

Arts Council England

How to fill in The Activity Plan for Outcomes

National Portfolio Organisations



Easy read booklet

2024 - 2025

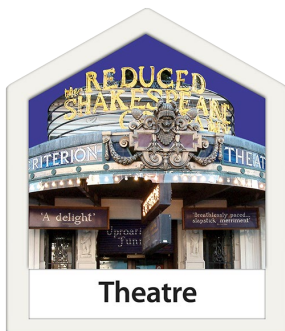
Who we are and what we do



We are **Arts Council England**. We give money to help artists and arts organisations do **creative work** and make art and culture.



Creative work is when you use your imagination to think of new ideas or make new things. You can use your creativity to make arts and culture.



Theatre

Arts and culture includes

- music.
- dance.
- theatre.
- museums.
- libraries.



One way we help is by giving people and organisations money. This is called **funding**.

What this booklet tells you about



When we give your organisation funding, we set up a **Funding Agreement** with you. It says how much money we will give you and the rules you need to follow.



1 rule says you need to fill in and send us 3 forms every year.

3



The 3 forms are

1. The Financial Template.
2. The Investment Principles Plan.
3. The Activity Plan for Outcomes.



In this booklet we tell you about **The Activity Plan for Outcomes** and how to fill it in for National Portfolio Organisations. We call it **The Activity Plan** in the rest of this booklet.

What The Activity Plan is



2024 and 2025

LET'S
CREATE

In **The Activity Plan** you tell us about activities you want to do from April 2024 to March 2025 to help organisations and people with our **Outcomes**.

We wrote a plan called **Let's Create** that tells you about our **Outcomes**. Our **Outcomes** are what we want our plan to do.

[Click this link to read Let's Create](#)



You fill in 1 Activity Plan only even if your activities help with 1, 2 or all 3 of our Outcomes.



[Click this link to see The Activity Plan.](#)

Why we use The Activity Plan



We use The Activity Plan to make sure we get the same information from every National Portfolio Organisation.



This makes it easy for us to look at all the organisations at the same time and see what is the same and what is different.



It helps us understand

- the activities we fund.
- your aims for your activity.
- the information you will send us to show if you do your aims.

10



You must use The Activity Plan to give us information about up to 10 activities.

What The Activity Plan looks like

The main page of The Activity plan looks like this

Column 1 Column 2 Column 3 Column 4 Column 5 Column 6

The screenshot shows a spreadsheet-style form titled "ACTIVITY PLAN (OUTCOMES) - 2024/25". At the top, there is a header bar with a "KEY" section containing icons for "COLUMN HEADINGS", "EXPLANATORY NOTES", "FREE CELL FOR TEXT ENTRY", and "SELECT FROM DROPDOWN". Below the title is a field for "Name of organisation". A yellow banner contains the instruction: "These cells will turn grey once you have typed into them. Please do not edit these columns once completed - you should advise on changes to be update columns." The main table has six columns: "Primary OUTCOMES: select one per", "Element", "Activity", "Outputs - please include proposed timings for these, for example which quarter you expect them to happen", "Targets and success measures", and "LOCATION". The "Element" column lists letters A through R. The "LOCATION" column contains blue text links: "CLICK HERE TO ENTER LOCATION FOR ACTIVITY 1" and "CLICK HERE TO ENTER LOCATION FOR ACTIVITY 2". Green arrows point from the labels above to the corresponding columns in the form.

COLUMN HEADINGS

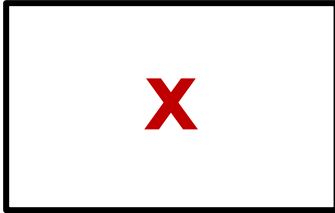
Grey boxes are headings. You cannot change these.

EXPLANATORY NOTES

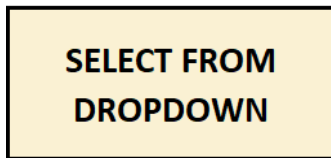
Yellow boxes give you information. You cannot change these.

LINKS

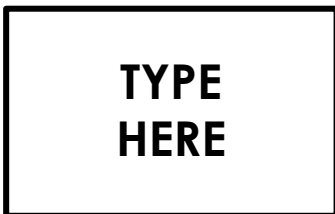
White boxes with blue writing are links. Use these to move around the form. You cannot change these.



You cannot make changes to boxes with a cross in them.



Click on **beige** boxes to see a list of options you can choose from.



You can type in the **white** boxes.

The start of The Activity Plan



Go to the grey box in the top left corner of the main page labelled 'Name of Organisation'.



Type the name of your organisation in the white box next to it.

What you need to fill in for each of your activities

Primary OUTCOMES - select one per activity.	Element	Activity
	A	
	B	
	C	
	D	
	E	
	F	
	G	
	H	
	I	
	J	
	K	
	L	
	M	
	N	
	O	
	P	
	Q	
	R	
	A	
	B	

Column 1: Primary Outcomes.

From the list, choose the Outcome your activity will support. You can only choose 1 for each activity.

select	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	

Column 2: Elements.

Elements give more information about how you will support the Outcome. For example, they tell us the type of people your activity is for or the types of organisation you will work with.

Outcome	Element
	A
	B
	C
	D
	E
	F
	G
	H
	I
	J
	K
	L
	M
	N
	O
	P
	Q
	R

You can see the full list of elements is on the right-hand side of the main page of The Activity plan.

It looks like this

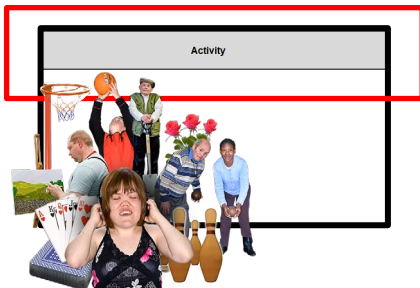
OUTCOME	ELEMENTS
Creative People Everyone can develop and express creativity throughout their life	A - Supporting people at all stages of their lives to design, develop and increase their participation in high quality creative activities
	B - Promoting creative opportunities in the local community to 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
	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.
Cultural Communities Villages, towns and cities thrive through a collaborative approach to culture	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
	M - Supporting new types of creative practice, new forms of cultural content and new ways of reaching new and existing audiences and participants
A Creative and Cultural Country England's cultural sector is innovative, collaborative and international	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



There is a list of elements for each Outcome. Tell us which elements your activity will support.

F	Yes
G	<input type="checkbox"/>
H	Yes
I	No
J	<input type="checkbox"/>
K	<input type="checkbox"/>

Choose **Yes** or **No** next to each element. You can choose **Yes** for more than 1.

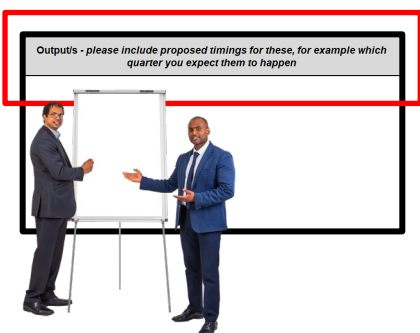


Column 3: Activity

Tell us about your activity. Write as much as you want.

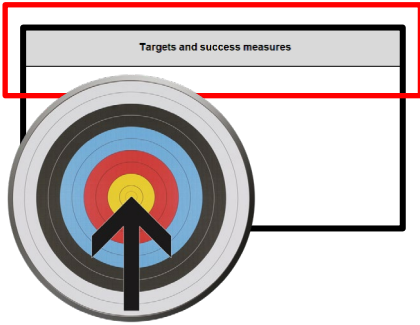


Tell us how it will support the Outcome you choose in Column 1 and the Elements you choose in Column 2.



Column 4: Outputs

Tell us about your activity **outputs**. These are what your activity will do. For example, training or an event. Keep your answer short and clear.

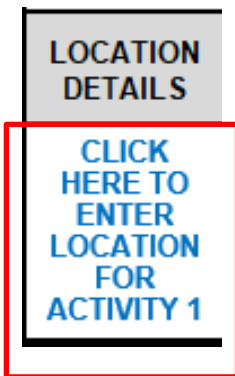


Column 5: Targets and success measures.

Tell us your **targets and success measures**.

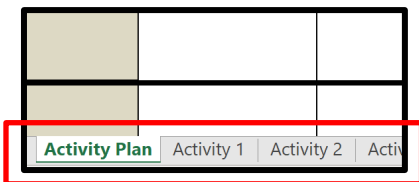


Targets and success measures are your aims and how you will check if you do them. For example, how many people you aim for your activity to help and how you will count them.

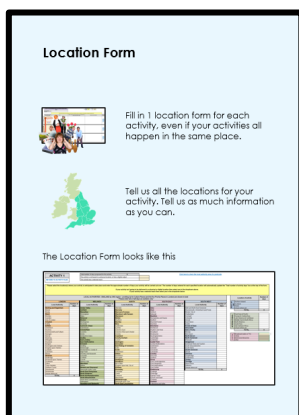


Column 6: Location details.

Click on the link to go to the location form and tell us the **location** of your activity. The **location** is where your activity will happen.



Or go to the location forms using the tabs at the bottom of the page.



We tell you more about how to fill in the location form on the blue pages of this booklet.

Location Form – no location



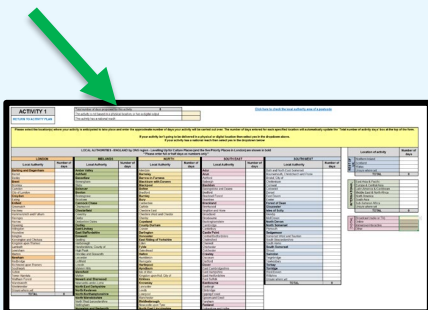
Some activities do not have a location. For example, if you make an item or do **research**. **Research** is when you collect information about a problem and find ways to fix it.



If your activity will **not** have a location and is **not digital** we call it **not location specific**.



Digital means your activity happens online using things like computers, smart phones or apps.



If your activity is **not location specific** choose **Yes** at the top of the form next to the sentence **The activity is not based in a physical location, or has a digital output.**

This part of the form looks like this

Total number of days proposed for this activity	0	
The activity is not based in a physical location, or has a digital output		
This activity has a national reach		

Location Form – digital activities



If your activity will be digital, fill in the boxes on the right-hand side of the location form.

This part of the form looks like this

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

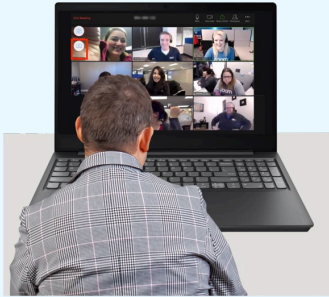


Choose **Yes** next to **Broadcast (radio or TV)** if your activity will make something for radio or TV.



Choose **Yes** next to **Online** if your activity will make, for example

- a video for YouTube.



- a video for **streaming platforms**.
- online training for apps like Zoom.
- something for people to listen to on a computer, mp3 player or smart phone.
- a video or piece of writing that you will put online.



Streaming platforms are online services where people pay to watch videos and shows, for example Netflix and Amazon Prime Video.

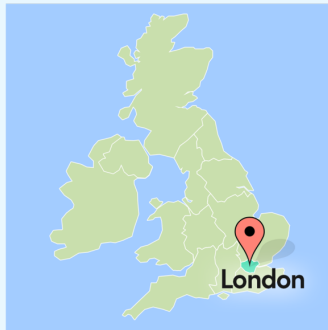


Choose **Yes** next to **Immersive / Interactive** if your activity will be for video games or things like **Virtual Reality**.



Virtual Reality means things like video games that feel like the real world.

Location Form – location in England



The middle of the Location Form shows 5 columns for the 5 areas of England. They are

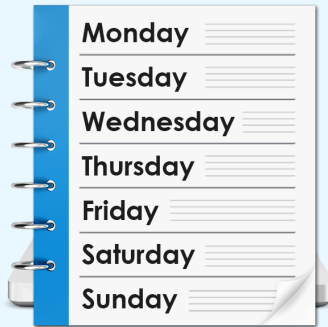
- London which is shown in orange.
- Midlands which is shown in green.
- North which is shown in yellow.
- South-East which is shown in pink.
- South-West which is shown in blue.



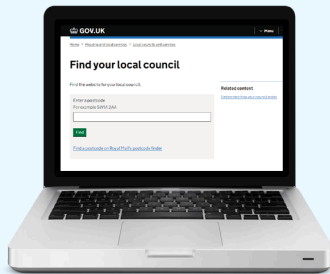
Each column shows a list of the **local authorities** in that area of England. A **local authority** is in charge of local services.

This part of the form looks like this

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	
Brent		Bassetlaw		Blackburn with Darwen		Asford		Bristol, City of	
Bromley		Birmingham		Blackpool		Babergh		Cheritonham	
Camden		Bolsover		Bolton		Basildon		Conesall	
City of London		Boston		Bury		Basingstoke and Deane		Cotswold	
Croydon		Bromsgrove		Burnley		Bedford		Dorset	
Ealing		Bromsgrove		Bury		Bracknell Forest		East Devon	
Enfield		Cannock Chase		Bury		Bracknell Forest		East Devon	
Greenwich		Charnwood		Calderdale		Braintree		Faxton	
Hackney		Chesterfield		Carlisle		Breckland		Forest of Dean	
Hammersmith and Fulham		Coverby		Cheshire East		Brentwood		Gloucester	
Haringey		Derby		Cheshire West and Chester		Brighton and Hove		Isles of Scilly	
				Chorley		Broadland		Mendips	
						Bromsgrove		West Devon	



Tell us how many days you will do your activity in each local authority area. Put the number of days in the white box next to the name of the local authority.



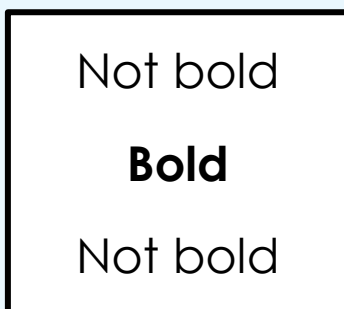
To find out the right local authority name, put the postcode of the place you will do your activity into the [gov.uk website](https://www.gov.uk).



There is a link to the [gov.uk website](https://www.gov.uk) in the top right corner of the form.

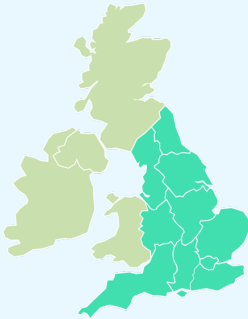
Newham	
Redbridge	
Richmond upon Thames	
Southwark	
Sutton	
Tower Hamlets	
Waltham Forest	
Wandsworth	
Westminster	
Unsure where yet	
TOTAL	0

If you know the area you will do your activity in, but you do not know the exact place yet, fill in the white box next to **Unsure where yet** at the bottom of the list for the area.

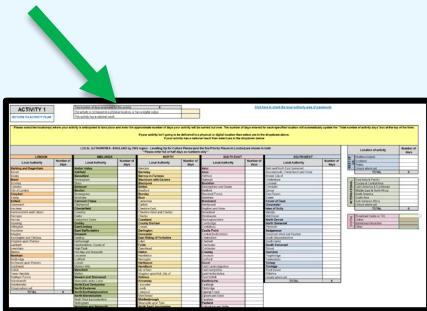


54 local authorities are shown in bold. These are the places we want to help the most.

Location Form – national activity



If you will do your activity in **every** local authority in England, we say it has a **national reach**.

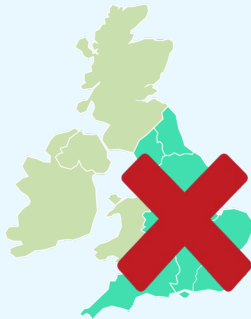


If your activity will have a national reach choose **Yes** next to **This activity has a national reach** at the top of the form.

This part of the form looks like this

Total number of days proposed for this activity	0
The activity is not based in a physical location, or has a digital output	
This activity has a national reach	Yes

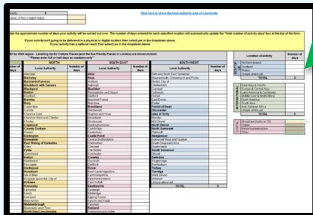
Location Form – location outside England



If any of your activity will happen outside England tell us how many days for, and where.



This includes activities that will happen in the rest of the UK, as well as in other parts of the world.

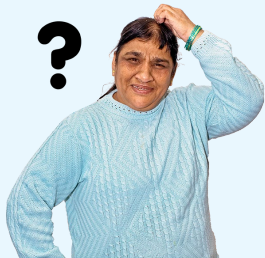


Put the number of days in the white box next to the name of the country or part of the world.

This part of the form looks like this

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	

Location Form – how to work out the number of days

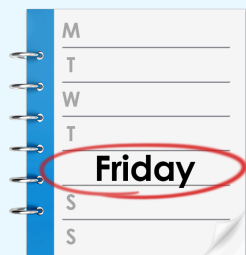


Here are some examples to help you work out how many days you will do your activity for.



Example 1: event with an audience.

An **audience** is the group of people who come to see or hear your activity.



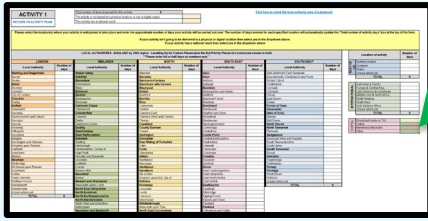
Count each day that you will do your activity in 1 place as 1 day on your location form. If your event is short put half a day on your location form.



If you will do the same event 3 times in 1 day in 1 place, you put 1 day on your location form.



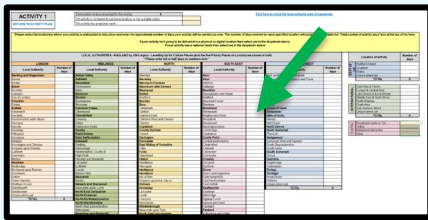
If you will do your event once a day on 24 different days, you put 24 days on your location form.



Example 2: mix of digital activity and activity with location.

If your activity will be a mix of digital and non-digital

1. fill in the digital boxes on the right-hand side of the location form
and
2. put the number of days in the white boxes next to the local authorities, countries or parts of the world you will do your activity in.



Example 3: meetings to get communities involved in your activity

You usually count each meeting as half a day on your location form.



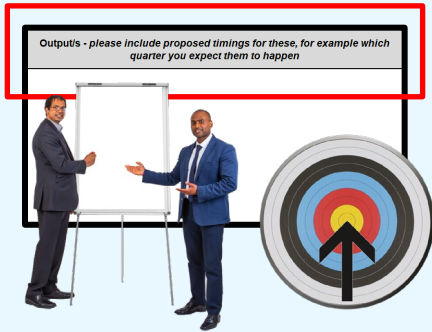
Example 4: development activity

An example of a **development activity** is research.



Research would usually be **not location specific** but if you have an event to tell people about it then you put 1 day on your location form, like in **Example 1**.

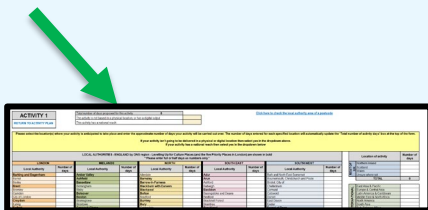
Location Form – how to fill in the number of days



The number of days you put on your Location Form needs to match what you tell us in column 4 **Outputs** and column 5 **Targets and Success Measures** on the main page of The Activity Plan.

Asset	3
	0.5
	0.5
	0.5
Asset	
TOTAL	9.5

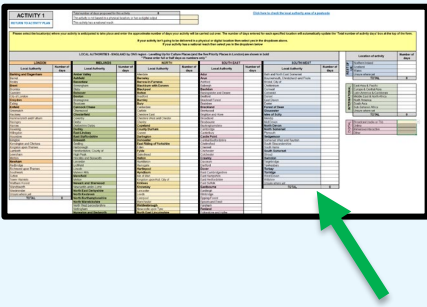
If you will do your activity for half a day, write **0.5** in the Number of days column.



The form will work out the total number of days for you and it will show in the box at the top of the form.

This part of the form looks like this

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 form will work out the total number of days you will do your activity in each area, and it will show in at the bottom of each area column.

This part of the form looks like this

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

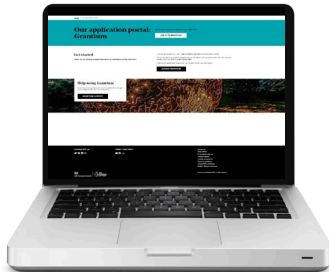


When you finish your Location Form click on the link in the top-left corner that says **Return to Activity Plan** to go back to the main page. Or use the tabs at the bottom of the page.



If you have another activity, fill in another Location Form.

What to do with The Activity Plan



When you finish The Activity Plan, upload it to our online system on our website called **Grantium**.
[Click this link to go to Grantium](#)



The Activity Plan is 1 part of the information you need to send us to get funding in April 2024.



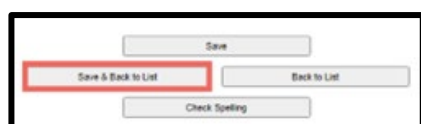
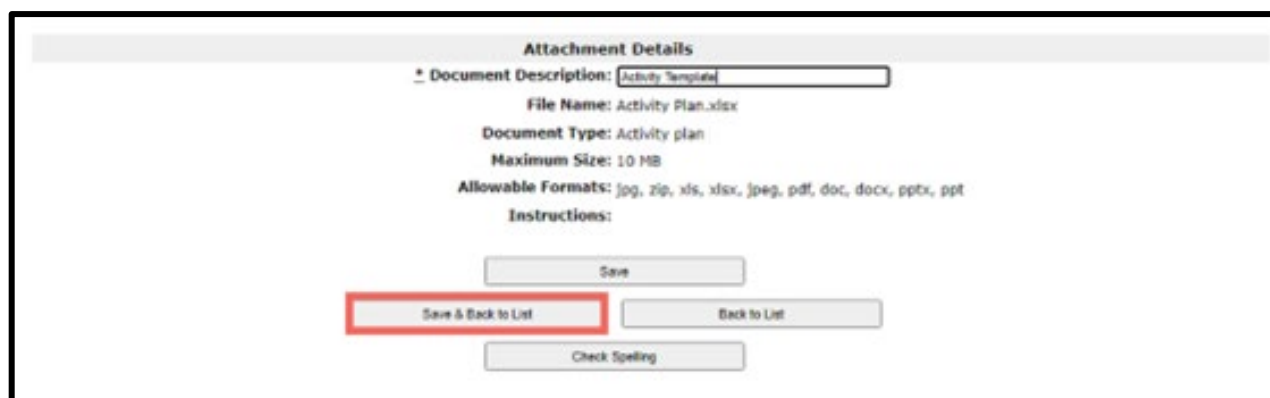
To upload it click on the blue link called **Activity Plan**.

The Grantium page looks like this

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		

This e-Form has been submitted

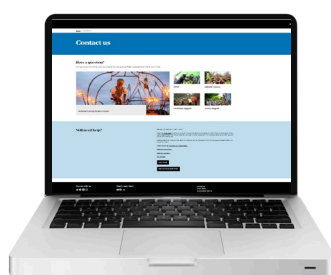
You will then go to a page that looks like this



Click the button that says **Save & Back to List**.

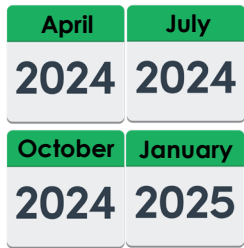


You can then carry on using Grantium to fill in your other forms.

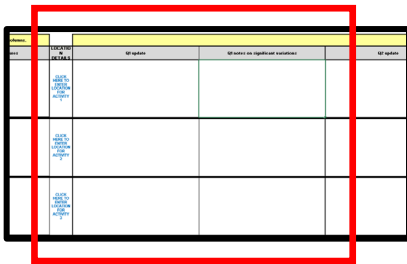


If you need help to use Grantium **click this link to see how you can contact us**.

How to update The Activity Plan every 3 months

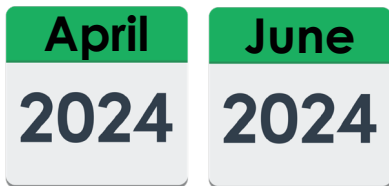


You need to send The Activity Plan to us in April each year. Then you can update it every 3 months to give information to the people in charge of your organisation.

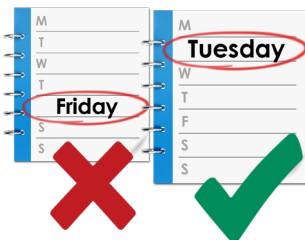


On the main page, use the extra columns on the right to say what you have and have not done for your activities and your aims.

Q1 →



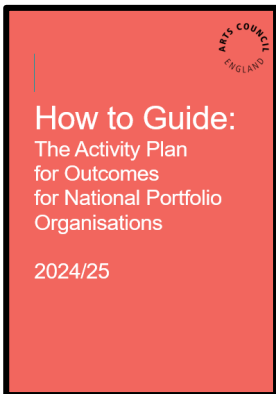
Fill in the 2 columns with Q1 in the title with your information about April to June 2024. Then fill in the next 2 columns every 3 months.



Use the columns with **significant variations** in the title to say about any big changes to your activities. For example, a big change to the days you will do your activity.



If you do not think you will meet your aims, you need to tell us about this and tell us the changes you will make so you do better.



Thank you to A2i for the words
www.a2i.co.uk (reference 38383a)

The full version of this document is called
**“How to Guide: The Activity Plan
for Outcomes for National Portfolio
Organisations 2024/25”**