

Arts@Leeds

Grant Aid 2012 – 2015

Guidance Notes

Introduction to Arts@Leeds Grants

Leeds is a great advocate for the Culture and sees it as vital for both the economy and the development of a sense of place. The city supports cultural companies based here, to create great art which engages more local people and visitors with a wide range of art forms.

A Leeds City Council Arts@Leeds Grant is available, to those who fit the criteria, to not only develop great art but also nurture and retain talent and skills, contribute to the distinctiveness of the cultural portfolio, break down barriers and work with and be inspired by the communities which gives Leeds its great tradition. By introducing 3 year grants the Council want to support longer term planning and offer some level of stability for organisations once their grant has been decided.

This is a new grant process which is open to anyone who fits the criteria described below. The minimum amount available will be £1,000 per year and organisations are not restricted to bid for the amount they have had through the old grant scheme. This scheme wants to build in the opportunity for organisations to introduce new developments, or aspects to their organisation. The budget is obviously finite and yet to be finalised so this is not a proposal that will give everyone more money. Some grants may go down and some may go up but we are responding to requests received to move away from the restrictive approach of the past. We are looking at ways to phase any grant reductions over the three year period if that is required. Equally some organisations may bid for a grant that grows over three years.

Grants will be allocated if there is a good fit to the criteria defined below. The Council wishes to support all Art forms and will reflect this wish in its grant allocation.

Organisations and partnerships are eligible for Arts@Leeds funding to support the work that they do to engage the people of Leeds and our visitors in cultural and creative activities. The grants are only for activity which fits the criteria described below. To assist organisations in longer term planning and to support their sustainability from 2012 the grant scheme will be a three year scheme subject to annual budget confirmation.

Leeds has introduced a new Leeds Inspired Grant scheme to support work which contributes to the annual theme and high profile cultural programme. This scheme will be launched early December and is based on the same core objectives as the new Arts@Leeds scheme

Duration of grant

The grant is for 3 years funding from April 2012 - March 2015. All grants are offered subject to funds being available from Leeds City Council and organisations delivering against their agreed actions.

Application Guidance Notes

Introduction

Please read these Guidance Notes carefully before completing your application form.

We expect the demand for funding will be very high and unfortunately it is not possible to fund every application. We use a fair and consistent method of scoring each application according to the priorities described in the application form.

Please keep a copy of your application for your records. If your application is successful you will need to refer back to it when completing your monitoring forms.

For further advice please call Jen Rhodes, Arts Officer on 0113 247 6419 or email jennifer.rhodes@leeds.gov.uk

We wish you success with your application

Funding schedule

**The deadline for all applications is Friday 13th January 2012
Applications received after this date will not be considered**

We aim to inform applicants of the decision in writing as soon as the Council grant making process allows. Payment of grants awarded will be made subsequently on receipt of relevant documentation. Grant payment may be subject to further conditions.

How much can you apply for

The minimum amount is £1,000. The budget available will be subject to the Council budget process and will only be known early 2012. Once established it will be set for three years subject to annual confirmation of the budget and the organisation meeting its targets

The Council reserves the right to change the budget in response to a significant change to the base budget or a major issue impacting on the city's finance.

When you can apply

Arts@Leeds Grant scheme submissions deadline is Friday 13th January 2012. It is hoped decisions will be made by March 2012 and these will set the grant for 3 years subject to annual confirmation. The next opportunity to apply will be January 2015.

Eligibility

Who can apply?

Applications are welcomed from non-profit making groups/organisations involved in arts and cultural activities in the community, this includes:

- ▶ **arts organisations;**
- ▶ groups of organisations (one will need to take the lead and have the main responsibility for managing the application and any grant)

If you are applying as a partnership, the lead organisation will need to complete the application form. There is no limit to organisations applying as partners to more than one grant

Who cannot apply

- ▶ Organisations that share out profits to members or shareholders
- ▶ Students in full time education or student led groups, unless working within a partnership
- ▶ Individual educational establishments where the activity does not provide benefits to the wider community or artists.
- ▶ **Organisations resident outside of the Leeds Metropolitan Area.**
- ▶ **Non arts organisations**
- ▶ Organisations delivering the majority of their work in schools in school hours or organisations whose primary purpose is to deliver school/curriculum based work
- ▶ Leeds City Council – unless working in partnership with an outside arts organisation
- ▶ Individuals – unless working in a partnership
- ▶ Closed membership groups whose activities do not reach a wider public
- ▶ Uniformed Youth Groups

Constitution and governance

- Organisations must have a governing document that has as a minimum the name, aim/purpose, objects and a dissolution clause for the organisation
- Organisations must have a list of Trustees/Committee members and Trustees/Committee member signatures
- Organisations must have at least 3 Trustees/Committee members who should not be related
- Organisations must have a bank or building society account that requires at least 2 people (who are unrelated and do not live at the same address) to sign cheques
- Paid staff members can not also act as Trustees/Committee members

Please talk to us if you have other governance arrangements.

What we fund

Arts@Leeds aims to promote access to the arts, particularly in terms of taking part. The scheme aims to achieve a balance of creative opportunity across the city for the benefit of all communities.

You can apply for grants for arts-related activities, for example; programming, exhibitions and arts education activities which engage local people and or attract visitors..

We work to a wide definition of arts that includes: contemporary visual art, music, theatre, dance, puppetry, craft, film, photography, radio, new media, digital art, writing etc.

Organisations applying for funding must be based within the Leeds Metropolitan area, be arts based and operate for the benefit of the people of Leeds and the funding must relate to work in Leeds.

Funding applications will be assessed according to the needs of the organisation and the capacity of the fund. Provision of clear financial information is essential in informing the decision process. It is possible that if successful organisations may be offered a smaller amount than they have requested.

Organisations that are offered grant funding must include the Leeds City Council logo on **all** publicity materials. Copies of all publicity materials must be submitted to the Arts Development Officer.

What we don't fund

- **Activities that are not related to the arts, or have no public participative¹ element.**
- Activities that provide no benefit or engagement opportunity to the people of Leeds.
- Activities, including buying goods or services, which take place or start before we have decided about your application.
- Activities, equipment or events that duplicate what already exists or which would not be used for the benefit of the public.
- Costs that are already covered by other funding or that could be covered by the organisation's own resources
- General running costs and overheads that are already paid for by other income, including your own funds.
- Ongoing overheads relating to equipment or buildings, such as insurance, building repairs and maintenance costs.
- Activities or events which take place outside Leeds
- Activities that do not help artists and arts organisations in Leeds to carry out their work –
- Self-promotional activities which do not provide public benefit.
- Charity fund-raising events
- Individual tuition, training or research
- Projects or events not including artistic activity e.g. networking groups
- Projects or events that take place solely in schools in school hours
- Applications for party political purposes or religious purposes
- Activities that have already taken place

Match Funding

We expect you to find at least **10%** of the cash for the activities from other sources. We will not usually consider applications for the total cost.

Other income can include:

- Earned income from your activity (e.g. ticket sales)
- Funding from public organisations such as Arts Council England, central government or the European Union
- Grants from trusts and foundations
- Sponsorship
- A contribution from your organisation

How we make our decisions

We take the following points into account:

That the activity:

- Is clearly described, realistic and well planned
- Is achievable within the given budget
- Involves a broad range of people as participants (i.e. the organisation is not a closed group)
- Increases public engagement in the arts
- Involves under-represented art forms or artists
- Makes a positive contribution to the profile of the city
- Increases employment opportunities for the people of Leeds

¹ Participative means any involvement with the public eg as an audience, a workshop, a learning session etc

That the organisation:

- Has obtained appropriate additional funding of at least 10%
- Has the capacity to complete the activity successfully – that the workload, staff implications and running costs have been taken into account
- Has a good track record of delivering similar activity
- Shows evidence of consultation or local demand for the activity
- Has appropriate targeted plans to attract the people the activity intends to serve

How we score your application

The Arts@Leeds scoring system is transparent and consistent for all Arts@Leeds applicants.

As applications are received, a file is created for each proposal. An initial appraisal will be made for each organisation and missing or inconsistent information will be followed up at this stage. This includes checking that the budget is sound and that all necessary policies and procedures, financial information and constitution (if not already received) have been enclosed.

What sort of information is needed

Fill in the whole application form unless there are sections that you are asked not to complete. **Where this is difficult please explain why you have not completed that part of the form**

Equality and Diversity Policy. Your organisation will not be eligible for arts@leeds funding without this document. Please contact the Arts Development Officer if you require guidance to develop your policy.

Protection of Children and Vulnerable Adults. To be eligible for arts@leeds funding your organisation **must** have a Child Protection and Vulnerable Adults Policy if your organisation provides events/services which cater for children and young people under the age of 16 or vulnerable adults

What happens next

We aim to inform applicants of the decision in writing as soon as the Council grant making process allows. It is very important that your contact details are up to date. If your application is successful, we will send you a funding agreement which you must sign and return. We will release your grant on receipt of this funding agreement.

Notes on completing the form**Section 1: CONTACT DETAILS**

Please ensure that the contact details you give us are complete and correct as we may need to contact you about your application. Please contact us if any of these details change.

1.2 Main Person to Contact - The person to whom all correspondence will be sent, if you are a partnership project the application details need to be of the lead organisation

Address - This should be the registered address for correspondence of the lead organisation

1.3 Partnership application

If this is a partnership project, please list key partners in the project

Section 2: About your proposal

2.1 - 2.5 Please describe what your proposed aims are for the next 3 years, how you plan on achieving them, what new schemes of work do you have planned and how you think your proposed activity will affect the people of Leeds.

If you are part of partnership proposal, how will the partnership benefit all organisations involved

Section 3: Making it happen

3.1 – 3.7 This section looks at how you are going to make it happen. Describe what experience you already have, if you are a partnership, have you had experience with this partnership before.

Section 4: Your audience

4.1 Divide the project total expenditure with the total number of people for the project

4.2 Describe how your programme will reflect value for money in relation to the project and the summary of benefit to each group.

Section 5: Your outcomes

'Participation' means people doing the activity.

Divide the day into three sessions – morning, afternoon or evening.

A 'session' is any one of, or part of, one of these. For example, a half-day education workshop would be one session.

Section 6: Finances

6.4 & 6.7 It is very important to show a balanced budget (i.e. your total spending and total income are the same).

We expect you to find at least **10%** of the cash for the activities from other sources.

We will not usually consider applications for the total cost.

If the budget does not balance, we will ask you to resubmit it.

If you have included grants and sponsorship in your income statement, please detail sources (including other departments of Leeds City Council) and amounts received. If your most recent accounts or bank statement shows a significant amount of reserves, please explain what the reserves are intended for.

All applicants should include the arts@leeds funding you are applying for in this application. If you are applying for other Leeds City Council funding, please provide details of the department and contact officer.

If your organisation holds any financial reserves, please indicate the amount and purpose for which they are held, together with anticipated balances brought forward into 2012/13 and to be carried forward into 2013/14, 2014/15.

It will strengthen your application if you can demonstrate that you are seeking funding from other sources. Please indicate when you expect to find out the outcomes of the other grant or sponsorship applications for this project. **If your activity is dependent on these funding sources please describe your contingency plan should they not be successful (attach a sheet).**

Section 7: Economic Impact

7.1 Describe what effect you think your activities will have on the Leeds' economy. You may include an estimate financial figure as part of your answer

7.2 Demonstrate the value you put on your press and media coverage, this can be done by estimating the financial value of column inches in print/online media.

Section 8: Fitting the Leeds Culture criteria

Grants are only available to organisations which fit the four Leeds Culture criteria. To help you demonstrate how your organisation fits we have asked a series of questions. Please answer the questions and demonstrate how your work fits the criteria. You can either answer question by question or provide a summary but do make sure you cover all points

8.1 Spotting, nurturing and retaining talent in Leeds

Please answer all questions by describing:

- ▶ How your organisation is working with the city's existing and potential creative talent
- ▶ How your organisation is bringing established talent into the city
- ▶ How you will ensure the performers/artists involved are high quality
- ▶ How your organisation is engaging with apprenticeships, volunteers, coaching/mentoring and training
- ▶ How many work placements, apprenticeships, coaching/mentoring, volunteering opportunities are provided and how long does each last
- ▶ How many young people are involved in out-of-school learning/activity programmes
- ▶ How you are working with FE/HE to encourage graduate retention and what evidence of retention will you collect as a result
- ▶ We want to highlight the economic impact the arts have in the City. While we build a consistent method across the City, what financial value does your organisation put on its skills development work or workshops to the City?
- ▶ What training and support will your organisation give to smaller organisations to build the cultural capital of the City
- ▶ What training and support will your organisation give to artists/performers and what is the value of this

8.2 Removing Barriers

Please describe:

- ▶ Details about the people the activity will reach, stating whether these people would not normally engage with the arts
- ▶ How you will reach people and details of your press and marketing activities, including your use of Breeze Culture Network.
- ▶ How you have involved the public and partners in planning your activity and how you will make the most of those partnerships to extend the reach of the activity.
- ▶ How you have considered access, equality and diversity (relating to both the artists and audiences).
- ▶ Details of any innovative (new) approaches to engaging the public in this activity.
- ▶ Evidence of work with people with challenging lives (challenging should include specific targeted work for those with disabilities, those from low income households, young people at risk, in care or NEET).

8.3 Demonstrating Leeds's distinctiveness and telling the city story

Please describe:

- ▶ How your organisation acts as an advocate for the city, both within Leeds and nationally, helping to define Leeds's distinctive nature and underpinning the economy
- ▶ How your organisation has brought new work to the city or created new work specifically for Leeds
- ▶ How your programme shows ambition and distinctiveness
- ▶ What your likely spend on cultural infrastructure is, if any
- ▶ What your contribution to art in the public realm is, either temporary or permanent, if any
- ▶ We are working to develop an economic impact measurement that can be consistently applied but in the meantime how does your organisation measure economic impact, include partnerships with business?
- ▶ How much is spent on marketing and communication? What is the estimated value to the company? If there is no marketing spend, what is the value of the free media, eg., new stories received. How are audiences attracted?
- ▶ How your organisation demonstrates its relationship with Leeds.

8.4 Community Inspired

Please describe:

- ▶ How your organisation's work engages with community groups, particularly those in the most challenging wards of the city
- ▶ How your organisation demonstrates the impact of it's work with the community
- ▶ If yours is a large organisation (more than 10 staff), how does it work with smaller organisations to support growth, coach/ mentor and develop leadership skills
- ▶ What provision is made to offer space for specialists or smaller arts organisations to create or meet at low or no cost (ie., not straight hire) and what is the value of the provision
- ▶ How your organisation is working with at least one other cultural or voluntary organisation
- ▶ How your organisation is collaborating with other art forms
- ▶ How and where you have performed or shown work outside the city centre but within Leeds.
- ▶ How many members of the community took part either as participants or audience
- ▶ What difference has the organisation made to the people of Leeds

Section 9: Evaluation

9.1 Please explain how you intend to monitor and evaluate your project.

How will you know if your project has been successful or not? We need to know how you will monitor your activity, how many people attended or participated and whether they found it worthwhile, and what lessons you learned to take forward into future projects

Section 10: Register of Interests

10.1 It is important that we know whether anyone who works for your organisation (whether paid or voluntary) has any other employment or connections which may be relevant to your application.

Section 11: Checklist / Finishing Your Application

Check that you have answered all the relevant questions, enclosed all the necessary documentation and that you have signed the application form.

Please return this form to: Jen Rhodes, Arts Officer, Arts Development, The Town Hall, The Headrow, Leeds LS1 3AD or by email to Jennifer.rhodes@leeds.gov.uk

**The deadline for all applications is Friday 13th January 2012
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