Elevate: Guidance for applicants

Easy read version

We can make grants to diverse-led organisations to help them become more resilient.

This easy read guide can help you think about your activity and our application form.

May 2019
What we do

Arts Council England invests in great art and culture that has an impact on everyone's lives.

That means we use money

…to help make arts, museum and library experiences

…that everyone can enjoy
Elevate

We created Elevate to help arts and cultural organisations that are diverse-led

We want to support them to become stronger or more resilient

Who can apply?

Diverse-led arts and cultural organisations can apply

Examples:

• Theatre groups
• Music groups
• Museums
• Libraries etc.

Our support will focus on BAME or disabled-led organisations

Note: Individuals and National Portfolio Organisations cannot apply.
What can I apply for?

You can apply for activities that can help your organisation to be stronger.

Examples:

- new or extended staff posts
- training for staff or board members
- activity that can increase your cash income
- business consultants
- partnerships with other creative organisations
- new digital assets

We can make awards of between:

- £75,000 and
- £100,000

The money comes from the National Lottery

Activities must happen between:

- 1 January 2020 and
- 31 March 2022
What can’t Elevate support

There are some things we can’t fund through Elevate. These include:

Activity relating to artistic and/or cultural programming.

For example: a show, exhibition or tour.

Activities that have started, been bought, ordered or contracted before 20 December 2019.

For example: Costs to pay someone for the work they have already done.

Costs that are already paid for by other income including your own funds or any other funding.

For example: Your organisation’s day to day running costs such as rent or bills.
Applying to Elevate

Expression of interest

Before you apply, you must complete an Expression of Interest (EOI).

This lets us know that you plan to apply and what you want to apply for.

Based on this, we will decide whether to invite you to make a full application.

The deadline for EOIs is:

- 12pm (midday) on
- Thursday 23 May 2019

The full application

If you are invited to make a full application to Elevate, we will ask you some questions. The next few pages explain the questions we will ask.

The deadline for full applications is:

- 12pm (midday) on
- Thursday 15 August 2019
Meeting the brief

You will have 20,000 characters to tell us about what you want to do

In this part of the form, tell us how you will meet the aims of the fund, including:

- working with other arts and cultural organisations
- finding new types of cash income and support
- developing a new business plan for the organisation during the first 12 months
- any plans for using or making digital content
- how doing this activity will make you better at what you do in the future
The budget for your activity

You will have 20,000 characters to tell us about the budget or your activity

You will also attach a budget and cashflow separately

Money going into your activity

How much money will you have from other places for your activity?

For example, this might be:

• other grants, awards or savings
• money from your partners
• sale of tickets, records or artwork
• discounts or volunteer time

10%

You must have at least 10% of the cost of your activity from other sources

1/2

At least half of this must be cash income
Spending the money

What will you spend the money on?
How much will each bit cost?

How have you worked out the numbers in your budget?

Managing the money

Have you managed a budget like this before? If you have not, has anyone else who is working on your activity?
Managing your activity

You will have 20,000 characters to tell us about managing your activity

Who will you work with to help run your activity? What will they do?

Where will your activity happen?

Have you managed an activity like this before? If you have not, has anyone else who is working on your activity?

What are the different parts of your activity and when will they happen?

Include things like:
meetings, research, travel, training, workshops, shows and time for evaluation.

At the end of your Activity, it is important to find out how it went. How will you do this?
Tips for completing your form

Be clear and include details

The more you tell us about your activity, the easier it will be for us to imagine and understand it.

The Creative Case for Diversity

The Creative Case for Diversity is the idea that:

Diversity is good for

Arts and Culture

So, by involving different types of people in the creative process, your work can benefit.

Tell us how your activity will support the Creative Case.
After you apply

We will let you know our decision on Expressions of interest by:
- 17 June 2019

If your Expression of Interest is successful, we will then invite you to make a full application.

We will let you know our decision on full applications by no later than:
- 20 December 2019
Help is at hand

Our friendly Customer Services team can help you with the form or talk about other ways we can help you.

✉ enquiries@artscouncil.org.uk
📞 0161 934 4317
🌐 http://www.artscouncil.org.uk/contact-us

More help on answering the questions is in the full guidance for applicants.

You can find it on our website:
🌐 https://www.artscouncil.org.uk/funding-finder/elevate