

Reimagine India

Guidance for applicants

Summary of key information	
What is the focus of the fund?	Reimagine India is a joint project between Arts Council England and the British Council, supporting artistic exchange and collaboration between artists and arts and cultural organisations in India and England. Arts Council England's Reimagine India strategic fund is part of our National Lottery investment in International work during 2015-18, which focuses on cultural export and exchange.
Who can apply?	Organisations, either singly or in partnership, or consortia arrangements
When is the deadline for applications?	Expressions of interest to be received by midday on 16 February 2016. Full applications to be received by midday on 25 April 2016
How much can be applied for per application?	£30,000 – £100,000
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 1 April 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 Reimagine India.

This guidance gives you information on how to apply for funding to Reimagine India: a joint project between Arts Council England and the British Council, supporting artistic exchange and collaboration between artists, and arts and cultural organisations in India and England. Reimagine India is part of Arts Council England's Lottery investment in International work during 2015-18, which focuses on cultural export and exchange.

In round one of the scheme, Arts Council England made [22 development awards](#) to enable applicants to develop projects and partnerships in India. In this second round, applicants are able to apply for project funding to deliver activity in England or in India before 1 April 2018. We will ask you to make an Expression of Interest before we decide whether to invite you to make a full application.

We expect to make around nine to 12 full project awards. This means that there will be many good ideas and opportunities that we cannot help to realise, given our limited resources at this time. Arts Council England has also made a commitment to spend 75 per cent of its Lottery funds, including those distributed through this fund, outside London.

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

^[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 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

We expect successful applicants to Reimagine India 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 Reimagine India

Aims and outcomes

Reimagine India is a cultural exchange programme designed to develop creative collaborations between arts and cultural organisations in England and in India. Its purpose is to create new work and to build sustainable networks and partnerships between artists and cultural leaders in both countries, as well as to develop an intercultural dialogue and strengthened cultural relations based on this exchange of ideas, knowledge, work and artistic practice. The work will build skills and leave a legacy in contributing to the resilience of the organisations involved and the development of new markets and business models. It will also benefit audiences in England.

The central aims of the fund are:

- Promoting international creative collaborations
- Showcasing the best of art and culture from England and India
- Using digital technology
- Reaching beyond metropolitan areas (in England and India) where arts activities tend to be concentrated
- Connecting artists from England and India with diasporic communities in England
- Building skills and leaving a legacy

How much funding is available?

The total budget for Reimagine is £1.5 million. In round one of the scheme, in July 2015, we made 22 development awards totalling £545,578. This means that there is a total of £954,422 available in this final round for project applications.

Applicants who did not receive development funding in round one are welcome. We will ask all applicants to submit an Expression of Interest in the fund and expect to invite around 30-40 full project applications. Development funding in round one is not a guarantee either of an invitation to apply or of project funding success, though we hope it will result in some strong partnerships and project proposals.

We expect that we will receive many more Expressions of Interest than we are able to fund and there will be many good ideas and opportunities that we cannot take further at this stage.

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.

<p>Who can apply?</p>	<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
<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</p>	<ul style="list-style-type: none"> • Arts activity which is taking place in England

<p>supported?</p>	<p>and/or in India, coming out of a process of cultural exchange and creative collaboration between arts and cultural organisations in England and in India. Organisations must be able to show evidence (written correspondence) of an existing partnership with an arts or cultural organisation in India. This will be primarily new artistic product built through collaboration between artists and cultural leaders in both countries, as well as a range of other outcomes such as new networks, partnerships and intercultural dialogue based on an exchange of ideas, knowledge, work and artistic practice.</p>
<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 have beneficiaries based in England and India • Activities 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 (27 July 2016). 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 • Activity that has already received or is applying for funding from other Arts Council programmes
<p>How much can be applied for per application?</p>	<ul style="list-style-type: none"> • Between £30,000 and £100,000. We will not consider applications for more than this amount.
<p>How much match funding from sources other than</p>	<ul style="list-style-type: none"> • Your budget must include partnership funding in cash (not in kind), from sources other than

Arts Council England is required?	<p>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.</p>
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. • All activities must be completed by 1 April 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 three).

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.

While we are not prescriptive about the types of activities we would like to support in order to meet the aims of this fund, we anticipate that the types of activities we will fund could include the following:

- Cultural exchanges or residencies between artists based in England and in India
- Creative collaborations which result in new work, developed as a result of the exchange of ideas, knowledge, work and artistic practice
- Artistic work which will engage and involve diaspora communities in England
- Projects which will leave a legacy in terms of new artistic collaborations, new skills learned, new markets explored, new business models and new networks developed
- Projects which make innovative and imaginative use of digital technology, either in artistic or networking/learning outcomes

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 16 February 2016.**

If we think that your idea has the potential to deliver strongly against our criteria for the scheme when compared to other proposals, we will inform you of our decision **by 15 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 15 March 2016**. Due to the likely high volume of demand for the programme, we are aware that there will be many strong project ideas which we will not be able to take forward, including some of those which were supported with development funding in round one. We are not always able to give feedback or engage in a discussion about why your idea is not being taken forward at this time.

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 **16 March 2016**. Applications must be submitted by **midday on 25 April 2016**. Applications submitted after this time will not be considered.

Application process

1. Read this guidance carefully and contact us

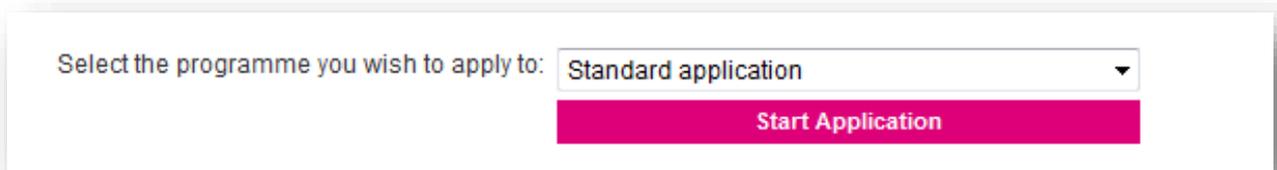
This guidance gives you information on how to apply and answers some

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:

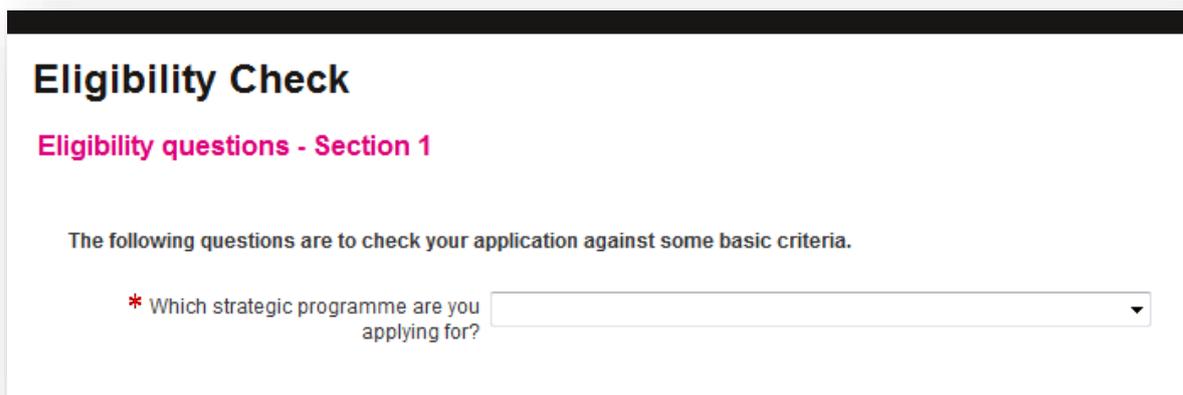
- i. Once you have logged in (or created a new user account if you have not used the online portal before) you will see the Welcome screen. On this screen, select '*Standard application*' from the dropdown list:



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.

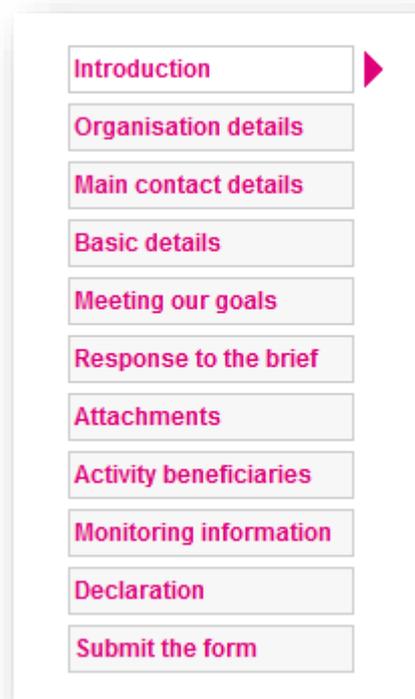
v. Attachments

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

- a detailed budget for the activity showing proposed income and expenditure (as an Excel sheet or similar)
- a work plan for 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)
- evidence (written correspondence) of an existing partnership with an arts organisation (or museum) in India

You may also upload the following optional attachments:

- up to three other relevant attachments. These must each be



The image shows a vertical list of ten rectangular buttons with pink text. The first button, 'Introduction', has a small pink triangle pointing to the right on its right side. The other buttons are: 'Organisation details', 'Main contact details', 'Basic details', 'Meeting our goals', 'Response to the brief', 'Attachments', 'Activity beneficiaries', 'Monitoring information', 'Declaration', and 'Submit the form'.

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 Reimagine India 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 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 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 British Council partners; 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> <ul style="list-style-type: none"> • articulates, using robust evidence and assumptions, how the project will develop exchange relationships with partners in India, leading to artistic collaboration and artistic outcomes either in England or India or both. • meets the majority of the scheme's priorities of:

1. Promoting international creative collaborations
 2. Showcasing the best of art and culture from England and India
 3. Using digital technology
 4. Reaching beyond England's key cities and India's metropolitan areas
 5. Connecting artists from England and India with diasporic communities here in England
 6. Building skills and leaving a legacy
- makes a significant additional 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 three [improving the organisation's and/or sector's resilience].
 - describes how your application addresses the Creative case for diversity
 - builds on and does not duplicate activity funded by other Arts Council grants, including those made under round one of Reimagine India

Management of the activity

Word count: up to 3,000 words

- clear and convincing plans to deliver the requirements described in this brief
- evidence of commitment and engagement from Indian partners
- demonstrates that the organisation has the managerial capacity, technical expertise and organisational stability to deliver the project successfully
- robust plans demonstrating that taking on this activity will not place at risk the management of the core business or any other discrete programmes currently being delivered
- demonstrates how equality and accessibility will be addressed
- 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)

Financial viability

Word count: up to 3,000 words

- demonstration of appropriateness of proposed budget
- 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) and of the project
- robustness of the project budget and sustainability of the applicant once funding ends

- evidence of funds raised (10 per cent of your cash budget – ie excluding any support in kind – needs to come from sources other than Arts Council England and can include income from funders overseas) or detailed plans to raise those funds

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 funding 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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