



Awarding funds from
THE NATIONAL LOTTERY®

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artscouncil.org.uk

ARTS COUNCIL NATIONAL LOTTERY PROJECT GRANTS

How to apply: £15,000 and under

Arts Council National Lottery Project Grants is our open-access programme for arts, museums and libraries projects.

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Grass Men Bristol Biennial 2014. Photo © Ashley Peavor

Access support

We are committed to being open and accessible to everyone. We realise some people may find that there are barriers to applying for a grant or accessing our services. If you experience or expect any barrier with making your application, or need more information on how to apply or access our services, please phone our Customer Services team on 0845 300 6200 or email enquiries@artscouncil.org.uk.

Our 'Access support' information sheet explains the ways we can help. Download it from our Project Grants information sheets page (artscouncil.org.uk/infosheets), or contact us for a copy.

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Welcome to Project Grants



Casson & Friends: Night at the Theatre, 2016-17. Photo © Alicia Clarke

Welcome to Project Grants

Arts Council National Lottery Project Grants is our open-access programme for arts, museums and libraries¹ projects.

The programme helps us to achieve our mission, 'Great art and culture for everyone'. It allows us to support a broad range of not-for-profit projects that create and sustain quality work and help people across England to engage with arts and culture. The programme supports development by allowing artists, cultural practitioners and organisations to work in new ways and to get their work out to new audiences.

The programme is always open, and has a quick turnaround, so we can respond to applicants' good ideas. We aim to broadly reflect the diversity of contemporary England through the grants we make.

- Applications are made using our Grantium system – see the separate guidance for details.
- Applications must meet the programme's four criteria: **Quality, Public engagement, Finance and Management**. The application form will ask you to describe your project using these criteria.
- We can make grants between £1,000 and £100,000. **This guidance is only for applicants asking for £15,000 or less.**
- Applications must include at least 10% partnership funding from sources other than the Arts Council.
- We can support projects that last up to a maximum of three years.
- We do receive more good applications than we can fund, and unfortunately some applicants will be disappointed.

¹Wherever we talk about libraries projects in this guidance, we mean arts projects happening in or with libraries

Yearly review of the programme

In April every year we will review the guidance and criteria for Project Grants, to see if anything needs adjusting or making clearer. We might also make small adjustments to our guidance throughout the year.

Please make sure you have the most up-to-date version of this document. You can do this by downloading a new version whenever you start a fresh application.

How to contact us

If you have any questions, please contact us. We are here to help.

Phone: 0161 934 4317 or 0845 300 6200

Textphone: 020 7973 6564

Email: enquiries@arts council.org.uk

Website: arts council.org.uk

Post: Arts Council England - Project Grants
The Hive
49 Lever Street
Manchester
M1 1FN

Eligibility



Hikapee: Moonfall, March 2017. Photo © Robin Boot Photography

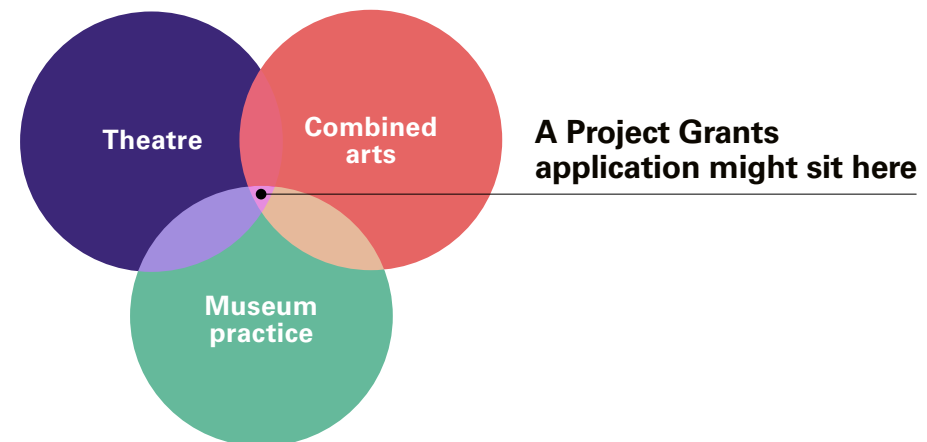
The artforms and disciplines we support

This programme supports projects focused on the following artforms and disciplines:

- Music
- Theatre
- Dance
- Visual arts
- Literature
- Combined arts
- [Museum practice](#) (page 79)
(Accredited museums only)
- Libraries (arts-focused projects only)

Any projects we support must have outcomes that focus on one or more of these artforms and disciplines.

A project might sit exactly within one of our supported disciplines, across a few of them, or involve one of them working with another non-arts discipline. We know that arts and culture projects don't always easily fall into categories, and we're excited about the ways the sector is changing and evolving all the time. For example:



Projects may work with these artforms in other contexts. Examples might include:

- creative media ([page 84](#)) and the wider creative industries (for example, film or audio, design, gaming);
- technology, including digital technology (for example, virtual reality or live-streaming);
- other non-arts organisations or settings (for example, residential care providers, or a science organisation); and
- other non-arts cultural forms or sectors (for example, health and wellbeing, social inclusion, heritage or sport).

We encourage this, as long as your project also **clearly focuses** on one or more of the artforms and disciplines we can support. You can see examples of the types of project we've funded on our Case Studies webpage (artscouncil.org.uk/projectgrants/casestudies).

If you're not sure whether your project is eligible, contact us (artscouncil.org.uk/contact).

Who can apply?

Individuals and **organisations** can apply to Arts Council National Lottery Project Grants for £15,000 or less.

Anyone who applies to Project Grants – individual or organisation – needs to:

- be based within (live in or have a business address in) the European Union;
- have a UK bank account in the exact name they're applying in; and
- be at least 18 years old (for organisations, have an accountable person who is at least 18).

By 'organisation' we mean:

- A group of people working towards a common goal with a governing document (for more information see: artscouncil.org.uk/infosheets) that covers the type of project being applied for – for example a charity, a limited company or an unincorporated group. Examples would be arts organisations, museums, libraries, Music Education Hubs, and organisations that use the arts in their work.
- All organisations need to have a bank account in the organisation's name, with two signatories (people allowed to sign cheques and so on).
- Limited companies and registered charities need to have a registered office in the UK.
- Existing members of our National Portfolio cannot apply for less than £100,000 or for non-National Activities – see the information sheet 'Funded Organisations and Project Grants' for more information.

Consortiums and partnerships

We will accept applications for funding from organisations working as a consortium, partnership, network or group. For non-constituted consortiums or groups, one organisation must act as the lead organisation and send us the application. If the application goes on to be successful, this organisation would then be accountable for the grant.

Who can apply

(applications £15,000 and under)

Arts activity

Museum projects

(as the lead applicant)

Individuals	✓	✗
Arts organisations	✓	✗
Libraries	✓	✗
Museums	✓	Accredited museums (and organisations who have an established role in supporting Accredited museums)
All other types of organisation who use the arts in their work (including Music Education Hubs)	✓	✗

If you have overdue conditions on a previous grant

If you currently have an open Grants for the Arts or Arts Council National Lottery Project Grants award, you cannot make another application unless you have kept to any payment conditions due on your earlier grant.

Your original offer letter will list what conditions you had to meet, and when we expected to receive your monitoring information.

You must send us any overdue monitoring information before you make a fresh application.

If you have a question about payment conditions for a previous grant, please contact us (email enquiries@artscouncil.org.uk or phone 0845 300 6200).

What can I apply for?

We fund projects that focus on [the artforms and disciplines we support \(page 8\)](#) and that **engage people in England** with arts and culture. We don't want to be too prescriptive in saying what kind of project is eligible. We want to hear new ideas.

What do we mean by 'engage people'?

To help people experience, become involved with or participate in arts and culture.

When thinking about eligibility, the main questions to ask yourself about your project are:

- does it have a start and end date, and things you want to achieve in that time?
- does it allow people in England to experience or take part in artistic work, museum-focused work or libraries-related arts activity (either as part of the project or in the longer term)?
- does it focus on the artforms and disciplines we support?

While you may be eligible for funding for arts or museum-related activity (such as developing or making new work, showing or touring work, residencies or commissions), our funding can also be used towards associated work such as developing skills, marketing, organisational development and project-related overheads. If you are applying for funds for touring, no more than 15% of the touring activity should take place outside England.

If you are not sure whether your project is eligible, please contact us (artscouncil.org.uk/contact).

There are some instances where our eligibility rules are specific.

They include:

- **museum activity** (there are some [specific criteria for museum applications](#) included as an appendix to this guidance) ([page 79](#))
- **creative media** (there are some [specific criteria for creative media-related applications](#) included as an appendix to this guidance) ([page 84](#))
- **touring projects** (this includes tours with some dates outside England)
- **international non-touring projects** (projects taking place partly or entirely outside England)
- **education- and learning-related projects**
- **capital** (building) **project** applications
- **buying equipment** or **assets** (including instruments and vehicles)

Before you fill in an application for these types of projects, it is important that you read the related information sheets. These are available on our website (artscouncil.org.uk/infosheets).

Your application will not be eligible if you do not meet any specific requirements related to these types of activity.

You will also find useful information sheets about other types of projects on our website (artscouncil.org.uk/infosheets).

Applying for more than one type of activity in your project

Your project can cover more than one type of activity. For example, you could apply for touring costs and professional development work in one application. We can advise you on how to do this and whether this is appropriate for you.

Ineligible applications

We will not view your application as eligible if it doesn't focus on the [artforms and disciplines we support \(page 8\)](#), or if it doesn't clearly demonstrate how the project will engage people in England.

We might also view an application as ineligible if it is not developed enough for us to be able to make a decision (for example, if it does not include the level of detail we need). We can view an application as undeveloped against one or more of our four criteria.

We can also view your application as ineligible if it doesn't include any supporting documents or [permission letter \(page 19\)](#) we need.

We cannot use our funding to support activities, goods or services that have already taken place, been bought or been ordered before we can make a decision on your application.

There are also some types of activity that we are not able to support due to technical restrictions on the Lottery funds that we distribute. If one of these reasons applies to your activity, we will write to you and let you know why it is not eligible.

If you're an individual

Arts Council National Lottery Project Grants is one of our two main programmes that can support individuals – the other is Developing your Creative Practice (artscouncil.org.uk/DYCP), which supports people to carry out a focused programme of development work that does not necessarily involve any direct public engagement.

You cannot apply to both programmes at the same time. If you apply to one, you will need to wait until you have received a decision from us before you will be eligible to apply to another

When you decide which programme you want to apply to, the main things to think about are:

- Will your project include opportunities for people to become involved with or experience your work; or
- Is your project mainly focused on developing your own practice?

If you are planning to apply as an individual, use the checklist on the following page to see which programme might suit you best.

Which fund is right for me?

Developing your Creative Practice

Arts Council National Lottery Project Grants

Only open to individuals

Open to individuals and organisations

You are at an early to mid-point stage in your practice and you need support to make a major change or carry out a period of focused development work

For individuals, arts organisations and other people and organisations who use the arts in their work. Also for Accredited Museums delivering museum-practice projects and other museum activity

The main beneficiary is you

The main beneficiaries are usually the people engaging with the project

Grants of £2,000 to £10,000

Grants of £1,000 to £100,000

For activities up to one year in length

For projects up to three years in length

There are four deadlines per year

You can apply at any time. There are no deadlines

Decisions on applications take up to nine weeks from the relevant deadline

Decisions on applications for £15,000 or less take six weeks. Decisions on applications for over £15,000 take 12 weeks.

You can apply to two rounds within a 12-month period

You can apply at any time (unless you are waiting for a decision on a previous application)

When do I need to ask for permission to apply?

In some circumstances you need to ask us for permission before you can apply to Project Grants for £15,000 or less. This applies as shown below.

- **Making a second application**

If you already waiting for a decision from us about one application, you can only send us a second application in exceptional circumstances. If you want to do this, you must first contact us (email enquiries@artscouncil.org.uk or phone 0845 300 6200). We will confirm in writing whether you can apply. You must attach our letter with your second application.

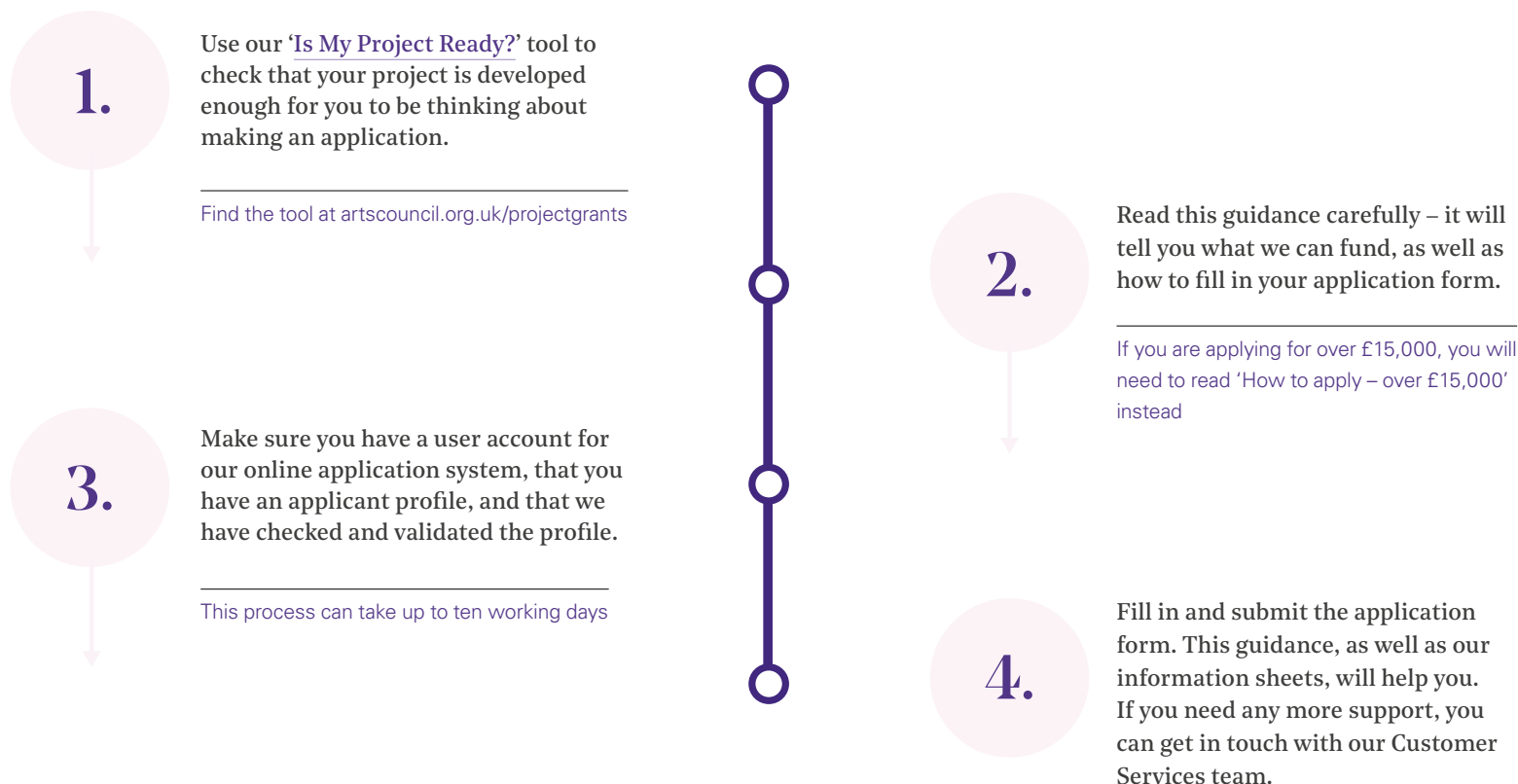
- **Projects that need a decision from us earlier than our standard decision time of six weeks**

We need six weeks (not including the time we need to check your profile for a new applicant) to process applications for £15,000 or under. We may be able to decide more quickly if the nature of the project needs a quick decision. This is called 'time sensitive permission'. You can find full details in our 'Time sensitive applications' information sheet (artscouncil.org.uk/infosheets). We do not often grant time sensitive permission.

There are more circumstances where applicants applying for more than £15,000 need to ask for our permission to apply. These are outlined in the 'How to apply – over £15,000' guidance document (artscouncil.org.uk/projectgrants).

Applying to Arts Council National Lottery Project Grants

You've had a great idea and you're eligible to apply. What next?



The application form



Warwickshire Libraries Fantastic Fun with Words Festival Photo
© Arts Council England / Alan Fletcher

The application form

We will use the information you give us in your application form to decide whether we will offer you a grant.

Before you start

Have we checked and validated your applicant profile (arts council.org.uk/welcome-grantium), or is your existing profile up to date?

Have you successfully completed the eligibility questionnaire on our online portal?

In the next section of this guidance we'll go through the questions in the application form one by one to help you with your answers.

Basic details questions:

- › Please give us a short summary of your project (up to 600 characters including spaces²)

We'd like to know what your project is, what will happen and who it is aimed at.

Amount you are asking for:

- › Tell us the total amount you are applying to us for, including any personal access costs.

If there are extra costs relating to your own access needs, or those of the people you are working with, to help you deliver your project and manage your grant online, include them in this figure.

- › Do you, or does your organisation object to receiving National Lottery funding for religious reasons?

If you answer 'yes', you will need to upload a letter explaining why you or your organisation object to receiving National Lottery funding later in the application form.

²All character counts given include spaces

Project dates:

- › Tell us the start and end dates for your project.

The start date you give must allow enough time for us to decide on your application.

We need at least six weeks to come to a decision on applications for £15,000 and under. We cannot fund any goods or services that you have bought, ordered or contracted before we make a decision on your application. You can still submit your application if your start date is in exactly six weeks, but we would not view this as good practice and it is likely to be noted in our [risk check \(page 66\)](#).

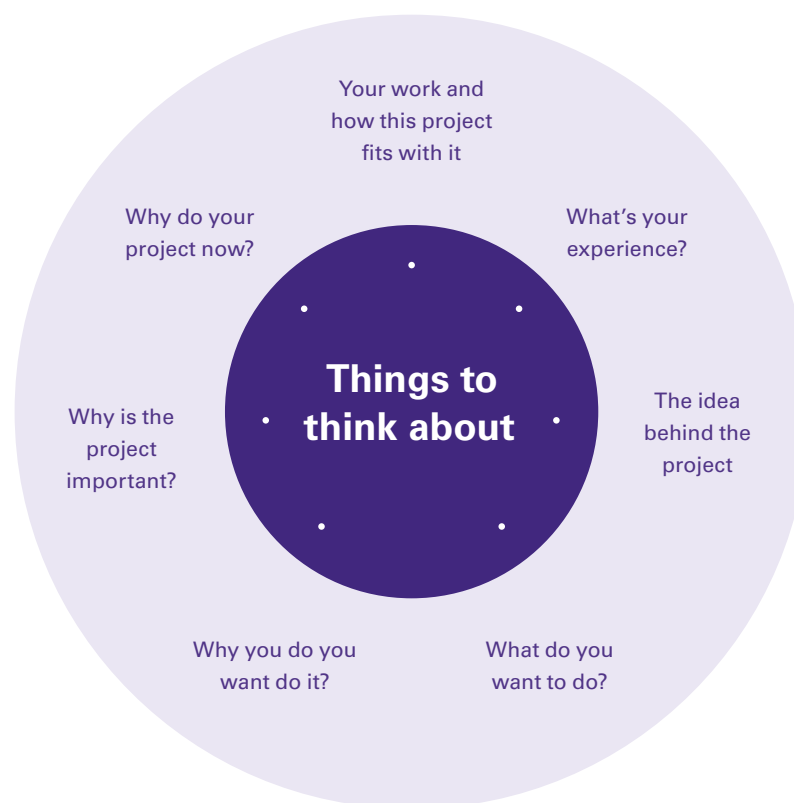
Please give a start date and end date for your project, making sure they will give you enough time to complete all the main stages of the project that you are asking us to support. For example, if your activity is a short festival but you are asking us to support the development and marketing of that festival as well as delivering it, you should give dates that include the development and marketing period as well as the festival itself.

If your application is successful, we cannot make payments immediately. We will first let you know about the offer and wait for you to accept it, authorise your bank details, consider any material to meet the payment conditions we have set, and go through necessary financial checks.

This can take two weeks or longer, depending on the circumstances. You should allow for this when choosing your start date.

Quality

When you start to think about completing an application form, it helps to be clear on these things:



When we look at your answers to the questions in this section we will think about:

- › how strong your idea is, and how clearly you have expressed your aims;
- › if you have demonstrated that your project is likely to achieve its ambition;
- › if the project will strongly develop the work/skills of the people/organisations involved;
- › if you have demonstrated that you or the people you are working with have a track record in delivering good quality work;
- › the quality of the experience for the people taking part in the project; and
- › whether the artists/organisations involved are high quality in the context you are working in.

We will think what 'good quality' looks like in the context of your project. For example, we will have different expectations of a non-professional project focused on participation and engagement than for a professional one that aims to push the boundaries of an artform.

Quality questions:

- › Tell us about your (or your organisation's) relevant work and experience (up to 1500 characters)

Tell us:

- the main focus of your or your organisation's artistic or creative activities
- your main artistic or creative achievements to date – for example, exhibitions, productions, publications, and so on
- collections you hold or specialisms your organisation has (if you are applying as a museum)
- any important commissions you've received
- important pieces of work you've completed
- if you've worked with any established artistic partners
- any other information relevant to your track record in the arts, museums or libraries work

If you are applying on behalf of an organisation that does not work mainly in the arts and is not a museum or library, you should tell us briefly about the area of your main activities and your previous experience using the arts in your work.

- › Tell us more about your project and what you want it to achieve (up to 1500 characters)

We want to know what you aim to do and why, including the ideas behind your project.

You should tell us:

- more detail about what your proposed project is, and what activity will happen;
- what your main aims for the project are;
- why you want to do your project; and
- the artistic, creative and other ideas behind the project.

- › Tell us how this project will help to develop your work (up to 1500 characters)

We want to know how the activity will develop your practice, skills or organisation and how it fits with your wider artistic career or with your organisation's programme. Some activities might contribute to the development of others. You can tell us about this here too.

Think how doing this project will affect your work, both immediately and/or in the longer term. Does your activity allow you to:

- work in new ways, in new contexts or with new people;
- reach new or different audiences;
- try out new approaches; or
- develop in other ways (for example, organisational or professional development)?

› What will your project focus on?

Choose from the list. Pick as many as you feel are relevant to your project.

- working with new people
- creating or commissioning new work
- reaching new or different audiences
- trying out new approaches
- undertaking organisational development
- undertaking professional development

› Giving us a sense of your work: Attachment

If you would like to include a document or web link to give us a sense of your work (or that of any artists or creatives you are working with) you can do it here. For example, this could be an image, a music file, a sample of your writing, a video, a link to an online portfolio or a review of your work.

You can upload a maximum of one document or web link. A document can be a maximum of five pages, and we can only look at a single web page.

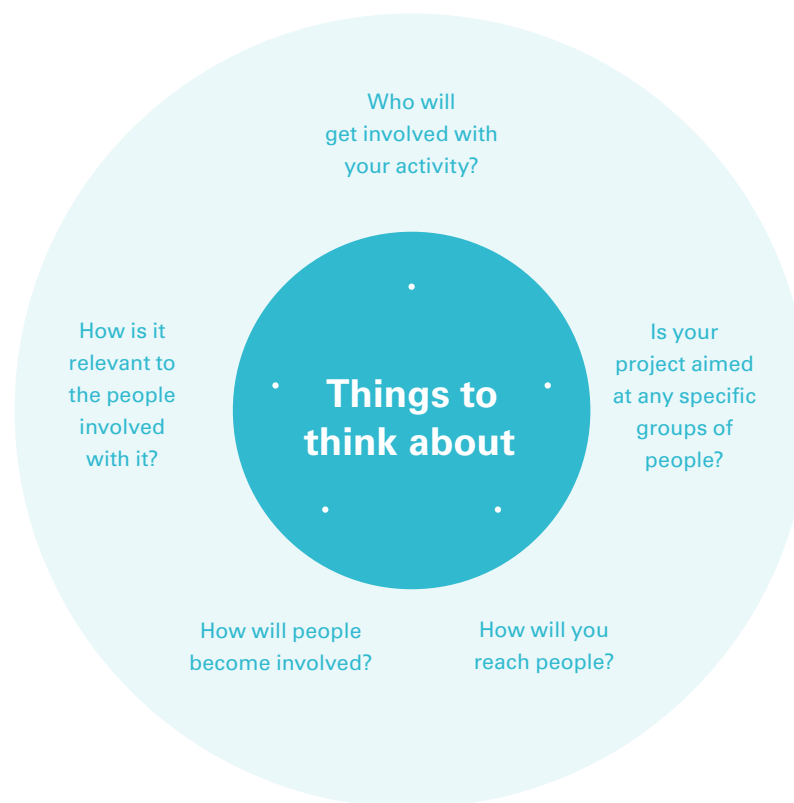
› Who else is involved?

We want to know about the other artists, arts organisations, creative or museum-specialist practitioners who:

- are part of your activity's artistic and/or creative programme;
- are directly involved in shaping the activity artistically or creatively; or
- are important for the quality of any museum activity being proposed.

Public engagement

When you start to think about completing an application form, it helps to be clear on these things:



When we look at your answers to the questions in this section we will think about:

- › how strong the case for public engagement with the activity is;
- › if the target audiences for the activity are clearly identified;
- › if the activity increases opportunities for people who don't currently get involved in the arts and culture or are involved a little in arts and cultural activity;
- › if the activity increases opportunities for people already taking part in arts and cultural activity;
- › if plans to market the activity to audiences are well-defined, and are likely to achieve your aims;
- › if there is no immediate opportunity to involve people (for example, research and development), whether there is potential for the public to get involved in the future; and
- › where relevant, whether access and diversity have been considered effectively.

Public engagement questions:

- › Who will engage with your project? (up to 1000 characters)

Think about the audiences or the people who will take part.

We want to know who is going to engage or get involved with your project. Target audiences will be different for different types of activity.

For example, a project might target:

- a very specific group of people (young people aged 12 to 15 in Birmingham); or
- a wider audience group (theatre audiences in the Midlands).

If your activity will involve people who do not usually engage with the arts and culture at all you should tell us here. If you want to engage people who would not usually engage with your work (we call this 'audience development'), tell us about this here. Some activity might not engage people immediately. It might, for example, be research and development (R&D) work.

If you are applying for R&D activity, you should tell us about the target audiences for your work now or in the future. You can find out more about research and development in the information sheet 'Research and development (R&D)' on our website (artscouncil.org.uk/infosheets).

- › How will people engage with your project and what experience do you want them to have?
(up to 1000 characters)

Tell us about the ways audiences or people taking part will engage and what they will get from your project. We want to know that you have thought about the kind of experience people will have by engaging with your project. For example, people might be:

- actively taking part in a workshop;
- audience members or visitors;
- readers of a publication;
- users of an arts- or museum-based product or an arts- or museum-based game; or
- taking part in research or public consultation (such as helping to plan an activity).

Tell us why your project will be relevant to the people or groups you've identified, and how you know there is (or will be) demand for it.

Tell us how people will benefit from taking part, how you will make sure that they have a quality experience, and how their involvement could have a lasting effect on them.

- › Tell us how you will make sure your project reaches people (up to 1000 characters)

We want to know how you will make sure that the people you plan to engage will be able to experience your project. You can tell us about any planned marketing activities if this is relevant.

We want to hear your plans for making sure people are aware of your project and will want to take part in it.

Please tell us how you have or plan to:

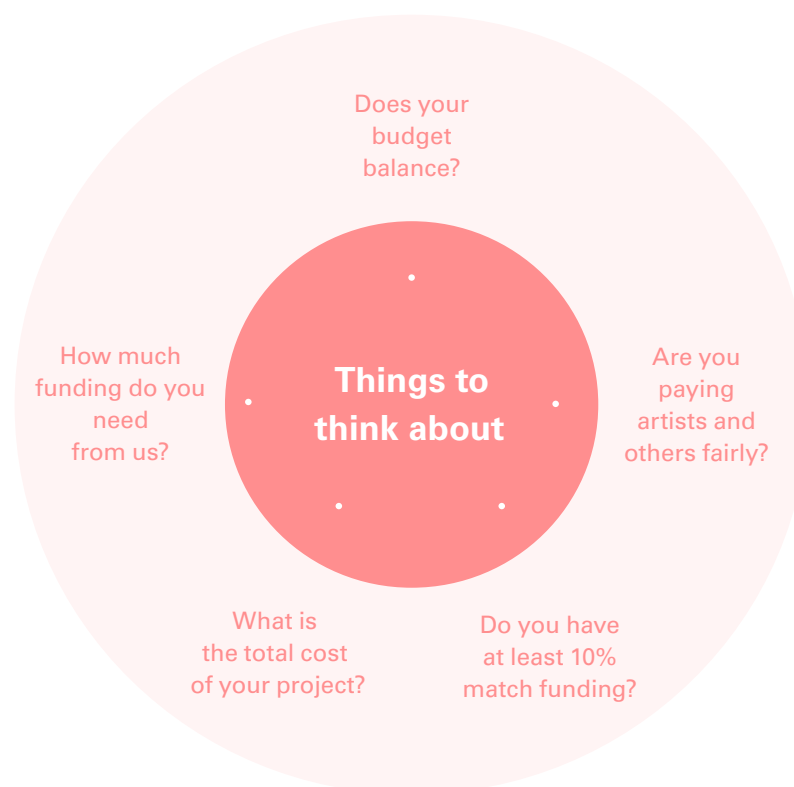
- recruit any participants for the activity;
- promote your activity (for example, to gain media coverage);
- market your project (for example, to sell tickets to performances or encourage people to attend an exhibition); and
- make sure that your project is accessible to people who might experience barriers to taking part in it. These barriers might be related to disability, for example, or socio-economic status.

You can find out more about marketing your activity in the information sheet 'Audience development and marketing' on our website (arts council.org.uk/infosheets).

If you are applying for R&D activity, tell us how you will make sure your work will reach your target audiences in the longer term. This might include how you plan to get a gallery, theatre or festival to show your work, or a publisher to publish it. Please see our R&D information sheet on the website (arts council.org.uk/infosheets).

Finance

When you start to think about completing an application form, it helps to be clear on these things:



When we look at your answers to the questions in this section we will think about the following:

- › whether the budget is appropriate for the activity that is planned. [Is the amount of money being asked for suitable for the scale and type of activity? How appropriate are the areas of income and spending?]
- › whether all items in the budget are relevant and reasonable. [Are fees or wages appropriate to the context? Have quotes for assets been appropriately researched for buying any asset?]
- › whether the application demonstrates that the activity is attracting income from other sources. [Is any other income confirmed? If not, do potential income sources seem realistic?]
- › if appropriate financial controls are in place.

The main things to remember about budgets:

- 1. The budget you present should describe the most likely scenario.**
- 2. Your budget should be for the total cost of the project you are applying to do.**
We view your application to be for a contribution towards the overall cost. We do not generally allocate our funding to specific items of spending in your project budget.
- 3. Your budget has to balance so your income needs to be the same as your expenditure.**
- 4. We need to be able to see how you have worked your figures out, so please break them down clearly under the headings provided in the budget table.**
- 5. We expect you to find at least 10% of the total cost of your project from sources other than the Arts Council.**
- 6. We will judge the strength of your budget using both your calculations and your explanations.**

Income budget

How to present your income lines

- You should make sure that you show how your figures have been worked out in the Description field, for example:

Example:

Ticket sales (7 dates @ 60% of 100 capacity x £8 ticket price) £3,360

- Enter all the cash income specific to this project on this page (excluding the amount you are applying to us for), as well as any support in kind you will receive
- Include any other income that is either confirmed or expected towards the project, including any applications to other funding bodies, trusts or foundations, under the appropriate budget headings. We take this into account when we are carrying out the risk check, and we think about how realistic any expected income is when we look at financial risk. (If you are successful, we may ask you to provide evidence of income you have shown as a condition for your first payment.)

Earned income

Include any income you will earn from this activity (for example, from ticket sales, workshop fees or selling work or publications). Be realistic about earned income. For touring activities, please provide details of guaranteed fees from venues, your estimated income, or both. Please provide a clear breakdown for each entry to show us how you have reached your figures.

Example: Earned income

Four performances at a venue with 600 seats and a 70% full audience (420 people) is
4 x 420 tickets at £6 = £10,080

If VAT is charged on ticket sales or admission prices, do not include it in your earned income figures. For information about VAT and other taxes, contact HM Revenue & Customs (HMRC) through their website: [gov.uk/HMRC](https://www.gov.uk/HMRC)

Local authority funding

Include any funding you have received or applied for from local authorities for this activity. Please give us the name of each local authority and the amount.

Other public funding

Include any funding you have received or applied for from any other public organisation (for example, the British Council). Please give us the name of each organisation and the amount.

Private income

Include any income from private sources, for example from you or your organisation, donations or grants from trusts and foundations, or from crowdfunding. This should include funding you have already confirmed and funding you expect to receive (for example, applications you have made but have not received a decision on yet, or applications that you intend to make during the project). If you are an individual and you are providing some cash income towards the activity, please include it here.

Support in kind

Support in kind is used to describe any materials or services that you would otherwise have to pay for but that are being provided free of charge or at a reduced rate. The value of support in kind contributes towards the percentage of funding we need you to have from other sources.

Income budget questions:

- › Tell us how you have raised, or plan to raise, the income from other sources you have included in the income table (up to 1500 characters)

This is to help us understand how realistic your budget is, and the partnership support that is in place. Income from other sources could include other grant applications, donations or crowdfunding.

Tell us:

- what you have done to secure income from other sources for this specific project;
- how you plan to raise any remaining amounts from other sources shown in the income section (if you have a fundraising plan, you can refer to it here); and
- if your budget includes earned income, tell us how you have worked this out (how you decided on ticket prices, for example).

If you tell us about other specific sources of funding you have applied for, include when you expect to know if you have been successful. Please include an appropriate figure in the income section of your budget, or we may treat your budget as unbalanced.

You may have made (or plan to make) several applications for funding elsewhere, amounting to more than you will need, on the basis that some of them will be unsuccessful. If this is the case, base your budget on the applications you think are most likely to be successful and tell us about your approach. Tell us how you will allocate any extra funding if you raise more than you expect.

- › Tell us about the support in kind in your budget (if your budget includes support in kind) (up to 1500 characters)

Tell us how you have worked out your support in kind, and why it benefits your project.

Support in kind might include:

- equipment being provided free of charge;
- free use of rehearsal or performance space;
- volunteers who are giving their time for free; or
- a discount given from the full price of goods or services (for example, printing costs). You should show the discount amount as support in kind, and show the reduced cost you will pay for the goods or services in the expenditure section of the budget.

We would not usually recommend using discounts on artistic or creative wages or fees as support in kind, because we are committed to paying people fairly for the work they do. Please see the section below on [fair pay \(page 51\)](#).

Please include details of who is giving the support in kind alongside an estimate of its value. You can find out more about how to work out the support in kind for your activity in the information sheet 'Support in kind' on our website (artscouncil.org.uk/infosheets).

Expenditure budget

Artistic, creative or specialist costs

In this section, please include any of the artistic, creative or specialist costs you need to pay for. Please show how you have reached your figures.

You need to show the following:

The fees and wages of artists, creatives or specialists involved in the activity

For example, actors, musicians, dancers, visual artists, stage designers, directors, producers, composers, writers, choreographers, stage managers, lighting designers, curators, workshop leaders, conservators and so on.

We are committed to making sure that artists and creatives are paid appropriately for activities we support. The amount is likely to depend on a number of factors, including experience and skills, the type of work and the length of the contract. If you are involved in the activity as an artist or creative, you can include your own fees here. Please see the section below on [fair pay \(page 51\)](#).

If you are employing people to take part in your activity, you may need to budget for statutory costs relating to this (for example, paying an employer's National Insurance contributions, holiday pay and pension contributions).

You should get appropriate advice on your statutory obligations around employing people. For information, visit HM Revenue & Customs' (HMRC) website at [gov.uk/HMRC](https://www.gov.uk/HMRC). Please see the section on [fair pay](#) (page 51).

Other artistic or creative costs of delivering the activity

For example, the cost of events, commissions, research and development, preparation, conservation, productions and residencies, including any materials or equipment you hire to carry out these things. For touring activities, please include costs for creating and preparing the tour, and costs that are the direct result of touring (for example, travel, transport and accommodation).

Making your work accessible

Please include the costs of making sure your activity is accessible to those taking part and audiences with access needs. These might include costs of signing for performances or producing exhibition materials in other formats such as in Braille or on audio. Please use the budget heading 'personal access costs' to tell us about costs relating to your own access needs, or any access needs of those who you will need to pay to help you deliver your project and manage your grant online.

Developing your organisation and people

Include the costs of any activity aimed at developing your organisation. This could include things like business planning, support from consultants, staff training and professional development costs.

Marketing and developing audiences

Include all marketing and audience development costs that relate directly to the activity you are applying for.

Overheads

You can apply for extra, time-limited overhead costs that are directly related to the activity you are asking us to support – for example, payments to staff, phone bills, postage and insurance. You can apply for a contribution to your ongoing overheads if these are not covered by other funding. Explain how you have worked out the cost.

Assets – buildings, equipment, instruments and vehicles

Include any costs relating to refurbishing buildings, improving access, buying property or leasing a building. In general, we would not expect to fund feasibility studies (studies to test the potential of a building plan) or early development of designs. Please see our information sheet 'Capital projects' for more information (arts council.org.uk/infosheets).

Include the costs of buying assets such as equipment, instruments and vehicles. You should get competitive quotes from more than one business or supplier. We ask you to tell us about them in the question below this section of the budget.

As part of our eligibility and risk checks we will decide if proposed asset purchases are appropriate. You may be asked to send invoices for any purchases. You can find out more in the information sheet 'Asset purchase', on our website (arts council.org.uk/infosheets).

Other spending

Include any other spending for your activity that is not included elsewhere. This can include an amount for unexpected costs (contingency spending).

Personal access costs

These are costs that relate to **your own** access needs (**and/or any access needs of artists, creatives or specialists** you are working with). Include costs that you will need to pay to help you deliver your project and to manage your grant online if your application is successful. For example, payment for a sign-language interpreter to help you manage meetings you will have as part of your project, an access support worker to help you complete your activity report form online, or any other costs associated with adjustments or support you will need to pay for.

Only include **personal access costs you will incur if your application is successful** in your expenditure table. Do not include costs relating to preparing, planning and submitting your application.

To find out more about personal access costs please read our information sheet 'Access support' (arts council.org.uk/infosheets).

Expenditure budget questions:

- › Tell us how you will manage the budget for this project, and about your previous experience managing budgets (up to 1500 characters)

List any relevant experience you have had managing budgets of a similar size. You can also tell us about any financial controls that are in place, such as:

- a contingency for unexpected costs
- who is responsible for authorising and making purchases
- your banking arrangements

- › Tell us how you have worked out the costs in your project budget, including the costs of any purchases (up to 1500 characters)

Fair pay

We are committed to making sure those who work in arts and culture are properly and fairly paid. We expect you to show how fees for artists, creatives and specialists for projects funded by us are in line with, or better than, recognised codes of practice and guidelines set by the relevant lead bodies.

When putting the budget together for your application, you should make sure you can provide proper and fair payments to artists and practitioners. Applications that include touring should make sure that, as well as adequate fees, payments for accommodation, food and so on are in line with the relevant trade union agreements.

Following a ruling by the Office of Fair Trading on competition law, we are not able to offer specific guidelines on rates of pay for artists or creatives from parts of the sector that don't have a lead union body. We would encourage you to find out and put in place best practice guidelines and industry standards from the relevant bodies (see our information sheet 'Fair pay' ([artscouncil.org.uk/infosheets](https://www.artscouncil.org.uk/infosheets)) for a list).

When you employ someone on a contract or freelance basis, you should agree the number of hours needed to complete the activity, which should include research, development and planning as well as delivery. We expect that fees and salaries for those aged 25 or over should match the National Living Wage as an

absolute minimum. Fees and salaries for under 25s vary, but should match or be more than the National Minimum Wage. We ask you to confirm in the application that you are aware of your responsibilities if you are employing people as part of your project.

For more details on the National Minimum Wage and the Living Wage:

- Visit HM Revenue & Customs' site: <https://www.gov.uk/national-minimum-wage>; or
- Acas runs a helpline for workplace advice online [acas.org.uk](https://www.acas.org.uk) and by phone (0300 123 1100).

Volunteers

Volunteers make an essential contribution to our cultural life. The relationship between an arts or cultural organisation and its volunteers should benefit both the organisation and the volunteers. You should respect volunteers, train them properly, and not ask them to take on responsibilities that are beyond their experience.

You can find more information on working with volunteers in our guidelines (artscouncil.org.uk/artsinternships) jointly published with Creative and Cultural Skills. This document also helps to clarify the legal duties of organisations working in the creative and cultural industries offering internships.

Fair pay, volunteering and our criteria

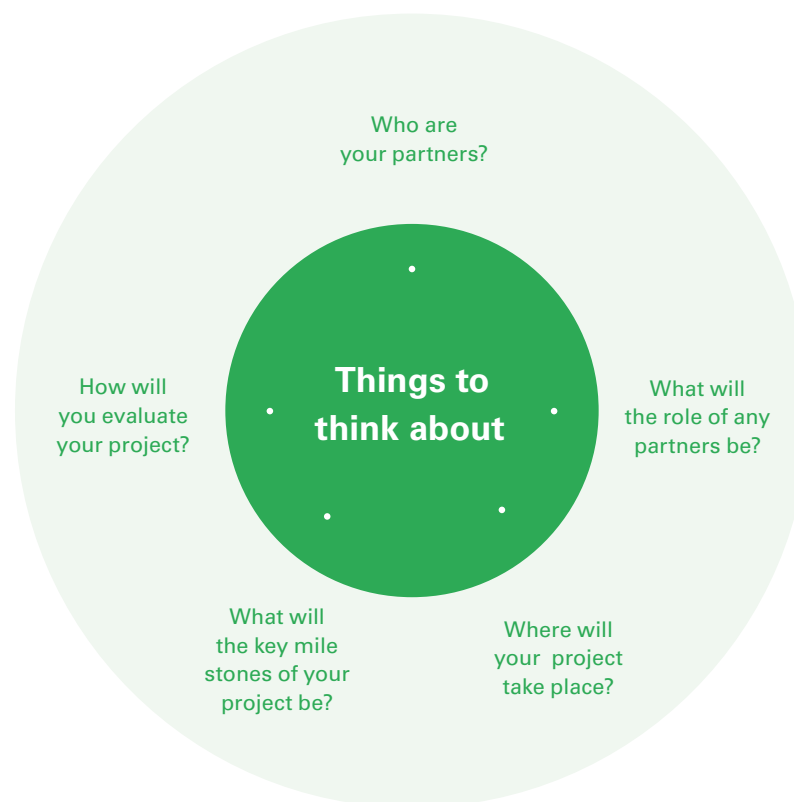
Your application may be negatively affected if we feel that any of the fees or payments included in it are not appropriate, or that volunteers or interns are not being treated fairly.

Fair pay questions:

- › Have you used any recognised pay guidelines to work out pay for those involved in your project (including you)? (up to 600 characters)
- › If there are other people included in delivering my project, either as workers or volunteers, I confirm I am aware of my statutory responsibilities.

Management

When you start to think about completing an application form, it helps to be clear on these things:



When we look at your answers to the questions in this section we will think about the following:

- › if the activity is realistic and well-planned (including having a realistic tour schedule, where appropriate);
- › if the application shows your ability to manage the activity successfully;
- › if the team delivering the project has a track record of managing similar activity;
- › if the activity is supported by appropriate partnerships; and
- › if plans to evaluate the activity are appropriate

Management questions:

- › Tell us about your, and your partners', recent experience in managing similar types of projects (up to 1500 characters)

Show how you and your partners in this project have the experience to support managing and delivering the activity. For example, if you have told us an organisation is providing support to develop the audience for your activity, tell us about that organisation's experience.

Also tell us if your activity will benefit from involving a board or an advisory or steering group.

- › Location

We need to know where the projects we support are happening, and whether they involve touring. If your project involves touring, we will ask you to fill in the tour schedule.

Use the definitions to tell us the status of each booking:

Confirmed

The booking dates and contractual arrangements are confirmed subject to funding and probably won't change

Pencilled

There has been a detailed discussion between you and the venue

The venue has an understanding of the likely contractual arrangements and has agreed to pencil a date

Discussed

You are currently in active discussion with a venue about your project but have not agreed a date or terms

Not discussed

You have identified suitable venues but have not yet discussed the project with them

Project plan

Planning to date:

- › Tell us about the planning and preparation you have already done (up to 1500 characters)

This work should not be included as a cost in your budget; we cannot fund activity that has already taken place. For example:

- research;
- developing partnerships;
- scoping work;
- considering possible risks;
- planning how you will deliver the activity (for example, producing a timeline); and
- securing commitment from partners depending on funding.

If we have agreed to process your application time sensitively, you must tell us here how you plan to manage the short timescale.

Project timeline:

- › Please use the table on the following page to list the main stages and tasks of the project from the start date onwards, and to show who will lead on each part of the project.

Enter at least one stage, and add each project stage in order.

You can add as many lines as you need to this table to identify the main stages of the activity, for example, planning, developing partnerships, research, delivery (any performances, shows, exhibitions, workshops and events), evaluation, and so on.

If an activity includes public performances or events (for example, a tour or a festival) these should be clearly identified using the timeline. In the final column 'task lead', please tell us who will be managing each stage of the project. This could be you, or one of your partners.

Example project plan

Start date	End date	Activity or task	Task lead
1/8/2018	15/8/2018	Conclusion of project planning including confirmation of workshop schedule	John Smith (project manager)
8/8/2018	22/8/2018	Marketing	Community partners
19/8/2018	30/8/2018	Workshop planning by artists	Lead artists
4/9/2018	4/9/2018	Introductory workshop session at Newton Community Centre	John Smith (project manager) with Newton Community Centre
10/9/2018	10/9/2018	Workshop session with Lead Artist 1	Kate Jones (Lead artist 1)
17/9/2018	17/9/2018	Workshop session with Lead Artist 2	Adil Gupta (Lead artist 2)
24/9/2018	24/9/2018	Workshop session with Lead Artist 3	Jack Shaw (Lead artist 3)
1/10/2018	1/10/2018	Workshop session with Lead Artist 4	April Johnson (Lead artist 4)
11/10/2018	11/10/2018	Final show of work at Newtown Community Centre	John Smith (project manager)
15/10/2018	15/10/2018	Feedback session with participants	John Smith (project manager)
15/10/2018	31/10/2018	Evaluation period	John Smith (project manager) with Newton Community Centre

Project evaluation:

- › Tell us how you plan to monitor the progress of your project and evaluate your outcomes throughout the project (up to 1500 characters)

Evaluation is a structured way of thinking about what has happened. Evaluation can help you to make decisions during your activity, improve your work, and show what your activity has achieved. Think about all the parts of your project, including quality, public engagement, finance and management. Also think about how you will share your evaluation so it can be useful to others.

If we give you a grant, we will ask you to evaluate your work and fill in an activity report form at the end of your project. You can find a basic introduction to evaluation in the information sheet 'Evaluating your project' on our website (artscouncil.org.uk/infosheets).

Checklist



Acrojou: All at Sea/Vessel, 2016. Photo © Dan Lowenstein

Checklist

Before you submit your application, check the following:

I have read the 'How to apply' guidance, and any relevant information sheets.

☐

I have spoken to Customer Services if I need support filling in my application.

☐

I have filled in all sections of the application form.

☐

My budget balances.

☐

I have at least 10% match funding.

☐

I have planned how to evaluate whether my project is successful.

☐

I have asked someone else to check my application to make sure that there are no mistakes and that nothing is missing.

☐

I have thought about what I will do if my application isn't successful. (See the note below.)

☐

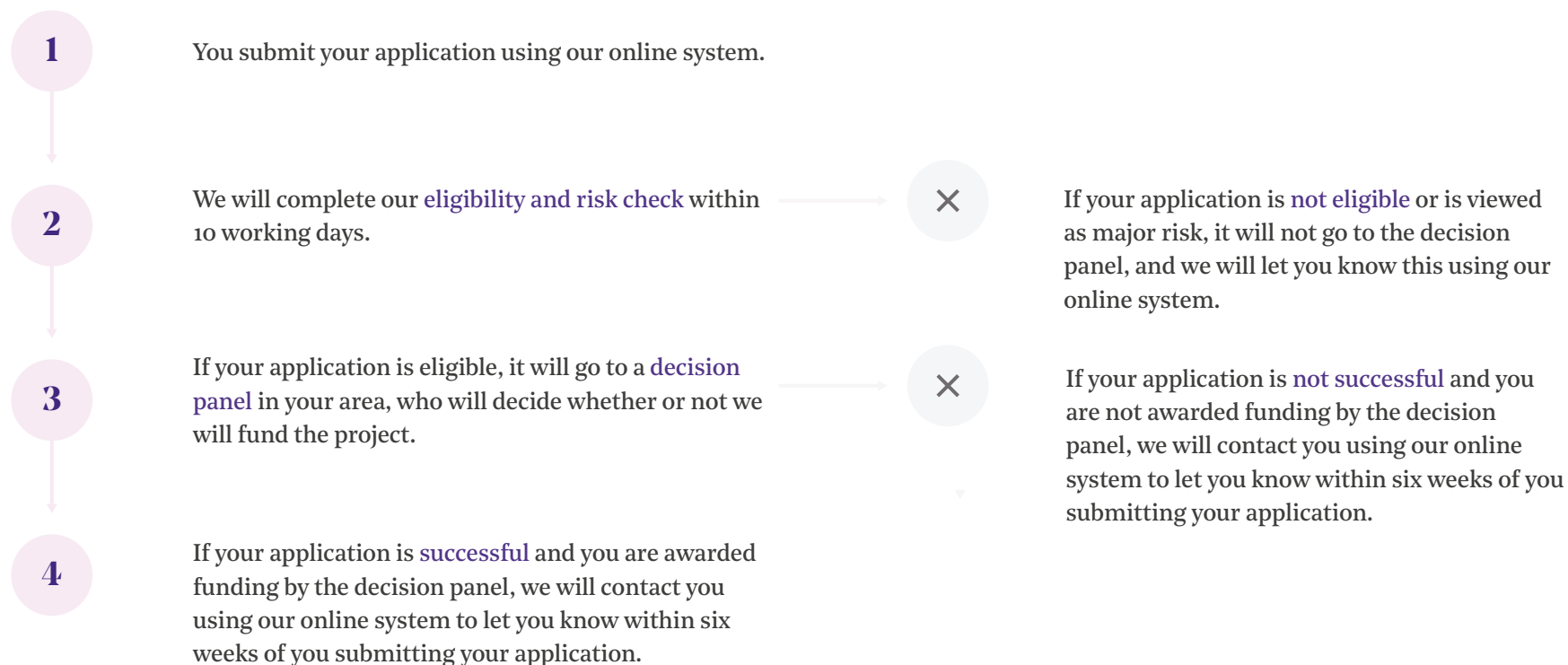
Note: Demand for our funding is high, and we are not able to fund all of the projects we receive applications for.

What happens next?



Reading on Thames Festival 2017: Fry's Island Swim
Photo © Stewart Turkington

What happens next?



You can find more information on each of these steps in the sections that follow.

1. Eligibility check

When we get your application, we first check whether it is eligible. You can find more information on eligibility in the [Eligibility](#) section of this guidance ([page 7](#)).

If your application is **eligible**, we will send you a confirmation email using the online system.

If your application is **not eligible**, this means that we cannot process it any further and we will not consider it for funding. We will tell you using the online system, and will explain our decision.

We will usually complete our eligibility check within 10 working days of receiving your application. If you have not heard from us within this time, you can contact us at enquiries@artscouncil.org.uk, or phone us on 0845 300 6200.

2. Risk check

If your application is eligible, we will next carry out a risk check. We look at how realistic and achievable your management plans and budget are, and consider other risks that might be relevant.

Our risk check may include the following, among other things:

- **timeline** (eg is the timeline achievable and detailed enough?)
- **partnerships** (eg are appropriate partnerships in place to support the activity, and are they confirmed?)
- **planning** (eg is the activity planned well enough?)
- **tour schedule** (eg is any tour schedule at an appropriate stage of confirmation?)
- **evaluation** (are plans to evaluate the project appropriate?)
- **budget** (eg is the budget reasonable and appropriate?)
- **partnership funding** (eg is there an appropriate level of partnership funding, and is any expected funding likely to be secured?)
- **financial management** (are there appropriate measures in place to manage the budget?)
- **asset purchase** (eg are any assets you want to buy justified clearly, and are the costings based on quotes?)
- **previous grants from us** (eg how have you managed any previous funding you have had from us?)
- **governance (organisations)** (eg we will check your Companies House or Charity Commission registrations where appropriate, and may check that your governing document allows you to deliver the activity you are proposing.)

We can give any of these factors a risk rating of **major**, **moderate** or **minor**.

Major risk means that an issue gives us concern that the activity is not likely to be managed successfully and/or there are serious concerns about your budget.

If we consider any aspects of your activity's management or finances to be major risk, we will not fund it.

If your application is not successful at the risk check stage, we will tell you using the online system, and will explain our decision.

Moderate risk means that although an issue represents some risk to successfully delivering the activity, we have decided that this can be dealt with.

If we award you funding, we will ask you to send us more information before we release your first payment. We call these additional pieces of information 'payment conditions'. For example, we might ask for a confirmed tour schedule or confirmation that the other income for the activity is in place.

Minor risk means that although we have noted an issue, we do not think it represents a risk to successfully delivering the activity, and we will take no action.

3. Decision making

If your project is eligible and we don't identify any major risks, your application will go to the decision making stage.

Decisions on applications for £15,000 and under are made by a panel of Arts Council staff members in the area where you are based. They meet every week.

We will look at the strength of the **quality** and **public engagement** aspects of your project. We will consider the strength of your application alongside other applications we receive.

We will also think about the **range and balance** of different projects we're supporting. The projects we fund must cover a broad range of **activity types, artforms, applicants and geographical areas**.

We need to think about our investment in **areas of least engagement with the arts**.

We think about how projects will contribute to promoting **diversity**.

We will review our internal data on our spending so far and look at applications in the light of future demand on our budget.

We will also think about how applications contribute to our Corporate Plan, and our Goals ([artscouncil.org.uk/mission](https://www.artscouncil.org.uk/mission)).

We receive many more good applications than we can fund, and we choose to support the ones that help us achieve a balanced spread of projects.

We sometimes have to make difficult decisions about what we can support.

If your application is successful

If we award you funding, your online account will show an offer letter and other information that will allow you to accept the grant using the online system.

We might also list some other information ('payment conditions') you will need to give us before we will release your first payment.

Accepting your offer

We will ask you to acknowledge and accept your offer letter and our terms and conditions using the system.

Everyone who receives a grant must accept our standard conditions (artscouncil.org.uk/funding/standard-conditions-grants). These conditions are attached to any offer, and are also available on our website. You can also contact us for a copy (email enquiries@artscouncil.org.uk or phone 0845 300 6200).

You will also need to print out and complete the bank details form, and post the printed copy back to us (this is for security reasons).

Asking for your first payment from us

For each payment of your grant, there will be a submission called 'Payment request' in the Submissions area of the online system. You must fill this in before we can release any payments. This submission allows you to upload information you need to meet any payment conditions we have set.

Please see our guidance sheet (artscouncil.org.uk/welcome-grantium) for step-by-step instructions on accepting a grant and asking for a payment.

If your application is not successful

If we decide not to fund your activity, your online account will show a letter explaining our decision and outlining your next steps. This letter contains the full level of feedback that we are able to provide, but there is further guidance available in our information sheet 'Unsuccessful applications' (arts council.org.uk/infosheets).

Arts Council National Lottery Project Grants is a rolling programme and you can apply again. Any new application for the same activity must sufficiently deal with the reasons that the original application was not successful. **If you would like to apply again, you will need to begin a new application form using the online system.**

Further information

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.

What to do if you cannot accept National Lottery funding for religious reasons

The funding we can provide from other sources is very limited, but we can arrange other funding if you cannot accept National Lottery funding for religious reasons. You should apply using our normal application materials and tick the box in the [Basic details \(page 23\)](#) section to state that you cannot accept National Lottery funding. We will process your application in the same way that we process all applications. If we decide to offer you a grant, it will not come from our budget from the National Lottery.

Making records of your project available to us for audit

You should be aware that we carry out checks on a sample of applications every year to make sure that our funding is being used appropriately. We reserve the right to ask successful applicants for access to all or part of their documentation relating to their activity. If you receive a grant, you must keep clear records of project management and financial records (including all invoices) for us to see when we ask.

Freedom of Information Act

We are 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 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 how we have reached our decision 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 while we are making a decision, as this may interfere with the decision making process.

You can find out more on the Freedom of Information (artscouncil.org.uk/freedom-information) section of our website.

Public sector equalities duty

Your application form gives us information we may use to report to the Government or to monitor the different backgrounds of people who receive grants.

Under the Public Sector Equalities Duty we must research and monitor the different backgrounds of people who receive our grants.

Applications we invite

We may occasionally ask for specific applications to help us achieve our mission and priorities (we call these 'solicited applications').

These may vary from area to area, depending on each area's corporate plans. For more details about our mission and corporate plan, please see our website at artscouncil.org.uk.

Appendices



18 Hours Ltd: Journeys Dance Festival 2017: Secret Encounters by C-12 Dance, Battle, 2017
Photo © Jetu Bejtullahu

Appendix 1: Museum-specific criteria

Who is eligible to apply for what?

	Arts projects	Museum projects
Accredited museums (non-NPO)	✓	✓
Organisations that have an established role in supporting accredited museums	✓	✓
Museums in the National Portfolio (lead applicants only)	National Activities £100,001 and above only, by invitation following an Expression of Interest; activity must be additional to NPO-funded programme	National Activities £100,001 and above only, by invitation following an Expression of Interest; activity must be additional to NPO-funded programme
Non-lead consortium members in National Portfolio	✓ For activity additional to NPO-funded programme	Accredited museums only; for activity additional to NPO-funded programme
National museums	✓	✓ Where the activity is a National Activity

What do we mean by 'museum projects'?

As well as being able to apply for arts-focused projects, Accredited museums can now also apply for non-arts museum projects. Museum projects are focused on museum practice (in other words, a museum's collections, or other activities linked to its core mission or on developing the museum or its staff's expertise). To be eligible for Project Grants, any museum project must have a [long- or short-term public engagement outcome \(page 31\)](#) as part of its project aims.

By funding museum activity in Accredited museums we want to enable high quality public engagement with museums and their collections.

Museum-focused work could include:

- public programming, including displays and exhibitions (which could include some appropriate equipment/asset hire or purchase costs, eg display cases)
- commemorative learning projects around the museum's core collections and objectives
- digital and creative media projects that encourage the public to interact with collections
- projects focusing on the conservation of objects, as long as there are associated public engagement outcomes

- projects that engage the public in consultation on collecting or other museum activity (for example, community or youth panels)
- outreach activity or community engagement projects linked to the museum's core objectives
- projects focused on engaging people with historic art collections (we would view this as a museums project rather than arts activity because our remit for visual arts focuses on contemporary arts)

Organisational development work and professional development could include:

- organisational resilience-focused activities, where these will have a longer-term benefit for a museum's ability to reach audiences and the quality of its programme of work
- projects involving professional development for Accredited museum staff and volunteers

What type of museum projects can't we support?

There are some types of museum project that we can't support through Project Grants:

- building-based capital work
- funding purchase of collections/collection items (except new artistic commissions where the commission is part of the project)
- projects that deliver Subject Specialist Networks activity (either from existing Subject Specialist Networks or that aim to set up new Subject Specialist Networks)
- archaeology or field work where this is the main focus of the application
- documentation projects as the main focus of the application without a strong public engagement outcome
- digitisation of collections where this is the main focus of the activity without a strong public engagement outcome
- individuals are not eligible to apply for projects such as museum curation and display work (this means individuals who are self-employed outside of museum employment)

Museums and arts activity

All museums are still eligible to apply for (and be part of wider projects focusing on) arts activity, and we continue to encourage and enable arts and cultural organisations to collaborate.

Project Grants can support a range of arts activity associated with museums, such as:

- artists' and creatives' residencies (including international exchanges)
- exchange projects (focused on interpreting art collections or interpreting non-art collections through art)
- exhibitions (including touring)
- arts workshops
- artistic commissions
- site specific work
- festivals (including multi-cultural festivals)

Appendix 2: Creative media-specific criteria

For Project Grants, we use the term '**creative media**' to refer to **artistic and cultural works** and content that:

- 1) are created for digital platforms; and/or
- 2) are distributed digitally to engage the public.

We can accept Project Grants applications that help artists and arts organisations, museums and libraries to explore creative media and digital opportunities in the arts and museum practice across the artforms and disciplines that we support.

We will focus our support on making effective interventions with the greatest value for arts and culture. We will do this by supporting artists, creatives, and organisations showing innovation, experimentation and creative risk-taking, and with clear plans for reaching audiences effectively with their creative media work.

We are unlikely to have the resources to support many very high value creative media-focused projects, so we encourage you to think carefully about your partnership funding, and where our investment could have the most impact.

If demand for any particular type of project is very high, we may choose to focus our support on projects that we think are most likely to help us meet our goals.

We reserve the right to determine eligibility of projects involving any of the creative media forms outlined below based on the full content of your application (as with any other type of application). If we do not view a project as eligible, we will explain why using our online system.

As with all Project Grants activity, students in any creative media discipline should remember that we can't support any projects that contribute towards a course of study. See our [Eligibility section \(page 7\)](#) for more detail.

This area of practice is fast-moving and we'll be tracking our criteria, and the investments they allow us to make, carefully. If there is an area of practice we're currently not clear on, we'll use our yearly review of the programme to look at it again and may change our approach. Always check the website for the most up-to-date version of the guidance document you need.

Artists' film, video and audio

We can consider applications for support towards creative films that involve artists working in our [supported artforms](#) (page 8) and where film is the medium for their work. These projects might be collaboratively produced between a filmmaker and an artist or group of artists. Applications for this type of project will need to meet all other relevant eligibility criteria including public benefit. In considering your application, your strategy or approach to getting your work shown or distributed will be an important factor.

We can support **artists' work in film, video and audio** that is **clearly related to practice in our supported artforms** (eg visual artists' film, creative documentary that involves artists, screen dance, poetry film, artists' creative podcasts, artist-led radio drama, sound art and so on).

The type of work we can support includes:

- the production of artists' film, video and/or audio work for galleries, cinemas, the public realm, publishing, broadcast or online exhibition or distribution
- education, participatory and training initiatives where the focus is on artists' film, video or audio
- organisational development, or capital items such as equipment, where the focus is on artists' film, video or audio
- cinemas or production facilities for projects specifically concerned with the development, production or exhibition of artists' film, video or audio

- programmes of artists' film, video or audio within wider film or media arts festivals

We cannot support:

- film-making projects that do not engage creatively with the artforms and disciplines we support
- feature films
- television drama

Animation

We can support some types of animation projects through Project Grants. We can consider supporting **artist-led animation involving our supported artforms** that is not primarily intended for commercial film, commercial games or mass-market media distribution. We will prioritise support for innovative artistic practice in this area - for example where artists using animation as a medium (either alone or in collaboration) show a commitment to experimentation and creative risk.

Interactive/immersive digital projects

We can support some types of interactive digital projects through Project Grants, including projects where artists and arts and culture organisations work creatively with Virtual Reality, Augmented Reality and Mixed Reality. We can consider supporting projects involving interactive or immersive digital projects that aim to give users a new, interactive or immersive experience in our supported artforms or disciplines by using technology.

Artistic and cultural games and game-based art

We can support some types of games projects through Project Grants. We can consider applications for support towards location-based and online games and game-based art that are being designed, scripted, constructed or otherwise created by an artist or group of artists who work in [the artforms and disciplines we support \(page 8\)](#).

The active participation of the player, participant or viewer must be a central part of the creative or artistic experience.

We cannot support:

- any games-based projects that do not involve artists working in our supported artforms in key creative roles
- games projects where the artistic or cultural experience of the player or participant is not a central aim
- games projects that are intended for commercial distribution

Live-to-digital ‘captured’ content

We can support some types of captured content projects through Project Grants. We want to support projects that extend the reach of live work [in the artforms and disciplines we support \(page 8\)](#) by capturing it digitally and distributing it to wider audiences.

Capturing work involves significant investment, and we will only fund capture work if there are clear and well-developed plans in place for distribution and engagement, the capture itself is of high quality, and the original live work is of high quality. We also expect applications that are solely for a programme of live-to-digital captured content to include engagement plans that show the captured outcome is likely to benefit a significant number of people.

Cultural learning about arts and culture

We can consider supporting film and digital media projects that reflect on and explore arts organisations' and museums' work and artists' practice in [the artforms and disciplines we support \(page 8\)](#), where they are intended to increase public awareness of and participation in arts and culture. We can only consider cultural learning projects that show clear and well-developed plans for distribution and engagement.

These projects might include arts documentaries, podcasts about arts or culture and media-based educational content. Our support is likely to be focused on those projects that include more experimental, interactive or innovative approaches to cultural learning. We can also support media-based cultural learning products that might use gaming as a tool for learning.

We cannot support:

- Cultural learning content where the producer or commissioner of that content is a university, school or other educational body.

Questions?

Get in touch — we're happy to help

Reach our Customer Services team here:

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