



Awarding funds from
THE NATIONAL LOTTERY®

Arts Council National Lottery Development Funds: Elevate

Guidance for applicants

Guidance for applicants

**The table below sets out an outline summary of key information.
Please see [Section three](#) for full eligibility criteria.**

Summary of key information	
What is the focus of the fund?	<p>The aim of Elevate is to develop and strengthen the resilience of diverse led organisations that are not funded through the National Portfolio 2018-22.</p> <p>It supports our aim of continuing to increase the diversity of our National Portfolio in future through building the capacity of diverse led organisations to deliver their mission, develop new partnerships and increase levels of contributed and earned income.</p> <p>Our equality analysis of the 2018-22 National Portfolio demonstrated that only 4 per cent of organisations recommended for funding in the 2018-22 National Portfolio were Disability led and only 12 per cent were Black and minority ethnic led. For this reason, Elevate funds will be available to Disability led and Black and minority ethnic led organisations, as identified in those organisations' Grantium applicant profiles (that is, by reference to the presence of one or more Black and minority ethnic persons or disabled persons in a key strategic decision-making role within the organisation).</p>

Summary of key information

Who can apply?

- Arts organisations, Accredited museums, museum support organisations¹ and libraries² not in receipt of National Portfolio funding during the period 2018-22

To be eligible, all applicants must be able to evidence that they are a properly constituted organisation, with a registered address in England, and have been constituted and delivering activity since at least 1 April 2018.

The kinds of organisations eligible to apply include:

- limited companies registered at Companies House (including individuals trading as a limited company)
- community interest companies (CICs) registered with the CIC regulator
- charitable incorporated organisations (CIOs) registered with the Charity Commission
- charities or trusts registered with the Charity Commission
- limited liability partnerships registered at Companies House
- partnerships established under a deed of partnership
- industrial and provident societies or community benefit societies regulated by the Financial Conduct Authority

¹ By museum support we mean organisations that have an established role in supporting Accredited museums.

² By libraries, we mean a library service delivering arts or museums activity where the application does not include statutory library provision.

Summary of key information	
Who cannot apply?	<ul style="list-style-type: none"> • Current National Portfolio Organisations • Non-lead members of National Portfolio Organisation consortia • National museums • Individuals • Local authorities • Music Education Hubs • Organisations based outside of England • Organisations that have already received funding through the previous round of Elevate
When does the online form for expressions of interest open?	12pm (midday) on Thursday 11 April 2019
When is the deadline for expressions of interest?	12pm (midday) on Thursday 23 May 2019
When is the outcome of expressions of interest?	We will aim to notify all applicants of the outcome of their expression of interest by 5pm on Monday 17 June 2019
When does the online application form open?	The online application form will open on Grantium at 12pm (midday) on Thursday 20 June 2019
When is the deadline for applications?	12pm (midday) on Thursday 15 August 2019
How much can be applied for per application?	Between £75,000 and £100,000
When must the activity take place?	<p>Activities must start no earlier than 1 January 2020.</p> <p>Activities must end no later than 31 March 2022.</p>
Minimum match funding from other sources	At least 10 per cent of the total cost of the activity must come from sources other than the Arts Council, of which at least half must be cash match funding.
When will we make our decision?	We will notify applicants of our decision no later than 20 December 2019.

Contents

Section one – introduction	6
Welcome	6
About Arts Council England	7
About Arts Council England’s Development funds 2018-22	7
Section two – purpose of Elevate	8
Aims and outcomes	8
How much funding is available?	9
Section three – eligibility	10
Section four – what you will be expected to deliver	13
Section five – how to apply	14
Expression of interest stage	14
Making an application	15
When to apply	15
Application process	15
Assistance with your application	16
After you submit your application	16
Section six – How we will make our decision	17
Section seven – Freedom of Information Act	20
Section eight – data protection	21
Contact us	21

Section one – introduction

Welcome

Thank you for your interest in Elevate. This guidance gives you information on how to apply for funding.

Arts Council England strives to comply with the Public Sector Equality Duty and to promote equality in relation to the characteristics protected by the [Equality Act 2010](#). Our definition of diversity includes all protected characteristics covered by the Equality Act; additionally, we are also committed to promoting equality across class and all socioeconomic backgrounds.

The original Elevate programme that launched in 2016 was developed in response to our equality analysis of our national investment process in 2014 which highlighted in particular the low number of new applications received from Black and minority ethnic led and Disability led organisations.

The Elevate fund aims to continue to increase the diversity of our portfolio in future, building on the success achieved in the 2018-22 National Portfolio when we welcomed 29 new Black and minority ethnic led and 12 Disability led organisations into the portfolio. This resulted in a total of 98

Black and minority ethnic led (12 per cent of the portfolio) and 35 Disability led organisations (4 per cent of the portfolio) in the 2018-22 portfolio at the point of decision making. A full equality analysis of our 2018-22 portfolio can be found [here](#).

The Elevate fund will continue to prioritise investment in Disability led and Black and minority ethnic led organisations with the aim of addressing the continued under-representation of Disability led and Black and minority ethnic led organisations in our National Portfolio.

Through our investment we want to enable diverse led organisations to put in place more effective and developed management and governance structures, thereby supporting the delivery of their artistic/cultural mission. We also want to support the development of strategic partnerships with other organisations from across the cultural industries, with the aim of increasing their ability to address strategic and longer term business planning. Organisations will be able to explore options to generate increased levels of contributed and earned income to put them on a more secure financial footing.

About Arts Council England

Arts Council England is the national development body for arts and culture across England, working to enrich people's lives. We support a range of activities across the arts, museums and libraries – from theatre to visual 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 2018 and 2022, we will invest £1.45 billion of public money from government and an estimated £860 million from the National Lottery to help create these experiences for as many people as possible across the country.

www.artscouncil.org.uk

About Arts Council England's Development funds 2018-22

Our Development 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

All of these goals are important but Elevate will specifically contribute to Goal 3.

Section two – purpose of Elevate

Aims and outcomes

The aim of the Elevate fund is to support diverse led arts and cultural organisations to become more resilient and adaptive to their external environment.

By 'resilient' we mean having the vision and capacity as an organisation to anticipate and adapt to economic, environmental and social change by seizing opportunities, identifying and mitigating risks, and deploying resources effectively in order to continue delivering quality work in line with the organisation's mission.

We want to support these organisations to become more resilient and to realise their full creative potential to enable us to further diversify our future portfolio, building on the success achieved during our last investment round. We also want to encourage greater partnerships between these organisations and existing National Portfolio organisations and/or other arts and cultural organisations to both strengthen resilience and develop new creative collaborations.

The Elevate fund will continue to prioritise investment in Disability led and Black and minority ethnic led organisations with the aim of addressing the continued under-representation of Disability led and Black and minority ethnic led organisations in our National Portfolio.

The central aims of the fund are:

- to strengthen the resilience of diverse led organisations not in receipt of National Portfolio funding
- to increase both the number and quality of applications to future National Portfolio and strategic funding programmes from diverse led organisations – in particular Disability led and Black and minority ethnic led organisations which represent 4 per cent and of our 2018-22 National Portfolio and Black and minority ethnic led organisations which represent 12 per cent of our 2018-22 National Portfolio respectively
- to support organisations to broker partnerships with other arts and cultural organisations to advance their creative mission
- to encourage a culture of collaborative working and partnership development that strengthens resilience through developing new sources of contributed and earned income

How much funding is available?

The total budget available for this fund is £3,000,000. It is drawn from the Arts Council's National Lottery funding.

Applicants can apply for between £75,000 and £100,000 for activities to be delivered during the period 1 January 2020 and 31 March 2022 only.

Geographical focus of the fund

The geographical focus is designed to support the Arts Council's intent to ensure that a minimum of 75 per cent of our Lottery funding is spent outside London. However, for this fund we also recognise the relatively high concentration of diverse led organisations in London and we would invest more than 25 per cent in London if this is deemed necessary.

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.

Who can apply?

- Arts organisations, Accredited museums, museum support organisations³ and libraries⁴ not in receipt of National Portfolio funding during the period 2018-22

To be eligible, all applicants must be able to evidence that they are a properly constituted organisation, with a registered address in England, and have been constituted and delivering activity since at least 1 April 2018.

The kinds of organisations eligible to apply include:

- limited companies registered at Companies House (including individuals trading as a limited company)
- community interest companies (CICs) registered with the CIC regulator
- charitable incorporated organisations (CIOs) registered with the Charity Commission
- charities or trusts registered with the Charity Commission
- limited liability partnerships registered at Companies House
- partnerships established under a deed of partnership
- industrial and provident societies or community benefit societies regulated by the Financial Conduct Authority

³ By museum support we mean organisations that have an established role in supporting Accredited museums.

⁴ By libraries, we mean a library service delivering arts or museums activity where the application does not include statutory library provision.

What activity can be supported?	<p>The Elevate fund will support organisational development and resilience-focused activities. Examples of the type of activity that can be supported includes, but is not limited to:</p> <ul style="list-style-type: none"> • appointment of new staff posts or the extension of current part-time and/or fixed-term posts • training and development for staff and board members • investment in activity which aims to diversify and increase levels of contributed and earned income • consultancy and business development support • partnership development with other arts and cultural organisations and across the creative industries • investing in or developing new digital infrastructures to strengthen resilience
Who cannot apply?	<ul style="list-style-type: none"> • Current National Portfolio Organisations • Non-lead members of National Portfolio Organisation consortia • National museums • Individuals • Music Education Hubs • Organisations based outside of England • Organisations that have already received funding through the previous round of Elevate
What activity cannot be funded?	<ul style="list-style-type: none"> • Activity relating to artistic and/or cultural programming (the focus of the Elevate fund is on organisational development and strengthening resilience) • 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
How much can be applied for per application?	<ul style="list-style-type: none"> • Between £75,000 and £100,000

How much match funding from sources other than Arts Council England is required?	<ul style="list-style-type: none">• At least 10 per cent of the total cost of the activity must come from sources other than the Arts Council, of which at least half must be cash match funding
Delivery timetable	<ul style="list-style-type: none">• Activities must start no earlier than 1 January 2020• Activities must end no later than 31 March 2022

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.

The proposal should include/demonstrate:

- your approach to organisational development, particularly in relation to developing your financial resilience, the resilience of your staff and digital infrastructures
- plans to diversify and increase levels of contributed and/or earned income, including any plans to invest in fundraising capacity and/or training and professional development to strengthen and diversify the skills and expertise within your organisation
- plans to develop partnerships with other arts and cultural organisations and the wider creative industries
- a commitment to developing a new strategic business plan for the organisation during the first 12 months of funded activity

Successful applicants will be expected to produce a strategic business plan including a detailed budget and cash flow during the first 12 months of funded activity. The submission of a satisfactory strategic business plan will be a condition of the second payment.

Section five – how to apply

Expression of interest stage

If you believe you have a proposal that meets all of the eligibility criteria and the criteria described within the 'Meeting the brief' section, please tell us about it by completing the online expression of interest form which will give you the opportunity to describe your outline proposal in no more than 2500 characters. Within your expression of interest you should tell us the anticipated overall project cost and the amount you would like to request from us if you are invited to apply. The online form for expressions of interest will open on Grantium on **12pm (midday) on Thursday 11 April 2019**.

Expressions of interest must be submitted by 12pm (midday) on Thursday 23 May 2019.

Once you have accessed the online expression of interest form you will need to describe your idea in no more than 2500 characters using the following prompts responding to the aims and outcomes, and criteria of Elevate outlined in this guidance:

1. How does your proposed application contribute to the aims and outcomes of the Elevate fund?
2. We are committed to ensuring that the work presented by arts and cultural organisations in England reflects the talent and stories of all our communities. We call this the

Creative Case for Diversity and we urge applicants to read the information published on our website. Can you demonstrate how your work to date has contributed to advancing the Creative Case for Diversity and will continue to do so in the future?

3. Please provide your total project budget and the amount you would like to request from us if you are invited to apply.

We will inform you by email whether we think that your proposal could make a significant contribution to the aims and outcomes of this strategic fund **by 5pm on Monday 17 June 2019**. If you are invited to make a full application you will have **eight weeks** in which to develop your full application and the mandatory supporting documents required, as detailed in this guidance document.

If we decide not to invite you to apply we are unable to give feedback or engage in a discussion about why your proposal is not being taken forward at this time. You are unable to resubmit the same proposal to Elevate in any future funding round.

Making an application

When to apply

The online application form will open on Grantium at **12pm (midday) on Thursday 20 June 2019**. Applications must be submitted by **12pm (midday) on Thursday 15 August 2019**.

Applications submitted after this time will not be considered.

Before you can start an application, you need to create a user account and applicant profile. You cannot start your eligibility questionnaire or application until we have approved your new applicant profile, which may take up to **10 working days** from when you submit to us.

For a step by step guide to creating a user account and applicant profile, and advice and guidance about using our grant management system, please see the pages on our website [here](#).

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 [Grantium](#)

The Grantium guidance for applicants [available on our website](#) should provide you with all the information that you need about how to access the system and complete your online application.

Proposal

The proposal can be a maximum of 60,000 characters, divided into three sections: 'Meeting the brief' (20,000 characters), 'Management of the activity' (20,000 characters) and 'Financial viability' (20,000 characters). You do not need to use the full character 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.

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 cashflow for the project activity
- A work plan for the proposed project, including milestones and key review dates
- Financial statements for your previous financial year, prepared to the relevant legal standard for an organisation of your size and status
- Your latest management accounts

You may also upload the following optional attachments:

- Up to three other relevant attachments. These must each be a maximum of five pages in length

Allowable formats: jpg, xls, xlsx, jpeg, pdf, doc, docx, pptx, and ppt.

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 in 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 Elevate 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: 0845 300 6200
- email: enquiries@arts council.org.uk

After you submit your application

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 notify applicants of our decision no later than **20 December 2019**.

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. We will also use information taken from your organisation's Grantium applicant profile about the diversity of your organisation's leadership.

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

Meeting the brief

Word count: up to 20,000 characters

- Clear and convincing plans to deliver on the fund's aims and outcomes and achieve all the objectives outlined in what you will be expected to deliver, as described in this guidance
- Details of any proposed partnerships with other arts and cultural organisations and creative industries
- Robust plans for resourcing the activity effectively
- Details of any proposed outcomes and measures of success
- Activity that builds on and does not duplicate activity funded by other Arts Council grants

Management of the activity

Word count: up to 20,000 characters

- Feasibility of workplan
- Clear and convincing plans to deliver the requirements described in the guidance
- Demonstration of skill and capacity to deliver the proposed programme
- Strong strategic fit with the applicant's other activity
- Clear plans for developing a new strategic business plan for the organisation
- Appropriate governance arrangements in place and/or planned, including how partners are engaged
- How the diversity of the workforce, leadership and board reflects the diversity of contemporary society across England
- Clear plans for how equality and accessibility will be addressed
- How the applicant will monitor and evaluate the impact of the activity
- Appropriate plans in place to manage risk

Financial viability

Word count: up to 20,000 characters

- 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
- Evidence of how the applicant is looking to diversify and increase levels of contributed and earned income in the future

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 and geography.

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 fundable.

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 and any balancing criteria we have outlined above, and we will also consider your activity alongside other applications to the fund.

Terms and conditions

If your application goes on to be successful, all grant holders must agree to our [terms and conditions](#).

Making a complaint

As an organisation, we will always listen to and respond to any concerns that you may have. If you would like to make a complaint about either the service you have received from Arts Council England or the way we have handled your application, we have a process that you can use.

Please note that Arts Council England does not have an appeals process and for this reason, we are unable to accept complaints that relate solely to the decision we have made rather than how we have made it.

For more information, please visit the 'Complaints' section of our website, under 'Contact us' (www.artscouncil.org.uk/contact). Additionally, you can email complaints@artscouncil.org.uk or call our Customer Services team on 0161 934 4317 for more information.

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.

Section eight – data protection

The Arts Council is committed to using any personal information (or personal data) we collect on a lawful, fair and transparent basis, respecting your legal rights as an individual in accordance with the EU General Data Protection Regulation (2016/679), the UK Data Protection Act 2018 and other applicable laws that regulate the use and privacy of personal data (Data Protection Law).

As part of us meeting this requirement, we have published our *General Privacy Notice* for you to refer to [here](#). This tells you more about the personal data the Arts Council collects, the different purposes that we use it for and on what legal basis, who we may share that personal data with, how long we keep it, and your legal rights – including your right to contact us and receive information regarding the personal data about you that we may hold from time to time.

For further information about our obligations and your rights under Data Protection Law, as well as how to report a concern if you believe that your personal data is being collected or used illegally, please also see the Information Commissioner’s Office website at www.ico.org.uk

Contact us

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