Arts Council National Lottery Development Funds: Creative People and Places Peer Learning programme

Guidance for applicants

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

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<thead>
<tr>
<th>Summary of key information</th>
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<tbody>
<tr>
<td><strong>What is the focus of the fund?</strong></td>
<td>To support, develop and deliver a national peer learning programme for funded Creative People and Places programmes which supports delivery of the aims and outcomes as set out in the Creative People and Places guidance and supports the sharing of this learning nationally.</td>
</tr>
<tr>
<td><strong>Who can apply?</strong></td>
<td>Current lead grant recipients for a currently funded Creative People and Places programme. The lead grant recipient will be applying to deliver the programme on behalf of the Creative People and Places network.</td>
</tr>
<tr>
<td><strong>When is the deadline for applications?</strong></td>
<td><strong>12pm (midday) on Thursday 2 May 2019</strong></td>
</tr>
<tr>
<td><strong>How much can be applied for per application?</strong></td>
<td>Up to £475,000 over four years</td>
</tr>
<tr>
<td><strong>When must the activity take place?</strong></td>
<td>Activity must be delivered over four years and start no earlier than 1 November 2019 Activities must end no later than 31 October 2023 Activity cannot go beyond four years, and all activities must end no later than 31 October 2023</td>
</tr>
<tr>
<td><strong>Minimum match funding from other sources</strong></td>
<td>Minimum match funding is not applicable to this programme however we will look favourably on applications that include other sources of funding, including support in kind.</td>
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<td>---------------------------------------------</td>
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<tr>
<td><strong>Other key eligibility points</strong></td>
<td>See <a href="#">Section three</a> for further detail about the types of activity that cannot be supported.</td>
</tr>
<tr>
<td><strong>When will we make our decision?</strong></td>
<td>We will notify applicants of our decision no later than 7 August 2019</td>
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Section one – introduction

Welcome
Thank you for your interest in the Creative People and Places Peer Learning programme.

This guidance gives you information on how to apply.

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

About Arts Council England’s Development funds 2018-22
Our Development funds help us to target particular challenges, opportunities or gaps, creating the environment for further development to take place in the arts and culture sector. Ultimately, they help us meet the goals set out in our strategy, Great art and culture for everyone. Our goals, for reference, are as follows:

**Goal 1:** Excellence is thriving and celebrated in the arts, museums and libraries

**Goal 2:** Everyone has the opportunity to experience and be inspired by the arts, museums and libraries

**Goal 3:** The arts, museums and libraries are resilient and environmentally sustainable

**Goal 4:** The leadership and workforce in the arts, museums and libraries are diverse and appropriately skilled

**Goal 5:** Every child and young person has the opportunity to experience the richness of the arts, museums and libraries
Section two – Purpose of Creative People and Places Peer Learning Programme

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 community needs or interests. We believe that everyone has the right to access arts and culture 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 and cultural provision and, in so doing, to increase attendance and participation in excellent art and culture. The overall Creative People and Places 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.

The Peer Learning programme will support the learning between funded Creative People and Places programmes and dissemination to the wider national cultural sector. It will be delivered on behalf of the network and in alignment / agreement with Arts Council England. All funded Creative People and Places programmes are expected to take part in the peer learning programme as a condition of their funding.

Creative People and Places is an Action Research programme and alongside the central aims of the Creative People and Places fund as outlined in the guidance, 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?
These questions will inform the peer learning programme as much as they do the wider Creative People and Places activity. This guidance should be read in tandem with the New Creative People and Places guidance for applicants.

The central aims of the Creative People and Places peer learning programme are:

- Primarily to share learning and create opportunities for reflection between Creative People and Places programmes in order to best deliver on the outcomes of Creative People and Places as outlined in the wider programme guidance (link here). This will be especially important as new consortia join the programme.
- To learn from past experiences (including learning from the current Creative People and Places programme) and share best practice so the arts and cultural sector in England can experiment with innovative approaches to engaging communities.
- To investigate themes and key learning outcomes that are arising from the Creative People and Places programme by commissioning a limited number of small research studies in order to share this learning with the wider sector. This must be aligned with wider Arts Council England evaluation and research on the programme.
- To support the collective integration of the new Creative People and Places programmes and provide appropriate collective (not individual) learning and reflection support to these programmes. This may include specific thematic sessions for new CPPs.
- To make the learning freely available across the national cultural sector.
- To co-ordinate the network’s advocacy and communications, and key messages on behalf of all of the places, and to support places in telling the Creative People and Places story. This should include Creative people and places case studies, sharing the learning, and developing and managing a digital resource for the wider cultural sector, such as website, image bank, films, social media. This function will work closely with colleagues at Arts Council England and will need to be agreed and aligned in advance.
- To ensure that the CPP places, when speaking on behalf of the network, have a consistent message, share their learning and advocate new ways of working to others and to ensure that this aligns with the overall aims and outcomes of the programme.
**Other outputs**

- Maintain a coordinating role for peer learning; consulting with the places to ensure their peer learning needs are met during this next phase of development and that these are aligned to the overall aims of the programme.
- Ensuring alignment and co-ordination with Arts Council England research, evaluation, advocacy and communications of the programme.
- Ensure there is an appropriate governance model that enables places to have collective responsibility for steering and shaping the work of the peer leaning programme.
- Collaborate with the national meta evaluation programme managed by Arts Council England, to ensure that the themes being evaluated in more depth through the peer learning programme are complimentary to those being explored through the meta evaluation.
- Alignment with Arts Council England’s communication and promotion of the programme, particularly to the wider cultural sector and beyond.
- To ensure representative views of all partners are sought as part of commissioned research; this should include CPP places, communities, Arts Council England – and others as appropriate.

**What is not covered by this funding**

- Activities that do not promote learning *between* Creative people and places projects, or with the wider sector.
- Place specific learning activities.
- Individual support to Creative People and Places programmes (e.g. activity related to supporting critical friends; working with a place and help them to complete monitoring; support to places such as that provided by a Relationship Manager or other Art Council England staff).
- Activity where the benefit is not in England.
- Activity for other funding bodies.
- Programme wide promotion or development activity that is the responsibility of Arts Council England.
- Advocacy and communications activity that is the responsibility of Arts Council England.
As part of the application, you will be asked to provide a detailed budget for the first year of activity and outline budgets for the next full three years; however, a detailed budget and plan of activity will be required at the start of each year and will be subject to approval by Arts Council England. This will be alongside meeting any other requirements set out in the funding agreement.

Creative People and Places is an **Action Research Project** 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 this information an agreed format to Arts Council England and our evaluators on a quarterly basis. In terms of the Peer Learning programme we will require regular reporting on the activities that have taken place, the attendees and the reach (including metrics on digital engagement). We are also exploring ways to measure the impact of peer learning itself and would expect the successful applicant to demonstrate how they will approach this. We will also require an agreed programme of activity in advance.

**Experience needed to make an application**

Applicants wishing to submit a proposal must be able to demonstrate the following expertise, skills and knowledge:

- Experience of, and commitment to, facilitating peer to peer learning
- Commitment to action research and being involved in programme wide learning and reflection
- Experience of a range of communications and digital advocacy and commitment to aligning activity with partners such as Arts Council England
- Experience of communicating in an accessible way to non-specialists
- Ability to write clear and concise briefs aligned to the overall ambitions of the programme (e.g. small scale research briefs)
- An understanding of excellent arts/cultural practice
- Understanding of an arts and culture led approach
- Ability to work in partnership and collaborate with a wider range of partners
- Ability to manage projects to time and budget
- An understanding of and commitment to the value of arts and culture
- 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
• Event co-ordination and management

How much funding is available?
A total of up to £475,000 is available for the new Peer Learning Programme for the period 1 November 2019 to 31 October 2023. This will be allocated equally over the four years.
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.

<table>
<thead>
<tr>
<th>Who can apply?</th>
<th>Current lead grant recipients for a currently funded Creative People and Places programme.</th>
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<tbody>
<tr>
<td></td>
<td>The lead grant recipient will be applying to deliver the programme on behalf of the Creative People and Places network.</td>
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<tr>
<td></td>
<td>• 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 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</td>
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<td></td>
<td>• The lead applicant must have a registered office in England or Wales</td>
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</table>

<p>| Who cannot apply? | • Individuals or organisations not currently the lead grant recipient for a currently funded Creative People and Places programme |
|                   | • Partner organisations involved in a currently funded Creative People and Places programme where they are not (at the time of this application) the lead grant recipient |
|                   | • Local authorities cannot apply or be named as the recipient of funding for this programme |</p>
<table>
<thead>
<tr>
<th>What activity can be supported?</th>
<th>Peer learning activities that support the aims of the Creative People and Places programme in the eligible places as defined in the Creative People and Places programme guidance as well as the eligible activities set out in this brief</th>
</tr>
</thead>
</table>
| What activity cannot be supported? | Activities that are not related to peer learning as set out in this guidance  
• Activities that do not promote learning between Creative people and places projects, or with the wider sector  
• Place specific learning activities  
• Individual support to Creative People and Places programmes (e.g. activity related to supporting critical friends; working with a place and help them to complete monitoring; support to places such as that provided by a Relationship Manager or other Art Council England staff)  
• Activities that do not benefit or engage people in England (in the short or long term) or where the benefit is not in England  
• Activity for other funding bodies  
• Programme wide promotion or development that is the responsibility of Arts Council England  
• Advocacy and Communications activity that is the responsibility of Arts Council England  
• 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 | Up to £475,000 over four years |
**How much match funding from sources other than Arts Council England is required?**

Minimum match funding is not applicable to this programme however we will look favourably on applications that include other sources of funding, including support in kind.

**Delivery timetable**

- Activities must be delivered over four years and start no earlier than 1 November 2019
- Activities must end no later than 31 October 2023

*Activity cannot go beyond four years, and all activities must end no later than 31 October 2023*
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 meeting the aims as set out in this guidance and on the potential for learning across the wider England cultural sector.

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

- Evidence of meeting the aims of Creative People and Places Peer Learning Programme in your approach (eg learning between places; small scale research; dissemination to wider sector)
- Details about the proposed programme of activity
- Effective governance and management including how you will involve the Creative People and Places network and work with Arts Council England
- Learning and the contribution of any insights made to the wider cultural sector
- Digital experience skills and capacity – particularly in relation to websites, social media, case studies etc
- Effective partnership working
- 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
- Event management – for example around conferences or seminars
- 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’
• Plans for monitoring and evaluating impact particularly in terms of the contribution to achieving the overall aims of Creative People and Places as well as the peer learning aims as set out in this guidance.

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.

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 both the network and Arts Council England as funder.
Section five – how to apply

Making an application

When to apply
The online application form will open on Grantium at 12pm (midday) on Thursday 11 April 2019. Applications must be submitted by 12pm (midday) on Thursday 2 May 2019. 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 year of activity, and an outline budget for the entirety of the funding period
- A work plan for your proposed project, including milestones and key review dates
- Financial statements for your previous financial year, prepared to the relevant legal standard for an organisation of your size and status (non-National Portfolio Organisations only)
- Your latest management accounts (non-National Portfolio Organisations only)
- Your governance documents (non-National Portfolio Organisations only)

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, 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 peer learning programme 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@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.

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 no later than 7 August 2019.

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.

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:

<table>
<thead>
<tr>
<th>Criteria</th>
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<tbody>
<tr>
<td><strong>Meeting the brief</strong></td>
</tr>
<tr>
<td>Weighting: 50%</td>
</tr>
<tr>
<td>Character count: up to 20,000 characters</td>
</tr>
</tbody>
</table>

- Clear and convincing vision 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 brief
• Activity that builds on and does not duplicate activity funded by other Arts Council grants, funding or resources

Management of the activity  
Weighting: 25 per cent  
Character count: up to 20,000 characters

• Feasibility of work plan including delivery model  
• Demonstration of skill and capacity to deliver the proposed programme - aligned with experience needed as set out in this guidance  
• Strong strategic fit with the applicant’s other activity  
• A strong understanding of the Creative people and places programme  
• Detailed governance, management and delivery structures and processes including lines of accountability  
• Commitment to align activity with other Arts Council activity around the programme and avoid duplication

All proposals need to provide convincing plans to ensure the model:  
i. Is transparent and addresses any potential or perceived conflicts of interest  
ii. Is flexible and responsive to reflect the programme of activity as it develops over time  
iii. Is designed to ensure due diligence and accountability of the project  
iv. Is clear with regard to lines of accountability for the business and equality plan, including who holds the delivery team to account

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  
• Clear case for any proposed capital expenditure  
• 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)
• Identifying the right successful proposal to ensure the greatest opportunities for learning across the arts and cultural sector.

These balancing criteria will be used in addition to the main criteria to differentiate between a number of proposals that are considered fundable.

**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, the risks we have noted and any balancing criteria we have outlined above. We will also consider your activity alongside other applications to the fund.

**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

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.
Section eight – data protection

The Arts Council 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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