

Creative People and Places 2017–20

Guidance for applicants

Summary of key information	
What is the focus of the fund?	To allow existing Creative People and Places projects to be considered for additional funding for new outcomes, for three years beyond the current funding agreement period.
Who can apply?	Current grant recipients for the Creative People and Places programme. See list of potentially eligible places on page 8.
When is the deadline for applications?	12 noon, Thursday 16 June 2016
How much can be applied for per application?	Between £500,000 and £1,000,000 over three years
When must the activity take place?	Activities must start no earlier than 1 January 2017 and no later than December 2017. Activities must end no later than December 2020.
Minimum match funding from other sources	25 per cent of total project budget
Other key eligibility points	Your current Creative People and Places funded activity will be scheduled to finish no later than December 2017.
When will we make our decision?	We will aim to notify applicants of our decision no later than 31 October 2016.

Please see [Section three](#) for full eligibility criteria.

Contents

Section one – introduction	3
Welcome	3
About Arts Council England.....	3
About Arts Council England’s Strategic funds 2015–18	3
Section two – purpose of Creative People and Places	4
Aims and outcomes	4
How much funding is available?	5
Section three – eligibility	5
Eligibility requirements.....	5
Places and lead applicants potentially eligible to apply	7
Consortia and partnership agreements	7
Section four – what you will be expected to deliver	8
Section five – how to apply	10
Making an application.....	10
When to apply	10
Application process	10
Assistance with your application.....	12
After you submit your application	12
Section six – how we will make our decision	12
What we consider.....	12
Assessment criteria	13
Balancing criteria.....	14
Decision making	15
Complaints procedure	15
Section seven – Freedom of Information Act	15
Contact us	16

Section one – introduction

Welcome

Thank you for your interest in Creative People and Places 2017. This round of funding is only open to current Creative People and Places grant recipients.

This guidance gives you information on how to apply for funding to allow existing Creative People and Places projects to be considered for additional funding for three years beyond the current funding agreement period.

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

Section two – purpose of Creative People and Places

Aims and outcomes

Evidence demonstrates that some communities are engaging very little with the arts. This may be through lack of opportunities to attend and participate or because of barriers like socioeconomic factors, physical accessibility, or a limited offer. We believe that everyone has the right to access the arts and we want to transform the opportunities open to people in these places.

Our vision for Creative People and Places is to support the public in shaping local arts provision and, in so doing, to increase attendance and participation in excellent art, and existing Creative People and Places consortia are working to a 10-year vision to achieve this. This new funding will allow a selection of the places currently in receipt of Creative People and Places funding to build on achievements made possible through the current fund and to continue to develop approaches that support learning across the wider arts and culture sector. This will enable new outcomes over and above those supported as part of the original funding.

The central aims of the fund are:

- more people from places of least engagement experience and are inspired by the arts and become regularly engaged as audiences or participants
- communities are empowered to take the lead in shaping local arts provision
- 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 communities
- we will learn from past experiences and create an environment where the arts and cultural sector can experiment with new approaches to engaging communities
- we will learn more about how to establish sustainable arts and cultural opportunities and make this learning freely available across the cultural sector
- we will encourage partnerships across the subsidised, amateur and commercial sectors
- through these projects we will demonstrate the power of the arts to enrich the lives of individuals and make positive changes in communities
- activity will be radically different from what has happened before in that place prior to your original Creative People and Places programme.

- we will maximise opportunities for collaborations across museums and libraries where possible
- we will maximise digital opportunities for the public to experience art where possible

How much funding is available?

Approximately £7.5 million will be available in this round. Any unallocated funds in this round will be carried forwards for future Creative People and Places activity. We anticipate supporting between seven and nine applications that demonstrate they make a strong contribution to the aims of this Creative People and Places programme.

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.

Eligibility requirements

<p>Who can apply?</p>	<ul style="list-style-type: none"> • the current (at the time of this application) lead grant recipient for existing Creative People and Places programmes only • the applicant will continue to deliver activity through a consortium (see note on consortia on page 8)
<p>Who cannot apply?</p>	<ul style="list-style-type: none"> • individuals or organisations not currently the grant recipient for Creative People and Places • partner organisations involved in Creative People and Places where they are not (at the time of this application) the lead grant recipient • existing grant recipients for Creative People and Places where, at the time of this application, the current activity is scheduled to finish after 31 December 2017 • local authorities may not be the grant holder for this programme, though they may be named as formal partners

What activity can be supported?	<ul style="list-style-type: none"> • activities that support the aims of the programme in the existing eligible place or places as defined in the current funding agreement
What activity cannot be funded?	<ul style="list-style-type: none"> • activities that are not related to the arts • 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 • support for endowment funds or any significant capital costs. In that event, no more than 10 per cent of the grant may be allocated towards eligible capital costs (equipment etc) • 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 • any other type of activity not eligible
How much can be applied for per application?	Between £500,000 and £1,000,000
How much match funding from sources other than Arts Council England is required?	<p>25 per cent of the total cost of the activity to come from sources other than the Arts Council. This can include:</p> <ul style="list-style-type: none"> • ticket sales and other earned income over the period of the project • funding from public organisations such as local authorities • cash donations from individuals or companies • grants from other lottery distributors • donations of equipment or materials subject to suitable valuations • grants from trusts and foundations • public appeals and fundraising events • a contribution from your organisation • in-kind support

Delivery timetable	<ul style="list-style-type: none"> • activities must start no earlier than 1 January 2017 and no later than December 2017 • activities must end no later than December 2020
---------------------------	---

Places and lead applicants potentially eligible to apply

Canal and Rivers Trust	Blackburn, Darwen, Burnley, Hyndburn, Pendle
Creative Black Country	Sandwell, Walsall, Wolverhampton
Creative People and Places Hounslow	Hounslow, London
Creative Scene	Kirklees, Yorkshire
The Cultural Spring	Sunderland and South Tyneside
East Durham Creates	East Durham
First Art	Ashfield, Bolsover, Mansfield, NE Derbyshire
Made in Corby	Corby Northamptonshire
Peterborough Presents	Peterborough
Heart of Glass Ltd	St Helen's
Ideas test	Swale and Medway

Consortia and partnership agreements

We will only accept applications for funding from organisations working as a consortium. The current lead organisation must submit the application (see eligibility criteria). The consortium must include at least one arts organisation and one local grass roots community organisation. For the purposes of this programme, a grass roots community organisation is a non-arts, volunteer-led organisation. Individuals cannot be part of the core consortium, however, we recognise that in some cases they may play a key role in the delivery of the project, and you may want to refer to this in your application.

All partners within the consortium must show a continued commitment to joint working and as part of your application you should outline your approach to consortium working and how this will help to achieve your aims and deliver your activity.

One of our standard terms and conditions 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.

Your proposal will be assessed on the potential lasting impact of your proposed activity in the place and on the potential for learning across the wider cultural sector.

To help us to make this assessment your proposal should include/demonstrate:

- progress of delivery against the business plan for the current activity, and in particular:
 - more people engaging in the arts (as audiences and participants)
 - excellence and quality of arts experiences and approaches to reaching/engaging the public
 - learning and the contribution of any insights made to the wider cultural sector
 - sustainability – the trajectory that the activity is on with a view to being sustainable after this investment and convincing plans for continued earned income beyond the period of the grant
 - effective governance and management
 - tell us what percentage of your annual turnover this grant will represent (the most recent audited full year of accounts)
 - evidence of the aims of Creative People and Places in your approach to date (e.g. community empowerment in decision making)
 - effective partnership working
- your audience and participant development and engagement plans in relation to this new funding. If successful, you will be asked to submit a detailed audience/participant development and engagement plan for approval as a condition of your first payment
- plans for ensuring a strong community voice and community empowerment in relation to decision making

- plans to ensure your programme of activity is inclusive of your communities' needs and as reflective of the local demographics as possible. If successful you will be asked to submit an equality action plan for approval as a condition of your first payment
- plans to work with the existing arts and cultural infrastructure in your place or within reach of your place. This should include references to activity across the amateur/voluntary, subsidised and commercial sectors and activity which involves libraries and museums
- details of proposed activity that you believe will help the wider cultural sector to gain new insight into approaches to widening audiences and cultural engagement
- outcomes, including the potential impact of your proposed activity for the people in the eligible place/s including:
 - approximately how many more people you hope will become regularly engaged as arts attenders or participants in years one, two and three of this new funding period (2017 onwards). For the purposes of this grant we are using the same definition of *regular* as used in the Active People survey, ie three or more attendances, visits or participations a year
 - a description of any activity and its potential impact or learning opportunities which will relate to our definition of diversity:
“Our definition of diversity encompasses responding to issues around race, ethnicity, faith, disability, age, gender, sexuality, class and economic disadvantage and any social and institutional barriers that prevent people from creating, participating or enjoying the arts”.
 - wider impacts, for example on the national arts and culture sector or local infrastructure
- plans for monitoring and evaluating impact:
 - the three research questions for the existing research programme will be applied to this funding and you should describe how you will undertake your own place based evaluation to track impact against these. You may wish to include details of plans to measure other secondary research questions
 - you will complete quarterly monitoring forms and play a proactive role within the national evaluation programme and network
- plans to share learning with other Creative People and Places grant recipients and the wider arts and cultural sector. This will include:
 - a commitment to be a proactive member of a national peer learning group
 - a commitment to submit case studies for inclusion on CultureHive
 - any other plans to support this

Section five – how to apply

Making an application

When to apply

The online application form will open on **14 April 2016**. Applications must be submitted by **12pm (midday) on Thursday 16 June 2016**. Applications submitted after this time will not be considered.

Before applying you must have a mandatory conversation with your Relationship Manager regarding the end date of your existing activity. This is to ensure your current activity will have finished before the end of December 2017.

Application process

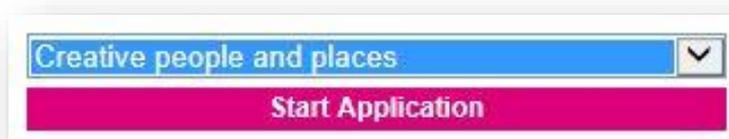
I. Read this guidance carefully and contact us

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

II. 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 'Creative People and Places' from the dropdown list:



- ii. When you press 'Start Application', you will be taken to the eligibility check section.
- 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 'Meeting 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' (5,000 words), 'Governance and management of activity' (2,000 words) and 'Financial viability' (2,000 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 'Budget and other attachments' screen:

- a detailed budget for the activity showing proposed income and expenditure (as an Excel sheet or similar). You are asked to give a detailed budget for year one and an outline budget for the funding period plus an indicative budget for one year beyond
- a work plan for your proposed project, including milestones and key review dates
- 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)
- certified project accounts covering Creative People and Places funding to date

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.

<input checked="" type="checkbox"/>	Introduction	▶
<input type="checkbox"/>	Organisation details	
<input type="checkbox"/>	Main contact details	
<input type="checkbox"/>	Consortium details	
<input type="checkbox"/>	Basic details	
<input type="checkbox"/>	Activity location	
<input type="checkbox"/>	Budget and other attachments	
<input type="checkbox"/>	Income	
<input type="checkbox"/>	Expenditure	
<input type="checkbox"/>	Support in kind	
<input type="checkbox"/>	Meeting the brief	
<input type="checkbox"/>	Monitoring information	
<input type="checkbox"/>	Declaration	
<input type="checkbox"/>	Submit the form	

Assistance with your application

We are committed to being open and accessible, and want to make the Creative People and Places 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 decision.

Section six – how we will make our decision

We will aim to notify applicants of our decision no later than **31 October 2016**.

What we consider

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.

We will also consider previous project reports, monitoring forms and other documents submitted in relation to your current activity. This will include any notes produced that will have been shared with you as part of ongoing monitoring, reporting or artistic assessment.

Assessment criteria

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:

Meeting the brief

Weighting: 50 per cent

Word count: up to 5,000 words

- clear and convincing plans to 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 partners with clear roles and responsibilities
- robust plans for resourcing the activity effectively
- activity that builds on and does not duplicate activity funded by other Arts Council grants

Management of the activity

Weighting: 25 per cent

Word count: up to 2,000 words

- feasibility of work plan
- demonstration of skill and capacity to deliver the proposed programme
- strong strategic fit with the applicant's other activity
- detailed governance structures and processes

All proposals need to provide convincing plans to ensure the governance model:

- i. is transparent and addresses any potential or perceived conflicts of interest
- ii. matches the principles of the programme and in particular the ambition for community empowerment
- iii. is flexible and responsive to reflect the programme of activity as it develops over time
- iv. is designed to ensure due diligence and accountability of the project
- v. is clear with regard to lines of accountability for the business and equality plan, including who holds the delivery team to account (this is especially important where organisations or individuals are part of both the governance body and the delivery team)

Financial viability

Weighting: 25 per cent

Word count: up to 2,000 words

- financial viability of the applicant and of the project
- demonstration of appropriateness of proposed budget
- 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

Balancing criteria

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

- the relative strength and value for money of the proposals (in relation to the published criteria) when viewed as a national suite of proposals
- identifying the right mix of successful proposals to ensure the greatest opportunities for learning across the arts and cultural sector. As part of this mix we will be considering:
 - the kinds of communities involved and target audiences
 - the range of artforms involved and activity across the amateur/voluntary, subsidised and commercial sectors
 - the range of approaches to engagement and audience development
 - potential 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: social and economic background, disability, life limiting illness, adults aged over 75, and ethnicity

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.

Please note that we may also take the decision to part-fund proposals (this may involve awarding less money than was applied for, and/or over a shorter period and/or for only part of the proposal submitted) or to suggest collaborations with other applicants or partners as a condition of funding.

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 also 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 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

Arts Council England
The Hive
49 Lever Street
Manchester
M1 1FN

Website: www.artscouncil.org.uk

Phone: 0845 300 6200

Email: enquiries@artscouncil.org.uk

Text phone: +44(0) 161 934 4428