



Department for
Digital, Culture,
Media & Sport

Cultural Development Fund Guidance for applicants

June 2018

Programme administered by Arts Council England

Below is an outline summary of key information. Please see [Section three](#) for full eligibility criteria.

Summary of key information	
What is the focus of the Cultural Development Fund?	<p>The aim of the Cultural Development Fund (CDF) is to support towns and cities to develop transformative culture-led economic growth and productivity strategies by investing in place-based cultural initiatives and the creative industries (place-based initiatives are about bringing local people together to utilise their skills and knowledge to create places where people want to live, work and do business).</p> <p>Through these culture-led strategies, the Cultural Development Fund aims to support places to:</p> <ul style="list-style-type: none"> ● use culture and creative activity to unlock economic growth and productivity; ● use culture and creative activity to make places attractive to live in, work and visit; ● strengthen local leadership in culture and/or the creative industries; and ● enhance creative skills. <p>The fund will support a range of activities, including but not limited to: resource investment in programmes, events and activities for culture and the creative industries; resource investment in upskilling local cultural and creative industries leaders; capital investment in physical space for culture, heritage, and the creative industries; and capital and resource investment in new creative skills development programmes and materials.</p> <p>The Cultural Development Fund’s focus is on maximising culture and the creative industries’</p>

	<p>contribution to sustainable place-based growth which includes using arts and culture as a catalyst to make places more attractive to live, visit and work, as well as the creation of new employment opportunities. It is expected that this fund will invest in activity that unlocks the cultural sector’s potential to create employment, to improve productivity and to support culture’s contribution to growth in the broader creative industries sector and the visitor economy.</p>
<p>What is meant by “culture” and “creative industries”?</p>	<p>For the purposes of the Cultural Development Fund, “culture” refers to the arts, museums and libraries, heritage (including built, natural and intangible heritage) and the extent to which investment in them supports growth in the commercial creative industries.</p> <p>For the purposes of the Cultural Development Fund, “creative industries” refers to industries with a high intensity of creative occupations. This includes those in creative and non-creative jobs within the creative industries and is a subset of the creative economy. More information, including a list of the sectors included in the creative industries definition, is available here.</p> <p>These sectors are complementary and applicants should take a place-based approach rather to a sector-based approach when forming partnerships and consortiums.</p>
<p>Who can apply?</p>	<p>The Cultural Development Fund is open to towns and cities outside of London who have a strategic vision for their development and can demonstrate both cultural maturity and</p>

	<p>commitment to culture-led growth, but need investment to accelerate and broaden their vision.</p> <p>This fund is only open to applicants with a registered address in England.</p> <p>It is expected that applications will be from a partnership for the area, led by a local authority, Local Enterprise Partnership, or other appropriate body, who would lead a consortium of partners from both the public and private sector. It is expected that at least one partner organisation would be from the cultural, heritage or commercial creative industries, depending on who is most appropriate to meet the aims and objectives of the proposed activity.</p> <p>One organisation must act as the lead organisation and submit the application. Lead applicants must be a formally constituted organisation.</p>
<p>When are the key dates of this fund?</p>	<p>The fund will be managed via Arts Council England’s online grant management system, Grantium.</p> <p>Before you can apply you need to create a user account and applicant profile on Grantium; profile approval may take up to ten working days. If you have an existing applicant profile, check if you need to update your details.</p> <p>Registration for the Cultural Development Fund will open on Grantium at 12pm (midday) on Tuesday 3 July 2018.</p>

	<p>The deadline for registering on Grantium is at 4pm on Wednesday 1 August 2018.</p> <p>There will be an Expression of Interest stage (which all applicants must complete before being able to submit a full application), after which projects that are considered to have the potential to deliver against the aims and outcomes of the fund will be invited to submit a full application.</p> <p>The online Expression of Interest form will open on Grantium at 12pm (midday) on Tuesday 3 July 2018.</p> <p>The deadline for submitting Expressions of Interest is at 12pm (midday) on Wednesday 15 August 2018.</p> <p>The online application form will open on Grantium at 12pm (midday) on Friday 7 September 2018.</p> <p>The deadline for submitting full applications is 12pm (midday) on Friday 19 October 2018.</p>
How much can be applied for per application?	Between £3 million (minimum) and £7 million (maximum).
When must the activity take place?	<p>Activities must start no earlier than 1 February 2019.</p> <p>Activities must end no later than 31 March 2022.</p>
Minimum match funding from other sources	There is an absolute minimum requirement of 20% partnership/match funding. This is the minimum required for eligibility for the

	<p>programme, and generally applications should show higher levels of match funding to be competitive.</p> <p>This partnership/match funding must include some non-public funding (for example corporate sponsorship, individual giving, crowdfunding). It can be made up of a combination of public, private, social and/or in-kind funding. It would generally be expected that no less than 50% of match funding would be cash. If the project will be generating an income stream, applicants will be required to consider social investment. More information on social investment requirements and how social investment is defined is available in Section three.</p> <p>Applicants are encouraged to maximise the match funding they secure from non-public sources. Applications with higher levels of non-public matched funding and/or a greater variety of funding sources may be prioritised.</p> <p>Example: If a proposed programme costs £5 million in total, at least £1 million of this should be sourced from a combination of public, private, social and in-kind funding (20% of the total cost). The request from the Cultural Development Fund could be a maximum of £4 million (80% of the total project cost).</p>
<p>When will decisions be made?</p>	<p>Decisions on final successful projects will be made by the Secretary of State for Digital, Culture, Media and Sport and will be announced in early 2019.</p>

How will the fund be managed?	Arts Council England will manage the administrative process for the fund. This includes assessing applications, issuing funding agreements and monitoring of grants. Once the assessment has been completed, recommended applications will be considered by an Expert Advisory Panel, who will use a set of balancing criteria to make final recommendations to the Secretary of State for Digital, Culture, Media and Sport. The Secretary of State will make the final decision on which applications to fund.
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Section one – introduction

Welcome from the Minister for Arts, Heritage and Tourism

Thank you for your interest in the Cultural Development Fund. The Cultural Development Fund (CDF) is a brilliant opportunity for towns and cities across England to demonstrate the power that culture and creativity has to transform communities. The CDF aims to help develop the use of place-based cultural development strategies that will deliver growth and increased productivity in order to build prosperous communities - a key vision of the Government's Industrial Strategy. This is precisely why the Conservative Party Manifesto committed to 'introduce a new cultural development fund to use cultural investment to turn around communities'.

Cultural and creative industries are important sectors for the future of the UK - they are both fast-growing and future-facing. I regularly see the benefits of our world-beating cultural and creative industries which are often at the heart of the regeneration of modern Britain. We only have to look back to the recent achievement of Hull as a successful City of Culture in 2017, which saw almost 800 jobs created in the creative and visitor economy sectors during 2013-2016 and has a total projection of GVA to the local economy of at least £22 million.

During the launch of the Creative Industries Sector Deal earlier this year, government committed to invest £20 million over the next two years for the Cultural Development Fund, which local partnerships can bid into for strategic cultural and creative investment to unlock growth, further investment and create jobs. It is my ambition that this fund will encourage cultural bodies, industry and local authorities to work better together. The creative industries have a big role to play in ensuring the strength and success of applications to the fund and I also want to ensure the full range of culture, from performing arts, to museums, to heritage and libraries, are also considering their offer.

I would like applicants to be bold and ambitious in their proposals - Cultural Development Funded projects should be able to deliver transformational change to their communities. It is also important that they are as distinctive, inclusive and representative of the towns and cities that they will deliver for, as it is only then that they will see sustained benefits. This is a real opportunity for us to demonstrate and evidence the big impact cultural investment can have on our communities in both economic and social terms.

About the Department for Digital, Culture, Media and Sport

The Cultural Development Fund is a Department for Digital, Culture, Media and Sport (DCMS) fund and as such final decisions on which applications are successful will be made by the Secretary of State for Digital, Culture, Media and Sport. The fund will be administered by Arts Council England with DCMS retaining strategic ownership of the fund.

DCMS helps to drive growth, enrich lives and promote Britain abroad. The Cultural Development Fund will help to support these ambitions by growing an economy that is creative, innovative and works for everyone. The fund will provide opportunities to unlock economic growth and productivity, make places vibrant and attractive to live and work; strengthen local leadership in culture and the creative industries; and enhance creative skills in communities across England.

The Cultural Development Fund is a pilot that represents an approach that allows DCMS to engage with the evolution of place-shaping. Not only will the Cultural Development Fund deliver impact to towns and cities around England, but the comprehensive evaluation that will be conducted by DCMS as part of the project will also further inform place-shaping policy-making.

DCMS sponsors a number of Non-Departmental Public Bodies to help deliver national priorities relating to digital, culture, media and sport. Those with responsibility for sectors covered by the Cultural Development Fund include:

- Arts Council England - The Arts Council is a Non-Departmental Public Body, accountable to DCMS. The Arts Council is the lead body charged with developing the arts, museums and libraries in England; its wide remit for 'the arts' includes visual and performing art forms, music, dance, theatre and literature.
- Heritage Lottery Fund - HLF is a Non-Departmental Public Body, sponsored by DCMS. HLF is the largest dedicated funder of the UK's heritage, including built, natural and intangible heritage.
- Historic England - HE is an executive Non-Departmental Public Body, sponsored by DCMS. Historic England is the government's statutory adviser on the historic environment, championing historic places and helping people to understand, value and care for them.

DCMS also works to support the creative industries which are an undoubted strength of our economy and the heart of our competitive advantage. The Creative Industries

Council (CIC) is a joint forum between the creative industries and government and was set up to be a voice for the creative industries. Representatives of this group will also work with the CDF programme to provide guidance specifically on the creative industries and to ensure that it supports their growth and development.

The recently published Creative Industries Sector Deal announced a suite of place-based government investment for creative industries to help create as well as support existing creative clusters. Applicants may wish to highlight how any funding received from these sources may complement work proposed as part of this bid, including the £39m Arts and Humanities Research Council programme to deliver eight partnerships between universities and creative businesses across the UK. Additionally, the CIC Creative Kickstart Programme, designed to sit alongside the CDF, will be aimed at providing firms in clusters with mentoring and advice on finance, exports and Intellectual Property including a creative industries roadshow to introduce businesses and investors.

About Arts Council England

Arts Council England champions, develops and invests in artistic and cultural experiences that enrich people's lives. They support activities across the arts, museums and libraries – from theatre to digital art, reading to dance, music to literature, and crafts to collections.

Arts Council England's recent Tailored Review confirmed that it is an effective grant making body, with national reach, able to work effectively in partnership with organisations from other DCMS sectors. Arts Council England has been charged by the Secretary of State for Digital, Culture, Media and Sport with the administration and delivery of key elements of the Cultural Development Fund.

Arts Council England will be responsible for providing pre-application advice, assessment of applications, and the payment and monitoring of grants. The organisation will deliver these functions on behalf of DCMS in line with the Arts Council's current strategy and in support of Goal 3 – *the arts, museums and libraries are resilient and environmentally sustainable*.

In delivering these functions Arts Council England will work closely with the Heritage Lottery Fund, Historic England, Creative Industries Council and other relevant sector bodies. These organisations will be represented on an expert panel which will provide recommendations to the Secretary of State for Digital, Culture, Media and Sport. Final decisions on successful applications will be decided by the Secretary of State for Digital, Culture, Media and Sport.

Section two – purpose of the Cultural Development Fund

Aims and outcomes

The aim of the Cultural Development Fund (CDF) is to support towns and cities to develop and implement transformative culture-led economic growth and productivity strategies by investing in place-based cultural initiatives.

Through implementing these culture-led strategies, the Cultural Development Fund aims to support places to:

- use culture and creative activity to unlock economic growth and productivity;
- use culture and creative activity to make places attractive to live in, work and visit;
- strengthen local leadership in culture and/or the creative industries; and
- enhance creative skills.

The CDF seeks to achieve these aims by supporting projects that make demonstrable, lasting and sustainable changes to places and spaces.

The focus of the activities the fund will support is place-shaping through cultural development. This is characterised by:

- a renewed emphasis on the role of culture and heritage in making places vibrant and attractive to live, work, visit and invest;
- new strategic approaches to accelerating growth in high-performing and innovative sectors;
- a focus on the creation of a rebalanced economy that will deliver prosperity to all, regardless of geography; and
- local ownership of locally developed growth initiatives, agreed in partnership with central government.

How much funding is available?

The Cultural Development Fund has a budget of £20m, which includes £18.5m for funding grants, with some money set aside for tasks including evaluation. This funding is made up of money from capital (asset) and resource (project activity) budgets.

Applicants can apply for capital (asset) and resource (project activity) items.

Please note: All applicants will need to complete the mandatory budget template which provides a section on capital (asset) expenditure and a section on resource (project activity) expenditure and upload this on the ‘Attachments’ screen.

Section three – eligibility

Please read the eligibility requirements for the fund carefully. If you do not meet any of these requirements it will not be possible to consider your application for funding.

Who can apply to the Cultural Development Fund?	<p>The Cultural Development Fund is open to towns and cities (excluding London) in England, where additional investment will unlock significant economic returns and productivity increases and propel these locations to compete on a higher level. These are those towns and cities that can demonstrate both cultural maturity and commitment to culture-led growth with a strategic vision for development, but need investment to accelerate and broaden their vision.</p> <p>Applicants must be seeking to deliver benefit to an economically functioning geographic area with a clear urban focus. The local authority areas where the primary benefit will be realised must be categorised as “urban” according to the ONS 2011 Rural-Urban Classifications¹. This could be a city or large town, two or more neighbouring cities or towns, or a closely linked set of urban areas. Applicants may cover more than one area which may not be contiguous, but the applicant will need to demonstrate that benefit is realised in line with the objectives of the Cultural Development Fund.</p> <p>There is no predetermined minimum size of population or geographical area or areas that wish to apply. However, it is unlikely that a smaller town, with limited capacity and acting on its own, without an existing cultural or creative industries infrastructure, or engagement with wider</p>
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¹ <https://www.gov.uk/government/statistics/2011-rural-urban-classification-of-local-authority-and-other-higher-level-geographies-for-statistical-purposes>

	<p>government initiatives, or an established arts, culture and heritage offer, would be able to deliver the stated objectives.</p> <p>In particular, if the benefit is to be realised in a local authority area classified by ONS as “urban with significant rural” the project would be expected to cover a number of towns or to be part of a programme that brings benefit to other urban areas.</p> <p>London is excluded from this fund. The Cultural Development Fund is focused on unlocking economic growth and productivity in other parts of the country. However, the cultural sector and the creative industries are highly networked and exchange between areas participating in the fund and London may well be important. Therefore, partnerships that include organisations within London are permitted as part of applications, so long as the benefit is predominately realised in the area which is the focus of the application.</p> <p>Aside from these considerations, no other urban areas within England are excluded from applying. However, applicants may wish to consider the following:</p> <ul style="list-style-type: none">• The primary objective of this fund is to unlock economic growth and productivity. The extent to which this is possible depends on the existing economic conditions of local areas as well as on the activity proposed in the application. Applicants may wish to consider how the benefits of that growth will be shared, by geographic locations within cities or amongst opportunities for individuals from particular socio-economic groups within cities. This will be especially relevant to larger cities with existing strong cultural infrastructures and already growing creative economies.
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	<ul style="list-style-type: none"> • When reviewing applications, the Expert Advisory Panel will consider the range of urban areas by using balancing criteria. This will include categorisation of urban areas by ONS Area Classifications². The panel expects to balance by size of city as well as economic characteristics. • Organisations that are members of applying partnerships need not be located in the area that is the focus of the application. It is expected that the lead member of the partnership will be located in the area and applicants will need to demonstrate that the partnership's contribution to the locality is sustainable, and will be able to contribute to a step change in the economy of that local area in the long term. • Applicants should consider carefully how well this programme fits with existing local cultural, creative industries and economic growth strategies and whether the capacity of the local cultural and creative industries sector is of a sufficient scale to enable meaningful engagement. • Applications must be from a partnership for the area (but a lead applicant must be clearly identified), led by a local authority, combined authority, mayoral authority, cultural consortium, Local Enterprise Partnership, or other appropriate body, who would lead a consortium of partners from both the public and private sector. • If the partnership is not constituted as an organisation, one member organisation must act as the lead
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<https://www.ons.gov.uk/methodology/geography/geographicalproducts/areaclassifications/2011areaclassifications>

	<p>organisation for the application and, if successful, be the accountable body for any grant. Lead applicants must be a formally constituted organisation. They do not need to be the local authority.</p> <ul style="list-style-type: none"> • They will also be the lead organisation for information and communication purposes during the application process and throughout the delivery phase, should the application be successful. • Supported activity will relate to the arts, museums, libraries, heritage, and the commercial creative industries, in the way that this part of the sector is supported by activity in the cultural sector.
<p>Who cannot apply?</p>	<ul style="list-style-type: none"> • Individuals. • London as a city or any collection of London boroughs. • Organisations with a registered address in London except where they are part of broader partnerships, delivering benefit to urban areas outside of London. • Places without a functioning economic area of sufficient size to merit the scale of investment offered through this fund. • Rural areas or areas that do not have a central urban focus and are not categorised as “urban” according to the ONS 2011 Rural-Urban Classifications³. • Organisations that have not secured a minimum of 20% match/partnership funding for their application. • Please note applicants with a registered address in Scotland, Wales and Northern Ireland cannot apply to this fund.

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<https://www.ons.gov.uk/methodology/geography/geographicalproducts/areaclassifications/2011areaclassifications>

<p>What activity can be supported?</p>	<p>Applications should align with relevant existing or proposed local strategies and strategic place-based initiatives, such as the Strategic Economic Plan as well as key national priorities such as Culture is Digital, the Creative Industries Sector Deal, the Industrial Strategy, the Heritage Action Zone programme and other similar initiatives designed to support wider growth or productivity increases. Applications should reflect local need and can include investment in both capital expenditure and in programmes of activity.</p> <p>The Cultural Development Fund will be seeking to invest in the following broad categories:</p> <ul style="list-style-type: none"> • Resource investment in new cultural and creative programmes, events and activities e.g. new festivals, city branding campaigns, major showcase events, major public events. • Resource investment in upskilling local cultural and creative industries leaders to give places the capacity to develop local cultural propositions or increase the scale and impact of their work. • Capital and resource investment in new skills development programmes and materials to support wider creative industries and cultural educational objectives. (Programmes related to the development of skills that lead to employment in creative and cultural industries). • Capital investment in physical space for culture and the creative industries. This includes but is not limited to new cultural and community spaces, regeneration of existing assets including heritage, adaptation or extension of existing cultural venues to increase capacity or extend their function. Investment in sustainable creative workspaces, workshops and makerspaces. • Growing the local visitor economy through investment in the cultural and heritage capacity of destinations.
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	<ul style="list-style-type: none"> • Business support for creative industries sector Small to Medium Enterprises, helping them scale up or to exploit Intellectual Property potential, e.g. support provided specifically to this sector or utilising the public library network to make this support more accessible. • Social investment through impact bonds, etc.
<p>What activity cannot be funded by the Cultural Development Fund?</p>	<ul style="list-style-type: none"> • Activity in the creative industries or tourism sectors where there is no investment in the cultural sector and where there is no public benefit. • Activity that is solely located in, or benefits London. • Activities (including buying goods or services) or any part of the projects that have already 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. • Capital work to buildings, cultural venues and other types of arts or heritage asset that cannot be completed within the timescale of the fund.
<p>How much can be applied for per application?</p>	<p>Between £3 million (minimum) and £7 million (maximum).</p>
<p>How much match funding from sources other than the Arts Council is required?</p>	<p>There is an absolute minimum requirement of 20% partnership/match funding. This is the minimum required for eligibility for the programme, and applications are generally expected to show higher levels of match funding to be competitive.</p> <p>This partnership/match funding must include some non-public funding (for example corporate sponsorship, individual giving, crowdfunding). It can be made up of a</p>

	<p>combination of public, private, social and/or in-kind funding. It would generally be expected that no less than 50% of match funding would be cash.</p> <p>Applicants are encouraged to maximise the match funding they secure from non-public sources. Applications with higher levels of non-public matched funding and/or a greater variety of funding sources may be prioritised.</p> <p>All applicants are required to consider social investment as part of their application and this should be evidenced in the application. Social investment is the term given to any investment strategy that seeks to consider both financial return and social or environmental good to bring about a positive change. If the project generates a revenue stream (e.g. studio providers, creative industry workspaces, higher education/further education expansion) applicants should explain how, with reference to a cash-flow forecast. If social investment is not considered, applicants should explain why this is not an option or solution for the project. For further advice on social investment, please contact Good Finance.</p> <p>Example: If a proposed programme costs £5 million in total, at least £1 million of this should be sourced from a combination of public, private, social and in-kind funding (20% of the total cost). The request from the Cultural Development Fund could be a maximum of £4 million (80% of the total project cost).</p>
<p>Consortia and partnership agreements</p>	<p>Applications for funding from organisations working as a consortium will be accepted. One organisation must act as the lead organisation and submit the application.</p> <p>All partners within the consortium must show a firm commitment to joint working. The application must show the benefits and rationale of working as a consortium.</p>

	<p>If the project is funded, Arts Council England will enter into a legally binding grant agreement with the lead organisation. This organisation must accept the Arts Council's terms and conditions of grant and will be solely accountable to the Arts Council for all monitoring information, how all the money is spent and for the full and successful delivery of the project.</p> <p>One of Arts Council England's standard terms and conditions of grant support is that the organisation entered into a funding agreement with cannot subcontract any of the project to other organisations without the Arts Council's prior agreement in writing. If a grant is awarded, before the project can start, the Arts Council must approve a partnership agreement between the lead organisation and the other partners involved in the project.</p> <p>There is further guidance about Partnership agreements on the Arts Council England website.</p>
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Section four – what you will be expected to deliver

Applications to the Cultural Development Fund should demonstrate how they align with relevant existing or proposed local and national cultural and economic strategies as previously highlighted. The CDF has been designed to allow applications to reflect local need and can include investment in both capital expenditure and in programmes of activity. Given the competitive nature of the fund, it is not possible to say exactly what investment will be made, but it is anticipated that the fund will be investing in all, or a selection of, the following broad categories:

Resource investment in creative programmes, events and activities for culture and the creative industries:

For example, new festivals, city branding campaigns, major showcase events. (Marketing costs should be evidenced and it is expected that these would make up no more than 30% of the total budget).

Resource investment in upskilling local leadership in the cultural and creative industries:

Support for leadership to give places the capacity to develop local cultural propositions and the development of the creative industries; and;

New skills development programmes and materials:

Capital and resource investment in new skills development programmes and materials and in supporting local cultural engagement opportunities to support wider creative industries and cultural educational objectives (programmes related to the development of skills that lead to employment in creative and cultural industries), and projects that are looking to invest in digital technology to innovate and improve reach and impact.

Capital investment in physical space for culture and creative industries:

This could include new cultural, creative industries and community spaces; regeneration of existing assets including heritage, adaptation or extension of existing cultural venues to increase capacity or extend their function; investment in affordable workspaces, workshops, or makerspaces for the cultural and creative industries.

Above all, applications to this fund should be:

- Able to deliver against the [programme objectives](#).
- Focused on place-shaping.
- Ambitious, distinctive, relevant, inclusive and representative of their city/town.
- Transformative, and represent a step change in how areas will build on existing growth in the local economy, especially within the cultural sector and the wider creative industries.
- Economically and commercially viable.
- Providing strong leadership, management and governance.
- Framed by realistic and credible plans for managing, funding and delivering the bid.
- Able to provide qualitative evidence of the economic impact of culture-led investment at the application stage, as noted in the economic impact datasheet (please see required attachments). Amongst other data this will include details of the:
 - businesses and organisations that will be supported
 - number of jobs created that will be created
 - impact on visitor (both domestic and inbound) and audience numbers
- Applicants will be asked to demonstrate how they intend to monitor the impact of their specific bid. In the longer-term successful applicants to the Cultural Development Fund will also be asked to help DCMS understand the realised economic impacts and outcomes of Cultural Development funding through a formal evaluation process.

Section five – how to apply

Before you apply

Applications are made using Arts Council England's Grantium system. For further details on this, including how to set up your applicant profile, programme registration, submit your Expression of Interest and complete your full application, please see [Grantium guidance for applicants – Strategic Funds](#).

Before you can start an application, you need to create a user account and applicant profile on Grantium. You cannot start your eligibility questionnaire, Expression of Interest or application until your applicant profile has been validated, which may take up to ten working days.

Once your applicant profile has been validated and you have registered for the Cultural Development Fund, you can begin working on your eligibility questionnaire and Expression of Interest.

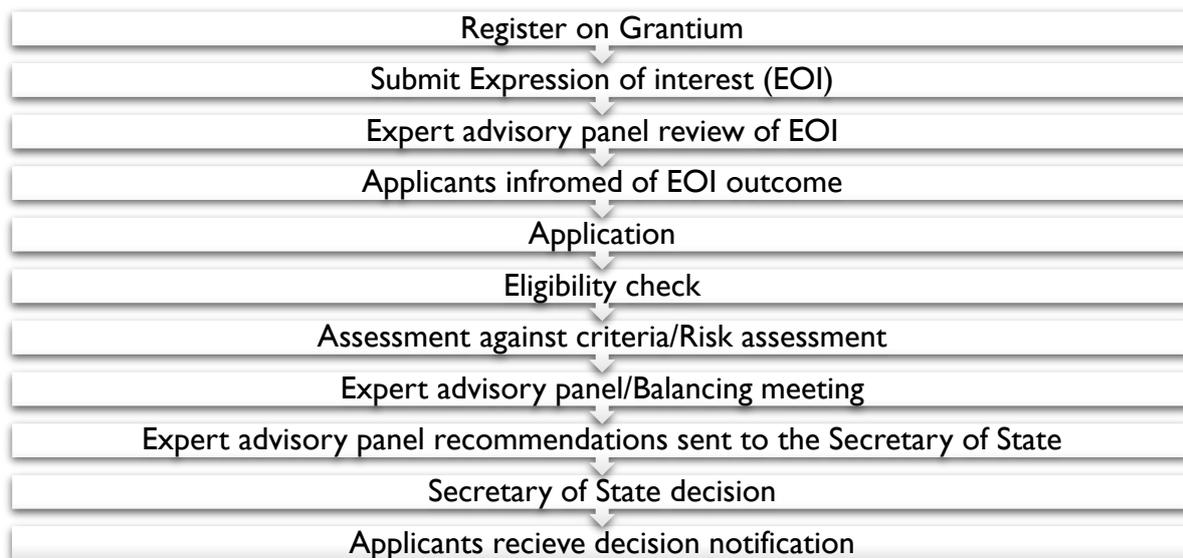
Registration for the CDF will open on Grantium at **12pm (midday) on Tuesday 3 July 2018**.

The deadline for registering on Grantium is at **4pm on Wednesday 1 August 2018**.

Please note: On the 'Create a project' screen, please enter 'Cultural Development Fund' in the 'Applicant project name' box.

Making an application

The following diagram provides an overview of the required stages from programme registration to decision making:



Expression of Interest stage

The online Expression of Interest form will open on Grantium at **12pm (midday) on Tuesday 3 July 2018**.

Expressions of Interest must be submitted by **12pm (midday) on Wednesday 15 August 2018**.

Arts Council England staff will be available to advise potential applicants during this process.

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 complete an Expression of Interest through [Grantium](#). An Expression of Interest is accessed by working through the Eligibility Questionnaire for the Cultural Development Fund. It will give you the opportunity to describe your outline proposal in no more than 2,500 characters.

In the Expression of Interest describe your idea using the following prompts:

- What is your project proposal?
- How does your project contribute to the aims and outcomes of the Cultural Development Fund? Please show you have considered the longer-term sustainability of your proposal.

- How will your project align with relevant existing or proposed local and national cultural and economic strategies?
- Please provide your total project budget amount and the amount you would like to request if you are invited to apply.
- Where will your 20% match funding for this project be coming from? Include reference to any partnerships you have or are expected to have in place.

Reviewing your Expression of Interest

Expressions of Interest will be reviewed by the [Cultural Development Fund Expert Advisory Panel](#). If the panel considers that your proposal could make a significant contribution to the [Aims and Outcomes](#) of the CDF, you will be informed by **Thursday 6 September 2018** and invited to submit a full application. If you are invited to make an application you will have **six weeks** in which to develop your full application and the mandatory supporting documents required, as detailed in this guidance document.

If the expert panel decides that your proposal does not have the potential to meet the aims and outcomes of the fund, you will also be informed by **Thursday 6 September 2018**. Arts Council England are unable to give detailed feedback on behalf of the panel or engage in a discussion about why your proposal is not being taken forward.

For organisations already in receipt of public funding from Arts Council England, Heritage Lottery Fund, Historic England, other public organisations represented on the Expert Advisory Panel, local authorities or HM Government, you can expect that any formal assessments of organisational risk that have been undertaken will be considered

If you are invited to submit a full application, this is not a guarantee that the application will go on to be successful. The Expression of Interest process is not a grant decision making process, and final funding decisions will be based on the detail in a full application, that has had been through the assessment, balancing and review processes as outlined in this document.

Arts Council England cannot prevent anyone from making a full application if they have submitted an Expression of Interest. However, if an applicant is not invited to apply, the recommendation should be viewed as a strong indication that the Arts Council and the Expert Advisory Panel consider that the application is unlikely to meet the overall strategic aims and objectives of the fund.

Making a full application

When to apply

The online application form will open on Grantium at **12pm (midday) on Friday 7 September 2018.**

Applications must be submitted by **12pm (midday) on Friday 19 October 2018.** Applications submitted after this time will not be considered.

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

All applicants (lead member if a consortium) must upload the following mandatory attachments on the 'Attachments' screen:

- A detailed budget for the activity showing proposed income and expenditure on capital (asset) and resource (project activity) (please download this sheet from <https://www.artscouncil.org.uk/funding-finder/cultural-development-fund> once the application process has begun)
- 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 (non-National Portfolio Organisations only)
- Your latest management accounts (non-National Portfolio Organisations only)

- Expected economic outputs datasheet (please download this sheet from <https://www.artscouncil.org.uk/funding-finder/cultural-development-fund> once the application process has begun)

Consortium applicants only must attach the following mandatory documents on the 'Attachments' screen:

- List of consortium member organisations with contact details for each organisation including organisation name, address and main contact person name and email.

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.

Examples of optional attachments include but are not limited to:

- letter of support from a Local Enterprise Partnership (LEP) and/or Mayoral Combined Authority (MCA) to demonstrate that the project fits with strategic economic plans or similar local strategies and has the endorsement of the LEP or MCA.
- draft partnership agreement
- evidence of match funding expected or confirmed

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**.

The information you provide in your application form and any attachments will be assessed by Arts Council England and used to decide whether your application will be recommended to the Expert Advisory Panel. If your application does not contain the information required in the format requested, it may not be possible to consider your application. After you have read this guidance, if you have any further questions please contact Arts Council England for further advice.

Assistance with your application

Arts Council England are committed to being open and accessible, and want to make the Cultural Development Fund application process accessible to everyone.

If you experience any barriers within the application process or require help to make an application, the Arts Council's Customer Services team can be contacted by:

- Telephone on: 0845 300 6200
- Email: enquiries@artscouncil.org.uk

After you submit your application

You will receive an acknowledgement email confirming that your application has been received by Arts Council England. This will be sent to the email address you used to log into the portal.

An eligibility check will be conducted within ten working days of the deadline for applications. If your application is not eligible, this means that it cannot be processed any further and it will not be considered for funding. If this is the case, Arts Council England will write to you to let you know, and will explain why.

Section six – how decisions will be made

Funding decisions will be made by the Secretary of State for the Department for Digital, Culture, Media and Sport in **early 2019**.

Once you have submitted your full application, the application will be checked to ensure that you have provided all the requested information.

Each criterion ('Meeting the brief', '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

Based on these ratings, Arts Council England will make a recommendation to the Expert Advisory Panel on 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.

Each application will be assessed against the following criteria:

Criteria
<p>Meeting the brief</p> <p>Character count: up to 20,000 characters</p> <p>The application should demonstrate:</p> <ul style="list-style-type: none">• clear and convincing plans to deliver on the fund's aims and outcomes and all the elements of what you will be expected to deliver, as described in this brief• proposed outputs and outcomes – demonstrating how the applicant will deliver against the first two programme objectives and at least one other programme objective:

- use culture and creative activity to unlock economic growth and productivity;
 - use culture and creative activity to make places attractive to live in, work and visit;
 - strengthen local leadership in culture and/or the creative industries; and
 - enhance creative skills.
- appropriate partnerships with clear roles and responsibilities
 - robust plans for resourcing the activity effectively
 - activity that builds on and does not duplicate activity funded by other public investment or subsidy
 - how the project aligns with other relevant existing or proposed local and national cultural and economic strategies
 - how the project will stimulate growth in the local creative industries
 - that there is unmet demand for the project
 - if the project will be generating an income stream, social investment should be considered. If so, the applicant should outline who has been contacted and what was considered. If not, the applicant should explain why this is not an option or solution for the project.
 - that the applicant has secured match funding of at least 20% of total project cost, bearing in mind that we will apply a value for money judgement that will look at the sources match funding has been secured from (match funding must include some non-public funding) and the extent to which match funding makes up the total proportion of the project cost
 - how the applicant has considered locally appropriate positive steps to improve the diversity of the workforce and other beneficiaries to make them more representative of the local population

If the application includes any capital elements the application should demonstrate:

- why the proposed activity requires the capital elements the applicant is applying for
- how the capital element(s) will benefit the local population/local area
- how the project will increase the environmental performance of the applicant's buildings and equipment and support a reduction in carbon emissions
- details of the access audit and the specific measures that the applicant proposes to incorporate into the project to provide access for all
- the interest the applicant holds in the land or building for which funding is being sought, telling us if the applicant owns the property on a freehold or leasehold basis, and the number of years remaining on the lease (if the applicant does not own the land or building, tell us who does and the basis for the applicant's right to carry out the works)

Management of the activity

Character count: up to 20,000 characters

The application should demonstrate:

- feasibility of workplan
- appropriate skill and capacity to deliver the proposed programme
- robust plans demonstrating that taking on this activity will not place at risk the management of the core business or any other discrete programmes currently being delivered
- in relation to the lead applicant: financial stability, appropriate governance and an ability to accept, administer and account for the grant
- project management, budget allocation, timetabling and staff allocation
- that appropriate sustainability requirements of the project have been fully considered
- previous experience and credentials of lead contact in the applicant organisation and principal partner/s
- for organisations already in receipt of public funding from Arts Council England, Heritage Lottery Fund, Historic England, other public organisations represented on the Expert Advisory Panel, local authorities or HM Government, you can expect that any formal assessments of organisational risk that have been undertaken will be considered

If the application includes any capital elements the application should demonstrate:

- how the applicant will ensure the proposals are well designed and appropriate for the proposed use
- confirmation that all relevant statutory approvals (e.g. planning, permission, listed building consent) have been applied for and an anticipated timeline for receiving the planning notification

Financial viability

Character count: up to 20,000 characters

The application should demonstrate:

- financial viability of the applicant and of the project
- appropriateness of proposed budget
- evidence of organisational buy-in by applicant and project partners, as cash investment and/or in-kind support
- a clear indication of the sources and proof of commitment of match funding taking into account that which has been secured from non-public sources
- value for money – an appropriate return on investment

- that the applicant has completed the Expected economic outputs datasheet

If the application includes any capital elements the application should demonstrate:

- the work the applicant has done to assess the project's financial impact on the organisation/partnership/consortium, both during and after the project, and how this demonstrates that the applicant's financial resilience will be improved
- the applicant has considered their ability to operate the buildings or equipment in the longer term, including the financial impact and timings for maintaining, insuring and replacing the capital asset

Balancing Criteria and process

The Cultural Development Fund seeks to support a mix of approaches and ambitions, and as such the Expert Advisory Panel will also be looking to balance successful applications across the following criteria:

- Geographical location and the type of local area which will benefit, with a focus on urban areas of varying types. For this, we will use ONS Area Classifications.
- Balance across types of activity, the social, cultural and economic value to be added by activity, and the form and membership of delivery partnerships. It is expected that activity across the cultural, heritage and commercial creative industries will be supported and the panel will balance accordingly. Each project will have to have a cultural or heritage component.
- Equality and diversity – e.g. the diversity of those delivering the proposed activity, the proposed reach of the activity in terms of participants, and the extent to which the proposed activity can promote equality of opportunity.

These balancing criteria will be used in addition to the main criteria as part of the decision-making process 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.

Expert Advisory Panel

Once applications have been considered and scored using the assessment process outlined above, applications will be reviewed by the Cultural Development Fund Expert Advisory Panel.

The CDF Expert Advisory Panel will have a dual role throughout the assessment and decision-making process. Advisory Panel members will provide detailed comments on each application, and will review all applications that achieve at least a 'met' score across all criteria, before making final recommendations to the Secretary of State.

Membership of the panel has been designed to ensure there is representation from the creative industries, cultural, heritage and tourism sectors. The Advisory Panel is chaired by Arts Council England's Deputy Chief Executive, Places & Engagement and is made up for the following members from across the arts and cultural sector:

- Chair – Deputy CEO, Place & Engagement, Arts Council England
- 1 x Arts Council England
- 1 x Arts Impact Fund
- 2 x Creative industries representatives
- 2 x DCMS Arts, Heritage & Tourism
- 1 x DCMS Commercial/Finance
- 1 x Heritage Lottery Fund
- 1 x Historic England
- 1 x Nesta

Final decision making

After applications have been assessed by Arts Council England and balanced by the Expert Advisory Panel, the panel will submit a final list of recommendations to the Secretary of

State for Digital, Culture, Media and Sport. He will make the final decision on which projects should be funded and will announce successful applicants in **early 2019**.

Section seven – Freedom of Information Act

The Department for Digital, Culture, Media and Sport and Arts Council England are committed to being as open as possible. Both believe that the public has a right to know how public funds are spent and how funding decisions are made.

Both bodies are listed as a public authority under the Freedom of Information Act 2000. By law, either body may have to provide your application documents and information about the assessment to any member of the public who asks for them under the Freedom of Information Act 2000.

Those parts of the documents which are covered by one or more of the exemptions under the act may not be released. Please see the Freedom of Information website at www.ico.org.uk for information about freedom of information generally and the exemptions.

During the application process period there may be exemptions available to avoid disclosures which might interfere with the decision-making process.

Section eight – Data Protection

The Department for Digital, Culture, Media and Sport and Arts Council England are committed to using any personal information (or personal data) collected 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 meeting this requirement, Arts Council England have published a 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 it is used for and on what legal basis; who that personal data may be shared with; how long it is kept; and your legal rights, including your right to contact the Arts Council and DCMS and receive information regarding the personal data about you that may be held by both bodies from time to time.

For further information about Arts Council England and DCMS's 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 Office website at www.ico.org.uk

Section nine - Complaints procedure

Arts Council England is administering the fund on behalf of DCMS. If you have a complaint against the decision made about your application, or a complaint related to the administration of the grant, including the application and assessment process, this should be addressed directly to DCMS (details below).

Details of the Department for Digital, Culture, Media and Sport complaints procedure can be found [here](#) which is available on the gov.uk website, or by contacting DCMS by email at enquiries@culture.gov.uk. If you need to contact DCMS using an alternative method, require a response in an alternative format or need any other assistance, full contact details can be found [here](#).

Contact

Department for Digital, Culture, Media & Sport
100 Parliament Street
Westminster
London
SW1A 2BQ

Website: <https://www.gov.uk/government/organisations/department-for-digital-culture-media-sport>

General enquiries: 020 7211 6000

Email: enquiries@culture.gov.uk

Contact DCMS and Arts Council England

Department for Digital, Culture, Media & Sport
100 Parliament Street
Westminster
London
SW1A 2BQ

Website: <https://www.gov.uk/government/organisations/department-for-digital-culture-media-sport>

General enquiries: 020 7211 6000

Email: enquiries@culture.gov.uk

Arts Council England
The Hive
49 Lever Street
Manchester
M1 1FN

Website: www.artscouncil.org.uk

Phone: 0845 300 6200

Email: enquiries@artscouncil.org.uk