GUIDANCE NOTES FOR APPLICANTS
Cultural & Creative Challenge Fund for Arts Projects 2016/17
For awards of £5,000 only.

Deadlines for application.
There are two deadlines for application during 2016/17:

31 March 2016
31 October 2016
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INTRODUCTION.

About this fund.
The Cultural & Creative Strategy 2015 - 2020 recognises that, while cultural engagement in B&NES is higher than the national average, some people in the district ‘never or rarely engage with culture and creativity’.

This fund seeks to address this gap in participation by focusing on Cultural & Creative Strategy Priority Theme 5, Audiences and engagement.

Read the strategy here:

Applicants to this fund will need to demonstrate how their project addresses the required actions set out in Cultural & Creative Strategy Priority Theme 5, Audiences and engagement (p8). These are:

- Addressing the participation gap within specific communities in B&NES.
- Promoting engagement in volunteering.
- Using arts activity to promote health and wellbeing.
- Gathering audience data and insights to measure and deepen audience experience, and increase participation.
- Promoting arts activities in B&NES to the West of England, national, and international audiences, where appropriate.

The Council invests in the arts in order to increase engagement and widen participation. Whatever the target audience for your project, the Council expects funded organisations to aim for and encourage a high level of attendance.

Who may apply.
- Properly constituted voluntary sector groups/organisations with a bank account in the name of the group/organisation.
- Consortia where the lead body is a properly constituted voluntary sector organisation with a bank account in the name of the group/organisation.

Applicant organisations may be an unincorporated group/association; a charity; a community interest company; a social enterprise; a co-operative. Applicants do not need to be arts organisations but we will only fund arts projects.

Who may not apply.
- Individuals.
- Any group or organisation that seeks to promote or oppose any religion or political party.
Organisations already awarded a grant or contract fee from B&NES Arts Development for projects taking place in 2016/17.

What you may apply for.
- Funding is only available to support arts projects.
- Projects can be in any artform or combination of artforms.
- Projects must take place in Bath and North East Somerset and must benefit residents of the district.
- Projects must take place between 01 May 2016 and 30 November 2017
- Funding is only for arts projects that do both of the following:
  - Engage a broad family audience. By ‘family’ we mean any combination of adults, children and/or young people.
  - Engage one or more of the target communities. These are:
    - Twerton
    - Radstock
    - Whiteway
    - Midsomer Norton
    - London Road/Snowhill
    - Peasedown St. John
    - Foxhill
    - Keynsham

How much you can apply for.
You may apply for a fixed sum of £5,000.

Please note:
- The Council will fund no more than 50% of the total cost of any project.

This means:
- Applicants must have at least 50% match funds in the project budget.
- At least 50% of your match funding must be in cash, rather than in kind.
- Match funding in cash might include a mix of: earned income e.g. entrance fees/charge to participants; other grants e.g. Lottery, trusts & foundations; sponsorship; donations; other public sources.

What you may not apply for.
- Activity that has already taken place, i.e. we will not:
  - Provide funding towards any costs already incurred
  - Fund work or activities that have already started prior to confirmation of our funding
- The Council will not consider applications where more than 20% of the sum applied for is for capital costs (e.g. materials, costumes, props, musical instruments, IT equipment, etc.)

Deadlines for submitting your application.
There are two deadlines for funding during 2016/17:

31 March 2016          31 October 2016
Applications, including all attachments, must be sent by email to: arts@bathnes.gov.uk You will be sent an acknowledgement of receipt for your application.

Timetable for assessment and decision.

<table>
<thead>
<tr>
<th>Apply by</th>
<th>Decision by</th>
<th>Projects commence on or after</th>
<th>Projects completed by</th>
</tr>
</thead>
<tbody>
<tr>
<td>31 March 2016</td>
<td>29 April 2016</td>
<td>01 May 2016</td>
<td>30 April 2017</td>
</tr>
<tr>
<td>31 October 2016</td>
<td>30 November 2016</td>
<td>01 December 2016</td>
<td>30 November 2017</td>
</tr>
</tbody>
</table>

Applicants can only receive one award within the financial year 2016/17.

Please note
- We will not accept applications sent by post.
- We will not accept hard copies of supporting documents.
- We will not assess incomplete applications.
- We will not assess applications submitted after the published deadline(s).

COMPLETING THE APPLICATION FORM

Please note:
- Applications must be typewritten. We will not assess handwritten submissions.
- When completing the form, type your answers into the text boxes provided.
- Do not enlarge the text boxes. They are appropriately sized for the number of words specified.
- Where a word limit is exceeded, this will be reflected in the overall score.
- Where you are asked to indicate your choice from a list, type an x in the appropriate box.
- Additional rows may be added to any section within the budget, as necessary.
- Incomplete applications will not be assessed. Due to the large number of applications we receive, Officers will not contact you to request any documents not supplied at time of submission.
- Officers will not assess applications submitted after the published deadline.
SPECIFIC GUIDANCE ON ANSWERING THE QUESTIONS.

SECTION 1. YOUR APPLICATION

This fund is open to individual organisations and to organisations working together as a consortium. Consortium applications must be submitted by the lead organisation. All communication regarding a consortium application will be solely with the lead organisation. The lead organisation will act as budget holder for the project and grant payments will be made solely to the lead organisation.

- Please indicate whether or not you are applying on behalf of a consortium.
- If yes, please confirm that you are applying as the lead organisation for the consortium.
- If yes, please list the names of all the other organisations that are members of the consortium.

If your consortium application is successful, we will contact you again to request full contact details for each consortium member.

SECTION 2. YOUR ORGANISATION

2.1 Your contact details

*Why do we want to know?*

- We will use these details to communicate with your organisation about your application.
- If there are any problems with your application, such as files not opening, etc., we may need to contact you quickly so as not to delay assessment and decision.

Please ensure that this information is complete and correct.

2.2 Please describe your organisation and what it does

*What do we want to know?*

- What your organisation does.
- How long it has been established.
- Who participates in or benefits from your activities/services.

*Why do we want to know?*

- To understand the work, aims and objectives of your organisation.
- To understand how this project contributes to the development of your work.

SECTION 3. YOUR PROJECT.

3.1 Provide a brief description of your project
What do we want to know?
Please give a brief factual description of the key aspects of your project, simply, clearly and in plain English. Use bullet points if necessary. We may use your project description to publicise and promote your project.

Why do we want to know?
This is your opportunity to provide a short, clear summary of your project. This helps us to quickly understand what you are asking us to fund. It also tells us whether or not your project will add to, duplicate or conflict with, other provision. It shows us any new ideas or innovative approaches you are using in order to deliver the aims of the Cultural & Creative Strategy.

3.2 When will your project take place?
What do we want to know?
Please tell us the start and end dates of your project.

Why do we want to know?
The Council will not fund work or activities that have already started, or provide funding towards any costs already incurred. If your project lasts more than one financial year, we will need to know this in advance so that we can arrange to carry the funding forward into the next financial year.

3.3 What artform(s) does your project involve?
What do we want to know?
Please list all artforms included in your project; for example, music, visual arts, dance, drama, etc..

Why do we want to know?
We expect to receive many applications to support a range of different arts activities. We want to avoid duplication and support work across a range of different artforms. Knowing what kind of activity each applicant is offering helps us to assess the total range of provision available so that we can make informed, strategic decisions about which activities to support.

3.4 Total number of events/performances/sessions that you plan to deliver?
What do we want to know?
Please tell us the total number of events/activities that you intend to deliver during your project.

Why do we want to know?
We want to know the amount of provision that our investment in your project will make possible. We want to know that your project provides best value in return for our investment.
3.5. Who will benefit from your project?
What do we want to know?
We need to know your project will attract and benefit both of the following:
- A broad family audience. By ‘family’ we mean any combination of adults and children and/or young people.
- Residents from the Council’s target communities. These are listed in the application form.

Why do we want to know?
This fund seeks to deliver the aims of the Cultural & Creative Strategy 2015-2020. It focuses specifically on Priority Theme 5, Audiences and engagement, promoting wider access to and participation in the arts.

The Cultural & Creative Strategy seeks to address the fact that some people in the district ‘never or rarely engage with culture and creativity’ (p8). Audience data shows that there is a particular need to increase attendance and participation by residents of the Council’s target communities and by ‘family’ demographic groups.

To be eligible for this funding your project must engage both a broad family audience and one or more of the Council’s target communities.

3.6 How many people will take part in your project?
What do we want to know?
Give an estimate of the number of participants who will take part in your project. This should be broken down into: Audience/Participants, Artists/Facilitators/Performers and Volunteers. Participants can include both active participants and audience members whose involvement may be more passive. Artists/Facilitators/Performers can include workshop leaders, tutors, etc. Some of these may also be volunteers and can be counted in both categories. We accept that these figures may be estimated. However, please try to make your estimates as realistic as possible.

Why do we want to know?
We need to know that our investment will benefit an appropriate number of people and represent an appropriate level of subsidy per head. We also want to know that your target is realistic and appropriate for the planned activity.

3.7 What kind of venue(s) will your activity take place in?
What do we want to know?
Please tell us the venue(s) in which your activity will take place. If you know the name of the venue, please tell us. If your venue is an outdoor space, such as a park or playing field, please tell us the name and location of the space and, if possible, provide a post code. If you do not yet know the specific venue(s) in which your project will take place, please tell us the kind of venue(s) you are planning to use.
Why do we want to know?
We want our investment in the arts to create benefit across the whole district. We want a wide range of community venues to be used for the arts. We also want to know that the venues being used are appropriate for the activity and accessible to the target audience.

3.8 What will the audience/participants do or experience during your project?
What do we want to know?
We want to understand what your project will be like for the people who take part in it. Please provide a clear, simple description of what participants will do or experience during the project. For example:

‘The participants will have six sessions to create costumes for a carnival procession. They will learn skills such as design, working with fabric, silk painting, sculpture, etc. By the end of the six sessions each participant will have made their own costume and mask. The whole group will be involved in and contribute to creating the look and feel of the carnival procession. This activity will help develop their skills, confidence, decision making and team working abilities’.

Why do we want to know?
To assess whether the project activity is appropriate to the target audience and that it will achieve the aims stated in your answers to Qs 3.5, 4.1 and 4.2.

SECTION 4. IMPACT

4.1 What benefit will your project deliver? (200 words)
What do we want to know?
Please tell us about the range of benefits your project will make possible. These might include generating local economic impact, creating social value, improving health and wellbeing, improving the environment and public realm, and fostering community pride. You can also tell us about any benefit created for your organisation, such as increased income, greater sustainability, increased capacity, etc.

Why do we want to know?
The Cultural & Creative Strategy recognises that arts activity contributes to community cohesion, and reduces social exclusion and isolation. In assessing applications we will favour projects that create social value by fostering social inclusion, promoting mental health and wellbeing, engaging families and inspiring children and young people.
4.2 What learning will take place during your project? (200 words)

What do we want to know?
Please tell us how your project will create opportunities for people to learn things such as:

- better interpersonal skills
- increased self-confidence and personal development
- team-working skills
- communications skills, such as writing, speaking and listening
- strategic thinking and planning skills

You can also give details of any other benefits or changes that your project will make possible that are not listed above. You can also tell us how your organisation will learn, develop and change as a result of your project.

Why do we want to know?
We believe that the arts are a powerful tool for learning and change. When assessing applications to this fund we will favour projects that create opportunities for learning.

4.3 How will your project create opportunities for volunteering? (100 words)

What do we want to know?
We want you to tell us the specific actions you will take to engage people in your project as volunteers.

Why do we want to know?
Promoting engagement in volunteering is an aim of the Cultural & Creative Strategy. Volunteering offers people a chance to give something back to their community or to make a difference to the people around them. For others, it offers a chance to develop new skills or build on existing experience and knowledge. Regardless of the motivation, volunteering provides opportunities that are both challenging and rewarding. In assessing applications we will favour projects which actively promote opportunities for people to volunteer.

SECTION 5. MARKETING, PROMOTION & PUBLICITY

5.1 Tell us why you think your project/activity will appeal to your target audience?

What do we want to know?
We want you to explain the reasoning you have used to make creative decisions about programming your project. Please explain why you think the activities you have planned will be relevant and effective in attracting your target audience. You should refer to any consultation or research you have used in the development of your project.
Why do we want to know?
We need to assess that your activity will be effective in engaging your target audience. We need to see clear evidence that you understand the lifestyles, interests and needs of your target audience. We want to see evidence of creative thinking in responding to these factors. In assessing applications we will favour projects that are evidence-based and respond to an identified need.

5.2 How will you publicise and promote your activity to your target audience?
What do we want to know?
Please tell us the practical steps, methods and materials you will use to publicise and promote your planned activities to the target audience you identified in your answer to Q3.5. Please also tell us the kind of places where you will display and distribute publicity.

Why do we want to know?
Your project must target and attract people in the district who ‘never or rarely engage with culture and creativity’ (Cultural & Creative Strategy, p8). We need to assess that your plans for promotion and publicity will be effective in achieving this.

5.3 How will you publicise and promote your activity more widely?
What do we want to know?
Please tell us the practical steps, methods and materials you will use to publicise and promote your planned activities in B&NES to the West of England, national, and international audiences, where appropriate.

Why do we want to know?
It is an aim of the Cultural & Creative Strategy that the excellent arts activities produced in B&NES are more widely recognised and celebrated. In assessing applications to this fund we will favour projects that seek to enhance the reputation of the district and its creative organisations by achieving wider recognition regionally and nationally, where appropriate.

SECTION 6. DOCUMENTATION & EVALUATION

6.1 How will you record what happens during your project?
What do we want to know?
Please tell us the methods you will use to capture the story of what happens during your project. This could include:
- photographs
- reviews
- project diaries, including video or audio diaries etc..
• customer feedback and comments
• social media

Why do we want to know?
It is good practice to record your project and its achievements so that it can be used to show what took place as a result of the investment of public funds.

6.2 How will you measure the impact of your project?
What do we want to know?
Please tell us the methods you will use to collect evidence and measure what has changed as a result of your project. This might include establishing benchmarks at the beginning of your project against which to measure progress, assessing participants’ progress at key project milestones, working with an external evaluator to review your work, etc..

Why do we want to know?
At the end of your project you will have to report on the impact of your work. If you have not planned to collect the right information throughout the project, you may not be able to demonstrate your success. In assessing applications we will favour projects that aspire to make a difference and bring about positive change.

SECTION 7. PROJECT BUDGET

7.1 PROJECT INCOME

What you can include under each heading in the ‘Income’ section of your budget.

1. Earned income. This should include ticket sales and/or any fees you charge for admission to an exhibition or event, sales of merchandise, any fees you charge for services you provide to others, etc.. Please provide a breakdown in the ‘Source of income’ box to show how each income line is calculated: e.g.

<table>
<thead>
<tr>
<th>Source of income</th>
<th>Amount</th>
<th>Expected</th>
<th>Confirmed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ticket income: 500 x full-price tickets @ £5.00 each + 100 x concessionary tickets @ £3.00 each.</td>
<td>£2,800</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Sale of souvenir programmes: 400 x programmes @ £2.00</td>
<td>£800</td>
<td>X</td>
<td></td>
</tr>
</tbody>
</table>

Sub-total 1. This is the total value of all the items listed in 1. Earned income.
2. **Income from other sources.** This should include money from other fundraising, including other grants, sponsorship, donations, gifts, or contributions from your organisation’s own funds or reserves.

**Sub-total 2.** This is the total value of all the items listed in 2. *Income from other sources.*

3. **Support in kind.** This may include the value of any goods or services provided free of charge to support your project. It should include the value of any volunteer time contributed to support your project. Please calculate the value of volunteer time using the gross average hourly wage for England of £14.27 (ONS, Annual Survey of Hours and Earnings 2015). Please provide a breakdown in the ‘Source of income’ box to show how each income line is calculated: e.g.

<table>
<thead>
<tr>
<th>Source of income</th>
<th>Amount</th>
<th>Expected</th>
<th>Confirmed</th>
</tr>
</thead>
<tbody>
<tr>
<td>300 hours volunteer time @ £14.27</td>
<td>£4,281</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Free use of community hall for 10 hours; normally charged at £20 per hour</td>
<td>£200</td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>

**Sub-total 3.** This is the total value of all the items listed in 3. *Support in-kind.*

**N.B.** To ensure that your budget balances, any items listed as support in-kind in the income section must also appear in the appropriate category on the ‘Expenditure’ section of the form.

4. **Council funding / Sub-total 4.**
This is a fixed sum of £5,000. It should be included in your total income.

**TOTAL INCOME.** Add together sub-totals 1-4 and enter the total value of income for your project here.

7.2 **PROJECT EXPENDITURE**

Please tell us whether or not your organisation is VAT registered and provide your VAT number. If you are VAT registered, show all figures as net of VAT.

**What you can include under each heading in the ‘Expenditure’ section of your budget.**

**N.B.** Any items that appear in the income section of your budget as support in-kind must also appear under the appropriate heading in the expenditure section.
1. **Artistic expenditure.** This should include fees to people such as artists and/or workshop/session leaders, and fees for any specialist production services such as choreography, artistic direction, set design, sound engineering, lighting design and production, etc.. Please provide a breakdown of each cost item: e.g.

<table>
<thead>
<tr>
<th>1. Artistic expenditure</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sound engineer x 5 days @ £200 per day.</td>
<td>£1,000</td>
</tr>
</tbody>
</table>

Sub-total 1. This is the total value of all the items listed in 1. **Artistic expenditure.**

2. **Materials & equipment.** This should include the purchase or hire cost of any materials and equipment e.g. art materials, props, costumes, musical instruments and equipment, etc... Please provide a breakdown of each item: e.g.

<table>
<thead>
<tr>
<th>2. Materials &amp; equipment</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hire of generator x 5 days @ £80 per day.</td>
<td>£400</td>
</tr>
</tbody>
</table>

Sub-total 2. This is the total value of all the items listed in 2. **Materials & equipment.**

3. **Marketing, promotion and publicity.** This should include the cost of production e.g. design, printing and/or website development. You may also include the distribution costs of any marketing materials, such as postage or direct mail services. Please provide a breakdown of each expenditure item: e.g.

<table>
<thead>
<tr>
<th>3. Marketing, promotion and publicity</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promotional print: 200 A3 colour posters £70, 1000 A5 colour flyers £120, 1000 lapel badges £100.</td>
<td>£290</td>
</tr>
</tbody>
</table>

Sub-total 3. This is the total value of all the items listed in 3. **Marketing, promotion and publicity.**

4. **Other Expenditure.**
This should include the cost of items that do not fit in any of the other categories, e.g. venue hire charges, staff/administrative costs, overheads, Please provide a breakdown of each item: e.g.

<table>
<thead>
<tr>
<th>4. Other Expenditure</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use of community hall for 10 hours @ £20 per hour</td>
<td>£200</td>
</tr>
</tbody>
</table>

Sub-total 4. This is the total value of all the items listed in 4. **Other expenditure.**
**Total Expenditure.** Add together sub-totals 1-4 and enter the total value of expenditure for your project here.

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**SECTION 8. ENCLOSURES**

**What you must send us.**
Please send copies of the following documents with your completed application form:

- Constitution
- Equal Opportunities Policy
- Most recent accounts. These do not need to be audited. However, they should be verified and signed by a qualified accountant independent of your organisation.
- Safeguarding Policy. You must submit this if your organisation or project involves children, young people or vulnerable adults.

**Why do we want you to provide these documents?**
To ensure that your organisation:
- is eligible to apply
- is properly managed and governed
- maintains a safe environment for children, young people or vulnerable adults who may take part in your activities

**N.B.** Due to the large number of applications we receive, Officers will not contact you to request any documents not supplied at time of submission. Incomplete applications will not be assessed.

**About your Safeguarding Policy**
All arts organisations whose work engages children and young people, or other vulnerable groups, have a duty to safeguard them and promote their welfare. Your safeguarding policy document should contain details about the practical steps you have in place to protect those participating in your activity.

More comprehensive information about safeguarding can be found on the Council’s website via the following links:

**Local Safeguarding Children Board**

**Safeguarding and the Arts**
SECTION 9. DECLARATION

Please ensure that you have completed the declaration before submitting your application.

N.B. We do not require a physical signature in the declaration. Please just type your name in the box provided.