

## Questions and character counts for Grants for the Arts applications over £15,000

This information sheet lists the questions and character counts for an application to Grants for the Arts for over £15,000.

There is a strict character count for each question. Our online application portal counts every letter, number, punctuation, symbol and space as a character.

Log onto [www.artscouncil.org.uk](http://www.artscouncil.org.uk) to apply, and read the '[How to apply guidance](#)' before you begin.

### Contact us

**Phone:** 0845 300 6200, 0161 934 4317  
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**Website:** [www.artscouncil.org.uk](http://www.artscouncil.org.uk)  
**Post:** Arts Council England - Grants for the Arts,  
The Hive, 49 Lever Street, Manchester, M1 1FN

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## **Project information**

What is the name or working title of the activity you are applying to do? (No more than 50 characters).

Please give us a concise description of the activity you are asking us to support (No more than 600 characters, approximately 100 words).

Enter the amount requested.

Enter the activity start and end date of the activity.

## **Artistic quality**

Please provide a brief summary of your organisation's recent relevant artistic work, experience and achievements. (No more than 1500 characters, approximately 250 words).

What is your proposed artistic activity, and what do you want to achieve by doing it? (No more than 3000 characters, approximately 500 words. Filled out in two boxes).

Why is this activity important for your artistic development? (No more than 3000 characters, approximately 500 words. Filled out in two boxes).

## **Artistic quality – impact / legacy (Applications for over £50,000 only)**

What will be the wider impact of the project? Include reference to sector development, artform and legacy where appropriate. (No more than 1500 characters, approximately 250 words).

## **Who's involved - Artists**

You will be asked to complete a table providing each artist's: *name, role in activity, whether their involvement in the project is 'confirmed' or 'expected', and artists website.*

Please outline how each artist will contribute to the activity, and give a brief description of their work. (No more than 1500 characters, approximately 250 words).

### **Public engagement – beneficiaries**

You will be asked to use a series of tick boxes to indicate the *number(s) of people who will benefit from this activity* and the *number(s) of people who have benefitted from your activities over the last 12 months*.

Estimate the outcomes of your activity providing *number of new products or commissions, period of employment for artists (in days), number of performance or exhibition days and number of sessions for education, training or participation*.

### **Public engagement – audience**

You will be asked to use a series of tick boxes to tell us whether your activity is aimed at *specific age groups, ethnic groups, people with disabilities, and people of specific sexual orientations or gender*.

### **Public engagement – participants**

You will be asked to use a series of tick boxes to tell us whether your activity will engage (as participants), *specific age groups, ethnic groups, people with disabilities, and people of specific sexual orientations or gender*.

### **Public engagement**

Who will engage with this activity? Tell us about the target audiences or people taking part, and how they will engage with the activity. If the activity will not engage people immediately, eg some research and development activities, please tell us about who you anticipate will engage with your work in the longer term. (No more than 1500 characters, approximately 250 words).

Please describe how you will reach your target audience or participants, in the short or long term, and give details of your proposed marketing activities where appropriate. (No more than 3000 characters, approximately 500 words. Filled out in two boxes).

### **Budget - Income**

You will be asked to complete a table listing all income for the activity providing *type, description, whether it's expected or confirmed, and the amount*. Include support in kind in this section.

## **Budget - Expenditure**

You will be asked to complete a table listing all expenditure for the activity providing *type*, *description*, and the *amount*.

## **Finance**

Please describe your approach to raising as much money as you can from other sources. Identify which other sources of funding you have applied to, and the progress of any other applications you have made (including the date you will know the outcome). (No more than 1500 characters, approximately 250 words).

Briefly tell us about your experience in managing budgets, and describe how you will manage the budget. (No more than 1500 characters, approximately 250 words).

Please describe how any fees, rates and purchases have been calculated. (No more than 1500 characters, approximately 250 words).

Please explain your support in kind. (No more than 1500 characters, approximately 250 words).

## **Management - Activity partners**

You will be asked to complete a table providing each partner's *name*, *main contact*, *email address*, whether they are *confirmed or expected*, and their *role in activity*.

Please provide a brief summary of your and your partners' recent experience in managing similar types of activity. (No more than 1500 characters, approximately 250 words).

## **Location**

Tell us if your activity is touring, non-touring or both. You will be asked to complete a tour schedule and / or tell us where the non-touring activity will take place.

## **Activity plan – planning to date**

Please briefly identify the main stages of any planning and preparation activity completed to date. Please note this work should not be included in your budget, as

we cannot fund any part of an activity that has already taken place. (No more than 1500 characters, approximately 250 words).

### **Activity plan – risk (Applications for over £50,000 only)**

You will be asked to complete a table, identifying any risks to the successful delivery of the activity, and listing *the risk, risk rating and action to mitigate*.

### **Activity plan**

You will be asked to complete a table, identifying *date, end date, activity or task and task lead*.

### **Evaluation**

Please briefly describe your plans to evaluate this activity. (No more than 1500 characters, approximately 250 words).

### **Attachments - Mandatory documents**

Applications over £15,000 - a detailed budget breakdown.

Applications over £50,000 - a detailed budget breakdown and cashflow projection for the activity.

Applications over £100,000 - a detailed budget breakdown, cashflow projection, final statements, and an audience development and marketing plan (specific to the activity you are applying for).

### **Attachments - Optional documents**

In addition to any mandatory documents we have already requested, and where appropriate, you can provide up to three additional documents to support your application. Documents you might choose to provide to give us more detail:

- an audience development/marketing plan (if not already requested as mandatory)
- a detailed management plan, particularly for complex projects

The documents can be a maximum of five pages with a maximum file size of 10MB (we can accept PDF, jpeg, Microsoft Word, Microsoft PowerPoint and a single page web link.)