

How to Guide:

The Activity Plan for Outcomes for National Portfolio Organisations

2024/25

Arts Council England



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Introduction

Welcome to the How to Guide for the Activity Plan for Outcomes for National Portfolio Organisations.

Each applicant will need to complete three updated templates on an annual basis to form part of their funding agreement:

- **The financial template**
(<https://www.artscouncil.org.uk/media/22090/download?attachment>)
- **The Investment Principles Plan**
(<https://www.artscouncil.org.uk/media/22091/download?attachment>)
- **The Activity Plan for Outcomes**
(<https://www.artscouncil.org.uk/media/22088/download?attachment>)

This guide will show you how to complete the Activity Plan and will outline:

- What the Activity Plan is and who needs to complete it
- Why we are using it
- Resources available to help you
- And what you need to tell us when you're filling it in

What is The Activity Plan for Outcomes and who needs to complete it?

The Activity Plan is a template for you to use to tell us how your organisation's proposed activity for the 2024-2025 funding year will contribute to our Let's Create Outcomes and their associated Elements.

There is only one Activity Plan template to complete, whether you have applied to deliver against one, two or three of the Outcomes. You'll be able to tell us about a total of up to ten activities, so you'll need to think about how best to present your activity. Remember this activity is only for 2024-2025.

You will need to complete the **Activity Plan template** (<https://www.artscouncil.org.uk/media/22088/download?attachment>) annually as part of your funding requirements, to form the basis of your ongoing monitoring for each funding year.

If you are an Investment Principles Support Organisation you will need to complete the **Activity Plan for Investment Principles Support Organisations** (<https://www.artscouncil.org.uk/media/22089/download?attachment>) rather than the Activity Plan for Outcomes. You can find all the resources and information you need to complete this template on our website.

Why are we using it?

We request this information as part of your funding agreement using a template to ensure the information we receive is consistent and comparable. We need an updated template at the start of each funding year that will form part of your funding monitoring, so that we are clear on the activity we are funding and what you will need to report progress against.

As a reminder of our three Outcomes, we advise you to take a look through our strategy Let's Create, where we outline and define our three Outcomes. You can find this on our **website** (<https://www.artscouncil.org.uk/outcomes-0>).

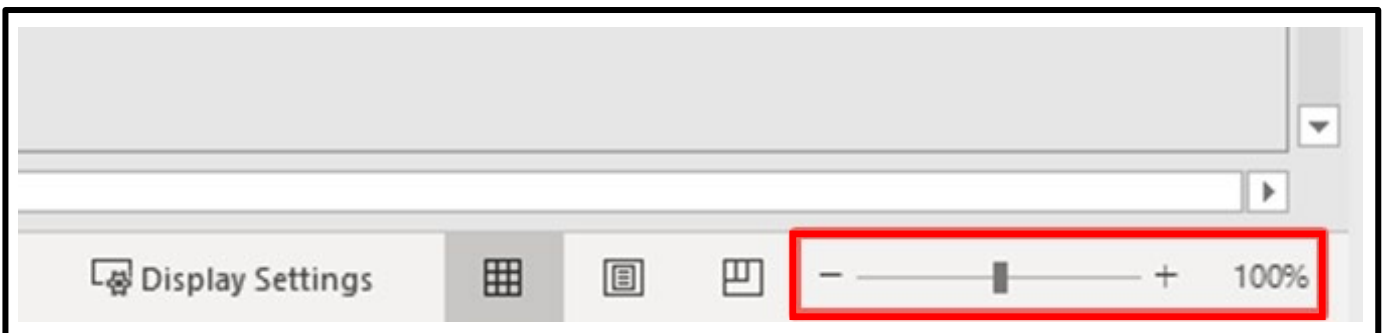
What information do you need when completing the template?

When you open this template, it will always open on the main page depicted below.

ACTIVITY PLAN (OUTCOMES) - 2024/25				
Name of organisation				
These cells will turn grey once you have typed into them. Please do not edit these columns once completed - you should advise on changes in the update column				
Primary OUTCOMES - select one per activity.	Element	Activity	Outputs - please include proposed timings for these, for example which quarter you expect them to happen	Targets at
Activity 1	D			
	E			
	F			
	G			
	H			
	I			
	J			
	K			
	L			
	M			
	N			
	O			
	P			
Activity 2	A			
	B			
	C			
	D			
	E			
	F			
	G			
	H			
	I			
	J			
	K			
	L			
	M			
N				
O				
P				

You will find a key at the top of the template. Follow the links in blue to navigate your way around the template. You can enter text in cells highlighted white and you will need to use a drop down in cells coloured beige. Please remember you will not be able to make changes to the cells in grey, yellow or those marked with a cross.

If you wish to alter your view of the template, you can use the zoom function to the bottom right of your screen.



In this box in the top left of the main Activity Plan, you'll need to state the name of the organisation.

Name of organisation	
----------------------	--

Outcomes

To begin, use the drop down highlighted below to select which primary Outcome the activity you are going to deliver will contribute to. This can be either:

- Creative People
- Cultural Communities or
- A Creative and Cultural Country

You can only select one Outcome per activity entered, so only include Activities where contributions to the selected Outcome are clear and demonstrable.

		These cells will turn grey once you have typed into them.	
Primary OUTCOMES - select one per activity.	Element	Activity	Output/s - please
Creative People	A		
	B		
	C		
	D		
	E		
	F		
	G		
	H		
	I		
	J		
	K		
	L		
	M		
	N		
O			
P			
Q			
R			
	A		
	B		
	C		
	D		
	E		
	F		
	G		
	H		

Elements

Once you have selected the primary Outcome, you must indicate which associated Elements of the selected Outcome your Activity will fulfil by selecting 'Yes' or 'No' from the dropdown menu beside each Element. You can select multiple elements, but you should ensure you only select those that relate to the primary Outcome you chose for that Activity. You must select at least one Element.

[See image on next page]

elect	Element		Activity
	A	Yes	
	B	No	
	C	Yes	
	D	Yes	
	E	No	
	F	Yes	
	G		
	H	Yes	
	I	No	
	J		
	K		
	L		
	M		
	N		
	O		
	P		
	Q		
	R		
	A		
	B		

On the right of the template, you will see the list of all of the Elements. We have provided a screenshot of the Outcome and Element descriptors below.

OUTCOME	ELEMENTS
Creative People Everyone can develop and express creativity throughout their life	A - Supporting people at all stages of their lives to design, develop and increase their participation in high quality creative activities
	B - Promoting creative opportunities in the local community to people at all stages of their lives
	C - Providing high quality early years activities that reaches families from a wider range of backgrounds
	D - Widening and improving opportunities for children and young people to take part in creative activities inside schools
	E - Widening and improving opportunities for children and young people to take part in creative activities outside schools
	F - Improving teaching for creativity in schools
	G - Supporting children and young people to develop their creative skills and potential
	H - Developing and improving pathways towards careers in the creative industries
Cultural Communities Villages, towns and cities thrive through a collaborative approach to culture	I - Improving access to a full range of cultural opportunities wherever people live
	J - Working with communities to better understand and respond to their needs and interests, resulting in increased cultural engagement and the wide range of social benefits it brings.
	K - Working collaboratively through place-based partnerships to support and involve communities in high quality culture, improve creative and cultural education for children and young people, improve health and wellbeing through creative and cultural activity, build skills and capacity in the cultural sector and grow its economic impact
	L - Connecting people and places, including diaspora communities and nationally and internationally
A Creative and Cultural Country England's cultural sector is innovative, collaborative and international	M - Supporting new types of creative practice, new forms of cultural content and new ways of reaching new and existing audiences and participants
	N - Collaborating with other cultural organisations and/or with the commercial creative industries and/or with further and higher education that focuses on innovation, research and development and training, especially in relation to the use of new technologies
	O - Strengthening the international connections of cultural organisations and creative practitioners, including co-production and touring
	P - Bringing world-class culture to audiences in England
	Q - Giving more opportunities to people to start a professional career in the creative industries, especially those who are currently under-represented
	R - Ensuring people have opportunities to sustain their careers and fulfil their potential in the creative industries, especially those who are currently under-represented

Activity

You'll then have a free text box to describe your proposed Activity in the box highlighted below. The Activity should link to the Outcome and Elements you have selected.

Please include additional investment activity if your award includes additional investment.

Element	Activity	Output/s - please include proposed timings for these, for example which quarter you expect them to happen
A		
B		
C		
D		
E		
F		
G		
H		
I		
J		
K		
L		
M		
N		
O		
P		
Q		
R		
A		
R		

Output/s

To the right of the Activity text box is a box for your Output/s. By Outputs we mean what your Activity will produce, such as a performance, publication, exhibition, or workshop. Whilst there aren't any character count limits in this template, we would advise you to be concise in your responses. You can list your Output or Outputs in the box highlighted on the next page.

Element	Activity	Output/s - please include proposed timings for these, for example which quarter you expect them to happen
A		
B		
C		
D		
E		
F		
G		
H		
I		
J		
K		
L		
M		
N		
O		
P		
Q		
R		
A		
R		

Proposed Targets and Success Measures

For each Activity, we then ask you to write your Targets and Success Measures.

A target might use figures or percentages to quantify your aim - who might benefit, how many people etc. A success measure might be the change you aim to achieve and how you might measure it.

dit these columns once completed - you should advise on changes in the update columns.		
Output/s - please include proposed timings for these, for example which quarter you expect them to happen	Targets and success measures	LOCATION DETAILS
		<p>CLICK HERE TO ENTER LOCATION FOR ACTIVITY 1</p>

We then need you to provide location details for each Activity you detail in this template. By clicking the link, as shown below, you will be taken to the Location Form.

edit these columns once completed - you should advise on changes in the update columns.		
expected timings for these, for example which quarter you expect them to happen	Targets and success measures	LOCATION DETAILS
		CLICK HERE TO ENTER LOCATION FOR ACTIVITY 1

You can also navigate to the Location Forms using the tabs that are visible at the bottom of the spreadsheet window.

Activity Plan	Activity 1	Activity 2	Activity 3	Activity 4	Activity 5	Activity 6	Activity 7	Activity 8	Activity 9	Activity 10
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Location Form

You will see that there is a separate Location Form link for each proposed Activity, and you will need to complete these for every Activity you have entered, even if the location of your Activity is the same.

Targets and success measures	LOCATION DETAILS	
	CLICK HERE TO ENTER LOCATION FOR ACTIVITY 1	
	CLICK HERE TO ENTER LOCATION FOR ACTIVITY 2	
	CLICK HERE TO ENTER LOCATION FOR ACTIVITY 3	

Digital Activity

If your Activity will be delivered and published digitally, please use the boxes to the right of the location form.

Location of activity		Number of days
REST OF UK	Northern Ireland	
	Scotland	
	Wales	
	Unsure where yet	
	TOTAL	0
INTERNATIONAL	East Asia & Pacific	
	Europe & Central Asia	
	Latin America & Caribbean	
	Middle East & North Africa	
	North America	
	South Asia	
	Sub-Saharan Africa	
	Unsure where yet	
TOTAL	0	
DIGITAL	Broadcast (radio or TV)	
	Online	
	Immersive/interactive	
	Other	

In the Digital box, you can tell us what type of digital products you will be creating as part of your activity. A 'Broadcast' might include TV or Radio broadcast, an 'Online' product might be a video on YouTube, use of streaming platforms, seminars using Zoom, podcasts, or web-based publication/performance. Immersive/Interactive activity might be AR, VR, XR or Gaming.

DIGITAL	Broadcast (radio or TV)	
	Online	
	Immersive/interactive	
	Other	

As shown below, the Local Authorities that are in bold are the Arts Council's **Priority Places** (<https://www.artscouncil.org.uk/your-area/priority-places#section-1>), 54 places across the five English regions, we have identified where we want to increase both our staff, resources, and financial investment.

ACTIVITY 1		Total number of days proposed for this activity: 0		Click here to check the local authority area of a postcode					
RETURN TO ACTIVITY PLAN		The activity is not based in a physical location, or has a digital output							
		This activity has a national reach							
Please select the location(s) where your activity is anticipated to take place and enter the approximate number of days your activity will be carried out over. The number of days entered for each specified location will automatically update the 'Total number of activity days' box at the top of the form.									
If your activity isn't going to be delivered in a physical or digital location then select yes in the dropdown above. If your activity has a national reach then select yes in the dropdown below.									
LOCAL AUTHORITIES - ENGLAND by ONS region - Levelling Up for Culture Places (and the five Priority Places in London) are shown in bold *Please enter full or half days as numbers only*									
LONDON		MIDLANDS		NORTH		SOUTH EAST		SOUTH WEST	
Local Authority	Number of days	Local Authority	Number of days	Local Authority	Number of days	Local Authority	Number of days	Local Authority	Number of days
Barking and Dagenham		Amber Valley		Barnsley		Adur		Bath and North East Somerset	
Barnet		Ashfield		Barrow-in-Furness		Arun		Bournemouth, Christchurch and Poole	
Bexley		Bassetlaw		Blackburn with Darwen		Asford		Bristol, City of	
Brent		Birmingham		Blackpool		Babergh		Cheltenham	
Bromley		Blaby		Bolton		Basildon		Cornwall	
Camden		Bolsover				Basingstoke and Deane		Cotswold	
City of London		Boston				Bedford		Dorset	
Croydon		Bromsgrove		Burnley		Bracknell Forest		East Devon	
Ealing		Browdowe		Bury		Braintree		Exeter	
Enfield		Canmore Chase		Calderdale		Breckland		Forest of Dean	
Greenwich		Charnwood		Carlisle		Brentwood		Gloucester	
Hackney		Cheshirefield		Cheshire East		Brighton and Hove		Isles of Scilly	
Hammersmith and Fulham		Cowentry		Cheshire West and Chester		Broadland		Mendip	
Haringey		Derby		Chorley		Broxbourne		Mid Devon	
Harlow		Derbyshire Dales		Copeland		Buckinghamshire		North Devon	
Havering		Dudley		County Durham		Cambridge		North Somerset	
Hillingdon		East Lindsey		Craven		Canterbury		Plymouth	
Hourslow		East Staffordshire		Darlington		Castle Point		Sedgemoor	
Islington		Erewash		Doncaster		Central Bedfordshire		Somerset West and Taunton	
Kensington and Chelsea		Gedling		East Riding of Yorkshire		Cherwood		South Gloucestershire	
Kingston upon Thames		Harborough		Eden		Cherwell		South Hams	
Lambeth		Herefordshire, County of		Fylde		Chichester		South Somerset	
Lewisham		High Peak		Gateshead		Colchester		Stroud	
Merton		Hinckley and Bosworth		Halton		Crawley		Swindon	
Newham		Leicester		Hambleton		Dacorum		Teignbridge	
Redbridge		Lichfield		Harrogate		Dartford		Tewkesbury	
Richmond upon Thames		Lincoln		Hartlepool		Dover		Torbay	
Southwark		Malden Hills		Huddersfield		East Cambridgeshire		Torridge	
Sutton		Mansfield		Isle of Man		East Hampshire		West Devon	
Tower Hamlets		Melton		Kingston upon Hull, City of		East Hertfordshire		Wiltshire	
Waltham Forest		Newark and Sherwood		Kirklees		East Suffolk		Unsure where yet	
Wandsworth		North East Derbyshire		Knowsley		Eastbourne		TOTAL	0
Westminster		North Kesteven		Lancaster		Eastleigh			
Unsure where yet		North Northamptonshire		Leeds		Elmbridge			
		North Warwickshire		Liverpool		Epping Forest			
		North West Leicestershire		Manchester		Epsom and Ewell			
		Nottingham		Middlesbrough		Fareham			
		Nuneaton and Bedworth		Newcastle upon Tyne		Fenland			
				North East Lincolnshire		Folkestone and Hythe			

	Location of activity	Number of days
REST OF UK	Northern Ireland	
	Scotland	
	Wales	
	Unsure where yet	
	TOTAL	0
INTERNATIONAL	East Asia & Pacific	
	Europe & Central Asia	
	Latin America & Caribbean	
	Middle East & North Africa	
	North America	
	South Asia	
	Sub-Saharan Africa	
	Unsure where yet	
	TOTAL	0
DIGITAL	Broadcast (radio or TV)	
	Online	
	Immersive/Interactive	
	Other	

We'd like you to tell us which Local Authorities you anticipate your proposed Activity will take place in. We'd also like you to calculate how many days of Activity you are planning to hold in each Local Authority and enter that figure in the 'Number of days' column shown on the next page. For more guidance on calculating the number of days for different types of Activity, read the guidance found at the end of this guide (see page 24).

Activity with National Reach

By National Reach, we are referring to Activity that takes place in every Local Authority across England. (ie. the whole of England, rather than in a number of specific Local Authorities). If your Activity meets this definition then select 'Yes' at the top of the form that says, 'This activity has national reach'. You should not select 'Yes' if your Activity takes place in specific Local Authorities or has disproportionately more coverage in one or more Local Authorities.

Total number of days proposed for this activity	11	
The activity is not based in a physical location, or has a digital output		<input type="checkbox"/>
This activity has a national reach		<input type="checkbox"/>

Example

Q: I am a touring company that is planning to deliver activity that will have national coverage in at least forty different Local Authorities across England, some of which are Priority Places. Should I tick the box that says this activity has a national reach?

A: No. You should provide the number of days you expect to deliver in each of the forty Local Authorities where Activity is being planned.

Activity outside of England

If any part of your Activity is happening outside of England, use the boxes provided to the right of the form, to outline the number of days of planned activity in the Rest of the UK or Internationally.

Location of activity		Number of days
REST OF UK	Northern Ireland	
	Scotland	
	Wales	
	Unsure where yet	
	TOTAL	0
INTERNATIONAL	East Asia & Pacific	
	Europe & Central Asia	
	Latin America & Caribbean	
	Middle East & North Africa	
	North America	
	South Asia	
	Sub-Saharan Africa	
	Unsure where yet	
TOTAL	0	
DIGITAL	Broadcast (radio or TV)	
	Online	
	Immersive/interactive	
	Other	

Number of days

Remember that, where possible, the figures included in the 'Number of days' column should correspond to the Outputs, Targets and Success Measures that you provided on the main Activity Form.

If you would like to indicate that your Activity will take place for half a day, you can reference it using decimals, as shown below.

Richmond upon Thames	
Southwark	4
Sutton	
Tower Hamlets	5.5
Waltham Forest	
Wandsworth	
Westminster	0.5
Unsure where yet	
TOTAL	10

Once you have added the estimated number of days for each of your selected locations, the total number of days proposed for your Activity will appear in this box at the top of the location form.

Total number of days proposed for this activity	11
The activity is not based in a physical location, or has a digital output	
This activity has a national reach	

The total number of days proposed in each region, in the Rest of the UK and Internationally can be found at the bottom of each column.

Location of activity		Number of days
REST OF UK	Northern Ireland	
	Scotland	1
	Wales	
	Unsure where yet	
	TOTAL	1
INTERNATIONAL	East Asia & Pacific	3
	Europe & Central Asia	
	Latin America & Caribbean	5
	Middle East & North Africa	
	North America	2
	South Asia	
	Sub-Saharan Africa	
	Unsure where yet	
TOTAL	10	
DIGITAL	Broadcast (radio or TV)	
	Online	
	Immersive/interactive	
	Other	

Return to Activity Plan

When you have provided the location information for your activity, click 'Return to Activity Plan' or use the tabs at the bottom of the window to navigate back to the Activity Plan. Then you can move on to repeat the process to add your next activity if you have one.



Update on progress

To the right of location details there is a section for quarterly updates on progress.

We require quarterly progress reports against the targets and success measures set out in your Arts Council funding agreement (annual agreed Activity and Investment Principles Plans) which, where applicable, should identify any areas of activity where insufficient progress is being made and include appropriate plans and actions that have been approved by your board to help mitigate risks and/or increase progress and performance. We strongly encourage you to use the Arts Council Activity (Outcomes) and Investment Principles Plans templates for updates and reporting to your board.

In the Activity Plan, there are boxes available for quarterly updates on progress that has been made per activity. There is a separate box for notes on significant variations against planned activity (for example, a significant change in activity days).

Update on progress, and notes to explain significant variations (for example, a significant change in activity days)				
Q1 update	Q1 notes on significant variations	Q2 update	Q2 notes on significant variations	Q3 update

Uploading the template to Grantium

Once you have completed the template, you will need to upload it as an attachment as part of your April 2024 payment request on our online system Grantium.

To upload your completed template, click on the blue link titled 'activity template', as shown below.

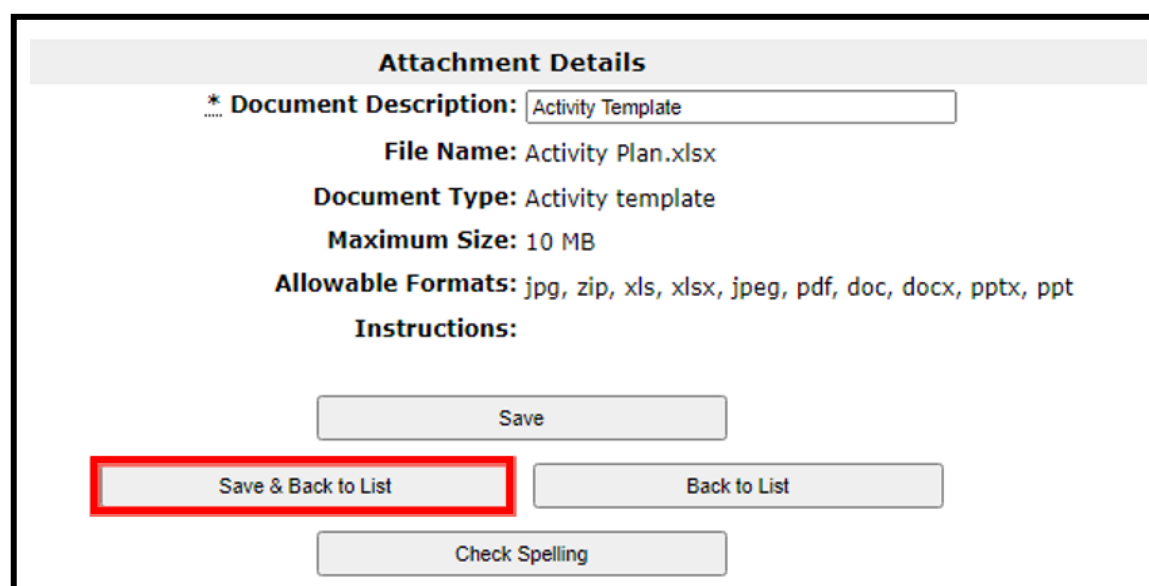


Document Type	Required?	Description	Date attached	Download
1. Activity Plan	Yes	Activity plan		
2. Investment Principles plan	Yes	IP plan		
3. Financial document	Yes	Financials		

Back Next

This e.Form has been submitted

After following the link, you should be taken to the page shown below. Here you'll be able to attach your completed template to Grantium. Once you have uploaded the file, click 'Save & Back to List' to return to the previous page and continue with your payment request.



Attachment Details

* Document Description:

File Name: Activity Plan.xlsx

Document Type: Activity template

Maximum Size: 10 MB

Allowable Formats: jpg, zip, xls, xlsx, jpeg, pdf, doc, docx, pptx, ppt

Instructions:

Save

Save & Back to List Back to List

Check Spelling

For further guidance on how to use Grantium, see the **Grantium guidance** (<https://www.artscouncil.org.uk/grantium-support>) on our website.

Calculating the number of delivery days for your proposed activity

The updated Activity Plan that you will be asked to complete to form part of your funding agreement requires you to determine both the location(s) you expect your activities to be delivered in and the number of days of delivery you expect this activity to produce.

The examples and definitions provided in the table below are there to act as guideline for applicants completing the location elements of the template. The list of example activities is not exhaustive, and applicants can propose to deliver a wide range of activity types that may contribute to the delivery of the Let's Create Outcomes. Some of these may not be location-specific.

For the purposes of the Location Form, we are looking for location information to be entered for activities that are considered to be 'public-facing'. For these activities, you will be asked to enter the estimated number of delivery days these activities will produce - you can use the definitions and example in the table below to help you calculate this figure.

Applicants should use their own judgement when completing this part of the template and we will only use this information as a metric for understanding the potential reach and engagement of your activity, and how the best possible value of our investment can be achieved.

Activity type: Live show / performance

- **Definition:**

A creative show or performance (eg a show in a theatre) with a live audience. These may be delivered in a single venue or across multiple locations (i.e. a tour).

The activity may take place over a single day or over a number of days.

- **Calculating the number of delivery days:**

Shows and performances should be classed as one day of performance activity (ie if there are 2 or 3 performances in one day, then this should be counted as a single day of performance activity). If for instance there are 24 performance days, then you should show this as 24 days in the Location Form.

Activity type: Live event / exhibition

- **Definition:**

A creative event or exhibition (eg an exhibition in a museum) that is accessed by a live audience.

Exhibitions and events may take place in a single location or visit multiple venues/locations, either simultaneously or consecutively.

- **Calculating the number of delivery days:**

Exhibitions and events are usually classed as one day of activity for every day the exhibition or event is open to audiences (ie if it is open for 14 days then you should include 14 days in the Location Form).

Activity type: Digital experience, stream or broadcast

- **Definition:**

A creative event or asset that is designed to be distributed and/or experienced through digital platforms or hardware (eg headsets or personal devices). This may include creative events and performances that are streamed live or broadcast as a recording of a live event.

Typically, these activities will not be location-specific (eg if they can be experienced widely online, on personal devices or via broadcast).

However, there may be occasions where digital activities are more location specific (eg site specific immersive experiences and exhibitions, digital tours and online participatory work with specific communities)

- **Calculating the number of delivery days:**

If your activity meets the description for a digital experience, stream or broadcast then please tick the relevant box/es in the digital section of the location form.

If your activity is location specific, then please ensure you tick the relevant digital activity box/es and provide the number of performance days in each location.

Activity type: Participatory sessions

- **Definition:**

These activities will usually focus on engaging individuals and communities for a specific creative or cultural purpose (eg artistic workshop).

- **Calculating the number of delivery days:**

Sessions will often be variable in nature, but as a general rule, each participatory session can be expressed as half a day of activity (eg 20 workshops would be classed as ten days' activity).

Activity type: Development activity

- **Definition:**

You should only include development activity that results in an output that is public facing eg a publication or a public 'try out'.

- **Calculating the number of delivery days:**

If your development activity is product-based with a defined purpose or output (eg publishing research), then for the purpose of the location form you should select the 'none of the activity is based in a physical location, or has a digital output' box. If your development activity results in some form of public presentation then you should treat it as a performance as outlined above.

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