

Arts Council England: Creative People and Places National Portfolio Programme 2022 - 2025

Guidance for applicants

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

Summary of key information	
Key focus of the fund?	<p>The New Creative People and Places National Portfolio 2022-25 fund brings all our Creative People and Places fund into one single programme as part of our National Portfolio. It will support the delivery of Let's Create and focus our investment in parts of the country where people's involvement in arts and culture is in the bottom third of engagement according to the Active Lives Survey</p>
Who can apply?	<p>This fund is open to both new and existing programmes.</p> <p>Lead organisations apply <i>on behalf</i> of a consortium for activity in eligible places. Please see guidance on consortium and partnership agreements on page 13.</p>
	<p>Existing programmes: In this case the applicant must be the lead organisation of a current Creative People and Places programme on behalf of the consortium for activity in eligible places.</p>

	If you are currently delivering an expansion you will need to apply as one single CPP. Please see additional guidance for existing CPPs as well as guidance on consortium and partnership agreements on page 13
When is the deadline for applications?	11 June 2021
How much can be applied for per application?	Between £750,000 and £1,000,000 over three years.
When must the activity take place?	Activities must start 1 April 2022. Activities must end 31 March 2025.
Minimum match funding from other sources	15 per cent of total project budget; this can include in-kind support. Please see Section 3 for more detail.
Other key eligibility points	Applications must be made by a lead applicant on behalf of a consortium for eligible places only. <u>All</u> lead applicants must attach a copy of the email we sent confirming that you had a mandatory conversation with an Arts Council England Relationship Manager.
Existing CPPs	Any existing Creative People and Places programmes (including expansions), that wish to apply to continue beyond their current project end date, and/or for additional resources that bring them up to at least the minimum level as set

	<p>out in this guidance, must apply for this round.</p> <p>Any money that has already been awarded to existing programmes and expansions will be taken into account, when awards are made. You must apply for the total amount you require; calculations and adjustments will be made by ACE.</p> <p>Existing CPPs whose funding is <i>both</i> above the minimum amount in this guidance and with a funding agreement that runs to the end of March 2025, are not eligible to apply.</p> <p>Further clarification for existing CPPs can be found in our FAQs</p> <p>The intention is for the programme to be on a regular cycle so there will be no further opportunity to extend your Creative People and Places Programme until at least 2025.</p>
When will we make our decision?	<p>There is a two stage application process. This will include an application and an interview.</p> <p>We will aim to notify applicants of our decision on whether they can proceed to the interview stage no later than 6 October 2021. If you are invited to proceed to the interview stage, we will aim to notify you of our final decision on your application no later than 1 December 2021.</p>

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Section one – introduction

Welcome

Thank you for your interest in the National Portfolio Creative People and Places programme 2022- 2025. As part of our new 10 year strategy, Lets Create, we are proposing a broader, more inclusive National Portfolio, made up not only of funded organisations, but wider programmes such as Creative People and Places. This transition programme brings all of our Creative People and Places projects into a single programme that supports the delivery of this ambitious, new 10 year strategy, and forms one part of our National Portfolio.

Applications are open to both existing and new Creative People and Places consortia in eligible places. If you are an existing CPP consortium any Arts Council Funding you have already been awarded for the period will be taken into account. If you are a CPP with an expansion please see the additional section for you. Further details on this and other issues can be found in our FAQs.

This guidance gives you information on how to apply.

All applications, whether entirely new programmes or existing programmes, must meet the core criteria.

About Arts Council England

Arts Council England is the national development body for arts and culture across England, working to enrich people's lives. We support a range of activities across the arts, museums and libraries – from theatre to visual art, reading to dance, music to literature, and crafts to collections. Great art and culture inspires us, brings us together and teaches us about ourselves and the world around us. In short, it makes life better. Between 2018 and 2022, we will invest £1.45 billion of public money from government and an estimated £860 million from the National Lottery to help create these experiences for as many people as possible across the country. www.artscouncil.org.uk

Creative People and Places helps us deliver the outcomes in our new 10 year strategy, Let's Create.

By 2030, we want England to be a country in which the creativity of each of us is valued and given the chance to flourish, and where everyone of us has access to a remarkable range of high quality cultural experiences. Success will depend on our ability to understand and champion a wider range of culture than we have before including the amateur, voluntary and commercial sectors. Our strategy is built

around three outcomes and four investment principles. They are designed to work together to achieve a vision of a country as outlined above. For more details please read the [strategy in full](#) available on our website.

Section two – purpose of Creative People and Places

Aims and outcomes

Evidence demonstrates that some communities appear to be engaging very little with arts and culture. This may be through lack of opportunities to attend and participate or because of barriers like socio-economic factors, physical accessibility, a limited offer, or an offer that may not reflect or be relevant to community needs or interests. We think everyone has a right to access culture wherever they live and be able to develop and express creativity throughout their lives; we want villages, towns and cities to thrive through a collaborative approach to culture that is inclusive and relevant. Creative People and Places supports this ambition.

Our vision for Creative People and Places is to support the public in shaping local arts and cultural provision and, in so doing, to increase attendance and participation in excellent art and culture. This investment will encourage long-term collaborations between local communities, arts organisations, museums, libraries, amateur groups, the voluntary sector and others. It aims to support new and different approaches to developing cultural programmes that deliver excellent experiences, genuinely engage people in shaping provision and involve a variety of partners.

We will invest in consortia in eligible places to develop a programme of cultural activity and engagement over the next three years but with a long term vision.

The central aims of the fund are:

- To empower communities to *take the lead* in shaping and/or co creating local cultural provision
- To regularly engage more people from the identified places so they can experience, create and be inspired by arts and culture, both as audiences and/or participants

- For both the *process* of engaging communities and the art and culture itself to be excellent
- To learn from past experiences (including learning from the current Creative People and Places programme) and create an environment where the arts and cultural sector can experiment with innovative approaches to engaging communities
- To learn more about how to establish sustainable and relevant arts and cultural opportunities and make this learning freely available across the cultural sector
- To encourage partnerships across the subsidised, amateur, voluntary, and commercial sectors as well as collaborations across community, arts organisations, museums and libraries
- To demonstrate the power of arts and culture to enrich the lives of individuals and make positive changes in communities
- To enable cultural activity that is radically different from what has happened before in the eligible places, prior to any Creative People and Places programme
- Where possible and appropriate, to maximise digital opportunities for cultural engagement and empowering the public

We cannot say exactly what the programme in each location will look like, as we want communities to play a large part in shaping it (as part of the development stage in successful places). However, as you develop your proposal, you are advised to consider the following elements:

- How you will develop programmes that:
 - Respond to the demographic in your area and are inclusive of the *whole* place
 - Both respond to public cultural interests and also provide a taste of the widest possible range of high quality arts and cultural experiences (as audiences and participants) to support people to make an informed choice about the kinds of culture they may like
 - Challenge and support people to try new and different things with *all* partners being introduced to new and broader cultural choices (local, national and international) and different ways of working with communities
 - Apply best practice in engagement, marketing and audience development (see www.creativepeopleplaces.org.uk and [Culture Hive](#)

for research and examples of approaches that have been tried elsewhere)

- Reflect the Arts Councils inclusion and relevance principle
 - Take an asset based approach
 - Connect people in the eligible places with any existing cultural infrastructure as well as build on the assets already within the community. This could include amateur, commercial or subsidised arts activity. It may also include art and culture that is taking place outside of the eligible area
 - Deliver against our Creative People and Cultural Communities outcomes as set out in the 10 year strategy
- How you will create *new* and strengthen *existing* arts and cultural provision and infrastructure, including:
 - How you will approach the co-commissioning or co-creation of any new cultural activity and events to ensure inclusion and relevance and the highest possible quality.
 - Steps you may need to take to ensure other cultural opportunities (beyond those you commission) that form part of your programme are also of the highest possible quality
 - Support for community-led activity
 - Be clear about what is different about your approach – what's not been tried before in your location? Describe anything in your proposal that you believe is not currently being tested anywhere else and might be distinctive to your programme. Applicants might want to consider learning from your own or other previous Creative People and Places projects; research and learning resources can be found here: www.creativepeopleplaces.org.uk/our-learning
 - Targets – approximately how many more people do you hope to become regular cultural engagers or participants by the end of the grant period (year three)? These should be ambitious yet realistic. Should you be successful, there will be an opportunity to review any targets made at application stage
 - How you will identify partners to help you to deliver the project:
 - In this programme, we are particularly interested in encouraging applications that include partnerships across the public, voluntary, community and private sectors

- Are local venues and promoters on board? Is this an opportunity to develop long-term partnerships with practitioners and cultural organisations nationally or internationally?
 - How might you encourage a thriving amateur arts and cultural sector?
 - All applicants should consider how they might form effective partnerships that include arts organisations, libraries and museums
- Consider your approach to utilising formal arts and cultural venues (where they exist) and non-formal spaces including community spaces and assets. Is this an opportunity to increase the range and number of spaces that present touring work and to encourage more touring to the eligible place?
- How might you apply digital and new technologies to reach more people and create new art and culture?

The outcomes we are looking for

Alongside the central aims of the fund as outlined above, the programme is driven by three key questions:

1. Are more people from places of least engagement regularly experiencing and inspired by arts and culture?
2. To what extent is the aspiration for excellence of art and culture and excellence of the *process* of engaging communities achieved?
3. What approaches are successful and what are we learning?

Phases

Successful applicants who are new to Creative People and Places are expected to deliver activity split into two phases. The first phase of up to six months will allow successful consortia to focus on developing their partnerships, recruiting their delivery team and producing a shared business plan. During this phase, these CPPs will further develop details of their approach including how they will target and engage local communities to better understand their needs. Assuming all requirements are met, successful applicants would transition to stage two of the programme: the delivery of a programme of arts and cultural engagement for the rest of the funding period. We would expect this to be led by the specifically appointed delivery team.

Successful applicants who have already been in receipt of Creative People and Places funding are expected to build on their existing plans and experience, demonstrate what additional activity they will deliver and submit a revised business plan.

As part of the application, you will be asked to provide detailed budgets for phase one (as appropriate) and outline budgets for the full period of the grant. We will proceed with confirmation of the full grant for phase two funding following:

- A satisfactory review of the detailed business plan you produce during phase one (if you are an existing programme with plans recently signed off refer to our FAQs)
- Confirmation of partnership buy-in
- Meeting any other requirements identified as part of the grant assessment and interview process

Creative People and Places is an **Action Research Programme** for Arts Council England. As such we require all funded projects to actively take part in gathering and submitting data (demographic and protected characteristic) about the audiences they are reaching and submitting them in an agreed format to Arts Council England and our evaluators on a quarterly basis. Successful Creative People and Places projects should be able to demonstrate at application stage that they will have the capacity to carry out these monitoring requirements in a timely fashion.

Phase one objectives for new successful places

This stage is likely to involve:

- Strengthening the partnerships you began to develop as part of your proposal
- Demonstrating an evidence based understanding of the demographics of your local community and how you will engage them in creating a relevant, inclusive and meaningful programme
- Identifying skills development or mentoring needs
- Demonstrating an understanding of existing arts and cultural opportunities in your location and demonstrating how your approach and partners can ensure excellence and add value

If successful, phase one is an opportunity to:

- Respond to any feedback received in relation to your proposal and following the interview

- Listen to your communities; Continue the process of consultation with the public and other stakeholders and confirm plans for future consultation and engagement
- Recruit and empower your delivery team - including considerations of inclusivity and diversity
- Establish an ongoing method for community participation in decision making – ensuring decision making is *as close to the community as possible and that communities help shape local provision or co-create activity*
- Confirm targets and plans for audience development, including taking a closer examination of the demographics of your local community and demonstrating how you will design a programme that is evidence based, relevant to them and meets their needs, including diversity statistics (eg socio-economic, disability, ethnicity).
- Ensure the consortium has access to the appropriate level and range of arts and cultural expertise throughout the programme of activity
- Confirm the governance arrangements, including core (main) consortium membership and involvement of other partners (associates) and roles along with partnership agreements
- Understand more about what is already happening in the area, eg where are the community connection possibilities; what are the existing opportunities to attend and participate, what does this looks like, and which practitioners and cultural organisations are resident or regularly work in the location? Where are the new opportunities? Is the existing offer what people want if engagement is low?
- Where appropriate, facilitate the engagement of other National Portfolio Organisations and other arts and cultural organisations (including voluntary arts organisations, Bridge Organisations and libraries) with communities from the specific locations
- Develop your budget further and demonstrate value for money and potential for sustainability
- Confirm your place based approach to evaluation and how it will address the three core questions and feed in to the national evaluation; confirm the evidence you will use and confirm how you'll share what you learn (in line with the national evaluation framework guidance for this programme)
- Confirm your approach to data collection required for quarterly monitoring reports
- Produce an outline business plan on behalf of the consortium for approval by Arts Council England

Phase two objectives

This is the delivery stage. As part of phase one you will have developed a set of objectives that will form part of the ongoing monitoring between the Arts Council and your consortium. By now you should have the key partnerships in place, a clear understanding of what you want to achieve and a team of people ready to make it happen. The community might want a programme in place that uses local and regional arts and cultural organisations but also brings in the best art and culture nationally and internationally. People will be inspired to engage in arts and culture and will create new opportunities to take part.

The detailed objectives will be developed and agreed as part of phase one. They may include:

- To co-curate, deliver and develop a coherent high-quality programme of activity over the period of the grant
- Specific activity to engage and empower as many different communities in the location as possible – this should include those not currently engaging in the arts and *reflect the demographic* of the location
- A demonstrable improvement in the quality of experience for those attending and/or participating in arts and culture
- A demonstrable increase in the arts and cultural offer in places of least engagement over the longer term (both amateur and professional)
- Greater cultural investment from other partners in places of least engagement
- A sustainable cultural offer beyond Arts Council investment

Experience needed to make an application

Applicants wishing to submit a proposal must have the following expertise, skills and knowledge in the consortium:

- Experience of, and commitment to, facilitating community decision making
- An understanding and track record of excellent arts/cultural practice
- Experience of delivering an arts and culture led approach
- Representation and knowledge of the local community
- Ability to work in partnership

- Ability to manage projects to time and budget
- An understanding of and commitment to the value of arts and culture
- Strong but empowering leadership with understanding of issues related to increasing awareness of, and engagement in arts and culture, by people who are not regular audiences or participants, including audience development and co-commissioning
- Commitment to action research and being involved in programme wide learning
- Experience of communicating in an accessible way to non-specialists
- Experience of successful large-scale collaborative working with partners to deliver major programmes
- Understanding of governance models related to consortium working

Consortia and partnership agreements

We will only accept applications for funding from organisations working as a consortium. A lead organisation must submit the application (see eligibility criteria) on behalf of the consortium. Creative People and Places can cover more than one eligible place where it makes sense to do so. If you are applying for an existing CPP with a current expansion we would now expect you to apply as one single programme.

By ‘consortium’ we mean a group of separate organisations joining together in a contractual arrangement and co-operating to facilitate delivery of the programme of activity for the duration of the funded period. The consortium, in the case of Creative People and Places, operates more as an oversight board who holds a specifically recruited team to account to deliver the programme. Core Consortium members should only be delivery partners by exception - their role is more governance focused.

All consortia must include at least one arts or cultural organisation and one community and/or grassroots organisation. The organisation representing the community (grassroots or other) cannot be an arts or cultural organisation. If there is *only a community organisation* and no grassroots organisation on the consortium – there must be a demonstrable mechanism for grassroots groups to shape the programme. For the purposes of this programme, a grassroots community organisation is a non-arts/non-cultural, 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.

We anticipate a wide range of consortia partners across the programme; for example, the current Creative People and Places programmes have worked with housing associations, sports clubs, factories and universities. It is suggested that consortia are two-tier with two to five *core* members and a wider range of affiliates or partners which can develop and perhaps change over time. The core members will be responsible for the governance of the programme in each successful place; they are held accountable for meeting the Arts Council's aims for Creative People and Places funding. There will need to be a single named organisation (one of the core members) within the application to act as lead grant holder. Affiliates may be contracted to deliver specific activity and programmes of work as defined and managed by the delivery team.

We expect to see a distinction between the governance of the programme via the core consortium and the delivery team who will be *accountable* to the core consortium. We expect there to be partnership agreements between the core consortium members. There is further guidance about [Partnership agreements](#) on our website. These must be kept up to date.

Organisations can only be named as *core* consortium members within one consortium proposal. Not all consortium members have to be based in the place they are applying to cover but they must be committed to attending and engaging with the programme and its governance as well as sharing the core values of the programme.

A consortium may wish to apply for a single programme of activity that encompasses more than one place of least engagement. This may be appropriate where, for instance, they are geographically close, there is a desire to do so and there is an economy of scale. This may also apply in the case of Creative people and Places programmes that previously led on an expansion. We are anticipating that in such cases the application for funding will still be within the identified funding range.

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. **Multiple applications from single places of least engagement are not encouraged; our preference is to see partnership working and a single application.**

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 grant recipient and the other partners involved in the project.

There is further guidance about [Partnership agreements](#) on our website.

If we award a grant, partnership agreements must be kept up to date throughout the term of the funding agreement.

Local authorities are one of the Arts Council's key strategic partners and many have brokered relationships and played a supportive role as organisations planned their proposals in the previous Creative People and Places programme. Given that this programme is about communities and grassroots organisations taking the lead, local authorities are not eligible to submit applications themselves or be grant recipients. Local authority endorsement is not a funding requirement. Many of the current Creative People and Places have developed good relationships with the local authorities in their areas while maintaining their independence.

Existing Creative People and Places Programmes

The following section is relevant for existing Creative People and Places only.

Existing Creative People and Places can apply to this programme to deliver additional activity, cover a longer time frame and/or consolidate your expansion programme.

Our overall intention is to align all of our CPP programmes into this single programme. For this reason existing CPPs should apply for the total amount they need (within guidelines) to deliver the whole single joined up programme over the three year period. However, the application should focus on the new activity that will be delivered for the additional funding, in the context of their wider

programme. You will need to tell us how many additional activities and people are included.

We will take a consistent approach to amounts remaining from any existing awards – based on a monthly pro rata calculation. This will be deducted from any final award and avoid any double funding. If successful, new funding agreements will reflect the additional and extended activity, and reporting and monitoring will be aligned. Once existing funding agreements expire all activity would be incorporated in the new agreement.

CPPs who were awarded a higher amount of funding in the previous round of new Creative People and Places and whose funding period ends before March 2025 will not be asked to make their funding stretch over a longer period but any successful awards would be made on a pro rata basis for months that are not currently covered.

If a CPP wishes to apply for both an initial area and an expansion area they currently cover, they should apply as a single joined up programme. This will allow for easier reporting, a joined up approach and better value for money. In the case of current expansions we would award a whole new funding agreement for ease and clarity. For more details please see our FAQs.

CPPs whose funding runs to the end of March 2025 and are funded at or above the levels set out in this guidance do not need to apply.

The approach to existing CPPs, including expansions, will be discussed in more detail at the mandatory conversation and in our FAQs.

How much funding is available?

Total area amounts were allocated according to a combination of factors including the number of existing CPPs, the number of new eligible places and the *collective adult population* of the new eligible places in each area based on the 2011 census. The total new budget has now been confirmed as £23 million. This is additional funding and does not include amounts already awarded to existing CPPs for any of the same period. The additional budget has been provisionally allocated across areas as follows:

Area	Total Budget
North	£7,069,052
Midlands	£5,834,856
London	£3,171,905
South East	£5,678,895
South West	£1,175,852

These amounts do not include money already awarded to any existing CPPs that fall into this period. You cannot apply for more than the budget in the area in which you are based and should discuss how much you intend to apply for in your mandatory conversation. We reserve the right to amend these amounts.

Eligible places which currently receive significant investment from the Arts Council and that have an established arts infrastructure

We will take into account the existing investment and infrastructure in any place: applications from areas which currently receive significant Arts Council investment will need to demonstrate added value and make a compelling case for additional investment. This will be included in our assessment criteria.

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?	New programmes: <ul style="list-style-type: none"> • A <i>lead applicant on behalf of a consortium</i>, which meets the aims and objectives of the programme is eligible to apply. A consortium must include representation from community groups and cultural organisations (as set out earlier in the guidance) • Consortia (via lead applicant) whose activity focuses on benefiting people from places included in the list of <i>eligible locations</i>
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	<ul style="list-style-type: none"> Organisations which receive National Portfolio investment <i>if</i> the activity proposed is <i>in addition</i> to their funded activity We can give a grant to organisations that are legally constituted so that they can share out profits to members or shareholders. However, all grant funds from this programme must be applied to delivering a self-contained, financially ring-fenced arts and cultural project with a clear benefit to the public and in a way that ensures no grant funds contribute to an organisation's profits The lead applicant must have a registered office in England or Wales
	<p>Existing programmes:</p> <ul style="list-style-type: none"> The lead organisation of all existing Creative People and Places consortium looking to continue delivery of their current Creative People and Places programme beyond their current project end date or at a different funding level for new activity. This includes expansions.
Who cannot apply?	<ul style="list-style-type: none"> Creative People and Places programmes whose funding is above the minimum amount set in this guidance <i>and</i> whose funding agreements run to the end of March 2025 Individuals or an individual organisation cannot apply – though a single named lead organisation within the consortium will need to be identified as grant recipient. This lead can change over the course of the programme with Arts Council approval Individual organisations can only be named as core consortium members for one application We cannot accept applications if you or consortium members are applying for funding for activities which are purely aimed at making a profit to be distributed to members or shareholders We cannot accept applications for activities taking place outside of England

	<ul style="list-style-type: none"> Organisations cannot apply for activity that does not focus on benefiting people from the places of least engagement as identified in the guidance Local authorities cannot apply or be named as the recipient of funding for this programme
What activity can be supported?	<ul style="list-style-type: none"> Activities that support the aims of the programme in the eligible place or places as defined in the guidance
What activity cannot be funded?	<ul style="list-style-type: none"> Activities that are not related to arts and culture Activities that do not benefit or engage people in England (in the short or long term) For existing programmes: activity that is not additional to your current Creative People and Places activity 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 Setting up your own grant application schemes Activity that is entirely focused on artist development programmes
How much can be applied for per application?	<p>Between £750,000 and £1,000,000 over three years</p> <p>As with the previous programme we will take into account the population in the place you are applying for</p> <p>Existing CPPs: please apply for the amount you require for your programme in full. See FAQs.</p>
How much match funding from sources	A minimum of 15 per cent of the total cost of the activity is to come from sources other than the Arts Council. This can include:

other than Arts Council England is required?	<ul style="list-style-type: none"> • 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
Other key eligibility points	<ul style="list-style-type: none"> • Applications must be made by a lead applicant on behalf of a consortium for eligible places only • Lead organisations of existing Creative People and Places programmes can make an application to this programme for the place(s) they currently cover • All lead applicants must attach a copy of the email we sent confirming that you had a mandatory conversation with an Arts Council England Relationship Manager
Delivery timetable	<p>Activities must be delivered over three years and start no earlier than 1 April 2022.</p> <p>Activities must end no later than 31 March 2025.</p> <p>Activity cannot go beyond three years, and all activities must end no later than 31 March 2025.</p>

Eligible places

To determine the eligible places for the New Creative People and Places programme we have used the Active Lives Survey, November 2015 to May 2017. Among other things, this measures levels of engagement in arts and culture. It provides a robust sample of respondents in each local authority and offers the opportunity to understand engagement on a comparatively detailed level. For a full

list of the eligible places please visit our website [**here**](#).

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:

- Evidence of the aims of Creative People and Places in your approach (eg. community empowerment in decision making, co-creation, co-commissioning)
- Plans for ensuring a strong community voice and community empowerment in relation to decision making
- How more people will engage in arts and culture (as audiences and participants)
- 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
- Excellence in the quality of arts and cultural experiences *and* in the process of engaging the public
- Plans to work with the existing arts and cultural infrastructure in your place or within reach of your place, as well as beyond. This should include references to activity across the amateur/voluntary, subsidised and commercial sectors and activity which involves libraries and museums and arts
- Effective governance and management - ensuring a distinction between the governance and the delivery of the programme
- Effective partnership working
- Tell us what percentage of your annual turnover this grant will represent (financial statements for your previous financial year)
- 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. How you will continuously learn and share any with the wider cultural sector?

- Outcomes, including the potential impact of your proposed activity for the people in the eligible place/s including:
 - Approximately how many more people you hope will become regularly engaged as arts and cultural attenders or participants in years one, two, and three of this funding period. For the purposes of this grant, we are using the same definition of *regular* as used in the Active Lives survey, ie three or more attendances, visits or participations a year
 - 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 and culture’
 - Wider impacts, for example on the national arts and culture sector or local infrastructure
- Plans for monitoring and evaluating impact:
 - The three research questions will be applied to this funding and you should describe how you will undertake your own place based evaluation to track impact against these. Over time you may include plans to measure other secondary research questions. You may be required to comply with some standardised aspects of local evaluation to inform the national evaluation
 - 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:
 - A commitment to be a proactive member of the **Arts Council funded national peer learning group (s)**
 - A commitment to submit case studies for inclusion on CultureHive
 - Willingness to represent the programme as appropriate at conferences and events
 - Any other plans to support this

Section five – how to apply

Talking to us about your application – the ‘mandatory conversation’

Once you have read the guidance and started to think about your application, you must speak about your proposal in detail to an Arts Council England Relationship Manager in the area where you are based. Due to the current demands of the Cultural Recovery Fund we cannot provide advice to applicants until after 6 April 2021 . We do intend to share a recorded briefing on our website when the guidance is published (March) and run a live virtual briefing sessions (planned for 22 April 2pm) on the programme and will publicise these as soon as dates are confirmed.

You can book your mandatory conversation no earlier than 6 April 2021. All mandatory conversations **must be booked** before **14 May 2021**, and all mandatory conversations **must take place** before **28 May 2021**.

Please contact our Customer Services team in good time to be directed to an appropriate Relationship Manager at Arts Council England. You can contact our Customer Services team by phone on 0161 934 4317 or by email on enquiries@artscouncil.org.uk.

Please note – the lead applicant (on behalf of a consortium) **must book** the mandatory conversation and attend; however other consortium members are welcome and encouraged to take part in the conversation.

We encourage applicants interested in working in an eligible location to collaborate in advance of booking a mandatory conversation and making an application. We particularly welcome single (rather than multiple) applications by location or a group of locations.

A mandatory conversation is a scheduled, structured conversation, which often takes place by telephone or virtually. A Relationship Manager will arrange a time to speak with you. As a general guide, we would aim to cover the following points:

- Where your proposed activity is taking place and ensuring your eligibility to apply to the New Creative People and Places programme
- How you will support the delivery of the aims and objectives of the New Creative People and Places programme

- Your proposed consortium partners and management structure, including particular emphasis on community representation and your approach to ensuring a community voice
- Your approach to local and national evaluation, monitoring and participation in the Peer Learning group
- Finance and management of the proposed lead organisation and the proposed activity
- We will also cover how existing Creative People and Places should approach applications regarding the activity and how we will calculate funding amounts if successful

We will not be able to read or provide written comment on draft applications.

It is your responsibility to develop and write the application, including what you feel to be all the relevant information. We will talk with all potential applicants but cannot guarantee success for any applicant.

Once you have had this conversation with the designated member of staff, we will send you an email to confirm that the mandatory conversation has been completed. You can then submit your application at any time, uploading a copy of the email we have sent you as supporting information (see the Attachments section of the online application form for instructions on where to do this). **Without this, your application will be ineligible.**

Making an application

When to apply

The online application form will open on Grantium at **6 April 2021**. Applications must be submitted by midday on **11 June 2021**. Applications submitted after this time will not be considered.

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

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

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](#)

For technical guidance on how to submit your application through Grantium please read our **Grantium guidance for applicants – Development Funds**.

Proposal

The proposal can be a maximum of 60,000 characters, divided into three sections: ‘Meeting the brief’ (20,000 characters), ‘Management of the activity’ (20,000 characters) and ‘Financial viability’ (20,000 characters). You do not need to use the full character count if you do not feel it is necessary. Use the criteria/prompts in [section six](#) of this guidance to help you structure your proposal.

Attachments

You must upload the following mandatory attachments on the ‘Attachments’ screen:

- A detailed budget for the activity showing proposed income and expenditure (as an Excel sheet or similar). **Please note** – you are required to provide a detailed budget for the first six months of activity, an indicative budget for one year beyond the six-month development phase and an outline budget for the entirety of the funding period
- A detailed plan for the first six months of your proposed project, including milestones and key review dates, and an outline plan for the entirety of the funding period

- The email we sent confirming that you had a mandatory conversation with an Arts Council England Relationship Manager
- A list of all partner organisations [in the consortium] giving their organisation names and details of a main contact person
- 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)
- Certified project accounts covering Creative People and Places funding to date (if appropriate)

You may also upload the following optional attachments:

- Up to three other relevant attachments. These must each be a maximum of five sides of A4 in length

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

The combined limit on file size for all the attachments taken together is **10 megabytes**.

We will use the information you give us in your application form and 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, please contact us if you have any further questions.

Assistance with your application

We are committed to being open and accessible, and want to make the New Creative People and Places (Round one) 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 on: 0845 300 6200
- Text phone: +44(0) 161 934 4428
- Email: enquiries@arts council.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.

We will conduct an eligibility check within 10 working days of the deadline for applications. If your application is not eligible, this means that we cannot process it any further and it will not be considered for funding. If your application is not eligible we will write to you to let you know, and will explain our decision.

Section six – how we will make our decision

We will aim to notify applicants of our decision on whether they can proceed to the interview stage no later than **6 October 2021**. If you are invited to proceed to the interview stage, we will aim to notify you of our final decision on your application no later than **1 December 2021**.

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.

If you are an existing Creative People and Places programme, we will also take into account your current programme risk rating.

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

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:

Criteria
<p>Meeting the brief</p> <p>Weighting: 50%</p> <p>Character count: up to 20,000 characters</p> <ul style="list-style-type: none">• Clear and convincing <u>vision</u> and 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 guidance• Appropriate community and cultural partners with clear roles and responsibilities• If you are applying to broaden the places you cover: How you will ensure community representation from the new place in your consortium• Realistic, authentic and achievable plans demonstrating how the community will be empowered in shaping provision – what is your methodology for this• For proposed programmes that are taking place in locations that currently receive significant investment from the Arts Council: clear details about the added value the proposed programme will make to your location, and demonstration of a compelling case for additional investment• Activity that builds on and does not duplicate activity funded by other Arts Council grants including existing Creative People and Places programmes. Evidence of new activity for existing CPPs.
<p>Management of the activity</p> <p>Weighting: 25 per cent</p> <p>Character count: up to 20,000 characters</p> <ul style="list-style-type: none">• Feasibility of work plan including delivery model• Demonstration of skill and capacity to deliver the proposed programme• Strong strategic fit with the applicant's other activity and/or ethos

- A strong understanding of the location where the proposed programme will be taking place
- Detailed governance structures and processes which both empower the delivery team and include lines of accountability.

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 voice and 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 committed to empowering the delivery team
- vi. 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

Character count: up to 20,000 characters

- Financial viability of the applicant and of the project
- Robust plans for resourcing the activity effectively
- Demonstration of appropriateness of proposed budget
- Evidence of organisational buy-in by applicant and project partners, as cash investment and/or in-kind support (15 per cent minimum)
- Clear case for any proposed capital expenditure
- Value for money relative to population and reach targets
- That administrative costs are appropriate and proportionate as well as value for money

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 and cultural activity involved and activity across the amateur/voluntary, subsidised and commercial sectors
 - The range of approaches to cultural engagement and audience development
 - Potential impact across people defined within protected characteristics, as well as 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 fundable.

Interviews and decision-making

Stage one (balancing)

Once we have scored your application and a recommendation has been made as to its suitability for funding, we will make our decision on whether to invite you to interview. To do this we will consider how strongly your activity scored against our criteria, any balancing criteria we have outlined above, and your activity alongside other applications to the fund.

Following this first stage of decision-making, we will notify you as to whether you have been invited to interview or whether your application to the New Creative People and Places programme has been unsuccessful.

If you have not been invited to proceed to the interview stage we will aim to notify you of the outcome of your application no later than **6 October 2021**.

Stage two (interviews)

Applicants who are successful at the first stage (balancing) will be invited to attend an interview. This is an opportunity to present 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 criteria used to assess your written application ('Meeting the brief', 'Management of the activity' and 'Financial viability'). We will also want to explore the partnerships further at interview. If there are other specific areas raised at the assessment and balancing stage that we wish to explore further we will let you know in advance. As far as possible we would expect applicants attending interview to include representatives of the community/local people as well as consortium members – or at the very least demonstrate how this is embedded in their approach. The lead applicant must be in attendance at the interview and we would recommend that no more than four other people attend on behalf of the consortium. You will be asked to do a short (10 minute) presentation and the interview will last no longer than one and a half hours. The panel will include representatives of national and area Arts Council England teams.

We will use the information we gain from your interview to assist in our final decision making. We will make the final decision on whether to fund your application on a combination of the information included in your application, the assessment and balancing criteria, and the information presented at your interview.

Applicants will be notified if they have been successful in progressing to the interview stage on **6 October 2021** and interviews will take place, in your Arts Council England area or virtually, the week beginning **18 October 2021**

If you have been invited to attend an interview, we will aim to notify you of our final decision on your application no later than **1 December 2021**

Successful applicants would be expected to commence work no later than **1 April 2022** and submit a more developed or revised business plan by the end of phase one (within six months maximum).

Please note – we may also take the decision to part-fund proposals (this may involve awarding less money than was applied for, and/or for only part of the proposal submitted) or to suggest collaborations with other applicants or partners as a condition of funding.

An overview of how we will make a decision on your application

Applications received

Eligibility check

Assessment against criteria

Balancing criteria applied

Stage one decisions made by Arts Council England

All applicants notified of the outcome of their application for stage one

Stage one unsuccessful applicants
notified of our final decision on their application – 6 October 2021

Stage one successful applicants invited to interview notified of our decision to invite them to attend – 6 October 2021

Week beginning 18 October 2021: Interviews take place

Stage two decisions made by Arts Council England

1 December 2021: Applicants invited to the interview stage notified of our final decision on their application

Making a complaint

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

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

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

Section seven – Freedom of Information Act

Arts Council England is committed to being as open as possible. We believe that the public has a right to know how we spend public funds and how we make our funding decisions.

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

We may not release those parts of the documents which are covered by one or more of the exemptions under the Act. Please see the Freedom of Information

website at www.ico.gov.uk for information about freedom of information generally and the exemptions.

We will not release any information about applications during the assessment period, as this may interfere with the decision-making process.

Section eight – data protection

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

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

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

Contact us

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