give money to charities and voluntary organisations pursuing charitable purposes. The Foundation aims to improve the quality of life of people suffering disadvantage and discrimination by making grants available to strengthen voluntary sector organisations which serve them directly or indirectly.

Since 2010 the Foundation has focused its funding on the arts on the unique role that the arts can play in the lives of older people, especially through their direct participation in creating and presenting artistic work.

For more information about The Baring Foundation visit www.baringfoundation.org.uk

Section two – purpose of Celebrating Age: Arts and Cultural Organisations Leading Change

Aims and outcomes

Background

Arts Council England is committed to supporting everyone to access great arts and culture. The Taking Part survey currently shows a dramatic drop off in engagement levels for arts, galleries and museums activity from age 75 plus. This programme will help us to achieve our mission and to enrich arts and culture for everyone.

The aspiration for excellence is central to the activity we will support – this covers both excellence of art and excellence of the process of engaging with older people.

We believe that cultural spaces can provide havens for older people, carers and families, and that they can also act as hubs for outreach activity that can re-engage isolated older people.

Public funding of arts and culture should be invested for the benefit of everyone and it should offer opportunity and draw on all talents irrespective of age. We are

proud of the activity that is currently led by artists, arts organisations and museums and we are convinced that there is potential to do more. We know that cultural spaces can make a significant difference to the lives of older people in their communities. This programme will help to ensure that age is not a barrier to accessing Arts Council funded activities.

The central aims of this fund will support cultural spaces and other organisations working collaboratively, in partnership or as a consortia, to do one or more of the following:

- more older people engaging with cultural spaces and organisations
- more cross generational activity and opportunities to engage
- helping people to engage for the first time
- helping people to maintain engagement into older age
- ongoing relationships with older people – through sustainable high quality artistic, outreach, engagement or audience development activities
- more examples of older people helping to shape and/or lead the local arts offer and activities available
- supporting older people as volunteers to lead arts and cultural activities in their area
- supporting older people to engage with the amateur and voluntary sector to encourage participation
- more cultural spaces and organisations play an active role in addressing social isolation for older people
- new opportunities for older people to engage with their local cultural spaces and in high quality arts, creativity and culture more generally
- new skills and knowledge for organisations and artists involved
- new or stronger partnerships across cultural spaces and with specialist artists and cultural organisations
- new partnerships with non-arts specialists who already engage with or represent older people
- local and national opportunities for us to celebrate the positive role that arts and culture can play by engaging older people in their communities, eg covering in national press and media

How much funding is available?

The total budget available for this fund is £3 million.

Awards will be between £50,000 – £100,000. We would hope to award between 30 to 35 grants of up to £100,000.

We will accept applications for funding from organisations working as a consortium. One organisation must act as the lead organisation and submit the application.

We are looking for proposals from an arts organisation or a museum to lead a programme of activities in partnership with other cultural organisations. We are also interested in cultural venues and cultural organisations working with non-arts partners that represent older people. You will be expected to include at least one partner that represents older people at application stage; this partner could be a creative or non-arts organisation.

The lead applicant must be Arts Council funded or presenting work to the public funded through a National Portfolio Organisation, Major Partner Museum, Creative People and Places, or Museums Resilience Fund. This is because a key aim of this fund is to ensure that more Arts Council England funded work is accessible to everyone, irrespective of age.

Activity can last up to three years, including a six month planning stage once the grant is agreed. This planning period can be used to confirm the partner organisations and their role in the delivery of the activity.

We will be running two rounds – one in 2016 and the other in 2017.

Geographical focus of the fund

The geographical focus is designed to support the Arts Council's intent to ensure that a minimum of 75 per cent of our Lottery funding is spent outside London. For this particular fund, we expect around 85 per cent of the fund will be committed outside London. We anticipate allocating in the region of 15 per cent of this fund to organisations based in London.

Section two – eligibility

Please read the eligibility requirements for the fund carefully. If you do not meet any of these requirements we will be unable to consider your application for funding.

<p>Who can apply?</p>	<p>We are looking for proposals from an arts organisation or a museum to lead a programme of activities in partnership with other cultural organisations. You will be expected to include at least one partner that represents older people at application stage, this partner may be a non-arts organisation. Because the aim of this fund is to ensure that older people have access to Arts Council England funded activity, the lead applicant must be Arts Council funded or presenting work to the public funded through one or more of the following:</p> <ul style="list-style-type: none"> • National Portfolio Organisation • Major Partner Museum • Museum Resilience • Creative People and Places <p>Or be in receipt of an active Grants for the Arts or Strategic Touring award on Thursday 13 October 2016.</p>
<p>Who cannot apply?</p>	<ul style="list-style-type: none"> • lead applicants that are not in receipt of Arts Council England funds (listed above) or presenting Arts Council funded activity • an organisation based outside of England • an individual • lead applicants that are not an arts organisation or a museum
<p>What activity can be supported?</p>	<p>The programme will support cultural spaces and other organisations working collaboratively to be open, positive and welcoming places for older people, and/or to take arts and culture into places where older people will find it easier to engage. Please refer to sections 2 and 4 for further information.</p>

<p>What activity cannot be funded?</p>	<ul style="list-style-type: none"> • activities that are not related to the arts and museums • activities that do not benefit or engage people in England (in the short or long term) or that do not help artists and arts organisations in England to carry out their work • activities (including buying goods or services) that have started, been bought, ordered or contracted before we make a decision about your application. This is because we cannot fund activity retrospectively • costs that are already paid for by other income including your own funds or any other funding <p>Up to 10 per cent of this grant can be used for capital costs associated with this application.</p>
<p>How much can be applied for per application?</p>	<p>Between £50,000 and £100,000.</p>
<p>How much match funding from sources other than the Arts Council is required?</p>	<p>At least 10 per cent per cent of the total cost of the activity to come from sources other than the Arts Council. This can include cash and in kind support that has not already been included as part of any other successful funding application.</p> <p>Up to 10 per cent of this grant can be used for capital costs associated with this application.</p>
<p>Delivery timetable</p>	<p>Activities must start no earlier than 1 March 2017.</p> <p>Activities must end no later than 31 March 2020.</p> <p>This fund will support activity for up to three years including a six month planning stage.</p>

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Consortia and partnership agreements

We will accept applications for funding from organisations working as a consortium. One organisation must act as the lead organisation and submit the application.

All partners within the consortium must show a firm commitment to joint working. Your application must show the benefits and rationale of working as a consortium.

If we decide to fund your project we will enter into a legally binding grant agreement with the lead organisation. This organisation must accept our terms and conditions of grant and will be solely accountable to us for all monitoring information, how all the money is spent and for the full and successful delivery of the project.

One of our standard terms and conditions of grant is that the organisation we enter into a grant agreement with cannot subcontract any of the project to other organisations without our prior agreement in writing. So if we award a grant, before the project can start, we must approve a partnership agreement between the lead organisation and the other partners involved in the project.

There is further guidance about [Partnership agreements](#) on our website.

Section three – what you will be expected to deliver

We welcome applications that will make a contribution to achieving the aims and outcomes outlined in [Section two](#) above.

We are particularly interested in supporting proposals that celebrate ageing and/or celebrate positive images of older people.

- Proposals where the *involvement of older people in decision processes* is embedded.
- Proposals which involve specialist arts organisations and artists with a high quality, strong track record of engaging older people.
- Proposals that work with a non-arts partner representing older people.
- Supporting cultural spaces and organisations to reach out to older people who are not currently engaging regularly, or are isolated in their communities.
- Proposals that set out to develop ongoing, lasting relationships with people. The potential for sustainable approaches is key.
- Activity that includes plans to reach those over 75 – while recognising that in order to do this, activity may well include people who are younger. The majority of your activity will be aimed at benefiting people over 55.
- Proposals that show the proposed activity will draw on learning from other sectors or places.

Each grant recipient will be expected to build in capacity to evaluate impact. Grant recipients will be encouraged to self-audit against an agreed framework to assess their age friendliness before and after the activity supported by the grant.

They will also be asked to write a public facing version of their final report and to describe the impact of their activity and lessons learned.

Section four – how to apply

Making an application

When to apply

The online application form will open on **Thursday 14 July 2016**. Applications must be submitted by **12pm (midday) on Thursday 13 October 2016**.

Applications submitted after this time will not be considered.

Application process

1. Read this guidance carefully and contact us

This guidance gives you information on how to apply and answers some common questions. If you have any further questions you can contact our Customer Services team at enquiries@artscouncil.org.uk

2. Prepare and submit your proposal

You must apply through our [online application portal](#) using the **standard application** form:

- i. Once you have logged in (or created a new user account if you have not used the online portal before) you will see the welcome screen. On this screen, select “Standard application” from the dropdown list:



Select the programme you wish to apply to: ▼

Start Application

- ii. When you press “Start Application”, you will be taken to the “Eligibility Check” section where you should select the name of this fund from the dropdown list:

Eligibility Check

Eligibility questions - Section 1

The following questions are to check your application against some basic criteria.

* Which strategic programme are you applying for?

- iii. When you have completed the eligibility check you will be taken to the full application form which includes questions about you (or your organisation) and the activity you are applying for, and a section called “Response to the brief” which gives you space to provide a full proposal for your activity. There is also a section where you can upload the mandatory attachments that we need, and any other supporting information.

iv. Proposal

The proposal can be a maximum of 4,000 words, divided into three sections: “Meeting the brief” (2,000 words), “Governance and management of activity” (1,000 words) and “Financial viability” (1,000 words). You do not need to use the full word count if you do not feel it is necessary. Use the criteria/prompts in Section six of this guidance to help you structure your proposal.

v. Attachments

- Introduction
- Organisation details
- Main contact details
- Basic details
- Meeting our goals
- Response to the brief
- Attachments
- Activity beneficiaries
- Monitoring information
- Declaration
- Submit the form

You must upload the following mandatory attachments on the “Attachments” screen:

- a detailed budget for the activity showing proposed income and expenditure (as an Excel sheet or similar)
- a work plan for the proposed project, including milestones and key review dates
- financial statements for your previous financial year, prepared to the relevant legal standard for an organisation of your size and status (non-National Portfolio Organisations only)
- your latest management accounts (non-National Portfolio Organisations only)
- your governance documents (non-National Portfolio Organisations only)

You may also upload the following optional attachments:

- up to three other relevant attachments. These must each be a maximum of five pages in length

The combined limit on file size for all the attachments taken together is **10 megabytes**.

We will use the information you give us in your application form and any attachments to decide whether we will offer you a grant. In making our decision, we may also consider financial and other information held by the Arts Council on your organisation in respect of other successful funding applications.

If your application does not contain the information we need in the format we ask for it to be in, we might not be able to consider your application. After you have read this guidance, if you have any further questions please contact us.

Assistance with your application

We are committed to being open and accessible, and want to make the Celebrating Age application process accessible to everyone.

If you experience any barriers within the application process or require help to make an application, our enquiries team can be contacted by:

- telephone: 0845 300 6200
- text phone: +44(0) 161 934 4428
- email: enquiries@artscouncil.org.uk

After you submit your application

You will receive an acknowledgement email confirming that we have received your application. This will be sent to the email address which you used to log into the portal. The email will include a PDF copy of your application for your reference.

We will conduct an eligibility check within 10 working days of the deadline for applications. If your application is not eligible, this means that we cannot process it any further and it will not be considered for funding. If your application is not eligible we will write to you to let you know, and will explain our decision.

Section five – how we will make our decision

We will aim to notify applicants of our decision no later than 24 February 2017.

We will check your application to ensure that you have provided all the information we have requested.

We will make our decision based on the information you provide in your application, any further information that we request and, where relevant, data and information from the Charity Commission and Companies House websites relating to your constitution and audited accounts from the past two years. In making our decision, we may also consider financial and other information held by the Arts Council on your organisation in respect of other successful funding applications.

Each criterion (“Meeting the brief”, “Governance and management of the activity”, and “Financial viability”) will be assessed using a five-point word scoring:

- **Not met**
The application does not meet the criteria
- **Potential**
The application does not meet the criteria but shows potential to do so
- **Met**
The application meets the criteria
- **Met (strong)**
The application meets the criteria and shows strong qualities
- **Met (outstanding)**
The application meets the criteria and shows outstanding qualities

On the basis of these ratings we will recommend whether an application is suitable for funding. Applications that do not achieve at least “met” under all three criteria will not be recommended for funding.

We will assess each application against the following criteria, using the assessment prompts below:

Criteria

Meeting the brief

Word count: up to 2,000 words

- please tell us how your application will deliver on the fund's [aims and outcomes](#) and all the elements of [what you will be expected to deliver](#), as described in this brief
- appropriate named partners, at this stage, with clear roles and responsibilities, including a partner representing older people
- activity that builds on and does not duplicate activity funded by other Arts Council grants
- clear evaluation plans that evaluate impact
- plans to ensure lasting legacy of the activity
- plans to show how the learning from this activity will be shared

Management of the activity

Word count: up to 1,000 words

- feasibility of workplan
- demonstration of skill and capacity to deliver the proposed programme
- strong strategic fit with the applicant's other activity
- appropriate governance arrangements in place and/or planned, including how partners are engaged

Financial viability

Word count: up to 1,000 words

- financial viability of the applicant and of the project
- demonstration of appropriateness of proposed budget
- robust plans for resourcing the activity effectively
- evidence of organisational buy-in by applicant and project partners, as cash investment and/or in-kind support
- clear case for any proposed capital expenditure. This must not exceed 10 per cent of the grant

In identifying the right mix of successful proposals to ensure the greatest opportunities for learning across the arts and cultural sector, we will also consider these balancing criteria. We are particularly interested in:

- the kinds of communities involved and target audiences/participants
- the range of artforms involved
- supporting high quality activity that will have impact across people defined within protected characteristics, with a focus on profiles where evidence suggests that engagement levels are significantly lower than the general population, namely: socio-economic background, disability, life limiting illness and ethnicity

As we are looking to support a mix of approaches and ambitions, we will also be looking to balance successful applications across the following criteria which includes:

- social, impact, eg tackling loneliness and isolation
- artistic outcomes, eg celebrating/showcasing the arts and creativity of older people
- partnerships with non arts agencies working with older people
- new finance/business models that support sustainable approaches
- use of technologies to enhance reach and quality of experience
- outreach activity, eg in care homes or engaging homebound people
- rural and urban contexts

These balancing criteria will be used in addition to the main criteria to ensure a good spread of funded projects according to each balancing criterion, and to differentiate between a number of proposals that are considered strong.

Decision making

Once we have scored your application within your local area and a recommendation has been made whether to fund it, we will make our decision by a national panel. To do this we will consider how strongly your activity scored against our criteria and any balancing criteria we have outlined above, and will also consider your activity alongside other applications to the fund.

Complaints procedure

If you are not happy with the way we have dealt with your application, please contact us and we will discuss this with you. If you are still unhappy, you can ask us for a copy of our complaints procedure.

Details can be found in [Making a complaint](#), which is available on our website, www.artscouncil.org.uk, or by contacting our enquiries team by email to enquiries@artscouncil.org.uk or by phoning 0845 300 6200.

Please note that you can only complain if you believe we have not followed our published procedures when assessing your application. You cannot appeal against the decision.

Section six – Freedom of Information Act

The Arts Council is 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 funding 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 our assessment 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 during the assessment period, as this may interfere with the decision-making process.

Contact us

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