

International Showcasing Guidance for applicants

Summary of key information	
What is the focus of the fund?	The fund is available for producers and curators focused on international market development – placing new work from England before international promoters, bookers and co-commissioners.
Who can apply?	Organisations, either singly or in partnership or consortia arrangements
When can applications be made?	The application portal will open at midday on 14 January 2016
When is the deadline for applications?	Expressions of Interest to be received by midday 11 February 2016 Full applications to be received by midday 22 April 2016
How much can be applied for per application?	£50,000 – £300,000 (two-year applications are possible)
When must the activity take place?	Activities must start no earlier than the likely date on which you could have received and accepted in writing an offer of funding from us. Activity must be completed by the end of 2018.
Minimum match funding from other sources	Ten per cent in cash of total project budget (excluding support in kind)
When will we make our decision?	We will aim to notify applicants of our decision no later than 27 July 2016

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Section one – introduction

Welcome

Thank you for your interest in International Showcasing

This guidance gives you information on how to apply for funding to International Showcasing. The fund is available for producers and curators focused on international market development – placing new work from England before international promoters, bookers and co-commissioners. The fund is part of the Arts Council's National Lottery investment in International work during 2015-18, which focuses on cultural export and exchange.

Round one of the Showcasing fund in July 2015 made [eight awards](#). This next round will be the last open call for projects during this funding cycle. Up to £2.1 million is available in this round. We will ask you to make an Expression of Interest before we decide whether to invite you to make a full application.

We expect a number of applications to be for two-year activity. We expect to make a total of 16 to 20 awards during the lifetime of the scheme.

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 will invest £1.1 billion of public money from government and an estimated £700 million from the National Lottery in arts and culture to help create experiences for as many people as possible across the country. Find out more about our [investment across 2015-18](#).

We believe that our national diversity is one of our great resources and we expect the work that we fund will reflect this and will be alive to the opportunities that diversity offers.

Arts Council England observes the public sector Equality Duty 2011 and the protected characteristics as defined in the [Equality Act 2010](#). We are also committed to promoting equality across differing socioeconomic groups.

By diversity we mean the multitude of ethnicities, faiths and socioeconomic classes which reflect contemporary England. Our concept of diversity includes disabled people, older people and people of all sexual orientations. The geography of diversity spans England's regions, from the most rural to the inner city.

Our arts-driven concept of diversity as opportunity represents a shift in perspective, from regarding diversity as a prescriptive aspect of equality legislation to understanding its creative potential and the ways in which it can promote long-term organisational resilience. We call this the Creative case for diversity^[2]. In preparing their application, applicants should find opportunities to tell us how their work will support this progressive and positive perspective.

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

^[2] See here for information on the Creative case for diversity: <http://www.artscouncil.org.uk/what-we-do/our-priorities-2011-15/diversity/>

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

We expect successful applicants to International Showcasing to make a strong case under Goals 1 and 3:

Goal 1: Talent and artistic excellence are thriving and celebrated

England is regarded as a pre-eminent centre for artistic excellence. Demonstrating England's status as a world centre for cultural excellence, more artists, arts organisations and museums based in England are exporting their work internationally and visitors cite the arts and culture as the reason they visited England

Goal 3: The arts are sustainable, resilient and innovative

Collaborative and networked, the arts are known for resilience, innovation and their contribution to the nation's reputation and prosperity.

Section two – purpose of International Showcasing

Aims and outcomes

This fund is to grow new markets and audiences abroad for arts and culture from England. To do this we want to amplify and maximise the impact of international showcasing activity.

The fund's primary focus is not on individual talent development but rather **market** development. Awards will be made to showcases in the UK with a clear artistic identity and which are curator or producer-led, **or** to brokering organisations selecting a cohort of artists and/or organisations to visit an existing showcase overseas. Successful proposals for domestic showcases will bring together a significant mass of work before a wide range of international promoters.

Our approach to international showcasing is part of our collaboration with the British Council. However, this is a discrete fund wholly administered by Arts Council England. While the Arts Council and British Council have collaborated on establishing a set of principles for supporting showcasing, funding for this activity is made independently by each organisation.

We expect to make only a small number of awards during the lifetime of the scheme. This means that there will be many good ideas and opportunities that we cannot help to realise, given our limited resources at this time.

How much funding is available?

During the first round of International Showcasing, £1.6 million was allocated. Up to £2.1 million is available in the second round. Applications for activity which runs for more than one year are encouraged.

Section three – 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.

Who can apply?	<ul style="list-style-type: none">• National portfolio organisations or organisations based in England (ie have a regular office address in England)• Organisations focused on one or more of the following: creating, producing, distributing and presenting the arts in England and internationally• Consortia: all types of organisations – including museums, music hubs, non-arts and commercial organisations – are eligible as partners in the consortia, but the named lead applicant must be an arts organisation (as defined in the previous criteria) and not a museum.• Organisations registered as a charity or established on a not-for-profit basis with charitable objectives or otherwise able to account separately for this project as a ring-fenced, non-profit-making budget• Organisations which have made an Expression of Interest and received a response from us inviting them to apply.
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<p>Who cannot apply?</p>	<ul style="list-style-type: none"> • Profit-making organisations unless able to account separately for this project as a ring-fenced, non-profit-making budget • Individual artists • Applicants who fail to upload all mandatory attachments when submitting their application • Applicants who have not filled in an Expression of Interest form and received an invitation to apply. Although we may have invited you to apply on the basis of your idea, there is no guarantee that your application will be successful.
<p>What activity can be supported?</p>	<ul style="list-style-type: none"> • Curated international showcase events in the UK, which place work from England before overseas promoters, bookers and co-commissioners (including mentoring and capacity building work with artists and companies) • Co-ordinated visits which take selected cohorts of artists/organisations to established showcases overseas (including mentoring and capacity building work with artists and companies) • Showcasing activity may be on an annual or biennial cycle.
<p>What activity cannot be funded?</p>	<ul style="list-style-type: none"> • Activities that are not related to the arts • Activities that do not benefit or engage artists and arts organisations in England (in the short or long term) or that do not help artists and arts organisations in England to develop international markets for their work • Activities (including buying goods or services) that have started, been bought, ordered or contracted before we make a decision about your application (27 July 2016). This is because we cannot fund activity retrospectively

	<ul style="list-style-type: none"> • Costs that are already paid for by other income including your own funds or any other funding • applications from individual artists or organisations for the costs of applying to attend showcases. The focus of the fund is on market development by curator or producer-led showcases. • Activity that has already received or is applying for funding from other Arts Council programmes
How much can be applied for per application?	<ul style="list-style-type: none"> • Between £50,000 and £300,000
How much match funding from sources other than Arts of Council England is required?	<ul style="list-style-type: none"> • Your budget must include partnership funding in cash (not in kind), from sources other than the Arts Council, amounting to not less than 10 per cent of the total cash expenditure (excluding support in kind). For example, if your total cash expenditure is £100,000, you must have at least £10,000 partnership funding in cash from other sources (this can include earned income); the maximum grant you could apply for from us in this case would be £90,000
Delivery timetable	<ul style="list-style-type: none"> • Activities must start no earlier than the likely date on which you could have received and accepted in writing an offer of funding from us. • Activity must be completed by the end of 2018

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. This organisation must be an arts organisation (see section 3).

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 four – 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.

- Annual or biennial curated international showcase events in the UK, which bring together a significant mass of work from England before a wide range of overseas promoters, bookers and co-commissioners.
- Co-ordinated visits which take selected cohorts of artists/organisations to established showcase overseas to show work (including reciprocal visits where these have a clear market development outcome).
- As part of your showcasing application, you should include mentoring and support for individual artists or companies which clearly facilitates international market development. We will expect successful applicants to provide advice and ongoing support to artists, both in their preparations for the showcase itself and for any international activity resulting from their appearance at the showcase. Artists' costs (travel, accommodation and per diems) should be included within your budget as artists will not be eligible to apply for other funds to enable them to attend showcasing activity supported through this fund.
- We expect evidence of increased audiences and income for English artists and arts organisations working internationally as a consequence of showcasing activity, obtained through longitudinal evaluation of your project (see 'Management of the activity', in the detailed Criteria section).

Section five – how to apply

Expression of Interest stage

If you believe you have an idea that meets all of the eligibility criteria as well as those described within the 'Meeting the Brief' section, please tell us about it by completing the online form which will give you the opportunity to describe your idea in no more than 300 words. Within your submission we also request that you tell us the anticipated delivery dates of your activity, the anticipated overall project cost and amount you would like to request if you are invited to apply. **The deadline for Expressions of Interest is midday on 11 February 2016.**

If we think that your idea could make a significant contribution to international market development for English artists and/or arts organisations, we will inform you of our decision **by 10 March 2016**. If you are invited to make an application you will have six weeks in which to develop your submission and the mandatory supporting documents required.

If we decide not to invite you to apply we will also inform you **by 10 March 2016**. We are unable to give feedback or engage in a discussion about why your idea is not being taken forward at this time. You are unable to resubmit the same idea to International Showcasing in a future funding round.

As well as the eligibility criteria below, if you are a National portfolio organisation, we will also take into account your current performance when deciding whether or not to invite an application.

Submitting a full application

You must have made an Expression of Interest and received an invitation from us to apply to the scheme.

The online application form will open at midday on **Friday 11 March 2016**. Applications must be submitted by **midday on Friday 22 April 2016**. Applications submitted after this time will not be considered.

Application process

1. Read this guidance carefully and contact us

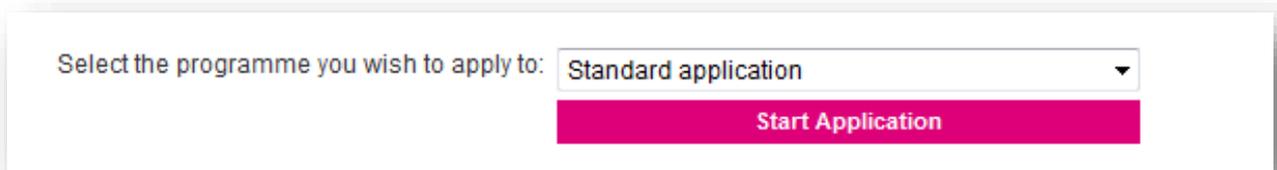
This guidance gives you information on how to apply and answers some

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:

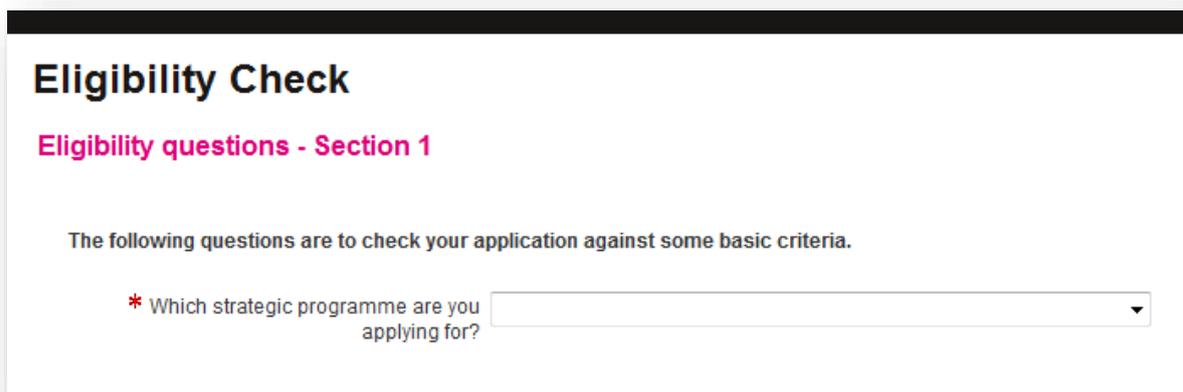
- i. Once you have logged in (or created a new user account if you have not used the online portal before) you will see the Welcome screen. On this screen, select 'Standard application' from the dropdown list:



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 9,000 words, divided into three sections: 'Meeting the brief' (3,000 words), 'Governance and management of activity' (3,000 words) and 'Financial viability' (3,000 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.

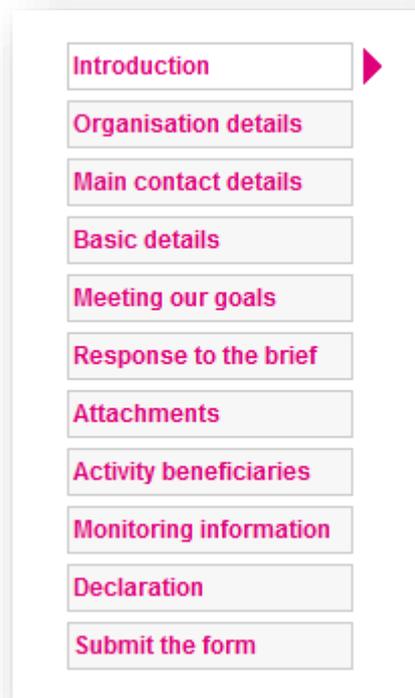
v. Attachments

You must upload the following mandatory attachments on the 'Attachments' screen:

- a budget for the activity showing proposed income and expenditure (as an Excel sheet or similar) and including separate budgets for each year's showcase if making a two-year application
- a work plan for the proposed project, including milestones and key review dates
- the email we sent inviting you to apply
- audited annual accounts for the last two years (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 to evidence your planning and/or track record.



The image shows a vertical list of ten rectangular buttons with a light grey background and a thin border. The text on the buttons is in a pinkish-red color. The buttons are: 'Introduction' (with a small pink triangle on the right), 'Organisation details', 'Main contact details', 'Basic details', 'Meeting our goals', 'Response to the brief', 'Attachments', 'Activity beneficiaries', 'Monitoring information', 'Declaration', and 'Submit the form'.

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. 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 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 on: 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 ten 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 reasons for this decision.

Section six – how we will decide on our awards

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, the sector expertise of our Arts Council National Discipline Directors; 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.

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
<p>Meeting the brief Word count: up to 3,000 words</p> <p>Convincingly articulates, using robust evidence and assumptions, how the project:</p> <ul style="list-style-type: none">• Makes a strong case for growth – either developing new or existing markets, or bringing new artists and organisations to an international market, or both. You must be able, at the end of the showcase or funding period, to demonstrate clear outcomes for participants and for the wider sector• Addresses the creative case for diversity• Includes (if you are applying to run your showcasing activity more than once during the funded period), detailed programming for the showcase in year one, and outline proposals for year two (if relevant). Your application should also demonstrate clear ambitions for the growth and development of your showcase (in terms of attendees, partnerships, match-funding, artistic programming and

so on) in subsequent years

- Articulates (if you are applying as a brokering organisation – supporting artists and organisations from England to attend showcases abroad) a clear curatorial approach to selection and evidence of partnership relationships with those showcases abroad
- Demonstrates how you will attract and increase your audience of international promoters, curators, producers, programmers, managers, agents, festival bookers etc. You must also show (for domestic showcases) how you will maximise the impact of your chosen location, including plans to market the destination, engage with local partners and use local infrastructure
- Shows how you will deliver effective mentoring and support for the artists and organisations appearing within the showcase. This could include: developing emerging artists and supporting capacity building for companies in areas such as marketing and media, networking, international touring (contracts, visas, fees and so on)
- Demonstrates how your showcasing activity fulfils a defined need or gap within the sector and articulates what makes your organisation best placed to deliver the showcase and how it fulfils your strategic aims and vision for your artform
- Shows how your work will use creative media alongside live showcases to create, promote and disseminate work and/or to facilitate networking and mentoring
- builds on and does not duplicate activity funded by other Arts Council grants you have received
- In addition, demonstrates how your showcasing activity will make a significant contribution to helping the Arts Council deliver its strategic vision – with particular emphasis on the international element of goal one in a way that will have regional and international impact, and Goal 3 (improving the organisation's and/or sector's resilience)

Management of the activity

Word count: up to 3,000 words

- Demonstrates how you will manage to deliver the showcasing activity alongside your existing work
- Demonstrates how equality, diversity and accessibility will be addressed in your project
- Shows clear and convincing plans to deliver the requirements described in this brief
- Demonstrates that you have the managerial capacity, technical expertise and organisational stability to deliver the project successfully
- Includes an outline proposal for longitudinal evaluation of the qualitative and quantitative impact of your showcasing activity (ie continuing to track the outcomes for participants over a period extending two to three years beyond the

lifetime of the showcase). In addition, successful grant recipients are asked to report annually on areas including: amount of additional income generated and numbers of artists supported, additional/new international promoters attending, new opportunities to make or show work offered, new international markets reached, new contacts made or new networks accessed.

- Articulates a legacy plan for the showcasing activity which demonstrates how you will support artists and organisations in following up and capitalising upon new opportunities arising from the showcase
- Demonstrates that the organisation's current Arts Council risk assessment rating has been considered in planning the proposed activity and actions to mitigate potential risks have been incorporated into the overall management of the project (National portfolio organisations only)
- Demonstrates that the project is clearly additional to your currently funded programme (National portfolio organisations only)

Financial viability

Word count: up to 3,000 words

- Shows how your budget is appropriate for the activity, how any fees and costs have been calculated and that it includes appropriate payments and costs (travel, accommodation and per diems) to participating artists
- Financial viability of the applicant (we would not expect to offer funding to any National portfolio organisation currently assessed by us as being high risk)
- Robustness of the project budget and sustainability of the applicant once funding ends
- Evidence of funds raised (10 per cent of your budget needs to come from sources other than Arts Council of England and can include income from funders overseas) or detailed plans to raise those funds and maximise income from other sources

In assessing the application we will also consider these balancing criteria:

1. relative strength of the application compared to other applications received
2. balanced portfolio by artform, geography (bearing in mind Arts Council England's commitment to spend 75 per cent of its Lottery funds, including those distributed through this scheme, outside London), size and scale of organisations
3. capacity and experience of applicant to deliver activity, compared to capacity and experience of other applicants

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

We will aim to notify applicants of our decision no later than 27 July 2016.

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 seven – 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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