**NATIONAL LOTTERY PROJECT GRANTS
INFORMATION SHEET**

Digital and technology-based projects

Arts Council National Lottery Project Grants is our funding programme
For arts, museums and libraries projects.

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artscouncil.org.uk

What's Inside

This Information Sheet provides **additional information** for your Arts Council England's National Lottery Project Grants application.

Make sure that you have also read the main **Guidance for Applicants**. See our website for more information about Project Grants.

In this information sheet, we will talk about the following:

Digital and Technology-based projects

By 'digital and technology-based projects' we mean creative and cultural work and content that:

- is created for digital platforms; and/or

- is distributed digitally to engage the public

We can accept applications that explore digital opportunities in the disciplines we support. You can find a list of the disciplines we support in the How to apply guidance on our [website](#).

Your approach to getting the work shown or distributed is an important factor in our decision-making and should be clearly described in your application.

What you can apply for

We want to support creative or cultural projects that involve interactive or immersive digital elements and can give people and communities a new, interactive, or immersive experience using technology.

We can generally support:

Immersive creative and cultural projects

- virtual reality projects

- augmented reality projects

- mixed reality projects

- location-based and online interactive games or web-based projects

- live cinema

- immersive digital exhibitions

- immersive or interactive work within wider film, media arts or other festivals

Artists' film, video, animation and audio

- Content where film, video, animation or audio is the medium for the work. For example, artists' film, creative documentary that involves creative or cultural practitioners, dance for/on screen, spoken-word films, creative podcasts, artist-led radio drama, sound art etc.

    o These projects might be collaboratively produced between a filmmaker and a creative or cultural practitioner or group of practitioners.

- the production of work for galleries, cinemas, location specific events, broadcast or online exhibition or distribution

- education, participatory and training initiatives (e.g. animation workshops for children led by artist filmmakers)

- purchasing assets, such as technical equipment

- hire of cinemas or production facilities for projects using or showcasing creative media

- programmes of artists' film, video, animation or audio within wider film, media arts or other festivals.

Your approach to getting your work shown or distributed is an important factor in our decision-making.

Digital distribution of live content

- activities that are streamed live, either with or without a live audience present and hybrid models of distribution

- hybrid models of distribution

- activities that are captured with clear and credible plans to reach communities through future distribution after the live event

- activities that extend the reach of live work by adapting it digitally to distribute to wider audiences

Digitally-enabled learning about creativity and culture

- Film, digital and immersive media projects that create and/or use digital assets to create a learning experience around the work of arts organisations, museums, libraries or creative practice. We expect digitally-enabled cultural learning projects to show clear and well-

developed plans for distribution and engagement.

- arts documentaries

- podcasts about creativity and/or culture

- augmented reality experiences used to help interpret collections or support exhibitions

- cultural learning through gaming

Research and development

- experimenting with different technologies in your practice

- testing new ideas in your practice or business model

- developing new partnerships and networks within the digital or
- technology sector

Hardware and software costs

- For these costs you must demonstrate how the purchase is integral to your project and necessary in the creation or distribution of your work. We encourage you to explore alternative, more cost-effective solutions (for example: loaning the equipment). However, if you need to make a purchase, you should provide a strong case for how the equipment will be used after the life of the project.

- To understand what information, we expect to see in an application that includes hardware or software costs, please read our Buying Equipment and Assets information sheet under Types of projects in the [Guidance Library](#) for more detail.

What you cannot apply for

We cannot generally support:

- projects where the creative or cultural experience of the participant or player is not a central aim

- projects that are intended primarily for commercial distribution

- projects purely for promotional purposes (e.g. trailers for upcoming creative events)

- projects that do not work in one or more of our supported disciplines

- traditional narrative films and films primarily intended for commercial distribution. This type of work might be more suited to British Film Institute funding

- television drama

- cultural learning content where the producer or commissioner is a university, school or other statutory education

Key things to remember

- Applications can explore digital opportunities within the disciplines we support. You can find a list of the disciplines we support in the Guidance for applicants on our website.

- Your approach to getting the work shown or distributed is an important factor in our decision-making and should be clearly described in your application.

- Projects should demonstrate clear plans for community engagement; and a well-considered approach to distribution channels and platforms (including social media).

- We will expect applications that are solely for a programme of live-to-digital captured content to demonstrate how the capture activity will result in significant community reach and development.

Examples of digital and technology-based projects

Immersive creative and cultural projects

Mat Collishaw - [Thresholds](#) (Virtual Reality exhibition in a physical space)

Keiken at FACT - [Augmented Empathy](#) (Augmented Reality exhibition experience)

Albino Mosquito - [The Moment](#) (Brain-signal controlled film)

London Mela - [MelaTopia](#) (online immersive festival experience, including Virtual Reality)

Artists' film, video, animation and audio projects

1927 - [Decameron Nights](#) (online multi-device sound piece)

Somerset House – [TRANSMISSIONS](#) (commissioning artist film for a DIY TV format streamed on Twitch)

Arts Catalyst – [Radio Arts Catalyst: The School of Broadcasting](#) (exploration of radio broadcast as artistic practice)

Animate Projects – [I'm OK](#) (Experimental animation)

Digital distribution of live content

Music in the Round – [Sheffield Chamber Music Festival at home](#)

V21 Artspace - [Derby dancing exhibition](#)

Digitally-enabled learning about creativity and culture

National Holocaust Museum - [The Forever Project](#)

Southwark Park Galleries - [Podcast](#)

Resources for further support

Below is a list of agencies that support creative and cultural work and innovation using digital technologies. You can visit their websites for information on their current opportunities, advice and support.

[Digital Culture Network](#)

Arts Council England's Digital Culture Network, a team of 9 Tech Champions provide on the ground support to develop organisations' digital skills and explore the benefits of technology. They provide specialist support in:

- digital strategy

- digital marketing

- social media

- eCommerce

- data analytics and insight

- search engine marketing

- websites

- content creation

- CRM and ticketing

- email marketing

Although the Tech Champions do not provide direct advice on creative content development, they have created resources that can support this area of work, including information on:

- [how to create podcasts](#) and

- [earning revenue from live streaming](#)

The Space

The Space supports arts organisations and artists to develop work and reach audiences online through commissioning and advice. Their free online resources might help you to develop your digital proposal, such as:

- Online Audiences Toolkit

- Digital Rights Toolkit

British Film Institute (BFI)

BFI is the lead body for film and supporting filmmakers in the UK.

Creative UK

Supports the sustainable growth of independent creative businesses and the talent that feeds them. It builds on the work of the Regional Screen Agencies, assisting in the development of film, TV, interactive games and digital media industries and the growth of film culture in England.

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You can also Live Chat with our customer services team by clicking the icon our Project Grants page on our website.