Creative People and Places 2018-21

Guidance for applicants

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

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<th>Summary of key information</th>
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<tr>
<td><strong>What is the focus of the fund?</strong></td>
<td>To allow existing Creative People and Places projects to be considered for additional funding for new outcomes, for three years beyond the current funding agreement period.</td>
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<tr>
<td><strong>Who can apply?</strong></td>
<td>Current grant recipients for the Creative People and Places programme. Please see the list of places and lead applicants potentially eligible to apply on page nine.</td>
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<tr>
<td><strong>When is the deadline for applications?</strong></td>
<td>12pm (midday) on Thursday 15 June 2017</td>
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<tr>
<td><strong>How much can be applied for per application?</strong></td>
<td>Between £500,000 and £1,000,000 over three years</td>
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<tr>
<td><strong>When must the activity take place?</strong></td>
<td>Activities must start no earlier than 1 January 2018 and no later than 31 December 2018</td>
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<tr>
<td></td>
<td>Activities must end no later than 31 December 2021</td>
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<tr>
<td><strong>Minimum match funding from other sources</strong></td>
<td>25 per cent of total project budget, this can include in kind support</td>
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<td><strong>Other key eligibility points</strong></td>
<td>Your current Creative People and Places activity will be scheduled to finish no later than 31 December 2018.</td>
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<td><strong>When will we make our decision?</strong></td>
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Section one – introduction

Welcome

Thank you for your interest in Creative People and Places 2018. This round of funding is only open to current Creative People and Places grant recipients.

This guidance gives you information on how to apply for funding to allow existing Creative People and Places projects to be considered for additional funding for three years beyond the current funding agreement period.

About Arts Council England

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

Great art and culture inspires us, brings us together and teaches us about ourselves and the world around us. In short, it makes life better. Between 2015 and 2018, we plan to invest £1.1 billion of public money from government and an estimated £700 million from the National Lottery to help create these experiences for as many people as possible across the country.

For more information about the Arts Council visit www.artscouncil.org.uk
About Arts Council England’s strategic funds 2015-18

Our Strategic 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
Section two – purpose of Creative People and Places

Aims and outcomes

Evidence demonstrates that some communities are engaging very little with the arts. This may be through lack of opportunities to attend and participate or because of barriers like socioeconomic factors, physical accessibility, or a limited offer. We believe that everyone has the right to access the arts and we want to transform the opportunities open to people in these places.

Our vision for Creative People and Places is to support the public in shaping local arts provision and, in so doing, to increase attendance and participation in excellent art, and existing Creative People and Places consortia are working to a 10-year vision to achieve this. This new funding will allow a selection of the places currently in receipt of Creative People and Places funding to build on achievements made possible through the current fund and to continue to develop approaches that support learning across the wider arts and culture sector. This will enable new outcomes over and above those supported as part of the original funding.

The central aims of the fund are:

- more people from places of least engagement experience and are inspired by the arts and become regularly engaged as audiences or participants
- communities are empowered to take the lead in shaping local arts provision
- the aspiration for excellence is central to the activity we will support – this covers both excellence of art and excellence of the process of engaging communities
- we will learn from past experiences and create an environment where the arts and cultural sector can experiment with new approaches to engaging communities
- we will learn more about how to establish sustainable arts and cultural opportunities and make this learning freely available across the cultural sector
- we will encourage partnerships across the subsidised, amateur and commercial sectors
- through these projects we will demonstrate the power of the arts to enrich the lives of individuals and make positive changes in communities
- activity will be radically different from what has happened before in that place prior to your original Creative People and Places programme.
- we will maximise opportunities for collaborations across museums and libraries where possible
- we will maximise digital opportunities for the public to experience art where possible
How much funding is available?

Approximately £5.3 million will be available in this round. Any unallocated funds in this round will be carried forwards for future Creative People and Places activity. We anticipate supporting between four – six applications that demonstrate they make a strong contribution to the aims of this Creative People and Places programme.
Section three – eligibility

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

| Who can apply? | • The current (at the time of this application) lead grant recipient for existing Creative People and Places programmes only  
• The lead applicant will continue to deliver activity through a consortium (see note on consortia on page nine)  
Before applying you must have a mandatory conversation with your Relationship Manager regarding the end date of your existing activity. This is to ensure that your current activity will have finished before the end of December 2018. |
| Who cannot apply? | • Individuals or organisations not currently the grant recipient for Creative People and Places  
• Partner organisations involved in Creative People and Places where they are not (at the time of this application) the lead grant recipient  
• Existing grant recipients for Creative People and Places where, at the time of this application, the current activity is scheduled to finish after 31 December 2018  
• Local authorities may not be the grant holder for this programme, though they may be named as formal partners |
| What activity can be supported? | • Activities that support the aims of the programme in the existing eligible place or places as defined in the current funding agreement |
| What activity cannot be funded? | • 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 |
| **Support for endowment funds or any significant capital costs. In that event, no more than 10 per cent of the grant may be allocated towards eligible capital costs (equipment etc)** |
| **Activities (including buying goods or services) that have started, been bought, ordered or contracted before we make a decision about your application. This is because we cannot fund activity retrospectively** |
| **Costs that are already paid for by other income including your own funds or any other funding** |

| **How much can be applied for per application?** | **Between £500,000 and £1,000,000 over three years** |
| **How much match funding from sources other than Arts Council England is required?** | **25 per cent of the total cost of the activity to come from sources other than the Arts Council. This can include:** |
| | • Ticket sales and other earned income over the period of the project |
| | • Funding from public organisations such as local authorities |
| | • Cash donations from individuals or companies |
| | • Grants from other lottery distributors |
| | • donations of equipment or materials subject to suitable valuations |
| | • Grants from trusts and foundations |
| | • Public appeals and fundraising events |
| | • A contribution from your organisation |
| | • In kind support |

| **Delivery timetable** | **Activities must start no earlier than 1 January 2018 and no later than 31 December 2018** |
| | **Activities must end no later than 31 December 2021** |
| | Activity can take place for a maximum of three years beyond the current funding agreement period. |
Places and lead applicants potentially eligible to apply

<table>
<thead>
<tr>
<th>Places and Lead Applicants</th>
<th>Locations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Super Slow Way, Canal and Rivers Trust</td>
<td>Blackburn, Darwen, Burnley, Hyndburn, Pendle</td>
</tr>
<tr>
<td>Creative Black Country, Black Country Together CIC</td>
<td>Sandwell, Walsall, Wolverhampton</td>
</tr>
<tr>
<td>Creative People and Places Hounslow, Watermans</td>
<td>Hounslow, London</td>
</tr>
<tr>
<td>First Art, Creswell Heritage Trust</td>
<td>NE Derbyshire/NE Nottinghamshire</td>
</tr>
<tr>
<td>Market Place, Arts Development East Cambridge, Babylon Arts</td>
<td>Forest and Fenlands</td>
</tr>
<tr>
<td>Revoluton, Luton Cultural Services Trust</td>
<td>Luton</td>
</tr>
<tr>
<td>Home, Rifco Arts</td>
<td>Slough</td>
</tr>
</tbody>
</table>

Consortia and partnership agreements

We will only accept applications for funding from organisations working as a consortium. The current lead organisation must submit the application (see eligibility criteria). The consortium must include at least one arts organisation and one local grass roots community organisation. For the purposes of this programme, a grass roots community organisation is a non-arts, volunteer-led organisation. Individuals cannot be part of the core consortium, however, we recognise that in some cases they may play a key role in the delivery of the project, and you may want to refer to this in your application.

All partners within the consortium must show a continued commitment to joint working and as part of your application you should outline your approach to consortium working and how this will help to achieve your aims and deliver your activity.

One of our standard terms and conditions is that the organisation we enter into a grant agreement with cannot subcontract any of the project to other organisations without our prior agreement in writing. So if we award a grant, before the project can start we must approve a partnership agreement between the lead organisation and the other partners involved in the project.

There is further guidance about Partnership agreements on our website.
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.

Your proposal will be assessed on the potential lasting impact of your proposed activity in the place and on the potential for learning across the wider cultural sector.

To help us to make this assessment your proposal should include/demonstrate:

- Progress of delivery against the business plan for the current activity, and in particular:
  - More people engaging in the arts (as audiences and participants)
  - Excellence and quality of arts experiences and approaches to reaching/engaging the public
  - Learning and the contribution of any insights made to the wider cultural sector
  - Sustainability – the trajectory that the activity is on with a view to being sustainable after this investment and convincing plans for continued earned income beyond the period of the grant
  - Effective governance and management
  - Tell us what percentage of your annual turnover this grant will represent (the most recent audited full year of accounts)
  - Evidence of the aims of Creative People and Places in your approach to date (e.g. community empowerment in decision making)
  - Effective partnership working

- Your audience and participant development and engagement plans in relation to this new funding. If successful, you will be asked to submit a detailed audience/participant development and engagement plan for approval as a condition of your first payment

- Plans for ensuring a strong community voice and community empowerment in relation to decision making

- Plans to ensure your programme of activity is inclusive of your communities’ needs and as reflective of the local demographics as possible. If successful you will be asked to submit an equality action plan for approval as a condition of your first payment
• Plans to work with the existing arts and cultural infrastructure in your place or within reach of your place. This should include references to activity across the amateur/voluntary, subsidised and commercial sectors and activity which involves libraries and museums

• Details of proposed activity that you believe will help the wider cultural sector to gain new insight into approaches to widening audiences and cultural engagement

• Outcomes, including the potential impact of your proposed activity for the people in the eligible place/s including:
  o Approximately how many more people you hope will become regularly engaged as arts attenders or participants in years one, two and three of this new funding period (2018 onwards). For the purposes of this grant we are using the same definition of regular as used in the Active People survey, ie three or more attendances, visits or participations a year
  o A description of any activity and its potential impact or learning opportunities which will relate to our definition of diversity: “Our definition of diversity encompasses responding to issues around race, ethnicity, faith, disability, age, gender, sexuality, class and economic disadvantage and any social and institutional barriers that prevent people from creating, participating or enjoying the arts”.
  o Wider impacts, for example on the national arts and culture sector or local infrastructure

• Plans for monitoring and evaluating impact:
  o The three research questions for the existing research programme will be applied to this funding and you should describe how you will undertake your own place based evaluation to track impact against these. You may wish to include details of plans to measure other secondary research questions
  o You will complete quarterly monitoring forms and play a proactive role within the national evaluation programme and network

• Plans to share learning with other Creative People and Places grant recipients and the wider arts and cultural sector. This will include:
  o A commitment to be a proactive member of a national peer learning group
  o A commitment to submit case studies for inclusion on CultureHive
  o Any other plans to support this
Section five – how to apply

When to apply

The online application form will open at 12pm (midday) on Thursday 13 April 2017. Applications must be submitted by 12pm (midday) on Thursday 15 June 2017. Applications submitted after this time will not be considered.

Before applying you must have a mandatory conversation with your Relationship Manager regarding the end date of your existing activity. This is to ensure that your current activity will have finished before the end of December 2018.

Application process

1. Read this guidance carefully and contact us
   This guidance gives you information on how to apply and answers some common questions. If you have any further questions you can contact our Customer Services team at enquiries@artscouncil.org.uk

2. Prepare and submit your proposal
   You must apply through our online application portal using the ‘Standard application’ form:
   i. Once you have logged in (or created a new user account, if you have not used the online portal before) you will see the welcome screen. On this screen, select ‘Creative People and Places’ from the dropdown list:

   ![Creative people and places dropdown menu](image)

   ii. When you press ‘Start Application’, you will be taken to the eligibility check section.

   iii. When you have completed the eligibility check you will be taken to the full application form which includes questions about you (or your organisation) and the activity you are applying for, and a section called ‘Meeting the brief’ which gives you space to provide a full proposal for your activity.

   There is also a section where you can upload the mandatory attachments that we need, and any other supporting information.
IV. Proposal
The proposal can be a maximum of 9,000 words, divided into three sections: ‘Meeting the brief’ (5,000 words), ‘Governance and management of activity’ (2,000 words) and ‘Financial viability’ (2,000 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.

V. Attachments

You must upload the following mandatory attachments on the ‘Budget and other attachments’ screen:

- A detailed budget for the activity showing proposed income and expenditure (as an Excel sheet or similar). You are asked to give a detailed budget for year one and an outline budget for the funding period plus an indicative budget for one year beyond
- A work plan for your proposed project, including milestones and key review dates
- Audited annual accounts for the last two years (non-National portfolio organisations only)
- Your latest management accounts (non-National portfolio organisations only)
- Your governance documents (non-National portfolio organisations only)
- Certified project accounts covering Creative People and Places funding to date

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 Creative People and Places application process accessible to everyone.

If you experience any barriers within the application process or require help to make an application, you can contact our Customer Services team:

- Telephone: 0161 934 4317
- Text phone: +44(0) 161 934 4428
- Email: enquiries@artscouncil.org.uk

**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 aim to notify applicants of our decision no later than **31 October 2017**.

**What we consider**

We will check your application to ensure that you have provided all the information we have requested.

We will make our decision based on the information you provide in your application, any further information that we request and, where relevant, data and information from the Charity Commission and Companies House websites relating to your constitution and audited accounts from the past two years.

We will also consider previous project reports, monitoring forms and other documents submitted in relation to your current activity. This will include any notes produced that will have been shared with you as part of ongoing monitoring, reporting or artistic assessment.

**Assessment criteria**

Each criterion (‘Meeting the brief’, ‘Governance and management of the activity’, and ‘Financial viability’) will be assessed using a four-point word scoring:

- **Weak**
  *The application has significant weaknesses and does not adequately meet the criteria*

- **Met**
  *The application meets the criteria*

- **Met (strong)**
  *The application meets the criteria and shows strong qualities*

- **Met (outstanding)**
  *The application meets the criteria and shows outstanding qualities*

On the basis of these ratings we will recommend whether an application is suitable for funding. Applications that do not achieve at least ‘met’ under all three criteria will not be recommended for funding.
We will assess each application against the following criteria, using the assessment prompts below:

**Criteria**

**Meeting the brief**

Weighting: 50 per cent  
Word count: up to 5,000 words

- Clear and convincing plans to deliver on the fund’s aims and outcomes and all the elements of [Section four](#), as described in this brief  
- Appropriate partners with clear roles and responsibilities  
- Robust plans for resourcing the activity effectively  
- Activity that builds on and does not duplicate activity funded by other Arts Council grants

**Management of the activity**

Weighting: 25 per cent  
Word count: up to 2,000 words

- Feasibility of work plan  
- Demonstration of skill and capacity to deliver the proposed programme  
- Strong strategic fit with the applicant’s other activity  
- Detailed governance structures and processes

All proposals need to provide convincing plans to ensure the governance model:  
  i. Is transparent and addresses any potential or perceived conflicts of interest  
  ii. Matches the principles of the programme and in particular the ambition for community empowerment  
  iii. Is flexible and responsive to reflect the programme of activity as it develops over time  
  iv. Is designed to ensure due diligence and accountability of the project  
  v. Is clear with regard to lines of accountability for the business and equality plan, including who holds the delivery team to account (this is especially important where organisations or individuals are part of both the governance body and the delivery team)
Financial viability

Weighting: 25 per cent
Word count: up to 2,000 words

- Financial viability of the applicant and of the project
- Demonstration of appropriateness of proposed budget
- Evidence of organisational buy-in by applicant and project partners, as cash investment and/or in-kind support
- Clear case for any proposed capital expenditure

Balancing criteria

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

- The relative strength and value for money of the proposals (in relation to the published criteria) when viewed as a national suite of proposals
- Identifying the right mix of successful proposals to ensure the greatest opportunities for learning across the arts and cultural sector. As part of this mix we will be considering:
  - The kinds of communities involved and target audiences
  - The range of artforms involved and activity across the amateur/voluntary, subsidised and commercial sectors
  - The range of approaches to engagement and audience development
  - Potential impact across people defined within protected characteristics, with a focus on profiles where evidence suggests that engagement levels are significantly lower than the general population, namely: social and economic background, disability, life limiting illness, adults aged over 75, and ethnicity

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.

Please note that we may also take the decision to part-fund proposals (this may involve awarding less money than was applied for, and/or over a shorter period and/or for only part of the proposal submitted) or to suggest collaborations with other applicants or partners as a condition of funding.
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, any balancing criteria we have outlined above, and also your activity alongside other applications to the fund.

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.

You can find details on our website, or contact our Customer Services team by email at enquiries@artscouncil.org.uk or by phone on 0161 934 4317.

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

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M1 1FN

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