Awarding funds from THE NATIONAL LOTTERY®

Arts Council National Lottery Project Grants

Pamela Vision , Relationship Manager, Theatre

Wifi available

#culturematters

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

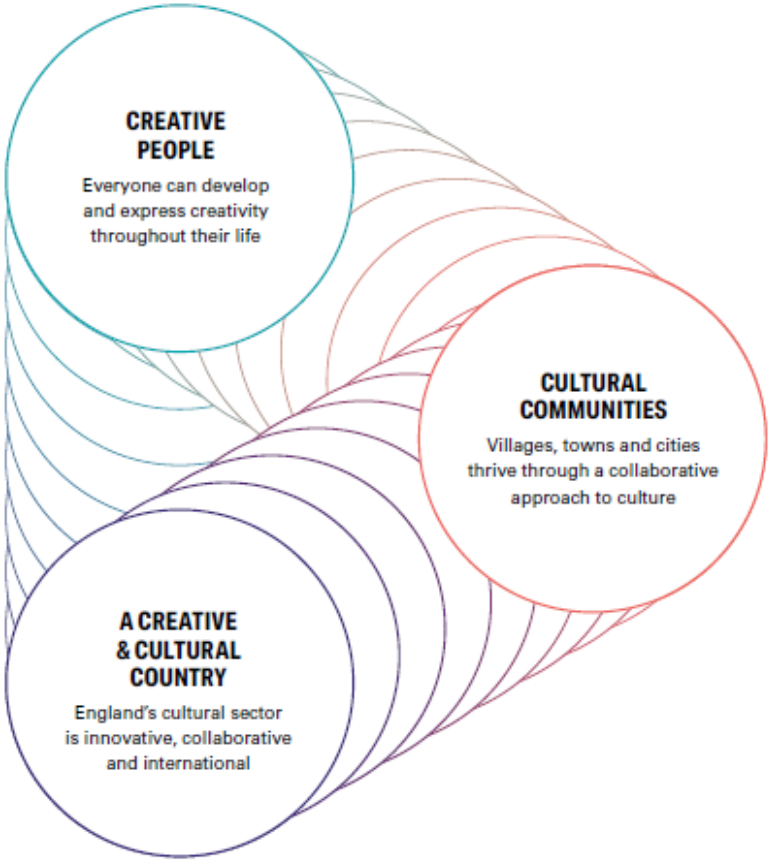
Who we are

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

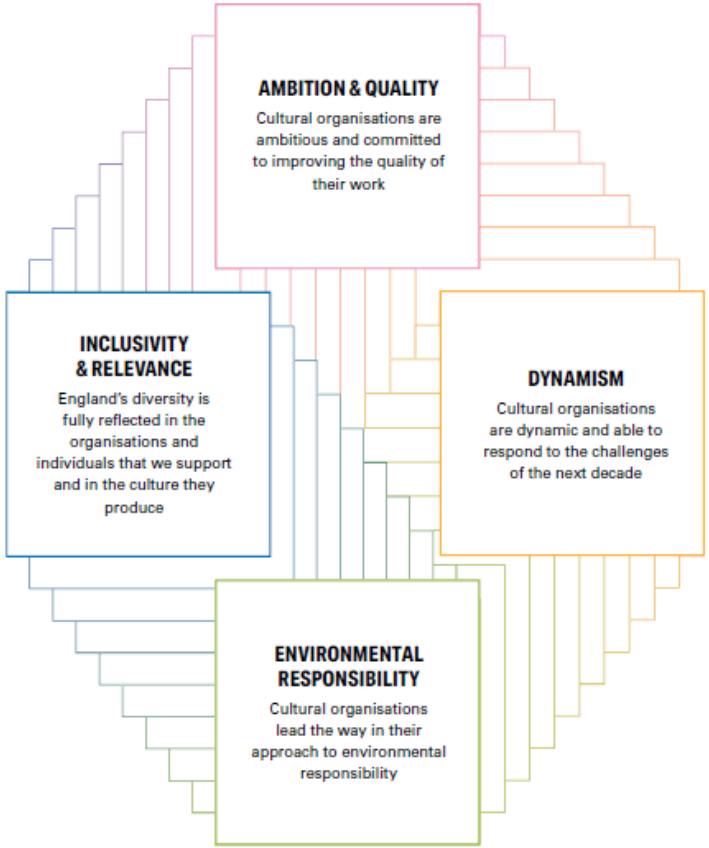
Artforms we support are:

- Dance
- Libraries
- Literature
- Music
- Creative Media
- Museums
- Theatre
- Visual Arts
- Combined Arts (inc circus, festivals, carnival)

THE OUTCOMES



OUR INVESTMENT PRINCIPLES



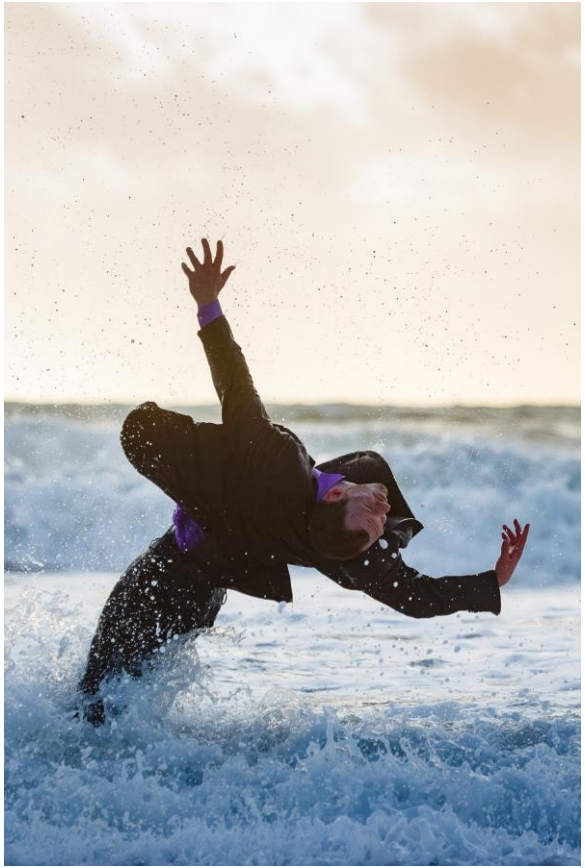
What is Project Grants?

Project Grants distributes awards of between **£1,000** 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**



Shoreline, Simon Birch Dance, SALT 2016
photography by Steve Tanner

Project Grants in numbers

Fund to support arts based activity

- **2** “Strands”
  - **£15,000 and under** - Decision in **6 weeks**
  - **Over £15,000** - Decision in **12 weeks**

Historically, Grants for the arts received:

- Over **10,000** applications per year
- Approx. **80-85%** of those are eligible
- Approx. **40%** success rate

Applying for funding: the key steps

Step 1:
Create a user account

Top tip:
Make a note of your user name and password. Use the password reminder tool if you forget but please do not create more than one user account.

Step 2:
Create your applicant profile

Top tip:
The 'applicant' is the person or organisation we will make a grant to if your application is successful, and an 'applicant profile' is where their contact information is held.

Step 3:
Validation period

We normally validate profiles within five working days. You will receive an email notification once your profile has been validated.

Top tip:
Read the programme guidance while you wait for your profile to be validated.

Step 4:
Take the eligibility questionnaire

Top tip:
If you need a permission to apply letter, you will need to upload it before you can complete this step.

Step 5:
Start your application

Top tip:
Avoid common mistakes by reading the programme guidance in full before you start, it will help you in the long run.

Theatre Projects

What you can apply for

- research and development
- rehearsals
- performances and showcasing
- touring live shows
- participatory projects
- and more!

Exeter Northcott - 'Backstage Heroes'
Photo © Exeter Northcott Theatre / Matt Austin

What you cannot apply for

- Tours where more than 15% of the activity takes place outside of England

The Borrowers at New Vic Theatre
Photo © Andrew Billington / New Vic Theatre

What can't we fund?

Ineligible applications

- activities that do not align to one of our supported artforms or disciplines
- activities that provide no potential benefit to the public
- general running costs and overheads
- statutory, further or higher education
- costs that take place before we are able to make a decision
- 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
- activities that aim to make a profit or are based around fundraising (ie for charities)
- **Underdeveloped**

The application form

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

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,

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 and marketing plan

Finance – what we ask

Are the finances realistic, achievable and fair?

- **Income** (including Support in Kind) - min 10% match
- **Expenditure**

- Your **experience** in managing budgets

- How figures in the budget have been **calculated** (including ticket income and fees for artists, creatives etc)

- **£15k+** detailed budget / **£50k+** cashflow attachments

Management – what we ask

Can you successfully manage the project?

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

Advice and Guidance

Project Grants pages of our **website**

- "Is my project ready?" Quiz
- How to apply guidance – *Essential reading*
- Information sheets

Customer Services

- **0161 934 4317** or **0845 300 620**
- enquiries@artscouncil.org.uk
- eligibility, basic advice and help with Grantium

Relationship Managers

- Project Grants surgeries/events
- Additional developmental support for priority applicants only

Access support fund

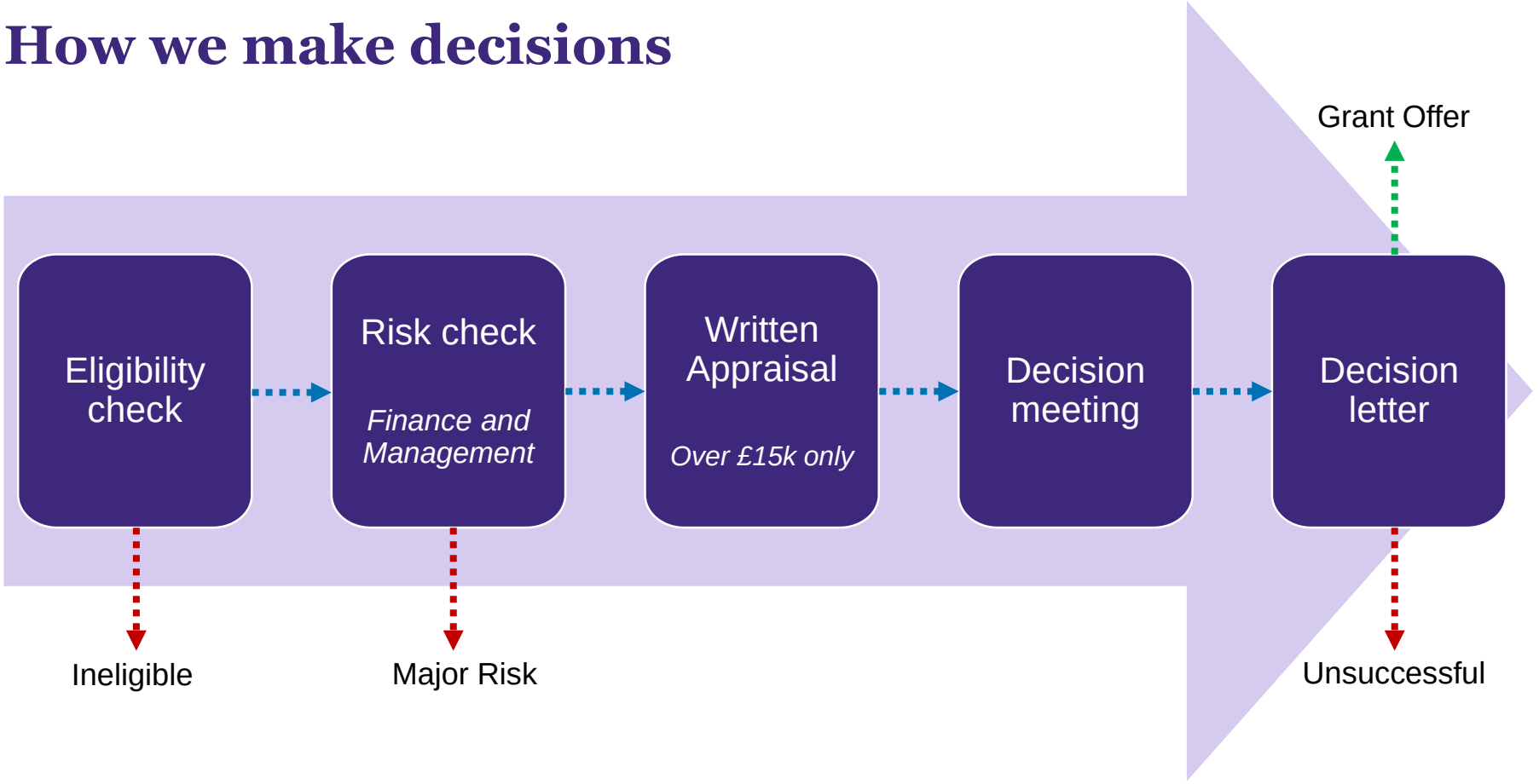
Removing barriers

- Guidance in **alternative formats**
- The cost of an **access support worker** such as note taker, BSL interpreter or personal assistant for **one to one meetings with us** or to help you **complete the application form**
- Translation of applications made in **BSL** into English

Talk to us about how we can support you:
Call us on **0161 934 4317** or **0845 300 6200** or
email **enquries@artscouncil.org.uk**

Customer Services will direct you to your Area contact to discuss your request

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 logo

Evaluate your work and fill in an activity report form at the end of the project

Thank You!

Any questions?

Image © Michael Benjamin Williams-St Louis, C4 Yourself Productions. Image © Dan Salter Photography for Compton Verney, Warwickshire