



Arts Council National Lottery Project Grants

4 April 2018

Andrew Ellerby & Gemma Seltzer

Daughters of the curry Revolution by Afreena Islam, SICK! Festival
Photo © Tamsin Drury

Who we are

Arts Council England is the Arts and Cultural Development Agency in England

Staff across the country in five areas

North, Midlands, London, South West, South East

With specialist skills

- Dance
 - Libraries
 - Literature
 - Music
 - Museums
 - Theatre
 - Visual Arts
 - Combined Arts
 - Audiences and Engagement
 - Children and Young People
 - Creative Media and Digital
 - Touring
 - Diversity
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Our Mission & Goals

Great art and culture for everyone

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

Goal 2: Everyone has the opportunity to experience and to 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

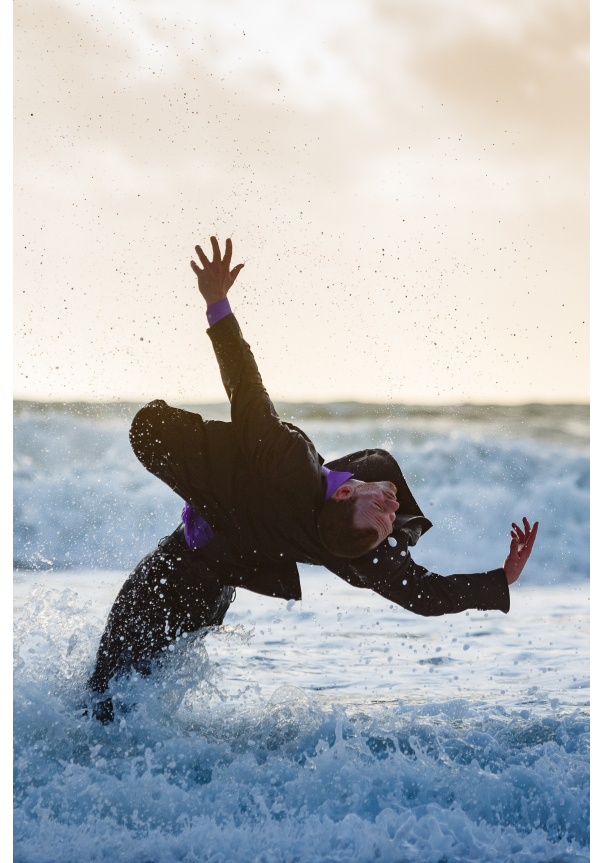
Our funding portfolio

We have three main pillars of funding open to different types of applicants:

- **Funded Organisations (NPO)**
- **Development Funds**
- **Project Grants**

Awarding funds from:

- **Grant in Aid (DCMS)**
- **National Lottery Good Causes**



What is Project Grants?

A key feature of how we deliver our mission:
‘Great art and culture for Everyone’

Project Grants distributes awards of between **£1000** and usually **£100,000** from the **National Lottery** to:

- **individuals**
- **organisations**
- **people who use the arts in their work**

For time limited arts-related activities that:

- **benefit people in England**
 - **help artists, arts organisations, museums and libraries in England carry out their work**
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Project Grants in numbers

£97.3m per year for 2018 - 2022

2 “Strands”

- **£15,000 and under** - Decision in **6 weeks**
- **Over £15,000** - Decision in **12 weeks**

Historically, GFTA received:

- Over **10,000** applications per year
 - Approx. **80-85%** of those are eligible
 - Approx. **40%** success rate
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What makes up Project Grants?



What kind of activity do we fund?

productions / exhibitions /
participatory projects / events /
festivals / carnivals / workshops /
digital projects / artistic research
and development / commissions /
participation / asset purchase /
building renovation / making
work / touring / residencies /
professional development /
international partnerships /
organisation and business
development / audience
development / museum practice



What kind of activity can't we fund?

- activities that do not focus on our supported artforms or disciplines
 - activities that provide no potential benefit to the public
 - statutory, further or higher education course-related activity
 - retrospective activities
 - general running costs and overheads
 - fundraising or profit making activity
 - second-hand equipment (exceptions apply)
 - touring projects more than 15% outside England (exceptions apply)
 - international activities where there is no benefit to people in England
 - wider creative media or museum work that falls outside of our remit (ie non-arts feature film/certain museum activity types)
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Martin Jackson, Resident in Maps,
online (2014)

Advice and Guidance

Project Grants pages of our **website**

- [How to apply guidance](#) – Essential reading
- [Information sheets](#)

Customer Services - 0161 934 4317

- discuss eligibility
- basic advice
- help with Grantium

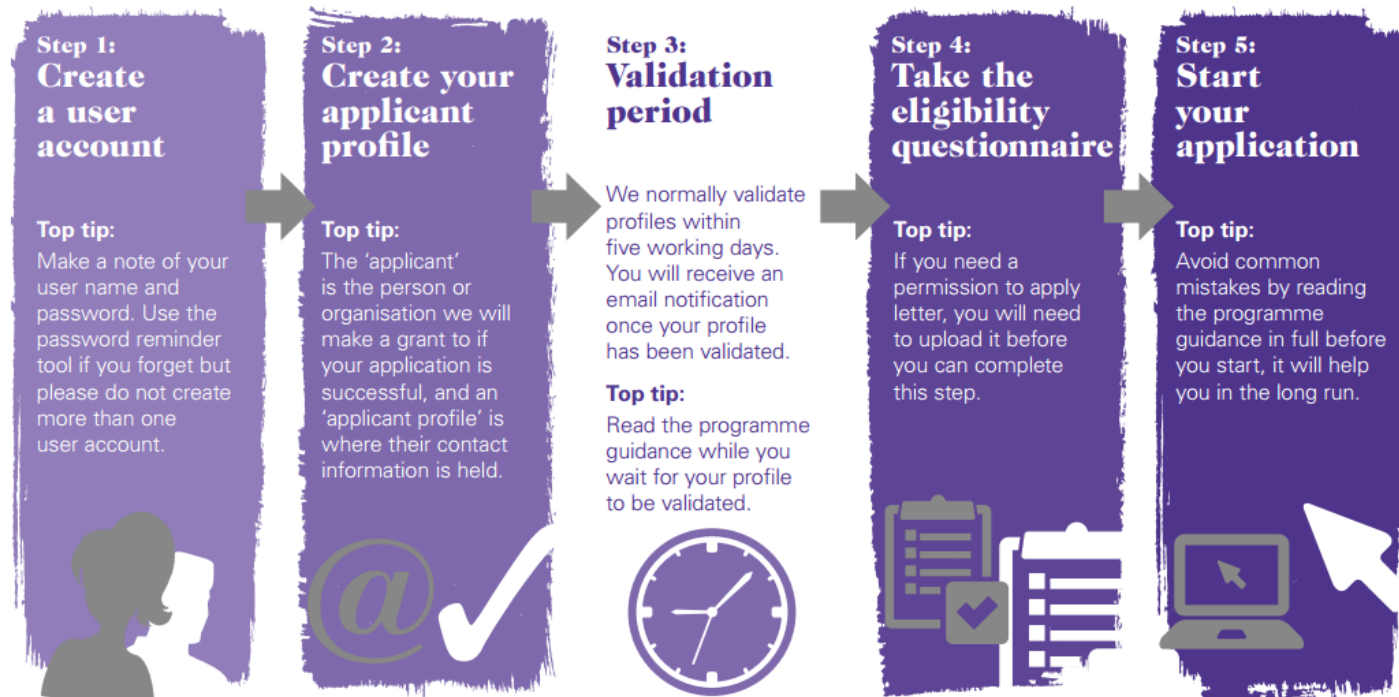
Relationship Managers

- Project Grants surgeries/events
 - Additional developmental support for priority applicants only
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Apply online: Grantium

- Start / Complete your application
 - Receive your decision
 - Accept an offer of a grant
 - Request payments
 - Submit payment conditions
 - Submit activity report forms
 - Receive email notifications
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Applying for funding: the key steps



Removing barriers - Equality of opportunity

Guidance in **alternative formats**

The cost of an **access support worker** such as note taker, British sign language (BSL) interpreter or personal assistant

- for people requiring it in **one to one meetings** with the Arts Council.
- to help a disabled applicant **complete the application form**

Translation of applications made in **BSL** into English

Steakhouse Live



Image: Kevin Le Grand Bailor by
Emily Rose England

The application form

The application form

- **Basic details**

The application form asks focused, directive questions relating to our **four criteria**;

- **Quality**
- **Public engagement**
- **Finance**
- **Management**

The number of questions, and depth of information requested will increase in line with the value of the application

Basic Details – what we ask

Brief summary of the project for which you are applying (600 characters)

- **Amount applied for (£x)**
 - **Personal access costs (£x)**
 - **National Lottery objections**
 - **Project Start Date**
 - **End Date**
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Quality – what we ask

How strong and clear is the artistic or creative idea, it's aims and outputs?

- a brief summary of your **recent relevant work**, experience and achievements
 - **aims** of the activity (what you want to do)
 - how the activity will support creative **development**
 - **Who** is involved (Artists, creatives, museum specialists – max 10)
 - **£50k +** the wider impact of the project,
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Public Engagement – what we ask

How the activity increases opportunities for the public to engage in arts activities

- **Who** will engage with the activity?
 - eg target audiences or people taking part
 - **How** they will they engage with the activity, either now or in the future?
 - How you will **reach** these people? - inc details of marketing activities
 - **£100k+** audience development & marketing plan
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Finance – what we ask

Are the finances realistic, achievable and fair?

- **Income** (including Support in Kind) - min 10%
 - **Expenditure**
 - Your **experience** in managing budgets
 - How figures in the budget have been **calculated** (including ticket income and wages for artists, creatives etc)
 - **£15k+** detailed budget / **£50k+** cashflow attachments
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Finance – other sources of funding

Earned income – ticket sales, workshop fees or selling publications

Crowdfunding – Hercules Editions made £500 on Crowdfunder, White Review used Kickstarter to raise £11,000

Sponsorship & corporate support – writer successfully secured writer-in-residence role for Costa

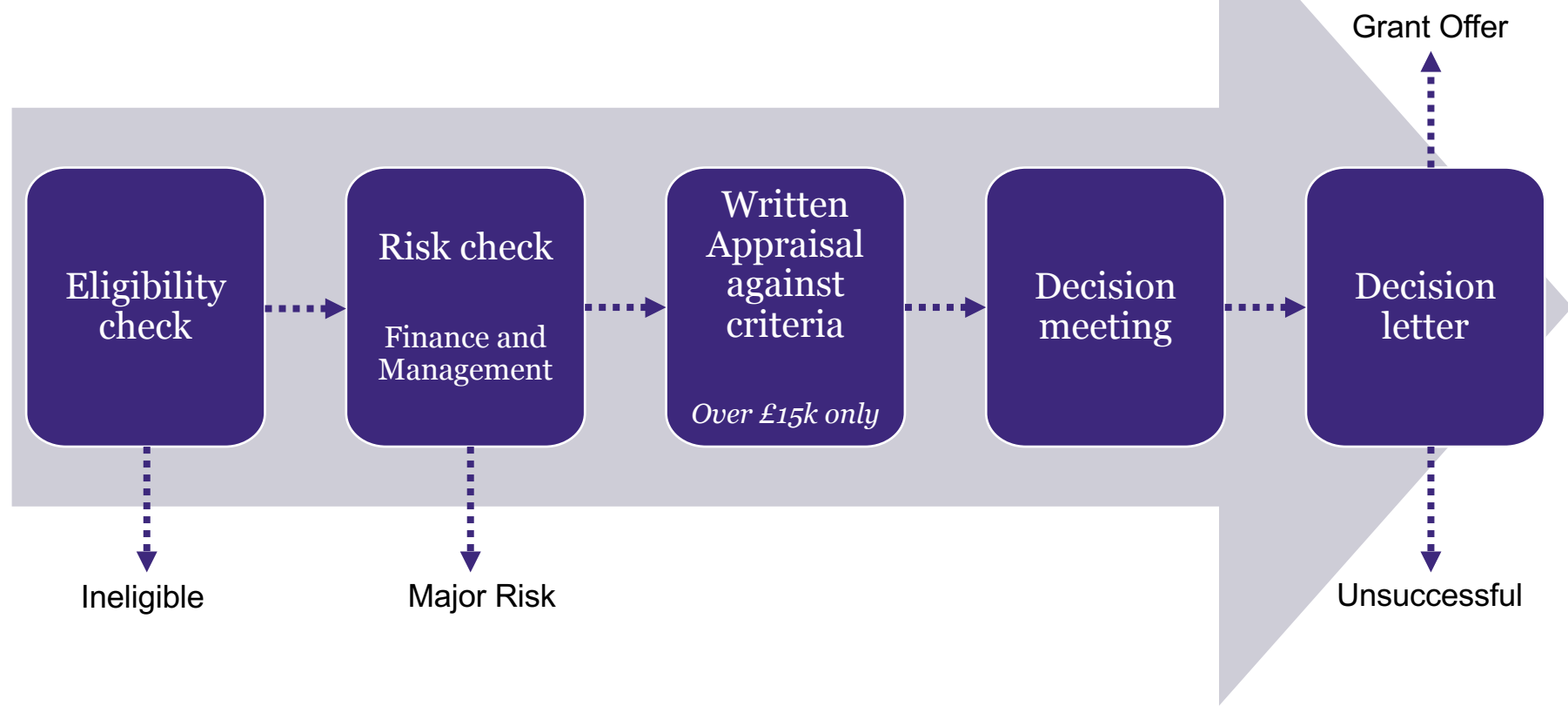
Trusts/Foundations – artist secured £3,750 from Outstanding Natural Beauty Social Development Funds for performance & digital projection. Winston Churchill Memorial Trust offers funds to travel for professional development and to inspire your community

Management – what we ask

Can you successfully manage the project?

- **Where** the project is taking place (inc tour schedules)
 - Your **experience** of managing similar types of activity (and any partners' experience)
 - Any **planning** and preparation completed to date
 - **Project plan timeline** (include detail!)
 - How you will **evaluate** your project
 - **£50k+** risk assessment
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How we make decisions



If you are successful

- **One month** to accept offer
 - We will normally pay the money in stages
 - **90% > 10%** (£15k & Under)
 - **50% > 40% > 10%** (Over £15k)
 - Acknowledge our funding and the **National Lottery**, using our [funding mark appropriately](#)
 - Must evaluate your work and fill in an [activity report form](#)
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OF THE ARTIST

A GRAPHIC NOVEL BY KARRIE FRANSMAN
...AND FRIENDS

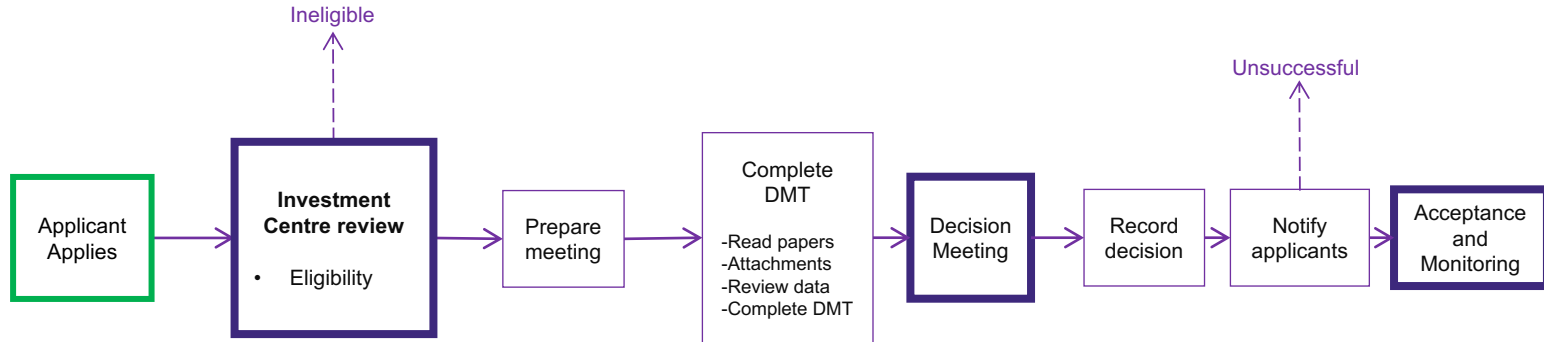


Developing your Creative Practice

Developing your Creative Practice

- For individual artists/practitioners only
 - Awards from £2,000 up to £10,000 - Grant in Aid budget
 - Launch soon after Project Grants in April 2018
 - Round-based (four rounds/year)
 - Roughly eight week turnaround time
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DYCP application process



Thank you

Questions?
