Arts Council National Lottery Development Funds:  
Arts Council Collection – National Partners  
Programme 2019-22

Guidance for applicants

The below is an outline summary of key information. Please see Section three for full eligibility criteria.

<table>
<thead>
<tr>
<th>Summary of key information</th>
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<tbody>
<tr>
<td><strong>What is the focus of the Programme?</strong></td>
<td>Following the success of the first Arts Council Collection National Partners Programme (2016-2019), we will invest in three organisations to form a network of galleries and museums to present and curate exhibitions drawn from the Arts Council Collection. The focus of the programme is to increase the number and diversity of people experiencing the Arts Council Collection in England. By working in partnership with the Collection team at the Southbank Centre and Longside Gallery, based at Yorkshire Sculpture Park, the partners will produce innovative exhibitions of the highest quality together with engagement activity. An accompanying workforce development strand will be shaped with partners for years two and three. This will be designed to facilitate skills development within the visual arts and provide additional specialist capacity at partner venues.</td>
</tr>
<tr>
<td><strong>Who can apply?</strong></td>
<td>• organisations which are National Portfolio Organisations or accredited museums</td>
</tr>
</tbody>
</table>
• organisations with the capacity to programme the Arts Council Collection on a year-round basis, creating a temporary venue for the collection with a highly visible and branded presence on site.

• organisations able to mount nine exhibitions between October 2019 and March 2022. Across the three years organisations are required to programme six major exhibitions (two per year). Major exhibitions should preferably occupy a gallery space of at least 150m².

• organisations able to present three ‘Creative Projects’ over the duration of the programme, one per year. This presentation may take up a smaller area of the gallery, with a negotiable guideline of approximately 50m². These alternative displays must still give the same feeling of impact and Arts Council Collection presence on site.

• invigilate the exhibitions to government indemnity standards

• organisations that are based outside Greater London¹

• organisations that have experienced modern or contemporary art curators in post.

• organisations that are not a national museum

• organisations that have minimum visitor figures of 40,000 people per year

¹ As defined by the Office of National Statistics.
• organisations able to meet Arts Council Collection loan standards or able to demonstrate how they would be able to improve facilities in order to meet these, using no more than £50,000 of the grant

| When is the deadline for expression of interest? | Tuesday 13 November 2018 (midday) |
| When is the deadline for applications? | Monday 14 January 2019 (midday) |
| How much can be applied for per application? | Up to and including £550,000. |
| When must the activity take place? | Activities must start no earlier than April 2019 and end no later than 31 March 2022 |
| Minimum match funding from other sources | Applicants must have cash match funding from sources other than the Arts Council of at least 10 per cent of the total cash costs of the activity. The 10 per cent of other income can be included in budgets for any of the three years. |
| Other key eligibility point | Organisations should be able to present a satisfactory UKRG facilities report. |
| When will we make our decision? | We will aim to reply to expressions of interest no later than 23 November 2018. Candidates invited to make a full application will be invited to interview on either Wednesday 6 February or Thursday 7 February 2019. All applicants should provisionally hold these two dates for the senior team for an interview. We will aim to notify applicants who make a full application of our decision no later than 1 March 2019. The funding period starts April 2019 and new partners should be prepared to |
begin working towards programme development with Arts Council England and the Arts Council Collection team following this date.
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Section one – introduction

Welcome
This guidance gives you information on how to apply for funding for The Arts Council Collection – National Partners Programme 2019 - 2022. The programme will establish a network of three museums and galleries, with strong curatorial and audience engagement expertise, to exhibit and respond to the Collection over a three-year period, raising the profile of the Arts Council Collection with the public and creating demonstrable change for participating organisations.

Background
The Arts Council Collection is the most widely circulated national loan collection of modern and contemporary British art in the world. Founded in 1946, the Collection reaches the broadest possible audience through long loans to public institutions, exhibition loans, touring exhibitions, as well as digital and print publications. It can be seen in exhibitions in museums and galleries across the UK and includes important works by all of the UK’s most prominent artists. This activity is administrated by a dedicated Southbank Centre team on behalf of Arts Council England, led by the Director of the Arts Council Collection. The team has three bases: offices at the Southbank Centre, a London art store and a sculpture centre at Longside, Yorkshire Sculpture Park.

There are now over 8,000 works in the Collection, including paintings, sculptures, original works on paper, prints and moving image. The Collection supports artists in the UK through the purchase and display of their work, and safeguards it for future generations, using the highest possible standards of collection care. Unique among national collections, the Arts Council Collection also lends to numerous public buildings across the UK, including schools, universities, hospitals and charitable associations.

For more information about the Arts Council Collection, and to explore its online catalogue please visit www.artscouncilcollection.org.uk.

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.
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.arts council.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 the Arts Council Collection - National Partners Programme 2019-22 will prioritise applications that respond to Goal 2.

Section two – purpose of Arts Council Collection - National Partners Programme

Aims and outcomes

The National Partners Programme will support a second partners’ programme, launching in 2019, with a view to further widening audience engagement in
England with the Arts Council Collection. The Collection has, for many years, played a valuable role in supporting galleries around the country through loans, touring exhibitions and curatorial skills. At a time when galleries are under growing pressure to deliver with fewer resources, we wish to continue to use this national collection to deliver high quality, innovative exhibitions and reach new audiences through an associated ambitious learning and outreach programme.

This programme builds on the success and learning from the first round of the National Partners Programme, 2016-2019. In this second round of Partnerships, we will again use an open and competitive selection process to find three galleries who will present the Arts Council Collection in highly visible and imaginative ways.

To develop public awareness of the Arts Council Collection and the three-year partnership, the preferred model is that the exhibition programme is featured in a large gallery space with the capability for prominent branding and a strong visual presence for the Collection and Partnership. Whilst the chosen space may vary, dependent on the nature of the exhibition, the exhibition spaces must be suitable for the scale and ambition of a major National Partners exhibition and meet Government Indemnity environmental and security conditions.

The programme is designed to work within existing gallery infrastructure; we will not be looking for new facilities to be developed. Given the limited number of awards, we are seeking partners for whom the scheme would make a transformative, long-term impact with the following objectives:

- The Arts Council Collection will enable the partner galleries to increase relevant local stakeholder engagement and to facilitate a step change in their practice and development of national profile. It will also allow for a wider national reach for the Arts Council Collection

- Partners should demonstrate a significant contribution to the Creative Case for Diversity, programming exhibitions which reflect the diversity of contemporary England and ensure that diversity is an essential part of your programme of activity. In contributing to the Creative Case for Diversity partners should consider:
how you recruit, select and involve members from protected characteristic groups\(^2\) when developing and delivering your artistic or cultural programme

how you respond to challenges and barriers facing members of protected characteristic groups in taking part in and being involved with the arts and cultural sector

your plans to share best practice and continued learning around diversity to promote change in the arts and cultural sector

Working closely with the Arts Council Collection staff, the national Partners will deliver a series of exceptional exhibitions that utilise the collection in creative and exciting ways. It may enable new approaches to participatory engagement – engendering local ownership of a national collection and the sense that the Arts Council Collection belongs to everyone. With audiences in mind, it is expected that curatorial and learning teams will jointly devise and lead the artistic, learning, and audience development activity.

• The programme will encourage touring and co-curating activity between all partners, sharing and developing existing expertise and skills development.

• The programme will increase the reach of the Arts Council Collection, targeting people which are less engaged in gallery going, as relevant to your organisation’s local demographic, i.e. people from lower socio-economic backgrounds, BAME people, those aged over 75yrs and those with a disability. During the funding period, partners will increase and diversify their audiences beyond their current reach, adopting and benefitting from a common approach to evaluation.

• The programme will increase children and young people’s engagement with the Arts Council Collection through access to high quality activity in line with the Arts Council’s Quality Principles. Partners will work together on a joined-up national approach to maximise impact for children & young people taking part.

\(^2\)Protected characteristics as defined by the Equality Act 2010 and the Equality Duty 2011 are: age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion and belief, sex, and sexual orientation. As well as this list, we recognise class and socio-economic status as barriers to engagement.
• The programme will strengthen the capacity of close collaborative working across marketing, learning and curatorial departments thus supporting innovative and creative experiences of the Arts Council Collection for new audiences.

• The consortium of four partners (including the Arts Council Collection) will work closely together on all of the strands above to share learning and seek to maximise this opportunity in order to increase engagement and understanding of contemporary visual arts practice.

• The programme will increase digital access and online engagement with the Arts Council Collection, as well as providing opportunities for partners to increase their own digital output and adopt an innovative approach to digital engagement through the partnership.

• The geographical focus is designed to support the Arts Council's intent to ensure that a minimum of 75% of National Lottery funding is committed outside London. For this particular programme, our expectation is that 100% of the fund will be committed outside London.

Curatorial approach

Applicant organisations need to be able to present nine exhibitions using the Arts Council Collection over the duration of the three years. Exhibitions will run for a minimum duration of eight weeks.

Over the course of the three-year partnership, Partners will mount these exhibitions through a combination of approaches:

1) Partner curators will author three original, non-touring major exhibitions with support from the Arts Council Collection team.
2) Partners will deliver three 'Creative Projects' over the course of the partnership, ideally one per year.
3) Partners will host two collaborative exhibitions, one with each of the other two other Partners. This means all three of the awarded venues will have an opportunity to work closely with one another over the course of the partnership. The result will be a total of six co-curated shows across all three venues (three original exhibitions each shown twice).
4) Partners to receive one Arts Council Collection Touring Show that originates from the central Arts Council Collection team during the three-year partnership
Example Structure:

<table>
<thead>
<tr>
<th>Year</th>
<th>Partner 1</th>
<th>Partner 2</th>
<th>Partner 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Major Exhibition (original)</td>
<td>Arts Council Collection Touring</td>
<td>Alternative Creative Project</td>
</tr>
<tr>
<td></td>
<td>Alternative Creative Project</td>
<td>Exhibition</td>
<td>Co-Curated show with Partner 1</td>
</tr>
<tr>
<td></td>
<td>Co-Curated show with Partner 3</td>
<td>Major Exhibition (original)</td>
<td>Major Exhibition (original)</td>
</tr>
<tr>
<td>2</td>
<td>Co-Curated show with Partner 2</td>
<td>Alternative Project</td>
<td>Arts Council Collection Touring</td>
</tr>
<tr>
<td></td>
<td>Major Exhibition (original)</td>
<td>Major Exhibition (original)</td>
<td>Exhibition</td>
</tr>
<tr>
<td></td>
<td>Alternative Creative Project</td>
<td>Co-Curated show with Partner 1</td>
<td>Alternative Creative Project</td>
</tr>
<tr>
<td>3</td>
<td>Alternative Creative Project</td>
<td>Co-Curated show with Partner 3</td>
<td>Major Exhibition (original)</td>
</tr>
<tr>
<td></td>
<td>Major Exhibition (original)</td>
<td>Alternative Creative Project</td>
<td>Co-Curated show with Partner 2</td>
</tr>
<tr>
<td></td>
<td>Arts Council Collection Touring</td>
<td>Major Exhibition (original)</td>
<td>Alternative Creative Project</td>
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Each exhibition and the exhibiting gallery should be clearly branded and marketed as an Arts Council Collection National Partners exhibition, with prominent branding and visuals. Shared brand guidance will be developed and agreed across the partnership at the outset of the programme.

We welcome a range of approaches to working with the Collection, including exhibitions drawn from the Collection, loans from other collections, group exhibitions drawn exclusively from the Collection, group exhibitions drawn from both the Collection and the National Partners’ collections, and exhibitions which use the Collection as a starting point, showing works from other sources or work with living artists or new commissions. A minimum 60% of works in each exhibition must be from the Collection. We encourage partners to ensure their selections represent the breadth of the collection, including the 2D and 3D collection stores and more historical holdings. As major exhibitions, these should preferably occupy a gallery space of at least 150m².

Each National Partner is expected to co-curate two exhibitions during the programme, one with each of the other National Partners, in consultation with the Arts Council Collection. Preparatory costs (conservation, framing, packing etc) for these exhibitions will be split across the two venues. Transport, installation, art handling costs and insurance should be budgeted for and met by the recipient partner.
Each National Partner is expected to present three alternative shows over the duration of the programme. These ‘Creative Projects’ will aim to reach new audiences through innovative and creative means as is expected with the major exhibitions. However, they may take a different format to a traditional exhibition whilst still aiming for a large audience and big impact. For example, this could take the form of a major community-focussed project or learning and engagement element in parallel to a significant single installation work or a smaller group of works from the Arts Council Collection, an intervention, a cross-disciplinary show, a film programme or a digital-first exhibition.

The ‘Creative Project’ may take up a smaller area of the gallery, with a negotiable guideline of approximately 50m², but will still provide a high impact and a strong Arts Council Collection presence on site. As with all Partnership shows, the primary aim of these projects is to increase audience engagement with the Collection and broaden its reach. We encourage the creative use of other sites relevant to each partner, ensuring appropriate conditions and security measures are in place for the work on display.

A comprehensive exhibition timeline will be developed in consultation with the Arts Council Collection once funding has been awarded. Exhibitions must be spread across the three years of Partnership with appropriate planning time built in. Partners must liaise with each other as well as the Arts Council Collection team to ensure their exhibition schedules are staggered in accordance with one another. Prospective dates will be agreed between all parties at the beginning of the programme. This will make the process more manageable for the central Arts Council Collection team and each partner.

The programme will benefit from a dedicated National Partners Team based at the Southbank Centre and at Longside, Yorkshire Sculpture Park. Partners will be supported by the Arts Council Collection team across the three years to ensure exhibitions, learning, marketing, press, and any publications are in keeping with a consistent national approach. See Appendix 2 for a comprehensive list.

An associated Workforce Development Programme will provide opportunities for three individuals to develop their skills and expertise across curatorial, learning and/or leadership with all Partners.
How much funding is available?

The Arts Council Collection – National Partners Programme will see an investment of £1.65 million over three years. We expect to make three awards to galleries and museums. Each applicant should apply for £550,000 per application.

Successful applicants will be expected to cover all exhibition related costs, for example transport, case-making, framing, essential conservation, installation and courier costs, publications and marketing, artists and external curator’s costs, invigilation and maintenance costs. See Appendix 1 for a full list of typical costs to Partners.

Section three – eligibility
Please read the eligibility requirements for the programme carefully. If you do not meet any of these requirements we will be unable to consider your application for funding.

<table>
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<tr>
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<td></td>
<td>organisations that are based outside Greater London³</td>
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</table>

³ As defined by the Office of National Statistics.
- organisations that have experienced modern or contemporary art curators in post.
- organisations that are not a national museum
- organisations that have minimum visitor figures of 40,000 people per year
- organisations able to meet Arts Council Collection loan standards or able to demonstrate how they would be able to improve facilities in order to meet these using no more than £50,000 of the grant
- organisations who can demonstrate commitment to the Creative Case for Diversity and to broadening and diversifying their audiences
- organisations who can commit to the attendance of regular National Partners Programme meetings. As detailed in Appendix 1
- organisations who can commit to working in partnership with other Partner venues on two co-curated shows over the three years

**Who cannot apply?**

- as the scheme is intended to increase the geographic reach of the collection, organisations based in London are ineligible
- we are not seeking consortium applications because the scheme is designed to create a four-member consortium (including the Arts Council Collection) which is considered to be optimal due to the available resources of the central Arts Council Collection team. However, applicants may draw in activity partners from outside the partnership to support certain elements of their proposals
- organisations based outside England
- individuals

<table>
<thead>
<tr>
<th>What activity can be supported?</th>
<th>Your budget should include all project related costs additional to your core costs. For example:</th>
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<tr>
<td></td>
<td>- costs for project staff: based on the previous round of partnership we recommended each venue appoints a dedicated National Partners Programme Learning Officer/Manager plus a project delivery or support role such as a National Partners Programme Project</td>
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</tbody>
</table>
Manager/Assistant Curator (variable dependant on need at organisation). It is recommended that an experienced, senior member of the team acts as the project lead at each venue. Venues may require further audience development and technical support on a temporary or freelance basis, project dependant. In addition to the preparation of loans, the central Arts Council Collection team will provide support on the curatorial, learning and digital aspects to the Partnership Programme, in consultation with Partners. (see Appendix 2)

- Venues will also benefit from additional funded support during the second and third year of the Partnership through a dedicated Workforce Development Programme
- Limited improvements to the designated exhibition space(s) (no more than £50,000)
- exhibition design and interpretation
- administration including research, travel and invigilation costs
- art handling, conservation, case-making/packing, transport and installation fees
- other exhibition overheads including image hire (at a reduced rate), copyright and license fees
- a provision to co-curate two exhibitions with each of the other two galleries within the National Partners network
- a provision to host an Arts Council Collection Touring Exhibition
- a provision to produce exhibition guides or other appropriate materials associated to an exhibition
- marketing, press and events to ensure the activity has a strong press and public impact
- activity costs for the development of an ambitious learning and public programme
- production of creative digital content
- Resourcing audience data compilation
### What activity cannot be funded?
- exhibition activity, programming and resourcing that does not come under the umbrella of the Arts Council Collection National Partners Programme
- funds allocated through this programme cannot be used for activity as has been agreed in your NPO business plan.
- staff time that is not committed to working on the National Partners Programme
- 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
- activities (including buying goods or services) that have started, been bought, ordered or contracted before we make a decision about your application as we cannot fund activity retrospectively
- costs that are already paid for by other income including your own funds or any other funding

<table>
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<tr>
<th>What can be applied for per application?</th>
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<td>How much match funding from sources other than ACE is required?</td>
<td>Applicants must have cash match funding from other sources than the Arts Council of at least 10 per cent of the total cash cost of the activity. The 10 per cent of other income can be included in budgets for any of the three years.</td>
</tr>
<tr>
<td>Delivery timetable</td>
<td>Activities must start no earlier than April 2019. Activities must end no later than 31 March 2022.</td>
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</tbody>
</table>

### Consortia
We will not fund consortium applicants, however, applicants can work in partnership with others to deliver identified elements of their programme. Applicant organisations must be able to meet the eligibility criteria for the programme as single organisations. We will fund three single galleries and museums that will form a Partnership with the Arts Council Collection and the other National Partners.
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.

Full applications should cover the following points:

1. Meeting the brief

As part of the full application we are asking applicants to submit three initial draft exhibition proposals of which we expect the Creative Case for Diversity to be embedded. Two of the proposals should be for major exhibitions in a large, central gallery space and one for a ‘Creative Project’ (as outlined above). A holistic, cross departmental approach is a key aim of the National Partners Programme. Therefore exhibition proposals should indicate what kind of learning, outreach and digital programming applicants intend to use to engender local ownership of a national collection and the sense that the Arts Council Collection belongs to everyone. Proposals are indicative and Partners will work closely with the Arts Council Collection to research the Collection and develop a full exhibition programme after offers of funding have been made.

- Describe how this programme builds on the vision and purpose of your institution and how the whole organisation, particularly including the senior team, will work collaboratively to ensure success.
- Tell us how your participation would help you increase local stakeholder engagement and increase your regional and national profile.
- Outline your plans for hosting the Arts Council Collection in a year-round, highly visible and dynamic way.
- Describe how you will use and/or improve your building to present and promote the Arts Council Collection, attaching a document with images or plans of your exhibition spaces.
- Tell us how you will place audiences at the centre of your plans to increase the reach and impact of the Arts Council Collection. Plans should increase the number of people engaging with the Collection from lower socio-economic backgrounds and at least one specific group identified as less
engaged in gallery going, as relevant to your organisation’s local demographic, i.e. people from lower socio-economic backgrounds, people from Black, Asian and minority ethnic backgrounds, those aged over 75yrs and those with a disability. Explain how you plan to use the Arts Council Collection to attract more visitors, providing details of your current attendance and estimating new targets. You will be able to demonstrate a strong track record in growing diverse audiences, which represent the local demographic, including through online engagement.

- Outline your ideas for increasing children and young people’s engagement with the Arts Council Collection through the Quality Principles. You might use the National Partners Programme to support the delivery of the Cultural Education Challenge and develop your existing work around Arts Award, Artsmark or digital technology.

- Suggest ways your institution could apply an innovative approach to increasing digital access and online engagement with the Arts Council Collection, as well as with other national partners. Arts Council Collection is committed to using digital tools to raise the Collection’s public profile while reaching new and broader audiences and engaging audiences with ambitious and original content. The Collection has a recently re-launched website, featuring an enhanced online catalogue alongside a regular programme of digital content. The Collection will be delivering additional digital activity as part of their work with the National Partners Programme.

- Describe your experience of touring or delivering collaborative exhibitions and how you would approach co-curating exhibitions with other partners in the consortium. Indicate how you will ensure effective partnership working, which will be critical to the success of this programme. All applicants must show a firm commitment to joint working across all areas. Your application must demonstrate a strong track record of working in partnership. In addition, please tell us how you would share resources with other partners to maximise the investment.

- Evidence your curatorial vision by attaching a proposal outlining initial ideas for two major exhibitions and one ‘Creative Project’ (detailed on p.11). Each proposal should utilise the Arts Council Collection in creative and exciting ways, demonstrating best practice in curatorial skills and adopt an integrated practice approach – aligning learning and marketing strategies
with the development of the exhibition. While exhibitions should predominantly feature Collection works, 60% minimum, proposals that include works from your own collection, or others, or other creative responses to the Collection are welcomed. When developing your proposals please include a curatorial statement and a possible selection of works. You can search the Arts Council Collection’s full collection via their website: http://www.artscouncilcollection.org.uk/

• Within your attached exhibition proposals include an audience development plan, outlining the potential learning and digital activity you would use the Partnership Programme to explore. Highlight your experience of connecting learning and outreach to curatorial programming and explain how you would approach collaborating with the Arts Council Collection team and other partners on learning and outreach programmes.

2. Management of the activity

• All applicants must show a firm commitment to joint working and should provide evidence of prior or current partnership working and indicators of its success.

• Provide detail of which senior team member/s will be leading on the project. Describe your modern and contemporary art exhibition track record and provide information about the curatorial team in post. Provide information about other members of the delivery team including collection care, learning, digital, marketing and fundraising, identifying what additional existing and / or new staff will be employed for the project and attach an organogram of the proposed delivery team.

• Detail your current learning and engagement offer and how this will be enhanced through working in partnership.

• Detail your current digital offer and how you would like to develop this through the partnership, note any experience and in-house capacity for developing rich online content and building online audiences.

• Detail your most successful marketing activity to date and how you would develop a marketing plan as part of the programme.
• Note the physical accessibility of your venue including provision of specialist services for blind and visually impaired people.

• Note the accessibility of your online presence to all.

• Tell us how you have used evaluation frameworks and audience data to evaluate your activity.

3. **Financial viability**

• Tell us how you plan to maintain core provision during 2019-22 and how you will ensure that the National Partners Programme resources do not replace core revenue.

• Please provide confirmation from the leader of your organisation that an award from the National Partners Programme will support activity additional to your core activity for the three years of the programme.

• Detail any other opportunities the programme will offer you to secure income from other sources (earned income, donations etc)

• Detail cash support from the applicant organisation and other sources (minimum of 10 per cent cash investment) along with other in-kind support.

**If successful you will need to:**

• Attend a meeting with all successful Partner senior teams across curatorial, learning and marketing with the Arts Council Collection team, at Southbank Centre on Wednesday 27 March 2019, 12.00 – 16.00.

• Sign up to a Partnership Agreement with the Arts Council Collection at Southbank Centre and other partners.

• Sign up to a Memorandum of Understanding with the Arts Council Collection team at Southbank Centre.
• Work with the Arts Council Collection team at Southbank Centre and other National Partners with an external evaluator, separately funded, to deliver a Partnership evaluation framework, alongside individual Partner monitoring and evaluation tools.

• Sign up to a common approach to audience data collection, deliver audience surveys and provide audience data in a format which is the same as other partners (which you will cover the cost of).

• Provide high-quality photography of the activities supported by the programme.

• Work with fellow Partners and the Arts Council Collection team to map out a schedule of exhibition dates across all venues for the three years of funding. The schedule will be finalised as the programme develops.

• Host an individual in the curatorial, learning team and/or leadership team for a period of time as part of the workforce development programme in years two and three, as agreed with the Arts Council Collection team and the National Partners.

• Agree common programme strands with the other partner galleries including touring coordination and curation, working with children and young people, diversifying audiences and digital activity.

• Venues with public charges for exhibitions will be required to discuss and agree their charging policy for Arts Council Collection exhibitions, which are intended to be free to all.

• Agree with Arts Council Collection team and all Partners any provision for claiming Museums and Galleries Exhibition Tax Relief

• Deliver regular quarterly reports to both Arts Council England and Arts Council Collection team and attend and host regular partner planning meetings as described in Appendix 1.

• Adhere to Arts Council Collection branding and communications guidelines. (National Partners will be expected to visibly brand all project related
activity as the Arts Council Collection – National Partners Programme. This includes within the dedicated exhibition space and in published material.)

- Work with an external evaluator to share data or reflective statements, attend feedback days or interviews, provide any further input into evaluation as required.

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 in Section four of this guidance, please tell us about it by completing the online expression of interest form.

The form will give you the opportunity to describe your outline proposal in no more than 600 words. If you are registering on Grantium for the first time, you will need to allow five to ten working days for your registration to be validated before you can use the system. The deadline for registering on Grantium is at 4pm on Wednesday 31 October 2018.

Please ensure you provide the following information:
- the anticipated overall project cost, including match funding, and the amount you would like to request from us if you are invited to apply
- key points from ‘meeting the brief’ in Section four above, particularly noting how taking part will enable a step change for your organisation
- detail the gallery space(s) (including square metres) you intend to make available over the life of the programme
- note the names and job titles of gallery staff in post who will manage the programme, and whether other project staff would be taken on
- provide your annual visit figures and visitor targets for activities in the life of the programme

Expressions of interest must be submitted by 12pm (midday) on Tuesday 13 November 2018.

If we think that your proposal could make a significant contribution to the aims and outcomes of this programme, we will inform you of our decision by email by
Thursday 23 November 2018. We are unable to give feedback or engage in a discussion about why your expression of interest is not being taken forward.

If you are invited to make an application you will have just over 7 weeks in which to develop your full application and the mandatory supporting documents required, as detailed in this guidance document. We will accept full applications from Thursday 23 November 2018 the deadline for applications is Monday 14 January 2019.

As well as the eligibility criteria, if you are a National Portfolio Organisation we will also take your current performance into account when deciding whether or not to invite an application.

Making an application

When to apply
The online expression of interest form will open on Tuesday 9 October 2018. Expressions of interest must be submitted by 12pm (midday) on Tuesday 13 November 2018.

The online application form portal for full applications will open on Thursday 23 November 2018. Applications must be submitted by 12pm (midday) on Monday 14 January 2019. Applications submitted after this time will not be considered.

Making an application

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

Proposal

The proposal can be a maximum of 6,000 words, divided into three sections: ‘Meeting the brief’ (3,000 words), ‘Governance and management of activity’ (1,500 words)
words) and ‘Financial viability’ (1,500 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.

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 (Suggested headings to include are as follows: staff, exhibition costs, touring costs, publication, administration, capital improvements to the space, learning costs, marketing, digital activity, evaluation, travel and research.)
- exhibition proposals for two major exhibitions and one ‘Creative Project’ (see ‘Meeting the Brief’ section)
- a work plan for proposed projects, including milestones and key review dates
- a UKRG facilities report
- details of gallery layout
- confirmation from the leader of your organisation that an award from the National Partners Programme will support activity additional to your core programme for the three years of the project
- an audience development plan for this project setting out who intend to engage with and how, and a summary of information you hold about your existing audiences
- financial statements for your previous financial year, prepared to the relevant legal standard for an organisation of your size and status (non-National Portfolio Organisations only)
- your latest management accounts (non-National portfolio organisations only)
- your governance documents (non-National portfolio organisations only)
- images of the proposed gallery space
- an organogram of the proposed delivery team

You may also upload the following optional attachments:
• any other single relevant attachment up to a maximum of five pages in length

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.

**Assistance with your application**

We are committed to being open and accessible, and want to make the Arts Council Collection – National Partners Programme 2019-22 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
• text phone: +44(0)161 934 4428
• email: enquiries@artscouncil.org.uk

Arts Council Collection staff can discuss with you their current holdings and loan standards. They are not in a position to advise applicants on making an application, or the process.

**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 ten 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 check your application to ensure that you have provided all the information we have requested.

Arts Council England will work closely with the Arts Council Collection team at the Southbank Centre throughout the life of this programme. The Southbank Centre will support Arts Council England during the programme’s application and decision process, in an advisory role.

**Notification of invitation for interview**

Applicants who are invited to progress to make a full application will also be invited to attend an interview. This is an opportunity to present in more detail about your vision and approach and to answer any specific questions we may have about your proposal.

The key questions will be based on the same selection criteria used to assess your written application (meeting the brief, management of the activity, financial viability). We would expect applicants attending interview to include representatives from the senior management team in your organisation, including the director. We would recommend no more than 3 people attend and you would be asked to do a short (10 minute) presentation. The interview should last no longer than 1 hour. The panel will include representatives of national and area Arts Council England teams.

We will hold interviews for shortlisted applicants on **Wednesday 6 and Thursday 7 February 2019**. Please hold these dates in senior staff diaries. We will notify you of an interview date and time on **23 November 2018**.

We will aim to notify applicants of our decision no later than **1 March 2019**.

Conditional offers will be subject to further negotiation to develop your funding offer letter, and will be in line with the partnership agreement you will make with the Southbank Centre.

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.
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:

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Meeting the brief</th>
<th>Management of the activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weighting: 50 per cent</td>
<td></td>
<td>Weighting: 25 per cent</td>
</tr>
<tr>
<td>Word count: up to 3,000 words</td>
<td></td>
<td>Word count: up to 1,500 words</td>
</tr>
</tbody>
</table>

- clear and convincing plans to deliver on the programme’s **aims and outcomes** and all the elements of **what you will be expected to deliver – meeting the brief**, as described in this guidance
- a strong commitment to the Creative Case for Diversity
- a convincing account of the impact on the organisation
- strong strategic fit with the applicant’s other activity
- activity that builds on and does not duplicate activity funded by other Arts Council grants
• feasibility of workplan
• demonstration of skill and capacity to deliver the proposed programme
• robust plans for resourcing the activity effectively
• clear and convincing plans to deliver on all the elements of what you will be expected to deliver – management of the activity, as described in this guidance

**Financial viability**
Weighting: 25 per cent
Word count: up to 1,500 words

• financial viability of the applicant and of the project
• demonstration of appropriateness of proposed budget
• evidence of support from applicant organisation and other sources as cash investment and in-kind support
• clear and convincing plans to deliver all the elements of what you will be expected to deliver – financial viability, as described in this guidance

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

1. geographic spread
2. a balanced portfolio of museums and galleries that demonstrate the ability to programme exhibitions across the whole of the funded period
3. the range and type of galleries and museums to join the scheme
4. a good mix of complementary strengths in programming across the consortium in terms of curatorial and digital innovation, developing audiences, contributing to the creative case and working with children and young people
5. a good mix of approaches in reaching new audiences from lower socio-economic backgrounds and specific identified groups which are less engaged with contemporary visual arts, as relevant to your organisation’s local demographic, i.e. people from lower socio-economic backgrounds, people from Black, Asian and minority ethnic backgrounds, those aged over 75yrs and those with a disability.
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.

**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 the balancing criteria outlined above. We will also consider your activity alongside other applications to the programme.

**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](http://www.artscouncil.org.uk), which is available on our website, [www.artscouncil.org.uk](http://www.artscouncil.org.uk), or by contacting our enquiries team by email to [enquiries@artscouncil.org.uk](mailto: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](http://www.artscouncil.org.uk)
**Phone:** 0845 300 6200
**Email:** enquiries@artscouncil.org.uk
**Textphone:** +44(0) 161 934 4428
Appendix 1: Costs to be covered by National Partners, and included in application budget out of your grant

Transportation
• All costs pertaining to the packing and transportation of Arts Council Collection works, including fabrication of T frames or cases, if required

Installation/ Deinstallation
• Travel, hotels and per diems at Southbank Centre rates for Arts Council Collection technicians
• Any specialist fees pertaining to the safe installation of specific works, artist’s fees and expenses (as per the Paying Artists guide)
• In some circumstances, freelance technician costs incurred by Arts Council Collection team or Partners related to loans.

Security
• Security and invigilation for the gallery spaces displaying works from Arts Council Collection in accordance with the Government Indemnity Scheme guidelines
• All commercial insurance costs

Health and Safety
• PAT testing of electrical works in accordance to venue’s health and safety requirements
• Onsite risk assessments, including COSHH http://www.hse.gov.uk/coshh/

Preparation of Exhibition Space
• Hire or provision of any equipment
• Wall builds, painting, general construction costs for major exhibitions or creative projects
• Display plinths, acrylic cases, framing and other costs associated with display of works
• Printing of all signage, wall texts, guides and other exhibition collateral e.g publications, if produced.

Preparation of works
• Framing, conservation when applicable or cleaning of Arts Council Collection works
• Additional freelance technical support when carrying out preparation of loans
• Production of exhibition copies of films (if required)

**Learning, Education and Outreach**
• Learning & Engagement programming
• Public programme activity and outreach events
• Printing of any education and interpretation materials
• Build of exhibition resource areas
• Contribution to national digital project

**Marketing, Digital, Press and Communications**
• Press and marketing campaigns
• Posters, banners, leaflets and all other marketing materials
• Copyright and image use fees where applicable

**Events and Meetings**
• Hosting of exhibition private views or public opening events as appropriate to venue
• To host and cater for National Partners Programme events across the 3 years, for example: 1 x Arts Council Collection Curators Day (open to museum professionals from non-partner venues), 1 x Annual General Meeting, 2 x Curatorial and Learning Forums, 1 x Technical Forums, 1 x Marketing Forum
• Attend/ host regular exhibition project meetings between Arts Council Collection and Partner venues
• Directors to attend 3 x Steering Group Meetings hosted at Arts Council Collection or Partner venues

*Exhibition costs will vary depending on the scale of the exhibition and the specifics of the objects. Most of the above is covered directly by Partners, however, certain costs relating to the preparation of Collection artworks or Arts Council Collection technical/ freelance support are covered by the Arts Council Collection and then recharged to Partners. The Arts Council Collection team will share a formal quotation for these recharges to be agreed with Partners before any preparation work begins. Final recharges and an invoice are then issued following the closure of each exhibition.*
Appendix 2: National Partners Programme Activity – costs covered by the Arts Council Collection

Technical and Preparation
- Condition checking, conservation when applicable, cleaning, framing and packing
- Technical specifications of Arts Council Collection works
- Technical site visits to venues when required
- Preparing AV works and checking venue equipment is compatible
- PAT testing, where necessary

Curatorial and Planning
- Curatorial support
- Priority reservation of Arts Council Collection works for Partners, where possible
- Correspondence with artists, including queries relating to art works, letters to inform of inclusion in exhibitions
- Information on artworks for preparation of object labels and other interpretation
- Organisation of cross-Partner meetings and activities, including all forums and annual general meeting
- Liaison with Partners over coordination of Curators’ Days
- Viewings of works of art at either store
- Travel and accommodation arrangements for technicians

Loans
- Processing of loan requests and preparation of agreements
- Coordinating return of requested works from long-loan venue
- Updating insurance values for loans

Learning, Education and Outreach
- Cross partner education activities and programme support
- National learning programme
- Professional development programming - facilitator costs

Marketing, Digital, Press and Communications
- Provision of up to three images free of charge for marketing and education purposes per exhibition or creative project.
• Production of brand guidance and support for all Partners
• Guidance on digital projects
• Collaboration on social media campaigns
• Production of a quarterly National Partners Programme newsletter
• Copyediting and proofreading of display text and marketing materials

**National Partners Programme Activity**
• Associated costs for Arts Council Collection curatorial and administration team hosting and catering for Partner meetings
• Travel costs of Arts Council Collection team for undergoing National Partners Programme activity